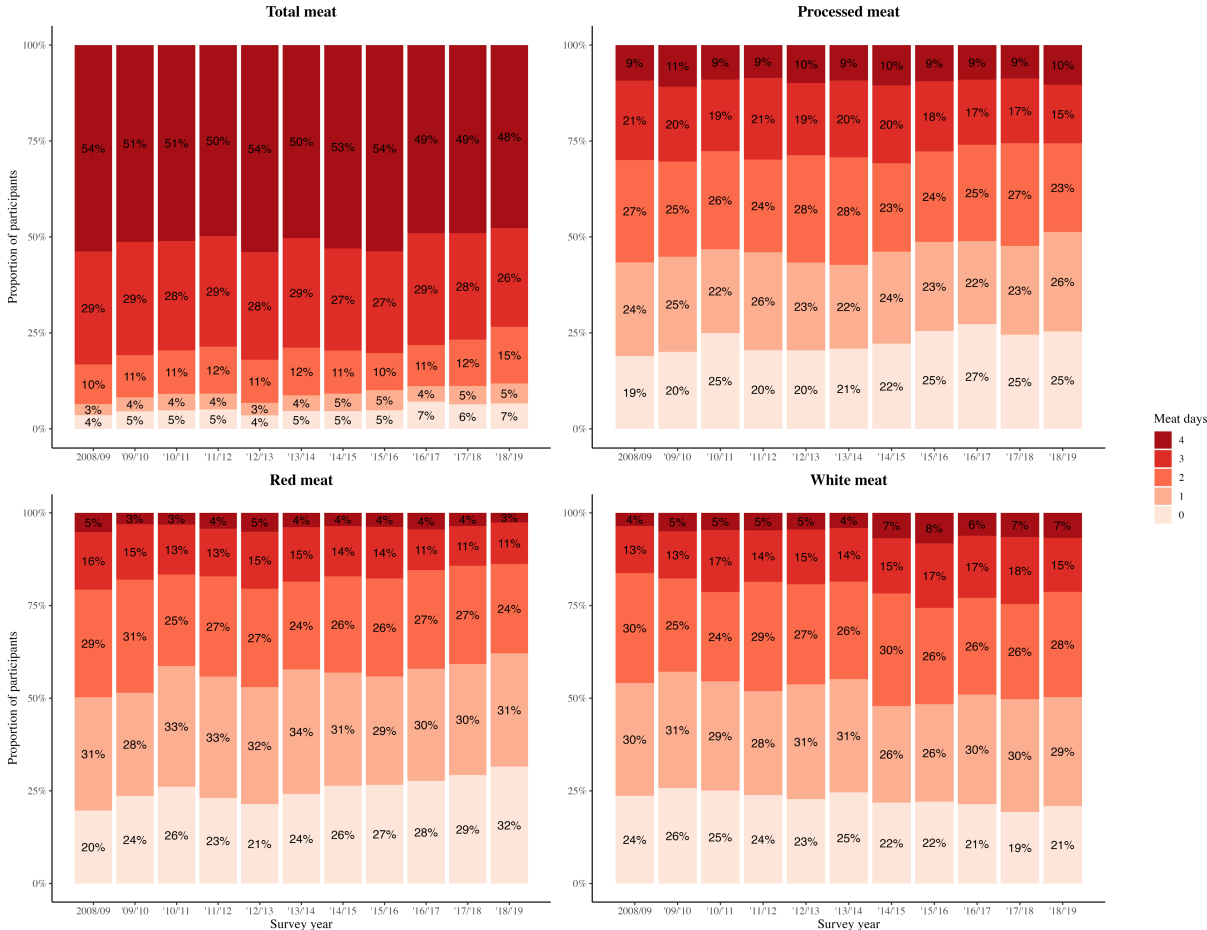


Smaller meat portions contribute the most to reducing meat consumption in the United Kingdom

