

The Consumption of Plant-Based Proteins as Part of a Healthy Lifestyle

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Abstract

Various time-restrictive reasons may jeopardise consumers' healthier lifestyles and food choice trends. Busy lifestyles often increase reliance on packed foods and prepared meals. Convenience foods contribute to unhealthy lifestyles and consequent increases in non-communicable diseases (NCDs) like obesity and diabetes, especially in South Africa [1]. The World Health Organization (WHO) promotes greater awareness of healthier food choices to control NCDs by promoting increased consumption of plant-based foods and -proteins [2]. This consumption trend is also supporting sustainable and health goals.

South Africans have high meat and processed meat consumption rates. Moreover, various reasons contribute to unhealthy food choices, including affordability and convenience. It remains uncertain to what extent South Africans are familiar with plant-based protein foods and if they consume them for specific reasons. Also, would they be willing to substitute their traditional first choice of proteins for plant-based protein alternatives?

Research highlights that health reasons are one of the main reasons consumers are willing to change their consumption patterns. Consumers can thus benefit from increasing plant-based protein consumption. Despite increased awareness and demand for plant-based protein and the options available to consumers, meat remains the most consumed source of protein globally [3]. Many consumers remain unaware of the health benefits of plant-based lifestyles [4]; thus, adequate information regarding plant-based foods remains unavailable to consumers. Additionally, changing consumption patterns may be challenging [5]. This poster presents a consumer infographic to increase understanding of truths and myths associated with plant-based protein consumption. A consumer study will follow on this preliminary investigation.

References

- 1 (The Heart and Stroke Foundation South Africa, 2022).
- 2 (Cena & Calder, 2020)
- 3 Cooper, 2021:26)
- 4 (Lea et al., 2006)
- 5 (Clark & Bogdan, 2019a:2536)

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