Environmental, Health, and Business Opportunities in the New Meat Alternatives Market

Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:
There are various innovations and new technologies being produced in the energy, transportation, and building industries to combat climate change and improve environmental performance, but another way to combat this is examining the world’s food resources. Currently, there are global challenges associated with livestock and meat consumption, giving way to resource scarcity and the inability to sustain animal agriculture.

Environmental, Health, and Business Opportunities in the New Meat Alternatives Market is a pivotal reference source that provides vital research on the development of plant-based foods and nutritional outcomes. Through analyzing innovative and disruptive trends in the food industry, it presents opportunities utilizing meat alternatives to create a more engaged consumer, a stronger economy, and a better environment. Highlighting topics such as meat consumption, nutrition, health, and gender perspectives, this book is ideally designed for policymakers, economists, health professionals, nutritionists, technology developers, academicians, and graduate-level students.


Topics Covered:

- Business Activity
- Cattle Farming
- Clean Meat
- Consumer Demand
- Edible Insects
- Gender Perspectives
- Meat Alternatives
- Meat Consumption
- Microbial Protein
- Nutrition
- Plant Foods

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