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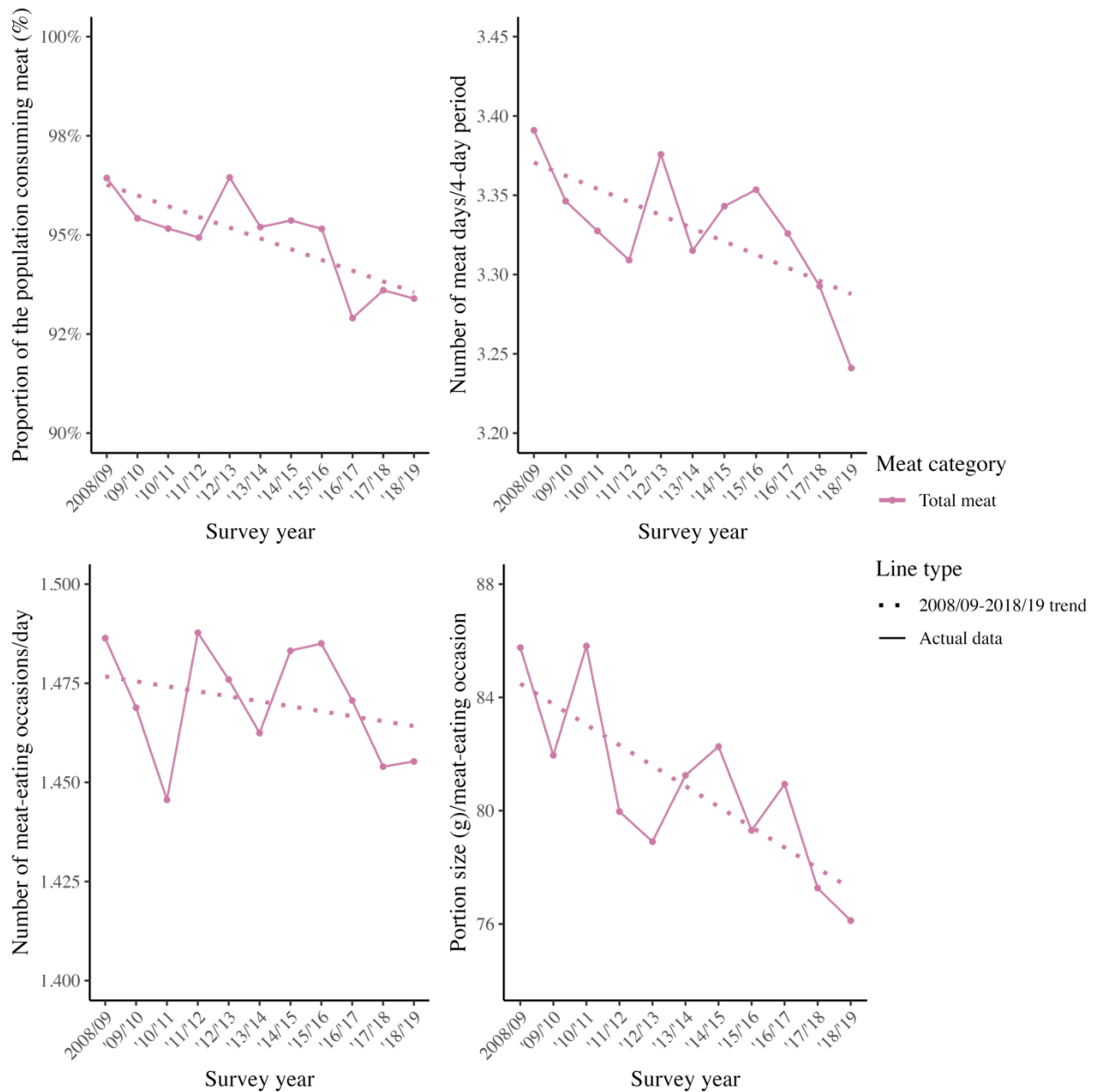
Supplemental Figures for *Smaller meat portions contribute the most to reducing meat consumption in the UK*

SI Figure 1. Proportion of respondents by number of meat-eating days over time in the UK National Diet and Nutrition Survey rolling programme years 1-11 (2008/09 to 2018/19).



Meat-eating days ranged from 0 to 4 days. Meat-eating days were defined as the number of days in which any quantity of meat (>0g) was consumed across the 4-day food diary period.

SI Figure 2. Trends of meat-eating days, meat-eating occasions, and meat portion size for total meat only in the UK National Diet and Nutrition Survey rolling programme years 1-11 (2008/09 to 2018/19).



Meat-eating days (>0g meat consumed) ranged from 0-4 days. Mean meat-eating occasions (containing >0g meat) were within meat-eating days. Mean portion size (g) of meat were across all meat-eating occasions. Detailed methodology is provided in the Online Methods.