PLANTING THE SEED

Leading by example to inspire the next generation of vegans

FEATURING...

BEAN-A-LICIOUS RECIPES

Kathy Hester shares some of her favourite beany recipes this autumn

Autumn 2013
Curiosity. Everyone has it. At least, we all have some idea what it feels like. Curiosity is what makes us ask those important questions about our lives, about our choices, and about the world around us. Curiosity is fascinating to observe in other animals. NASA even gave the name ‘Curiosity’ to their intrepid rover, currently exploring the surface of Mars. It’s a powerful word for every generation.

Wielding the strength of curiosity is one of the ways in which we can inspire others to adopt a vegan lifestyle. When people find out that I’m vegan, they almost always ask me why, and that’s understandable. But more than this, it’s incredibly encouraging to me. A curious mind is an active mind – one that is open to new worlds and possibilities. At no time in life is curiosity more powerful than in early childhood; asking questions, searching for answers, and observing new ideas are an important part of growing up. In Choosing Vegan (page 18), Clare Crossan offers a refreshing perspective on why it’s important to pass our beliefs on to our children. Also in this autumn issue of The Vegan, we are excited to bring you four whole pages of Highlights (page 5), plus an expanded Active Vegans section (page 12), which features some of your recent events and activities. With September just around the corner, it’s the perfect time to dive in to some Bean-a-Licious Recipes (page 23) and start making preparations for World Vegan Month (page 34).

In the next issue, look out for some of our favourite winter recipes along with exciting campaign updates. We may even have a sneak preview from our brand new website to show you… more details coming soon! With so much happening at The Vegan Society, we need you to get involved now more than ever. If you’re curious about volunteering with us, why not find out more about it? Contact volunteer@vegansociety.com and let us know how you can help.

Curiosity helps people to approach uncertainty with a positive attitude. Planting the seeds of change means encouraging others to reflect on their own choices, to look for the truth, to have the courage to move through the world with that level of curiosity, and, most importantly, to always be asking: why? A simple word, but it can make the world of difference.

Have a great autumn!
Our Swiss meat alternatives are free from: Meat and dairy, palm oil, cholesterol, GMO, soya, sugar, trans-fat, artificial colours and preservatives. Perfect for lactose intolerant and low-cholesterol diets.

Swiss vegan cheese

Our cheese is handmade using coconut oil and organic nut butters, and contains 50% less fat than standard cheese so it’s perfect for low-fat sandwiches, pasta dishes, pizzas and toppings. Our No-Moo Mild-Aromatic Cheese won Best of Show 2012 at the Free-From Food Awards.

Recipe shown:
Spinach and two cheese cannelloni, using Vegusto No-Moo Melty and No-Moo Sauce

Contents

4 From the CEO
A message from your CEO, Jasmijn de Boo, helping more people to make the connection

5 Highlights
What’s been happening at The Vegan Society? Your essential updates on all our recent news

10 International News
Hear the latest from Spain: the story of a movement we can all take to heart

12 Active Vegans
Your stories of vegan outreach from the last few months

14 Vegan Sports
New to The Vegan, a page to highlight and celebrate vegan sports. This issue: golf!

15 Volunteer of the Autumn
Meet Harish Davda, an International Organisation Development Trainer and volunteer for the Society

16 Grow Vegan
The growing popularity of vegan organic farming paves the way for a greener future

18 Choosing Vegan
Passing our beliefs on to our children: an essential part of parenting?

23 Recipes
Kathy Hester sure knows how to pack her plant-based dishes full of protein

27 Healthy Eating
How to maintain good health: important information for vegans

28 The School Food Plan
Vegan Society advisors examine the new School Food Plan. Is it holding us back?

32 Shoparound
Shop with confidence! Products registered with our trusted Vegan Trademark logo

33 Book Reviews
From naughty cupcakes to advice for first-timers, we review the latest vegan books out there

34 Campaigns
Learn about our 70th anniversary plans and keep up to date with plans for World Vegan Month

36 Letters
Have your say! Your turn to share your thoughts on a range of vegan issues

39 Donate
The Vegan Society receives no government funding so we rely on your support

41 Notice Board
Discover a range of products and services along with your Vegan Society Discount Card

43 Local Contacts & Groups
All the information you need to connect with active volunteers in your area

46 Events
Don’t miss these upcoming events on the vegan calendar in the UK and globally

48 Announcements

vegusto.co.uk

Available to buy online

Registered with:

Vegan
Vegetarian
...for Life
PETA
Business
Friends

Our Swiss meat alternatives are free from: Meat and diary, palm oil, cholesterol, GMO, soya, sugar, trans-fat, artificial colours and preservatives. Perfect for lactose intolerant and low-cholesterol diets.
Helping more people to make the connection

Animals hold a special place in our hearts. We share our homes with them. We talk to them and give them names. We cry when they die. Some of you may even dream about animals. I know I do.

Statistics taken from a Vegan Society membership survey revealed that over 80% of our members are vegan for the animals. Most British people currently signing up to our Vegan Pledge project say the same. Compassion for animals is a key motivation for people to go vegan and stay vegan. It’s important that we embrace this in a positive way.

Planting seeds of change

Although we are a nation of animal lovers, the majority of people in the UK continue to eat products derived from animals. If you’ve been vegan for many years, you might find it difficult to understand some of the values that non-vegans hold.

People listen to and learn more from ideas that reaffirm their existing views: it is human nature. Recognising how each and every person is a unique product of their unique life experience could help. Seize the opportunity to engage people in re-examining these beliefs. Keep coming back to that animal connection, in a friendly and engaging way. Focus on individual emotions and nature. Recognising how each and every person is extraordinary, and it’s snowballing.

For vegans hold.

Staff Updates

Vegan Society staff are working together exceptionally well and the results are starting to speak for themselves – just take a look at our Highlights in the next few pages for some snapshots of our recent work. Our new Research Committee (see page 6) will bring to the team a new wave of high-level skills and experience, leaving no stone unturned when furthering our research and policy work.

Welcome also to Samantha Calvert, who recently started working at The Vegan Society in the role of Media and PR Manager. Samantha has 20 years of experience gained mostly in the not-for-profit sector. Vegan for 18 years, Samantha is the author of several published academic papers on the relationship between Christianity and the modern vegetarian movement. Her interests include going to the theatre and cooking.

Lastly, thank you very much to Ventry Hunt-Sheppard for all her hard work at The Vegan Society, most recently for taking on the Vegan Pledge support process and seeing it through many important and positive changes.

In September, Verity will move on to pursue her passion for working at The Vegan Society in the role of Media and PR Manager. Samantha has 20 years of experience gained mostly in the not-for-profit sector. Vegan for 18 years, Samantha is the author of several published academic papers on the relationship between Christianity and the modern vegetarian movement. Her interests include going to the theatre and cooking.

Thank you for your support

Vegan Society’s vision is a world in which humans do not exploit other animals. Perhaps we’re all animal lovers at heart. Your support for our charitable work goes a long way to helping more people to make the connection. Thank you!

Vegans who have recently turned vegan tell me all the time that they feel angry about their part in supporting animal farming industries. All the while, they believed they were doing the right thing for animals as vegetarians. It’s up to us to help people undergoing this transition.

Thank you also to Vegan Society staff and volunteers for their strong vision, having a strong presence at science festivals will be vital in our efforts to reach new audiences and bring veganism into the mainstream; science festivals are places where people come willing to learn and discover, and are delighted that some of the organisers of the festival even came along to share their thoughts with our team; one or two mentioned they were inspired to reconsider their food choices following the event.

As the vegan movement gains momentum, having a strong presence at science festivals will be vital in our efforts to reach new audiences and bring veganism into the mainstream; science festivals are places where people come willing to learn and discover, and are delighted that some of the organisers of the festival even came along to share their thoughts with our team; one or two mentioned they were inspired to reconsider their food choices following the event.

Public debate meat consumption at Cheltenham Science Festival

Visitors to this year’s Cheltenham Science Festival were invited to join The Vegan Society for a discussion about the food we eat and climate change. On Wednesday the 5th of June, our panel discussion – ‘Meat and Potatoes or Two Veg?’ – was delivered to a captive audience of around 200 people.

Continuing the debate with a relaxed drinks reception, generously sponsored by Maria Borlotti organic vineyards in Bologna, Clearspring Organics and Dominion Brewery Company Ltd., and the Cheltenham Science Festival, we’re looking forward to the launch of a major new Global Food Security report.

With the UK never more than a few days away from a significant food shortage, UK consumers should be encouraged over time to reduce how often they eat meat,” warned the Rt Hon Sir Malcolm Bruce MP, chair of the UK International Development Committee. Sir Malcolm was speaking ahead of the G8 meeting in June on the launch of a major new Global Food Security report.

“There is no room for complacency about food security over the coming decades if UK consumers are to enjoy stable supplies and reasonable food prices,” he added.

The Vegan Society is proud to have played an influential role in the inquiry which led to this highly significant public statement from the UK Government. Amanda Baker, Senior Advocacy and Policy Officer at The Vegan Society, said in written evidence submitted formally to the inquiry at the end of 2012: “We can fix the global food system and make great strides toward ending hunger by embracing plant-based farming and food at every stage.”

Go to parliament.uk and search for ‘Global Food Security’ for more information.

Watch the video!

