TAKING THE PLUNGE

The Vegan Society is diving deeper this summer

FEATURING...

GERMANY
A driving force behind the vegan movement?

VEGAN'S AT WORK
Your workplace rights explained

PLUS
Why farm animal sanctuaries need you
Vegan and pregnant? Recipes and tips inside
Be the next to join our Board of Trustees

Summer 2013
People approach change in different ways. For some, change is dipping your toe in the water. For others, the only way forward is to dive in head first.

We are facing some pretty big challenges; food scandals from animal farming industries are happening more and more, and our window of opportunity for acting on climate change is rapidly closing. But with these challenges come big opportunities.

It is hugely encouraging that, for all sorts of timely reasons, there has been a 40% increase in online searches of the word ‘vegan’ in the first few months of 2013 compared with the same period last year. The Vegan Society is developing a strategy to push this interest even higher.

With change in mind, it is with pleasure that I welcome you to this revitalised issue of The Vegan, which is also my first. There are many more changes to follow, and I’d love you to be a part of this transition. This is your magazine, so let me know what you want to see in it. Email editor@vegansociety.com with ‘Feedback’ in the subject line.

In this issue, we applaud one of the leading vegan organisations in Germany for the strides they have made in their vegan outreach. Read how Germany has gone from ‘meat eating central’ to ‘vegan revolution’ in International News (page 11). Alison King asks some difficult questions in A Right to Life (page 30) and explores why farm animal sanctuaries urgently need your support. Joining our Board of Trustees “provides a unique opportunity”, says an ex-trustee in Open for Nominations (page 28). Find out if you’ve got what it takes to become a trustee and how you can apply.

Next issue, we’ll feature details about our 70th anniversary campaigns and fundraising events. Can you believe it’s been nearly 70 years since the founding members of The Vegan Society invented the word ‘vegan’? Celebrating this huge milestone will enable us to strengthen our bonds with all those who share our values.

One of the most rewarding things about being involved with the Enough Food for Everyone IF campaign (page 5) has been seeing first-hand the growing appetite for veganism amongst those campaigning for change. There’s a real buzz around the vegan debate, with plant-based agriculture gaining recognition as one of the most logical solutions to the challenges we face.

Enjoy your summer!

Anna Thorley
Editor

The views expressed in The Vegan do not necessarily reflect those of the Editor or of The Vegan Society Council. Nothing printed should be construed to be The Vegan Society’s policy unless so stated. The Society accepts no liability for any matter in the magazine. The acceptance of advertisements (including inserts) does not imply endorsement.

Letter from the Editor
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DIVE INTO YOUR DAY WITH PROVAMEL

New Provamel Pouring Organic is a wonderfully smooth and tasty plant-based yogurt alternative. 100% Organic, it comes in a handy, resealable, easy-pour pack to add a creamy and delicious touch to your favourite breakfast granola. Available in Plain and Vanilla flavours.
Success at one of the UK’s biggest trade shows as more and more businesses seek our sunflower

A record number of potential Vegan Trademark holders clamoured for free vegan treats at this year’s Natural & Organic Products Europe (NOPE) trade show, held in London on the 7th-8th of April.

With around 8000 attendees from all over the world, the event was a hub of activity for representatives, suppliers, wholesalers, and retailers. Over 1000 brightly coloured vegan goody bags were given out by our dedicated Business Development team, with visitors sporting our vegan logo throughout the day.

The Vegan Society’s pavilion featured our trademarked companies. Staff members George Gill, Paul Philbrow, Sarah Hoyle, and Grace Shuck positively stole the show, gaining coverage in the April issue of Health Food Business and the spring issue of Better Retailing. Earlier this year, further UK and international contacts were made through the Hospitality Show, the International Food & Drink Event, and the Vitality Show.

For the rest of 2013, the team will continue to develop its relationship with the UK catering and hospitality industry and highlight the international significance of the Vegan Trademark.

For more information, visit vegansociety.com/businesses.

Ideas for vegan options were buzzing at the Hospitality Show

Visitors came out in their droves for the Hospitality Show 2013, the UK’s largest food and drink exhibition held at the NEC in Birmingham in January. Your CEO, Jasmin de Boo, met up with Nick Sandler, Creative Chef of Pret a Manger.

Getting creative with food comes as second nature to vegan chefs and caterers, but it’s great to see others providing vegan meals as part of their menu. Nick proves that the possibilities for creative, healthy, and nutritious vegan foods abound.

Soaring interest in our Vegan Pledge scheme

We’re delighted to report that pledging is up 40% compared to this time last year, with nearly 100 people signing up each week. This story was picked up by The Birmingham Mail, as well as a number of other online news sites.

Our Vegan Pledge scheme is there for anyone interested in trying out vegan living, with vegan mentors on hand to provide information and support by email. Can you help someone to make the transition to veganism? Find out more here: vegansociety.com/veganpledge.

This year, The Vegan Society has joined forces with other charities and organisations committed to creating a world where everyone has enough to eat.

The IF campaign is the largest coalition of its kind in the world, where everyone has enough to eat.

The IF campaign is about showing people how much of a difference going vegan can make. We are also maximising this opportunity to campaign and network with others.

If we have a voice, we can change the conversation and ensure that everyone can enjoy a healthy, diet.

Everyone IF campaign with The Vegan Society today!

Sign up to the Enough Food for Everyone IF…”

We have been nominated for ‘Best Campaign Group’ award, while our CEO Jasmin de Boo stands tall in the category for ‘Best Individual Achievement of the Decade’. The Vegan magazine has also been nominated for an award: ‘Best Publication’.

Cast your vote today!

VOTE FOR US

The Vegan Society nominated for three awards in the 10th Anniversary of VegfestUK

Fiona Oakes, Honorary Patron of The Vegan Society, won the women’s race in the North Pole Marathon on the 9th of April. Not only that, but she smashed the previous women’s record by 45 minutes. Fiona told BBC Breakfast how her face mask froze to her face as she struggled through waist-deep snow. Watch the full interview online: bbc.co.uk/news/world-23142290

UK politicians and policymakers consider advantages of veganism

Fiona O’Donnell MP recently asked of the UK Government, on behalf of the International Development Select Committee, whether enough has been done to look at the impact of food on our health and the environment.

This follows written evidence submitted last year by The Vegan Society to the Global Food Security consultation.

Giving a voice to vegans at Westminster Forum

Amanda Baker, your Advocacy and Policy Officer, recently challenged a conference on global food security, asking if enough was being done to support farmers moving towards sustainable plant-based farming.

Speakers and delegates at the conference included Dr Tara Garnett of the Food Climate Research Network, Daniel Crossley of the Food Ethics Council, and a representative of the UK Government Green Food Project.

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LBC Radio
Your CEO, Jasmijn de Boo, was interviewed on LBC (London’s Biggest Conversation) Radio on the 17th of January. Jasmijn discussed vegan perspectives on the horsemeat scandal.

The Huffington Post
In The Vegan Society’s first Huffington Post blog, ‘Veganism is the Answer to the Inevitable Question’, Jasmijn de Boo outlined her concerns relating to animal-exploiting food industries in Europe. She highlighted that the question should not be what is for dinner, but who? The blog was featured on the Huffington UK homepage for a few days, during which time it stirred up quite a debate.

The Sun
On the 28th of February, Jasmijn de Boo was featured in The Sun newspaper. The main story was about John Nicolson, who claimed to have ditched his vegan diet in favour of meat, becoming slimmer in the process. Jasmijn’s positive experience of being vegan provided some much-needed balance to the feature, giving readers of The Sun some vegan food for thought.

The Sunday Times
The Vegan Society contributed to an article in The Sunday Times on the 7th of April, regarding the new guidelines issued to employers by the Equality and Human Rights Commission (EHRC). These guidelines are in response to the judgments by the European Court of Human Rights on matters of religion and belief. The Society supplied a case study of a coffee shop worker dismissed from her job simply for being vegan. Read our guide to discrimination in the workplace on page 14.

El País
On the 6th of March, Jasmijn de Boo was featured in El País, the largest Spanish national newspaper. References were made to The Vegan Society and the Vegan Pledge.

Nut Butter article on BBC Online
The Vegan Society contributed to an article on nut butters that appeared on the popular BBC Online website on the 12th of April.

In the media

Online
What do you think of The Vegan Society web presence?

New website on its way
We are working on developing our website and would love to have your input.

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

Please send your responses to Kathleen Bright (pictured below), Web and Digital Marketing Officer, by email or letter: web@vegansociety.com

The Vegan Society
Donald Watson House
21 Hylton Street
Hockley
Birmingham
B18 6HJ
United Kingdom

Since the last magazine

New web shop
We’ve launched a new web shop for better service and improved security. We now use Verified by Visa to protect your card from unauthorised use.

