



Co-creation with the Food Actor Network



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LIKE-A-PRO is a EU-funded project aiming to facilitate sustainable and healthy diets by mainstreaming alternative proteins and products, making them more available, accessible and acceptable.

Transition arena on mainstreaming alternative proteins

A Food Actor Network (FAN) of 50 frontrunner organisations from across Europe came together to explore how to mainstream alternative proteins (APs) and co-create transition pathways toward a more sustainable food system. The network brought together middle-food system entities, including retail, food service, processing, public administration, research, consulting, and associations, representing 22 European countries.



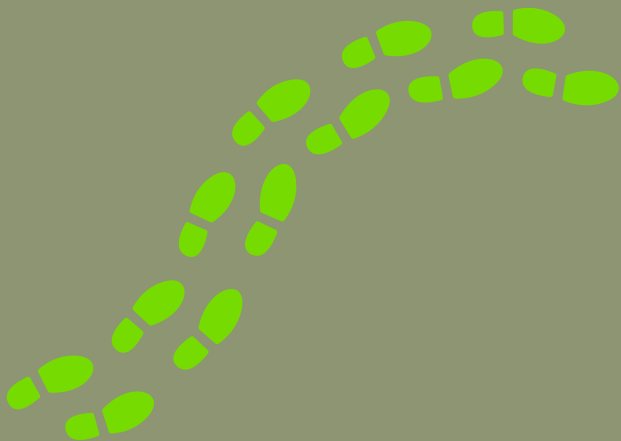
LIKE-A-PRO insights from FAN Transition Arena

Main messages and vision for 2040

- Europe needs to shift the default in protein production and consumption. What is currently “alternative” must become mainstream, while animal-based proteins become the alternative.
- This transition requires reducing meat and dairy consumption, increasing the availability and diversity of alternative proteins (including minimally processed plant-based sources) and promoting new consumption habits through accessible, appealing substitutes, such as innovative products that replicate familiar tastes and textures.
- By 2040, alternative proteins will be the norm across Europe. Weekly red meat consumption will have fallen by one-third to around 300g per person, in line with evolving nutritional recommendations for healthy diets by national, European (EAT-Lancet) and international organisations (OMS).

Transition pathways

- **Leveraging national commitments:** Businesses lead by example, while NGOs and industry advocate for national policies. By 2040, Member States will align nutrition targets to reduce meat & dairy consumption.
- **Ensuring price parity:** Pricing systems reflecting the environmental and health impacts of conventional vs alternative options.
- **Nudging behavioural change:** Increase availability of appealing products, implementing choice editing and priming positioning. Normalise APs through education.
- **Accelerating AP development:** Invest in infrastructure and RDI, and make regulations more flexible to speed up market entry of new alternative products.
- **Empowering food and health professionals:** Enable them to promote alternative proteins and provide financial incentives for food providers to include these options.



Main recommendations

- **National governments:** Support a just transition for livestock farmers; use fiscal tools to ensure price parity, set targets and strengthen food education.
- **EU policymakers:** Increase CAP support for alternative proteins; improve data through an EU Observatory; streamline Novel Foods approvals; include agriculture in emissions policy.
- **Education and research:** Integrate alternative proteins into curricula; provide evidence-based training for healthcare professionals.
- **Food supply chain:** Invest in R&D to improve taste and texture; commit to targets, optimise product placement, and reduce promotion of animal-based proteins.
- **Civil society and communities:** Use campaigns and influencers to shift norms; advocate for APs in public food programmes and school meals.



Mainstreaming alternative proteins is a significant systemic challenge that requires immediate action and sustained collaboration across policy, industry, and individual levels to ensure sustainable protein options become the new dietary norm

[Read the full report:](#) Changing the Default in Proteins. Insights and transition pathways of the LIKE-A-PRO Transition Arena.



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