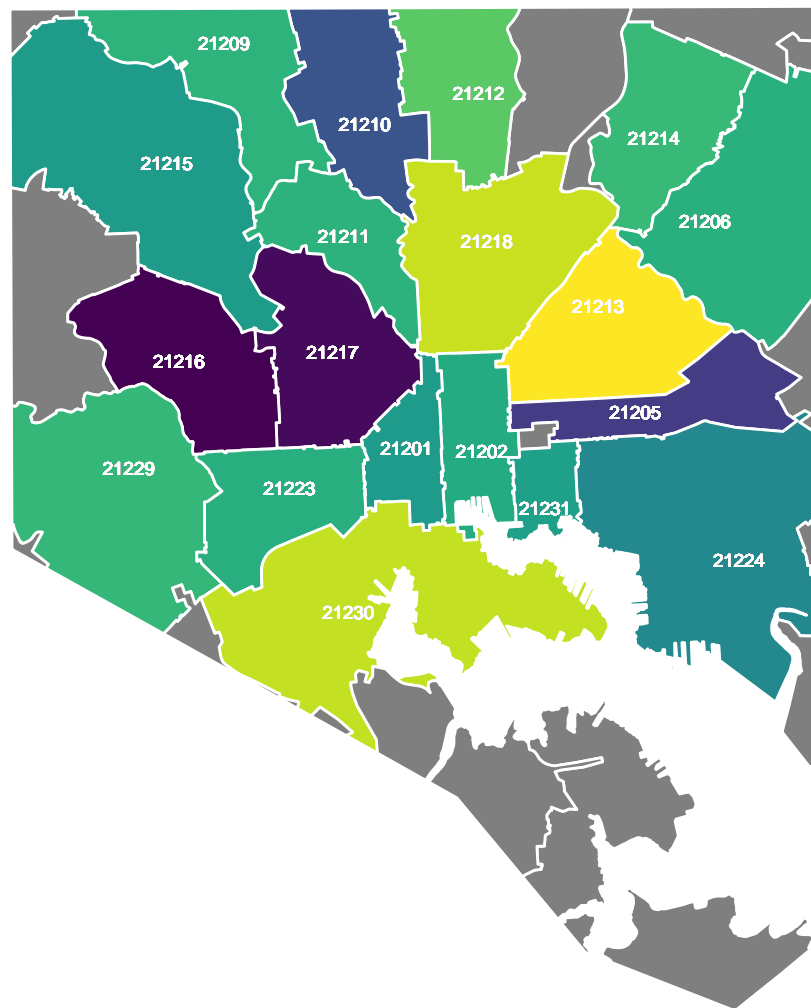
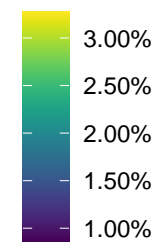


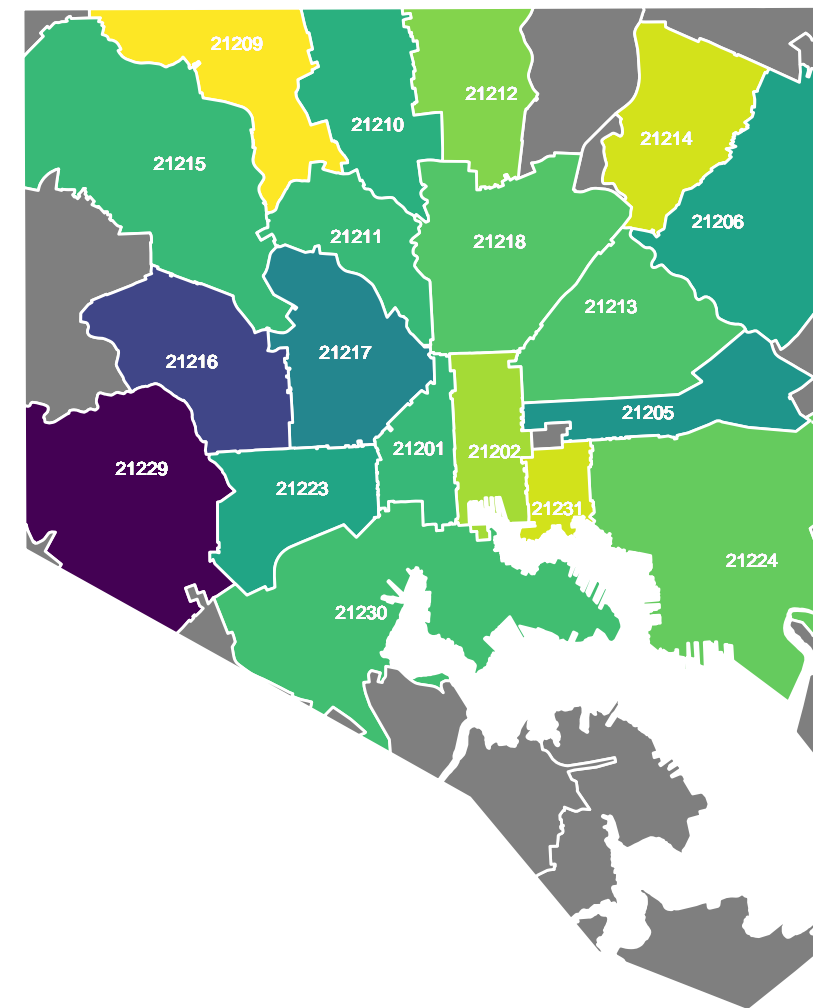
Meatless Marketing (Scenario 1)



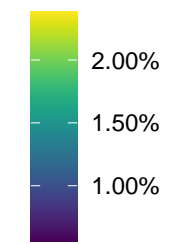
Reduction
in meat consumption
compared to Baseline



