



**IMPOSSIBLE™**

# KIDS RULE

What kids know about climate change and why they are the key to the fight against it.

## CLIMATE CHANGE: AN URGENT PROBLEM

Nearly [two-thirds of people](#) believe that climate change is a global emergency, yet for many years, scientists, policymakers, and consumers have underestimated animal agriculture's role in driving it. As a result, we aren't paying enough attention to the most impactful and feasible step we can take today to prevent climate catastrophe: ending the use of animals in food production. A transition to a plant-only diet over the next fifteen years would, on its own, [reduce human contributions to global warming by over fifty percent](#) through 2100, with the greatest impact in the next 40 years.

For the sake of personal, public, and planetary health, meat alternatives are already beginning to take permanent hold of the protein industry. Prominent food publishing companies have [eliminated beef from their recipes](#); influential journalists have pushed for [more government investment in meat alternatives](#); and NGOs have argued that for the first time in human history, we have [an opportunity to produce food more sustainably](#), so wild animal populations can thrive again.

The Global plant-based meat market is expected to reach \$50 billion by 2025, compared to roughly \$7 billion in 2018. And plant-based meat consumption is forecasted to grow per capita at roughly 30% per year compounded annually, compared to only 0.1% for animal meat.

## BUT WE AREN'T MOVING FAST ENOUGH.

### WHERE PLATE MEETS PLANET

Despite the recent success of meat alternatives, many still don't understand the "plate to planet connection" and the impact that what we eat has on the planet. A [2014 survey](#) found that 64 percent of respondents identified direct transport emissions as a major contributor to climate change, compared to only 29 percent who singled out meat and dairy production, even though the contribution to overall emissions is almost equal between the two sectors.

The [largest survey of public opinion ever conducted on climate change](#), conducted in 2020, showed that only 30% of people surveyed supported the promotion of plant-based diets as a climate policy, and it was the least popular solution of the 18 proposed.

When we researched our first [Kids in the Kitchen](#) report in 2019, we found that there was growing awareness of the connection between plate and planet. Younger generations were more inclined to view climate change and biodiversity as priorities and make purchase decisions accordingly. Environmental concerns had moved into the top three reasons for consuming plant-based meat, especially among Gen Z and millennial consumers.

That encouraged us to ask what even younger demographics, like Gen Alpha-z, understand about climate change and the food system, and their power to change it.

METHODOLOGY

In the spring of 2021, Impossible Foods commissioned an independent, third party strategic research and consulting firm, known for their foundation in kids and family research, to hear from kids directly on the topic of climate change. The survey asked 1,200 nationally representative kids ages 5-18 years old about their knowledge of climate change, biodiversity, and animal agriculture’s impact on the environment. The survey focused on the importance of these issues to respondents, and their willingness to act on them.

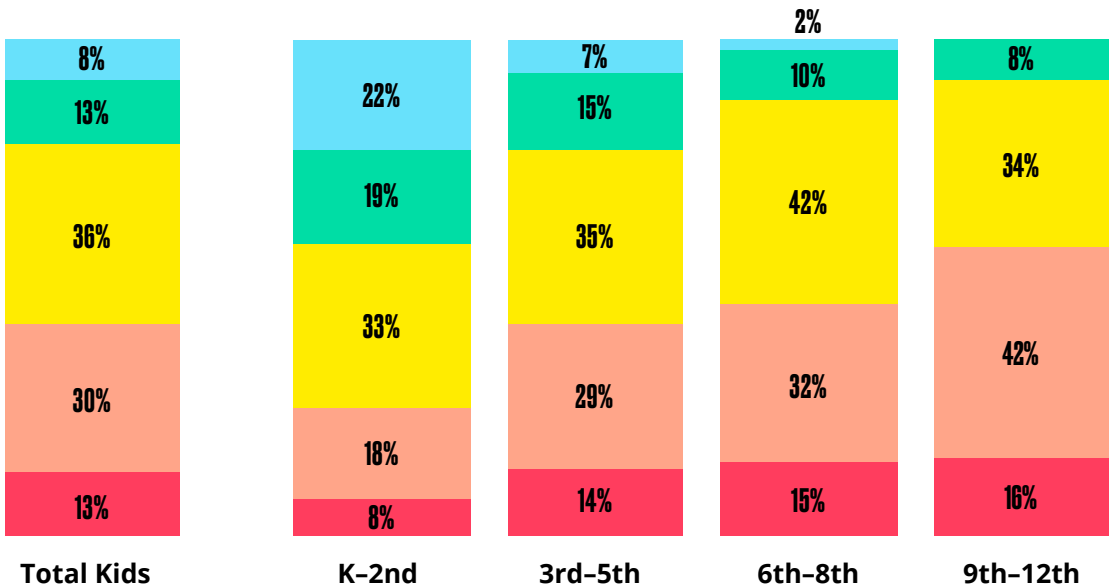
THE CLIMATE GENERATION: KID CRUSADERS

Kids know about climate change. Of the 1,200 students we surveyed, 80% of total kids were aware of climate change, and awareness increased with age.

