

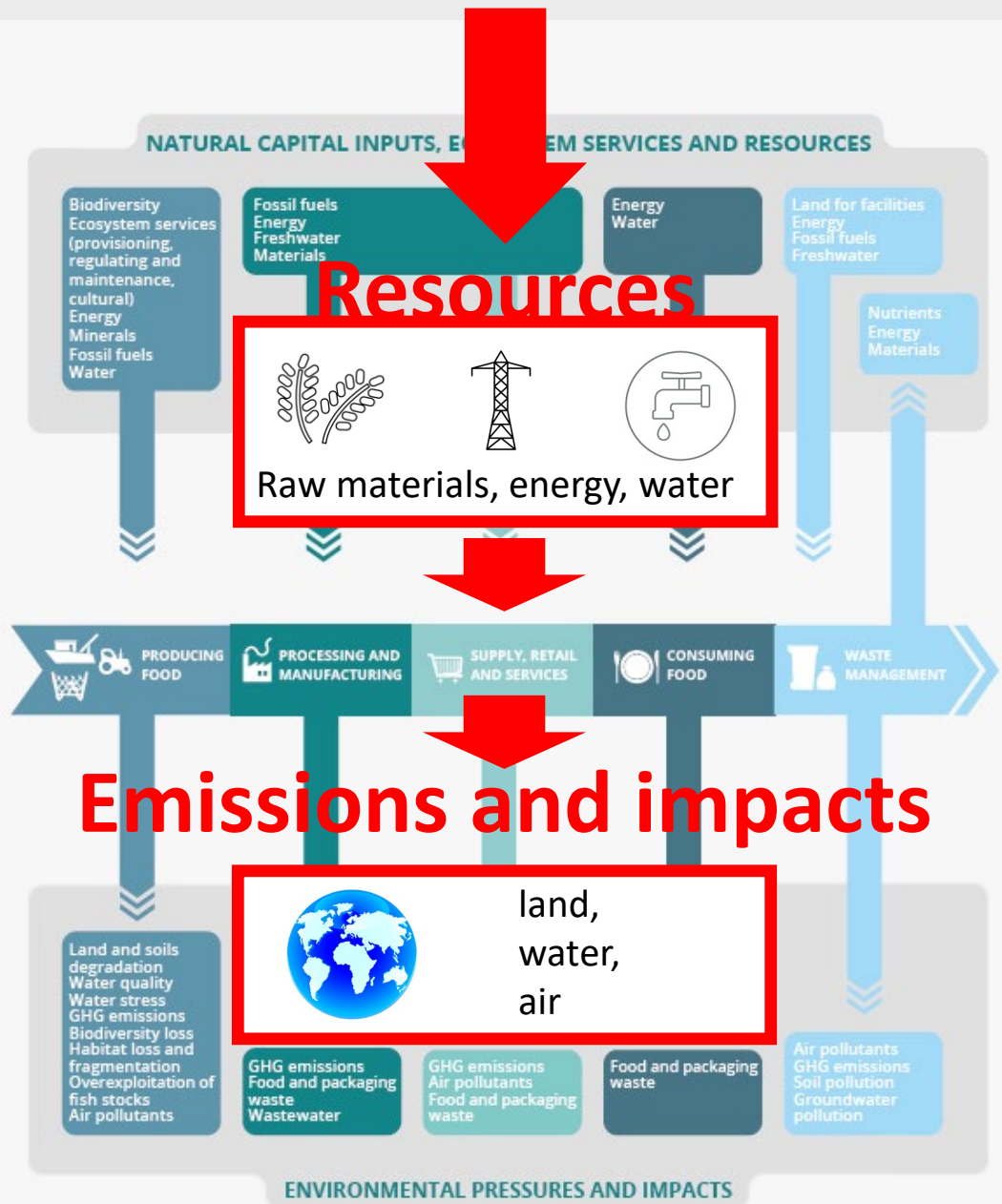
# Motivations for Sufficiency in Individual Dietary Decisions – a Typology