Still at the same address: shop.vegansociety.com

New eBay store
We’re now on eBay so you can pick up your VEG1 whilst you’re bidding for items.
stores.ebay.co.uk/The-Vegan-Society

Web popularity
We now have
✦ 119,000 likes on our Facebook page – a great place to talk to other vegans: facebook.com/TheVeganSociety
✦ 25,000 followers on Twitter: twitter.com/TheVeganSociety
✦ We’re now on LinkedIn, the world’s largest professional network: linkedin.com/company/the-vegan-society

Highlights

Get the barbecue season started!

VEGAN BBQ Mix
Vegan variety for your grill! Savoury sausages with a note of marjoram, Spanish-inspired Chorizo with peppers, and the spicy Steak promise a delicious barbecue experience.

VEGAN BBQ Steak duo
Our BBQ Steaks come with a fibrous texture and are completed by two distinctive condiments, root pepper or Mediterranean spices: your choice!

Sausage Spiral
The ideal barbecue companion! The vegan sausage with a hint of herbs goes well with salad, dips, and BBQ sauces.
From the CEO

Reaching New Heights

Taking The Vegan Society to the Next Level

The enthusiasm in our team is truly inspiring, a pervasive can-do attitude being a driving force behind everything that we set our minds to. We are hard at work improving the quality of our information resources to support and extend our vegan outreach. Working with your trusted magazine The Vegan. It is now in the hands of our new Editor, Anna Thorley. Further changes are planned for the autumn issue – we hope you like the new look and feel.

On top of redeveloping the magazine, we are also looking at ways in which we can improve our online presence. You can get a taste of things to come by visiting our new online shop (shop.vegansociety.com), a great example of teamwork between our Web and Digital Marketing Officer, Kathleen Bright, and our Sales and Membership Co-ordinator Spencer Harris.

Building on 70 years of dedication

In 2014, we will enter a new decade of The Vegan Society. With strong roots to guide us, shaped by our founding members, former staff, and committed volunteers, we hope to celebrate this huge milestone and bring veganism to new audiences. Our aim is to raise £70,000 from a campaign that will put veganism firmly on the map.

A note on transparency and funding

Before we can move forward with our fundraising targets, it is imperative that I address some of your concerns regarding our finances. Unfortunately, while our reserves are healthy enough, we have spent more than income received in the past four years. The financial year of 2008-2009 was an exception; only the sale of fixed assets saved our finances from resulting in another net loss.

We need to be prudent, plan for the future, and reverse the trend or we will fail below the level at which we can continue to fund core operations.

This is where you come in

Your donations and support make the work that we do possible. By taking part in just one of our 70th anniversary events next year, you can help us to write the story of veganism as it will go down in history. To find out more about how you can get involved, email 70th@vegansociety.com or visit our website.

Thank you for being with us

Lastly, I would like to recognise the dedication of our members, supporters, volunteers, and all who have worked hard to support The Vegan Society over the years. Only with your commitment, generosity, and continued support can we keep working towards our shared vision: a world in which non-human animals live free from exploitation by humans.

The Greatest Cause on Earth

Dr Matthew Cole recently completed a book chapter looking at the early history of The Vegan Society. His research was based on the Society’s first periodical, The Vegan News (1944-6) and early issues of its successor, The Vegan (1946 to date). Dr Cole hopes to publish more details of his research next year, but he needs your help.

“In the course of my research,” he explains, “I came across many references to other early publications, not all of which remain at The Vegan Society’s archives in Birmingham. Although the library now holds a complete archive of back issues of The Vegan News and The Vegan, some of the earliest examples of vegan campaigning leaflets, pamphlets and books are missing.”

Can you help us piece together the missing publications from our archives?

The Vegan Society would like to appeal to readers who might have copies of historical Society literature, to consider sending them to our office in Birmingham. This will help us to maintain as complete an archive of our history as possible and also assist current and future researchers interested in the development of veganism.

“It has been inspirational to revisit the work of pioneering figures in the vegan movement,” says Dr Cole about his experience as a researcher. “Foremost among these is, of course, founder of The Vegan Society, Donald Watson (‘The Greatest Cause on Earth’ was taken from his chapters on veganism in 1947). Others include Leslie J. Cross, instrumental in the formation of The Plantmilk Society (which later developed into Plamil); Kathleen Mayo, author of numerous articles on the care of vegan infants; Fay K. Henderson, author of Vegan Recipes (the first cookbook to include ‘vegan’ in the title); and her husband G. Allen Henderson, Donald Watson’s successor as Editor of The Vegan in 1947.”

Honouring the pioneering work of the Society’s early writers

Early publications were focused primarily on the outright rejection of the exploitation of other animals, but articles also ranged across issues of health and nutrition, hunger and food security, which we might now call environmental sustainability.

“It was a privilege to be able to quote from them, and to have the opportunity to bring the passion and wisdom of their arguments for veganism before a contemporary audience,” Dr Cole continues. “It was also striking that many of the arguments used in support of veganism today were present in those early writings. Finding the missing items will be crucial in reconnecting the current Society and its members with our shared history.”

Think you might have something of interest? Email matthew.cole@vegatopia.org or write to Dr Matthew Cole c/o The Vegan Society, Donald Watson House, 21 Hylton Street, Birmingham, B18 6HJ.

Staff Updates

Bursting with ideas for the summer, we had three new members of staff join the team in March. With all these crucial positions now filled, we are perfectly primed to create and act on opportunities for bringing The Vegan Society into the mainstream.

Karen Varga started as our new Project Support Officer. Karen has been taking responsibility for the grants and community fundraising, as well as offering much-needed support to the Communications team. Outside work, Karen is undertaking an Open University degree in English Literature and Language. In her spare time, Karen enjoys cooking vegan meals and treats for her two daughters.

Alex Douglas moved from Glasgow to the role of Volunteer Development Co-ordinator. Alex will be developing the volunteer process and is keen to increase the support, communication, and dialogue between current volunteers. When she’s not hosting dinner parties or attending DIY gigs, Alex loves to travel the world seeking out the best vegan cafes.

Allan Oakes started working at The Vegan Society at the end of March as our new Administration and Finance Officer. Allan is responsible for the day-to-day administration of the office, providing support to Jasmin and the rest of the team. In his spare time, Allan is a keen musician and enjoys playing and writing music and attending gigs.

Lastly, we would just like to say thank you to Zoe Smith, who left The Vegan Society in February. Zoe worked incredibly hard throughout her time at the Society to develop and support our Vegan Pledge scheme and administer the grants. We wish her the best of luck for the future.

From the CEO | Summer 2013
Today, I feel proud to be living in one of the most vegan-friendly cities in the world.

Throughout history, wherever the cost of living is low, artists have flocked. I followed my nose to Berlin a few years ago, where not having to earn ungodly amounts of money just to get by meant I had more time to hang out in underground bars drinking cheap beer and listening to live music. Meeting with friends for breakfast, lunch or dinner was a regular occurrence, as eating out was affordable. All sounds pretty idyllic, eh?

It was if you wanted an assortment of cold cut meats for breakfast, with a myriad of sliced cheeses, supping it all down with a grosser milch kaffe. For lunch, you could be tempted by a doner kebab, a curry wurst or a dinner of schnitzel and bratkartoffeln. If you managed to find soya milk for your coffee it was like finding the golden ticket. All I can say is: thank God for hummous and salad.

Repeating the word “veee-gaaaan” multiple times and explaining that I didn’t eat meat, dairy, or eggs in broken German had quite predictable consequences: the waiter would disappear into the kitchen exclaiming “kein problem, kein problem”. On his return, he would proudly present a large plate of sliced potatoes, ladled in butter and cream with tiny pieces of bacon sprinkled on the top, and would look positively bewildered as to why I was refusing to eat it. On the second try, the waiter would reappear from the kitchen with a small bowl of salad drenched in a brown vinaigrette and a side of white bread.

Then it all changed. I knew that something suspicious was going on when what seemed like overnight I could order a soy latte in almost any cafe without the waiter looking at me like I was from outer space.

One, two, three, sixteen (and counting) vegan restaurants popped up all over town. We’re totally spoiled for choice as to which all-you-can-eat vegan brunch my friends and I want to go to. I personally love Koppes and a little French vegan cafe called Ohlala (who also do amazing cakes and quiches on weekdays). It is now possible to eat within any budget depending on if you fancy a delicious vegan pizza at Yo-Yo’s or a high end slap up meal at Lucky Leak or the raw food restaurant La Mano Verde. Veganz, a 100% vegan supermarket, has its own little cafe and offers the most spectacular brunch I have ever seen (if you don’t book a table then expect to have to drool through the windows!). A vegan shoe shop and vegan clothes shop opened next door, and Veganz has been so successful that they have now opened a second store.