CLIMATE CHANGE  
FAMILIARITY, BY GRADE

Q: How familiar are you with climate change?

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not too familiar
- Not at all familiar



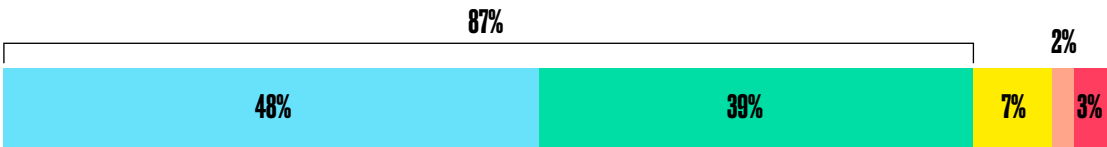
Kids see climate change as a priority, and they recognize their power to do something about it. Close to half a million youth around the world [have taken action on climate change](#) through projects in their homes, schools and communities, and [millions took to the streets to fight for action](#) against climate change in 2019.

Of the 1,200 kids we surveyed, nearly 9 in ten kids responded that it was important that they do something to fight climate change.

IMPORTANCE OF DOING SOMETHING TO STOP/REDUCE CLIMATE CHANGE

Q: How important to you is it that you do something to stop or reduce climate change?

- Very important
- Important
- Not too important
- Not at all important
- Don't know

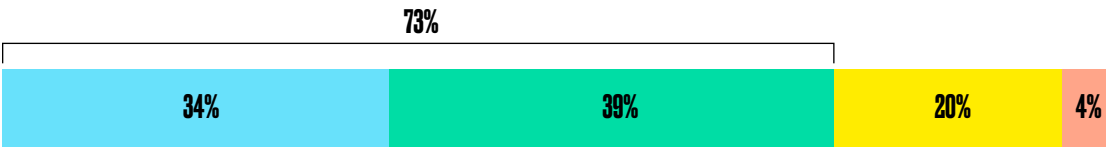


POWER TO CHANGE

On top of their awareness and concern over climate change, kids believe in their power to stop it. Of the 1,200 kids we surveyed, 73% felt like they could make a difference in stopping or reducing climate change.

LEVEL OF DIFFERENCE KIDS THINK THEY CAN MAKE TO STOP/REDUCE CLIMATE CHANGE

- A big difference
- Some difference
- A little difference
- No difference at all



## THE MISSING PIECE

While most kids are aware of climate change, care about the issues, and feel empowered to do something about it, many aren't fully aware of the key factors contributing to it. In one study, [84% of the surveyed young people](#) agreed they needed more information to prevent climate change.

