FESTIVE RECIPES
Great for entertaining this party season

Winter 2013
To collaborate is to share knowledge. More than any other time of year, World Vegan Month is the perfect time for vegans to pull together and make a difference. This November, we’re delighted that our partners Ecotricity, Lush, and Triodos are encouraging their staff to take our Vegan Pledge. See Making a Difference for more details (page 28).

There is much to be gained from opening the door and letting new ideas come in. Like most people, I love to immerse myself around people who challenge and inspire me. Two such people recently initiated and led one of the biggest revitalisation projects the Society has been through. Read all about it in A New Era (page 10) – a special feature introducing our new logo and visual identity.

Collaboration is nothing new, but with the rise of the internet, people from all across the globe are able to connect with each other instantly. The world’s scientists are more certain now than ever that we need to cut our carbon emissions rapidly and reduce our dependence on fossil fuels. If you’re wondering how vegans can respond to this in a positive and meaningful way, read Climate Chaos? for more information (page 32). Also in this issue, we highlight the importance of the Vegan Trademark in Shop with Sarah, complete with top tips from one of our Business Development Assistants for filling your vegan shopping basket (page 35).

The Vegan Society is a small charity and we receive no government funding. Offering your skills and experience where you know they are needed most is a powerful action you can take to further our work. It’s equally important for us to recognise when we should ask for help in order to accomplish a task more efficiently, to reduce our workload, or to double our impact. We’d love it if you could offer your time to volunteer with us. Please contact volunteer@vegansociety.com if you’d like to find out more about volunteering.

I do hope you enjoy your festive season. We’ll be back in the spring with a fresh new issue.

Happy World Vegan Month, everyone!
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From the CEO

Jasmijn de Boo

The Vegan Society sees 2014 as a year of new beginnings

I am very excited that all of the hard work undertaken by my colleagues over the last year will soon be revealed to you and to the wider world. As well as our ‘new look’ (see page 10), our fresh new website is very near completion. Both of these projects are the culmination of a tremendous collaborative effort by the team, and I will be the first to congratulate them.

The Vegan Society in focus

From market research, we identified an urgent need to ensure that the Society continues to be seen as an organisation with credibility and influence: a forward thinking, dynamic charity actively engaged with social change. The visual identity project, by Ruth Semple, Head of Communications, Public Policy, and Research, addresses this.

A careful transformation

Revitalising how we present ourselves to the world will mean that we can better convey our vision as the leading authority on veganism. This vibrant energy will brighten our magazine, radiate into our new website, and touch all of our work from resources and campaign materials to policy and advocacy work. This is very much a season of positive change for The Vegan Society; I am looking forward to the AGM on the 30th of November, what we do. To all those who have played a key role in this success story to date, thank you!

Thank you for your generosity

In the six months between July and December 2012, we received £7K in donations. Compare this with donations received from January until June 2013, which was £23.5K. This is a phenomenal achievement for the Society, and testament to changing perceptions about who we are and what we do. To all those who have played a key role in this success story to date, thank you!

Collaboration is key

We are pushing the Vegan Pledge harder than ever before. The more advocates there are for veganism, the more effective we can be to reduce the suffering of other animals, protect the environment, and do justice to fellow human beings, including those in the most vulnerable situations around the world. I am delighted that our partners are so actively engaged with promoting our work, having encouraged their staff to take the Vegan Pledge for World Vegan Month. I am very optimistic that our 70th Anniversary next year will be a fantastic opportunity to help more people to go vegan.

Highlights

Welcome to all new members

Membership to The Vegan Society is up 5%, with figures now reaching 3,951 from just 3,762 three months ago. This recent sharp increase is a thanks to the hard work of staff and volunteers, combined with increased exposure of veganism and visibility of The Vegan Society in recent months.

Supporters love the new email newsletter

With around 100 new subscribers every week, the new email newsletter is reaching more and more people. Invite your friends and family to the list to get the latest, with campaigns and web shop offers too.

If you’ve been missing out on monthly updates and deals from The Vegan Society, sign up now: http://eepurl.com/C2H3j

Highlights

Did you see us at the Green Party Conference?

With a colourful and interactive stall ran by staff and volunteers, The Vegan Society handed out resources about veganism to visitors at the Green Party Conference in Brighton as well as goody bags filled with products generously donated by several of our vegan trademark holders (Clearspring, Original Source, Koko Dairy Free, and Creative Nature). Our debate, ‘Public Health and Sustainable Food Production: A Plant-Based Solution’, was one of the best-attended fringe events of the conference. The lively discussion featured Dr. Matthew Cole, Professor Claire Molloy, and Dr. Kate Stewart of The Vegan Society’s Research Advisory Committee. They put forward that The Green Party should propose a ban on all advertising of meat and dairy products, as well as processed food, on television before 9pm. Their second proposal was that instead of asking people to add fruit and vegetables to meals, the panel recommended that meals should be planned around them, aiming to include eight to ten portions of fruit and vegetables each day. Ruth Semple, Head of CPPR, networked with Green Party representatives who were pleased to see The Vegan Society making our voice heard at this level. We hope to build on this and strengthen these relationships at future conferences.

Staff Updates

For a relatively new team to have achieved so much in such a short time is remarkable. Coupled with a growing sense of camaraderie, I have even higher hopes for the coming year. Through collaborating with others who share our values, we can pool our resources and skills to become a stronger worldwide vegan movement.

I’d like to welcome Heather Graham to the team, who joined us in August as our new Finance and Resources Manager. Heather used to work at the vegan co-operative Unicorn Grocery in Manchester and has an MSc in Food Policy.

Over 130,000 ‘Likes’ on Facebook

Support for The Vegan Society continues to thrive online and we’re pleased to see a growing number of you connecting with each other on our various social media profiles: facebook.com/TheVeganSociety

“This is my first issue. I LOVE it! I really enjoyed the podcast and hearing Donald Watson’s voice. Thanks for all your work.” – Diana, France.

“Very professional, clear and articulate. I particularly liked the emphasis on health and prevention of diseases.” – Member of the audience at our discussion.

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Comedian Dave Spikey takes the Vegan Pledge

World Vegan Month in November is a time to celebrate and help more people to go vegan. Comedian, David Spikey, will be taking the Vegan Pledge this year as part of our campaign to encourage others to see veganism in a new light. See page 28 for the latest.

Positive impacts of meat and dairy? Name one, says CEO

At the famous World of Music, Arts and Dance (‘WOMAD’) Festival in July, our partner, Ecotricity, hosted a debate between Jasmijn de Boo, CEO of The Vegan Society, and Aine Morris of the Sustainable Food Trust. The question was: ‘Vegan and/or organic – the positive impact of meat and dairy, or not?’ Jasmijn argued ‘not’ on behalf of The Vegan Society. A fantastic debate followed in which an engaged and responsive audience reflected on the ideas brought forward by our CEO. Jasmijn offered plenty of evidence-based arguments for veganism, and was deft in turning the initial question around: instead proposing that others consider the positive impacts of a vegan diet and lifestyle, of which there are many.

After the debate, the room was rife with discussion and changing perceptions of how our food choices can impact others and the environment. Keen to learn more, some non-vegan participants were still talking to Jasmijn for a while after the debate had finished.

Pledge scheme continues to grow

Staff at The Vegan Society have been inspired and empowered by the growing number of new people who sign up to take the Vegan Pledge. With between 300-400 new pledges each month – that’s more than ten people every day! – there are plenty of people out there keen to give veganism a try. And thanks to the help and support provided by our mentors, more and more reckon they will remain vegan at the end of their pledge period. Hurray!

“I’ve just gone past my one year veganniversary since a lovely lady called Mary mentored me through the Vegan Pledge. As a way of saying thank you, I’ve just put my name down to be a mentor myself.” – Heather

In the media

Vegan Society recording featured on BBC Radio 4

It’s not every day that BBC Radio 4 gets in touch to ask for information about veganism. Members of staff at The Vegan Society were too happy to oblige, providing researchers with information for their prestigious Food Programme. This included a recording of an interview with Donald Watson, one of the founding members of The Vegan Society in 1944. Entitled ‘Rethinking Veganism’, the programme aired on the 21st of July and was presented by Sheila Dillon, who asked meat-eating food writers Mark Bittman and Alex Renton about their reasons for looking again at a plant-based diet.

Search ‘Rethinking Veganism’ on BBC iPlayer.

BBC Online asks, “Is it time to change the way we eat meat?”

Inspired by The Vegan Society’s sponsored debate at the Cheltenham Science Festival this year and published in tie with the Radio 4 programme in July, this article asked whether it is time to stop eating meat regularly and save it for special occasions. Vegan Society CEO Jasmijn de Boo was interviewed by Anna-Louise Taylor of BBC Food. Read the full article here: bbc.co.uk/food/0/92298393

Glasgow the most vegan-friendly city, says The Guardian

Vegan Society Media and PR Manager, Samantha Calvert, was quoted in The Guardian in a piece about Glasgow being named the most vegan-friendly city in the UK by PETA. She was pleased to be able to tell The Guardian that Glasgow University was the first university in the country to be registered to use The Vegan Society’s sunflower trademark.

German journalists love The Vegan Society

There is a healthy interest in veganism in Germany, and The Vegan Society receives regular requests for information from German journalists. Recently, we heard from a women’s magazine, published by the SCG-Verlag in Hamburg, writing an article about food logos. The magazine wanted to explain what standards the trusted Vegan Trademark sunflower symbol guaranteed. A similar article was also prepared around the same time for Schirnt & Kom. Meanwhile, the well-known German magazine bioPress published an article on vegan and organic food; The Vegan Society was happy to provide information on vegan statistics and food sales.

