REACHING NEW HEIGHTS
Could Italy become a vegan paradise?

GROWING GREEN
Stock-free organic explained
Editor’s Letter

Sunflowers are one of the fastest-growing plants in the world. Comparisons can be made between these fascinating plants and the grassroots organisations we support; while The Vegan Society works to strengthen the roots of the vegan movement, those in the field navigate their own way through the soil.

In this issue of The Vegan – the first to take on our new charity branding – there are several different stories of growth which I hope you’ll find empowering. From the ground up, expert Iain Tolhurst shares his ideas on stock-free organic farming in Growing Green (page 12). Overseas for

International News (page 9), we discover the facts behind the growth of veganism in Italy. The magazine you hold in your hands has grown out of the visual identity project, offering a fresher, cleaner, and more engaging reading experience. Share your feedback with us! Email editor@vegansociety.com or write to Donald Watson House, 21 Hylton Street, Birmingham, B18 6HJ. 2014 is full of promise. Individually and collectively, we all need to do everything we can to nurture the growth of veganism, so that the seeds we plant can take root and thrive.

Anna

Contents

02 Achievements
Essential updates on our recent news

09 International News
Is Italy becoming a vegan paradise?

12 Research
Nika Škof investigates stock-free growing

17 Recipes
Hearty recipes for king-size appetites

21 Nutrition
Important information for vegans

22 Volunteers
Get the latest from our active vegans

26 Campaigns
Readers share their journeys to veganism

28 Shoparound
Products newly registered with our TM

32 Trademark
Trends to keep an eye on in 2014

35 Announcements
Volunteers needed! Can you help?

36 Letters
Have your say! editor@vegansociety.com

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From the CEO
Growing the society’s profile

T
here has been a flurry of interest in
veganism since the New Year, and the
media coverage that The Vegan Society
has had over the past few months has
been astonishing. Our work in this area is vital if we
are to turn negative myths around and support the
growth of veganism. Many of you will remember
Princess Anne’s comments on eating horses back
in November. Speaking in defence of non-human
animals later that day live on prime-time television
it was certainly a highlight for me (see page 7).

On that note, I’d like to mention the Global Guide to Animal Protection, an
interdisciplinary compendium of worldwide animal rights issues. With a foreword
written by Archbishop Desmond Tutu, the book includes more than 180
introductory articles from a variety of perspectives. It offers solutions to educate
people and raise the moral, political, and legal status of animals in society. A
collaboration between the Oxford Centre for Animal Ethics and the University
of Illinois Press, I have found it to be an excellent and trusted resource. Published in
2014, you can buy it online at www.press.uillinois.edu.

As I enjoy running myself, I am very excited about our guaranteed charity places
in BUPA’s Great Run Series race events, ranging from one mile to half marathons
(see page 35). Anyone can sign up and the funds raised will go towards our 70th
Anniversary public education campaign. Email info@vegansociety.com.

We are all looking forward to growing the society’s profile further in 2014.
Thank you for being with us every step of the way.

Staff Updates
We are actively looking to recruit people who have the skills we need to bring
veganism to a wider audience. If you are interested in working for
The Vegan Society, check our website regularly for details.

Welcome to Ben Hewitt, who joined us in January in the role of Media
and Communications Officer. Ben has worked with the team before on a freelance
basis, putting his film and video editing skills to excellent use on a number of
projects. His role now will mainly focus on the public-facing aspects of the
society, including media relations and online outreach.

Kathleen Bright (known as LiLi) finished working at The Vegan Society in
January to take up another charity position in London. We would like to thank
LiLi for the fantastic work and many achievements of the past year. LiLi was an
instrumental part of the team, a joy to work with and is already missed by all of us.
We wish you the best of luck, LiLi!

Better hospital food for vegans

In a progressive move towards vegan-friendly

catering for all UK hospitals, Senior Advocacy
Officer Amanda Baker gave a voice to vegans
during the event. Staff at The Vegan Society
work together to promote better
catering for all in UK hospitals, Senior Advocacy

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say. Working with the HCA, The Vegan Society
wants there to be balanced vegan-friendly recipes
available to every hospital catering in the UK. “We
should never forget we do not just cook and serve
food but we ensure good nutrition to ensure
those in our care go home to their loved ones
quicker and well,” added Andy. It’s not always

The Vegan wins award

Wolverhampton was the place to be on Saturday
the 26th of October 2013 for the sixth annual West
Midlands Vegan Festival. Hosts of the UK Vegan
Awards 2013, the festival organisers recognised
and celebrated achievements in several categories
during the event. Staff at The Vegan Society
were delighted that The Vegan magazine was voted
‘Best Vegan-Friendly Magazine 2013’. A big thank
you to everyone who gave The Vegan their vote.

Bigger and busier than ever before, the festival
opened its doors to around 3000 people. The
Vegan Society hosted successful debates on two
topics: vegan nutrition and public health.
A further thank you to all of our volunteers who
helped out on the day, and to everybody who
visited our stall and made a donation.
The Vegan Society for funding this event and making it possible. We would like to thank The Vegan Society for supporting us.

Several people gained the confidence to explain their beliefs to others, and hopefully influence others to make changes to their diets and lifestyles after attending events funded through The Vegan Society’s grants scheme. Here’s what the Calderdale Vegan Approach said about their project:

“This successful project resulted in 18 new vegans. We received excellent feedback from participants, explaining how they felt it would be possible for them to make the transition without our support. Many participants now cook vegan meals for families and friends, and promote veganism within their workplace. Several people gained the confidence to explain their beliefs to others, and hopefully influence them. We would like to thank The Vegan Society for funding this event and making it possible.”

Funding exciting new projects
With the number of vegan fairs and festivals planned over the summer months growing year on year, spring is one of our busiest times for grant applications. We have a limited amount of money available and people contact us from all over the world with requests for funding. Grants Officer Karen Varga and the rest of our grants panel take the time to give careful consideration to each and every application we receive. Recommendations are made based on the projects we believe to offer the best opportunities for effective vegan outreach.

Post-event reports are a requirement of funding. This crucial stage in the grants process documents how many people each event reached out to. From feedback, we know that increasing numbers of people make permanent changes to their diets and lifestyles after attending events funded through The Vegan Society’s grants scheme. Here’s what the Calverdale Vegan Approach said about their project:

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Filming at outdoor vegan festival
Ruth Simple, Alex Douglas, and Ben Hewitt were at Brecknock Road Vegan Festival in London on Saturday the 9th of November 2013, interviewing trademark holders, members of the public, members, and volunteers for a new film about the international Vegan Trademark. A vegan festival held outdoors for the first time, the event was a real first for London and a great way to encourage local businesses to take notice of vegans.

