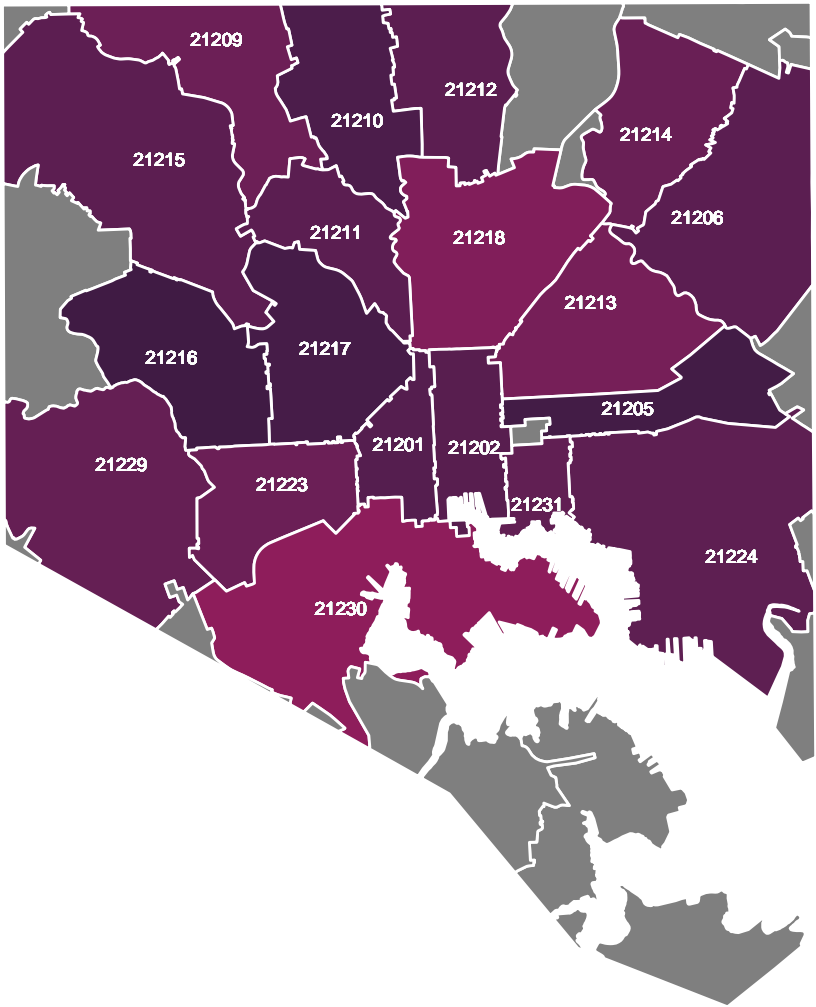
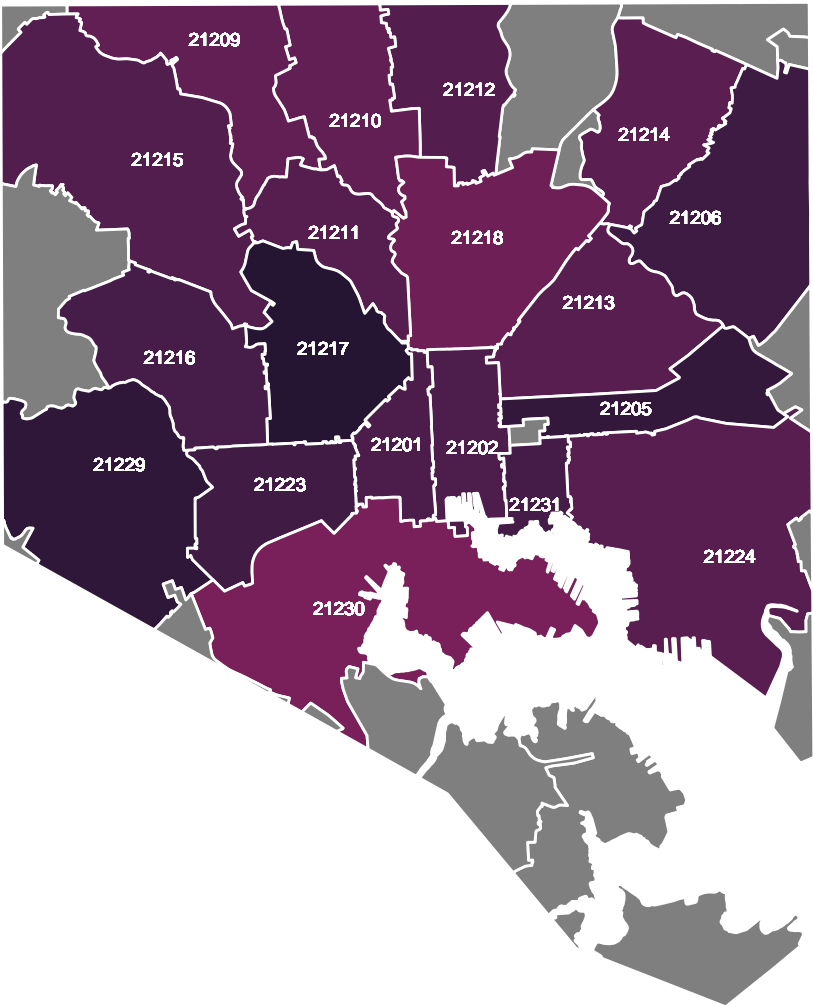


