

Confronting Myths & Consequences of Policy in the Meat Industry



Alexa Lamm
Professor of Science
Communication
University of Georgia



Craig Gundersen
Snee Family-Owned Chair &
Professor
Baylor University

Building Sustainable Relationships with Consumers: Enhancing Trust through Effective Science Communication

Alexa Lamm
October 5, 2023



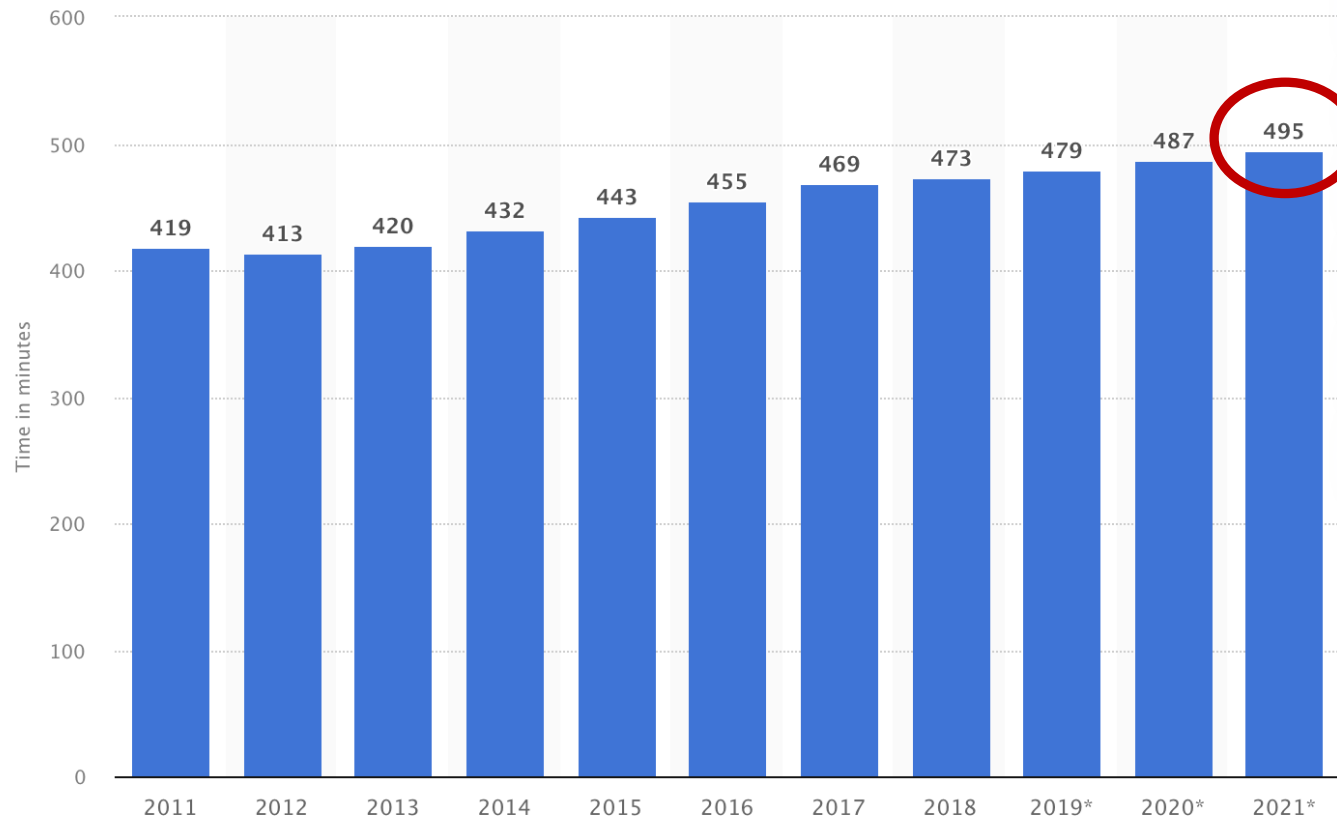
*For the People, Animals
& Climate of Tomorrow*



Courtesy of the National Pork Board, Des Moines, Iowa

Daily time spent with media worldwide from 2011 to 2021

(in minutes)