Filmed at the Cheltenham Science Festival. Not to be missed, this short video on the effects of meat consumption on climate change includes exclusive interviews with our panelists. Perfect for sharing with your friends and family! youtube.com/thevegansociety
Tackling the root causes of global hunger at the Big IF

The London Big IF event on Saturday the 8th of June saw tens of thousands of people gather in Hyde Park to demand that G8 leaders take action to tackle global hunger. Interested campaigners queued up all day to talk to staff and volunteers on the Vegan Society stand, at one of the biggest events we have ever attended.

Vegan Society Patron and Labour MP for Bristol East, Kerry McCarthy, urged for the recognition of animal agriculture and its contribution to world hunger, and pushed for it to be at the top of the G8 agenda. “We could eliminate the worst cases of world hunger with about 40 million tonnes of food,” commented Kerry in the New Statesman. “And it would be easy enough to find: nearly 20 times that amount of grain, 760 million tonnes, is fed to animals on factory farms every single year.” This figure dwarfs that of biofuels – the current focus of the campaign – which accounts for only 100 million tonnes. A great step forward has been taken, but there is still much more work to be done.

Turn to page 34-35 for more campaign updates from The Vegan Society.

Research and lobbying activities supported by experts in the field

New to 2013, The Vegan Society has welcomed a score of specialist advisors to the team. The aim of the new Advisory Board is to provide overall strategic advice to the Society’s Council and Senior Management. Working by this model will help The Vegan Society to become a stronger, more effective organisation, and forge important new alliances with academics and policy-makers.

✦ Already launched: the Research and Policy Committee – a diverse range of volunteers with specialist skills and experience in the areas of research and policy. By developing full studies on the benefits of veganism, we hope to capitalise on joint funding opportunities for vegan outreach, influence student research projects, and find support for political advocacy and media work.

✦ Still to come: our special advisors in health and nutrition will form our new Health and Nutrition Committee. Expertise is still needed in Fundraising, PR, and Change Management – can you help?

If you think you might have specialist skills we could use, and would like to join our Advisory Board, please contact volunteer@vegsociety.com to find out more.

In the media

Swinging into action to help ITV source vegan products for a new show

When an ITV researcher contacted The Vegan Society for help sourcing vegan products for a show, our Media Manager and Trademark department were only too happy to help. The name of the show, ‘24 Hours to Save My Wedding’, is as urgent as it sounds: the host attempts to transform a couple’s big day 24 hours prior to the wedding. We helped the groom find cosmetics, toiletries, chocolates and treats, candied, icing, and champagne for his vegan bride.

Vegan Society CEO debates meat consumption with Farmers’ Union advisor

Following the Department for International Development’s Global Food Security report recommending that Britons should cut down on their meat consumption, the Evening Mail in Cumbria did a debate piece on whether or not we should be cutting meat out of our diets. CEO Jasmijn de Boo responded and was pictured in the piece. Mike Sanderson, county advisor from the National Farmers’ Union Cumbria, argued against the recommendation.

Proud to be the first point of call for journalists seeking info about veganism

✦ Women’s Fitness – asked The Vegan Society for statistics on vegans living in Britain

✦ The Sunday Times – interviewed CEO Jasmijn de Boo for a feature

✦ Vegetarian Living – interviewed Amanda Baker, Advocacy and Policy Officer at The Vegan Society, about vegan food provision in schools, hospitals, care homes, and prisons

✦ Outdoor Enthusiast – one of our Patrons, Fiona Oakes, was the magazine’s lead news story

A surge of interest in veganism witnessed first-hand by our Business Development team

George Gill, Head of Business Development at The Vegan Society, led his team to the V-Delicious show in London in June – a brand new show aimed at a diverse audience, but with vegan living at its core. Unchartered territory for the team, their hard work paid off; the stall attracted a constant stream of visitors from the word ‘go’. Grace Shuck, Business Development Assistant, sold membership to the very first person who walked over, setting the trend for the rest of the show.

A fantastic achievement

The team managed to attract an unprecedented 80 new members throughout the course of the weekend – a testament to what was an outstanding display of teamwork and enthusiasm. On top of this, the team delighted in the popularity of our Vegan Trademark holders’ stalls, which demonstrated the unique value the Vegan Trademark offers. Dozens of new businesses expressed an interest in joining our Trademark holders across the globe.

Changing perceptions

And the best thing? At the show, the team witnessed a real shift in perceptions about who we are and what we do, with more and more people from all walks of life starting to believe that supporting The Vegan Society can make a difference.

Kathleen Bright, Web and Digital Marketing Officer at The Vegan Society, is in the final stages of developing the new Vegan Society website, which we plan to launch later this year. This is your Vegan Society, so it’s YOUR website. Make sure you have your say!

✦ What do you like about The Vegan Society’s website?
✦ If you could change one thing, what would it be?
✦ What’s missing from our web presence?

Email web@vegsociety.com with your ideas or write to us at the usual address.

Got skills in web development, design, or copywriting? Want to put your experience to good use in the voluntary sector? It’s hugely rewarding and many tasks can be carried out from the comfort of your own home. Contact volunteer@vegsociety.com.

Vegans in the workplace

Amanda Baker was interviewed by Vegetarian Living on the rights of vegans in the workplace.

CATERING TO OUR NEEDS

Organisations that are leading by example, pushing for better standards and offering a taste of best practice in diets. CEO Jasmijn de Boo responded and was pictured in the piece. Mike Sanderson, county advisor from the National Farmers’ Union Cumbria, argued against the recommendation.

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Vegan Society staff brainstorming ideas for our new website, which will hopefully launch later this year.
The world's biggest veggie event is now in its tenth year. To celebrate, The Vegan Society pulled out all the stops for the three day festival at the end of May. Campaign sign-ups and brand new merchandise were just the beginning; our staff and volunteers promoted veganism in an engaging and accessible way that attracted vegans and non-vegans in their droves to become members of the Society.

The festival that really got the best out of us all
A creative photo activity enhanced the interaction between The Vegan Society and members of the public, resulting in a welcoming atmosphere all around us. Feeding off this enthusiasm and positivity, staff proved that we are definitely heading in the right direction. We look forward to building on this success. If you’d like to volunteer at one of our stalls, contact volunteer@vegansociety.com.

“Thank you for opening my eyes.”
The Vegan Pledge continues to be a highly successful way of encouraging people to give veganism a try. The results speak for themselves – over 1,800 people have taken the pledge so far this year, and feedback from the project is more positive than ever:

“I thought that would be tough, but it was so much easier than I ever imagined.”

“I never realised how badly we treat animals […] Thank you for opening my eyes.”

“May never have taken the plunge without the pledge. Keep it up!”

“Thank you for helping me to change my life for the better.”

Every week, pledgers tell us that their eyes have been opened, with the Vegan Pledge having helped them to transition successfully to veganism. Your support through membership and donations help us to sustain this important project. If you would like to make a donation to the Society today simply text VEGN44 followed by £2, £5 or £10 to 70070.

Building international links for collaborative projects in Europe
Ruth Semple, Head of Communications, Public Policy and Research at The Vegan Society, met with representatives from vegan organisations across Europe for the Grundtvig meeting in June, including Belgium, Switzerland, Austria, Germany, France, and Norway. The meeting was held in Oslo and focused on Change Management. Buzzing with ideas for collaborative projects, Ruth hopes to build strong partnerships across Europe.

New internship programme
The Vegan Society internship programme provides the opportunity for students or recent graduates to spend a few weeks at our office in Birmingham. We welcomed Marius Huebler to the team in May for a six week placement. During his internship with us, Marius worked on his own research project relating to international economics, and became a tremendous addition to the team. Contact volunteer@vegansociety.com if you would like to apply for an internship with us.

Marius Huebler completed a six week internship placement at The Vegan Society.
**Vegan with a Passion**

The story of a movement we can all take to heart

Abigail Geer packed her bags and jetted off to Spain in the summer of 2010. Little did she know that less than three years later, she would become president and co-founder of the first ever sanctuary for farm animals in Galicia. Now deep in the middle of a cultural shift happening all around her, Abigail shares her fascinating story with The Vegan Society.

**Galicia: a hidden gem**

For those of you scratching your head and wondering where Galicia is, don’t worry. It’s understandable, because when we think of Spain, we imagine basking in the sun, swimming in the sea, and sipping sangria somewhere on a beach in the Costa Del Sol. Galicia is a world away from that. Home to lush green valleys and enchanting forests, Galicia is located in the north-west corner of the Iberian Peninsula and is one of my favourite places on Earth.

After traveling all over Spain and exploring its countless cities and cultural delights, Galicia stole my heart and I knew instantly that this was the place for me. What started as a simple quest for a more sustainable way of living grew quickly into a much greater mission. Awakened to the suffering of animals the world over, Mino Valley Farm Sanctuary was born.

**The tide is turning**

Luckily, Spain is home to some of the most passionate and heartfelt animal rights organisations in the world, all tirelessly fighting the corner of veganism and breaking down the barriers of specism. They are very positive in their actions, with a strong emphasis on vegan outreach and connection with the people.

A large portion of their work is conducted through street teams setting up weekly events all over Spain, providing the public with friendly and informative conversations, written literature, and vegan food, in an attempt to introduce people to vegan ideologies. With a big heart for compassion and a growing appetite for change, Spain really could be the next nation of animal lovers.

