Meatless MArketing (Scenario 1) Meat Price Surge (Scenario 2) 21213 21213 Reduction Reduction in meat consumption compared to Baseline in meat consumption compared to Baseline 21205 2.00% 21223 4.00% 1.50% 3.60% 1.00% 3.20% 2.80% Comprehensive Marketing (Scenario 4) COVID-19 (Scenario 5) 21206 21218 21218 21213 Reduction 21217 Reduction in meat consumption compared to Baseline in meat consumption compared to Baseline 21229 7.00% -6.00% 6.50% 6.00% -7.00% 5.50% 5.00% -8.00%

Increase in Meatless Option (Scenario 3)

21229

21213

Reduction

6.50%

6.00% 5.50%

5.00%

4.50%

in meat consumption compared to Baseline