International News

The Vegan Society is pleased to have sponsored Patrick Adu, a Ghanaian chef in his father’s vegan restaurant in Accra, to attend the 41st IVU World VegFest and 6th Asian Vegetarian Congress in Malaysia from the 3rd to the 7th of October. Patrick and his father Nathan are two of the key organisers of the 42nd IVU World VegFest in Ghana next year. Like organising the Olympics, lessons learned and ideas gained in one place will be applied to next year’s event in Africa.

Interested in writing a short article about veganism in your country? Send your ideas to editor@vegansociety.com before Monday the 9th of December 2013.

Can you offer a helping hand to an office in need?

We love welcoming volunteers into our office. Abi, Dee, Debbie, and Adam have been a phenomenal help over the summer, supporting various members of staff with specific projects. Our office volunteers have also helped out with posting out web shop orders, leaflet requests, and even moving things around when we had an office clear-out. Big thanks must go to all of them for their hard work in keeping things running smoothly.

If you live in Birmingham and can spare a morning or afternoon a week to help in Vegan HQ, we’d love to hear from you. No experience is necessary and we sometimes have tasty treats for you to nibble on while you work! Email volunteer@vegansociety.com for more information.

In support of grass roots projects

Karen Varga, Grants Officer at The Vegan Society, has seen a steady flow of grants applications for projects not just from the UK, but worldwide including New Zealand, Uganda, Estonia and Slovenia to name but a few.

Many of the applications are rich with ideas for books, research, fruit and vegetable growing projects, and film showings as well as fairs, festivals, and other great forms of vegan outreach. It’s an exciting time to promote veganism, and we try to distribute the funds as fairly and evenly as we can to as many projects as possible within our limited budget. Particularly successful funding requests show a direct link to changes in behaviour of non-vegan audiences.

Want to apply for a grant? Contact grants@vegansociety.com for advice and support on making sure that your application has the best chance of funding or go to vegansociety.com/grants.

Check out our brand new range of recipe cards!

Raspberry Chocolate Cake

Sichuan Mixed Vegetables

Cover image: 2013 The Vegan Society. A fantastic debate followed a time to celebrate and help more people to go vegan. Comedian, David Spikey, will be taking the Vegan Pledge this year as part of our campaign to encourage others to see veganism in a new light.
Could you be our next Editorial Intern?

Love to write? Passionate about veganism? Looking to gain work experience in the charity sector? The Editorial Internship scheme at The Vegan Society is a fantastic opportunity to work alongside the magazine Editor at our office in Birmingham. Putting together The Vegan magazine and our other publications involves dedication and a creative mind, and offers a unique opportunity to build your skills and experience. Throughout your internship, you’ll be assisting Anna Thorley, Communications and Campaigns Officer, with writing, editing, and proofreading tasks for the spring issue of The Vegan. If you have excellent writing skills and a passion for print magazines, then we want to hear from you!

Interested? Email volunteer@vegansociety.com with ‘Editorial Intern’ in the subject line before the end of November 2013.

New Website

There’s a real buzz at Vegan Society HQ, and the word on everyone’s lips is ‘website’. Kathleen Bright, your Web and Digital Marketing Officer, has been working non-stop behind the scenes on this momentous project. Here’s a quick overview of how the project is coming along.

Exciting news

We’ve nearly finished building a brand new website and it will be launching very soon. With a fresh new design, improved usability, and interactive features, the new website is set to facilitate and further the Society’s work in areas of communications, public policy, research, and business development.

Vegans online

We wanted to give you something new. A platform you can use to share ideas and support vegan lifestyles more effectively, to make it easier for you to find relevant, accurate information about veganism, and allow us to build on the reputation of The Vegan Society online as the leading authority on veganism.

High hopes

Members, volunteers and staff are all engaged on a shared project of social change. Through the new website, The Vegan Society will become more effective, strengthening the credibility of the Society and supporting our work to make veganism mainstream.

Hard at work

Our web design agency is designing the new website as we speak. Having demonstrated exceptional creative work, solid experience of web design and development, as well as connectivity with and sympathy for veganism, we were delighted to select Studio Mashbo, to effectively carry out the project on our behalf.

Large-scale fundraising means more resources to effectively carry out campaigns, attend events and advocacy for you

Most importantly, with the new website we’ll be able to show new audiences and non-vegans that being vegan is a joyful thing and that we don’t take ourselves too seriously

There’s still time to be a part of it!

Loads of enthusiastic volunteers have joined up to help build the new website. They’re assisting with updating content for the new website by writing, editing, taking photographs, drawing and so on. Every single person is doing an amazing job. From all of us, thank you. There’s still time for you to get involved. Join them: [http://eepurl.com/Do77j](http://eepurl.com/Do77j)

What you can do:

• Keep giving us feedback – the best way is by email web@vegansociety.com or by post at our usual address

• Send us photographs – we’re looking for high quality, professional photographs of vegan families. Email info@vegansociety.com for details

• Creative in the kitchen? If you have a “fool-proof” recipe – with good quality photos – send it in to us for possible inclusion on the new website. Don’t forget to include a link to your blog and let us know if you’d be interested in contributing online in the future!

• Encourage your friends and family to become members and supporters

Go to vegansociety.com for more information about the work we do and how you can get involved.

New intern in our Policy department

We’re delighted to welcome Nika Škof to the team in the role of full-time Research Intern. Nika is studying for a Masters at Wageningen University in The Netherlands and will be working with Amanda Baker, Senior Policy Officer, until January 2014. In partnership with the Vegan Organic Network, the Erasmus programme, and the Cyril Corden Trust, Nika is researching how we can better help farmers move toward stock-free farming methods, and move their customers toward vegan diets.

Above: Nika Škof, Research Intern at The Vegan Society
As part of the biggest rebranding project The Vegan Society has been through in decades, we’re unveiling our first new logo since 1993. Initiated and led by Ruth Semple, Head of CPPR, the Society’s revitalised image brings our values to life and marks a new stage of growth. Read all about the visual identity project in this special report.

A future of opportunities
Leading on from the sterling work of our predecessors, there has been a renewed sense of purpose at The Vegan Society over the past year, in the run-up to our 70th anniversary in 2014. Jasmin de Boo, CEO, holds a strong vision for where the Society is heading, and we want everything we do to reflect this spirit of progress and ambition.

Beyond the logo
Nothing can top our world famous sunflower logo for sheer groovy-ness. But times have changed; The Vegan Society has evolved. It’s about so much more than just a new logo. For a while now, we’ve witnessed an urgent need to keep our image consistent and fresh, so that we can do justice to the work, values, and mission of the Society.

It was a big decision
Our name has been almost 70 years in the making, so we’ve been extremely careful when considering how to revamp our image. We knew we had to get it right.

With any ‘rebranding’ project, there’s a risk. But we’ve been paying close attention to what people have been saying about us: from market research carried out by our communications department, we learned that the audiences we seek to attract see us as outdated, irrelevant hippies.

Making veganism desirable is key to our success, and The Vegan Society plays a significant role on the world stage. It was time to put our thinking caps on and test some new ideas.

Attention to detail
The majority of participants in our focus groups preferred the logo in two colours. There was a strong preference for an orange sunflower over a yellow one, and many felt that the original shade of green used by The Vegan Society was not professional enough. Feedback was crucial at this development and evaluation stage, and every single detail helped to inform the final design.

Did we need a new visual identity?
You, our members, were asked to describe your feelings about the Society’s current image and what you would like it to be. You told us to retain enough original elements of the current logo, so as not to distance ourselves from our past, but at the same time you responded that our image needed a revamp with a resounding ‘yes’.

The tip of the iceberg
The new logo clearly communicates who we are, so our task now is to make it work. Delving deeper, the visual identity project as a whole will standardise how we use language and graphics including colours, fonts, photographs and illustrations. We’re not just changing the logo; we’re changing the experience, showing the vegan way of life from a fresh perspective.

We’ll be judging the success of this project not simply through how pretty everything looks, but how our new visual identity inspires others to see veganism in a new light. Just as a new sun rises out of the original sunflower, a new era dawns for the Society. Can’t wait to take a peek?
**Special Report**

**Over to the Designer**

Shrieking Phoenix Design shows The Vegan how
The Vegan Society’s new visual identity was designed and developed from scratch

**Introduction**
It was a delight to work with The Vegan Society on this project. I share with you the team a great respect for the existing sunflower logo, and I’ll always treasure the opportunity to have worked alongside such positive and dedicated people to establish a new visual identity for the Society.

**Research**
Research is everything. The Vegan Society started the ball rolling before I joined the project; I was provided with a full brief describing their current visual identity, complete with detailed feedback from members. Before putting pen to paper, I carried out my own extensive research. Understanding The Vegan Society’s target audiences was paramount, and heavily influenced the decisions I made throughout the entire process.

**Development**
Mood boards provided a visual reference for ideas before sketching began. This stage was about letting ideas flow freely and visualising as many different concepts as possible.

**Variations**
The various logos that the Society uses for different areas of work will all be part of The Vegan Society sunflower, showing the Society’s presence as a unified organisation with a clear vision.

**Learning**
Sunflower petals and an open book are the inspiration for the Learning logo mark. It is instantly recognisable as belonging to The Vegan Society, while offering a distinct and bold symbol of learning.

**Anniversary**
For the 70th Anniversary logo, a bespoke number 70 was created, inspired by the stalk and leaf shape. This unique mark mirrors the test used in the sunflower logos to maintain brand consistency.

**Volunteer**
The Fibonacci spiral from the centre of the sunflower inspires the Volunteer mark: the circles or seeds represent the connected volunteers, radiating outwards from the centre of the sunflower.

**www.shriekingphoenix.com**

**Below right: Proposed applications**

The visual identity project will change the way you read the magazine, browse our website, and follow our campaigns. Our image needs to be consistent if we are to promote vegan lifestyles to new audiences effectively, so we have registered our new logo to protect all the hard work that has gone into creating it.

