

## GOLD OR SILVER

### True-Costs: Facilitating preferences for plant based diets in cooperate catering

– University of Salzburg



The “VeggieMonth” was initiated by the University of Salzburg (PLUS), in collaboration with the Austrian Mensen.at company, to address the urgent need for a sustainable shift in dietary habits. Meat heavy diets contribute to global warming, biodiversity loss and poor animal welfare. More directly, they affect individual employee and student health: the Austrian Nutrition Recommendations recommend limiting meat consumption to one portion per week. The project’s goal was to motivate and promote meat-free consumption among students and staff by introducing a 2 Euro price reduction on veg\* meals during several intervention phases in 2024 and 2025. This incentive dramatically increased sales: the share of vegetarian meals sold rose from 53% (baseline) to peaks exceeding 80%. Crucially, the project achieved a sustained, transformative effect (e.g., above baseline percentages several months post-intervention). Mensen.at responded by permanently implementing a 5€ vegan dish targeted mainly at students.

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