**Table S1 – Scenarios of Reduction of beef and processed meat consumption among Italian Adult Population**

|  |  |  |
| --- | --- | --- |
| Reduction | Beef consumptiongr/week | Processed meat consumption gr/week |
|
| *Baseline Scenario˟* | **406** | **245** |
| 40% | 244 | 147 |
| 63%  | 150‡ |  91 |
| 80% |  81 |  49‡ |

˟ Sources: INRAN-SCAI 2005-2006

‡ Mediterranean Scenario