

HELPING YOU BUILD

a better future of food

What We Are Really Good At

Public Opinion Surveys



National surveys to explore consumer or voter sentiments across demographic groups



Experimental research and A/B testing to evaluate the impact/appeal of different interventions or products

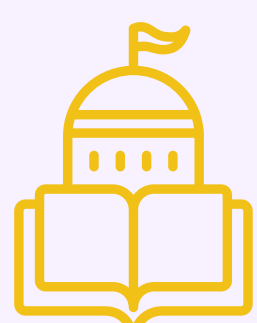


Focus groups to explore the views of particular groups in greater detail

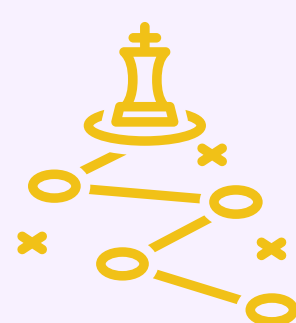
Policy & Strategic Reports



Expert interviews to synthesise insights from authorities in relevant fields

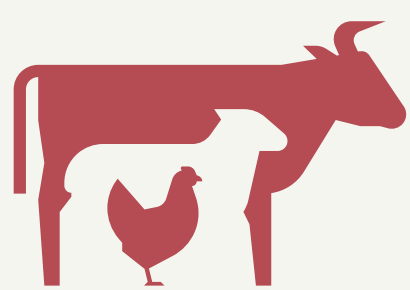


Political analysis to identify and recommend impactful and politically tractable policy recommendations



Strategic reports to deep dive on topics in meat reduction or alternative proteins

What Makes Us Unique



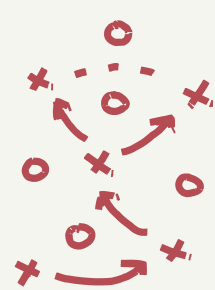
Animals over profits

We're here to help animals, not make large profits. That's why we're priced lower than the industry standard



Impact-focused

Delivering specific, tangible research results and recommendations that you can action

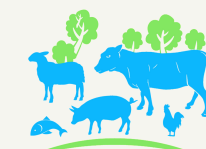


Strategic alignment

We work on public and private research projects, and we're sensitive to your organisation's strategy and broader goals

Our Research Clients

Non-profits



Alternative protein companies



Our Recent Work »

The £2 Billion NHS Windfall

"This powerful report confirms what scientists and nutritionists have known for years – even modest shifts in our meat consumption can yield significant benefits for our economic, environmental, and personal health." – Lord Goldsmith, former Environment Minister

Testing Social Media Ads for Animal Advocacy

Social media ads featuring animals achieved more than double the click-through rate compared to those featuring environmental, health, or social appeals.

Chewing It Over: Public Attitudes to Alternative Proteins & Meat Reduction

This report seeks to understand public attitudes to animal welfare, meat reduction policies and alternative proteins, to better understand the political constraints and opportunities for change, by means of: a thorough literature review, a nationally representative survey of 1,500 people, and six focus groups containing people with differing attitudes to meat.

The Ultra-Processed Myth

Our critique of the concept of ultra-processed foods argues that the NOVA categorisation system is inconsistent, and cannot be used to determine the healthiness of food.

What We Know About UK PBM Consumers

After several years of exponential growth in the plant-based meat (PBM) market, this report takes stock of how consumers view PBM today, and what producers can do to increase market growth.

UK Consumers Seek Transparent Animal Product Labels

British consumers want transparent labels on the health, animal welfare, and environmental impacts of food, and mandatory labels are the only way to ensure consumers are fully informed.