And the best thing? I think this is just the beginning. Eight years ago, if someone had told me that Berlin would be leading the way in the vegan revolution, I would have laughed. Today, I feel proud (and maybe even a little bit smug) to be living in one of the most vegan-friendly cities in the world.

Written by Sarah Maguire, an artist and political activist currently living in Germany. Her special interests lie in non-violence towards all living beings and progressive art to bring about social and personal change.
From meat eating central to vegan revolution

How a nation of meat eaters has tofued, cabbaged, and falafelled its way to becoming one of the most progressive vegan countries in the world

The Vegan Society talked to Kati Radloff from VEBU to find out more about their history and campaigns.

Background
VEBU (Vegetarierbund Deutschland) is the largest vegetarian and vegan outreach organisation in Germany. Founded in 1892, VEBU has lived through over a hundred years of economic and social change. For most of that time, VEBU did little in the way of advocacy – working for the interests of its members first and developing the society second. In 115 years, VEBU barely sprouted from its original roots, receiving on average just one new member every other month. Hitting on hard times in 1999 forced a critical change of direction for VEBU.

A breath of fresh air
A new CEO, Sebastian Zösch, was appointed five years ago. Zösch initiated some drastic changes that divided opinion, including a daring organisational re-brand, but through his strong vision and leadership, a new VEBU was born. At first, Zösch’s approach was criticised by many VEBU members for being too liberal, too radical, inconsistent, and naïve. They could never have predicted the rapid growth that was to follow, nor the impact that a few dedicated people can have.

VEBU now has 15 full-time equivalents of paid staff and more than 100 regional groups and contacts.

Membership rates have more than tripled within the last five years, with an annual growth of 50%.

Income and expenditure have doubled, with media coverage extending to over 1000 articles a year.

And the world is watching. One successful project after the next. VEBU is celebrated as the driving force behind the vegan movement in Germany.

Revamp your brand
The image your organisation presents to the world should stem from a shared vision and set of core values. If it doesn’t represent where you’re going, or fails to attract your target audiences effectively, it’s time to rethink it… schnell!

Invest in staff
With highly competent and dedicated vegan professionals filling all the crucial positions (such as fundraising, media and PR, CEO assistance, and social media) tackling big projects will seem like a breeze.

Know your limits
Outsource positions to professional agencies as needed, particularly for tasks such as design, IT, and accounting.

Work with others
Build working relationships with like-minded organisations you can rely on for help when marketing and promoting your campaigns.

Be pragmatic
If possible, move your headquarters to the capital or other large city for networking and lobbying purposes.

Be specific
Your campaigns should be chosen on opportunities for change and chances of success. Limiting your concerns to one issue at a time can be extremely effective in creating meaningful change.

Focus on the mainstream
Go for groups rather than individuals. Target and conquer established institutions, make the reduction of animal products desirable and marketable as a concept, and a vegan world will grow from this.

And most importantly of all… think BIG!
If you can dream it, you can do it.

What next?
“At VEBU, we’re looking at the international picture. We need solid structures in vegan organisations all over the world, with trained employees, new ideas, public funding, new members, innovative businesses, and collaborative projects. Our political goals include more transparency and the reduction of subsidies on animal products, thereby cutting down the numbers of animals that are killed and tortured. However ambitious these aims might seem, VEBU has come a long way since 1892, and we are prepared to rise to the challenge.”

Kati Radloff, VEBU

The secrets of VEBU’s success
To have come such a long way in such a short space of time, German vegetarians and vegan organisations really could be living on a different planet from the rest of the world. Kati Radloff from VEBU shares with The Vegan her top tips for how to lead a major educational charity or membership organisation, in true German style.

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The projects that changed the face of veganism
Germany’s first veggie trade fair
VEBU organises workshops in vegan cuisine for caterers, offering advice and guidance on everything from nutrition to sustainability. The project also offers an online platform of training courses and presentations, thereby reaching millions more than individual classes would. Increased awareness has also led to many positive reviews of vegan cooking.

Developing a vitamin B12 toothpaste
By collaborating with a natural cosmetics company to develop this vegan toothpaste, VEBU aims to quash rumours that you can’t get enough vitamin B12 easily on a vegan diet. Healthy vegans getting all the vitamin B12 they need is great for PR. With VEBU championing this toothpaste, it has now become their most popular product.

Other projects include the development of a certified vocational training course, lobbying, pro-active media work, appearing in publications such as cookbooks and lifestyle magazines, hosting various street festivals, and their “Thursday is Veggie day” campaign, which has attracted over 25 German cities to take part.

Below:
VEBU’s pioneering vitamin B12 toothpaste

DID YOU KNOW?
You can eat “peperoni” in Germany. No, not the round slices of meat you find on pizza. A common mistake for tourists but useful to know if you’re vegan, the Germans use the Italian definition of “peperoni”, meaning ‘spicy green pepper’. Great with salads!

Für gutes Essen
Für die Tiere
Für die Gesundheit
Für das Klima
Für die Zukunft
For good food
For animals
For health
For the environment
For the future

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Vegans at Work

The Vegan guide to dealing with discrimination in the workplace

Can you recognise discrimination in the workplace?

Discrimination isn't always easy to spot, but it's important to know where you stand. Take this quick quiz to help you determine if you are being treated fairly, and find out what steps you can take to ensure your beliefs are protected.

On a day-to-day basis, how do you feel at work?

A Fine. In fact, after hearing my reasons for being vegan, one of my colleagues decided to take the Vegan Pledge.

B I get the occasional passing comment whenever the subject comes up, but it isn't an issue.

C It's a nightmare. My colleagues go out of their way to upset and ridicule me.

At office parties, you can usually be found:

A Catching up on the latest gossip and enjoying some vegan nibbles.

B Talking politely with a few colleagues, but I tend to keep myself to myself.

C By the door, waiting to leave – but not before venting my frustration that there aren't any vegan options.

Your department is going out for a meal. Do you go?

A Absolutely. They all remember that I'm vegan so I'm generally well catered for.

B Sometimes I go along, but I decline if it's anywhere I know isn't vegan-friendly.

C I can't think of anything worse. They don't respect my beliefs at work, so there's no way I could eat out in peace.

Someone gets the biscuit tin out. Your first thought is:

A Thanks very much! My colleagues have the labels to hand in case I need to check anything.

B I pretend not to be hungry in case there aren't any vegan ones.

C Biscuit tin? My colleagues prefer sausage rolls, and often wave them in my face!

Is veganism a belief?

In every choice that we make, outside of survival situations, we are expressing our beliefs. While we may dispute whether or not veganism is a belief, embracing it as such makes it possible to protect it by law.

To be protected under the Equality Act in England, Wales, and Scotland, a philosophical belief must:

✦ Be genuinely held.

✦ Be a belief and not an opinion or viewpoint, based on the present state of information available.

✦ Be a belief as to a weighty and substantial aspect of human life and behaviour.

✦ Attain a certain level of cogency, seriousness, cohesion and importance.

✦ Be worthy of respect in a democratic society, compatible with human dignity and not conflict with the fundamental rights of others.

But where do you draw the line?

The line between teasing and harassment is quite thin. Much depends on the workplace, the individuals, their interpretations, and the perception: what is banter to one person might be deeply offensive to another.

What do you do when banter becomes offensive? Is it ever okay to tease someone for something they believe in?

If you are having problems at work because of your belief in, and commitment to, a vegan lifestyle, then this could be considered harassment in the eyes of the law, and is most definitely not okay.

Some cases are best tackled informally. Others may have become so sustained or so serious that further intervention is needed. What's important to remember is that you are not alone. No one should have to endure bullying or harassment at work, at any time, for any reason.
What to Do If Things Get Difficult

Your colleagues might enjoy teasing you, but you've had enough. Follow these tips and before you know it, they'll be asking you how to cook tofu, sporting the latest vegan shoes... and stealing your soya milk!