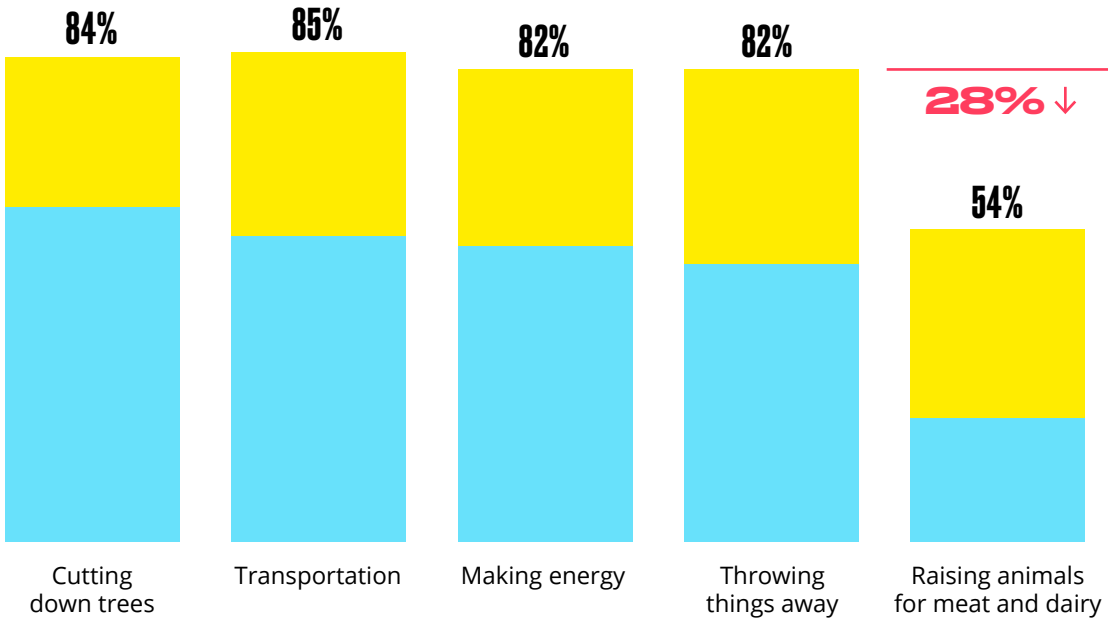
Of the 1,200 kids we surveyed, most are used to eating meat every week—99% of kids eat animal meat at least once a month, and 97% eat meat at least once a week. Without understanding the connection between animal agriculture and climate change, it's easy to see why there has been so little action historically on their parts. Kids are unlikely to identify animal agriculture as a key climate threat because they often don't know that it is.

Similar to adults, when we asked kids what factors they thought contributed to climate change, raising animals for meat and dairy was at the bottom by nearly 30 points.

## PERCEIVED CONTRIBUTION TO CLIMATE CHANGE

A lot  
Somewhat

Q: How much do you think each of these below adds to the climate change problem?



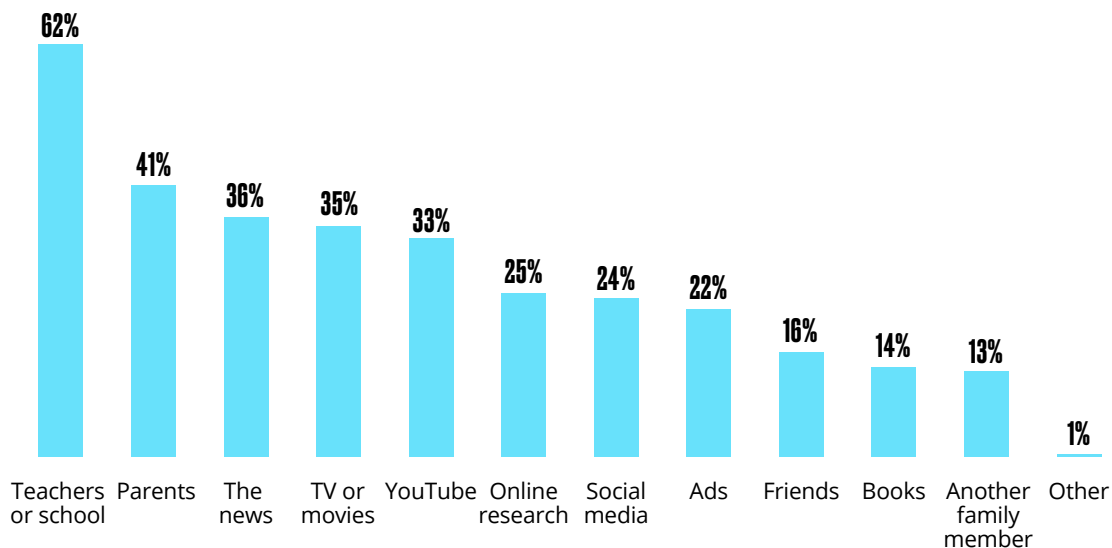
## EDUCATION IS EVERYTHING

In our [2019 Kids in the Kitchen report](#), Impossible Foods found that millennial parents especially are trying to teach kids about sustainability and eating responsibly for the planet. There is a huge opportunity for parents to educate kids, and vice versa, as climate change becomes more and more prevalent.

Our recent search showed that kids learn about climate change from many sources, but they are far more likely to learn about it (and listen to what they learn) from the authoritative figures in their lives—like parents and especially teachers—than from friends or media.

## SOURCES OF CLIMATE CHANGE AWARENESS

Q: Where did you learn about climate change?



