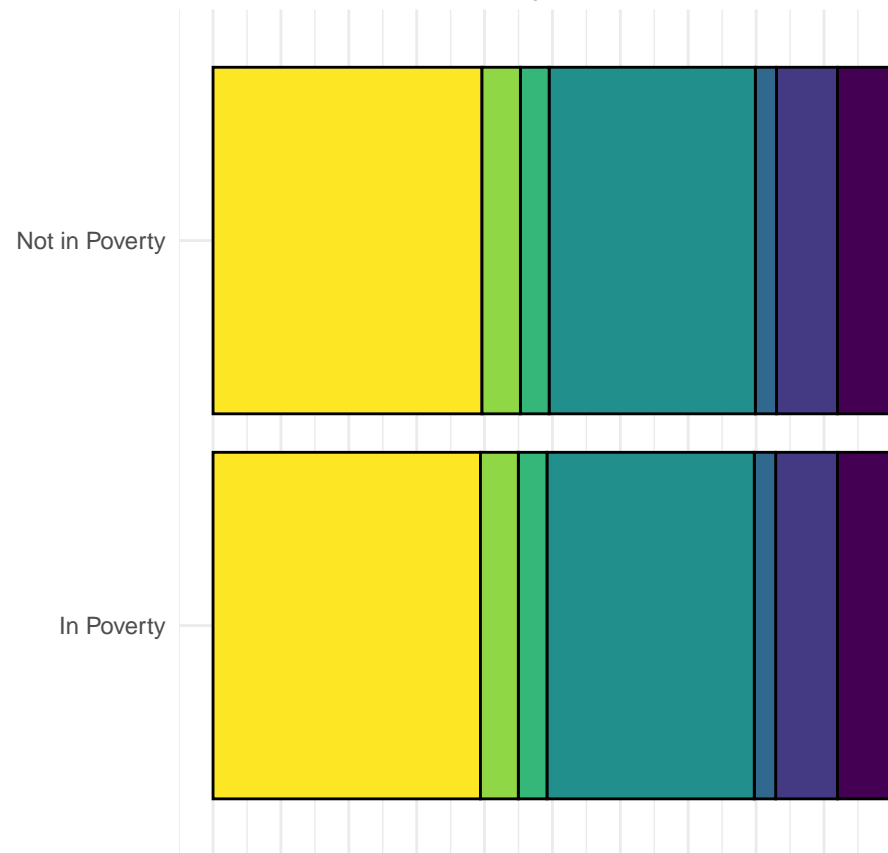
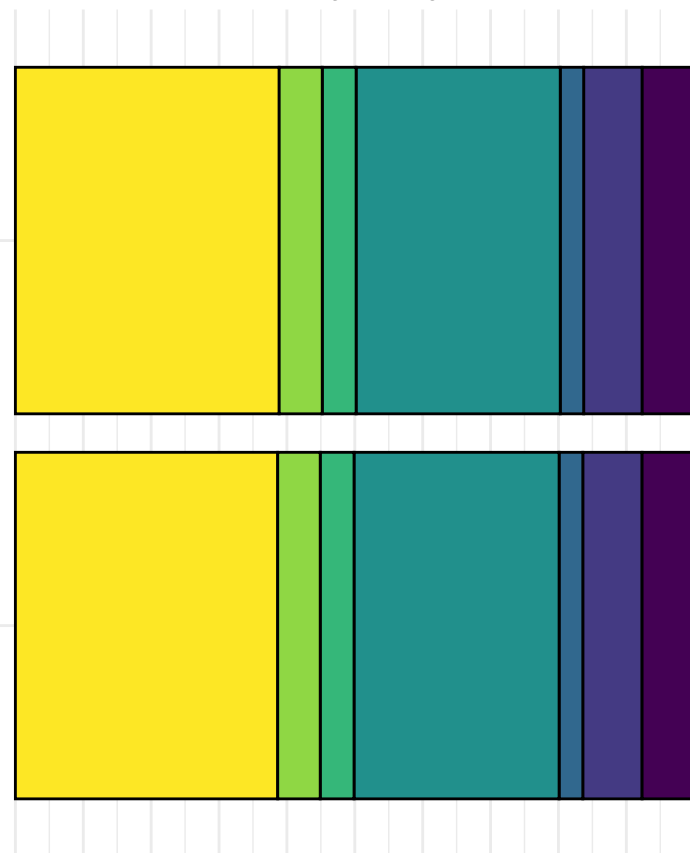