1 Try to deal with the issue informally first
   ➤ Tell them that they are upsetting you
      Very often, people don’t realise that their comments are hurtful. If they knew how strongly you hold veganism as a belief, they might tone it down.
   ➤ Teach others what you know about veganism
      Have answers prepared for frequently asked questions. Educate your colleagues about what veganism is, and how it changed your life, in a positive way.
   ➤ Bring in some vegan goodies to share around
      Show your colleagues that vegan food can be both delicious and satisfying.
   ➤ Compose yourself
      If someone is teasing you, it’s because they want you to rise to it. Don’t let yourself get wound up.
   ➤ Be confident!
      Nothing puts aggressive bullies on the back foot quite like someone who stands up for what they believe in. Communicate with ease and assertiveness, and you’ll soon win them over.
   ➤ Remember that everyone is different
      What will help one person understand your vegan beliefs may not work with another. Finding the right approach with each of your colleagues might take a little time.

2 Take things further if that doesn’t work
   ➤ Follow your company’s bullying and harassment procedures, and make sure your company follows them too. If it doesn’t, you can raise a grievance.
   ➤ Keep a detailed diary of each and every incident, including all emails and social media comments (if applicable).
   ➤ If you’re in a union, let your representative know.

3 Seek legal advice as a last resort
   ➤ If life at work continues to be unbearable, and all other avenues have been explored, you could consider legal action.
   ➤ Bear in mind that raising a legal case can be incredibly stressful and add more anxiety to the situation, but could also help you to bring the issue to a resolution.
   ➤ Consider meeting with your solicitor; many offer a free initial consultation, and may take your case on a no-win no-fee basis.

Equality in the workplace: what the law says

Equality is one of the core principles in international human rights law. There has recently been an encouraging flurry of interest in protecting beliefs like veganism following a ruling by the European Court of Human Rights.

What has changed?
   ➤ It has been made more explicit that vegan employees may refrain from certain work duties. It’s just about striking the right balance between competing considerations: looking at the impact on the business, on the individual making the request, and on other employees and customers if the request is or is not granted.
   ➤ Vegan employees now have a right to promote veganism at work, where it is appropriate to do so, without causing harassment or imposing views on others and without abusing a position of power.
   ➤ Employers must make a clear commitment to equality and human rights, where necessary implementing new policies in your workplace and explaining what it means to other members of staff through training. There should already be a complaints procedure in place, including arrangements for dealing with discrimination if it arises.

Read more on the guidance issued by the UK Equalities and Human Rights Commission at equalityhumanrights.com.

Help is available

ACAS
   Free, confidential advice and guidance on workplace issues
   Helpline: 08457 47 47 47 acas.org.uk

Dignity at work
   Advice and tips on handling bullying at work
dignityatwork.org

Fighting Back, by David Graves
   Available at mcgraw-hill.co.uk

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 “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.

Advocacy Hour

Have you been refused nutritious, vegan-friendly food in a hospital, care home or prison? Are your teachers or lecturers not providing vegan-friendly alternatives to lessons in textiles or food technology? Have you tried the normal support, advice and complaint systems, such as Citizens Advice (in the UK), yet your needs as a vegan are still not being met?

To get in touch with Amanda, email: advocacy@vegansociety.com or write to the office, or call during Advocacy Advice Hour on Tuesdays, Wednesdays, Thursdays or Fridays from 2pm to 3pm.
Active Vegans

You’ve been so incredibly busy in the last few months, we’re not sure where to start! A big thank you must go to everyone who does vegan outreach of any kind: know that all your efforts really do make a difference. Here’s a selection of your recent highlights.

**Fresh new vegan group in the New Forest**

Juliet Lynn set up a group in the New Forest at the beginning of this year and there are already 60 members with a number of events in the pipeline, including holding public open days to promote veganism to a wider audience. Their first social gathering was a success with new vegans and those making the transition to veganism being able to connect with and gain support from local longer-term vegans.

**Sky News reports with a vegan voice**

Karin Ridgers has been taking over the media recently. As former trustee of The Vegan Society and current Local Contact she has a lot of experience talking to non-vegans about veganism, and focuses on promoting this in the media. She was invited to be the vegan voice on Sky News regarding the recent food-supply scandal, which is a huge achievement. In addition to this, Karin has been talking to local celebs about being vegan with the hope that they make the connection after speaking to her, and has also spoken about veganism while taking part in several BBC Essex shows.

**Film screenings yielding positive results**

Vegucate Bristol organised a series of six free film screenings in April and May, all on issues relating to the vegan diet and lifestyle. The screenings were very well attended, attracting on average 100 visitors each time. Visitors were given the chance to sample a huge array of vegan food and engage in interactive discussions.

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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!
Vegan Runners
by Sophie Ashdown Coady

Summer is here! The days are long and the running possibilities seem endless. Vegan Runners UK (VRUK) are reminiscing about those dark days of winter, when it was a struggle for us to get out of bed. Somehow, we still managed to accomplish a lot of running. Here are some of our highlights.

A little bit of cross country goes a long way...
Three of our members braved the snow and mud to compete at the English National XC Champs 12K in February (David Campbell, Peter Simpson, and James Bailey). We also had VRUK members competing at the Southern XC Champs at Hampstead Heath in London, and at the English County XC Champs in early January.

Still smiling at the finish line!
Alex Portwine ran her first ultra race – the London Ultra Marathon 50K – and was proud to be the 4th woman home, finishing in under five hours. Alex Portwine ran her first ultrarace – the London Ultra Marathon 50K in February (David Campbell, Peter Simpson, and James Bailey). We also had VRUK members competing at the Southern XC Champs at Hampstead Heath in London, and at the English County XC Champs in early January.

Other great results came from Verna Burgess, who was 1st in her age category in the 2nd and 3rd 15K events of the Wellingborough multi-terrain series, whilst Simon Dally came first at the Radcliffe 10 mile race in Manchester.

Several of our runners successfully completed the Brighton Marathon and the London Marathon, both in April.

Can you race the toughest mountains in Wales?
The Vegan 3000s will take place on the 15th of June in Snowdonia National Park. This is a gruelling event consisting of three races:

- Ultra @ 55Km and 4,500m of ascent
- Ultra Extreme @ 84Km and 8,000m of ascent
- Vegan Carneddau 14 miles

You will need to be an experienced fell runner and have good navigation skills to take part. Competitors must also adhere to a plant-based diet for the duration of the event. For more information, go to vegan-welsh-3000s.co.uk

Meet Angie Wright, one of our most passionate and determined volunteers. We’re not sure how, but we managed to drag Angie away from a stall for long enough to chat to us about her experiences as a volunteer.

Where are you from?
Seaford in East Sussex

How long have you been volunteering with The Vegan Society?
About 46 years now

What sort of things do you do?
I’ve run many stalls over the years, handing out leaflets. I organise social events, and have also been a Mentor for the Vegan Pledge. Wherever I am, whenever talking to anyone new, I make a point of mentioning the word ‘vegan’ – just in case the person is interested.

We saw you last at Brighton Vegfest. How did that go for you?
I loved it – especially talking to people on the stall and answering their questions. I made new vegan friends and even saw some old ones from years past. I really enjoyed the weekend and my grandchildren even came along to help out!

What has been your best achievement as a volunteer?
My best achievement (not as a volunteer… but one never stops being vegan!) was bringing up four boys as vegans from birth. I now have three vegan grandchildren. I am proud of them all.

Where do you consider ‘home’?
Just do it! Follow your own instincts. Be confident in yourself. Don’t let others criticise you. Don’t apologise. Surround yourself with vegans and meet other vegans as often as possible – real or online. Facebook is great for this. Most vegans will offer to help, you just have to ask.

What advice would you give to someone bringing up vegan children?
Wherever I feel accepted and understood as a vegan: when volunteering at Brighton Vegfest, for example.

What has been your best achievement at a volunteer? My best achievement (not as a volunteer… but one never stops being vegan!) was bringing up four boys as vegans from birth. I now have three vegan grandchildren. I am proud of them all.

What advice would you give to someone bringing up vegan children?
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Wherever I feel accepted and understood as a vegan: when volunteering at Brighton Vegfest, for example.
Yes, I am going to raise my baby vegan

Helen Rossiter looks at the challenges and triumphs of raising a vegan baby, and shares her favourite recipes

As someone who hasn’t eaten meat or dairy for the last five years, I’m used to batting off questions from others about why I choose to live the way I do. But when meat eating friends and family found out that I planned on sticking to veganism through pregnancy, childbirth and beyond, the conversations started to get noticeably more intense. Suddenly, everyone was an expert on nutrition, and even complete strangers seemed to have a problem with what I put on my plate. Friends of friends, family members and health professionals would all ask the same questions, their voices heavy with judgement. “So, are you going to stay vegan?”

What follows is a summary of what I have learned so far as a vegan parent, including a couple of my favourite recipes for pregnancy and childbirth. I hope that I can help more people to have the confidence to “stay vegan”!