**Education is key**

Even in the short time I’ve been living in Spain, the vegan movement has gained much traction. Growing in popularity with mainstream media attention, more and more people are turning to vegan lifestyles. Vegan businesses are popping up all over the place, along with more vegan-fuelled projects and associations. We have much to celebrate, but there’s still a long way to go.

Education is the number one priority of vegan organisations all over the world, and this has fostered a widespread lack of compassion and respect for animals. It’s not just farm animals that bear the brunt of the traditional Spanish customs; animals are also widely exploited for entertainment purposes through bullfighting, animal circuses, and fiestas. Companion animals are also treated with disregard, especially in rural areas, with thousands of strays constantly chained or living on the streets.

**Old habits die hard**

Farming and animal agriculture have long been extremely prevalent in Spain. Most towns and villages have communal celebrations involving the slaughter and consumption of farmed animals, and this has fostered a widespread lack of compassion and respect for animals. Additionally, the Spanish customs, such as bullfighting, have contributed to this lack of respect. However, with the growth of veganism in Spain, there is a push towards a more compassionate and respectful relationship with animals.

**With a big heart for compassion and a growing appetite for change, Spain really could be the next nation of animal lovers.**

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**Igualdad Animal, a popular animal rights organisation in Spain**

Igualdad Animal, known in the UK as Animal Equality, have done undercover investigations that have brought to life shocking images of the industrialised suffering humans inflict on other animals. Some of the most internationally recognised investigations include the Harling Farm and East Anglian Pig Co in the UK, and most recently the free range farms across Spain and France. Other animal rights organisations in Spain include Equanimal and the political party Partido Animalista PACMA.

**Practical tips for vegans visiting Spain**

Being vegan in Spain isn’t always easy. In the UK and the USA, there are an abundance of vegan-friendly caterers around, but vegans here are desperately missing those registered vegan stamps you see on vegan products – such as the Vegan Society’s trademark logo – to guide you through your trip to the supermarket. In some areas of Spain, people have never even heard the word ‘vegetarian’ in their life, let alone the word ‘vegan’!

Here are some of my top tips for travelling in Spain.

✦ Do your research
There are loads of delicious vegan restaurants in the major cities, so don’t miss out on your opportunity to experience them. Happy Cow is a great resource so make the most of it.

✦ Come prepared
Bring snacks for flights and long journeys as airports and service stations typically don’t cater for vegans that well.

✦ Know what to say
The Vegan Society’s ever popular Vegan Passport explains what vegans do and don’t eat in 73 languages. Available to buy now from vegansociety.com/shop

✦ Be specific
Always stress what you don’t eat, as the Spanish have a habit of sneaking in some form of animal products. (Tuna in salad is a particular hazard.)

**Mino Valley Farm Sanctuary needs your help!**

Mino Valley Farm Sanctuary depends on the kindness and generosity of people who donate, sponsor, spread the word, and volunteer at the sanctuary. Why not come and meet our farm animals and discover why they are so much more than just commodities? Enjoy a woodland walk with the mischievous goats, snuggle up with our super soft sheep, or simply kick back and relax in the company of new friends. Find out more at minovalleyfarmsanctuary.org.
Volunteer Yourself

What a summer it has been for volunteering. We’ve been inundated with your highlights from the last few months! Our team would like to thank you all for the time, energy, and commitment that you give to supporting The Vegan Society and the work that we do. Here are a few of your stories.

Introducing TeenVGN

TeenVGN is a new online social network for vegetarians and vegans between the ages of 12 and 19. Laura and Kyle (the co-founders) wanted to create a space for veg*n teenagers to hang out, make friends, share recipe tips, and most importantly not worry about being judged by others who don’t get why they are vegan. Members can talk about issues relating to veg*nism, submit recipes and ideas for campaigns, learn about animal adoption, and get involved with daily competitions and activities.

Collaborating with TVS

Since starting up, TeenVGN has been busy; after just three months, the group have over 300 members signed up to the network and over 4,500 followers on Twitter, which is why we’re incredibly excited to announce that The Vegan Society will be collaborating with Teen VGN on some projects, including a youth branch of The Pledge. Look out for their column in The Vegan!

“Fuelled by Compassion”

For their first campaign, TeenVGN are encouraging young people to speak out about their vegan lifestyle by wearing wristbands with “Fuelled by Compassion” printed on them. TeenVGN want to build up the confidence and communication skills in teenagers so they can tell people why they are veg*n and what compassion means to them. Buy your wristband online or on stalls at vegan events.

Want to become a member of TeenVGN? Get experience you’d like to share as one of their mentors? Can you support their work in other ways? Visit teenvgn.com and follow them on Twitter (@teenvgn) to find out how you can get involved with this fresh new group for the compassionate young advocates of today.

Success with the Sheffield Vegan Approach

The Vegan Society sponsored the first Sheffield Vegan Approach, which saw 34 people going vegan for a month. Participants attended a two-part information course which included cookery demos, expert speakers, films, and of course a delicious vegan buffet. Everyone who signed up received an information pack including a goody bag full of donated vegan products, and they were also introduced to a local vegan buddy who supported them throughout the month.

Restaurant visits, shopping trips, and a minibus to the Northern Vegan Festival were organised during the month. At least 17 participants have decided to stay vegan, and feedback has shown that the Vegan Approach was the catalyst for making this change. Krystyna Haywood wrote:

“If it wasn’t for this, I would not have gained the confidence and impetus to go vegan after 44 years of eating meat.”

Another participant, Gun Chan, is starting a vegan group at her university after attending the event.

Visit theveganapproach.com for more information. One of our members sporting a Vegan Society tree bag - available to buy online now vegansociety.com/shop

London Vegan Societies have a dream...

…to have a vegan society for each of the 32 boroughs of London. In the last five months, they have started 19 societies across London from Hillingdon to Bexley. They still need society leaders for Kensington and Chelsea, Hammersmith and Fulham, Haringey and Wandsworth. These locally focussed societies promote a greener community in London and bring together people who are interested in the environment, human health, and animal welfare. London Vegan Societies want to see London placed firmly on the world map as a city of delicious and environmentally-friendly food.

Visit londonvegansocieties.com, ‘Like’ them on Facebook London Vegan Societies, or Tweet them a picture of your favourite food at Oulwich Vegan Soc.

Vegan in Ireland or Northern Ireland? Check out irishvegan.ie

Bronwyn of Cork Vegans has had a busy few months: as well as coordinating a successful bake sale, and organising a vegan workshop which saw 33 participants attend, she has also started a website for vegans around Ireland, called ‘The Irish Vegan’. In addition to general information about veganism, the website lists information from all around Ireland and represents each of the 32 counties. It includes vegan-friendly restaurants, local vegan groups, and vegan products, making life that little bit easier for Irish vegans or vegan visitors. Visit irishvegan.ie.

Turning a hobby into fundraising for a good cause

Gaynor Armitage makes beautiful glass lampwork beads as a hobby and sells them online. All profits are donated to vegan causes, including a recent donation of £180 to The Vegan Society, raised from selling this wonderful rosary. To shop online, go to purplecobwebs.co.uk.

All hands on deck in Lincoln

In addition to producing the first and only UK-based fortnightly vegan radio show (featuring recent guests Stic Man from Dead Prez and Dale Vince from Ecotricity), Vegan Outreach Lincoln and the East Midlands raised funds for The Vegan Society and vegan-run animal sanctuary, Eden Farm, by participating in the World Wide Vegan Bake Sale. To find out more about the group and hear all of their latest news and updates, go to eastmidlandsveganfestival.co.uk for details.

Free vegan food in leisure centres

Our Local Contact in Dinas Powys, June, has been taking part in a growing number of events at local leisure centres in the Vale of Glamorgan. At these events, she does food tastings, promotes veganism, and gives information about where consumers can buy vegan food in the area. These venues are particularly good places for doing vegan outreach as the area is shared with many inquisitive children and adults.

First ever vegan bake sale in Exeter

Exeter Friends for Animals took part in the first ever Vegan Bake Sale in Exeter. They were rushed off their feet, with all the food disappearing in no time! There were sweet and savoury bakes for sale, a bargain table, a vegan cafe with burgers, chilli, and salads, and a range of stalls including Fleecehaven (fleecehaven.org.uk Animal Sanctuary, Animal Aid, Razzle Dazzle Ices, and Lush (who were also offering pamper sessions). Congratulations to all involved for turning an experimental first into a great success.

Want us to feature your news here? Let us know what you’ve been up to! Send an email to volunteer@vegansociety.com with your updates and photos. Can’t wait to hear from you!
Ivan Sanders took up golf aged 57, and within a year had won three international golf long drive titles, breaking the European Seniors’ record. We asked Ivan to share his story.

Where did it all start?
In 2006, I attended a local household auction – more out of curiosity than with any intent on buying anything. A bag of old golf clubs caught my eye. Only two of us bid for the clubs, which I won for just £22.

I had played golf as a boy and loved it, but sadly had to give it up. I walked away from the auction house with that bag of clubs hanging proudly from my shoulder.

How did you find getting back into training?
I attended my local driving range and met an old player who offered to take me round the adjacent public golf course. That became a weekly thing. As a boy, I had played reasonably well. But time had taken its toll, and I was scoring like a raw beginner. Like many players, I blamed much of my poor scoring on my golf clubs.

