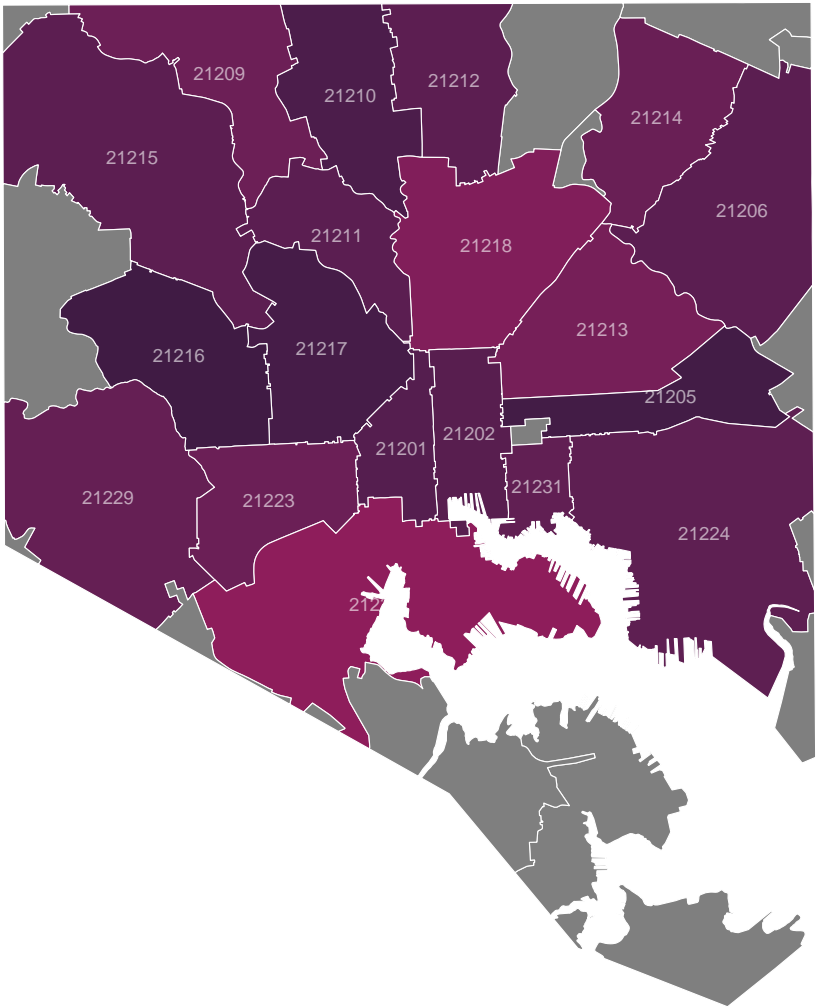
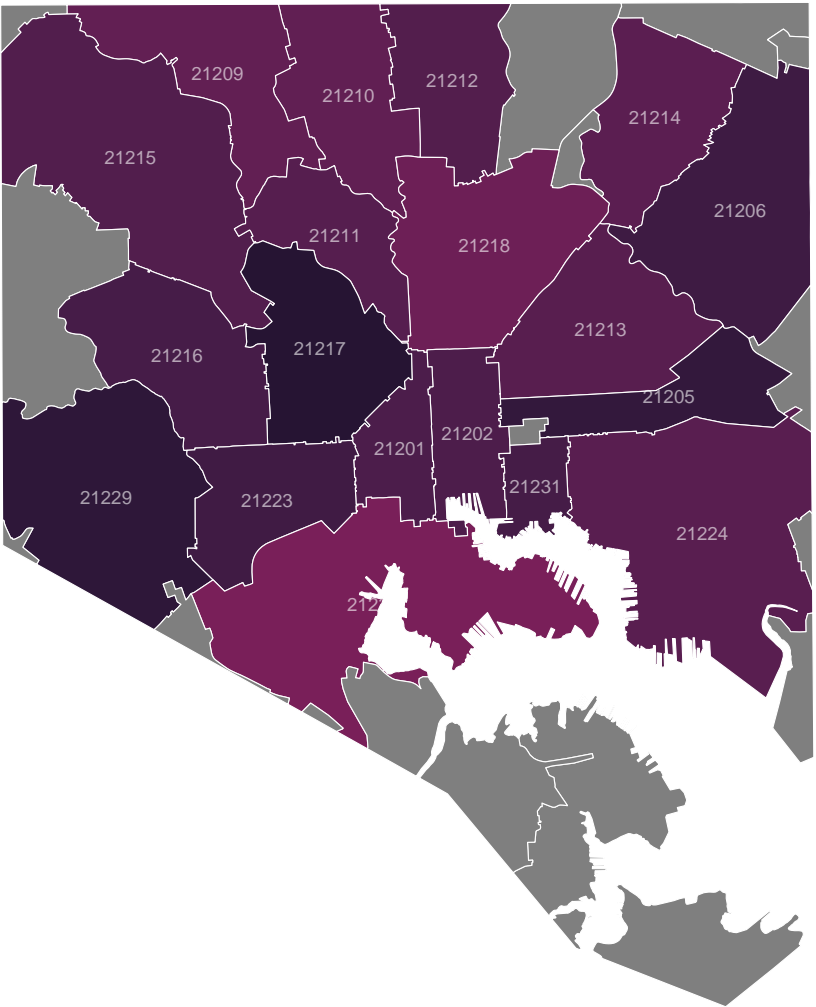