Education increases kids' climate change familiarity and awareness of animal agriculture's impact on climate. Schools provide a huge opportunity for more kids, regardless of parent education and background, to learn about the issue and their power to change it.

## TAKING ACTION

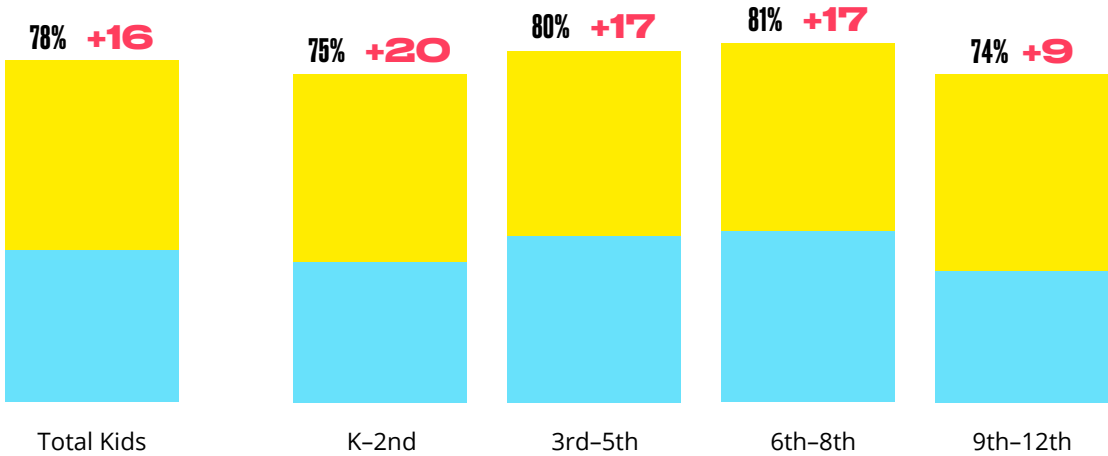
Once kids learn about the connection between plate and planet, it becomes more important to them. After reading about animal agriculture's contribution to climate change in a statement, the 1,200 kids we surveyed were up to 20% (significantly!) more likely to say it was an important issue to address.

IMPORTANCE OF DOING SOMETHING  
TO REDUCE THE USE OF COWS AS FOOD

(post-exposure to climate change statement)

- Very important
- Important
- Change from pre-exposure

Q: After reading the description, how important to you is it that you do something to reduce the use of cows as a food source to help stop climate change?

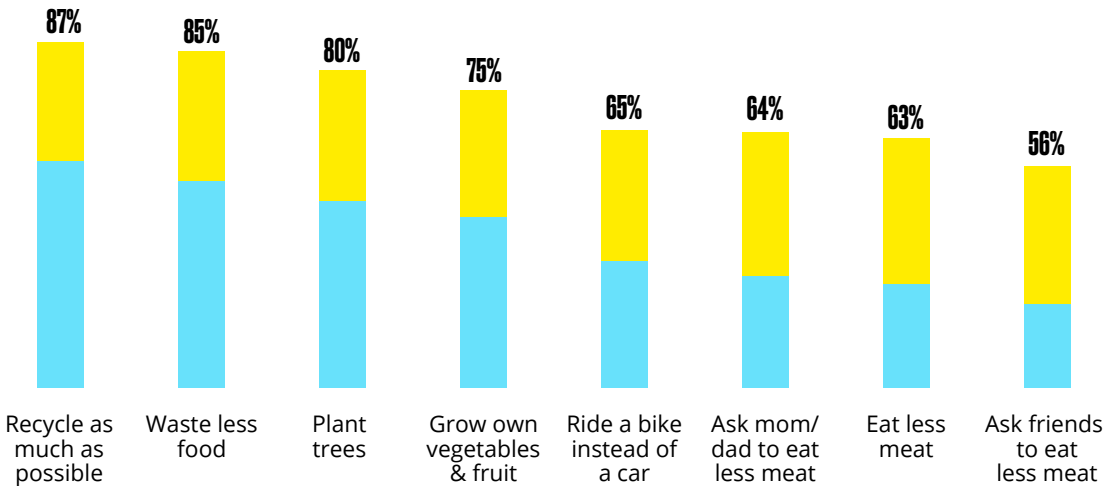


They were also more likely to take any action against climate change, including adjusting their eating habits. 63% of kids said they were somewhat to much more likely to eat less meat after reading the statement.