A

Non–meat marketing campaign (Scenario 1)

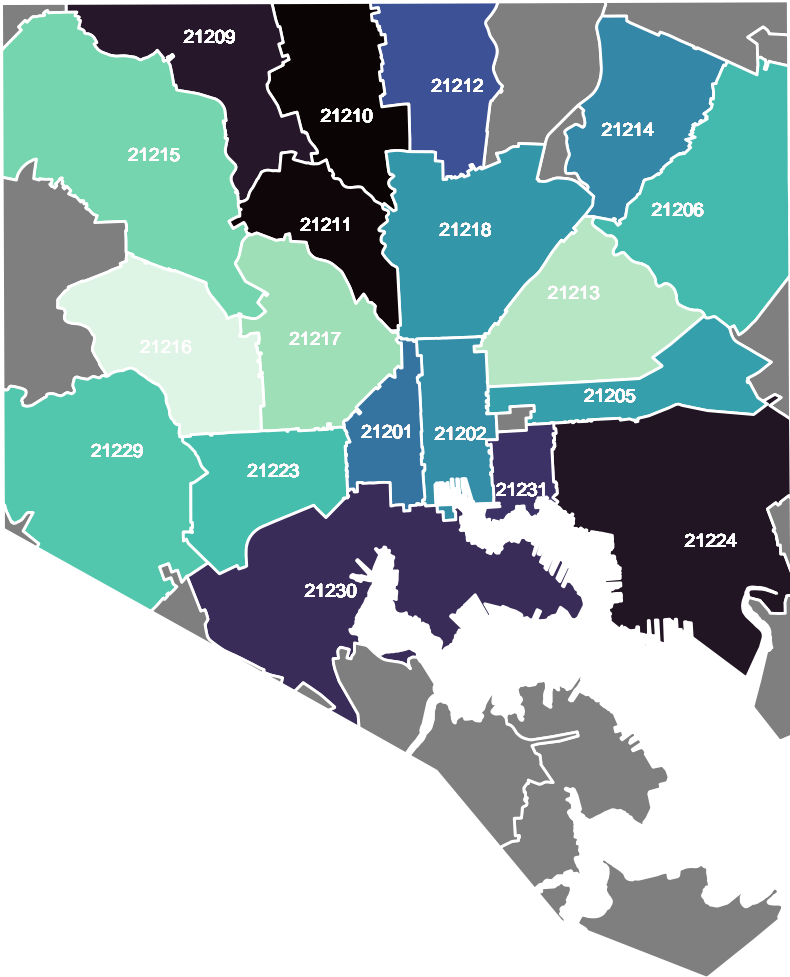


Increase in meat pricing (Scenario 2)

