

# THE IMPACT OF CONSUMERISM AND FOOD WASTE OF MEAT PRODUCTS ON THE ENVIRONMENT IN EUROPE

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## **Abstract**

*The impact of consumerism and food waste in Europe's meat sector has become a critical issue with significant environmental implications. The continuous increase in demand for meat is associated with excessive use of natural resources, deforestation, water consumption and increased greenhouse gas emissions. Also, food waste in the meat sector, which affects all stages of the supply chain, contributes to the loss of valuable resources and the pollution of soil and water. This paper examines the extent of these problems in the member states of the European Union, identifying the countries with the greatest environmental impact and analyzing the measures implemented to reduce food waste and promote sustainability. The study focuses on innovative solutions and legislative measures adopted at European and national level to optimize the food supply chain and reduce emissions from the meat industry. The results show that implementing more sustainable practices and engaging consumers are essential to reducing food waste and environmental impact.*

**Key words:** consumerism, emissions, food waste, meat industry, sustainability