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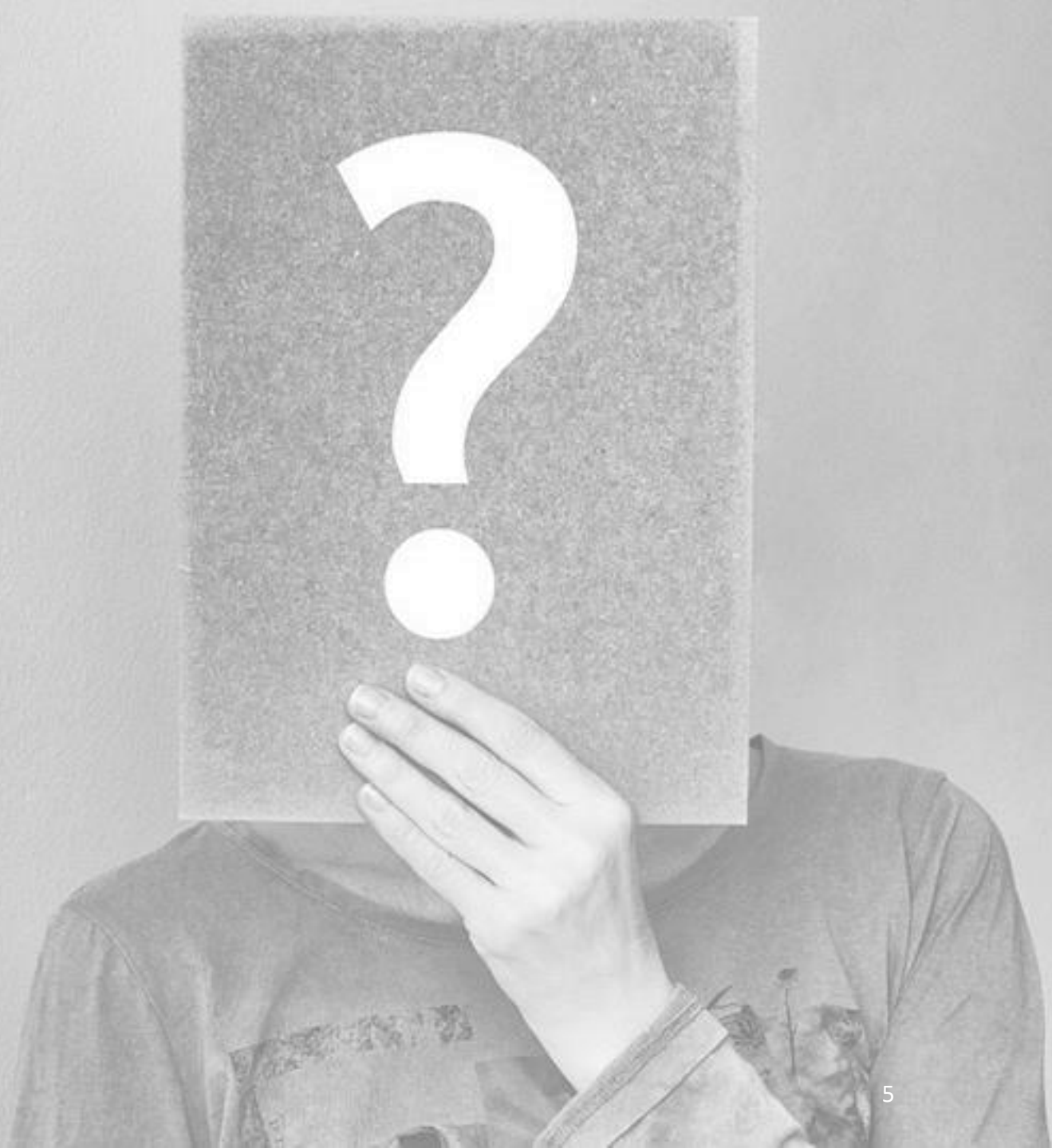
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8¹/₄ hours