What made you decide to compete on a professional level?
On visiting professional club builder John Whitehead, my luck changed drastically. I was the first golfer to visit his new studio and he wanted to measure my performance on his computerised launch monitor. My first ball ripped through his net. Six months after buying those clubs, I had qualified as a Clinical Hypnotherapist and studied the science of club building.

Do you have any top tips?
Study the game, and study it hard. To conquer my nerves, I trained and qualified as a Clinical Hypnotherapist and read every book I could find on the mind game. Concurrently, I trained as a club builder and studied both the physics of the golf swing and the science of club building.

Are you looking forward to the future?
Absolutely. I’m getting stronger and faster every year. I believe that with a sound vegan diet, a progressive exercise plan, and knowledge of how to recover from most injuries quickly, age is no obstacle to competing successfully at sport. It takes years of perseverance to come out on top, but I will keep solidifying on until I either win a major title, or until age finally gets the better of me. There is no sign of that happening yet though!

Are you a vegan sportsperson? Want to share your story?
Contact editor@vegansociety.com.

What is long drive golf?
Long drive competitions are essentially golf power competitions based on who can hit a golf ball the furthest. Each player has six balls to hit in each round. The ultimate winner is the player who hits the longest ball in the final playoff. The ball lands in a roped off area known as the grid, and is measured at the point it comes to rest.

Ivan Sanders competing at the European Long Drive Championships

My first ball ripped through his net

What was your reason for becoming vegan? Was there some sort of final moment of realisation for you?
I think you feel good about yourself and good about your eating habits are wholesome as you’re not harming animals. It’s a nice way to be. Our friends like to come for dinner to our place and they make cheese, but not anymore. We are quite used to having cheese-free pizza, which is really nice. Sometimes we go to Pizza Express and they make pizza without cheese there. I think more and more restaurants are beginning to realise that veganism is growing, and they are catering better for it.

What do you enjoy most about being vegan?
I think you feel good about yourself and good that your eating habits are wholesome as you’re not harming animals. It’s a nice way to be. Our friends like to come for dinner to our place because they enjoy our food. And if any of them ask, I’m quite happy to talk about why we went vegan.

Want to be featured in our next issue?
Are you an outstanding volunteer? We’d love to get to know you a little better and find out why you volunteer with The Vegan Society. If you’d like to be considered, or know someone you would like to put forward, let us know! Email volunteer@vegansociety.com for more information.

Harish Davda, International Organisation Development Trainer and volunteer for The Vegan Society

And you’ve since become vegan? That’s great news!
Yes, I was 90% there before: I had been vegetarian for a long time and was brought up in a Hindu family. When I did the training with The Vegan Society and spoke to the staff about veganism, I was so inspired… my wife and I both decided to become vegan! We’re really enjoying it. You can buy vegan chocolate – so that’s a good thing.

What was your reason for becoming vegan? Was there some sort of final moment of realisation for you?
It was to do with ethics. It’s important that we don’t exercise violence either directly or indirectly towards animals. It’s a very wholesome way of living life. My daughter has been vegan for five or six years, so she was extremely pleased when I told her that we had become vegan.

You briefly mentioned chocolate. Are there any other foods that you’re getting to know and enjoy now that you’re vegan?
We more or less have the same dishes as we did before. I love cooking and my wife is a very good cook. We have Indian food, Thai food, Italian food, and continental food. We use fresh, organic vegetables and pulses. We’ve been eating tofu for a long time and are very much used to the different ways it can be used. I’m currently writing a book with vegan recipes.

Do you feel that it has been a small transition for you to go vegan, or a huge change?
It hasn’t been a huge change; initially I did miss cheese, but not anymore. We are quite used to having cheese-free pizza, which is really nice. Sometimes we go to Pizza Express and they make pizza without cheese there. I think more and more restaurants are beginning to realise that veganism is growing, and they are catering better for it.

How did volunteering with us come about?
I delivered a group training session at The Vegan Society on project cycle management and mentioned that I also volunteer in the community from time to time. It was a pleasure to work with The Vegan Society; the team has a very powerful vision and I wanted to be part of it. I began volunteering with them almost straight away – by offering assistance over the phone, and by coaching a member of staff one-to-one, which I do on a monthly basis.

And you’re so active! How did you get involved in this?
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Ivan Sanders took up golf aged 57, and within a year had won three international golf long drive titles, breaking the European Seniors’ record. We asked Ivan to share his story.

Where did it all start?
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The growing popularity of vegan organic farming is a great step towards a greener future.

Late summer is a great time to start planning your garden. Nicole Vosper, from the Vegan Organic Network, shares some of her top tips for beginners.

Let’s get growing!
Late summer and early autumn in temperate climates is a great time to plant perennial fruits, such as strawberries, rhubarb, and blackcurrants. Plus, you only need to plant and sow these once, as they are self-seeding. In tropical climates, you might grow annual vegetables like okra, collards, and sweet potato.

Find out what grows well in neighbouring gardens and start off with simple crops that you love to eat.

First things first: weeds
If you are growing on a patch of ground, clear it of weeds, such as strawberries, rhubarb, and blackcurrants. Plus, you only need to plant and sow these once, as they are self-seeding. In tropical climates, you might grow annual vegetables like okra, collards, and sweet potato.

Find out what grows well in neighbouring gardens and start off with simple crops that you love to eat.

Before you start growing
All life begins in the soil. Plants need lots of different nutrients to thrive, so always be thinking about how to keep it healthy. Have a feel of the soil. Does it feel like clay? Or sand? Add compost, and materials straight on top of the ground to keep weeds at bay. If you grow food in containers, this can also help to keep weeding time to a minimum.

About vegan organic farming
Vegan-organics means growing food without using animals – avoiding artificial chemicals, livestock manures, and animal remains from slaughter houses. Soil fertility can come from a number of sustainable, ecologically viable methods from vegetable compost and green manures to crop rotation and mulches. Creating plant-based systems that feed our communities is a way of accelerating the social change necessary to end animal agriculture.

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Top Tip!
Keep newly planted seedlings on your window sill, so you won’t forget about watering them.

Top Tip!
Compost weeds separately from your main compost bin or heap, as they can re-sprout easily.

There has never been a better time to grow vegan!

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As a parent, every single day is filled to the brim with making decisions.

Vegan children learn about healthy eating, compassion, and respect for all living beings from an early age and both they and the world are better for it. Clare Crossan shares her thoughts on raising her two young boys vegan and why she believes she made the right choice for them.

“Your children are vegan?!”

This was the comment I received in an online discussion forum when I happened to mention that my boys are vegan. ”Clever kids,” the stranger continued. Even typed, the words just oozed with sarcasm. This charmer then went on to question my parenting skills, even going so far as to imply that I was signing a death warrant for my children by feeding them this way. The biggest problem this vitriolic stranger seemed to have was the idea that I was imposing my own beliefs and ethics on my children. The choice of whether to abuse – sorry, eat – animals should be theirs and theirs alone.

Wait a minute… their choice?

As a parent, every single day is filled to the brim with making decisions – from the big, important issues to the smaller details of family life. Do we give our children a sweet treat after they have eaten their dinner? Will we let them go to the movies with their friends, even though their latest report card left a lot to be desired? Will we have our children baptised? Many do. This is a fairly major belief to ‘impose’ on our children. What will we teach them about homophobia? What about racism and sexism? I could go on and on. We make decisions on behalf of our children all the time, and the vast majority of these decisions fall under two categories: 1) keeping our children safe, and 2) helping them become the people we want them to be. The way I see it, veganism fits nicely into both categories.

Keeping our children safe

The moment our babies enter this world, we strive to protect them – it’s pure instinct. Just as I teach my boys the basics of road safety, so, too, do I want to keep them safe from ill health and disease. A well-planned vegan diet is ideal for all stages of life – including childhood, and it can help protect us from heart disease, obesity, diabetes, cancer, and other major killers. Initially, I switched my boys to a vegan diet for health reasons. After much research, I decided that feeding them meat and dairy would not be the best thing for their little bodies.

Of course, raising my children vegan isn’t just about what I feed them. It’s an entire lifestyle that encompasses not only their diet but the clothes they wear, the things they do for entertainment, and the way they view the world.

Loving and supporting them

This second category could mean different things to different people. I’ll tell you what it means to me, though. I don’t have any major ambitions for them career-wise other than hoping that they find a job they enjoy. Will they get married, have kids? Well, that’s up to them. As long as they’re happy, I’m not too fussed. Straight or gay? Hey, they are who they are. It’s not for me to decide, it’s simply my job to love them and support them. Here’s where I will step in though. If they begin to make choices that harm others, choices that are selfish, or violent – that’s most definitely not okay with me. I imagine most parents would share that sentiment.

My boys are still young, so at the moment, this guidance manifests itself in small ways: teaching them to share their toys; teaching them it’s wrong to hit; teaching them it’s nice to help people. But it also manifests itself in bigger ways too.
Leading by example

As a vegan parent, I try to show my boys how to be compassionate, maintain a healthy lifestyle, and preserve the planet we rely on. Are these not some of the greatest lessons we could teach our kids? Some may label my choices as a parent as ‘imposing my beliefs on my children’, and I suppose they are right. But, do you know what? I’m going to take that as a compliment! EVERY parent imposes their beliefs and ethics on their children. In fact, by feeding your kids dead animals, wouldn’t you be imposing on them the belief that the murder of sentient beings for your own pleasure is acceptable?