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Research Group Geography of Food

17-09-2020

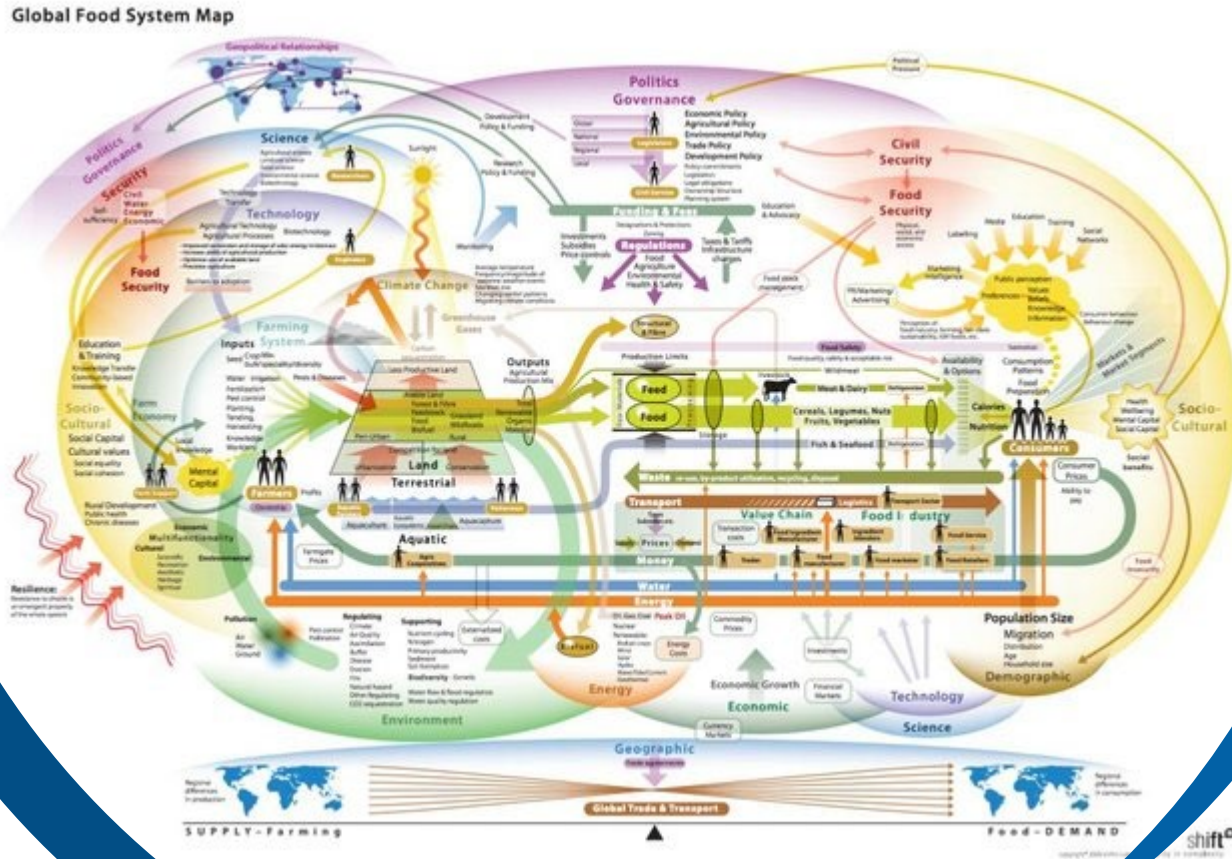
# An environmental perspective on food system activities



Our global food system puts heavy pressure on planetary boundaries

Figure adapted from EEA (2017) and Sala & Caldeira (2019)

# Transformation of Food System



To stay within planetary boundaries a transformation of the food system is needed



One aspect of the food system transformation is to change our eating habits



# What is sufficiency in general?



Sufficiency in general: voluntary  
reduction of consumption

# What does sufficiency in nutrition mean?



1. Preference for vegetable food
2. Regional and seasonal food
3. Avoidance of unsustainable food
4. Preference for low processed food
5. Few luxury food like drink & coffee

# Research Questions

For what reasons do people adopt sufficiency in their diets?