👍 Science



👍 ~~Science~~

👎 Pseudo-Science
or Misinformation

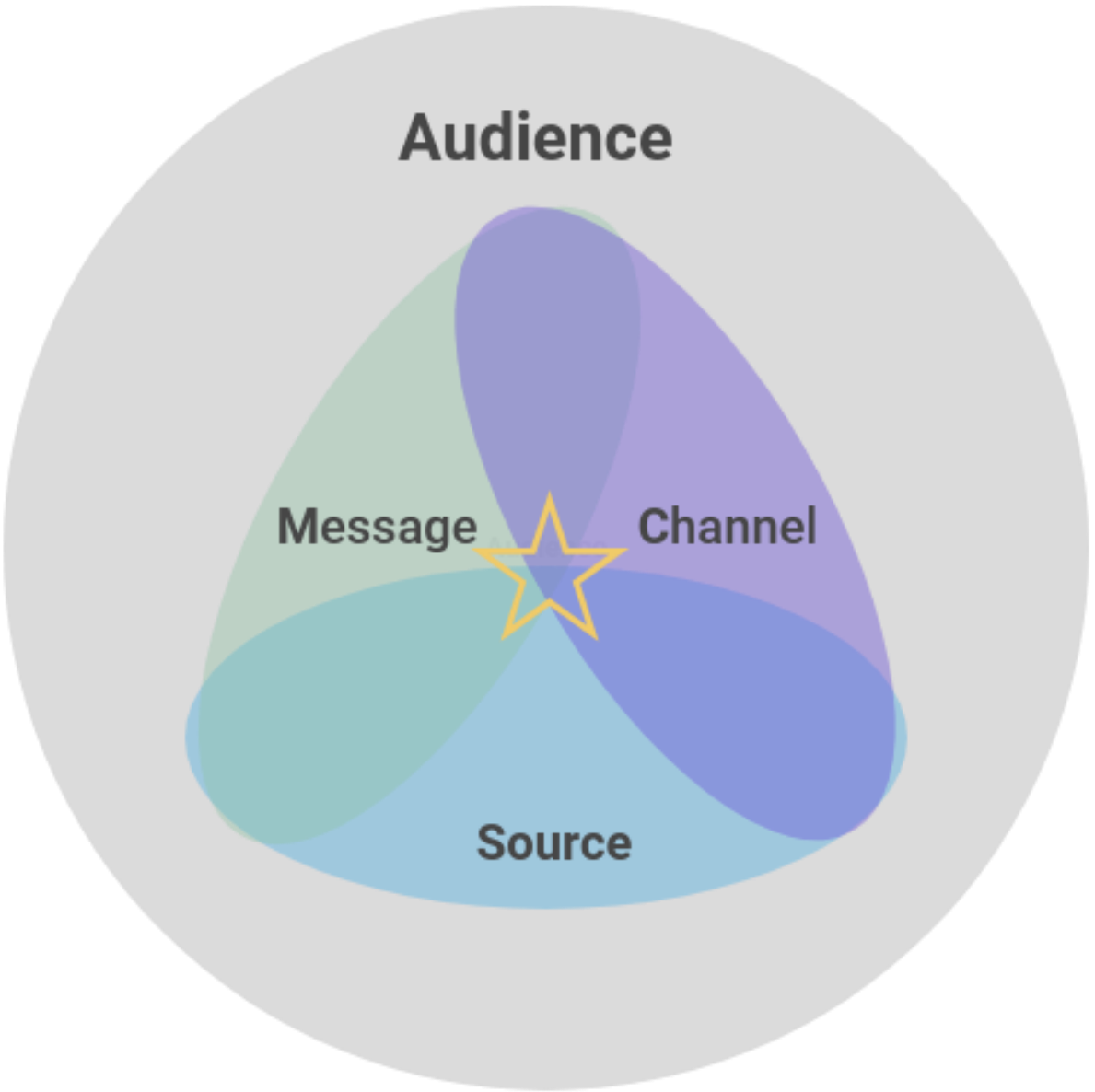


Information
available



Information we use





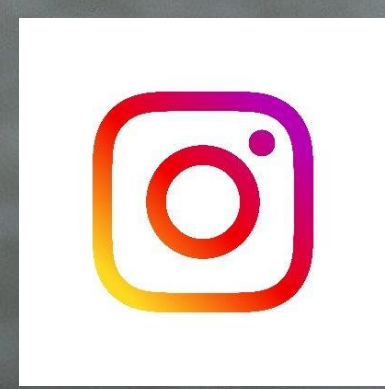
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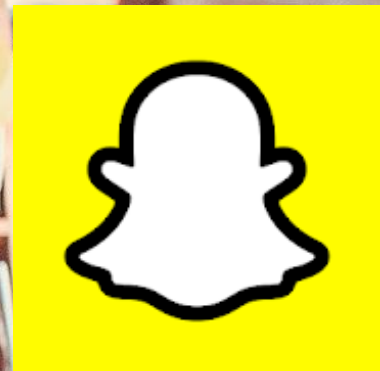
Message

Channel

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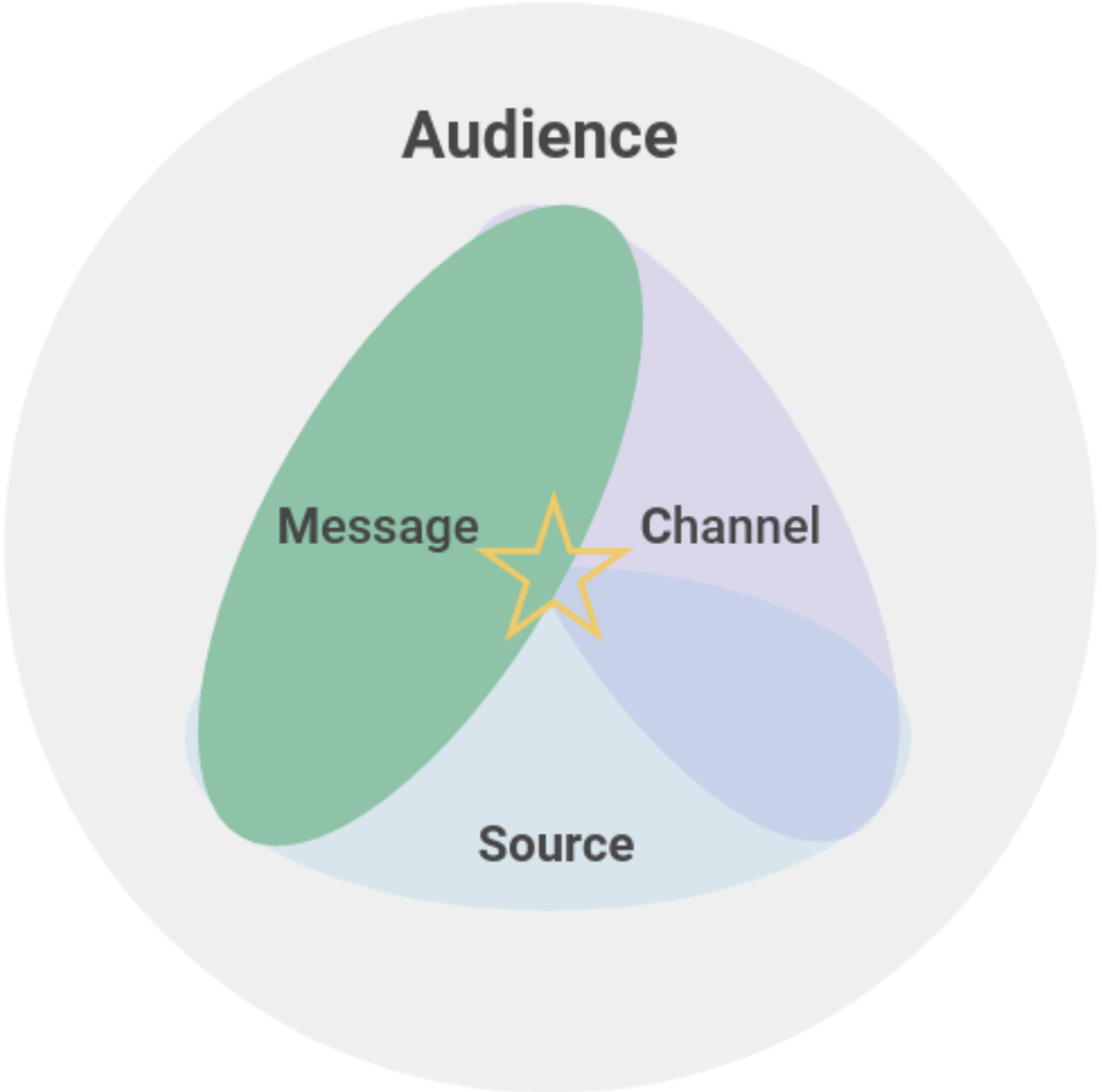
Audience

Message

Channel

Source





The Message

“Individuals seeking information require value statements about technologies and innovations, while much of science speaks in statistics or probabilities.”