Of course, being an outdoor event in the UK, it rained a lot. But it was going to take more than cold, wet, and wintry conditions to deter London vegans and their friends on a mission to show how easy shopping for vegan products can be. Despite the heavy rain, the team of Vegan Society volunteers were excellent. They welcomed everyone to The Vegan Society’s stall with a smile on their face, and were happy to offer advice.

Unprecedented growth for traders
Staff in our Business Development department have witnessed first-hand the growth of vegan business in recent years (see page 24). Trade shows are becoming increasingly popular. The Yoga Show 2013 proved no exception, with 27,000 visitors at London Olympia at the end of October.

Seizing the opportunity to interact with trademark holders and gain new potential business, Sales and Membership Officer Spencer Masters, the stall was a great hit with visitors. Nine new members signed up on the day.
We LOVE animals
Do you know we are Vegan registered?
Ask for the Ecozone range at your local Health Food Store or buy the full range online at these selected retailers.

Ecozone® make your home an ecozone™

Spring Cleaning

To win a giveaway prize
Like us on Facebook
or follow us on Twitter
www.ecozone.com

Wealthy cleaning
laundry cleaning kitchen electrical

British Company
No animal ingredients or testing

ecozone.com

14th London Vegan Festival
Sunday 17 August 2014 11am – 8pm
Kensington Town Hall, Hornton Street, London W8 7NX
vegancampaigns.org.uk/festival

International Events
International Animal Rights Conference 2014
Thursday 11 – Sunday 14 September 2014
Kulturfabrik, Esch, Luxembourg
iar-conference.com

These events and many more are listed on our website:
vegansociety.com/events-calendar

Festivities at Donald Watson House
On Thursday the 10th of December 2013, The Vegan Society hosted a festive office party at our headquarters in Birmingham. With so much to celebrate, it was a delight for us to invite trademark holders, volunteers, work partners, and staff members to join us for a few drinks and snacks with dancing and music. A truly great time was had by all. Thank you to everyone who helped to make it happen, particularly to Alex Douglas, Alan Oakes, and Andy Morrish.

Nippy Dipper Alex makes a splash!
Alex Douglas, Volunteer Development Co-ordinator at The Vegan Society, swapped her cosmopil slippers for a quick dip in the North Sea on Boxing Day 2013 to raise money for The Vegan Society. Exceeding her £500 target for the Aberdeen Nippy Dipper charity event, she participated with a smile on her face. Thank you, Alex! If you’d like to raise money for The Vegan Society, contact info@vegansociety.com to get started.

Get ahead for 2014!
As we look forward to World Vegan Month 2014, we will have a double celebration. Not only will it be World Vegan Day on the 1st of November but we will be celebrating the 70th anniversary of The Vegan Society. There has never been more positive interest in vegan diets and lifestyles as we are experiencing this year and we’re really looking forward to celebrating 70 years of veganism with you. If you aren’t already organising or attending an event, why not start one? Send details to volunteer@vegansociety.com and we will add it to our events calendar. Email 70th@vegansociety.com to join the mailing list.

Achievements

Volunteer Development Coordinator Alex Douglas raises over £500 for The Vegan Society

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VegFest Brighton
Saturday 29 – Sunday 30 March 2014
The Hove Centre, Hove Town Hall, Norton Road, Hove BN3 4AH
brighton.vegfest.co.uk

Live A Better Life, Liverpool
Saturday 12 April 2014 10am – 4pm
St George’s Hall, St George’s Place, Liverpool, L1 1J
liveabetterlife.org.uk

Great Yorkshire Vegan Festival
Saturday 10 May 2014 10am – 6pm
Queens Hotel, City Square, Leeds LS1 1PJ
yorkshireveganfestival.com

Manchester Vegan Fair
Saturday 17 May 2014 11am – 5pm
Chorlton Irish Club, 17 High Lane, Chorlton, Manchester M21 9DJ
veganganic.net

VegFest Bristol
Friday 23 – Sunday 25 May 2014
The Amphitheatre and Waterfront Square, Harbourside, Bristol, BS1 5LL
vegfest.co.uk

North-West Vegan Festival
Saturday 7 June 2014 11am – 7pm
Lancaster Town Hall, Dalton Square, Lancaster, LA1 1PJ
Also at the Gregson Community and Arts Centre, 33 Moorgate, Moor Lane, Lancaster LA1 3PY
northwestveganfestival.co.uk

V-Delicious
Friday 4 – Sunday 6 July 2014
Grand Hall, Olympia, Hammersmith Road, Kensington, London W14 8UX
Join The Vegan Society at this year’s V-Delicious event, hosts of our Volunteer of the Year Awards 2014.
v-delicious.co.uk

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Ilaria Bertini explores how a small movement has sky-rocketed. Could Italy be on the way to becoming a haven for vegans?

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 “harm” “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
Bursting with flavour

Open up a menu at a typical restaurant in Italy and the first-time vegan customer might feel their options are limited. Culinary traditions in every region of Italy are heavy on meat and dairy products, and not all waiting staff will understand what you mean when you say you’re vegan (“io sono vegan”). But if you know where to look, you could find a real Eden. The Italian tradition of sharing food, drink, and good conversation must be one of life’s greatest pleasures. Imagine a vegan banquet so sublime that the tastes and aromas are still with you over a week later. Drool at the thought of bruschetta, vegetable pizza, spaghetti ‘veganaise’, penne pasta with tomato and herb sauce, farinata, and polenta with mushrooms, served with a selection of breads and oils, all enjoyed with Italian red wine or grape juice. Many signature dishes that are enjoyed all over the world originated in Italy. Mediterranean cuisine is largely plant-based, and the influence of the American ‘fast-food’ diet has not been too strong here. Rather, you’ll find the cuisine strongly influenced by local and seasonal ingredients. Imagine a vegan banquet so sublime that the tastes and aromas are still with you over a week later. Drool at the thought of bruschetta, vegetable pizza, spaghetti ‘veganaise’, penne pasta with tomato and herb sauce, farinata, and polenta with mushrooms, served with a selection of breads and oils, all enjoyed with Italian red wine or grape juice. Many signature dishes that are enjoyed all over the world originated in Italy. Mediterranean cuisine is largely plant-based, and the influence of the American ‘fast-food’ diet has not been too strong here. Rather, you’ll find the cuisine strongly influenced by local and seasonal ingredients.