We’ve all read bad reports about vegan parents in the media. Stories of malnutrition and neglect are common; very rarely are we offered the chance to read about healthy, happy, well-nourished vegan babies. Because that wouldn’t be news, would it?

Vegan sceptics, I have news for you. My son Iolo was born a thriving 9lb 5oz. I produced so much breast milk I could easily donate to a milk bank. Many people say he is living proof that vegan babies can be perfectly healthy – actually glowing. He’s firmly in the top percentile for weight and height and is often complimented for looking incredibly happy and alert – even more so since we began weaning.

People’s interest in our diet hasn’t waned over the months; several parents continue to ask, “so, are you going to feed him meat?” I find this question quite hard to believe at times. I simply cannot comprehend why anyone would want to feed their baby the flesh of a dead animal. Or milk from another species. The sad thing is, I know many people believe it’s what children need to be healthy. I know this isn’t true.
Nutrients, nutrients, nutrients. Are you getting enough?

During pregnancy, your daily nutrient requirements increase considerably. You need more: iron, folic acid, B12 and other B vitamins, vitamins A, C and D, plus extra protein and calcium. I made sure I ate around ten portions of fruit and vegetables a day, including lots of leafy green vegetables, whole grains, nuts, pulses, seeds, yeast extract, and fortified soya products. I also took Higher Nature’s Mum-to-Be supplement and Floradix Liquid Iron Formula, to ensure all bases were covered. That way, when my midwife asked about what I ate, she was left in no doubt that a vegan diet provided everything I needed.

From six months onwards, babies can enjoy fruit and vegetable purées, enriched with a variety of vegan protein, calcium and good fat sources. These include: lentils, mashed beans, quinoa, tofu, tahini, yeast extract, finely milled nuts and seeds and fortified soya products like milk or plain soya yoghurt.

Tofu and Rocket Salad
Serves 2

For the salad
½ packet rocket and spinach salad, or other mixed leaves
½ broccoli or cauliflower, cut into small florets
½ parsnip, peeled and cubed
1 small potato, peeled and cubed
1 small carrot, peeled and cubed
3 tbsp olive or linseed oil
1 tsp light tahini
1 tsp cider vinegar
Sea salt and ground black pepper

Method
1 Mix all salad ingredients together in a serving bowl.
2 Make the dressing by placing all ingredients in a jug and beating together with a fork until smooth and the tahini is fully mixed.
3 Pour dressing over the salad and serve with hummus and wholemeal bread.

Mixed Vegetable Mash
(suitable for babies ages 6 months+)
Serves 2

Ingredients
1 small carrot, peeled and cubed
1 small potato, peeled and cubed
½ parsnip, peeled and cubed
2 broccoli or cauliflower florets
¼ tsp light tahini
1 tsp tamari or good quality soya sauce
2 tbsp sunflower seeds
Sea salt and ground black pepper

Method
1 Place all the ingredients except the tahini and milk in a medium-sized saucepan of cold water and bring to the boil.
2 Turn it down and simmer for 25-30 minutes, until everything is soft.
3 Drain, then return to the pan, add the tahini and then either whirl with a hand blender or mash with a potato masher, to reach the consistency your baby likes.
4 Add a splash of milk to make the mash creamier and add extra nutrition.
5 Dish a portion into a small bowl and serve warm. Store the remainder in an air-tight container in the fridge until the next mealtime.

How to Survive an Interrogation about What You Choose to Feed Your Child

1 Answer calmly
My first reaction was to be defensive, but I learned quickly that this was not the most effective way to win people over. Remember that if someone is questioning your choices, it’s probably because they care deeply about you and the health of your baby.

2 Know your stuff
Arm yourself with as much information as possible about veganism and nutrition so that you can speak with confidence about your choices. Sandra Hood’s Feeding Your Vegan Infant with Confidence and Rose Elliot’s Mother, Baby and Toddler Book are both excellent resources.

3 Speak the truth
Throughout my life, I have felt healthy, satisfied, and energised. I enjoy the foods that I cook and eat immensely, and have never been more adventurous and creative with food. Most importantly, I understand now a well-planned vegan diet can provide all the nutrition anyone ever needs. Including my baby.

4 Stand your ground
As a child, I turned to my mother one day and said “I don’t want to eat cows anymore.” Now a mother myself, I know that I can’t lie to my baby about what I believe to be right and wrong. Be in no doubt that your vegan diet is right for your baby, both pre- and post-natal. It’s just about education, confidence... and holding your head high.

Recipes
Avocados contain an abundance of 25 essential nutrients, including vitamins A, B, C, E and K, as well as copper, iron, phosphorus, magnesium, and potassium. They provide all 18 essential amino acids necessary for the body to form a complete protein, not to mention they have the highest protein content of any fruit. Avocados are rich in healthy fatty acids, photochemicals, and fibre. Great for busy mums, they can reduce the signs of aging, regulate blood sugar, improve eye health, and even protect against heart disease.

Ah, the avocado!

A wonderfully creamy and delicious fruit, could you imagine anything more rejuvenating?

Wakey, Wakey, Avocado Smoothie!

1 ripe avocado
1 large ripe frozen banana
1 large seedless orange
1 ¼ cups unsweetened vanilla almond milk
4-5 pitted Medjool dates
1 cup ice

Blend until smooth and serve. Yum!

Recipe by Kamelia, Certified Nutritionist and Lifestyle Coach, facebook.com/VibrantLemonTree
Open for Nominations

Could you be the next big thing in the vegan movement? Are you ready to help us make big decisions about the future of The Vegan Society? Our Board of Trustees is now open for nominations! Learn more about the role of a trustee and find out how you can apply.

As a trustee, you could and share your knowledge and expertise with our staff and help us shape a stronger future for The Vegan Society.

Your questions answered...

What are trustees?
Trustees are ultimately responsible for the charity and are also Directors of The Vegan Society as a limited company. Our trustees act as advocates, providing strategic direction and advice as required. A large part of the role is management and administration – anything from risk management and financial planning to health and safety policies.

What would I have to do?
The work involved varies from attending meetings and answering enquiries to preparing documents for Council based on your particular skills and experience.

How much time would I have to give?
The time commitment totals less than 15 days per year. The work included is based on your particular skills and experience.

Will I have to travel a lot?
Some travel to attend meetings may be required, though we are investigating ways in which we can ease the travel demands for trustees who aren’t located near Birmingham.

Would I get paid?
No, the role is voluntary, but genuine expenses can be claimed so you won’t be left out of pocket.

I’ve never been a trustee before. Can I still apply?
Of course. Within six months of becoming a trustee, you will be invited to attend a one-day training event, funded by the Society. This training is designed to familiarise new Board members with the key aspects of a governance role. Experienced trustees are always on hand to provide friendly advice and guidance.

What should I write in my application?
You should address how the needs of the Council are relevant to your abilities, skills, qualifications, and professional expertise. You could outline what you’d hope to achieve as a trustee, including how your skills and experience could benefit the Society.

You could further support and enhance your application by providing your vision for the future of veganism, and how you would go about achieving it. Please also include any other information that you consider relevant (e.g. your reasons for going vegan).

If you have more questions about becoming a trustee, please contact your CEO and Company Secretary, Jasmijn de Boo, at ceo@vegansociety.com or the Chair of Council, Ian Liddle, at zippy@excellentart.co.uk.

Request a Prospective Candidates’ Nomination Pack today!

This pack contains all sorts of useful information about becoming a trustee, and may help you to make an informed decision as to whether or not it’s for you.

Write the letters ‘PCNP’ in the corner of an envelope and address it to The Company Secretary, The Vegan Society, Donald Watson House, 21 Hylton Street, Birmingham, B18 6HJ, or email ceo@vegansociety.com. Please mark the envelope or email ‘CONFIDENTIAL’.

The opportunity to become a trustee for The Vegan Society only comes around once a year, so if you think you’ve got the skills, now is the time to put your name forward.

Are you the missing piece of our jigsaw?

We are looking for experience in one or more of the following areas:

- Finance
- Investment
- IT
- Communications
- Networking
- Fundraising
- Social media
- PR
- Behavioural change
- Policy development
- Legal issues
- Nutrition
- Environment
- Strategy planning
- Governance

Not for you, but still interested in getting involved?

If you think your skills are suited to wider outreach activities, why not consider becoming a Local or Group Volunteer, a School Speaker, or becoming a Mentor for the Vegan Pledge? Contact volunteer@vegansociety.com for more information on volunteering with The Vegan Society.

George Rodger, Trustee

“This is my 19th year as a trustee. In that time, I have seen the Society grow into a vibrant, forward-thinking organisation with an increasingly prominent public profile. I hope that, with a new generation of trustees and staff, the next two decades will see even greater leaps forward.”