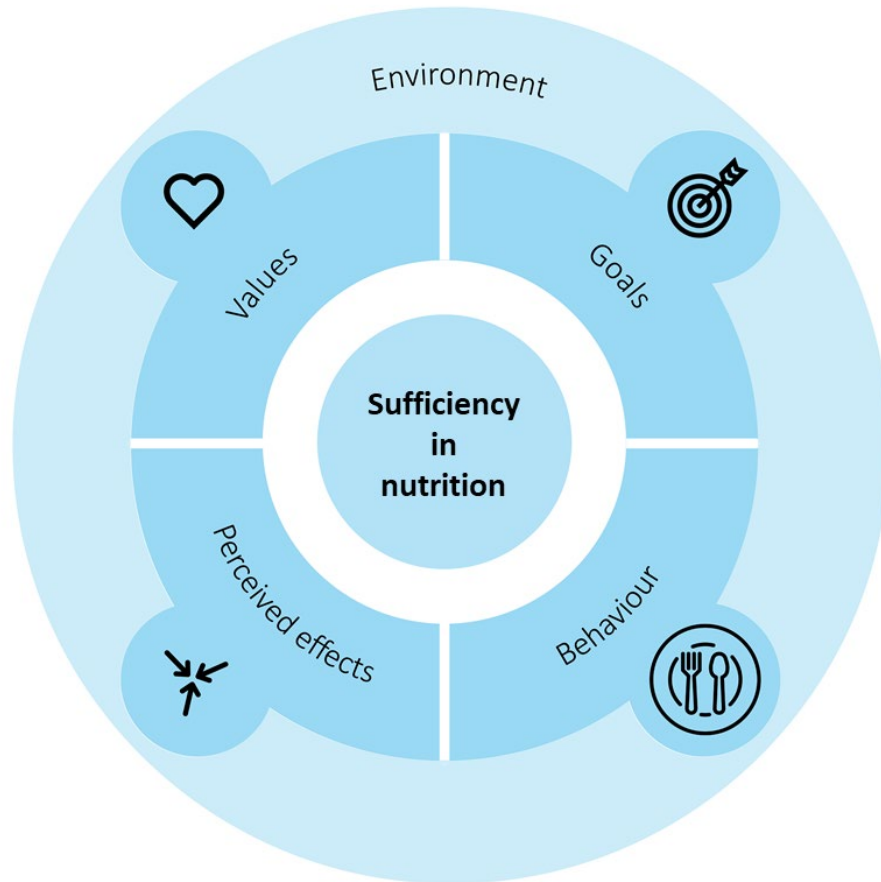
How can people be typified based on their motives to follow such a sufficiency diet?

# Methodology: Data

Qualitative problem-centred interviews (Witzel, 2000)  
with 10 people following sufficiency in their diets



# Methodology: Analysis



Factors contributing to sufficiency in Nutrition:

1. Goals
2. Values
3. Behaviour
4. Perceived effects of behaviour
5. Environment (physical, cultural, economic, political; especially social in our study)

# Factors Influencing Diet Behaviour

## Environment

Behaviour related  
to the adoption of  
more sufficient  
diets



# Type 1: The Sustainable



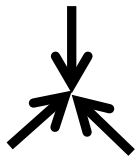
Values: equitable access to environmental resources



Goals: preserve the environment and better conscience



Behaviour: sufficiency in almost all respects



Perceived effects: well-being; good conscience



“So organic first. Seasonally as second, regionally as third I would say. And certainly no animal products. Hard cheese is even worse in its ecological balance than chicken.”

