



1. There are three main approaches to getting people to reduce or stop their meat consumption: exposing the animal abuse, exposing the environmental harm, and exposing the negative health implications to eating animal products. Which one of these do you think is more successful and why?
2. There have been many studies done and documentaries made that show consuming meat is bad for the animals, the environment, and human health. Why do you think despite this, meat consumption is on the rise globally?
3. Often, European countries have more plant-based options or are test markets for global corporations (such as Starbuck and Burger King) to try plant-based products. Why do you think American companies choose to roll out plant-based products in Europe but not the United States and how do we implement those products here? For example, the Pumpkin Spice Latte in Europe is plant-based but the one in the United States still isn't.
4. As you saw in the documentary, one strategy to encourage people to eat more plant-based foods isn't to take away meat products, but simply to add more plant-based options. Do you think by taking this approach, eventually meat consumption will fall, or do you think we must limit meat options at the same time?