Matthew Cole, Former Trustee

“I found my time as a trustee of The Vegan Society immensely rewarding. Trustees provide oversight and agree policy, nurturing an environment in which staff and volunteers can fulfil the Society’s strategy effectively. Being a trustee provides a unique opportunity, and I would recommend it to anyone who wants to be more involved.”
Whilst we can never save them all, even a single life is worth fighting for

With news of the horsemeat scandal still haunting British headlines, the meat production industry continues to cause a stir. More and more people are seeking answers online, with Google searches for the word ‘vegan’ continuing to rise. Meat eaters everywhere are disgusted and outraged at the thought of having eaten horsemeat, but for many vegans, no animal deserves to suffer in ways that have become commonplace for the meat industry. Farm animal sanctuaries play a crucial role in countering the increase in intensive factory farming, and they need your support.

Farm animals suffer needlessly
Overcrowded conditions, brutal handling, limited access to food and water; put simply, I believe that many people turn a blind eye – sometimes deliberately and sometimes without knowing. People don’t see how wrong it is, for so many reasons, on so many levels.

As vegans, we try to inspire others with the vegan lifestyle, which can provide all the nutrients and sustenance people need to maintain a healthy, balanced diet, without causing needless suffering. Meanwhile, most animals entering the intensive farming industry live a life of misery and fear, culminating in a gruesome and wholly unnatural end.

Thinking outside the cage
Many people would sponsor a dog, but how many people would sponsor a cow? Why is it that the dog is protected, while the cow is sent to slaughter? The sad truth is that the lives of farm animals are only worth their weight in meat. Reduced to no more than a commodity, cows, sheep, pigs, and chickens experience systemic abuse as a matter of routine. They are not pets, but livestock to be herded, traded, and butchered. For vegans, farm animals are considered sentient animals in the same way as cats and dogs are, and they deserve our compassion like any living being.

Until the slaughter ends
There are several farm animal sanctuaries in the UK that have been founded out of the love and compassion that many people feel for all sentient, living beings. During these times of economic uncertainty and lacking the funds for hard-hitting advertising campaigns, these sanctuaries are having a very tough time.

On top of food, shelter, medical bills, repairs, and utilities, the sanctuaries must also pay rent. Certain animals require specialist care, having been seriously traumatised by their experiences. In addition, sanctuaries often have individual projects for which they need to raise money and these usually involve collecting a substantial sum to cover large one-off costs.

Some of the sanctuaries subsidise their funds by opening to the public. This provides a chance for people to see how wonderful and gentle these animals are and why they deserve more than the lives wider society has deemed them only fit for.

“The best feeling in the world”
Although the benefit for the rescued farm animals is clear to see, these sanctuaries have enormous benefits for people, too. A clear illustration of everything that is wrong with factory farming, they also serve as a reminder that whilst we can never save them all, even a single life is worth fighting for. “When the animals come to us,” says Jan Taylor of The Farm Animal Sanctuary, “they are close to death. To watch them return from the brink like that, to see them lose their fear and come to see us as friends, is the best feeling in the world.”

Seeds of change are in the air
With allegations of cruelty running high, shoppers unable to trust the labels they read on food packaging, and angry consumers wanting to know why they are paying for contaminated meat, now is the perfect time to talk to your friends and family about veganism as a compassionate lifestyle.
choice. Show them the possibilities a plant-based diet can offer. Once the truth is out there about animal farming, most people will be only too willing to listen.

What about all the animals?
Through the work of vegan outreach charities and organisations, such as The Vegan Society, the world is gradually turning vegan. As this happens, we’ll see a shift in focus from the grossly inhumane and inefficient system of animal farming to sustainable, plant-based agriculture. Nature never intended these animals to exist in such crowded conditions. No longer bred for human consumption, the numbers of farm animals in existence would gradually decline and we would be living in a more compassionate world. Some animals may be relocated to farm animal sanctuaries where they could live out the rest of their lives in peace.

A well-planned vegan diet needs just one third of the fertile land used to produce the typical British diet based on meat and dairy products. As we move away from farming animals, vast acres of land would be handed back to nature. This won’t be a world without animals. It will be a world without livestock.

Alison King
is 27 and lives in Cardiff. When she’s not busy writing, she’s either thinking about writing or lost in a good book. She has previously written for The Vegetarian and Writers Forum and makes a mean chocolate bread pudding.

Support a farm animal sanctuary near you!

It is up to us to keep farm animal sanctuaries running, and there are many ways in which you could help. Make a donation online, organise a fundraising event, or consider adopting a rescued animal if you feel able to offer a loving home for the rest of its life. Here are some farm animal sanctuaries located in the UK in need of your support.

**Brook Farm Animal Sanctuary, Northamptonshire**
Brook Farm Animal Sanctuary was established in 2005 by Clive Richardson and Susannah Ellis. Run entirely by volunteers, Brook Farm is a vegan sanctuary which rescues over 2500 animals a year. You can meet the animals at one of Brook Farm’s open days.

[brook-farm.org.uk](http://brook-farm.org.uk)

**The Farm Animal Sanctuary, Worcestershire**
Located in Evesham, this sanctuary was founded by Janet Taylor 23 years ago and is home to over 600 animals. Every penny donated to The Farm Animal Sanctuary is spent directly on the welfare of those animals.

[thefarmanimalsanctuary.co.uk](http://thefarmanimalsanctuary.co.uk)

**Farplace Animal Rescue, Durham**
Farplace is committed to helping neglected animals and protecting wildlife and the environment. Information about rehoming and donations is available.

[farplace.co.uk](http://farplace.co.uk)

**Hillside Animal Sanctuary, Norwich**
Founded in 1995, Hillside is home to over 1000 animals. Most of its residents have been rescued from the farming industry. Supporters of Hillside can make donations through the website or adopt an animal.

[hillside.org.uk](http://hillside.org.uk)

**Hugletts Wood Farm, East Sussex**
Hugletts is home to over 200 farm animals coming from severe conditions of exploitation. It is the only UK sanctuary to have a dedicated Cow Protection Program. Contact them through the Facebook page.

[facebook.com/Hugletts-Wood-Farm-Animal-Sanctuary](http://facebook.com/Hugletts-Wood-Farm-Animal-Sanctuary)

**Tower Hill Stables Animal Sanctuary, Essex**
Set-up by Fiona Oakes in 1993, Tower Hill Stables houses just over 400 animals, all of whom are happy, contented, warm, well fed and much loved.

[towerhillstables.com](http://towerhillstables.com)

**Well Small Animal Rescue, Lincolnshire**
This small vegan family-run sanctuary in Lincolnshire is the new home of many neglected animals. Visit WSAR Facebook page. [facebook.com/WellSmallAnimalRescue](http://facebook.com/WellSmallAnimalRescue)

**Delicious Strawberry and Chocolate Drinks**
Dairy Free & Soya Free Less than 2% fat

New Koko Dairy Free Strawberry and Chocolate drinks are a delicious, refreshing, drink for all lovers of flavoured milks looking for a healthier option.

Each is made from silky smooth, freshly pressed coconut milk and all-natural ingredients, including real strawberry juice, or cocoa powder. They’ve less than 2% fat, are cholesterol free and contain no dairy, soya or animal fats. But whether you’re on a special diet, or not, you’ll just love the refreshingly smooth, natural taste.

Discover Koko Dairy Free – delicious milk alternatives for all the family. Available from large Tesco stores and independent health food stores.

[www.kokodairyfree.com](http://www.kokodairyfree.com)
Exclusively vegan caterers in Buckinghamshire

Green Appetites is an exclusively vegan catering company providing freshly prepared and colourful buffets for parties and events. On top of a diverse and imaginative selection of dishes – all abundant in fresh flavours – they also offer an exceptional standard for meeting client needs. Catering is available for parties as small as 12 people and is provided on a ‘per head’ basis starting at £11.95 per head. Discounts are offered for events in excess of 30 people and also events linked to like-minded charities. Green Appetites serve clients in Buckinghamshire and the surrounding areas, and are happy to travel further depending on event.

Happy Dough

Eco-friendly play dough available to buy online

With gorgeous, bright colours and a smiley face on every one, your child will love making and creating with Happy Dough’s pliable, eco-friendly play dough, available in eight colours.

Happy Dough also offers a unique, bespoke party favour service to meet your requirements.

Humane ways to deter uninvited non-human animal visitors

Humane Wildlife Solutions are proud to be one of the UK’s first humane, non-chemical, vegan alternatives to pest control, offering the people of the UK a unique service to help them with wildlife conflicts. If you’re having problems in your home, garden or business with rats, mice, foxes, birds, cats, or any other form of wildlife, we can help either through our consultation services (starting from £10) or on-site visit (from £50). We have a strict no kill policy and use maximum respect towards all wildlife we work with.