Veganism on the rise

Perhaps it’s no coincidence that in a country so famous for its food, vegan living is on the rise. As a vegan living in Italy, I’ve found the variety of fruits, vegetables, oils and nuts I can buy are like nothing I’ve seen elsewhere in the world. (Have you tried Sicilian citruses, Piedmont’s hazelnuts or Tuscan extra virgin olive oil?) Animal farm sanctuaries also play a crucial role in opening new doors to veganism. Vita da Cani, based near Milan, rescues animals from experimentation facilities. Ippossi, near Tuscany, organises school trips so children can learn how animals have personalities and deserve respect. Christian, its founder, used to run riding stables there, but after witnessing the abuse suffered by the horses that came to him, he closed the stables and opened an animal sanctuary, together with his wife. “We understood that the best life we could possibly give to the horses was one where they could live free,” he said. The horses now roam huge open spaces – and their horseshoes and saddles have been removed for good. Animal sanctuaries like Ippossi, combined with the efforts of volunteers and vegan education groups, are leading the Italian vegan transition, making Italy more compassionate and respectful towards all forms of life.

Strong signs of change

Although there are no reliable statistics on the number of vegans living in Italy, it is clear to me that the numbers are rising. It seems as though more restaurants and cafes are adding vegan options to the menus each day. I was away from Turin for about a year and when I came back, a 100% vegan gelateria (ice-cream shop) had opened nearby, along with a branch of a delicious vegan pastry shop and a few brand new organic shops selling meat and dairy alternatives. Yes, even in a rural area, where my family live, I’ve seen strong signs of change. I told a traditional, very meat-based restaurant that I was vegan, and they provided me a whole menu with seitan, gnocchi, cereals, pasta sauces, and you may even have a favourite. Heat through and then serve the mixture again until the mixture comes together.

Preheat the oven to 180°C (350° F) Gas Mark 4. Place everything except for the beans and chickpea batter into a food processor and process until the garlic and parsley are finely chopped. Animal sanctuaries like Ippossi, combined with the efforts of volunteers and vegan education groups, are leading the Italian vegan transition, making Italy more compassionate and respectful towards all forms of life. The Vegan | Spring 2014

Italian Bean Balls in Tomato Sauce

A ‘must-cook’ for any pasta lover

These delightful bean balls are so incredibly simple to make (they can even be prepared in advance and frozen) and when added to a rich tomato sauce, bring pleasure to the soul. This is a dish I call on when in need of something comforting and it always hits the spot. The bean mixture can also be shaped into burgers and works just as well, giving you scope to enjoy in various ways. For me, encaised in a tomato sauce and served with any type of pasta, these bean balls are a taste of Italian heaven.

Ingredients

3 x 400g tins of cannellini beans, drained
2 cloves garlic
2 teaspoons dried oregano
1 vegetable stock cube
1 large handful fresh parsley
1/2 cup fresh breadcrumbs
3 tablespoons nutritional yeast
1/2 teaspoon black pepper
1/3 cup chickpea flour
Mixed with 1/3 cup water to form a batter

Method

Preheat the oven to 180°C (350° F) Gas Mark 4. Place everything except for the beans and chickpea batter into a food processor and process until the garlic and parsley are finely chopped. Add the beans and chickpea batter and process again until the mixture comes together.

Remove the mixture from the processor and roll into ping-pong sized balls. Coat your hands lightly in oil and grease each ball before placing on a parchment or foil-lined baking tray.

Bake for 25-30 minutes or until the balls are firm and slightly golden. Remove from the oven and add to pan which contains your chosen tomato sauce.

There are so many recipes for tomato based pasta sauces, and you may even have a favourite you always use. Heat through and then serve over freshly cooked spaghetti or a pasta of your choice.

Recipe by Danny Waters, theveganhousehold.com

Article by Ilaria Bertini, an environmental journalist from Italy.

...Italians are learning what being vegan means

Similar changes have taken place in other cities. More and more Italians are learning what being vegan means. We have vegan organisations and their volunteers to thank. All of the hard work that goes into promoting veganism through informative campaigns, talks, stalls, and festivals, is definitely worth it - because it’s working.

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Article by Ilaria Bertini, an environmental journalist from Italy.
Iain Tolhurst, a pioneer in stock-free growing, shares his vision for a sustainable future

From keen gardener to leading expert on stock-free organic horticulture, Iain “Tolly” Tolhurst (right) has come a long way in 25 years. Today, he runs a 19 acre stock-free organic (also known as “stockfree”) farm at the Hardwick Estate near Reading – a commercial enterprise, demonstration unit, and teaching centre dedicated to promoting ways of farming without using animals. Nika Škof, student researcher at The Vegan Society, met up with Iain to ask about his farming career and future aims.

Let’s start at the beginning. How did your farming career begin?
When I was in my early 20s I found myself in a tight spot and started working as a herdsman – looking after 160 cows. But then I came across the book Silent Spring by Rachel Carson and started to look into stock-free organic farming. I read what I could on the topic, though there wasn’t much around at the time. Eventually, I started a small garden that grew larger and larger in time, and started selling strawberries to a local farm. At Hardwick, we now integrate a lot of biodiversity – multiple crops within and between plant families, including about 80 plant varieties in total. We’re also producing our own timber wood for burning and compost so we are pretty much self-sufficient.

How did you transition to stockfree?
Just with experimenting and observing, really. I went on a study tour to Germany to look at stock-less farms, and even though they were mostly all cereal farms, it was useful to really see stock-less systems based on green manures working. Another thing we had going for us is that we’ve never really been dependent on animal manures and we started looking into stockfree fairly early on because of the concerns with importing soil fertility and the quality of the manure from non-organic farms.

In what ways does farming as a business differ from backyard gardening?
Most of the decisions that farmers make are based on financial considerations – including myself. Farming is a very risky business, and if you have not been involved in it, it is difficult to understand and appreciate the extent of it. Every year, I risk £100,000 or more in this business. In the summer, we put in a ridiculous amount of hours for weeks at a time. But if I only expected to work 9am to 5pm Monday to Friday, we wouldn’t have the crops.

Ethical considerations aside, are there any other reasons against the keeping of animals on farm?
I’ll say to anybody, if you logically follow the conclusions of being vegetarian, you can only become a vegan. You can’t do anything else. The logical progression takes you there. If you want to feed more people, that’s where you go – there’s no question about it. I promote stockfree because I feel that’s the best way for most farms to work. Keeping animals for manure or traction doesn’t make sense – it costs yield, which means less land to grow actual food for human consumption. It is impossible to justify.