Smyth et al. (2020). *The Importance of Communicating Empirically Based Science for Society*. CAST Commentary



Photo provided by the National Pork Board



Audience

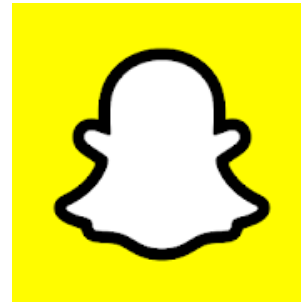
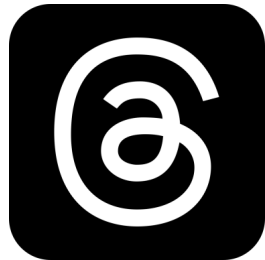
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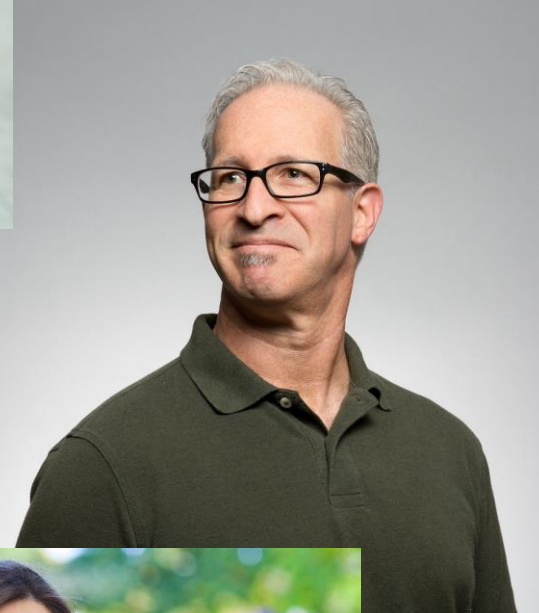
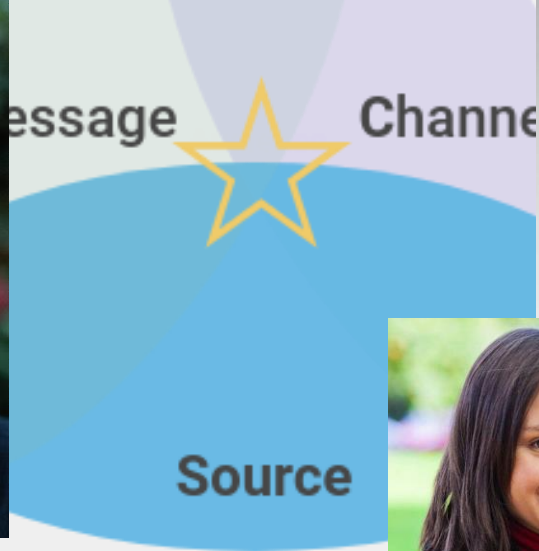
Source



Channel







GEORGIA

Source

Lamm et al. (2016)

