Dear Minister,

I am writing regarding The Vegan Society’s [‘Play Fair with Plant Milk’](https://www.vegansociety.com/take-action/campaigns/play-fair-plant-milk) campaign. In public health initiatives, such as the Healthy Start Voucher Scheme, animal milk is unfairly favoured over plant milk. Therefore, **I am asking for** **the scheme to be extended to include the purchase of fortified plant milks**.

The existing voucher scheme currently restricts the purchase of milk to cow’s milk only. As vegans do not consume dairy milk, this amounts to indirect discrimination against them, as it excludes them from accessing the benefits of this scheme and puts them at risk of missing out on valuable nutrients every day.

Evidence from The Vegan Society, states that the number of vegans continues to rise rapidly, having quadrupled in Britain in four years between 2014 and 2018. This asserts that there are a significant number of children who are being excluded from the current scheme. As vegans are protected under human rights and equality law, I would like to see the existing scheme amended, in order to promote equality for vegans and allow them to have access to the nutrition they need to thrive.

Following the declaration of a climate emergency**, it is imperative that the government take steps to make environmentally sustainable choices accessible**. Incorporating fortified plant milks into the Healthy Start Voucher Scheme would support this, because of the numerous environmental benefits of these alternatives. Plant milks are a more sustainable choice than dairy milk, requiring far less land and water, whilst also generating less greenhouse gas emissions. Research has shown that oat milk, for example, requires 10 times less land, 9 times less water, and produces on average, 3 times less greenhouse gas emissions than cow’s milk. In order to meaningfully tackle the climate emergency, we must acknowledge the environmental benefits that plant milks offer, whilst not compromising on our nutrition.

I would therefore like to the see the Healthy Start Voucher Scheme be made far more inclusive, ending indirect discrimination against those following a vegan diet. This can be done by making fortified plant milks available for purchase within the scheme, allowing vegans – as well as those who don’t drink animal milk for other reasons – to enjoy the benefits of being able to access nutritious drinks.

I hope you will support the campaign and consider extending the existing Healthy Starts Voucher Scheme to include the purchase of fortified plant milks. I look forward to hearing your thoughts.

Yours sincerely,

[Sender Name]