How did the transition influence your daily practices as a grower?
Eliminating brought-in soil fertility is a great way to concentrate on sustaining fertility on farm. No sensible self-sustaining organic farmer will be reckless enough to sell you their own source of fertility. When you realise that the health of the soil is central to the whole system, you do your best to sustain it with composting, planning rotations to include green manures, some bought-in fuel (for tillage), and lots of hard labour.
Once established, the stockfree system will reward you with healthier crops and less weeds, pests, and diseases.

You’ve been involved with organic and stockfree for decades. What role have you played in the movements?

I’ve held the Soil Association certificate for organic farming since 1976 and have done farm inspections for years. The Vegan Organic Network (VON) contacted me about establishing a stockfree organic standard. Now, you can register as “stockfree” with the Soil Association if you already hold an organic certificate with them.

What trends do you observe in your advisory work?

I do a lot of work for community gardens, such as farm walks, lectures, and seminars. This involves some advising as well, also to local food community groups that tend to work with people from socially deprived areas. Most of the advisory work that I do is to people who don’t have a farming background, which is the way I came in, too. These are mostly to people wanting to start a Community-Supported Agriculture scheme. I do a lot of feasibility and good practice assessment for other growers, and we’re trying to start an agro-ecological centre now, too. I get requests for information from various people all the time.

Why do you think stock-free organic hasn’t really gained a momentum yet?

For most horticultural growers, the market has always been difficult, and the market for stockfree is tiny. There isn’t a reason for a stockfree premium because it doesn’t cost us any more than doing it organically, probably a little less even. But it took organic a while to get going — about 30 years — and it’s still at quite a small percent.

Why do you think that is?

People don’t want to change – they have a system and they are reluctant to change it, because there’s always risk involved. But there’s also risk involved in not changing the system.

Climate change requires every individual, organisation and method of production, especially in the developed world, to consider what they can do to avoid this becoming a catastrophe. Stockfree growing has an invaluable contribution to make in this regard.

How do you do it then?

We’ve been making use of direct marketing for about 20 years now, mostly box schemes. We were doing 450 a week at one point, mostly from our own produce. We sell more wholesale now, especially during the winter, but we wouldn’t mind more veg box clients. Above all, we want to do things the right way, for the environment and for people’s health. A number of things I do are not financially viable but I still do them because it is of value to community. And you can’t put a price on that.

What’s next at Hardwick Estate?

This spring, we are setting up four acres of agroforestry inter-planted with around 20 different varieties of apples for fruit, with vegetables grown in the rows between the trees. We are treating this as a trial and have Organic Research Centre and the Woodland Trust coming to do some long-term monitoring of the site. We are one of the first to be doing this within a commercial horticultural farm and expect that there will be quite a lot of interest in this.

People don’t want to change – they have a system and they are reluctant to change it, because there’s always risk involved. But there’s also risk involved in not changing the system.

What future do you see for stockfree growing?

Climate change requires every individual, organisation and method of production, especially in the developed world, to consider what they can do to avoid this becoming a catastrophe. Stockfree growing has an invaluable contribution to make in this regard.

Radishes are ready to harvest in about four weeks after sowing


http://veganorganic.net/category/growingbooks/

Stock-free explained

We can grow all our food without needing to use non-human animals. This is known as stock-free, or vegan-friendly agriculture: a method of farming without using domesticated animals, animal manures, or animal products (such as blood or bone meal). The Vegan Organic Network (VON) uses the term ‘stockfree’ (without the hyphen) to describe farming which is both stock-free and organic. Stock-free organic is a way of providing safe, healthy working conditions, reducing costly inputs, and producing nutritious food that doesn’t harm the environment.
Gluten free Ingredients

1 tablespoon (15ml) olive oil
4 cups (400g) cubed aubergine
1/4 cup (60ml) vegetable broth, plus more as needed
1 medium-size shallot, minced
4 cloves garlic, minced
1 cup (160g) chopped onion
1/2 teaspoon fine sea salt, or to taste
Freshly ground pepper, to taste
2 1/4 cups (340g) diced bell pepper (any colour)
3 cups (360g) diced courgette
1 dried bay leaf
2 tablespoons (5g) chopped fresh basil
1 tablespoon (3g) chopped fresh thyme
2 1/4 cups (400g) diced tomatoes
4 medium-size baked potatoes, cut into bite-size pieces
1 portion textured vegetable protein (TVP) chorizo (optional)
1 1/2 tablespoons (5g) fresh parsley

Dijon mustard, to taste (optional)

Vegan Comfort Food

Show that kitchen who’s boss!

Calling all insatiable appetites! Here are three delicious, hearty vegan recipes that will not only satisfy king-size appetites, but also leave you licking your fingers for the leftovers.

Renowned vegan authors Celine Steen and Joni Marie Newman know how to use enticing and familiar flavours – all found in fruit, vegetables, grains, spices, and herbs – to wow their guests. “We’ve never had as much fun eating as we do now,” say the plant-based pros in Home-Cooked Vegan Comfort Food, from which all of these recipes are edited excerpts. With so many nutritious and nourishing ways to fill your plate and build a completely satisfying meal, you’ll have a mighty hard time choosing a family “favourite”!

Available to buy now from our online shop. Go to vegansociety.com and enter the code J2MPQO98J4Z2 before the 31st of May 2014 for a 10% discount.

Heat the oil in a large pot over medium heat. Add the aubergine and cook for 5 minutes, or until golden brown, stirring occasionally. If the aubergine or other veggies need more moisture, which will depend on how juicy and ripe they are, add the vegetable broth as needed.

Add the shallot, garlic, onion, salt, and pepper. Cook for 2 minutes. Add the bell pepper and courgette. Cover and cook for 10 minutes, stirring occasionally.

Add the bay leaf, basil, thyme, tomatoes, and potatoes. Cover and simmer for 15 minutes longer. Once the vegetables are tender, add the TVP.

Spoon into 4 bowls, add a squirt of mustard to each bowl, sprinkle with the parsley, and serve.

4 servings

Stew-tatouille

Celine used to have this all the time as a kid, and loved to add a few squirts of mustard upon eating it, bringing an even greater flavour to the dish. Feel free to switch to different veggies if you prefer: fresh corn, more bell peppers instead of courgette, summer squash... they all make great additions.

Directions

Heat the oil in a large pot over medium heat. Add the aubergine and cook for 5 minutes, or until golden brown, stirring occasionally. If the aubergine or other veggies need more moisture, which will depend on how juicy and ripe they are, add the vegetable broth as needed.

Add the shallot, garlic, onion, salt, and pepper. Cook for 2 minutes. Add the bell pepper and courgette. Cover and cook for 10 minutes, stirring occasionally.

