Choice editing

Making sustainable food choices easier

Photo: istock.com/alvarez

What is choice editing?

Choice editing changes what is offered and how it is presented to consumers, making healthier and more sustainable choices easier. By adjusting availability, visibility and presentation of products, consumers can be guided towards sustainable options, including alternative proteins (APs).

What did consumers tell us?

INSIGHTS FROM 3,729 CONSUMERS IN 11 EUROPEAN COUNTRIES

1

Gradual change works better

Consumers are more receptive when changes are introduced step by step and clearly explained rather than through sudden restrictions.

2

More and better options increase acceptance

Alternative proteins become easier to choose when consumers are offered attractive alternatives, familiar formats and supportive food environments.

3

The rationale matters

Choice editing is more accepted when consumers understand the benefits for health, the environment and animal welfare.

4

Fairness matters

Changes can create resistance when they are perceived as coercive, culturally insensitive or unaffordable, or when impacts on farmers and communities are overlooked.

What should practitioners consider?

FROM INSIGHTS TO ACTION

Start gradually

Use nudges, defaults and familiar formats before stronger restrictions.

Make alternative proteins viable

Ensure they are affordable, accessible, appealing and nutritionally credible.

Build fairness into the transition

Protect access and affordability and consider impacts on farmers, producers and affected economic actors.

Build legitimacy

Explain the rationale, involve stakeholders and adapt based on consumer responses.

Key Takeaway

Choice editing works best when it expands attractive choices, is introduced fairly and transparently, and builds trust among consumers and stakeholders.

Based on Living Lab consumer engagement activities carried out in 11 European countries with 3,729 participants. For more information, please check: Xhelili, A., Wiegard, J., & Schüürmann, J. (2025). LIKE-A-PRO's Living Labs. Consumer Insights Dataset. LIKE-A-PRO project. Wuppertal, 2025; or simply click the Download full report button. Participating countries: DK, FI, DE, ES, SI, PL, GR, NL, TR, IT, NO

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