# Frugality and personal values key to sustainable food choices in the UK



A recent study conducted by researchers at the University of Portsmouth, published in the Food and Humanity Journal, sheds new light on the factors that influence sustainable food choices among UK adults. The investigation suggests that traditional informational campaigns centred on health, climate change, and environmental impact may not be as effective in shaping dietary habits as previously thought.

The research highlights that personal values, particularly the virtue of frugality, play a more significant role in motivating people to make sustainable food decisions. Unlike the common approach that emphasises the environmental cost of meat consumption or the carbon footprint associated with imported foods, this study points to qualities like fairness, solidarity, and a strong aversion to waste as more compelling drivers behind what individuals choose to eat.

In the study, a total of 212 adults from the UK participated in surveys designed to probe their values and attitudes regarding food sustainability. The findings revealed that frugality and values aligned with sustainable development—such as respect for nature and a sense of shared responsibility—were more accurate predictors of sustainable food motives compared to general environmental attitudes.

This perspective offers a nuanced understanding of how sustainability messages might be crafted to resonate more deeply with individuals’ core values rather than relying solely on factual information about health or ecological consequences. By tapping into virtues that are often regarded as traditional or old-fashioned, such as thriftiness and communal concern, there may be greater potential to influence eating behaviours in ways that support sustainability goals.

The Mirage News is reporting on this study, which underscores the complexity behind dietary choices and suggests that appealing to personal values could be a key strategy in promoting sustainable food consumption in the UK.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.port.ac.uk/news-events-and-blogs/news/study-reveals-consumers-value-animal-welfare-more-than-environmental-sustainability-when-buying-meat-and-dairy-products> - This article discusses a study by the University of Portsmouth, published in the journal Food Quality and Preference, which found that consumers prioritize animal welfare over environmental sustainability when purchasing meat and dairy products.
2. <https://www.sciencedaily.com/releases/2024/05/240516122613.htm> - This ScienceDaily article reports on the University of Portsmouth's study, highlighting that consumers consider information related to animal welfare, food safety, and health and nutrition more important than environmental sustainability when making food choices.
3. <https://www.miragenews.com/research-reveals-consumers-value-animal-welfare-1237514/> - This Mirage News article covers the University of Portsmouth's study, emphasizing that consumers across five European countries prioritize animal welfare above environmental sustainability when buying meat and dairy products.
4. <https://www.port.ac.uk/research/research-groups-and-centres/foodciti> - This page provides information about the Food Cultures in Transition (FoodCiTi) research cluster at the University of Portsmouth, which focuses on making food more sustainable in challenging times.
5. <https://www.port.ac.uk/news-events-and-blogs/news/the-future-of-food> - This article discusses the University of Portsmouth's Food Cultures in Transition research group, which aims to design new futures for food that will sustain people and the planet.
6. <https://www.port.ac.uk/research/research-groups-and-centres/foodciti> - This page provides information about the Food Cultures in Transition (FoodCiTi) research cluster at the University of Portsmouth, which focuses on making food more sustainable in challenging times.
7. <https://news.google.com/rss/articles/CBMiigFBVV95cUxObDJIeHMtRTBiM2xHMjBiaVpNQmJLTGtibUp0TDdBWFVPNTF0TkVaZG54cnZENkFHa3pTZHh6Um5kV2tVWEtrSm11ajM4VUFPM2R6dm5pOV9oTDQxNEhIVTVaSF9jdU50WHJVQ3I4ZUtsdE1EZ2FzRkQ0RXBjSVpRdTFrRmpMLTZWWEE?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data