

Role 5: Public consumer - You believe the following:

- We want good-quality food at affordable prices.
- We prefer meat from animals that have been cared for, but only if it is affordable to buy.
- We think the environment is important, but we also want affordable food.
- We want a choice of different foods all year, even if it is imported from other countries.
- We want food from healthy animals.
- We think vegetarian food is boring and not tasty enough.

In the meeting try to persuade:

- the traditional farmer to prioritise animal welfare
- the supermarket to sell more exciting vegetarian food
- the supermarket to keep its prices low.



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Role 6: The supermarket - You believe the following:

- We want to sell the food as affordable as possible to our customers.
- We know that some customers are more worried about price than about animal welfare.
- We need to buy our food products at affordable prices
- We will import more affordable products from other countries if our customers want them.
- We will happily sell less meat if customers demand vegetarian food.
- We know that organic food is more expensive, and most customers won't pay for it.

In the meeting try to persuade:

- the public consumers that you will sell more vegetarian food if they ask for it
- the organic farmers to sell you their food at more affordable prices
- everyone that you are 100 per cent committed to animal welfare in the meat you sell

