Title: A Little Less Bratwurst? Steps Toward Reducing Meat Consumption in Germany

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Abstract

In August 2013, the German Green Party suggested a voluntary meatless day once a week in workplace cafeterias to promote more sustainable diets, provoking partisan pushback from Germans who felt they had the right to make their own dietary choices. This paper aims to address how the Green Party could implement this policy in a more effective and culturally acceptable way for the German population. Although Germany is environmentally conscious with regards to mitigating climate change in many other aspects, including innovative legislation to ban cars and promote solar panel installation, the country’s relationship with meat seems to take precedence over any ecological notions. This paper looks at Germany’s staunch history of vegetarianism and the subsequent potential factors, including National Socialism and redefined gender roles, that led to the lower popularity of abstaining from meat consumption of today. This paper then discusses behavior change campaigns in order to assess the most effective route for changing German diets. This research examines psychological studies and previous campaigns in Germany to change rooted behavior comparable to eating habits. These findings and the resulting extrapolated lessons may help to tailor a specific approach to reducing meat consumption in Germany.