Natural, vegan, and extremely portable cosmetic products

The Austrian Pure Green Group, specialists in natural and vegan cosmetic products, are proud to introduce their newest range: Go & Home.

Feeling fresh is part of every day, no matter where you are – whether on the go or at home this compact range of certified natural products delivers freshness on demand. We’ve designed time and space saving two-in-one formulas to cater for your personal care needs in a handy small tube or a generous big one – so wherever you are you can use Vegan Trademark registered natural products. All products are available in highly portable family friendly tubes: GO 30ml (£1.99) and HOME 200ml (£9.99).

Betty Goes Vegan

by Annie and Dan Shannon

I used to be the kind of vegan who didn’t cook. Not anymore. When I first received my copy of Betty Goes Vegan, I knew instantly that it would be the perfect book to guide me on my way.

I was really surprised by the simplicity of many of the recipes, and started my journey with the ones I felt I could tackle the easiest. My first recipe was Caribbean rice and beans – simple and delicious! Chunks of mango and papaya complement black beans, rice, and jerk seasoning fabulously. This kind of dish would work well with some tofu mixed into to create more of a main meal. I also enjoyed it cold the next day, as leftovers.

Next I tried peanut butter, chocolate chip and banana cookies. These sweet treats stayed chewy for days afterwards and were a resounding success with my family and co-workers!

The recipes are homely and comforting, time-effective and easy. The book has a relaxed and genuine feel about it, with the author’s personalities shining through on every page. From start to finish, the journey was both fascinating and compelling.

Betty Goes Vegan is proof that a classic American cook book can be veganised!

Vegan Holiday Kitchen

by Nava Atlas

From the moment I picked up this book and flicked through the first few pages, it became very clear this was more than just a collection of festive recipes.

With over 200 recipes spread over six chapters and covering every major holiday, you will never again be stuck for ideas when entertaining guests. A great introduction sets the scene and contains useful information on how to get the most out of the book and the recipes that follow.

Amazing and delicious dishes such as the Grilled Rattatouille and the Pueblo Corn Pie show how much imagination has gone into this recipe collection. These are definitely meals with a difference and not updated or rehashed recipes that can be found in other vegan cookbooks.

Every recipe identifies being soy, nut or gluten-free which I thought was a wonderful touch. Reading notes provide an interesting background to the recipes and ingredients used. If you are looking for mainstream vegan recipes there are plenty of books already out there – but if you are looking for unique, exciting dishes for special occasions then this should take pride of place on your bookshelf.

Shoparound

Surfing on a Banana Peel

by Briona Fanellie

Filled with interesting facts, inspiration and positive outcomes, this book is a great read for anyone looking to re-order their life. Surfing on a Banana Peel tells the true story of author Briona Fanellie’s spiritual awakening.

Kick started by her mother’s devastating illness, Fanellie embarks on a journey of cleansing her physical and emotional self in order to best help her mother combat cancer.

Among other lifestyle changes, Bra, a long term vegetarian, decides to take it to the next level and give up what she refers to as ‘white poisons’ – dairy, eggs, sugar, and salt. Split into two parts, the first half of the books focuses on her mother’s illness and the impact this has had on Fanelle’s own life. This part of the book focuses on life’s problems, including health, diet, stress, and disease.

The second half of the book is written as a diary, and guides the reader along Fanelle’s journey towards a simple life. Freeing herself from the unnecessary complications in life, Brona strives for a clutter-free existence.

This book isn’t beautifully written, and it won’t be a bestseller, but it might change your life. Fanellie’s passion for her new lifestyle is infectious, and I guarantee by the time you put it down, it will have convinced you to make some positive changes in your own life.

Review by Fiona Peacock
peamusings.blogspot.com

Betty Goes Vegan

Review by Danny Waters
theveganhousehold.com

Vegan Holiday Kitchen

Review by Lucy Teagle
lucythevegan.blogspot.co.uk

Book Reviews

Reviews

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Remembering & Saying Goodbye

The best of all answers to death is the continuing affirmation of life

Elena Mikhailovna Duffield

Elena (Lena) was born on the 14th of March 1975 in St Petersburg, Russia. She became vegetarian when she was about 16, and always followed an ethical values-based approach to life. In her early 20s, Lena took a coach to the Czech Republic, taking only a suitcase and her dreams. Undertaking various jobs to earn a living, Lena worked in an animal shelter and also at Radio Free Europe (Radio Liberty) as a sound producer. She eventually became a respected radio journalist. Lena married Jonathan in 2004 in Prague, and moved to London in 2005. Lena became Presentation Manager at World Radio Network. At the same time, she was writing her own Russian language vegan food blog and also submitted features to a Russian vegetarian magazine on ethical living. This included vegan shoes and vegan-friendly vegetarian restaurants. She was working on pieces for the World Radio Network – on blogs and features – right up until she died.

A good friend, Lena supported those around her in exploring ethical life questions, including both veganism and how to stick to your beliefs without offending others in your life. Remembered as big-hearted, trustworthy, generous and modest, Lena respected that everyone is different. A remarkable, principled, and gifted woman, she was loved by all who knew her.

Having only very recently been diagnosed with cancer, Lena died on the 4th of September 2012 at the age of 37. She leaves her husband Jonathan, her mother Tatiana and her father Mikhail, her mother-in-law Janet, and Jonathan’s siblings Peter, Simon, and Esther, two much loved nephews Thomas and Edward and many friends.

Lena also left behind instructions for Jonathan, to “do good things”. In memory of Lena, Jonathan recently sent a donation of £10,000 to The Vegan Society. As we develop initiatives for vegan outreach all around the world, this generous donation will be a significant boost to our work for years to come.

Tim Powell

Tim Powell died on the 14th of February 2013, leaving behind many friends, of many species. “Tim was a kind, funny, gentle soul,” remembers Amanda Rofe. “I shall remember the support he gave Vegan Society staff and his innate ability to make honourable decisions as a Vegan Society Council Member. He sometimes made us laugh so much we cried.”

Rick Savage, a past CEO of The Vegan Society and current trustee, met Tim through The Vegan Society. “He was sincerely motivated by wanting the vegan cause to succeed,” said Rick. “Freely giving of his time and skills, he became a Trustee of the Society. We spent many hours locked in committee meetings resolving the problems of the Society and planning for the future. I remember him as someone of his word, and for being an all-round calming influence on everyone.”

In 2000, Tim sustained a severe head injury. He could neither work nor drive, so he moved to Kerry in Ireland to live near Amanda Saunders and her family. On the 12th of February 2013, Tim once again sustained severe injuries. He died two days later without regaining consciousness.

Amanda Saunders and Tim ran a vegan takeaway business together, which they called ‘Carrots’. Tim also competed in a number of sporting events. “Half marathons, he used to run regularly,” Amanda recalls. “But he wasn’t so fast. He would stop if he saw a worm on the road, to pick it up and put it in the grass.” Amanda also remembers how the first thing Tim would do at her house would be to fill up the wild bird feeders. “Always, the first thing. Before even coffee.”

Tim will be remembered by all who knew him as a kind, gentle giant, with a social conscience second to none.
Fern Tor
award-winning vegetarian and vegan
guest house in North Devon
01769 550 339
www.ferntor.co.uk

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in rural North Oxfordshire.

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Email: fox.hall@btinternet.com
Website: www.fox-hall.co.uk

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Notice Board
Notice Board

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Notice Board
Letters

Inspired to go vegan!

After eating a really poor and unhealthy diet I decided to stop eating meat and go vegan. This has led me to be healthier and I feel fantastic. Putting 0% of meat or dairy in my body really is amazing – after a short period of time I have noticed I sleep much better, I’ve reduced the amount of headaches I get and, most importantly, I’m reducing my weight and consuming no saturated fats.

I was totally inspired by the video ‘Making the Connection’, and just wanted to say thank you for making this available for people to see and although some of it was upsetting I think it’s definitely helped me to make the choice of a vegan diet.

Thank you so much!

Jimmy Outhwaite
Manchester

Save with Triodos? No, thanks!

In the Spring 2013 issue of The Vegan, there is an article about Triodos Bank under the heading ‘Sustainable Banking Supports Vegan Businesses’. Although Triodos include some vegan businesses among their clients, vegans have no control over which businesses their savings help to support, and some of these may be anything but ‘vegan-friendly’.

