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## THE IMPACT OF VEGETARIANS AND VEGANS ON THE MEAT, EGG, AND DAIRY INDUSTRY

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# The Impact of Vegetarians and Vegans on the Meat, Egg, and Dairy Industry

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## ABSTRACT

People cut meat out of their diet for three reasons: health, environmental, and animal suffering. Some even go as far as following a vegan diet, a type of vegetarian diet that excludes meat, eggs, dairy, and all other animal-derived products. Many vegetarian and vegan groups believe the production of meat is unethical and unsustainable, and therefore aim to abolish the industry through the boycott of all animal products. This raises the question of how this lifestyle may have a true impact on meat, eggs, and dairy prices. This research aims to explore the interrelationship between the rise of vegetarianism and veganism and the changes in beef, pork, chicken, eggs, and dairy prices. The data will be the monthly percentage of vegetarians/vegans in the U.S. and the prices for beef, poultry and pork, and eggs and dairy from January 2014 until May 2018, controlling for other factors that affect these prices. The results from a regression analysis will show whether the increasing number of vegetarians and vegans has an impact on the prices offered by the meat, egg, and dairy industry.

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