Add the bay leaf, basil, thyme, tomatoes, and potatoes. Cover and simmer for 15 minutes longer. Once the vegetables are tender, add the TVP.

Spoon into 4 bowls, add a squirt of mustard to each bowl, sprinkle with the parsley, and serve.

4 servings
Tofuevos rancheros

Directions

To make the ranchero sauce:
Heat the oil in a medium-size pot over medium heat. Add the garlic and onion and sauté until translucent and fragrant, 3 to 5 minutes.

Add the tomatoes, beans, jalapeños, chipotle, and adobo. Stir to mix. Cover, and simmer for 15 minutes.

Remove from the heat and using an immersion blender, pulse the mixture several times until pasty, but still chunky—like really chunky refried beans. Season with salt and pepper. Set aside, but keep warm.

To make the tofuevos:
Crumble the tofu and combine with the nutritional yeast, garlic powder, onion powder, salt, turmeric, and pepper in a bowl. Use your hands to make sure everything gets mashed together.

Heat the oil in a pan over medium-high heat. Add the tofu mixture and panfry until heated through and just beginning to brown. Transfer back to the bowl and keep warm while you heat the tortillas.

Using the same pan, melt 1 teaspoon of butter over medium heat. Lightly panfry a tortilla on both sides until warm and soft. Transfer to a plate and cover lightly with a kitchen towel to keep warm. Repeat with the remaining 3 tortillas.

On each plate, divide the tofuevos evenly on top of each tortilla, then pour the ranchero sauce on top of the tofuevos. Top with the sour cream, avocado, and spring onions, and serve.

4 servings
Directions

These green-speckled bagels make it easy to add a little extra roughage to your diet. Even the veggie haters of the household will find themselves smitten with these.

Ingredients

1 cup (235ml) water, heated to lukewarm
1 tablespoon (12g) active dry yeast
2 cups (225g) packed Kale with a Kick (see below)
6 cups (720g) bread flour, divided
1 1/2 teaspoons fine sea salt
1/2 teaspoon oil
8 cups (1.9l) water, for boiling bagels
1/2 cup (110g) baking soda

Kale bagels

Combine the water and yeast in a bowl. Let sit for a few minutes until bubbles appear, to ensure the yeast is active. Stir in the kale.

In a large bowl, combine 4 cups (480g) of the flour and the salt. Stir in the kale mixture. Turn out onto a lightly floured surface and knead for 8 to 10 minutes, adding the remaining 2 cups (240g) flour as needed, until the dough is smooth and pliable. Alternatively, use a stand mixer fitted with the dough hook. The kneading time will be the same, until the dough forms a ball.

Lightly coat a large bowl with the oil. Place the dough in the bowl and gently turn to coat. Cover tightly with plastic wrap, and let rise until doubled in size, 60 to 90 minutes.

Gently deflate the dough. Divide into 8 equal portions; shape into rounds by pulling at the dough from the sides onto the bottom. Insert your thumb into the centre of each dough ball, and twirl the dough around it until the hole reaches about 1 1/2 inches (3.8cm) in size. Let rest for 15 minutes.

Bring the water to a boil in a large pot. Add the baking soda slowly: the mixture will bubble up. Lower the heat to a gentle boil.

Preheat the oven to 375°F (190°C, or gas mark 5). Line 2 large baking sheets with parchment paper or silicone baking mats.

Place 4 bagels at a time in the pot and simmer for 1 minute, using a spoon to gently submerge the bagels occasionally. Scoop out the bagels with a slotted spoon. Place on a wire rack to drain. Repeat with the remaining 4 bagels. Transfer to the prepared baking sheets.

Bake for 24 minutes, or until the bagels are golden brown and sound hollow when the bottom is tapped. Let cool on a wire rack.

8 servings

Healthy Eating Tips

Every day, eat plenty of whole foods such as beans, brown rice and whole grain bread, as well as a rainbow of brightly coloured vegetables, including dark leafy greens, and fruit.

<table>
<thead>
<tr>
<th>Make sure you get enough</th>
<th>How much you need</th>
<th>Where to get it from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin B12</td>
<td>Three micrograms daily OR Ten micrograms daily OR 2000 micrograms once per week</td>
<td>Fortified foods at most meals OR Supplements</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>10 to 20 micrograms daily</td>
<td>Supplements, foods fortified with vitamin D2, or healthy sun exposure. For healthy sun exposure: If your shadow is no longer than you are tall, and you can expose your face and arms to the sun, do this for 15 or more mins daily (depending on your skin type).</td>
</tr>
<tr>
<td>Iodine</td>
<td>100 to 150 micrograms daily (Do not take too much, or too little: both can be harmful).</td>
<td>Take a daily supplement.</td>
</tr>
<tr>
<td>Calcium</td>
<td>700 milligrams daily</td>
<td>Foods rich in calcium, supplements</td>
</tr>
<tr>
<td>Omega 3</td>
<td>1 – 1.5 g daily</td>
<td>Two tablespoons of ground flaxseed, OR two tablespoons of rapeseed oil. Limit Omega 6 from e.g. sunflower seed.</td>
</tr>
</tbody>
</table>

Kale with a kick

Serve as is for a glorious side dish or use as an ingredient in Kale Bagels.

Ingredients

1 bunch kale
2 tablespoons (30g) orange marmalade
2 tablespoons (32g) tahini
1 tablespoon (15ml) seasoned rice vinegar
1 tablespoon (15ml) tamari
1 tablespoon (15ml) olive or peanut oil
1 large clove garlic, minced
2 tablespoons (30g) finely chopped shallot or spring onions
1/2 teaspoon toasted sesame oil
1/4 teaspoon red pepper flakes

Directions

Remove stems and ribs from kale. Clean thoroughly and chop into tiny pieces. Spin the kale to remove excess water. Set aside.

Combine the remaining ingredients in a large bowl. Using your hands, massage the dressing onto the kale to coat thoroughly and tenderise. Let stand at room temperature for 1 hour, or until the kale is tender. Serve.