A

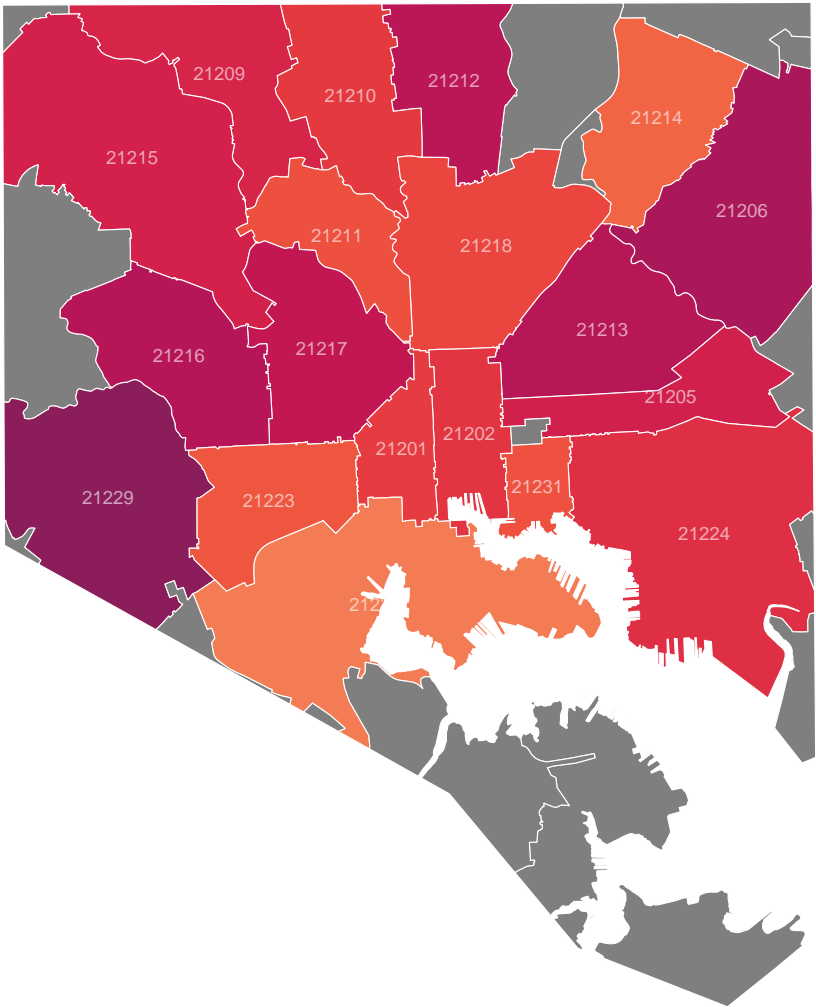
Non–meat marketing campaign (Scenario 1)