IMPACT OF CLIMATE STATEMENT  
ON KIDS' LIKELIHOOD TO DO EACH

- Much more likely
- Somewhat more likely

Q: Now that we've shared information on some of the causes of climate change, how much more likely are you to do each of the following to help fight climate change?



Of those 63%, they listed several reasons for why they would eat less meat—saving animals, better health, etc—but helping the environment by reducing climate change is their primary interest. In open-ended responses, kids gave the following responses for why they would eat less meat:

**"BECAUSE EATING LESS  
MEAT MAKES A BIG DIFFERENCE  
IN THE ENVIRONMENT."**

**"TO MAKE OUR ENVIRONMENT  
MORE SUSTAINABLE AND  
BETTER FOR OUR FUTURE."**

## **KIDS ARE THE KEY**

Kids provide an enormous and largely unexplored opportunity for environmental progress; they care about climate change and they want to do something about it. It's time to start educating kids on the most important climate lever they have access to, and the one they have the most power to change.

Where kids might not have influence over transportation, energy use, and other decisions that their family makes, data shows that kids *do have an influence* over meal decisions and picking out food from the grocery store. 71% of parents with kids under 18 say their kid helps pick out food at the grocery store.<sup>1</sup> Teaching kids about the connection between animal agriculture and climate change can have a profound effect on the next generation and the future of our planet.

## **PROOF OF CONCEPT: IMPOSSIBLE™ KIDS**

Our research shows that kids care about climate change, and they want to do something about it. But they're still far more likely to take actions like recycling or limiting food waste than they are to stop eating meat, even when they're educated about climate change contributors. That's why it's so important to give them an easy solution that they resonate with.

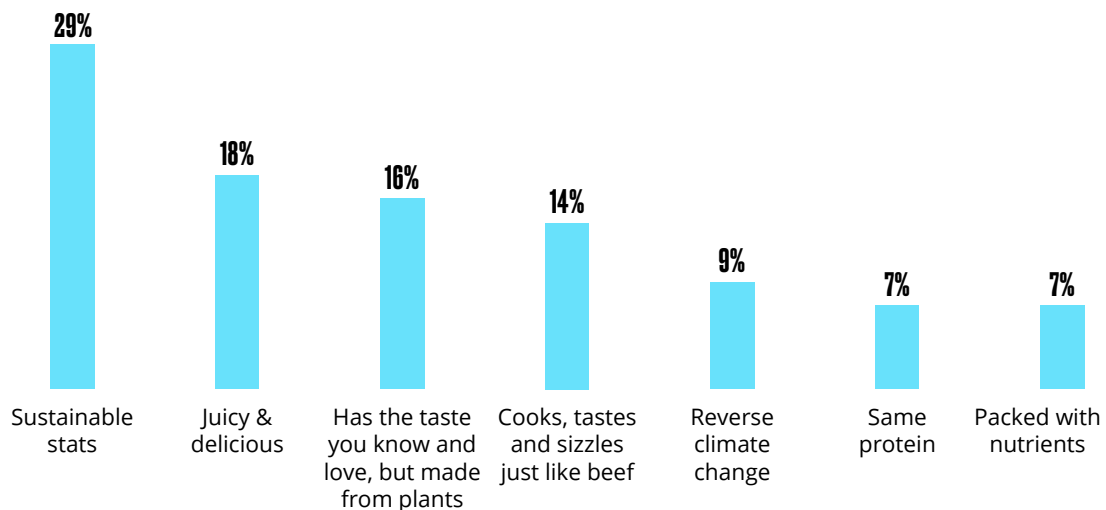


The Impossible™ Burger taps into two key needs for kids: the desire to eat something tasty, and the urge to feel like they are making a difference—in this case, saving the world. In our recent survey, we showed kids a description of the Impossible Burger and asked them what they thought. A little over two-thirds of kids said they liked or loved Impossible Burger after reading the description. And at least half of kids said they would be excited to have the Impossible Burger available at their school.

When we asked what part of the description made them most interested in Impossible Burger, the top reason was the environmental stats—96% less land, 87% less water, and 89% less GHG emissions than a burger from cows. The second most important reason? It's juicy and delicious.

## MOST INTERESTING PART OF IMPOSSIBLE BURGER DESCRIPTION

Q: What parts of the description makes you MOST interested?



When kids are educated on the connection between plate and planet and presented with a delicious solution, they're ready to make a change. And adults might just follow their lead.