**Same charity. New look!**
We’d like to extend you, our valued members and supporters, a very warm welcome to this next chapter in the history of The Vegan Society. We hope you’ll agree that our new visual identity better reflects the growth and the energy of The Vegan Society while respecting our long-established roots.

**What about the existing logo?**
You’ll still see it around as much as before, as it will be kept on all of our trademarked products and services. The new logo will work with the trusted Sunflower Trademark to put into balance the Society’s heritage with a modern, inclusive approach to outreach and engagement.

The sunflower and the sun are now one
The earth has been combined with the energy and dynamism of the sun. Interlinked petals – or rays of the sun – symbolise unity and connection. Combining the two creates a more compact shape, simplifying the form but keeping the spirit of the sunflower. The sun is rising, signalling a new era for The Vegan Society.

Reading between the lines
Leaving no gap between the words ‘Vegan’ and ‘Society’ reflects people working together towards a shared vision. The typeface is easy to read and appeals to a wider audience, offering both modernity and approachability.

Experimenting with colours
A cool, professional shade of green was chosen, associated with health, growth, nature, and harmony. This is balanced with the orange of the sunflower and the rising sun, to represent the dynamic side of the Society.

**Above:**
Several ideas were tested among different focus groups. Ultimately, each element of the creative strategy grew out of this feedback.

**Above:**
The ‘V’ can also be used as a standalone mark.

**Left:**
Key words were placed on the wall to serve as a constant reminder of the essence and underlying principles of The Vegan Society.

**Below:**
Proofs were printed to test colours, size, and font.

**Left:**
An example of how photography can be used. Image styles have been defined to ensure consistency.

**Right:**
The chosen concept: the new Vegan Society logo.

The various logos that the Society uses for different areas of work will all be part of The Vegan Society sunflower, showing the Society’s presence as a unified organisation with a clear vision.

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Volunteer Yourself

From all of us here at The Vegan Society, we would just like to say a huge thank you to all of our volunteers for working so hard to help us through such a busy time. Planning and preparations for World Vegan Month celebrations are now in full swing. Tell us how you plan to celebrate!

TeenVGN

Hello! We’re TeenVGN, the social network for young vegans and vegetarians. We provide a safe site for compassionate youngsters to get together and chat with other veg*ns. So far we have over 3,000 young people signed up to the website from all over the world, including vegan teen and Disney Channel star, Allisyn Arm.

Different from other vegan not-for-profits, our focus is supporting young veg*ns. We believe that as the next generation, they are our hope for a compassionate future. We aim to encourage them to be enthusiastic advocates for the animals, guiding them to make the world a better place.

We are so excited to be collaborating with The Vegan Society and are very happy to have their support. For World Vegan Month we have launched our VGN Pledge, in partnership with The Vegan Society’s own Vegan Pledge. We’re encouraging young people to try a cruelty-free lifestyle for 30 days with the promise to continue to support them once the month is over.

Our current campaign, ‘School Letters’, was launched in August, to encourage every secondary school in the UK to provide vegan food in their cafeteria. We’re urging young people to get involved in their schools and to campaign for healthier, cruelty-free food options so that they don’t feel left out at lunch time. You can donate to our campaign at gofundme.com/schoolletters.

Thank you for your support! We look forward to all that the future holds for TeenVGN!

Feeling fit with Maidstone Vegans

Maidstone Vegans in Kent have been getting fit. They’ve started a Fitness Boot Camp for their members, meeting every Saturday morning to walk, run or work out at a nearby outdoor fitness centre. Maidstone Vegans Fitness Boot Camp is for vegans of any shape, size or fitness level, and everyone is welcome. Giving themselves fuel to sustain their new fitness regime, they recently had a BBQ at the F.R.I.E.N.D Animal Sanctuary in East Peckham, where they met up with Tunbridge Wells vegans and other members of nearby groups based in London.

Adventures in Thanet all welcome!

Vegan Adventures Thanet has been extremely busy hosting regular outdoor events. So far their events have included walks in local nature reserves, on beaches and through woodland, as well as games days, beach yoga and meditation. Each adventure includes a vegan picnic which has been extremely popular with non-vegans who attend, some of whom have expressed an interest in becoming vegan after attending an event. Adventuring is open to everyone and the aim of the group is to spread awareness of veganism, to have an active social group where vegans can meet other like-minded people, and to provide an encouraging and fun environment for new vegans who might feel like they need some support.

Successful summer picnics for Moseley Vegans

Moseley Vegans held two huge picnics over the summer, bringing together vegans from all over Birmingham and attracting over 120 people. The first, in June, saw 80 people in attendance. The picnic lasted all day and into the evening, with more food appearing throughout the day as well as a BBQ towards the end of the afternoon. Some of the food included macaroni cheese, onion tart, potato salad, homemade cheeses, sandwiches, cupcakes, cherry pie, brownies, ice cream cones provided by local vegan food shop, One Earth, and cakes – the mountain of food seemed endless! It was 26 degrees and sunny, and visitors of all ages enjoyed meeting new people in a relaxed environment. It was such a success that the group have decided to start a new project, Yardley Vegans, plans to make it an annual event.

Vegan-friendly season for Rye United FC

The tea bar in one of the leading football clubs in Sussex, Rye United Football Club, will be vegan-friendly for the current season 2013-2014. There will be soya milk for teas and coffees, and all the food – soups, snacks and cakes – will be vegan. Richie, Group Contact for Hastings and Rye Bay Vegans, has arranged the hospitality for visiting players and officials on several occasions, receiving positive feedback about the vegan food provided. It is because of this that he recently volunteered to take control of the tea club, which was previously dormant, and hopes it will turn into something bigger over time. Make sure you keep us in the loop, Richie!

Southampton celebrates a new vegan supermarket

Rice Up Wholefoods opened its doors in July, giving Southampton its first exclusively vegan food shop. The supermarket is run by a workers’ co-operative and has been fitted using as much recycled and environmentally friendly products as possible. Rice Up sells a wide range of products and has a deli counter selling food made fresh on the premises. For more information and to sign up to the Rice Up newsletter visit riceup.coop.co.uk

Are you an Active Vegan?

If you would like to tell readers of The Vegan about your recent outreach, engagement, or fundraising activities, email volunteer@vegansociety.com with ‘Active Vegans’ in the subject line. Alex, your Volunteer Development Coordinator, would love to hear about it, and you could be featured in these pages of the magazine. Reading your story could inspire others to organise similar activities across the country, so get in touch!

Here are some ideas to get your started

- Use our Local Contacts and Groups listings in this magazine (pages 41-43) to link up with other vegans in your area
- Start a local group yourself (contact volunteer@vegansociety.com if you’d like our help)
- Collect donations or help to raise funds for The Vegan Society – we receive no government funding and wouldn’t exist without your help and support!
- Encourage local businesses to put vegan dishes on their menu
- Hold regular street stalls somewhere busy
- Organise a film showing of a vegan-friendly film
- Put on a small local event in a community hall
- Contact local businesses to co-ordinate a free vegan food giveaway
- Hold a taster event and invite as many non-vegans as possible
- Run a workshop to encourage non-vegans to give veganism a try

If you would like more information about volunteering with The Vegan Society, email volunteer@vegansociety.com.
Vegan Sports

World Championship medallist prepares to strike gold on the ice for the 2014 Winter Olympics

Meagan Duhamel began skating at the age of three. Now 27, she competes with Canada’s national figure skating team. We caught up with Meagan to hear how her vegan lifestyle is helping her to pursue gold.

Rise to success

One of over 65 athletes featured on GreatVeganAthletes.com, Meagan Duhamel has skated to fame in recent years. As a national and international medal winner and two-time champion of the Canadian gold medal, she defended her title as she won gold in the Four Continents Figure Skating Championships before winning bronze in the World Championships.

A vegan diet

The benefits of veganism are being recognised more and more. It’s more apparent than ever how many top level sports competitors are vegans. We asked Meagan about her decision to go vegan.

“I read the book ‘Skinny Bitch’ one night and I couldn’t put the book down,” she said. “I read it all in one evening and when I went to sleep that night I decided that I would become a vegan.” Since turning vegan in 2006, Meagan has found her already high energy levels have improved; she has retained her athleticism while finding it easy to control her weight.

“When I first became vegan,” Meagan continues, “I cleaned out my fridge, read a bunch of information on the internet, bought tons of books and started on my journey.” The ambitious skater doesn’t travel light when competing abroad, with a suitcase full of dried fruit and trail mixes to keep her strength up.

Skating partner Eric Radford is grateful for her healthy appetite, too, as controlled lifting is a crucial aspect of their skating partnership. “Meagan is always in peak condition so lifting her is very easy,” he said. “My only concern is when I have to lift Meagan’s suitcase which is full of food!”

Chasing gold

Despite a hectic schedule, Meagan still finds time to make homemade granola bars and prepare for the 2014 Winter Olympics, revealing that the new choreography is complete. “The Olympics has consumed my life and every day I wake up and ask myself: what can I do today to help me win the Olympic Gold Medal?” We’ll be rooting for you, Meagan.

Have you been inspired by a great vegan athlete?

Are you vegan and competing at national or international level? Want to share your story? Contact editor@vegansociety.com. During November 2013, Great Vegan Athletes will be accepting nominations for Vegan Athlete of the Year 2013. Voting opens on the 1st of December. Go to greatveganathletes.com.

Volunteer of the Winter

Bronwyn Slater is our Volunteer of the Winter. Four years ago, when Bronwyn became vegan, she didn’t know any other vegans in the city. Two years after setting up Cork Vegans, the group has over 150 members!

Why did you become vegan?

My only reason for being vegan is the animals. We no longer need animal products to have a healthy life, so we should not be using animals for this or any other purpose. There are alternatives – let’s use them.

How did you get involved with The Vegan Society?