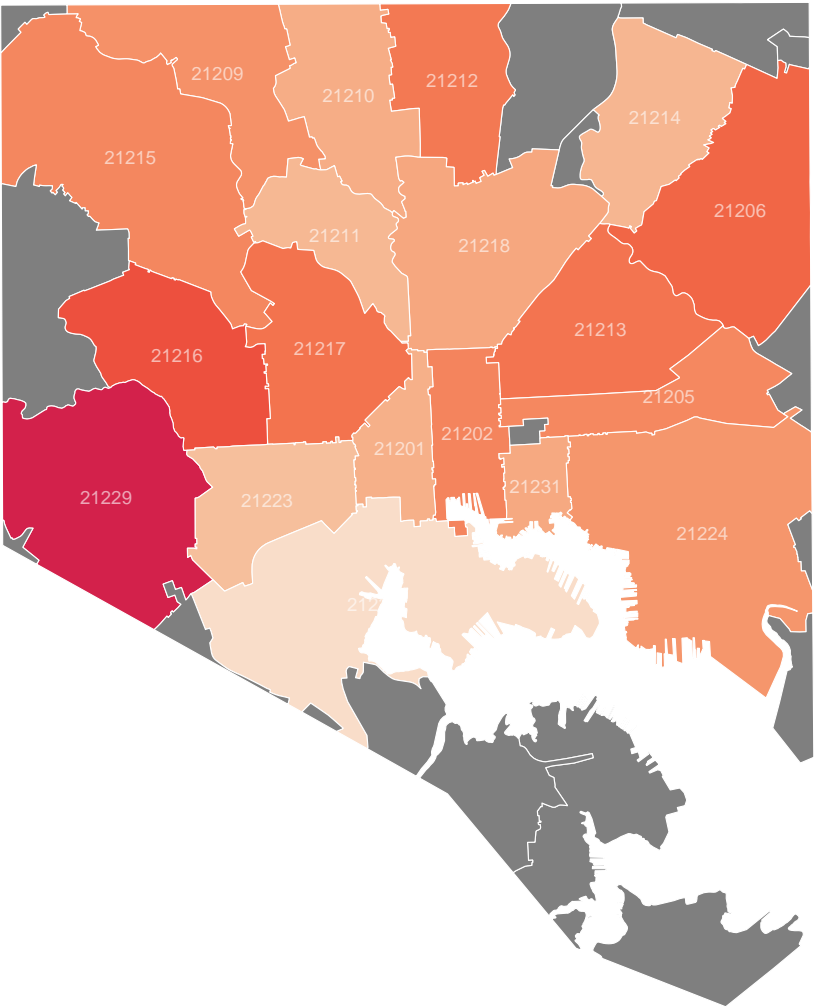
Increase in meat pricing (Scenario 2)



Increase in non–meat options (Scenario 3)