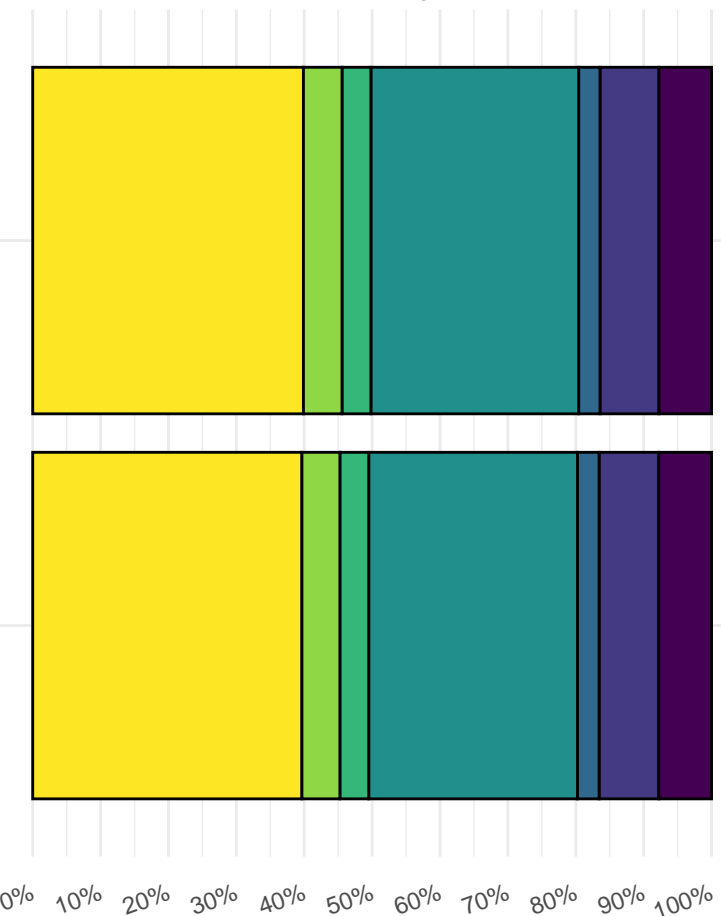
No Change (Baseline)



