

bridge2food europe

the global politicization of food

a plant-based meat post-mortem

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10 June 2026 · Copenhagen

BRIDGE2FOOD
EUROPE
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the central question

why do we buy what we buy?

*what used to feel like collective environmental attention
now feels like a tired commercial branding exercise.*





politicization

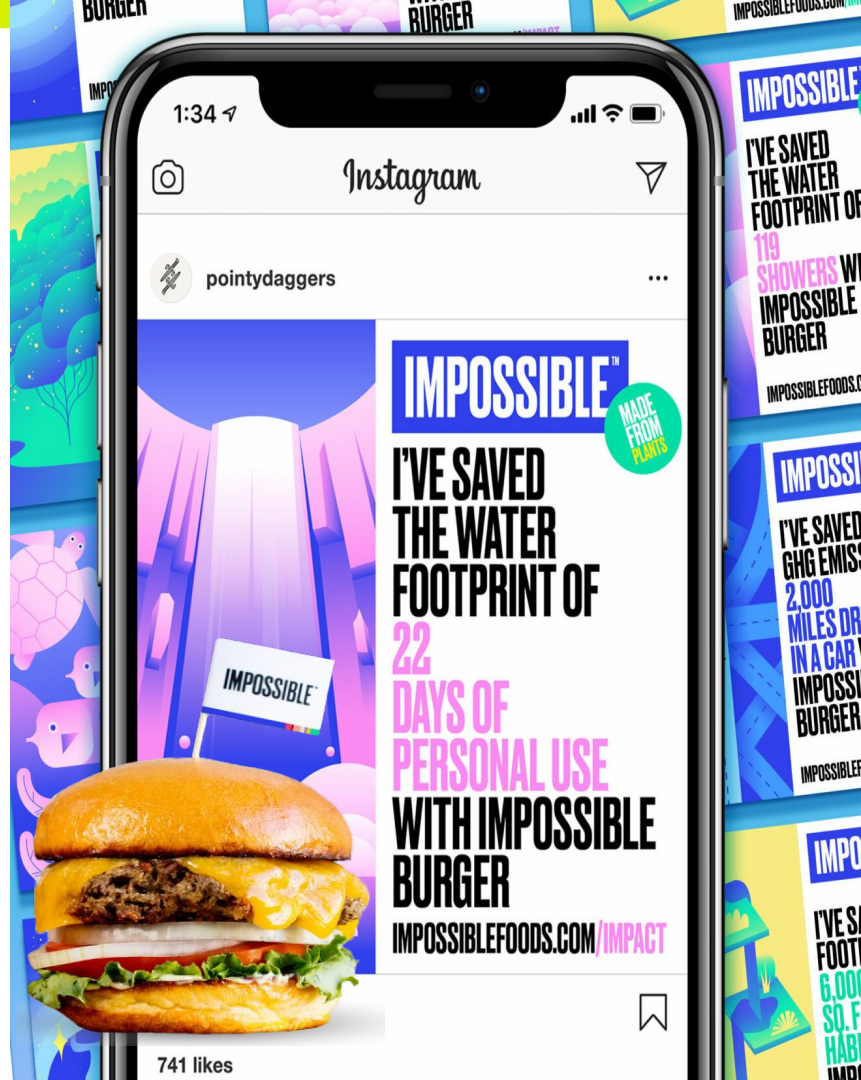
did we cause this backlash?

*mainstream consumers are now making overtly
political food choices in their grocery cart.*

theory #1 — nudge

the ultimate nudge project

make the burger look like meat. add a sustainability story. hope consumers quietly switch.





theory #2 — replacement

**energy is
functional.
food is
cultural.**

*"build the plant-based tesla and consumers will switch."
— they didn't.*

the plant-based milk fallacy

milk is health. meat is identity.

~1%

of US meat
sales are plant-based.
nobody NEEDS to switch.


dairy free


gluten free


lactose
free




cholesterol
free


no artificial
colors


no artificial
flavors

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STRATEGIES THAT DON'T WORK #475:
"VOTING WITH YOUR DOLLARS."