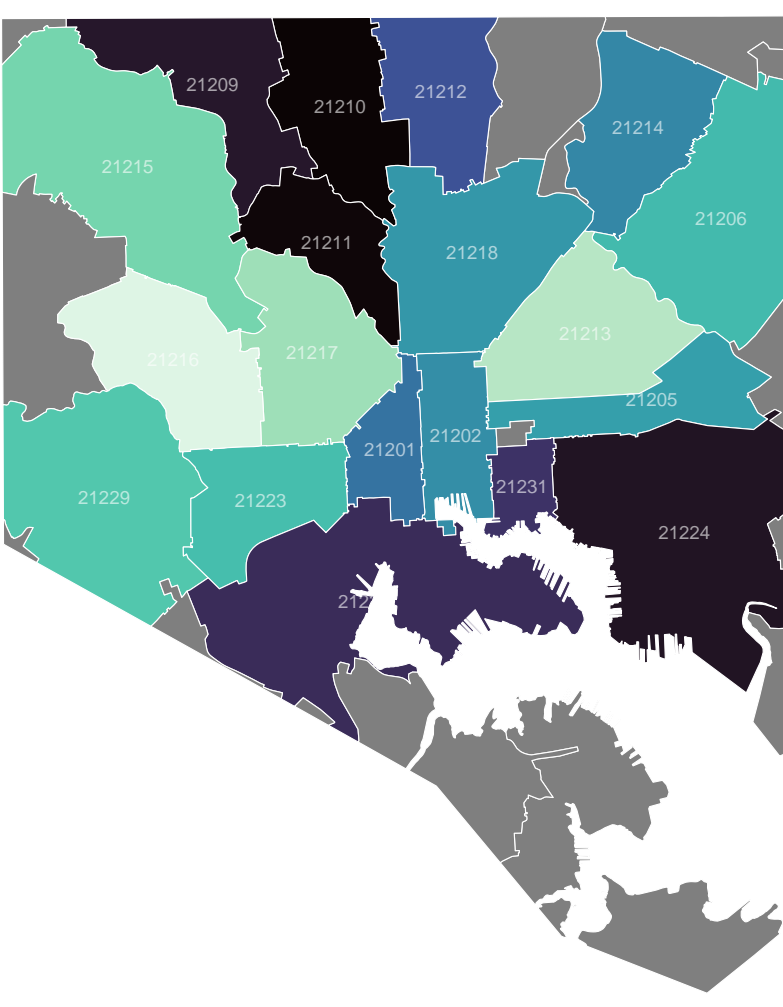


Combined non–meat push (Scenario 4)

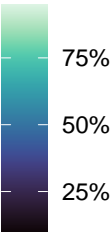


B

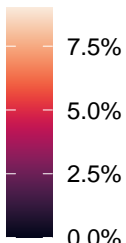
Non–Hispanic Black Population



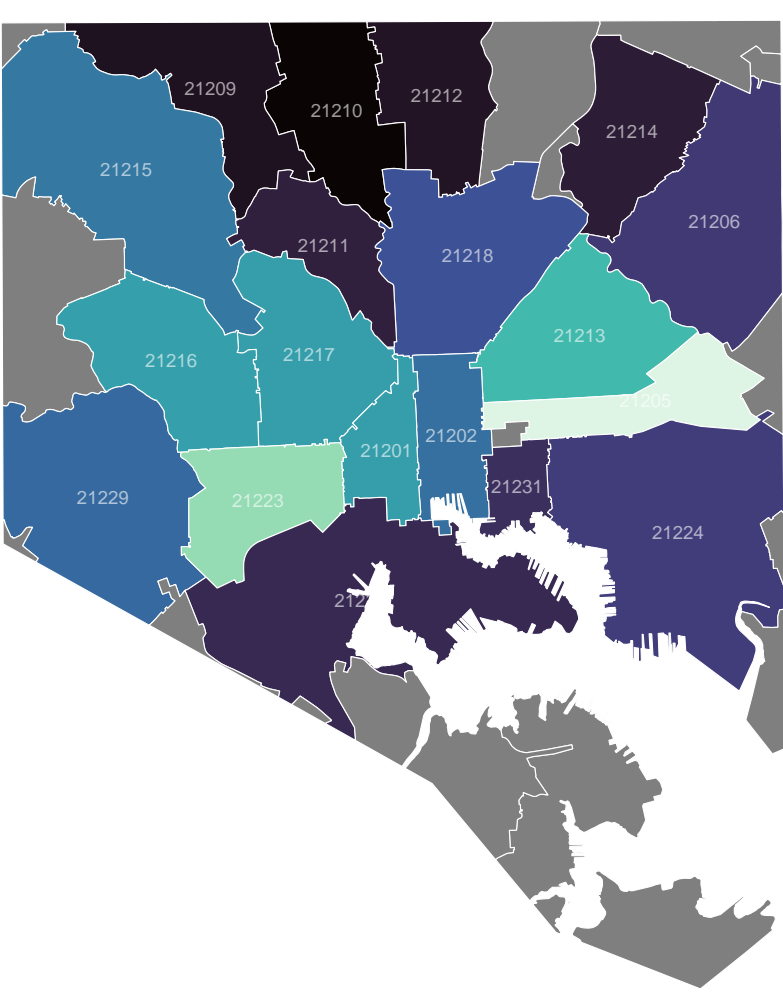
Fraction that are non–Hispanic Black



Reduction in meat consumption compared to Baseline



Low Income to High Income Ratio



Low Income (<\$55k) versus High Income