I was in touch with another Local Contact, Mick O'Halloran, who encouraged me to apply to be a Local Contact after we did an information stall together two years ago.

Do you have a particular favourite experience from being a Local Contact?

The Vegan Workshop I organised had a very big turnout – 33 people in all. We each spoke about our experiences and the reasons why we became vegan. It was a very positive experience and also a great way to connect with others.

Tell us a bit about Cork Vegans.

It’s a social group, which is a great way to meet other vegans in the area. But I’m most interested in getting the vegan message out to the public, so I also organise information stalls in the city centre with the help of several members of the group.

You recently developed a website for vegans across Ireland (irishvegan.ie). That’s a great achievement – how did it come about?

It was something I had wanted to do for a long time. It all started with a list of vegan-friendly restaurants around Ireland that I set up last year. Then the list started to get really big! I felt that it needed a platform encompassing the whole of Ireland.

What is the website about?

On top of listing vegan-friendly eateries, it also lists local vegan groups in each of the 32 counties. My friend, Mary Minihane, and I created a Facebook group for counties without a group. Some groups still have no members, but we’re hopeful someone will come along and join soon!

How are you helping more people to go vegan?

I spend a lot of time thinking of ways to get the message across that we don’t need to use animals for any purpose. It won’t sink in for some people; for others though, a seed has been planted that may someday take root.

What drives you to do so much vegan outreach?

Animals don’t have a voice, so they need people to speak on their behalf. We can get all the nutrients we need from a vegan diet and I believe that veganism is the future. We must evolve to be more compassionate beings for our own survival, for animals, and for the environment. We’re all in this together.

Who will be Volunteer of the Spring?

Have you been volunteering with The Vegan Society for a while? We’d love to get to know you a little better and use your story to help inspire others to become a volunteer.

Or perhaps you know someone you would like to put forward. Let us know! Email volunteer@vegansociety.com for more information.
Grow Vegan

For all those of you hungry for more after a healthy harvest, this is for you. It’s easy to find all the information you need as a student of vegan horticulture, if you know where to look.

You’re still new to growing. You’re looking forward to being rewarded for your efforts and sharing your harvest with your friends and family. You’re a whizz on plant health, and making compost is becoming something of an obsession. Sounds like you?

Vegan gardeners are well-known throughout the allotment for their luscious veg, but isn’t it time other gardeners took notice? If you’re intrigued by garden design and would like to learn more about ecology – you’ve got allies!

Information on vegan growing is abundant online, and increasingly available in books or from other gardeners.

1. Connect with other gardeners. The Vegan Organic Network (VON) can put you in touch with vegan gardeners near you. Gardening clubs, community food projects and horticulture training schemes often have someone with stock-free experience, too.
2. Look online. The VON website (veganorganic.net) covers everything from composting to propagation, as well as leaflets and films (available as DVDs).
3. Order books. VON’s Growing Green: Organic Techniques for a Sustainable Future by Jenny Hall and Iain Tolhurst is a goldmine of information.
4. Go on a course. Expert stock-free farmer, Iain Tolhurst, is setting up a new Agroecology Centre, where he offers workshops and farm walks. Find courses by vegan permaculture teacher Graham Burnett and others on the VON website.
5. Experiment! You never stop learning and without a doubt the best way to learn about growing is just to get your hands dirty.

Get yourself along to a growing project and soak up what you can in time for spring!

Written by Nicole Vosper, a permaculture practitioner, grower, and community organiser based in Somerset.

wildheartpermaculture.co.uk

Could you taste the difference?

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

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

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

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

www.kokodairyfree.com
Letters

A pause for thought with recipe books

As a new vegan, I am always looking for books, either with recipes or information on vegan food and lifestyles. I enjoy your book reviews. However, I would like to point out that Betty Goes Vegan (reviewed in the summer 2013 issue) is an American book, using a wealth of ingredients unavailable in the UK and relying heavily on somewhat unhealthy, highly processed foods. It’s always helpful if reviewers point this out, as it might save members from purchasing a book that is of limited value. Perhaps this is something that could be rectified for the future.

Wendy

Effective and innovative campaigns deserve a big well done!

I just wanted to say a magnificent well done to you all at the Society. I’ve been so impressed this past year on the quality of thinking and innovative campaigns and style. It’s very clear you’re all working together really effectively. It’s made me excited and optimistic about a vegan future. Well done and thank you.

Mark

Veganism on BBC Radio 4

I was delighted to listen to the BBC Radio 4 Food Programme, Rethinking Veganism, which first aired on Sunday the 21st of July 2013. It is so good to know that, I am sure with help from ‘the team’, the BBC took the trouble to feature the many aspects of the growing vegan world and its history. Let’s hope this is just the start.

Anthony

Connecting with other vegans

One of the principal things I feel is missing from your current website, in my view, is a user forum. Many of us have full time jobs with little opportunity to mix with other vegans, and at times it can be fairly isolating. I strongly feel it would help us to truly feel part of the Society as opposed to merely passive readers of the material. On a side note, I would like to express my sincere thanks to the Society’s work. Even as a vegan already committed to the lifestyle, I find the magazine inspiring and uplifting. It makes me proud to be part of such an amazing group of people, and I am genuinely grateful for all your efforts in contributing to its creation.

Christina

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 6HU. 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.
Coconut milk makes this soup deliciously smooth, while chilli flakes and cumin deliver a spicy kick. The vodka is optional, and can easily be left out. The soup needs liquidising for a long time to gain the rich, amazing smoothness pictured – but it’s well worth it!

500g raw beetroot
2 sticks celery
1 large red onion
1 clove garlic
3 tbsp olive oil
½ tsp ground cumin
A pinch of dried red chilli flakes
Freshly ground black pepper, to taste
1 tbsp red wine vinegar
50ml vodka (optional)
850ml vegan stock
400ml coconut milk

1. Top and tail the beetroot, then peel it under cold running water. Cut each one into eight roughly equal pieces. Cut the celery into thick slices. Peel the onion and cut it into eight pieces. Peel the garlic and chop it roughly. Put all these ingredients into a large saucepan, add the olive oil and stir to coat the vegetables. Cook the vegetables over a medium heat for 10 minutes, stirring occasionally.

2. Add the cumin, chilli flakes and a generous twist of black pepper and continue to cook for a further 10 minutes.

3. Pour the vinegar and vodka (optional) into the pan, stir the vegetables well and continue to cook until the moisture in the pan has evaporated away. Add the stock and bring the mixture to the boil. Then lower the heat, put a lid on the pan and simmer for an hour, checking and stirring regularly.

4. Use the point of a sharp knife to check that the beetroot is tender, then take the pan off the heat and allow the soup to cool. Transfer the soup to a blender or food processor and blend until very smooth.

5. Return it to the saucepan, pour in the coconut milk and reheat, stirring continuously. Check the seasoning and consistency – if you would like a thinner soup, add a little more water.

Makes 1 litre / Serves 4

Festive Favourites

Great for entertaining this party season!

At this time of year, many of us find ourselves sharing meals with family and friends. Cooking something special shows people you care, and makes the important point that marking the festivities with vegan food certainly doesn’t mean going without.

This opulent three-course spread begins with a smooth but spicy beetroot soup which freezes well so you can make it in advance. Your centrepiece is a colourful sweet potato, sage and onion tart with an easy nutty base that can be gluten-free. Your finale is an ice cream Christmas pudding full of all the traditional flavours and a few cheeky chocolate chips, too.

While it’s nice to create something special, trying too hard to prove your superior culinary skills can lead to disaster if you leave yourself too much to do on the day. Make-ahead dishes are a must. Nobody wants to be stuck in the kitchen when the guests start arriving!

Beetroot Soup

Coconut milk makes this soup deliciously smooth, while chilli flakes and cumin deliver a spicy kick. The vodka is optional, and can easily be left out. The soup needs liquidising for a long time to gain the rich, amazing smoothness pictured – but it’s well worth it!

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Makes 1 litre / Serves 4

Tip!

Reserve a little coconut milk to add a swirl to each bowl before serving, or decorate with a few drops of chilli-flavoured oil.
This attractive and colourful centerpiece is truly one to celebrate. Deliciously festive, it goes well with ‘all the trimmings’. It’s easy to make in advance, too: prepare the baked crust, the sweet potato mash, and the baked onions, and store them all separately. Assemble the tart just before baking it.

**For the crust**
- 3 plain rice cakes (approx 25g)
- 50g shelled hazelnuts
- 50g rice flour
- ½ tsp baking powder (can be gluten free)
- 3 tbsp olive oil
- 2 tbsp soya milk

**For the sweet potato filling**
- 450g sweet potatoes
- Zest of ½ lemon
- 2 tbsp finely chopped fresh sage
- Salt and pepper, to taste

**For the onion topping**
- 3 large red onions
- 3 tbsp olive oil
- 2 tbsp red wine vinegar
- 1 tbsp finely chopped fresh thyme
- Zest of ½ lemon
- A few whole hazelnuts and fresh cranberries
- 3 tbsp cranberry sauce
- 3 tbsp water
- Finely chopped sage, to garnish

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**Tip!**
If you don’t have a food processor, just crush the rice cakes and chop the nuts as finely as you can.

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1. Preheat the oven to 180C/Gas 4. Grease a 20cm loose-based flan tin with a little olive oil. Prick the skins of the sweet potatoes, put them on a baking tray and bake for 45-50 minutes until tender. Set aside to cool.

2. Crumble the rice cakes and put them into a food processor with the hazelnuts. Process to a powder. Transfer to a mixing bowl and stir in the rice flour, baking powder, olive oil and soya milk. Season with salt and pepper and mix thoroughly. Turn the mixture into the flan tin and use your fingers to press it into an even layer covering the bottom of the tin. Bake for 20 minutes, then set aside to cool.

