# More than 40 UK brands unite for Meat Free Made Easy campaign to boost plant-based eating by 2025



In a groundbreaking initiative, more than 40 prominent meatless brands and organisations in the UK are collaborating to launch a comprehensive campaign aimed at transforming dietary habits across the nation. Known as **Meat Free Made Easy!**, this campaign targets the significant portion of the UK population—51% of adults—who express intentions to shift towards more plant-based options or reduce meat and dairy consumption. The initiative stems from research involving a nationally representative sample of 2,394 adults, commissioned by Plant Futures, the Good Food Institute Europe, and HarrisX.

This campaign, set to begin as a large-scale activation in the second quarter of 2025, will leverage modern marketing strategies across various platforms, including Instagram, traditional press, and influencer networks. The goal is to prepare for a more expansive launch in the fourth quarter of the same year, featuring in-store activations and promotional efforts to encourage trial and habitual meat-free meals. Indy Kaur, CEO of Plant Futures, emphasised the unprecedented nature of this collective action: “This is the first time the plant-based sector has come together at scale to actively drive category penetration through the power of collective action and coordination.”

Research identified key barriers consumers face in adopting plant-based diets. Notably, only 45% of UK adults feel confident cooking with plant-based ingredients, compared to a remarkable 83% confidence level for traditional meat and dairy products. This highlights an urgent need for inspiration and guidance in cooking with plant-based foods. Additionally, while 50% of adults acknowledge the nutritional importance of plant-based diets, there is still significant room for improvement in communicating their health benefits.

Societal norms also present challenges; a mere 24% of individuals report having friends or family who consume plant-based diets, contrasting sharply with the 86% who regularly consume meat and dairy. This calls for a cultural shift that normalises and normalises meat-free eating. Currently, only 27% of UK adults habitually incorporate plant-based meals into their diets, compared to 64% who routinely consume animal products, indicating an urgent need for consistent behaviours and support systems that facilitate this transition.

Experts suggest that this initial campaign phase should focus on encouraging consumers to visualise themselves trying new, meat-free dishes, portraying these options as both normal and accessible. “We need fewer rules, and more real-world solutions,” Henry Dimbleby MBE, author of the National Food Strategy, stated, advocating for collaborative leadership that can drive consumer behaviour and expand the market for plant-based eating.

Allying with organisations like the Plant-based Food Alliance UK, which supports the burgeoning plant-based food scene, offers a robust framework for this campaign. Formed in October 2021, the Alliance aims to make the UK a leading global hub for plant-based food and drink. This coalition, which includes high-profile members such as Alpro, Oatly, and The Vegan Society, is committed to initiatives like transparent environmental labelling and supporting farmers in transitioning to meet the rising demand for plant-based options.

The recent partnership with Meat Free Monday—a campaign encouraging the public to forego meat at least once a week—adds notable political influence to the Alliance, thereby bolstering its message about the feasibility and benefits of incorporating more plant-based foods into daily diets. Such initiatives exemplify a growing consensus among both consumers and policymakers on the critical need for a shift in dietary norms.

As the momentum behind plant-based eating intensifies, the Meat Free Made Easy! campaign represents a pivotal moment for both the industry and consumers. With the backing of a diverse coalition, including healthcare professionals advocating for a shift towards plant-based diets for health and environmental sustainability, this campaign could mark a significant turning point in the UK’s dietary landscape. By promoting ease and accessibility in plant-based eating, the initiative aims not just to increase sales but to foster a deeper cultural acceptance of meat-free lifestyles.