I’m passing on my own beliefs because I believe it is an essential part of parenting. In fact, I’m proud to be encouraging in my boys the belief that it’s wrong to harm other living beings simply for pleasure, that it’s wrong to take things that don’t belong to us – whether that’s a toy from their friend at nursery, or the milk from a cow that was intended for her own babies – and that violence is not acceptable. What’s so wrong with that?

Written by Clare Crossan, regular columnist and editor for The Vegan Woman and copywriter, editor and social media content creator at Crossan Copy. This article was first published on The Vegan Woman’s website (theveganwoman.com) and has been edited for publication in The Vegan.

The Vegan Woman is a sassy and vibrant vegan lifestyle website with an active social media community where writers from across the globe share their life experiences and knowledge on topics including mind and body, food and recipes, family life, and celebrities.

What about you? Are you raising vegan children? What do you think about the idea of vegan parents ‘imposing’ their beliefs on their children? Should every parent raise their children with the morals and values that they believe to be right, even if that means going against the grain? Tell us what you think! Send your comments to editor@vegansociety.com.

What you said on Twitter

We asked our Twitter followers for their thoughts on raising vegan children and the idea that vegan parents ‘impose’ their beliefs.

@daniellevermaak – all parents impose their beliefs. It’s called raising children, not letting them fend for themselves.

@AltonaInvest – why is it that we vegans “impose” our lifestyle on our children, but meat eaters don’t? Pfft!

@FitStartBootcamp – whatever choice we make we are imposing our beliefs onto our kids, that’s part of parenting...

@ozgecan_b – Veganism is love. It’s so natural to feel it, so can’t be ‘imposed’. Problem is imposing eating carcass&beating animals.

@magentawolf 13h – I was vegi, it was my small son who showed me how to be vegan, im so glad i listened and followed him, happy healthy smiles

Follow us on Twitter @TheVeganSociety. Free answers to any questions about veganism, for anyone. For humans, non-human animals & the planet since 1944 (twitter.com/TheVeganSociety).
Pancakes are an easy breakfast treat. These are enchanted with the nutritional power of beans and full of whole grain goodness! Try them with the Chai-Spiced Peach Compote for an over-the-top experience.

For the dry ingredients
1 cup (120g) whole wheat pastry flour
1 teaspoon baking powder
¼ teaspoon salt

For the wet ingredients
1 ½ cups (269g) cooked white beans or 1 can (425g), rinsed and drained
1 ½ cups (355 ml) unsweetened non-dairy milk (vanilla, if possible)
½ cup (40g) rolled oats
2 tablespoons (28ml) olive oil
2 tablespoons (26g) sugar or (40g) agave nectar
1 tablespoon (14g) ground flaxseed mixed with 2 tablespoons (28ml) warm water
1 teaspoon vanilla extract

Method
To prepare the dry ingredients, mix all the ingredients in a large bowl.

To prepare the wet ingredients, add all the ingredients to a food processor and puree. Add the puree to the dry ingredients. Mix with a wooden spoon until thoroughly combined.

Heat a non-stick skillet over medium heat. You can cook a few at a time, but make sure not to crowd them in the pan. Cook until you can see a few bubbles on the top and the edges are dry, then flip and cook a few minutes more until the pancake is cooked through.

Chai-Spiced Peach Compote

Ingredients
5 peaches
1 teaspoon cinnamon
¼ teaspoon cardamom
¼ teaspoon allspice
¼ teaspoon nutmeg
Sweetener of your choice, to taste

Method
To prepare the compote, cut the peaches in half, remove the stone, and remove the peel. If the peaches are ripe enough, the skins will peel off easily. Cut into small pieces.

Add all of the ingredients to a saucepan and bring to a simmer over medium-high heat. Decrease the heat to low, cover, and cook for 15 to 20 minutes until the fruit is cooked through.

Yield: 12 regular-size pancakes or 24 mini pancakes plus 2½ to 3 cups compote (625 to 750g)

Preparation time: 20 minutes
Cooking time: 20 minutes

Enchanted Vanilla Pancakes

Pancakes are an easy breakfast treat. These are enchanted with the nutritional power of beans and full of whole grain goodness! Try them with the Chai-Spiced Peach Compote for an over-the-top experience.

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Thai Sweet Potato Bean Stew

Beans and sweet potatoes are bathed in rich coconut milk with a little heat from the jalapeños. The best part is being surprised with bursts of flavour from the ginger, lemony herbs, and fresh cilantro. All that and it’s easy enough to make after a hard day at work. Serve over rice for a complete meal.

Ingredients
1 large sweet potato, peeled and chopped
3 cups (531g) cooked kidney beans or (492g) chickpeas or 2 cans (425g each), rinsed and drained
1 mild jalapeño, seeded and minced
1 cup (235ml) water
1 can (390ml) light coconut milk
2 cloves garlic, minced
1 tablespoon (8g) grated fresh ginger
1 cube veggie bouillon
1 tablespoon (5g) lemon grass, lemon verbena, or lemon balm, minced
½ teaspoon dried ground galangal root (or ¼ teaspoon coriander plus 1⅛ teaspoon cayenne)
Zest of ½ a lime
Salt, to taste
Fresh cilantro or Thai basil, for serving

Method
On the hob: Put everything except the salt and cilantro into a soup pot. Bring to a simmer over medium-high heat and then decrease the heat to low. Cook until the potatoes are easily pierced with a fork, 20 to 30 minutes. Mash a few of the sweet potatoes to thicken up the stew, add salt if needed, and serve over rice. Top with the chopped cilantro.

In the slow cooker: Put everything except the salt and cilantro into a 4-quart (3.8 L) slow cooker. Cook on low for 8 to 9 hours. Mash a few of the sweet potatoes to thicken up the stew, add salt if needed, and serve over rice. Top with the chopped cilantro.

Yield: 4 servings

Preparation time: 15 minutes
Cooking time: 20 to 30 minutes for stove top, 8 to 9 hours for slow cooker

Galanga root looks like ginger root, but the flavour is different and actually closer to that of cardamom. It’s used in Thai food. If you can’t find it in your area, take a look at the Resources Guide, page 185, to find an online source that will deliver it right to your door.

Dried or canned?

Dried beans are much cheaper than canned and don’t contain any additives. It’s also more economical to use dried beans, but sometimes convenience wins out.

Fancy Bean Substitutes
Ayocote Negro (black runner beans) cook up to be huge, firm black beans that make a wonderful broth. They are perfect in this stew.

There’s just so much to love about beans
Beans are full of protein and fibre while being low in fat. They are a great source of iron, copper, phosphorus, manganese, and magnesium. But they’re also chock-full of thiamin, folic acid, riboflavin, and vitamin B6.

To soak or not to soak?
Mexicans tend not to soak beans before cooking, while Indians almost always do. Some people soak to make the beans more digestible, and others soak merely to cut down on the cooking time. Whichever cooking method you choose, it is very important to cook beans all the way. Beans that are half-done or not soft enough will give everyone a stomach ache, so err on the side of caution.

Top Tip!
Rinse and drain canned beans before you use them. This washes off the tinny taste and extra salt and basically makes a healthier and tastier product for you to use as the base of your dish.
Cherry Basil Crumble Bars

It’s the beans that allow the crust to be oil-free, but it’s the cherries and basil that make them extra special.

For the crust
1 cup (179g) cooked white beans
½ cup (55g) slivered almonds
½ cup (48g) rolled oats
¼ cup (60g) whole wheat pastry flour
¼ cup (80g) agave nectar

For the topping
½ cup (90g) cooked white beans
½ cup (55g) slivered almonds
½ cup (48g) rolled oats
½ cup (60g) whole wheat pastry flour
¼ cup (80g) agave nectar

For the filling
2 cups (310g) pitted or frozen cherries
¼ cup (6g) fresh basil
½ to 1 cup (80 to 160g) agave nectar, depending on tartness of fruit
½ teaspoon arrowroot powder or corn starch

Yield: 12 bars
Preparation time: 30 minutes (less if not using cherries)
Cooking time: 20 to 30 minutes

Preheat the oven to 350˚F (180˚C, or gas mark 4). Oil an 11 x 8-inch (28 x 20 cm) casserole pan **or use a non-stick pan.

To make the crust, add all the ingredients to a food processor and blend until the consistency of large cornmeal. Press into the bottom of the pan.

To make the topping, add all the ingredients to the food processor bowl before you wash it and pulse until the almonds are broken up well. Pour into a bowl and set aside.

To make the filling, you can still use the unwashed food processor and add all the ingredients. Double-check that all the cherry pits have been removed. You’ll hear them in the food processor if any slipped by. Spread the pureed filling over the crust and then crumble the topping over that. Bake, uncovered, for 20 to 30 minutes or until the topping browns and the filling has set up. Let cool and then cut into 12 bars.

Photography by Renée Comet.
What about vegans?
Talk of food is on the tip of everyone’s tongue as recommendations for school meals in England fall short. The School Food Plan issued in July by the UK government advises our head teachers to ban packed lunches and promote school meals. Packed lunches are nearly always less nutritious than a cooked meal, say the authors of the report. Is this really the case? What about vegans?

Whatever the merits of school meals over packed lunches as a system of feeding children, for vegans the report contains a deeper cause for concern. Have we just made a big step backwards when it comes to feeding healthy meals to our school children?