3. Peel the onions and slice them thinly. Cover a large baking tray with non-stick baking paper. Arrange the onion slices in a layer on the tray. Mix the olive oil, vinegar, thyme and lemon zest together in a small bowl, then spoon the mixture over the onions. Bake for 20 minutes, then set aside to cool.

4. When the sweet potatoes are cool enough to handle, peel off the skins. Mash the sweet potatoes with the lemon zest, sage, salt and pepper. Chop around half the baked onion slices and stir into the sweet potato mash, then spoon the mash onto the tart crust and smooth it out with a spatula.

5. Carefully arrange the remaining sliced onions over the top of the tart (a palette knife is useful for this). Scatter the hazelnuts and cranberries over the top and drizzle with a little olive oil. Bake for 10-15 minutes until the tart is heated through and the cranberries have started to burst.

6. Put the cranberry sauce into a small saucepan with 3 tbsp water and heat gently, stirring continuously until the sauce is dissolved. Pass through a sieve if you prefer a smooth glaze. Spoon the warm cranberry glaze over the tart just before serving. Garnish with a sprinkle of fresh, finely chopped sage.

**Makes 1 large tart / Serves 6-8**
Christmas pudding ice cream

Vanilla ice cream with traditional Christmas flavours makes for a lighter finish to your festive feast. You’ll need a freezer-proof pudding basin large enough to hold the ice cream. The flambeing of the pudding is optional, if you’d prefer to avoid the brandy.

750ml vegan vanilla ice cream
1 tsp cinnamon
50g vegan glace cherries*
50g mixed peel
50g vegan chocolate chips
25g dried cranberries
25g sultanas
2 tangerines
50g caster sugar

1. Allow the ice cream to thaw and put it into a large mixing bowl. Stir in the cinnamon, cherries, mixed peel, chocolate chips, cranberries and sultanas. (You can change what you choose to add to the ice cream, but it’s best not to add more than 200g of your chosen ingredients in total.)

2. Wash the tangerines in warm water and dry them with a cloth, to remove any chemical residues (you are going to be eating the skin). Cut each tangerine into 6-8 fine slices. Put them into a large saucepan with half a litre of water and the caster sugar. Bring the mixture to boiling point, then simmer for a few moments – just long enough for some of the alcohol to be converted into vapour. You can then (carefully!) light the vapour with a match, and quickly pour the flaming brandy over the ice cream.

3. Take the pan off the heat. Using a slotted spoon, carefully take the tangerine slices out of the pan and transfer them to a plate to cool. Arrange approximately half of the tangerine slices around the sides of the pudding basin, pressing them down so that they don’t slide. Chop the slices that are left over and add them to the ice cream mixture.

4. Carefully spoon the ice cream into the pudding basin and put it into the freezer for at least 12 hours.

5. When you are ready to serve the ice cream, take it out of the freezer and dip the basin into a sink full of lukewarm water for a few moments. Turn the ice cream out onto a serving dish.

Makes 1 large ‘pudding’

Serving suggestions:

✦ Brush two or three washed holly leaves with melted vegan chocolate and refrigerate until the chocolate is solid. Carefully peel away the leaves and use the chocolate leaves to decorate your pudding.

✦ Make individual puddings by freezing the ice cream mixture in silicon muffin cases.

✦ Flambe the pudding! You’ll need to warm a little brandy in a small saucepan for a few moments – just long enough for some of the alcohol to be converted to a flammable vapour. You can then (carefully!) light the vapour with a match, and quickly pour the flaming brandy over the ice cream.

Janet Hughes is Editor of The Vegetarian magazine and Secretary of the Guild of Food Writers, and writes on vegan food and travel for The Guardian Online. She teaches at the Cordon Vert School. Her new book, Vegan: 100 Everyday Recipes is available to buy from The Vegan Society and would make a perfect Christmas gift! Visit shop.vegansociety.com or go to veggiefoodwriter.co.uk for more of Jane’s recipes.

*Check the label! Some glace cherries contain cochineal, which comes from crushed insects. Look out for E120 in the ingredients list – it’s not suitable for vegans.

Healthy Eating

How to Maintain Good Health: Important Information for Vegans

Eat plenty of:

✦ Brightly coloured fruit and vegetables including dark leafy greens
✦ Wholefoods (such as brown bread and brown rice)

Make sure you get enough… How much you need Where to get it from

| Vitamin B12 | Three micrograms daily | Fortified foods or a supplement |
| Vitamin D | 10 to 20 micrograms daily | 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 D from fortified foods or a supplement |
| Iodine | 100 to 150 micrograms daily | Either 15 to 30 grams of kelp (kombu) per year, or take a daily supplement |
| Calcium | 500 micrograms daily | Foods rich in calcium, or supplements |
| Omega 3 | One tablespoonful daily | 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 |

VEG 1

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: £10.96 (six months’ adult supply)

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

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<th>Vitamin B6</th>
<th>Vitamin B12</th>
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<th>Folic Acid</th>
<th>Iodine</th>
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Some vegans choose to add to the ice cream, but it’s best not to add more than 200g of your chosen ingredients in total.)

Wash the tangerines in warm water and dry them with a cloth, to remove any chemical residues (you are going to be eating the skin). Cut each tangerine into 6-8 fine slices. Put them into a large saucepan with half a litre of water and the caster sugar. Bring the mixture to boiling point, then simmer for 15 minutes until the liquid is reduced and the tangerine slices are soft.

Flambe the pudding! You’ll need to warm a little brandy in a small saucepan for a few moments – just long enough for some of the alcohol to be converted into vapour. You can then (carefully!) light the vapour with a match, and quickly pour the flaming brandy over the ice cream.

Jane Hughes is Editor of The Vegetarian magazine and Secretary of the Guild of Food Writers, and writes on vegan food and travel for The Guardian Online. She teaches at the Cordon Vert School. Her new book, Vegan: 100 Everyday Recipes is available to buy from The Vegan Society and would make a perfect Christmas gift! Visit shop.vegansociety.com or go to veggiefoodwriter.co.uk for more of Jane’s recipes.

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<td>Either 15 to 30 grams of kelp (kombu) per year, or take a daily supplement</td>
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</tr>
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Make a Difference

Each year, throughout the very special month of November, we bring vegans together to celebrate and promote veganism. We hope you’ll join us again this year as we’ve got lots to do. Find out all about World Vegan Month 2013 on these pages.

Our focus for World Vegan Month 2013 is simple: we want to help more people to go vegan.

By cultivating well-informed and committed ambassadors for veganism, we can shift perceptions about vegan diets and lifestyles and inspire others to give it a go — whether for just one week, one month, or longer. Samantha Calvert, Media and PR Manager, is working with celebrities and our partners to promote the experience of the Vegan Pledge.

Email enews@vegansociety.com to subscribe to our FREE newsletter and make sure you receive all of our campaign updates.

World Vegan Month is the perfect time to get involved and promote veganism. Local businesses are often keen to help raise awareness when there is a specific month dedicated to a cause, so World Vegan Month is a great opportunity to build working partnerships.

♦ Vegan Edinburgh-Glasgow (VEGG) are working alongside the organisers of Glasgow Beer Week — which this year runs from the 1st to the 8th of November — to arrange a vegan food and beer event coinciding with World Vegan Month. For more information go to glasgowebeerweek.com.

♦ Bronwyn of Cork Vegans has been invited to do vegan outreach for a week in Cork’s Lush to promote World Vegan Month. Lush have also generously offered to donate their charity pot collected from that week to the Cork Vegans’ outreach fund, enabling them to continue to focus on reaching more audiences.

How are you celebrating World Vegan Month? Let us know! Email volunteer@vegansociety.com. To find the latest news on what’s happening for World Vegan Month visit worldveganmonth.net.

Opportunities
♦ Internet searches for the word ‘vegan’ have skyrocketed in the past 12 months
♦ 39% increase worldwide in the number of people who have taken the Vegan Pledge
♦ 500 volunteers interested in volunteering with The Vegan Society

Opposite page left: Tom Owen, Business Development Manager at Triodos
Opposite page right: Simon Crichton, Relationship Manager at Triodos

Dave Spikey steps up to the plate
Comedian and vegetarian of 27 years, Dave Spikey, has signed up to take our Vegan Pledge for one week during World Vegan Month. The Vegan Society is here to offer him any support that he needs before, during and after the pledge.

“I am looking forward to the challenge of taking the Vegan Pledge. In the past, I have given a lifelong home to unwanted goats, sheep, turkeys and many ex-battery hens, who had, until rescued, the same amount of space to live in as an iPad! They each have a personality of their own and I have got some fantastic comedy material from their hilarious antics. I know that veganism is kinder to animals like these and to our environment. I hope that by taking the Vegan Pledge, I can help inspire others to try some delicious vegan food.”

Dave Spikey, Comedian.

Challenge someone at work to take the Vegan Pledge!
Join Lush, Triodos Bank, and Ecotricity as they encourage their staff to take the Vegan Pledge this November. The Vegan Society would be more than happy to supply your workplace with leaflets and recipe cards, and it might even be possible to arrange one-to-one support from our staff to mentor your colleagues through their vegan experience. Not only is this a great networking opportunity for your company or organisation, but you will also be demonstrating your support for the vegan movement.

Email media@vegansociety.com for more information.

Collaborating with Triodos
Triodos employees make a pledge of their own
Tom Owen and Simon Crichton from Triodos are already committed to eating locally and fair trade. For World Vegan Month 2013, they will be mentored by Amanda Baker at The Vegan Society, as they take the Vegan Pledge for one month.

“I am looking forward to the pledge: I find it inspiring when people genuinely care about the things that they buy or consume, and when their ethics inform their choices as to where they source their electricity, how the food they eat reaches their plate, and how their bank uses their money to effect change on the world. Taking the pledge is a form of consumer activism. It’s voting with your feet, and it’s why I enjoy working with The Vegan Society. Now if I can just find a recipe for a vegan birthday cake I’ll be all set for the pledge in November.”