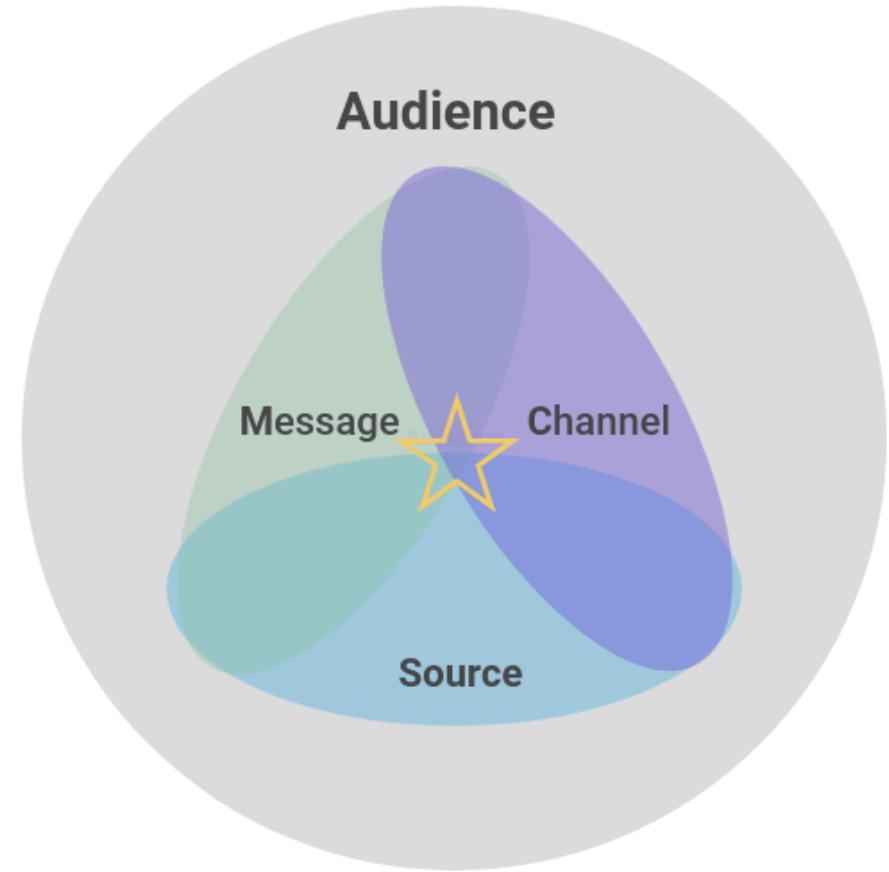


Tips for Communicating Effectively

Information available



Information we use





alexalamm



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LAMM LAB

Feel free to follow up:
Alexa Lamm
alamm@uga.edu



Alleviating Food Insecurity in the United States: The Critical Role of Meat

Craig Gundersen

Snee Family Endowed Chair



Baylor University

BAYLOR COLLABORATIVE ON HUNGER AND POVERTY

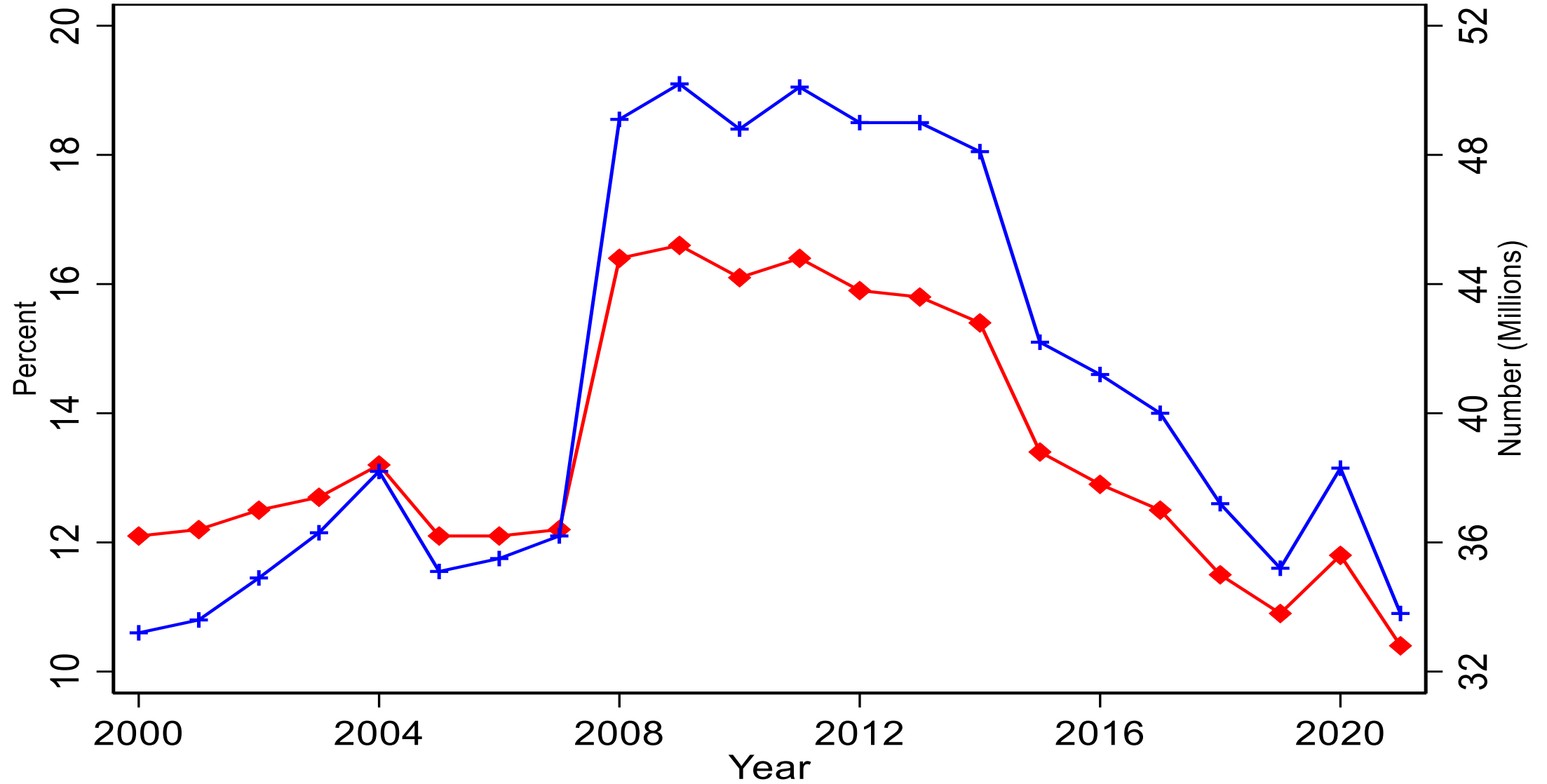
Defining Food Insecurity

- A household's food insecurity status is based on responses to 18 questions in the Core Food Security Module (CFSM)
- Examples of questions:
 - “I worried whether our food would run out before we got money to buy more”