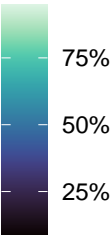


B

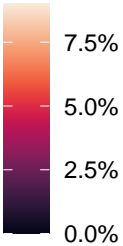
Non–Hispanic Black Population



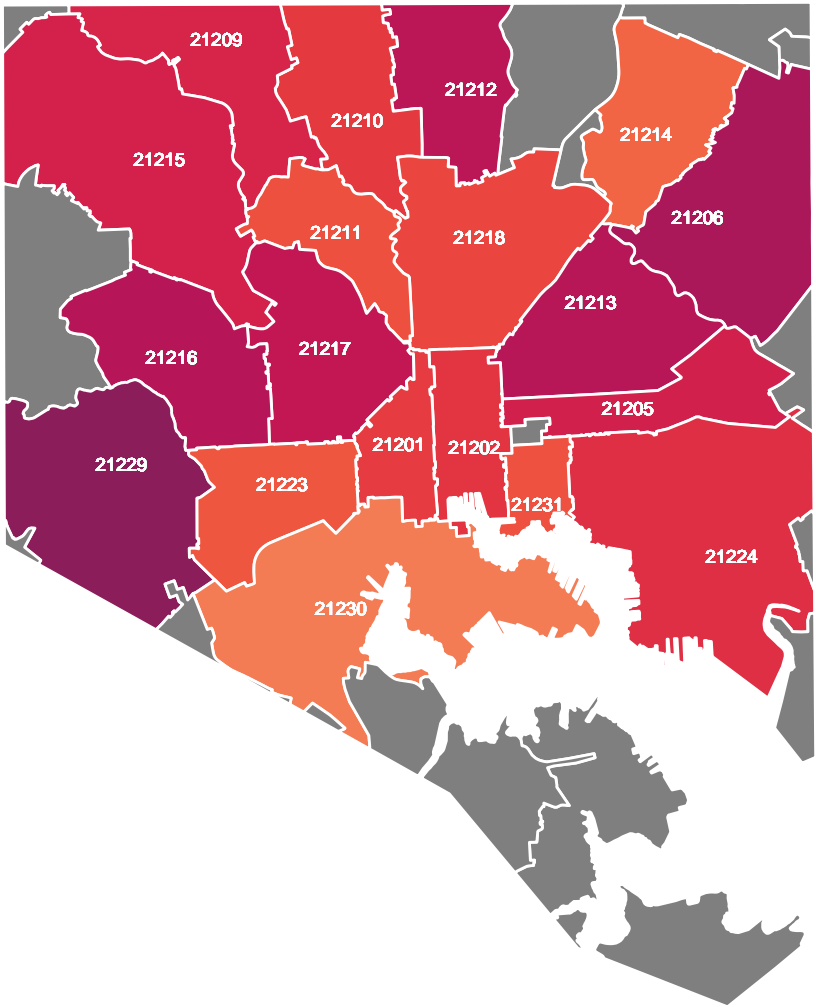
Fraction that are non–Hispanic Black



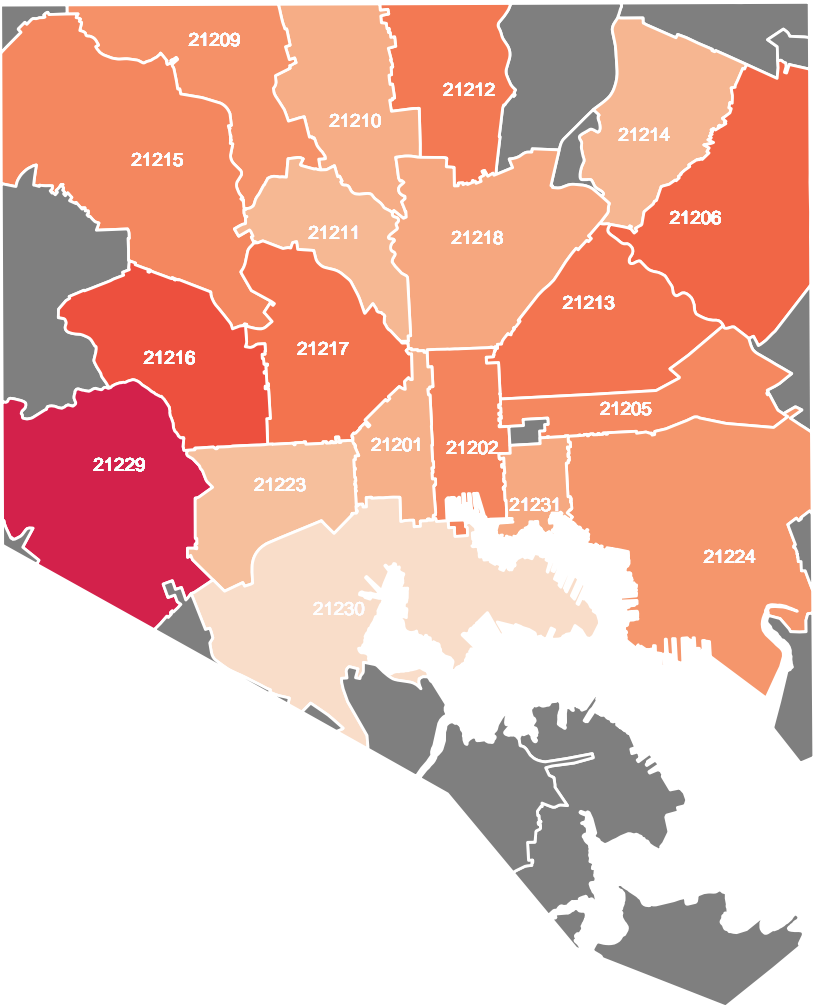