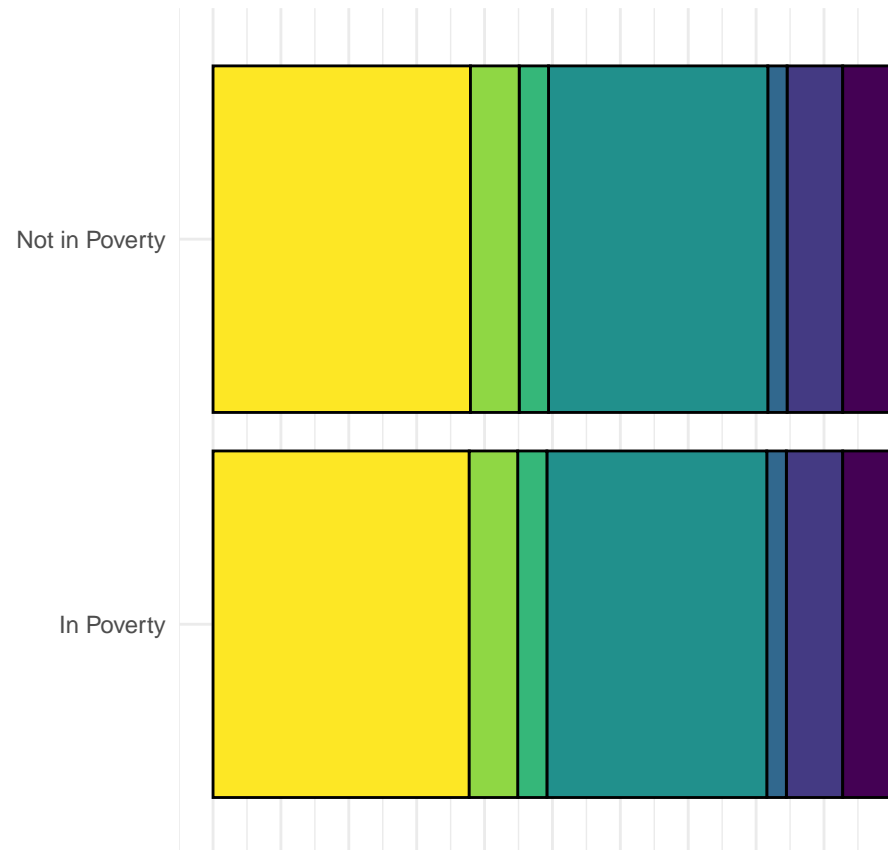
Non-meat marketing campaign (Scenario 1)



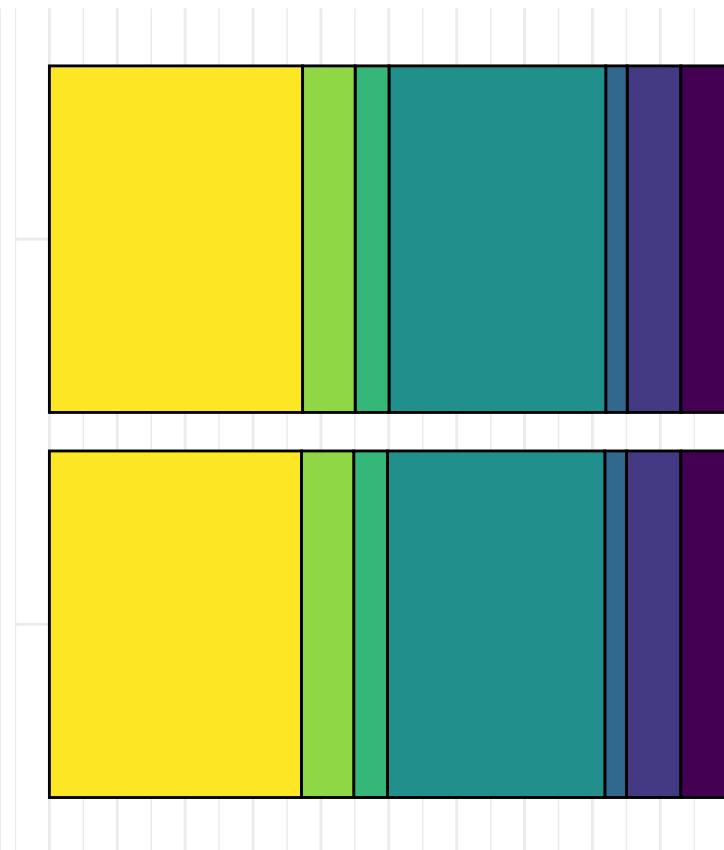
Increase in meat pricing (Scenario 2)



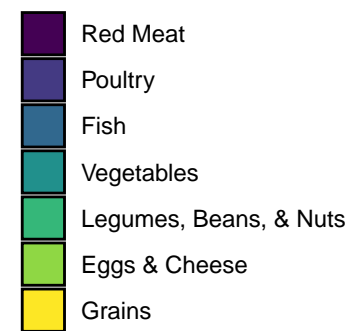
Increase in non-meat options (Scenario 3)



Combined non-meat push (Scenario 4)



Food Groups



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Average Dinner Composition