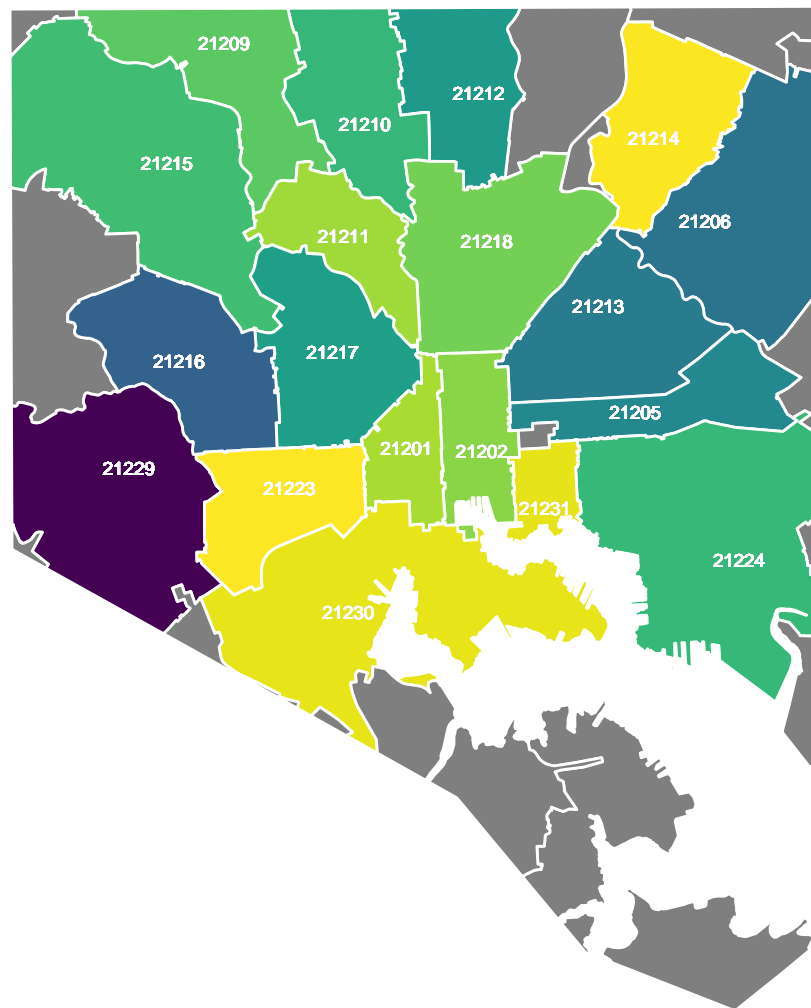
Meat Price Surge (Scenario 2)



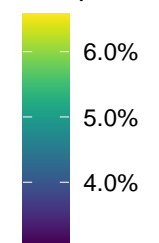
Reduction
in meat consumption
compared to Baseline



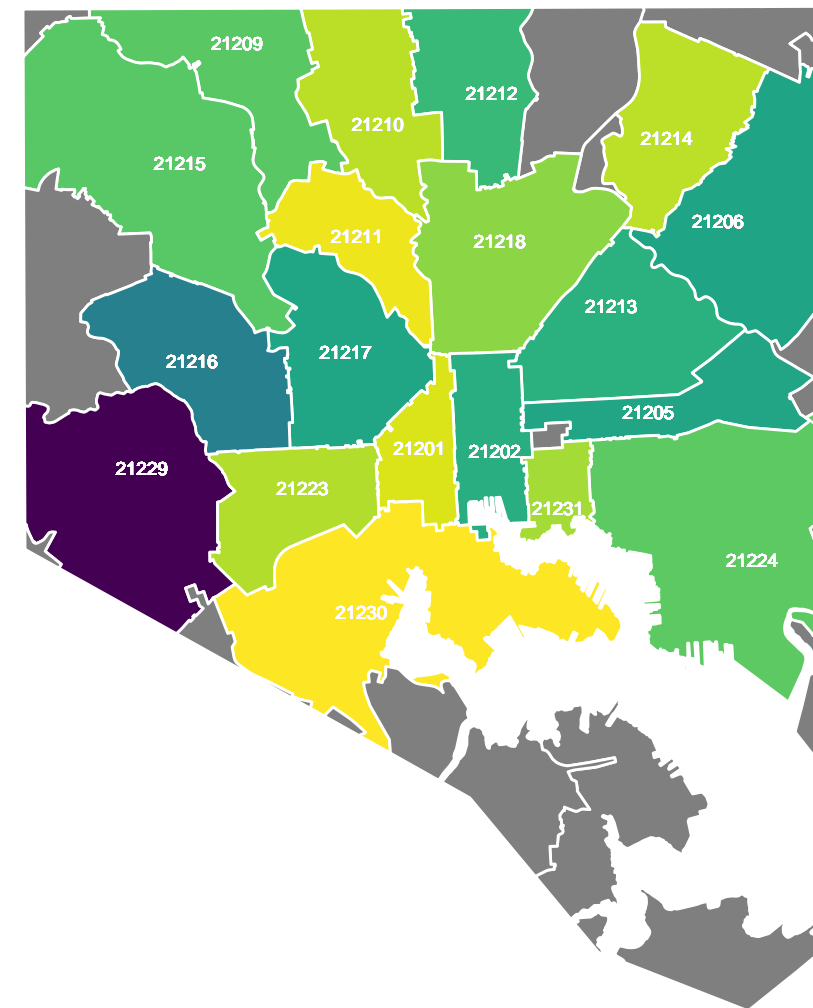
Increase in Meatless Option (Scenario 3)



Reduction
in meat consumption
compared to Baseline



Comprehensive Marketing (Scenario 4)



Reduction
in meat consumption
compared to Baseline