Tom Owen, Business Development Manager at Triodos
You know that plants are good for you. You’ve heard all about how bad meat is for the environment. You sort of get where vegans are coming from. But you’re just not sure that you could go vegan.

We’re backing you to give it a go.

Challenge yourself
By taking the Vegan Pledge for one week in November, you will be joining hundreds of thousands of vegans across the globe in celebration of World Vegan Month 2013. Your food choices over seven days could help to inspire others to give veganism a go for life.

Take the pledge
You care about issues of global food security, animal rights, and environmental sustainability. This November, you won’t have to choose between which causes to support. You can support them all at the same time by switching to a vegan diet.

It’s easier than you think
Going vegan sounds impressive, but it’s not really that much of a commitment. We promise to make it as easy as we can for you by providing you with all the help and support you need. All you have to do is enjoy seven or 30 delicious, nutritious, compassionate days of veganism – and let us know about it!

Why vegan?
✓ It’s healthier
✓ It’s greener
✓ It’s kinder
✓ It’s fairer

vegansociety.com

Go to vegansociety.com/veganpledge to sign up today and help us make World Vegan Month 2013 one to remember!

The Vegan Society Charity no. 279228

Ecotricity: in Pursuit of a Green Britain

✓ Energy
✓ Transport
☐ Food

Energy, transport and food account for 80% of our personal carbon emissions. Dale Vince, CEO, talks to The Vegan about how Ecotricity have extended their work beyond the realms of a traditional energy company and are looking towards a vegan future.

A first for football
Vegan since he was 17, Dale Vince, CEO of Ecotricity, kick-started a culinary revolution in the football-world; he took red meat off the menu for Forest Green Rovers FC. Rescuing the players and the club from greasy sausage rolls and soggy pies, Dale describes the transition towards a completely vegan menu as “a journey” for fans.

Winning the day
Introducing vegetarian and vegan dishes at The New Lawn stadium in Gloucestershire met with some resistance from Forest Green Rovers FC fans and supporters, but Dale’s vision never faltered. “I know we’ve had an impact on the media on the wider world,” he says. “[Fans] come up to me and say ‘you’ve changed my life; I’ve gone vegetarian’. That’s really rewarding.”

Fit for athletes
Approaching the club’s manager and sports nutritionists, Dale put forward the health benefits vegan diets can offer alongside positive impacts on the environment. “They were happy to make the change in the same conversation,” says Dale. “The team were up for it. They’re always looking for ways to better themselves.”

Setting a new trend
Delicious, healthy, plant-based food at a football stadium has been quite a story for the media. “I’ve had emails all over the world from vegan or vegetarian football fans, wishing their clubs would do the same,” Dale says. Ecotricity is planning a meat-free match day campaign to try and get other clubs to have a day without meat.

A powerful approach
Ecotricity began 15 years ago by saying that climate change is a big threat, but the message was that we can do something about it. “It’s important to not talk about the doom and gloom but to empower people,” says Dale. “For example, when we built our electric car, we knew we had to build a superior. It had to look fantastic and work really well: a car with no compromise. We want to show people that there is a better way to live in every respect,” continues Dale, linking sustainability with positivity in the way that Ecotricity is so well known for.

Greener food choices
Now that energy is at the forefront of people’s minds, Dale wants to tackle food next. “It’s great to hear about the new and exciting things happening at The Vegan Society,” he tells Ruth Semple, Head of Communications, Public Policy and Research at The Vegan Society. “The environment angle will help you reach a whole different set of people.”

Learning about veganism
Up and down the country, Ecotricity plan to use their windmills as classrooms where school students can learn about sustainable energy, transport, and food. “Being absolutely green is not the most important thing and when you set that as a target, it becomes a barrier. What’s more important is to get people started on a path.” That, Dale tells us, is what encouraging his colleagues to take the Vegan Pledge this November is all about.

Founder and CEO of Ecotricity, Dale Vince, is a committed vegan. Ecotricity wholeheartedly support The Vegan Society, and Dale is keen to show others how much of a difference switching to a vegan diet can make to reducing our carbon emissions. We’re so delighted to be collaborating with them. Watch this space!
Scientists are 95% certain that humans are the “dominant cause” of global warming since the 1950s, says a new report by the IPCC. Based on the work of more than 600 scientists and policymakers across the world, the IPCC's Fifth Assessment Report was released at the end of September 2013. Climate change “threatens our planet, our only home”, warned Thomas Stocker, co-chair of the IPCC. In the wake of the report, many vegans could be left with mixed feelings: we’re facing some pretty big climate woes, but with plant-based solutions, it’s in our power to turn this around into good news.

Veganism is one answer

Richard Twine, a sociologist currently at the University of Glasgow, commented: “The take home message from climate science is simple: urgency. It is sobering to recognise that the industrial revolution has been pursued via a set of unsustainable bubbles of economic growth and environmental degradation. One such bubble has been the continued expansion of animal production. Whilst we cannot dress up climate science to make the situation look falsely hopeful, this does however cast vegan practices and philosophy in the role of a significant counter narrative and, if not a panacea, then certainly an important part of the solution. In advancing this, there is no alternative to community and political organisation. Climate change is mostly a political problem, maintained by those with economic interests in pre-existing carbon intensive infrastructures. There is much we can do to oppose these. Conceptually, veganism must make clear that it is a vision for social, interspecies, and environmental justice. We can better normalise vegan practices through sharing our skills in unlikely non-vegan places, giving others the chance to learn through experience, and working together.”

What can we do?

For many people, the answer is sitting right in front of us… three times a day. Choosing to follow a plant-based diet frees up valuable resources, giving others a better chance to secure their own food supplies. Being vegan means that we are addressing climate change in a positive and sustainable way.

Take action today

You can be an even bigger part of the solution by helping a friend try our Vegan Pledge and explore veganism for themselves. See page 29 or go to vegansociety.com/veganpledge.

Livestock farming: a major threat

Human farming of non-human animals contributes to all of the major environmental problems, including: deforestation, loss of biodiversity, water scarcity, land degradation, and climate change.

The Liquid Chocolate Revolution

Now available at Tesco, Sainsbury’s, Morrisons, Waitrose, Ocado, Whole Foods and health food stores nationally.
Companies and manufacturers are responding to the demand for vegan products with everything from cream cheese to mince pies. Vegans have never had it so good!

It’s just about knowing what to look for when you’re out and about with your shopping basket, says Sarah Hoyle, Business Development Assistant at The Vegan Society.

Searching for the sunflower
Do you often find yourself wandering through the supermarket aisle staring blankly at a label, trying to convince yourself that you’re happy with the ingredients list before placing your desired item inconspicuously back on the shelf, hoping that nobody has noticed? You’re not alone.

Though there are thousands of products registered with the trusted Vegan Trademark, I bet for many of you there are other items on your shopping list that still cause some confusion.

Until supermarkets and manufacturers help us out a bit more with the labelling, vegans will continue to face this shopping dilemma.

Unexpected ingredients
Even the most meticulous reader can make mistakes, especially when the most unassuming products turn out not to be vegan. E numbers in bread, silk in shampoo, pearls in deodorant, Vitamin D3 in cereal, glycerine in shower gel... it can be so overwhelming. Did you know that apples can be coated with shellac after they have been cleaned? And, just in case your soya milk isn’t ‘milky’ enough, some manufacturers have even been known to add whey powder to it!

But don’t despair. Realising that it was taking me three hours to do my weekly shop, I decided to educate myself on which ingredients are vegan-friendly, and which are not. I’d like to share my findings with you, in the hope that it might help you to finish your shopping before the store closes.

How to avoid buying things that aren’t suitable for vegans

Buy trademarked products
The Vegan Society trademark team diligently checks every ingredient to ensure the product meets the Society’s criteria. You can shop for over 10,000 trademarked products with complete confidence.

Use allergy advice as a guide
Under UK food safety regulations, companies must specify exactly what’s in a product. Some ingredients have been deliberately added, while the ‘may contain traces of’ list gives details of allergens that could be present due to being handled in the same factory or production line.

Do your homework
A quick internet search can prove fruitful, or you can ask manufacturers directly if you are unsure. Many companies have a statement on their website or can provide a list. There are also apps available for smartphones.

Ask your friends
Join a vegan group in your area through our Local Contacts (see pages 41-43). Share what you eat, experiment with new ideas or support local vegan-friendly restaurants together. I’ve made some jaw-dropping discoveries while eating with friends.