2 servings, about 21/2 cups (280g)

The Vegan Society VEG 1 vitamin tablet has been developed especially for vegans. It comes in a choice of blackcurrant or orange flavour available in two sizes:

90 tablets: £5.48 (three months’ adult supply)
180 tablets: £10.98 (six months’ adult supply)

This supplement provides at least the EU recommended daily allowance (RDA) of:

Vitamin B2
Vitamin B6
Vitamin B12
Folic Acid
Iodine
Selenium

One tablet per day for adults. Half a tablet per day for children aged 2-12. Always chew or crush tablets for maximum absorption. Do not exceed recommended intake.
Active Vegans

Alex Douglas, Volunteer Development Co-ordinator

Hi, I’m Alex. I co-ordinate our growing network of volunteers at The Vegan Society, helping to shape the volunteer experience so that it’s accessible and rewarding for everyone who wants to get involved. Without the dedication and enthusiasm brought to the society by our volunteers, we wouldn’t be able to influence or campaign as effectively as we do. Thank you so much for all that you do to promote vegan diets and lifestyles! Here are some of your recent highlights.

Big appetites in Huddersfield
Huddersfield Vegans and The Vegan Approach organised the first Huddersfield Vegan Food Fair during World Vegan Month 2013. The fair was a hit with non-vegans, with over 80% of those surveyed saying that they would eat more vegan food afterwards.

Visitors arrived in their droves to taste a wide variety of home-made food and vegan products, and children were entertained with cupcake decorating workshops. A small pop-up vegan market was the icing on the cake, with campaigning stalls, goods for sale, and complimentary therapists at hand to ensure the event was a success.

Glasgow students get active
Glasgow University Vegan Society celebrated World Vegan Month and promoted The Vegan Society by encouraging as many people as possible to take part in their Vegan Pledge. The group produced a Pledge Pack and signed up around 20 people, pairing everyone up with a vegan buddy who could offer support and advice. They also arranged many events throughout the month, including film showings and cookery classes. A vegan cheese-making night proved particularly popular and sounded like great fun had by all.

Volunteers

Volunteer of the Year Awards

Winners will be announced at the V-Delicious show in London Olympia on Saturday 5th July 2014

Nominations will be considered by a panel of Vegan Society staff.

Categories:

Volunteer of the Year
Young Volunteer of the Year (< 25 years)

Yummy treats in Stroud
Yummy treats in Stroud Gloucestershire Vegan Group got well and truly into the spirit of World Vegan Month with a fantastic stall at Stroud Farmer’s Market. They offered passers-by the opportunity to try vegan treats from the platters of truffles and chocolate balls, trays of towering cupcakes, stacks of seitan sausages, and raw food bars and cakes, using local ingredients where they could. With such dedication, it’s no wonder that visitors queued up to ask for the recipes.

Teens queue up on campus
Lifelong vegan and Student Union President of South Gloucestershire and South College, Sahaya, organised special World Vegan Month events around local campuses. Stalls provided information and leaflets, while posters publicised local groups: Gloucestershire Vegan Group and Cheltenham Veg*n Group.

All three campuses (two of which are in Bristol) served vegan options during the week, and one event included a day of free food tasting. Interest was high; a constant queue of mostly teenagers wanted to know more about veganism.

Social enterprise café in Kent
The Pulse Café of Sittingbourne in Kent is a social enterprise eco café, raising awareness about compassionate and ethical eating while providing a comfortable and trendy café for everyone in the community to enjoy. Running entirely on renewable energy, the café provides work experience and volunteering opportunities for those with learning difficulties, supporting them to understand and campaign on behalf of non-human animals and the environment. They also run a Media and Publicity Group, providing support for learning skills in photography, reading, and writing. Contact pulse@sitthelightgroup.co.uk.

Local Contacts and Groups Listings
These listings are available on our website and will be printed as a supplement with The Vegan once a year.

Please contact volunteer@vegansociety.com if you would like to know more about becoming a Vegan Society Local Contact.

Teen VGN
Teenage vegans have high nutritional needs – same as any other teenager. These years aren’t just about passing exams and hanging out with friends, but important years for growth and change. Lucky for us, vegans are more aware than most kids about the need to get good contents of protein, fats, carbs, and fibre. We need to eat plenty of fresh fruit and vegetables including dark leafy greens, and good starchy foods such as brown wholegrain bread and brown rice.

Don’t let others tease you about your vegan diet. Challenge them! Whether they think it’s “boring”, “unhealthy”, or similar to eating “rabbit food” – you can win them over with your plant-powered lifestyle quicker than you can say “tofu”. Try making a mouth-watering three-course meal for some of your non-vegan friends, and prove to them that you are healthy, strong, growing young adults and that vegan food is exciting and adventurous! (You never know, you may open up a whole new world of scrumptious food to them.)

Hang out with TeenVGN at teenvgn.com

Volunteers at Glasgow University encourage others to take the Pledge
An irresistible selection of vegan cupcakes
Gloucestershire Vegans organised several World Vegan Month events during November 2013
Volunteer of the Spring

Meet Robb Masters, our Volunteer of the Spring 2014. Robb is a Vegan Society Local Contact, and organises one of the world’s largest vegan meet-up groups. Impeccably dressed wherever he goes, Robb waves the flag for vegan professionals in the UK.

What attracted you to becoming a Vegan Society Contact?
I was running London Vegan Meetup to help support vegans and those curious about veganism. Becoming a Contact was the next logical step.

What are your best achievements?
Putting together a great team of London Vegan Meetup members for The Vegan Society stalls that we do. We’ve got some amazing people who are always keen to help out.

Any recent successes?
Having two people who met at a Meetup get married! Inspired by this, I approached celebrity dating coach Hayley Quinn (a vegan herself) to come and put on a free dating workshop for 60 of our single members. Maybe there’ll be some more weddings to follow!

Where do you shop for vegan shoes and clothing?
I’ve never really struggled. Suits are surprisingly easy. When people ask, I tell them most high-street stores stock a number of good-quality suits in man-made fibres, and they’re cheaper than wool. You just need to shop around to find who makes the ones that fit your body shape the best.

Do you have a favourite experience from volunteering?
The first Brecknock Road Vegan Festival in autumn was certainly one of the most memorable. It was outdoors, and the weather was not kind to us. I organised volunteers to staff The Vegan Society stall, during which our leaflets blew away and got soaked, and we got cold and wet. At one point, I had to go and get fresh clothes. But the rain dried up and the feedback from those who’d braved the weather to come out was amazing, and made it all worthwhile.

Are you keen to promote veganism to others? Have you signed up to volunteer with us? With so many ways to get involved, ranging from more active roles to roles you can carry out from the comfort of your sofa, there’s something for everyone. Email volunteer@vegansociety.com for more information.
Becoming Vegan

We all have our stories to tell.

Don’t you just love being asked how you went vegan? Protein myths debunked, health benefits agreed, compassion towards animals realised – the asker is very likely taking their very first step on their own vegan journey.