# Type 2: The Healthy



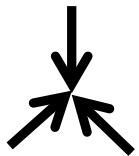
Values: physical fitness



Goals: being healthy



Behaviour: avoidance of specific foods



Perceived effects: well-being,  
better health



“This is my body and I only want to give it good food. It is my machine that takes me through everyday life.”



# Type 3: The Athletic



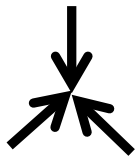
Values: athletic success, self-affirmation



Goals: Nutrition for maximum performance



Behaviour: diet planning



Perceived effects: well-being, enhanced physical fitness



“So I pay a lot of attention to what I eat. I follow a plan [...] and never eat convenience food “

# Type 4: The Conscious



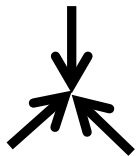
Values: nutrition as a value in itself; sustainability and health



Goals: consumption of healthy socially & ecologically equitable food



Behaviour: intensive examination of sustainable and healthy nutrition trends; like to cook by themselves



Perceived effects: well-being, control, better health & looks



“So for me nutrition is extremely important, because it is not only that I get full and stay healthy, but it is also a leisure activity.”

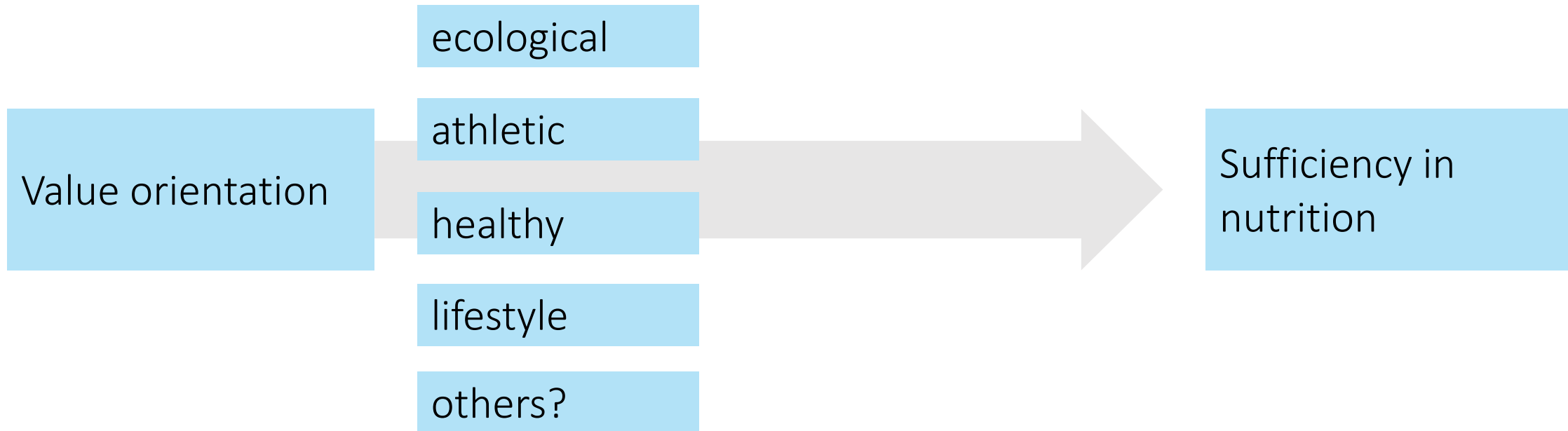
# Similarities of the 4 Types

Sufficiency is no  
renunciation

Social environment is an  
important influencing  
factor

# Values and Sufficiency

- Different value orientations may lead to sufficient diet that help preserve natural resources and reduce negative effects on the environment





# Conclusion



# Outlook



- linking our results to theories of human behaviour and social change
- Further field research and interviews about sufficiency in nutrition in different contexts (countries, other communities like religious groups, individuals stopping to pursue sufficiency diets)

# Many thanks for your attention



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