Empty promises
The lengthy proposal appears to be fastened with statements and promises, with no real mention of veganism or vegetarianism except to say that vegetarian cottage pies are a ‘big hit’ with school children. Despite a tiny indication that children might be receptive to plant-based diets, the report reflects a familiar misconception that animal products are ‘necessary’ in a child’s diet. Even though meat and fish are the most expensive elements of any menu, ‘cheap cuts’ are recommended rather than replacements. The School Food Plan supports current food-based criteria that apply to UK schools, including a required minimum for meat and oily fish.

Gaping holes
The report aims to reform standards and increase the number of children eating a healthy and well-planned diet. Surprising, then, that meat, fish, and eggs are top of the list as protein sources. Milk and dairy are considered essential food groups, without any suggestion of alternatives. The report also presents evidence on a fall in intake of folate, zinc, iron and vitamin C among secondary school pupils compared with primary school pupils. Despite acknowledging that the reasons for this are “complex and varied”, the authors give one single, speculative cause for this, without reference to any evidence – they blame increased vegetable and decreased meat content.

Opposing evidence
Meanwhile, the evidence against non-vegan foods continues to accumulate. Red meat consumption is associated with an increased risk of cardiovascular disease, cancer mortality and diabetes. Egg consumption may increase the risk of developing a lethal form of prostate cancer, increasing the risk of diabetes and heart disease among diabetics. Fish and seafood contain sufficiently high levels of Polychlorinated Biphenyls (PCBs) and mercury to pose risks to consumers, while prevailing notions that ‘fish oils’ are beneficial to health have been steadily undermined by stacking evidence to the contrary.

A ban on packed lunches might be hard to swallow if it means taking a step backwards for healthy eating. While UK advice on nutrition continues to privilege animal foods over plant-based alternatives, advice given in other countries is beginning to shift. Kate Stewart and Matthew Cole explore the gaps in the School Food Plan backed by the UK Department for Education in July and what it means for our children.
Could you taste the difference?

Koko Dairy Free Original is a versatile alternative to cow’s milk that’s available from the fresh milk aisle* as well as the long life milk aisle.

It’s reassuringly free of lactose, dairy protein, soya and gluten, and can be added to tea & coffee without curdling.

With a fresh, clean, natural taste you’ll find it won’t dominate your delicate sauces, baking or favourite breakfast cereal, leaving you to enjoy your food to the full.

Discover Koko Dairy Free. Re-discover the taste of food.

To be expected?

Yes, we all know these issues are problematic for vegans. Yes, it’s hardly anything new. But it’s important to note that this report not only counters a growing body of scientific evidence, it also sets the UK apart from other developed countries in the nutritional advice given to the population. In other words, it’s out of touch.

The latest Health Survey for England claims that food-related ill health, costs the NHS £6 billion annually and is responsible for 10% of UK deaths and illnesses, ‘the vast majority’ of which are related to unhealthy diets.

Imagine the possibilities

Research has shown that well-planned vegan diets can benefit health in many ways, including reducing the risk of many cancers, diabetes, heart disease, high blood pressure, obesity, stroke, and food allergies.

A diet reducing meat and dairy consumption by (an unnecessarily cautious) 50%, balanced by increased consumption of fruit, vegetables, and cereals, would result in 27,866 delayed or averted deaths per year in the UK. It would also see a 19% reduction in greenhouse gas emissions and a 42% reduction in land use for foods consumed in the UK. Imagine what we could achieve if everyone reduced their meat and dairy consumption down to zero.

What’s stopping us?

Perceptions and representations of this dietary change – not nutritional value of vegan diets – are what hold the UK back. Consumer acceptability is seen as being a major barrier to moving the population towards a fully plant-based diet.

We can’t fall behind

The American Dietetic Association concludes that vegan diets are healthy at all stages of the lifecycle, a position also accepted by the new guidelines issued by Australia’s National Health and Medical Research Council and The US Department of Agriculture. Canada’s Food Guide promotes plant-orientated meal planning, such as beans, lentils and tofu. The German Nutrition Society’s ‘10 rules’ also emphasises the importance of grains, vegetables, fruits.

This negative approach to plant-based diets, typical of reports such as the School Food Plan, is setting the UK apart from the rest of the developed world. Stepping blindly backwards, instead of moving forwards, is not the answer. We should have progressive, positive, and ambitious plans for feeding our children. We should be steering their future development, not holding them back.

Dr. Kate Stewart is a medical sociologist working at the University of Nottingham. For the past decade she has had a particular research interest in how information about food is interpreted and applied, in particular children’s diets and eating behaviours.

Dr. Matthew Cole is a sociologist teaching with The Open University. He has research interests in how the human use of other animals is made to appear normal and acceptable, and in how vegans and veganism are represented (and often misrepresented), for instance in the media. He is also a former trustee of The Vegan Society.
Eden Be Natural
Pure • Organic • Skincare
An innovative range of pure, natural, organic, vegan skincare products, carefully formulated to provide fresh alternatives for people with all kinds of skin types and conditions and for those who care what they put on their skin. Effective, boutique-luxury skincare. Prices start at £4.96
01733 211001
edenbenatural.co.uk

Freedom Mallows
Natural, vegan and tasty mallow treats
Now you can enjoy light and creamy, vanilla-flavoured marshmallows – without any animal products. Freedom marshmallows are made from all natural flavours and are free from dairy, gluten and nuts. They are available to purchase in 75g bags directly from their website (£2.49 plus P&P) or popular ethical stores such as VX Vegan Cross, London (vegancross.com) and Alternative Stores (alternativestores.ethicalshop.co.uk). Prices start at £2.99
0161 935 8008
info@freedomconfectionery.com
freedommallows.com

Sativa Shakes
New Kent-based Sativa Shakes have created Viva High Pro, a great tasting plant protein shake aimed at people who choose not to eat dairy products. Available in chocolate caramel or strawberry and banana flavour, they are low carb, gluten and lactose-free and non-GM.
+ Viva High Pro plant protein blend in pouches, sachets and Shake and Take bottles. Strawberry & Banana | Chocolate Caramel
+ Viva Sativa Hemp Protein in pouches, sachets and Shake and Take bottles. Toffee I Kiwi & Lime
Prices start at £2.99
sativashakes.com

Heavenly Organics Skin Care
Heavenly Organics Skin Care offers a range of handmade products. Last year, the brand won Janey Lee Grace’s Platinum Award last year for Best Vegan Product Range, having been in business less than a year. Their philosophy is: if you can’t eat it don’t put it on your skin and make sure it’s organic! Their products are available from selected stockists which can be seen on the website. Price range from £3.49 - £9.99
heavenly-organics.com

Ms Cupcake: The Naughtiest Vegan Cakes in Town!
by Melissa Morgan
I’ll admit. I do tend to change things quite a lot whenever I try to follow recipes. So it bodes well for Ms Cupcake that, for once, I stuck to the instructions.
Controversially, I didn’t bake any cupcakes. I did whip up a batch of chocolate brownies (though page 67 of the cookbook, I thought they turned out great, but you don’t need to take my word for it – I handed them round to my friends to see what they thought. “Oh yeah,” one of them exclaimed. “This is how chocolate brownies should be.” Another added that the brownie was “totes amazeballs”, and vowed to buy the book afterwards. Result!
I liked the brownie recipe because it was really easy and nearly impossible to get wrong. (The second time, I over-baked them, which Ms Cupcake did warn me not to do!) Cakey at the edges and really gooey in the centre – something to please everyone! They were really chocolatey as well, even though the chocolate pieces are only on the top. They looked stunning and are a bit cheaper to make than having loads of chocolate in the middle, too.
I really loved how the book was full of tips, such as, “tap tap tap to knock out excess air bubbles before baking sponge cakes” and, “store brownies in the cake tin, covered in cling film, at room temperature, to keep them moist”. These professional tips are what make a great cake a GREAT cake!
It’s a hefty tome, so it might take me some time to decide what to bake next. In the meantime, I’ll enjoy poring over the full-colour photographs. I love Ms Cupcake’s creations and would recommend this delightful recipe book to cake lovers everywhere.

Feeding the Hungry Ghost
by Ellen Kanner
Feeding the Hungry Ghost takes you on a journey of culinary delight that leaves you feeling uplifted and wishing there were many more pages to turn. Close to 50 incredible edible recipes using simple and wholesome ingredients feed your soul and makes you feel one with the food you eat. What starts as a seed becomes the very plant we cook, and just as that plant is nurtured during growth, you begin to understand how much more meaningful food can be if we allow ourselves to feel connected to it. This is the essence of Feeding the Hungry Ghost. Food should nourish the body and soul and be something we respect, love and eat with pleasure.
Ellen takes us on her personal journey that led to her love for food and asks us to rethink our own relationship with the food we eat. Once you begin to prepare your food with love, the simplest of meals will never be the same again. For any foodie, this is a must-have and life changing book. Simply put, it’s simply amazing.

Virgin Vegan the Meatless Guide to Pleasing Your Palate
by Lina Long
This book is fantastic for virgin and veteran vegans alike. For virgin vegans, the front of the book features useful information about nutrition, vegan products, and how to order out. Bound to come in useful when you’re being asked where you get your protein, the nutrition chapter looks in detail at what you need and where to get it.

The Vegan
32 Autumn 2013
Reviews
Book Reviews
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The word ‘vegan’ was coined in November 1944 by the founding members of The Vegan Society. Each year, throughout the very special month of November, we bring vegans together to celebrate and promote veganism.