So what’s your story? Did you thoroughly research the facts first before gradually cutting out animal products, or did you jump in at the deep end and go ‘cold tofu’? Did you make the connection through a documentary or have you just always felt uneasy about the way we use non-human animals? Was it a journey you made on your own, or with family and friends?

Read these five inspirational stories about how some of our readers found themselves on the path to a vegan lifestyle.

Andrew
My new life as a vegan only came about in the early summer of 2013 so this is all very new to me still. I feel somehow more centred and less interested in materialistic things, I’m much more focused on the experience now as opposed to the possessions. I’ve embraced social media and have found there are many like-minded people out there, even if I’ve never met one in person! It’s great to share thoughts, views, and comments and there is a good balance between people passionate about animal welfare and those looking to share general vegan living tips. It’s an absolute honour to be a vegan and a dynamic change for the better I would whole-heartedly recommend for everyone.

Samantha
I had been vegan for 15 years at the time my son was born. As a single mother I did not have to consult with anyone else about whether or not I planned to raise my child vegan. Having my son inspired me to learn more about veganism. As my son started walking, I found he instinctively picked up bugs from the pavement and placed them where they were safe. His natural instincts are that of a vegan. Every parent does raise their child according to their beliefs. It affects many different aspects of life, not just diet. As I look back I realise if I had failed to raise my son vegan whilst I was vegan – how could I justify it if, when he is old enough to understand, he chooses a vegan path for himself?

Rebecca
As a vegan I have very proudly been responsible for three of my friends becoming vegan, and even had interested enquiries about veganism from a whey-protein-smoothie-drinking and 20-chicken-breasts-a-day-consuming bodybuilder. Personally I have loved the transition to veganism because it’s so easy to replace practically everything. I would almost describe the transition as spiritual; I am content in my heart that I no longer feel the need to consume dead flesh. My body isn’t a graveyard!

From the Advisory Board

Reading these narratives is fascinating as a Sociologist. They make us think about what enables some people to act against a dominant social norm, to resist the view that the commoditisation of animals is a ‘natural’ given, instead seeing it as both a cultural and historical practice open to critical questioning. One approach that sociologists take toward understanding how a new practice takes hold in society (called ‘practice theory’ appropriately) splits a practice up into three elements: competencies, materials and meanings. This can be a very useful framework for thinking about vegan transition, breaking down its constituent parts and understanding how they fit together. We usually think of people going through a relatively quick moral epiphany but that isn’t true in all cases and there is more to transition than revising one’s understanding of ethics. Becoming vegan entails getting to grips with a new set of competencies including everything from new cooking skills, new nutritional knowledge and new social skills. It involves making use of new materials and infrastructure such as new foods and sometimes new places to shop. Ethics only comprise one part of a new understanding of food meanings. Where animal consumption is the dominant norm unsurprisingly prevailing food meanings support this. For example, vegans come to question ideas of the naturalness of animal consumption and the notion that food choices are a personal rather than a political matter. Learning more about vegan transition stories is important practically and also helps to normalise the practice. Social support is important in the process because it can be one way in which the different elements of a practice become increasingly knitted together forming new routines of practice. Policies that could encourage the co-existence of the different elements of veganism constitutes one approach to facilitating more vegan practice.

Richard Twine, Sociologist Academic and Vice Chair of The Vegan Society’s Advisory Board.

The countdown has begun

This November, we’ll be celebrating the 70th anniversary of the oldest and largest Vegan Society in the world. For the word ‘vegan’ to have been invented 70 years ago this year by our founding members is a huge milestone for us. If you’re vegan, then it’s your veganniversary, too – and of vegans everywhere.

To subscribe to the mailing list for our 70th anniversary campaigns, simply email 70th@vegansociety.com with ‘Subscribe’ in the subject line. It’s completely FREE and you can unsubscribe at any time.
Shoparound

Shop with confidence for products registered with our trusted Vegan Trademark

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Detectable flapjacks free from gluten, wheat, yeast and soya. Currently available in two flavours: cranberry and pistachio, or ginger and cinnamon. From £3.50 theflagjackgirls.com 0203 235 1098

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This nourishing nutritional powder mix of green raw super-foods is expertly created to assist a balanced diet. Perfect addition to smoothies for a healthy snack. 26€ keypharm.com +32 50 28 92 30

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It’s good for business, good for The Vegan Society, and good for vegans.

For more information contact George Gill on 0121 523 1733 or email trademark@vegansociety.com.

You can also read more about the international Vegan Trademark on our website vegansociety.com.

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Valid from: 01 March 2014

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www.vegansociety.com
The Vegan Trademark has transformed the way we shop

A new market was born
Back in 1990, The Vegan Society introduced the international Vegan Trademark scheme to readers, members, and the world. For the first time, as written in The Vegan, vegans would “be able to see at glance whether a commodity meets their requirements.” Manufacturers were strongly encouraged to apply for registration early – or risk being left behind their competitors.

You can trust it’s vegan
What started as a rallying call to the business world has grown into the most widely recognised and trusted vegan symbol worldwide. More than 460 companies are now registered with the international Vegan Trademark, with the total number of registered products having reached 14,000 within the last two years – all checked by our diligent and committed trademark team.

The Trademark isn’t changing
2013 marked a new stage of growth for The Vegan Trademark as its power and resources, can actually change things.”

Power of the sunflower
A consistent, trusted symbol of ethical products and services takes decades to establish. Today, vegan businesses are reaping the rewards:

Impacts on veganism
Campaigns, groups, and charities like The Vegan Society do great work in improving the image of veganism. It is interesting to watch how this is picked up by the business world, and the word ‘vegan’ is on everyone’s lips – from MPs and scientists to celebrities and CEOs. If 2013 is anything to go by, events in the business world are likely to have a big impact on veganism this year.

Trends to keep an eye on
We caught up with Alex Bourke of Vegetarian Guides to discuss how trends in the private sector can be picked up by the government via policy. “Often when they see there’s a wave coming, they jump on the bandwagon,” comments Alex. “Not everyone gets [veganism] yet, but a massive shift is just occurred and that can only get better. The people, who, let’s face it, control most of the power and resources, can actually change things.”

Vegan Businesses: Alex Bourke’s favourite success stories of 2013
100% vegan German supermarket chain comes to London

In the earliest days of the international Vegan Trademark, a small vegan shop Radical Carrot said their dream was to try and change the image of veganism to something that was popular enough to support a high street store. With the announcement that the German supermarket chain, Veganz, is bringing their 100% vegan chain to the UK, this dream has become a reality – proving that veganism is ever growing in popularity, especially in cities.