 - “Did you or the other adults in your household ever cut the size of your meals or skip meals because there wasn't enough money for food”
 - “Were you ever hungry but did not eat because you couldn't afford enough food”
 - “Did a child in the household ever not eat for a full day because you couldn't afford enough food”
- Categories
 - food insecure if have 3 or more affirmative responses
 - very low food secure (VLFS) if 8 or more affirmative responses (6 or more for households without children)

Key Determinants of Food Insecurity

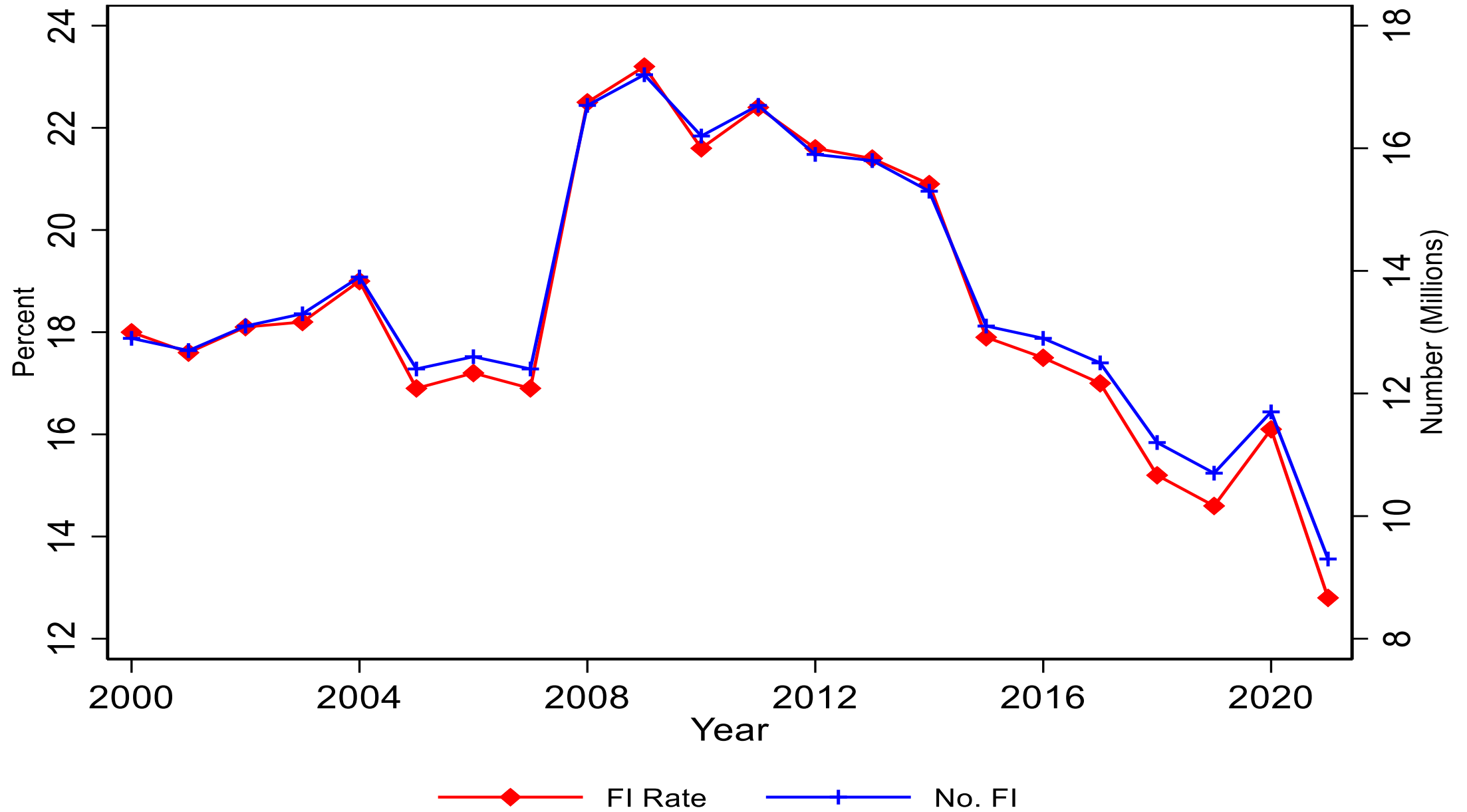
- Resources available to a household
 - economic growth
 - social safety net
 - SNAP
 - charitable food assistance
- Prices faced by a household
 - food
 - housing