Reduction in meat consumption compared to Baseline



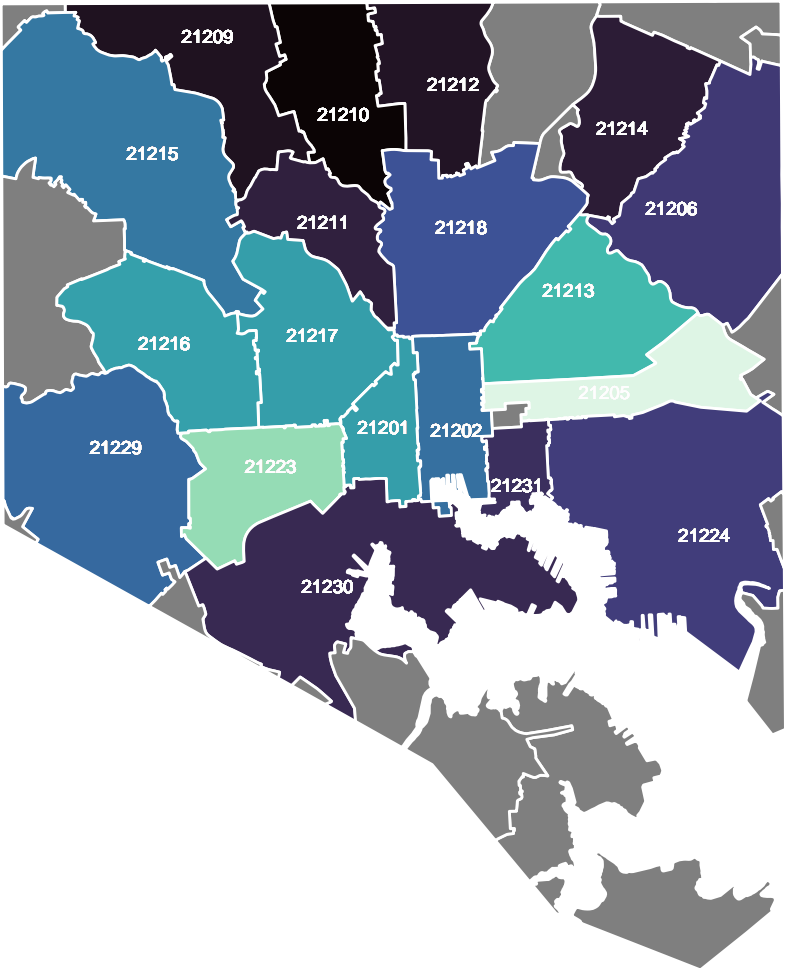
Increase in non–meat options (Scenario 3)



Combined non–meat push (Scenario 4)



Low Income to High Income Ratio



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