Big names invest in vegan companies
Bill Gates and Twitter co-founders Biz Stone and Evan Williams recently made headlines by investing millions in vegan replicas of meat and eggs. ‘Beyond Meat’ and ‘Beyond Egg’ might not be for everyone, but there’s a case for having substitutes to animal products readily available – especially to new vegans undergoing a transition. While healthy eating is best, if people are going to eat processed food, they might as well switch to eating processed vegan food.

High-end veganism hits Top Food Trends list
American business magazine Forbes recently put ‘High-end Vegan’ at the top of their ‘Top 10 Food Trends’ list. The list was based on input from food writers, chefs, restaurateurs and food educators across America. It accompanies a host of celebrities publicly dabbling in veganism, from Al Gore to Oprah Winfrey, to Jay-Z and Beyonce. Millionaires going vegan get it in the media with ease, but the next step is to improve health education and make it affordable.

Affordable vegan eateries are spreading

In the new Vegetarian London Guide, there are almost 30 all-vegan eateries in London alone. To have eight vegan places in such a small area like Camden is ground-breaking, and was unthinkable 15 years ago. Vegan food on-the-go is increasingly affordable, which is a concrete sign of its increased demand in the market. Now, when you go out with people for dinner, you can go to one of the vegan places – and be confident that your friends are going to love it.

Can you help?
Support our work by encouraging manufacturers to apply for our TM. Send a polite email or letter to a company whose product you’ve bought recently – or whose product you didn’t buy because you couldn’t tell whether it was vegan or not. Ask the company if that product is suitable for vegans, and if they would consider registering it with The Vegan Society’s international Vegan Trademark logo scheme. By doing so, the company will open up a world of opportunities for better business: it’s the job of our Business Development department to promote great vegan products. For more information, go to vegansociety.com.

Vegans are some of the most dedicated and loyal customers around. When they find something they love and trust, they stick with it. – Boris, Mu London

The international Vegan Trademark is critical to the vegan movement, as it is one of the most powerful tools we have for spreading the word ‘vegan’ across the planet.

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Hidden Histories

Vegan in your 70s?
Our campaigns team are in desperate need of case studies. If you are 70 years of age or older, please get in touch with our team either by email or post.

We need your story about becoming vegan
The story of how The Vegan Society was founded and our Hall of Fame makes for a fascinating read... but what about YOU? What part have you had to play in the history of The Vegan Society?

Raise the profile of veganism
Your personal story is highly likely to be picked up by regional press, compared to a press release filled with facts and figures about how healthy veganism is – because that’s not news anymore.

Contact our team
To all those who have helped us to get where we are today, we need you to contact us. This isn’t just about recognition; Hidden Histories is a new project about pulling together those long-forgotten stories of triumph and planning for a future built on the strongest foundations possible.

Please help us to fill the gaps in our archives!
Email media@vegansociety.com or write to us at Donald Watson House, 21 Hylton Street, Birmingham, B18 6HJ.

Race for The Vegan Society!

Raise awareness and raise funds
Set yourself a fitness goal for the summer and help The Vegan Society to carry on its amazing work.

Great North Run – 7th September 2014
The second largest half marathon in the world, it takes place in the Newcastle every September seeing runners complete 21k while being broadcast live on the BBC.

Great Manchester Run – 18th May 2014
Europe’s biggest 10k run takes place in Manchester each year with 40,000 participants.

Great South Run – 26th October 2014
Held in Portsmouth, 25,000 people take to the 10 mile route every October which is open to runners of all abilities.

Great Birmingham Run – 19th October 2014
20,000 people lead the 21k half marathon in the Midlands during October which follows an iconic route around Birmingham city centre, open for runners of all abilities.

Great North Swim – 13-15th June 2014
Held in the middle of June, swimmers of all abilities can take on ½ mile, 1 mile, 2 mile or 5km swims while immersed in the incredible scenery of the Lake District national park.

Great London Swim – 30th August 2014
The London Swim sees thousands of adventurous swimmers take to the Thames in the heart of the capital. Swimmers of all abilities take on ½ mile or 1 mile distances.

Want to apply for a charity place? Minimum funds that you will need to raise are £250 for the Great North Run and £200 for the other races. Email info@vegansociety.com.
Matches aren’t vegan-friendly

I read the recipe in The Vegan magazine produced by Jane Hughes from the Vegetarian Society Cordon Vert School of cooking and she suggested I use matches to flambé the pudding. Please could you advise me where I can get matches that are free from animal ingredients, as they would be most useful?

Samuel

Matches bought in the UK contain animal ingredients, unless they are homemade. The directions for the Christmas pudding ice cream recipe in the winter 2013 issue of The Vegan wrongly included ‘light the vapour with a match’, as Samuel and others quite rightly picked up. Vegan-friendly ways of lighting a pudding on fire include using a lighter or a candle lit from a gas hob. Our Trademark department continues to liaise with companies and manufacturers to encourage them to make their products suitable for vegans. Let’s hope it’s not long before vegan-friendly matches are readily available.

Good to see the new charity brand

Thank you for sending me the winter copy of your charity magazine. It arrived earlier this week and I was pleased to see the feature introducing your new charity brand and accompanying logo. It looks like something that fits well in the current time. It looks solid and firm. I believe it fits the Society.

René, Dutch Vegan Society

Contacting manufacturers

First of all, I just wanted to say how much I am in agreement with the thoughts expressed on the letters page of your winter issue about the great work done by you all on our behalf – absolutely brilliant. Thank you so much.

I am considering contacting some manufacturers about the Vegan Trademark (see ‘Support our work by encouraging manufacturers to apply for our logo’ on page 37 of the winter issue). I would like clarification on one point, though. If a product is produced on a production line alongside non-vegan products, but in itself contains no animal ingredients and is not tested on animals, where does it stand in relation to eligibility for Trademark status? For the record, I am quite happy to buy items produced in such a way because if the item itself is intended to be vegan, I believe the manufacturer needs to be encouraged down the vegan path – and to insist they install a totally separate production line with the accompanying expense involved would surely put them off doing that.

John

Absolutely! We encourage as many companies and manufacturers as possible to make their products suitable for vegans. Shared production facilities do not preclude application for the Vegan Trademark, but all Trademark holders are required to minimise cross-contamination as far as is reasonably practicable.

Have your say!

Write Donald Watson House, 21 Hylton Street, Birmingham, B18 6HJ
Email editor@vegansociety.com
Facebook /TheVeganSociety
Twitter @TheVeganSociety
Comments may be edited for publication.
Eco Vegan Shoes
Smart, fashionable and comfortable shoes
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Smart, fashionable designs
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