Trends in Food Insecurity: Full Population

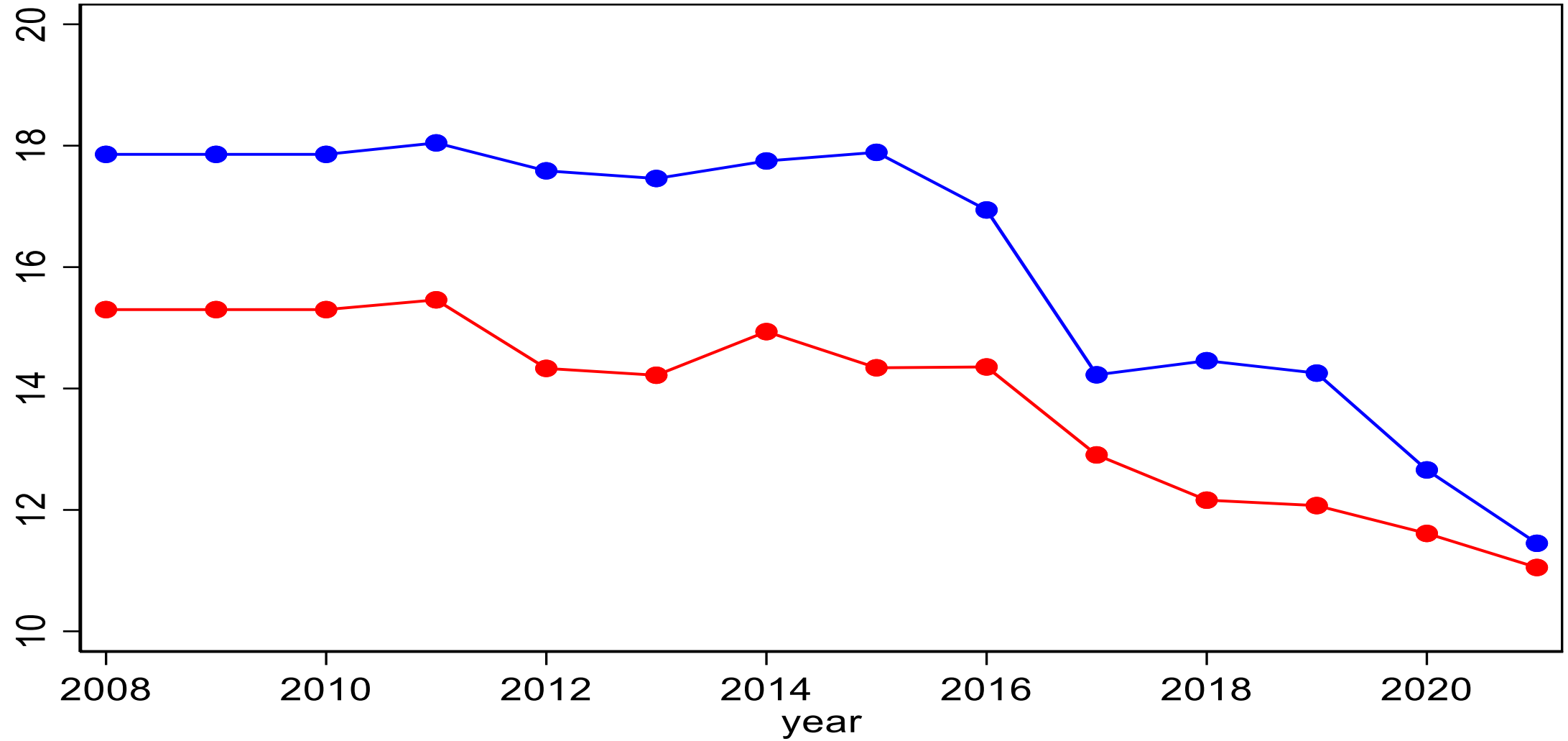


—◆— FI Rate —+— No. FI

Trends in Food Insecurity among Children, 2000-2021

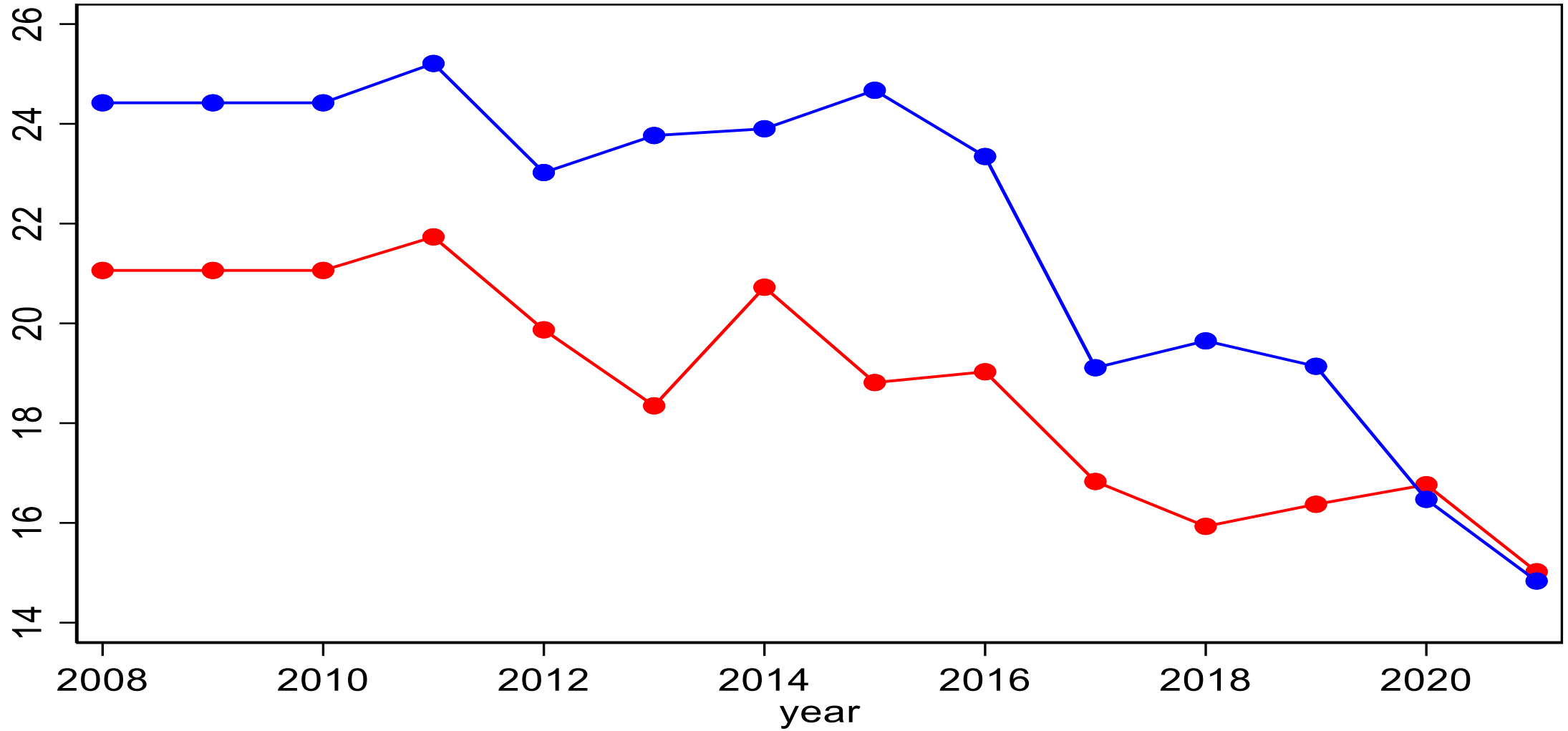


Food Insecurity Rates, All Persons 2008-2021



—●— Midwest —●— South

Food Insecurity Rates, Children, 2008-2021



—●— Midwest —●— South

Table 2: Differences in Food Insecurity Measures from 2010-2021
By Race-Ethnicity Categories

	2010	2021	Percent Decline
.	Hispanic		
Food Insecurity Rate	0.261	0.162	37.8
Food Insecurity Gap	0.026	0.018	29.2
Squared Food Insecurity Gap	0.011	0.006	46.7
.	Black Non-Hispanic		
Food Insecurity Rate	0.251	0.198	21.1
Food Insecurity Gap	0.028	0.026	8.8
Squared Food Insecurity Gap	0.010	0.009	14.7
.	American Indians		
Food Insecurity Rate	0.234	0.184	21.3
Food Insecurity Gap	0.020	0.022	-6.0
Squared Food Insecurity Gap	0.005	0.007	-44.4

Table 3: Differences in Food Insecurity Measures from 2010-2021
By Household Composition Categories

	2010	2021	Percent Decline
.	Disability		
Food Insecurity Rate	0.228	0.190	16.857
Food Insecurity Gap	0.022	0.023	-2.897
Squared Food Insecurity Gap	0.007	0.008	-7.644
.	No Disability		
Food Insecurity Rate	0.124	0.078	37.236
Food Insecurity Gap	0.011	0.008	27.561
Squared Food Insecurity Gap	0.004	0.002	35.385

Table 4: Differences in Food Insecurity Measures from 2010-2021
By Income Related Categories

	2010	2021	Percent Decline
	Below 50% of the Poverty Line		
Food Insecurity Rate	0.407	0.357	12.4
Food Insecurity Gap	0.041	0.050	-22.2
Squared Food Insecurity Gap	0.017	0.018	-8.4
.	Below the Poverty Line		
Food Insecurity Rate	0.401	0.321	20.0
Food Insecurity Gap	0.040	0.040	-1.2
Squared Food Insecurity Gap	0.015	0.014	4.3
.	Above 185% of the Poverty Line		
Food Insecurity Rate	0.074	0.050	32.6
Food Insecurity Gap	0.006	0.005	19.3
Squared Food Insecurity Gap	0.002	0.002	23.5

SNAP Eligibility

- Gross income test
 - 130% of the poverty line or less
 - many states set higher
- Net income test
 - less than the poverty line
 - calculated as gross income minus various deductions
 - 20 percent earned income deduction
 - standard deduction
 - dependent care deduction
 - out-of-pocket medical expenditures
 - child support payment deduction
 - excess shelter expense deduction
- Asset test
 - less than \$2,500
 - many states waive or set higher