The Vegan Society want as many people as possible to see veganism in a new, more positive light – and give it a go themselves. Our Vegan Pledge scheme has been hugely successful over the years at offering people the chance to try going vegan for a short time, supported by their own mentor.

This year during World Vegan Month, we’re throwing down the gauntlet to one or two names you might have heard of.

Approaching celebrities to go vegan

Love them or hate them, celebrities can hold the power to boost positive images of an idea or movement. Recruiting celebrity vegetarians to take the Vegan Pledge for one week we hope will inspire others to do the same and generate increased media coverage of World Vegan Month.

We’ll be working with retailers, caterers, and the hospitality industry to make this happen – and, of course, we’ll be relying on our volunteers to hand out as many Vegan Pledge leaflets as possible at your stalls and events. Our celebrities will also post tweet about their Vegan Pledge experiences. More information will be on the way soon. For the latest news, check out our website (vegansociety.com).

Two ways you can volunteer during World Vegan Month

1 Become a Mentor – with a surge of interest in people wanting to take the Vegan Pledge, we are always happy to welcome new Mentors. Increased media coverage of celebrities taking the Vegan Pledge is likely to push this interest even higher. Can you provide a little bit of support and encouragement by email for someone trying veganism for the first time? Contact volunteer@vegansociety.com to find out more about this important and rewarding role.

2 Become a Local Media Volunteer – local media coverage is a fantastic opportunity to create interest for your group and attract new members to join, as well as boost the profile of veganism in a positive way. Your local newspapers and radio stations are itching to know what you think. Make sure they know about World Vegan Month! Contact volunteer@vegansociety.com if you’d like to know more about becoming a Local Media Volunteer for The Vegan Society.

Get involved!

With less than three months to go before World Vegan Month 2013, now is the perfect time for you to start thinking about ideas. What will you do to celebrate?

✦ Join in with our campaigning activities
✦ Help your local group to run a stall
✦ Take a friend to a local vegan festival
✦ Become a Life Member of The Vegan Society
✦ Host a vegan potluck dinner with friends
✦ Send a letter to your local newspaper
✦ Eat out at your local vegan restaurant
✦ Put on an exhibition at your local library

Go to worldveganmonth.net for more information about events near you. You can also submit your event to let others know what you’ve got planned. We can’t wait to see what you do! Contact volunteer@vegansociety.com.

For all the latest news on World Vegan Month, go to vegansociety.com or find us on Facebook.

Celebrating the 70th anniversary of the oldest and largest Vegan Society in the world

Can you believe we’re nearly 70? It was way back in 1944 when Donald Watson and a few like-minded pioneers invented the word ‘vegan’ and founded The Vegan Society. Next year will be a huge milestone for us as we celebrate our 70th anniversary, and we’d love you to join us.

Save the date

Birthdays are all about surprises, so we don’t want to give too much away just yet. Needless to say, our 70th vegan anniversary in 2014 is set to be packed full of some of the biggest, coolest, and most exciting events and campaigns in the history of The Vegan Society.

This isn’t just our vegan anniversary, but the veganniversary of vegans everywhere. For you, our members and supporters, 2014 could be the start of something big. We’d like to start by finding out when your individual veganniversaries are, so that we can bring your stories together.

So, when’s YOUR veganniversary?

Your veganniversary is the anniversary of the day you went vegan. If you’ve been vegan your whole life, we applaud you! You’re very much invited to share ours, in that case – the 1st of November. If you made the transition slowly, that’s no problem either. Just pick a date that makes the most sense to you, and celebrate it for the first time.

Make a wish!

Let us know when you celebrate your veganniversary. Email 70th@vegansociety.com with your full name, where you’re from, the date of your veganniversary, and a sentence or two about what it means to you. We will use your stories to help market our campaign.

“Mine’s in December. I prepared myself (and my fridge) for a few days before making the change. I celebrated my 5th veganniversary by getting a vegan tattoo on my wrist.” – Alex

“I went vegan for the planet, once I realised how good vegan food can be… and I wish I’d done it years earlier!” – Amanda

“I celebrate on the 13th of November – usually with lots of cake!” – LiLi

Are you ready?

We’re working extremely hard behind the scenes to get everything ready for next year. Before the big launch, we’re asking people to sign up to our e-newsletter so that you’ll be one of the first to receive information relating to our 70th anniversary year. To get your name on the list early, simply email 70th@vegansociety.com with “Subscribe” in the subject line. It’s completely FREE and you can unsubscribe at any time.

Your local group needs you

If you’re not already involved with your local group, now would be a great time to get to know them. Becoming an active volunteer within the vegan community can take many forms and can be extremely rewarding. Take a look at our Local Contacts listings at the back of this magazine (pages 43 – 45) for all the contact details you need to find your local group. If there isn’t a group in your area, why don’t you start one? Contact volunteer@vegansociety.com for more information.

Calling all food writers and photographers!

Have you got that perfect vegan recipe for any celebration? Combine your love of food with supporting the work of The Vegan Society. Contact editor@vegansociety.com for more information on donating your recipes to a good cause and seeing your work in print in our publications.
Letters

Why couldn’t Gandhi maintain a vegan diet?

I really enjoyed the summer issue of The Vegan, especially the article on Berlin. As Alex Bourke pointed out on the Letters page, it was great to see The Vegan Society taking a more international approach. It was also really interesting to read about long-term volunteer, Angie Wright, in the ‘Volunteer of the Summer’ section.

To raise a point on whether or not a plant-based diet is healthy for us, it’s good that doctors and dieticians are researching and debating this. But, in my opinion, the only real proof is the experiences of those who have been following a vegan diet for a long time. Very often, I wonder why Gandhi, for example, couldn’t maintain a vegan diet.

Luis Junco

Thank you, Luis. We’ve learned some important details about healthy nutrition since Gandhi’s time. For example, the critical vitamin B12 was only fully identified in 1948 – the year of his death. So, Gandhi wouldn’t have had access to the fortified foods and supplements available now, the only reliable source of vitamin B12 in plant-based diets.

Anyone who suspects that they might have health issues related to their diet should see a properly qualified diet expert – someone who is able to help you ensure that your vegan diet takes into account your personal and medical circumstances, as well as your lifestyle. In the UK, this is a registered dietician. Visit our website for information on plant-based nutrition (vegansociety.com).

Hurrah for the letters page

Being vegan and a supporter of The Vegan Society for 30 years, I’m used to the ever-changing shape of the outer envelope of the Society. As always, the fundamental core remains.

I was delighted with the summer issue of The Vegan magazine: fresh, bright, and encouraging, with your Business Development Assistants presenting a crisp and cheerful look. I especially value the return of the letters page. It makes for a far more human connection with the magazine.

Peter Griffiths

Inspired by Enough Food for Everyone IF

The latest issue of the magazine is great. It has an upbeat promise of change, and growth of veganism. I am hugely encouraged that you’re involved in the Enough Food for Everyone IF coalition, because I presume that means you’re networking with development organisations.

I’m tempted to put it to my own employer that, as an international development organisation, our environmental ethics should include not paying for food from animals. I don’t think they’ll agree, but raising the point will hopefully make them think.

Cathy Ratcliff

Absolutely, Cathy. Being part of the IF campaign has helped The Vegan Society to be heard by development organisations and the UK Government. Stock-free farming can help to establish food security, since it uses less water, less land, and less energy than animal farming. The food security resources on our website (vegansociety.com) offer more information, including well-founded evidence.

Want to have your say?

Email editor@vegansociety.com or write to us at The Vegan Society, Donald Watson House, 21 Hylton Street, Birmingham, B18 8HJ. Letters for publication should be marked ‘Letter to the Editor’ and be as brief as possible. Please note that letters may be edited for reasons of space or clarity.

Authentic Japanese

Organic Fine Foods

15% off your first order*

To celebrate our 20th Anniversary we are launching our own Clearspring online shop. Whether you are in Cornwall or Inverness there is now an easy and quick way to buy from our extensive Clearspring range.

We are offering a 15% discount + FREE delivery on your first £50 order.

To claim your 15% discount simply visit www.clearspring.co.uk place your order, then enter voucher code VEGAN15 when checking out.

*Offer ends 30th November 2013 and is limited to one order per person. To qualify for discount order must be £50 or more. Terms & conditions apply.
We LOVE animals
Do you know we are Vegan registered!
None of our products are tested on animals either.

Ask for the Ecozone range at your local Health Food Store or buy the full range online at these selected retailers.

Remember The Vegan Society in your Will

A s a registered charity, The Vegan Society receives no government funding. We rely on the generosity of individuals like you to help us achieve our vision of a world in which humans do not exploit other animals. Like many other charities, The Vegan Society relies on gifts that supporters leave us in their wills.

Over the years, such legacies of compassion have enabled us to continue the work we do, including:

✦ Coordinating a Vegan Pledge scheme, which has supported thousands to go vegan
✦ Initiating the vegan debate amongst UK policy makers and in parliament
✦ Expanding our information material and resources, such as our DVD ‘Making the Connection’
✦ Taking veganism into schools through our School Speaker network
✦ Empowering vegans to make a difference through campaigning and volunteering
✦ Attracting more businesses to take our trusted Vegan Trademark for their products
✦ Talking with health professionals to improve advice on vegan nutrition
✦ Helping vegans in vulnerable situations, such as in hospitals and care homes
✦ Reaching new audiences on the Internet through our website and social media
✦ Supporting Local Contacts across the UK to build a stronger vegan community

“I am remembering The Vegan Society in my will because I believe there is still a great deal of ignorance about veganism. A lot of ground still needs to be covered if we, as vegans, are ever to become the majority instead of the minority. It feels good knowing that I will be contributing to the essential educational work that The Vegan Society carries out at all levels of society after I am no longer here. Knowing that my children’s children will benefit from the work you are doing today is indeed a comforting thought.”