Eat fresh
Support farmers’ markets and buy locally grown fruit and vegetables. Not only will this help you to save money by cooking at home, you can also be 100% sure of what is in the recipe.
Getting your head around all those E numbers

E numbers are code names for food additives, and they can seem confusing to the untrained eye. But it doesn’t take long to get the hang of them. Here are a few to remember:

<table>
<thead>
<tr>
<th>E Number</th>
<th>What is it?</th>
<th>Uses</th>
<th>Avoid It?</th>
</tr>
</thead>
<tbody>
<tr>
<td>E120</td>
<td>Cochineal (another name for carminic acid, an extract from dried insects)</td>
<td>Food colouring, cosmetics and lipsticks</td>
<td>Yes</td>
</tr>
<tr>
<td>E542</td>
<td>Edible Bone Phosphate (a product made from the bones of cows or pigs)</td>
<td>Cosmetics, toothpaste, nutritional supplement and anti-caking agent</td>
<td>Yes</td>
</tr>
<tr>
<td>E631</td>
<td>Disodium inosinate (can be produced from meat, fish or tapioca starch)</td>
<td>Flavour enhancer often found in snack foods such as noodles or crisps</td>
<td>Check the label for the Vegan Trademark or contact supplier</td>
</tr>
<tr>
<td>E901</td>
<td>Beeswax (made by honey bees and is obtained by melting the walls of honeycomb)</td>
<td>Glazing agent, candles, confectionary, cosmetics such as moisturisers or lip products</td>
<td>Yes</td>
</tr>
<tr>
<td>E904</td>
<td>Shellac (obtained from the lac beetle)</td>
<td>Furniture polish, glazing agents, confectionary</td>
<td>Yes</td>
</tr>
<tr>
<td>E270</td>
<td>Lactic acid (obtained from sugar cane or synthetically but can also come from milk)</td>
<td>Detergents, food additives and cosmetics</td>
<td>Check the label for the Vegan Trademark or contact supplier</td>
</tr>
<tr>
<td>E471</td>
<td>Mono- and di-glycerides of fatty acids (sometimes derived from animal fat)</td>
<td>Crisps, bread, dairy-free spread</td>
<td>Check the label for the Vegan Trademark or contact supplier</td>
</tr>
</tbody>
</table>

Shopping at the supermarket

In the UK, supermarkets such as Waitrose, the Co-operative and Sainsbury’s usually label their own packaging quite well. Tesco can be a bit trickier, and you may find it hard to find supermarket branded products labelled ‘vegan’ at either Asda or Morrison’s. Vegan Society trademarked products are widely available at most supermarkets and health food stores, as well as online.

Beware of products generally targeted at allergy sufferers, such as the ‘Free From’ sections; these products aren’t automatically vegan. I’ve known people to pick up the ‘free from chicken nuggets’, expecting meat alternatives but instead finding gluten-free versions of the real thing. That said, I’ve been pleased to find vegan-friendly biscuits and chocolate in these sections with little effort.

Look out for the ‘V’ symbol

Living in a non-vegan world, all that we can do is try to be vegan as far as is practical and possible. Some accidental contamination from animal substances is likely in many situations, for example on production lines that are not dedicated to vegan products. Buying from independent, local, organic stores is great to do if you can.

Vegetarian products are a good indication that you’re on the right track, as this symbol eliminates many of the ingredients that you would like to avoid as a vegan. Watch out for eggs, dairy, and products derived from insects, such as silk, honey, beeswax, and shellac. Take care to avoid lanolin from sheep’s wool, found in many soaps, cosmetics, and creams.

Be a savvy shopper

The trick is to stay one step ahead. Think about what ingredients could be present and how the offending ingredients are used. Beeswax is sometimes used in confectionary or lip balm but will be an unlikely contaminant for a loaf of bread. And chances are, there won’t be any lanolin in your orange juice, but it could be present in hair conditioners. You will be surprised at how much variety there is once you’ve built up the confidence to check.

Get more products labelled with the Vegan Trademark

Imagine being able to pick up any product in any shop and immediately know from the label whether it’s suitable for vegans or not? Encouraging the manufacturers of your favourite products to apply for our logo is a great way to support our work and make it easier for others to go vegan.

Support our work by encouraging manufacturers to apply for our logo

Can you help us to make it happen? 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 if 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 Sunflower Trademark. 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, contact trademark@vegansociety.com.

Sarah Hoyle works at The Vegan Society as Business Development Assistant. Her work centres on advancing the Vegan Trademark and making vegan products more accessible. Sarah believes that increasing brand awareness is a non-confrontational way to help propel veganism into the mainstream, and is looking forward to registering even more vegan products as demand increases. In her spare time, Sarah enjoys singing and playing with her adorable dog, Roxy.
Sweetly Stevia

Sweetly™ is a natural, calorie-free sweetening ingredient made of Stevia. A great healthy option for diabetics, 100% natural ingredients, nothing artificial will ever be added! The bitter taste has been eliminated due to purification technology. Sweetly™ Stevia is Organic Certified, Vegan Registered, Fairtrade, Halal, Kosher approved, Low GI certified plus a diabetic friendly sweetener. Product range includes Granulate Stevia, Liquid Stevia, and Stevia Blends.

sweetlystevia.com
0207 232 5116
£8 for 100g pouch

Manakedi

Kiwi Fruit Neck & Decollete Night Serum, the ultimate delicate neck area protector and moisturiser. Contains ancient fair traded natural ingredients. This is powered by an array of pure, anti-oxidant, organic argan and evening primrose working in harmony with lifting organic pumpkin seed oil. Delicately fragranced with regenerating frankincense. Ref.KFS01.

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info@manakedi.co.uk
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We wanted to create a true 100% natural cream because we know the less a product is processed the more benefits you will get. After trying lots of combinations with wonderful natural ingredients we created a super hero amongst creams. Suitable for sensitive skin, dry skin, itchy skin, skin redness and sunburn. Also suitable for those prone to eczema, psoriasis and dermatitis. 100% natural = more nutrients = more benefits!

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admin@purechimp.com
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Lush

NEW Rose Jam Shower Gel with nourishing argan oil! Inspired by our love for roses and the benefits of nourishing argan oil, this shower gel is as decadent as it gets. Skin brightening goji berry juice and Sicilian lemon give your skin a boost, while rose oil and rose absolute leave it soothed, softened and beautifully fragranced. A luxurious way to start each day. Available now online and in Lush stores worldwide from the 4th of October 2013.

lush.co.uk
01202 688 545
£4.65 for 100g

Book Reviews

Balanced Raw
by Tina Leigh

I have, in the past, picked up books on raw food diets and been concerned at the sometimes dubious science contained within. I was comforted then to open the book up and see that it was a book on a ‘balanced’ raw diet and much of the first section is taken up with explaining the benefits of eating some cooked food. There is a lot of good information in the first few chapters on increasing the range of food that you eat.

This book is a four week program of ‘balanced’ raw meals. One of the first things to strike me is just how low in calories these meal plans are. As a runner I need a little more fuel than these meal plans are offering. They are very low in fat and protein but I have no doubt packed full of micro-nutrients. The book doesn’t claim to contain a diet or weight loss plan but that is certainly what you would be getting if you followed them. The book is full of simple, healthy soups, salads, and juices, as well as great ideas for flavour combos and the uses of difference grains. You will need a juicer and decent blender to follow a lot of the recipes.

This would be an excellent book for someone interested in eating more raw foods or someone looking to lose weight or maintain a healthy weight.

Mark Enser
herbifit.com

The Sexy Vegan’s Happy Hour
By Brian L. Patton

Brian L. Patton’s The Sexy Vegan’s Happy Hour at Home provides full menus (including cocktails) for a couple entertaining two guests with only an hour to prepare the meal. It’s very American, but I can cope with using measuring cups and translating ‘arugula’ into ‘rocket’ and ‘cilantro’ into ‘coriander’. Boxes, sprinkled throughout, mostly explain ingredients such as garam masala, soba noodles, sushi rice, and wasami, so I was kept pretty up-to-speed. However, some of the ingredients would be hard to obtain in the UK. Pomegranate concentrate? Togarashi seasoning? Brian admits that you might have to look online for them, but that pomegranate stuff is expensive. And you only need two teaspoons!

On the positive side, Brian writes very humorously. There are QR codes that you can scan to see a video of him making some of the meals, and links, for if you don’t have a smart phone.

Get 5% off your next order! Simply visit our website and quote the discount code “WINTERBOOKS2013” at checkout.

Discount code is valid until 31 December 2013.

LOVE BOOKS! You’ll love our new book shop

Great vegan books are released every month, so our stock is ever-increasing. Over the last few months, we have added Ms Cupcake: The Naughtiest Vegan Cakes in Town by Melissa Morgan, The Great Vegan Bean Book by Kathy Hester, Mouthwatering Vegan by Miriam Sorrell, and Vegan – 100 Everyday Recipes by Parragon Books to our web shop. We are always looking to add to our stock and provide you with great books at low prices.

The recipes I’ve tried have quickly become family favourites, particularly Yamburger Sliders with tahini lusing sweet potatoes for the yam, no oil in the dressing, and baking instead of frying), and Tofu Citrus Dippers. Mouth-wateringly delicious, it’s worth buying the book for those two recipes alone.

Penni Velch
svh2.wordpress.com

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Discount code is valid until 31 December 2013.
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To celebrate our 20th Anniversary we are launching our own Clearspring online shop. Whether you are in Cornwall or Inverness there is now an easy and quick way to buy from our extensive Clearspring range.

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

*Offer ends 28th February 2014 and is limited to one single delivery per person. To qualify for discount order must be £50 or more. Terms & conditions apply.

To claim your 15% discount simply visit www.clearspring.co.uk, place your order, then enter voucher code VEGAN31 when checking out.

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Twitter: @ClearspringFood

All Clearspring products are

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Journey the world

The Vegan Society

www.thevegansociety.com
Noticeboard

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 addresses will not be retained. Participants are welcome to use the email address subsequently to contact us.

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The Discount List

We are currently working hard to re-launch the new discount list in early 2014 to make sure that you can benefit from great SAVINGS at vegan-friendly businesses.

As part of the project we are looking to conduct some research and find out what YOU, our members and subscribers, WANT.

Is there a particular company or category to add then please e-mail them vegansociety@btinternet.com

Join your local vegan network!

Local Contacts are your first point of contact for information and advice relating to veganism in your area. Whether you are looking to find out where you can shop for vegan products or want to share your favourite vegan recipes with others, our Local Contacts welcome you to get in touch.