As consumers become more engaged with these new dietary options, tools like daily meat-free recipes and expert tips will be essential in guiding their journeys. The confluence of awareness, support, and consumer confidence could well drive the UK towards a healthier, more sustainable culinary future.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5
2. Paragraph 6
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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://industrialnews.co.uk/unprecedented-coalition-comes-together-to-drive-meat-free-category-growth/?utm_source=rss&utm_medium=rss&utm_campaign=unprecedented-coalition-comes-together-to-drive-meat-free-category-growth> - Please view link - unable to able to access data
2. <https://plantbasedfoodalliance.co.uk/new-plant-based-food-alliance-launches/> - In October 2021, a coalition of civil society groups and businesses launched the Plant-based Food Alliance UK to act as a voice for Britain's growing plant-based food and drink sector. Backed by Alpro, Oatly, ProVeg UK, Upfield, and The Vegan Society, the Alliance aims to make the UK a global leader in plant-based food and drink. The Alliance plans to develop a UK Plant-based Food Charter to outline how businesses and the government can work together to support the uptake of plant-based diets. Among its goals are transparent environmental labelling, public health campaigns, and support for farmers to transition to meet the growing demand for plant-based foods.
3. <https://plantbasedfoodalliance.co.uk/new-alliance-member-meat-free-monday-can-help-shift-government-views/> - In September 2024, the Plant-based Food Alliance UK welcomed Meat Free Monday as its newest member, adding political clout in Westminster. Meat Free Monday, a not-for-profit campaign launched by Paul, Mary, and Stella McCartney, has been advocating for over 15 years to encourage people to replace meat with plant-based choices each Monday. The campaign has successfully introduced the idea of having at least one plant-based day a week across schools, businesses, and individual households nationwide. The Alliance aims to elevate their campaign message to policymakers and demonstrate how easily the public can shift towards more plant-based eating using the Monday model.
4. <https://www.naturalproductsonline.co.uk/features/plant-based-profusion/> - In October 2021, the Plant-based Food Alliance UK was launched by Alpro, Oatly, ProVeg UK, Upfield, and The Vegan Society. The Alliance aims to make the UK a global leader in plant-based food and drink. Its goals include developing a UK Plant-based Food Charter to outline how businesses and the government can work together to support the uptake of plant-based diets. The Alliance advocates for transparent environmental labelling, public health campaigns, and support for farmers to transition to meet the growing demand for plant-based foods. CEO Marisa Heath emphasized the need for plans to make food choices more sustainable, with plant-based foods being the most impactful way to achieve this.
5. <https://proveg.org/press-release/quorn-pioneer-of-meat-substitutes-joins-plant-based-food-alliance-uk/> - In June 2023, Quorn, a pioneer of plant-based meat substitutes, became a fully paid-up member of the UK Plant-based Food Alliance (PBFA). This move strengthens the Alliance's influence at Westminster. Marisa Heath, PBFA CEO, welcomed Quorn's membership, highlighting the need for big plant-based companies to support policies promoting plant-based eating in the UK. The Alliance, which includes ProVeg International and industry leaders such as Alpro, Oatly, and Upfield, is advocating for policies that encourage climate-friendly diets, including trade, public procurement, research, marketing, and regulation.
6. <https://plantbasedhealthprofessionals.com/health-professionals-unite-to-urge-the-government-to-stop-promoting-meat-and-dairy-for-the-sake-of-our-health> - In January 2025, Plant-Based Health Professionals UK, along with 40 other organizations and high-profile individuals, urged the UK Government to stop promoting meat and dairy and instead support the production and consumption of fruits, vegetables, whole grains, and legumes. This coalition represents over one million healthcare professionals. An open letter was sent to key government ministers, advocating for a shift towards a plant-based food environment where plant-based meals are considered the norm. The campaign aims to address the impacts of the food system on climate change and biodiversity loss.
7. <https://proveg.org/press-release/uk-governments-national-food-strategy-must-prioritise-plant-based-food/> - In December 2024, the Plant-based Food Alliance UK (PBFA) called for healthy, climate-friendly, plant-based food to be at the center of the UK's new National Food Strategy. Marisa Heath, PBFA's CEO, emphasized that promoting plant-based food and tackling the overconsumption of meat and dairy require decisive action. The UK already has one of Europe's largest plant-based food markets, with a significant portion of the population identifying as 'flexitarian,' intentionally reducing daily meat consumption for health, environmental, or animal welfare reasons.