Benefit Levels

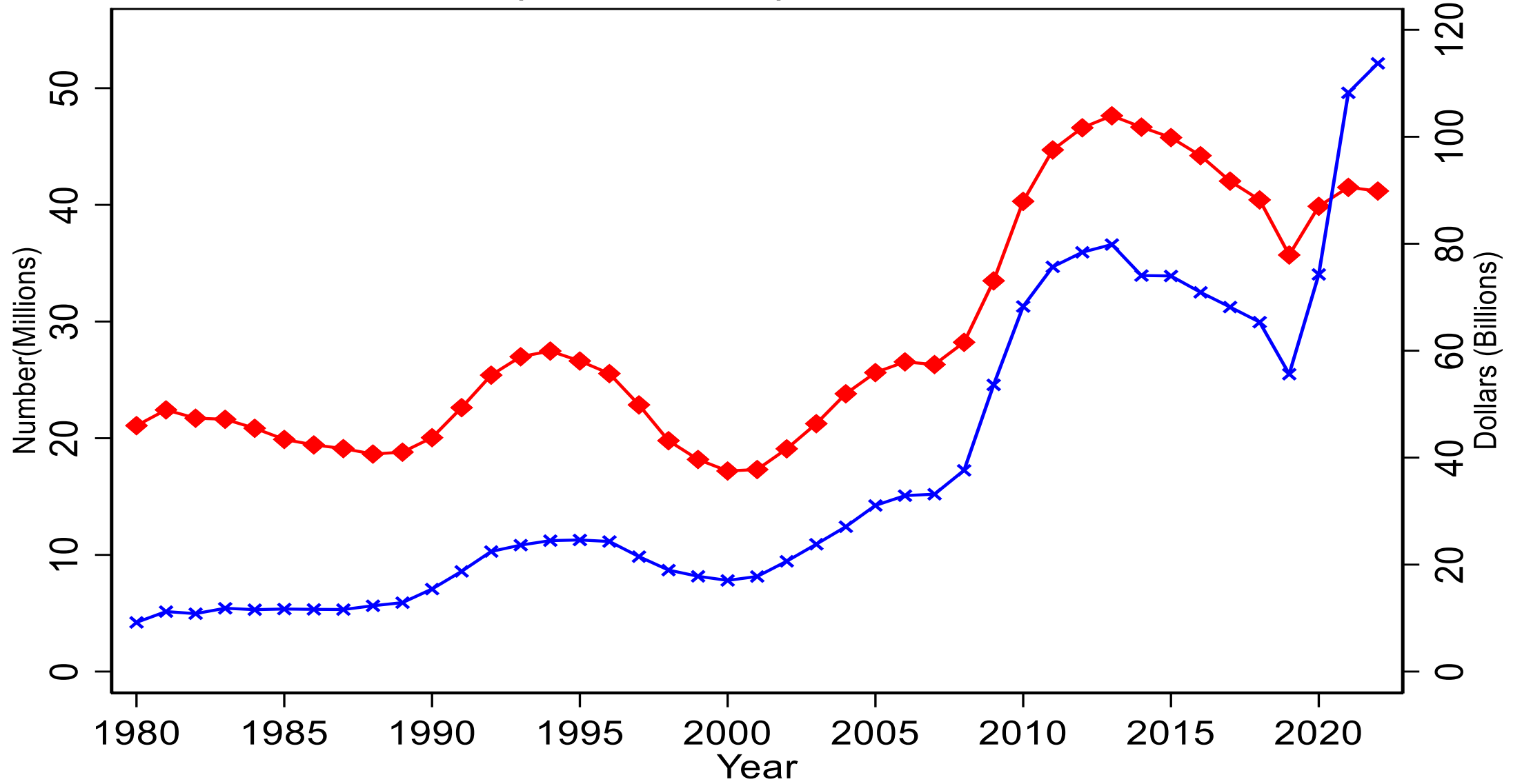
Maximum amount – 0.3*net income

Family size	Monthly SNAP amount
1	\$281
2	\$516
3	\$740
4	\$939
5	\$1,116
6	\$1,339
7	\$1,480
8	\$1,691
For each additional person, add:	\$211

Application Process

- Establishing eligibility
 - initial certification
 - recertification
 - every 3 to 12 months
- Reasons for not applying
 - conditional on benefit levels
 - stigma
 - transactions cost

SNAP Participants and Expenditures, 1980-2022



—◆— Number of SNAP Participants —×— SNAP Expenditures

Redemptions by Firm Type – Firms with at least 1% of Total Redemptions

	Percent of Firms	Percent of Redemptions
Combination grocery/other	22.2	5.4
Convenience store	45.3	5.6
Large grocery store	1.4	2.1
Medium grocery store	3.6	2.1
Small grocery store	5.0	1.3
Super store	7.6	52.3
Supermarket	6.7	29.5

Dignity and Autonomy

- Dignity
 - can shop alongside neighbors, friends, and family
 - not discouraged from earning money
- Autonomy
 - can make choices consistent with preferences, culture, constraints of family

SNAP and Food Insecurity

- SNAP participants are 30% less likely than non-participants to be food insecure
 - after controlling for non-random selection into the program
- Impact of recent increase in Thrifty Food Plan
 - decline in food insecurity from 2019 to 2021
 - 35.2 million to 33.8 million
 - decline in food insecurity among SNAP participants from 2019 to 2021
 - 18.0 million to 16.9 million
 - proportion of decline due to SNAP
 - 78.5%

Role and Challenges

- Central role
 - Meat, poultry, and dairy producers provide safe, affordable, nutritious, culturally appropriate, and delicious foods to Americans at all income levels
- Challenges
 - Opposition to processed foods
 - especially bad for those with disabilities
 - Further rules and regulations
 - leads to reductions in employment for those most at risk of food insecurity
 - leads to increased prices which are primarily borne by those most at risk of food insecurity
 - Proposed restrictions on SNAP purchases
 - will primarily be directed at animal products
 - leads to reductions in SNAP participation and subsequent increases in food insecurity
 - leads to increased prices and subsequent increases in food insecurity