Hm... should I choose the brand that's destroying the rainforest, the one that murders union organizers, or the one that poisons children?



theory #3 — common good

"vote with your dollar" did not work.

consumers are not looking to save the world with their wallets.

the me-first generation

they asked
us to care
about
ourselves.

the food movement asked people to care about systems. MAHA asked them to care about themselves. only one worked.





the upf paradox

**consumers
say one
thing, then
buy another.**

70%

of the average
American diet
is ultra-processed.

case study

danone acquires huel for \$1.15bn

huel is a health & wellness brand that just happens to be plant-based.



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gen z status

#shelfie not #selfie

a \$10 fermented probiotic drink is the new status signal. and it's highly visible.

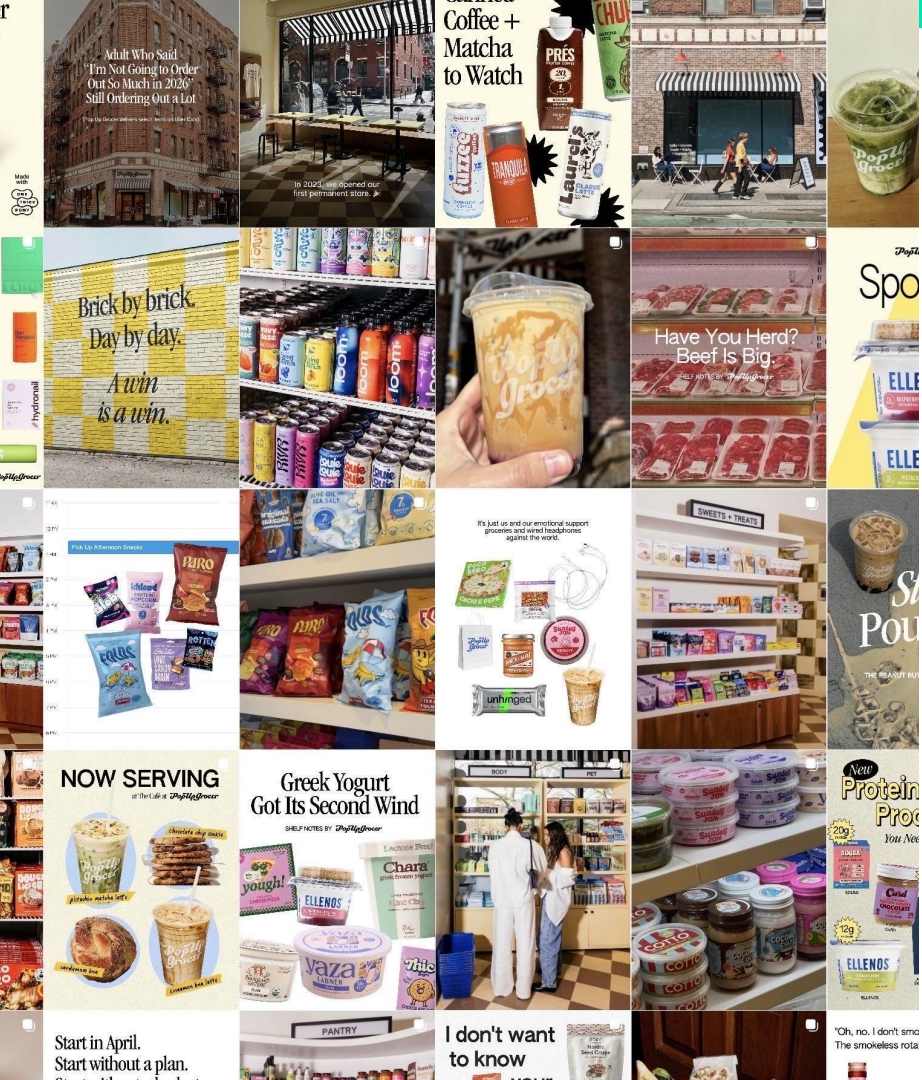
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media deficit

we lost the narrative.

*we are long on scientists when we should be long on
storytellers.*





the price paradox

the cpg boom we're missing out on.

consumers will pay a premium. just not for plant-based meat.

post-mortem

it's not a
product
problem.
it's a story
problem.

*we built for a rational consumer. but they need more
than utility, they need belonging.*



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food is no longer just what we eat.

it is what we believe.
it is where we belong.

the brands that win understand the difference.

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