

Why vegan?

Animals.
People.
Planet.


One world. Many lives. Our choice.

COMPASSION FOR ANIMALS



In every livestock system, animals are denied their basic needs and interests. Dairy cows are separated from their young shortly after they give birth, so that humans can take their milk. Bull calves are either killed or exported for veal. Even those with bigger cages end up in the same slaughterhouses. Vegans enjoy a variety of delicious and nutritious food with a clear conscience.

JUSTICE FOR PEOPLE

The world's population is set to exceed 9 billion by 2050. We've got to find fairer and more sustainable ways of feeding everyone – and fast. Currently, 40% of the world's grain harvest goes to feed livestock instead of hungry people. Vegans reduce food waste by getting everything they need directly from plants.



PROTECTING THE PLANET



Animal farming is responsible for at least 14.5% of greenhouse gas emissions globally. Up to ten times more land and water is needed to support a typical diet of meat, fish, eggs, and dairy than a plant-based diet. Ditching animal products could reduce your carbon footprint significantly. Vegans also have less impact on the rainforests and ease water shortages.

...and it's good for your health

Naturally rich in vitamins, high in fibre, and low in saturated fats, plant-based foods can provide all the nutrition we need in all stages of life.

Hundreds of thousands of people across the globe are turning to veganism as a more compassionate, fairer, and greener way of living.

Try going vegan for 30 days with the free VeGuide app or the Vegan Pledge: vegansociety.com/go-vegan