Member

“I’m proud to be choosing to include The Vegan Society in my will, to feel that I will be leaving a lasting legacy that will help inspire many new generations to go vegan. Giving in this way really does dramatically alter what the Society can achieve in the long-term. It can mean the difference between connecting with hundreds of thousands of people, to inspiring millions. The Society is progressing at a fast rate but like our plant-based diets, this needs to be sustainable. I want to help fund essential projects which will help change attitudes towards veganism, encourage more people to use vegan products and to promote veganism not just in schools, at major national events and in the media, but also worldwide. I’m proud to be supporting this unique charity that has already achieved so much for veganism and vegans during its 70 year history.”

Trustee

In the UK, only 1 in 3 people make a Will, of which only 1 in 8 leave a legacy to charity. By remembering The Vegan Society in your will, your involvement can continue to make a difference to our mission.

Any gift that you decide to leave, no matter how large or small, makes a big difference to the work that we can do, because it helps us plan for the future.

We need your support – together, we can make our vision a reality.

If you would like more information about leaving a gift to The Vegan Society in your will, we would be very happy to discuss this with you.

For a free legacy information pack, please e-mail legacies@vegansociety.com. Alternatively, you can visit our website for more information at vegansociety.com.
Noticeboard

Treasurer Wanted

VfL is the advocacy and educational charity for older vegetarians and vegans.
We are looking for a vegetarian Treasurer to join our small board of trustees.
Experience in areas such as financial, accounting, treasury, and governance would be welcomed.
4 board meetings p.a. in Cheshire. This is a voluntary role – with expenses paid.
Contact admin@vegetarianforlife.org.uk for information pack.
Closing Date: 30th September 2013.

Vegetarian...for Life

The advocacy charity for older vegetarians and vegans.

Charitable Grants
Can we help you, a family member, or friend with a grant from The Vegan Fund?
Older vegetarians in need can apply for help with independent living, for example: a stair lift, disabled adaptation, or bathing aid.
For more information phone: 01683 220888
www.vegetarianforlife.org.uk
Registered Charity No 1120687

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Eco-Friendly Vegan B&B in the Scottish Highlands

Baytree House
A family run vegan hotel.
www.baytreeveganhotel.co.uk
01683 552500

Vegan Society
The advocacy charity for older vegetarians and vegans.

Charitable Grants
Can we help you with our Catering guide, Healthy-living Handbook, UK list of care homes, Recipe service and nutritional advice?
Donations to help our work are welcomed.
Phone: 01683 220888
Registered Charity No 1120687

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Registered Charity No 1120687

Autumn 2013 | The Vegan 41
Veganism and Equality Research

Research currently being carried out at Lancaster University regarding the relationship of veganism to equality law seeks to identify the ways in which vegans experience discrimination or unfair treatment in social life and in employment contexts. Additionally the research aims to identify the ways in which vegans observe instances of preferential treatment for non-vegans. This research is being carried out by long standing vegan Jeanette Rowley at Lancaster University Law School for the purpose of making recommendations to amend equality legislation.

Equality legislation uses terms such as “harassment” “dignity” “respect” and “protection of minorities”. This research project aims to identify the ways in which vegans relate to these terms in their experience of being vegan in society or in the workplace.

Vegan views are vital for this research. If you would like to participate, all that is required is an account of your vegan experience including how the experience impacted on you and how it made you feel as a vegan.

All participants are assured of confidentiality. Only the experience itself will be recorded. No personal data will be recorded and emails will be deleted once the information relating to the experience has been categorised and copied into a database. All participants will receive a thank you reply but email addresses will not be retained. Participants are welcome to use the email address subsequently to request information regarding the progress of the research. For further participant information and a consent form please email veganexperience@btinternet.com.
### Local Contacts

<table>
<thead>
<tr>
<th>Location</th>
<th>Contact Information</th>
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<tr>
<td><strong>Norwich</strong></td>
<td><a href="mailto:PetaLovett@meat-up.com">PetaLovett@meat-up.com</a></td>
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<td><strong>Bristol</strong></td>
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**Note:** The Vegan Society has Local Contacts and Groups all over the UK and Ireland supporting our campaigns and projects, but not all areas are covered. If you've been a full member of The Vegan Society for six months or more, you could help The Vegan Society by becoming a Local Contact.

- **Help the vegan message reach you:**
- **Support more people to choose plant-based diets:**
- **Promote veganism in your community:**
- **Join local Vegan Society groups:**

For more information, visit the Local Contacts page on the Vegan Society's website.
**Events**

**UK Events**

**Camarthen Vegan Street Market**
31st August, 10am – 4pm
Clock Tower Square, Carmarthen Market, Carmarthenshire, SA31 1QZ

Another new event for the calendar - Liverpool’s first and largest healthy and ethical event. 100% Vegan: food, clothing and natural beauty, cookery demonstrations, film screenings, and a prize draw. 

**Lincoln Veggie Fair**
8th December, 10am – 5pm
Caterers, trade stalls, information, free entrance.

**London Veggie Fair**
12th October, 10am – 6pm
The Wolfe's Civic, North Street, Wolverhampton, WV1 1RQ

The leading nutrition and health event for Health Care Professionals since 2000, with a full programme of events and speakers, information stalls, exhibitors and demonstrations and featuring the Nutrition and Health Awards 2013.

**Nutrition and Health Live Conference & Expo 2013 (NHL2013)**
1st – 2nd November
London Olympia, Hammersmith Road, Kensington, London, W14 8UX

So much to see and do; eat, shop, taste, sign-up, learn, laugh, listen and find out who’s won the West Midlands Vegan Festival Awards too! westmidlandsveg.org.uk

**Nutrition & Expo 2013**
6th – 7th November
London Olympia, Hammersmith Road, Kensington, London, W14 8UX

A three day event of talks, meals, and activities.

**Satvik Indian Vegan Festival**
27th – 29th September
Sthitaprajna Vegan Centre, Yeljit, BYDOOR - 576 214, Udupi Dist, Karnataka, India

A three day event of talks, meals, and activities. Meet vegans from different nations. Last date for registration 15th August. Contact indianvegansociety@rediffmail.com or go to indianvegansociety.com/vegan-festival.

**Sathya Indian Vegan Festival**
20th – 22nd October
Sthitaprajna Vegan Centre, Yeljit, BYDOOR - 576 214, Udupi Dist, Karnataka, India

A three day event of talks, meals, and activities. Meet vegans from different nations. Last date for registration 15th August. Contact indianvegansociety@rediffmail.com or go to indianvegansociety.com/vegan-festival.

**World Vegan Day Melbourne**
10th – 11th November 10am – 5pm
Exhibition Hall, Melbourne Showgrounds, Epsom Rd Ascot Vale VIC 3022

A huge community festival celebrating all things plant-based and peaceful, with vegan food, shopping, talks, cookery demos, speed dating and more. worldfood.org.au

**International Events**

**Sathya Indian Vegan Festival**
20th – 22nd October
Sthitaprajna Vegan Centre, Yeljit, BYDOOR - 576 214, Udupi Dist, Karnataka, India

A three day event of talks, meals, and activities. Meet vegans from different nations. Last date for registration 15th August. Contact indianvegansociety@rediffmail.com or go to indianvegansociety.com/vegan-festival.

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Remembering and saying goodbye
It is with sadness that we advise of the death of Brian Gunn-King on the 18th of March 2013, aged 80, following a long neurological illness. Brian devoted his life to spreading the word about veganism and won the Mankar memorial award for services to vegetarianism in 1977. An avowed atheist, Brian was buried in Northern Ireland following a humanist service. He leaves behind his wife Margaret, and two daughters, Sita-Laura and Venetia.

AGM documents online
For the first time, this year’s Annual Reports and Accounts and AGM documents will be available to view online, which will help us to save valuable resources and be more environmentally friendly. Please send us your email address to membership@vegansociety.com so we can send a notification when the documents are ready. Paid-up members will also receive instructions in the winter issue of the magazine on how to access the document. If you would prefer to receive a paper copy, please let us know by the 1st of October 2013. Email membership@vegansociety.com, call, or write to us at the usual address.

Amendment from the last issue
There was a mistake in Sarah Maguire’s article entitled ‘Postcard from Germany’ on page 11 of the summer 2013 issue of The Vegan. The second sentence should have read: “I followed my nose to Berlin a few years ago, where not having to earn ungodly amounts of money just to get by meant people had more time to hang out in underground bars drinking cheap beer and listening to live music.”

Nominate a Patron
As per our Articles of Association, members may nominate any full member of the Society as a patron. Nominations must be made by the 1st of October 2013 and sent in the post to The Vegan Society Company Secretary or by emailing ceo@vegansociety.com. Nominees need to have given written consent they would be willing to act as patrons. Patrons usually advance the organisation’s aims by increasing the PR and media profile, fundraising, influencing, forging strategic partnerships or engaging in other relevant activities.
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