

What Diet Makes A Man?

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PROBLEM / QUESTION

Society often portrays healthy, plant-based food as being “feminine”, and meat-filled diets as “manly”. Men may become hesitant adopt plant-based diets to avoid emasculation. How can advertisements, food packaging, and societal constructs at ASU be altered to encourage men to eat plant-based foods?

BACKGROUND

The way food is **packaged** can dissuade consumers purchase; many **plant-based food items** may be seen as having “feminine” packaging. (Zhu).



More men view healthy options as **monotonous** and **unsatisfying** (Aranini).

Vegetarian men may face **discrimination** because vegetarianism challenges their **gender identity and masculinity** (Timeo).



RESEARCH



79 percent of U.S. **vegans** are **women**" (McManus).

In the UK, **63 percent** who identified as **vegan** were **female**" (Lockwood)

The biggest **killer** for men over 50 is **heart disease**, in which **diet** is a major risk factor" (Lockwood).



Men eat **red meat** to preempt **negative emotional states** caused by threats to **masculinity** (Pohlmann).

Meat-eating is connected to power; it is "a symbol of **male dominance**" (Gomes).



USDA's data: Mean Energy and Mean Nutrient Amounts, **women** consume **more vitamins** and **minerals** than men, indicating diverse **plant-based diets**



SOLUTIONS

Expand plant-based food advertising in dining halls and on-campus eateries to appeal to all genders:

- Advertise diverse clients eating plant based options
- Offer multi-cultural plant based meal options for different tastes
- Normalize plant based meals throughout all dining halls
- Offer plant based items that taste “meaty”
- Target male audiences by showcasing facts about plant-based proteins, working out, and health.

CONCLUSION

Society has associated meat-eating with manliness, which influences the way men view plant-based diets. Inclusiveness in advertisements is essential to shifting societal views on food and encouraging everyone, regardless of gender identity, to eat more plant-based foods.

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