

# Ethical Meat Providers See Surge in Demand as Consumers Prioritize Sustainability and Humane Farming Practices

MULESHOE, TX, UNITED STATES, October 30, 2024 /EINPresswire.com/ -- [We Speak Meat](#), a platform dedicated to connecting consumers with [ethical meat providers](#), has observed a significant shift in consumer behavior. An increasing number of people are seeking out [meat](#) products sourced from farms that prioritize sustainability, humane treatment of animals, and ethical farming practices. This growing movement reflects a broader societal shift toward responsible consumption and a heightened awareness of food production's environmental and ethical impacts.



Consumer demand for ethically sourced meat has surged in recent years, driven by increasing concerns over sustainability and animal welfare. According to a 2022 survey from NielsenIQ, nearly 50% of U.S. consumers report that sustainability is an important consideration when making food purchasing decisions, and 35% of respondents are actively seeking out meat alternatives or products that have a smaller carbon footprint.

This shift is particularly evident in the meat sector, as more consumers are opting for products from farms that emphasize humane treatment of animals and environmentally friendly practices.

In addition to concerns about animal welfare, consumers are becoming more aware of the environmental impact of traditional farming practices. A 2021 report from the World Economic Forum estimated that the livestock sector is responsible for 14.5% of global greenhouse gas emissions, making it a major contributor to climate change.

Farmers who prioritize animal welfare and sustainability are gaining increased visibility. Ethical farming practices, such as rotational grazing, which allows land to regenerate between grazing periods, and the use of minimal chemicals, are becoming key selling points for conscientious consumers. According to a 2021 report from Statista, the market for organic meat in the U.S. alone was valued at \$8.1 billion in 2020 and is expected to grow at a CAGR of 5.7% from 2021 to 2028.

Moreover, the demand for plant-based and lab-grown meat alternatives is growing alongside the movement toward ethical meat consumption. According to a 2021 Good Food Institute report, the U.S. plant-based food sector grew by 27% in 2020, and plant-based meat sales surged by 45%. This rising interest in alternative proteins is further driving the overall conversation about ethical and sustainable food production.

#### Humane Treatment of Animals: A Consumer Priority

A 2021 study by the Humane Society International found that 72% of consumers are more likely to choose products that are certified humane or raised under welfare standards.

Ethical meat providers are increasingly adopting more transparent practices and sharing details about their farming methods with consumers. This transparency fosters trust and helps build a stronger relationship between farmers and consumers, reinforcing the importance of supporting humane, sustainable farming practices.

Christo Barnhoorn  
We Speak Meat Company

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