Triodos also lend to businesses that are unlikely to find much support among vegans. Notwithstanding the offer to donate £40 to The Vegan Society for every supporter who deposits at least £100 in a Triodos savings account, I shall be keeping my savings in a Building Society.

Paul Appleby
Oxon

Reaching a wider audience

LOVE the new magazine, packed with activism and stuff about what the VS is doing, and it’s way more international, too – which should help to keep members and appeal to the 99% of people who don’t live in the UK.

Alex Bourke
London

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 6HJ. 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.

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 vegans 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
Healthy Eating

Eat plenty of:
- Brightly coloured fruit and vegetables including dark leafy greens
- Wholefoods (such as brown bread and brown rice)

<table>
<thead>
<tr>
<th>Make sure you get enough...</th>
<th>Where to get it from</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin B12 (three micrograms daily)</td>
<td>Fortified foods or a supplement</td>
</tr>
<tr>
<td>Vitamin D (10 to 20 micrograms daily)</td>
<td>Expose your face and arms to the sun for 15 minutes per day whenever you can. If your shadow is much longer that you, the sun is not strong enough. If your sun exposure is limited, or if you are dark skinned, you can get vitamin D2 from fortified foods or a supplement</td>
</tr>
<tr>
<td>Iodine (100 to 150 micrograms daily, and it’s important to take neither too much nor too little, since both can be harmful)</td>
<td>Either 15 to 30 grams of kelp (kombu) per year, or take a daily supplement</td>
</tr>
<tr>
<td>Calcium (500 micrograms daily)</td>
<td>Foods rich in calcium, or supplements</td>
</tr>
<tr>
<td>Omega 3</td>
<td>One tablespoonful of ground flaxseed (linseed) daily, or a teaspoonful of uncooked flaxseed (linseed) oil, or other oils rich in Omega 3, such as rapeseed oil</td>
</tr>
</tbody>
</table>

Vegan Nutrition

VEG 1

The Vegan Society VEG 1 vitamin tablet has been developed especially for vegans. It comes in a choice of blackcurrant or orange flavours 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 allowances (RDAs) of:
- Vitamin B2
- Vitamin B6
- Vitamin B12
- Vitamin D2
- 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.
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.

✦ Be the first to hear our campaign updates
✦ Give veganism a louder voice in your community
✦ Help more people to go vegan!

Contact cc@vegansociety.com if you’d like to know more about becoming a Local Contact.

Not a vegan group near you?

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✦ Give veganism a louder voice in your community
✦ Help more people to go vegan!

Contact cc@vegansociety.com if you’d like to know more about becoming a Local Contact.
Taking the Sunflower to the Next Level

Events

‘Meat and Potatoes or Two Veg?’
at the The Times Cheltenham Science Festival 2013
6th June, 6-7pm
109 Bath Rd, Cheltenham, Gloucestershire, GL53 7LS
The Vegan Society will join some of the world’s greatest scientists, environmentalists, big thinkers and comedy geniuses to help us answer some pretty big questions. Tim Lang, Tara Garnett and Richard Trivedi consider the carnivore’s dilemma on the 5th of June: science has shown that our love of meat is contributing to carbon emissions and climate change. But how many of us are taking this seriously? The festival runs from the 4th to the 9th of June. Read the full programme at cheltenhamfestivals.com/science.

Birmingham Vegan Fair
6th July, 10.30am – 5pm
Carrs Lane Church Centre, Birmingham, B4 7XG
Enjoy 40 stalls selling vegan products and food, talks and cookery demonstrations. Vegan cafe for food and drinks. Free admission. facebook.com/events/42393298768893

Norwich Veggie Fayre
13th July, 11am – 4pm
Quaker Meeting House, Upper Goat Lane, Norwich, NR2 1EW
Free Vegan Food Fair. Food samples, stalls, and local groups.

Walk for the Animals
12th July, 12.45pm
Hampstead Heath, near Parliament Hill café
Animal Aid’s 10th annual sponsored walk, a healthy walk with like-minded people. The walk is 10km (7 miles) in all and is spread over four laps, at your own pace. Bring your doggie companions along! Vegan Campaigns will be on hand with delicious cold buffer snacks for sale as you complete your laps. Contact Mark Phillips at mark.p@animalaid.co.uk or 07132 364546 for your registration pack.

Taunton Vegan Fair
3rd August, 11am – 3pm
North Street Church Hall, 33 North Street, Taunton, TA1 1LW
Free food, stalls from local food producers and charities, events and activities for kids and adults. tauntonveg.moonfruit.com/#/vegan-food-fair/4548102162

Cornwall Vegan Camp
3rd – 17th August
Penquite Haven Holiday Park / Penstowe Holidays, Stibb Road, Kilhampton, Bude, Cornwall, EX23 9GY
The 33rd Vegan Camp is a family-friendly annual social gathering for singles, couples, and children. Enjoy communal songs, camp fires, food and skills workshops, sports and meditation activities… and much more! vegancamp.co.uk

Animal Rights National Conference
27th – 30th June
Washington, DC
The world’s largest and longest-running animal rights gathering. Nearly 1,000 attendees gather to share knowledge, learn new skills, and recharge their batteries.

39th Vegetarian Summerfest
3rd – 7th July
Conference Centre, Pitt-Johnstown, University of Pittsburgh, Pennsylvania, USA
Four days of lectures, workshops, screenings and activities with over 60 top-speakers and hosts. vegetariansummerfest.org

International Animal Rights Conference
12th – 15th September
Centre Cultural Kulturfabrik Esch, 116, rue de Luxembourg L-4221 Esch-sur-Alzette, Luxembourg
The third international animal rights meeting will provide a platform for activists to discuss campaigns, protests, participate to workshops and panel discussions.

Dates for the diary
Satvik Indian Vegan Festival
27-29th September
Byndoor, Karnataka, India
indianvegansociety.com/vegan-festival.html

41st World Vegfest and 6th Asian Veg Congress
3-9th October
Kuching and Penang, Malaysia
...we’ve just got a few more things to add. Discover how you can contribute to your favourite vegan magazine, find out more about advertising with us, and get your name on the waiting list for more information about our ground-breaking veganniversary campaign.

LET THE COUNTDOWN BEGIN!
Next year, we will be celebrating 70 years since the word ‘vegan’ was born. Invented in 1944 by the founding members of The Vegan Society, veganism has come a long way in 70 years. In the UK, it is easier now than it ever has been to adopt a vegan diet and lifestyle, and people are becoming increasingly more aware of how plant-based living can benefit us, animals, and the environment.

The best is yet to come
This is not just our anniversary, but the ultimate veganniversary of vegans everywhere. We want you to join us as we look back on several decades of vegan campaigning, and look forward to a vegan future we can create together. Coming soon...

Sign up to our mailing list to receive news and updates from The Vegan Society!
Email 70th@vegansociety.com for more information about our 70th anniversary and to find out how you can get involved.

What is veganism?
A way of living which seeks to exclude, as far as possible and practicable, all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose. In dietary terms, veganism refers to the practice of dispensing with all animal produce – including meat, fish, poultry, eggs, animal milks, honey, and their derivatives.

Abhorrence of the cruel practices inherent in an agricultural system based on the abuse of animals is probably the single most common reason for the adoption of a vegan diet and lifestyle. Many people are also drawn to it for other reasons, including health and the environment.

Go to vegansociety.com for more information.

Submissions
If you would like to contribute to The Vegan, please email editor@vegansociety.com. We welcome articles on a range of topics relating to veganism, as well as photographs, images, and illustrations. Article submissions should be between 500-1000 words. All contributions are given strong consideration, but unfortunately not all can be published. The content deadline for the autumn issue is Monday the 10th of June. Contact editor@vegansociety.com for more information.

Conditions of acceptance for advertisements
Advertisements are accepted subject to their satisfying the condition that the products advertised are entirely free from ingredients derived from animals, that neither products nor ingredients have been tested on animals, and that the content of such ads does not promote, or appear to promote, the use of non-vegan commodities. Books, records, tapes, etc. mentioned in advertisements should not contain any material contrary to vegan principles.

Advertisements may be accepted from catering establishments that are not run on exclusively vegan lines, provided that vegan meals are available and that the wording reflects this. Contact advertising@vegansociety.com for more information.

Pass it on!
Finished reading? Help us to spread the word about the vegan lifestyle! Simply leave this magazine somewhere public – like on the bus or in a reception room – or give it to a friend.
V delicious
the veggie good food show
7-9 June 2013, Olympia, London

FREE ADMISSION FOR TWO WITH THIS PAGE
courtesy of The Vegan Society
Alternatively, beat the queues and access unlimited free tickets at
www.v-delicious.co.uk/go/vegan-society