

- Consumers like the idea of plant-based diets.
- Cape Town has a large plant-based community.

Plant-based food perceptions in South Africa

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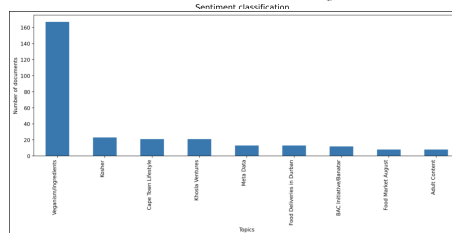
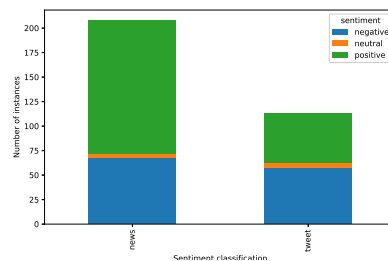
1 Introduction

- Plant-based food is advocated to fight climate change.
- Plant-based products are in the both in retail and fast-food outlets
- There is an emphasis on influencing consumer attitudes of plant-based diets.
- We would like to know how South Africans are feeling and what they talk about when it comes to plant-based food.

2 Methods

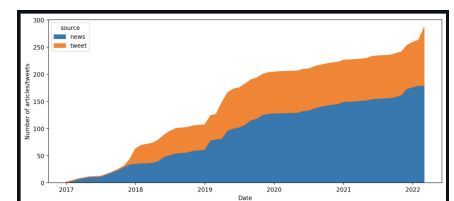
- Sample duration: 2007 - 2022
- 170 news articles and 113 tweets were obtained i.e. $N = 283$
- Twint API and from NewsTools repo as source
- Zero-shot classifier + BERTopic are used

3 Results



- F1-score = 0.523 (Very high recall = 0.633)
- 58% - positive, 37% - negative, 3% - neutral
- Punitive cost - driver of negative tweets
- Most tweets are from Cape Town
- Benatar family found in most topics

Extra figures



Number of topics: 9

Topic	Count	Name
0	155	0_vegan_food_diet_add
1	44	1_said_video_khosla_would
2	37	2_consumer_product_koser_business
3	25	3_cape_town_food_restaurant
4	13	4_bac_benatar_statement_professor

- 2019 has a high increase in online conversation
- Tweets are more inquiring
- Topics - Vegan food diet, Khosla, koser consumer products, Cape Town food restaurants, BAC food and safety education, new articles metadata, fitness and health, street market, Uber Eats in Durban.
- Negative complain about the "punitive cost"

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