North England

Badale, Yorkshire Patricia Tricker vegan@ahmcoppcoop.coop N. Riding Veg*ns

Bolton Linda Sayer (linda@btinternet.com) 07950 475414 Manchester Vegans

Durham and Sunderland John Ellis John Ellis Vegan@Grennet.net 07989010799

Huddersfield Chrisley Layland chrisley@bt.net 07734831748 Huddersfield Vegans huddersfieldvegans@gmail.com

Hull Mark Evans 01482 471110 East Riding Vegans mannydowncontrolware.co.uk/ervegan, ervegan@ mannydowncontrolware.co.uk

Hyde Stephen Gregory militaryspud@aol.co.uk 07863 237961

Kendal Bridget Gueast bridget@quaker-tapestry.co.uk 07817 169947 quaker-tapestry.co.uk

Lancaster Louise Jones victoria.jones@toppenworld.com Lancaster vegans

Liverpool Mark Bateman mrobman@blueyonder.co.uk 0151 263 8688

Manchester Lymnandra Morterhead adamnorchong@haye.co.uk Manchester Vegans groups.yahoo.com/group/manchester-vegan-society

Manchester Christine Bartlett Philips vegan.christine@gmail.com 07806 929656 Manchester Veg*n’s groups.yahoo.com/group/mwvg

Newcastle Gordon Forrest gmforrest@tiscali.co.uk 0191 258 6793 Northumbria Veg*n’s

North Yorkshire Katie Victoria Chabriere kennyfimminngs@hotmail.com 01429561713

Shropshire Paulina Marley veganrevolutionm@icloud.com SassyV facebook.com/SecretAssociationOfSouthYorkshirevegansveganrevolutionm@me.com

South Cheshire Dee changelessangle@gmail.com 01270 250598

West Yorkshire Louise Scott Thompson calkinnyface@hotmail.co.uk Calderdale Veg*n’s facebook.com/groups/calderdalevegans/

Yorkshire Dives Cluer 01723 368474

East England

Cambridge Adam Moss adam@pimp.org Cambridge Vegans camvegans.society.org.uk

Dereham, Norwich Penny Franell luvmaddy@excite.com

Grimsby Samantha Grayson Samantha@vegandem.com

Norfolk David Hariman david@btinternet.com 07746 333563

Norwich Gabriella Yaxley vegansos@hotmail.com Norwich Veg*n’s vegfolk.co.uk

Local Contacts welcome you to get in touch.

Join in with local events and activities
Meet new people and make new friends
Keep up to date with our latest campaigns
Why not take the first step today? Use these pages to find out how you can contact your local group.

Local Contacts are members and volunteers of The Vegan Society, and not official representatives; their levels of activity and knowledge vary depending on individual circumstances. Where “veg*n” is used, this refers to a group that is for both vegetarians and vegans. If you run a vegan group which is not listed here, please contact volunteer@vegansociety.com.

Midlands

Birmingham Daniel Thakkar satd2003@gmail.com 07752955041 Birmingham Vegans Vegansociety.society.org.uk

Derby Kate Stewart volunteer@vegansociety.com

Driffield, North Yorkshire Samantha Grayson Samantha@vegandem.com

Grimsby Samantha Grayson Samantha@vegandem.com

Norfolk David Hariman david@btinternet.com 07746 333563

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**UK Events**

**Manchester Vegan Fair**  
2nd November, 11am – 5pm  
Methodist Church, Central Hall, Oldham Street, Manchester city centre, M1 1GD  
30 stalls including free vegan food, café, vegan speed dating, vegan speed meeting, film screenings and more.  
facebook.com/events/410298239077140

**Lincoln Veggie Fair**  
9th November, 11am – 4pm  
Trinity United Reformed Church Hall, Garmston Street, Lincoln, LN2 1HZ  
There will be lots of free hot and cold vegan food, free non-food samples, vegan-friendly stalls, talks, tombola, cookery demonstrations, etc.  
Free Entrance.  
veggies.org.uk/

**Brecknock Road Vegan Festival**  
9th November, 11am – 6pm  
Brecknock Road, London, N7 0DD  
Join in the celebrations as London vegans and their friends take over Brecknock Road, Kentish Town. Local stores and restaurants will be promoting their vegan goods and services, while cruelty-free hot dog vendors The Mighty Fork will be serving outdoors to keep you satisfied. Ethical boutique The Third Estate will be hosting the official launch of Wills Vegan Shoes and attendees will be treated to a free after party in the local pub where vegan bottled beer by McMullen Brewery will be on sale.  
tinyurl.com/BrecknockRoadvegan

**Huddersfield Free Vegan Food Fair**  
16th November 10am – 3pm  
Queensgate Market, Princess Alexandra Walk, Huddersfield, HD1 2SU  
Free food tasting, festive treats, pop up market, recipes, kids’ activities and more. Goody bag for the first 100 people.  
theveganapproach.com

**Permaculture Introductory Course**  
24th November 10am – 5pm  
The Warehouse ‘Little Green Community’, 54-57 Allison Street, Birmingham, B5 5TH  
An excellent opportunity to actively learn about the ethics, principles and applications of permaculture with tutor Graham Burnett, author and illustrator of ‘Permaculture, A Beginner’s Guide’.  
thewarehouse.coop

**Animal Aid’s Southwest Christmas without Cruelty Festival**  
30th November, 10am – 6pm  
Exeter Corn Exchange, George Street, Exeter, EX1 1BU  
The Christmas season starts here, with ethical traders, vegan food, and information stalls.  
animalaid.org.uk

**Animal Aid Christmas Vegan Fayre**  
8th December, 10am – 5pm  
Kensington Town Hall, Hornton Street, London W8 7NX  
(opposite High Street Kensington tube station)  
Admission £2, children under 11 free. Go cruelty-free Christmas shopping and stock up on goodies for friends, family and maybe even yourself! This popular annual event will be a one-stop shop for all your vegan festive fare.  
animalaid.org.uk

**All of these events and many, many more can be found on our website at:**  
vegansociety.com/events-calendar/

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**International Events**

**Tallinn Vegan Fair 2013, Estonia**  
2nd November 11am – 6pm  
Viru Keskus Viru väljak 4 10111 Tallinn Estonia  
The fair is organised by the Estonian Society for the Protection of Animals. The aim of the fair is to introduce the possibilities of a plant-based diet, share recipes and cooking tips, bring together companies and organisations that sell, market or promote plant-based nutrition for people in Estonia and beyond. Participation is free of charge and everyone is welcome!  
tametoidumess.ee/index.php?lang=en

**World Vegan Day Melbourne**  
10th – 11th November 10am – 5pm  
Exhibition Hall, Melbourne Showgrounds, Epsom Rd Ascot Vale VIC 3032  
A huge community festival celebrating all things plant-based and peaceful, with vegan food, shopping, talks, cookery demos, speed dating and more.  
wvd.org.au  
facebook.com/WorldVeganDayMelbourne

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**Notice of AGM: Use your vote this year!**

30th November, 1pm – 4pm  
Thinktank Science Museum at Millennium Point, Birmingham, B4 7XG

**Calling all members of The Vegan Society. Will you join us for our Annual General Meeting this year?**

As a membership organisation, we urge each and every one of our members to take part in our AGM every year. This year, we’ve got a few special things lined up including a talk by Roxy Shahidi and a Dr Frey Ellis Memorial Lecture and we will also be launching our new website.

- Browse information and displays hosted by our staff  
- Discover what’s been happening over the last year  
- Join the discussion and vote on a number of key issues  
- Help shape the future of The Vegan Society

The venue this year will be the prestigious Thinktank Science Museum at Millennium Point in Birmingham – the perfect place to gather together for some vegan snacks and friendly discussion.

Whether you’ve been a member for years or are completely new to The Vegan Society, you will receive a very warm welcome from us. Doors open at 12.30pm for registration.

**We look forward to seeing you there!**

Please note that only full members or those appointed as a proxy for another member are allowed to vote at the AGM (see form enclosed). Supporter members are welcome to attend but will not be able to vote. If you would like to become a member of The Vegan Society or renew your membership, please visit vegansociety.com or call us on 0121 523 1730.

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**Tell us about your event**

Are you organising a vegan outreach event in the coming months?  
We want to hear about it!  
To be considered for the spring issue of The Vegan, you will need to have a few details about your event ready by Monday 13th of January at the latest – or ideally a few weeks earlier. Send these by email to volunteer@vegansociety.com. We try to feature as many of your events as possible in our printed magazine, and you can also ask for a shout out in our enewsletter.

Simply send a few details about your event by email to enews@vegansociety.com.

Not subscribed to our enewsletter? Visit enews@vegansociety.com and fill in the form to receive our FREE enewsletter in your inbox every month, with all the latest news and events, developments within veganism and discounts on vegan products.
Announcements

Obituaries

Beryl Vangou

With great sadness we announce the passing of one of our life members, Beryl Vangou at the tender age of 84. She was a very dedicated vegan (vegetarian for over 50 years and vegan for the last 20+) and this was one of her life’s proudest achievements. She loved animals and for her being vegan/vegetarian was never a chore.

Priscilla Naanyu Leparie

Priscilla of Wamba, a pioneering stock-free grower and community development worker in Kenya, died on Sunday the 18th of August, aged 36. Priscilla was a humble self-effacing lady with a large heart who accomplished so much in a short time whilst being a mother of four young children. She was fully supported in all she did by her husband Joseph who became increasingly involved in the work. Priscilla touched so many lives, including those of the HIPPO team in the UK. She was much loved, and leaves behind a legacy in the form of all she helped: women’s groups, a prospering bakery, adults and children who were kept alive during a crippling drought, the continued support of the aged and sick, the more varied and healthier diet now enjoyed by many people in Wamba thanks to the introduction of horticulture, and the Sossi Textured Soya Protein (TVP), produced in Kenya, which Priscilla loved and enthusiastically promoted through cooking and tasting demonstrations.

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.

Go to vegansociety.com for more information.

Submissions

If you would like to submit an article for consideration to The Vegan, please email editor@vegansociety.com.

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 spring issue is Monday the 9th of December. Contact editor@vegansociety.com for more information.

Pass it on!

Help us to spread the word about vegan diets and lifestyles! Simply leave this magazine somewhere public – like on the bus or in a reception room – or give it to a friend.

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