

**If everyone in the UK ate a 100%
plant-based diet, how much money do
you think the NHS could save per year?**

£6.7 billion



Happy World Vegan Day!

1st November

What is a vegan?



Someone who chooses to eat a plant-based diet



Someone who chooses a lifestyle that does not harm animals



Religion or belief

Why do people choose to be vegan?

Sarah's story



During Christmas 2019 I began watching YouTube videos about why people go vegan. I was shocked to discover the environmental costs of the meat and dairy industries, as well as the horrific ways in which animals are treated.

My parents didn't immediately agree to me going vegan, so over a few months I tried to veganise as many snacks and meals as possible, while pointing out vegan products in supermarkets and ordering vegan meals at restaurants to show them that it really isn't that hard. I also began to substitute my shower products and clothing to vegan versions. My parents then agreed that I could be vegan, and it's one of the best decisions I've ever made.

Dylan and Liam's stories



Dylan (aged 17): My brother Liam and I have been vegetarian since birth. One day when I was eating eggs I started to wonder if animals were harmed in the egg industry, and which other animals were harmed for food I ate. I set a date to go fully vegan: 1 January 2017. Veganism to me means avoiding cruelty towards animals as far as possible. It means doing my part to save innocent lives.

Liam (aged 15): I went vegan after my brother did. I realised that all cruel foods have vegan substitutes, and I didn't need to drink cow's milk. Cow's milk is for cows! Since going vegan, I'm still healthy and I don't need to think about eating immoral foods. My favourite foods include Thai green curry and tofu in black bean sauce.

True or false?

The only aim of vegans is to eat a plant-based diet

FALSE

True or false?

It's impossible to get enough protein on a vegan diet

FALSE

True or false?

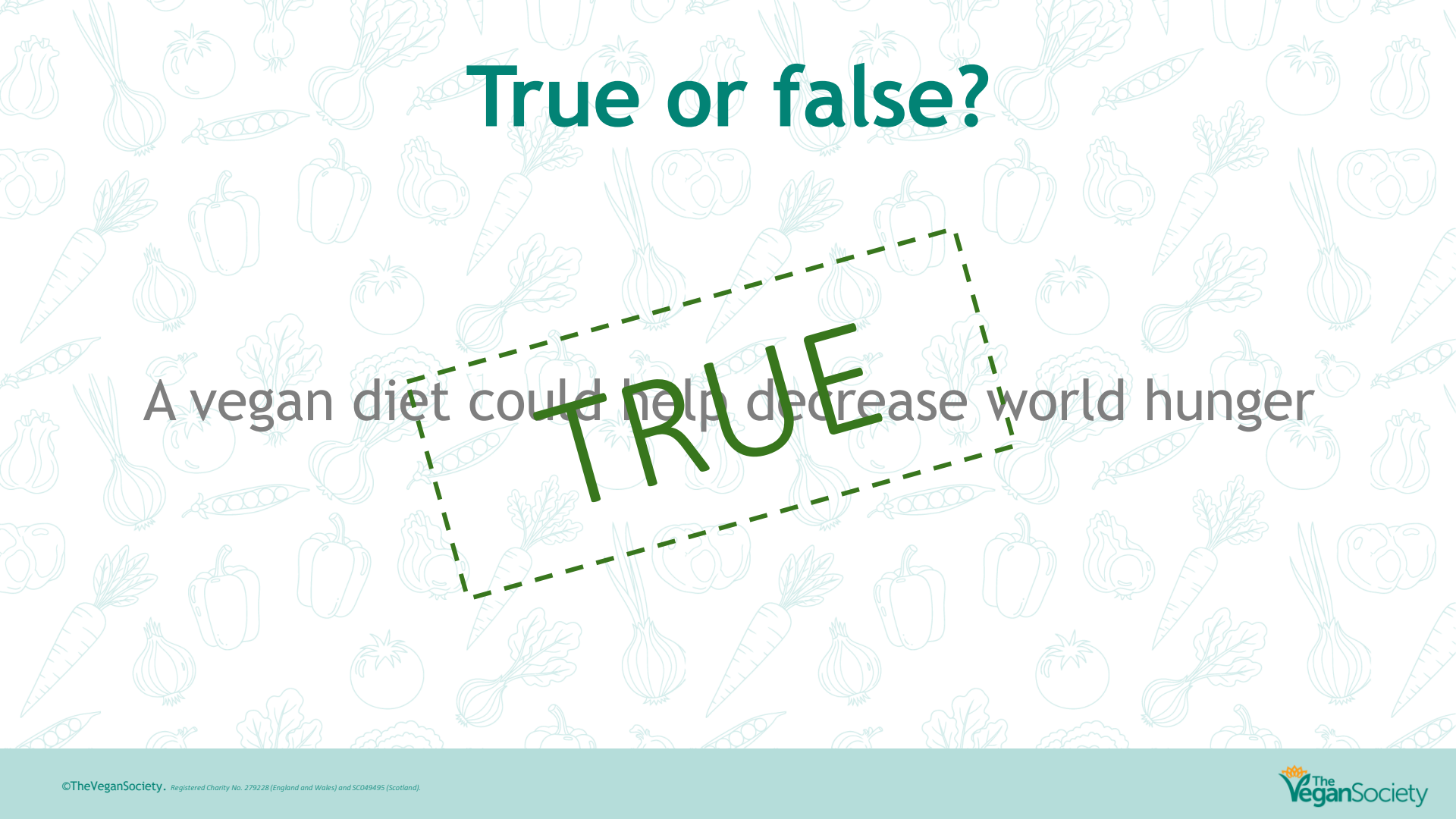
Veganism is protected under the European Convention on Human Rights and is a protected characteristic for the purposes of British equality law

TRUE

True or false?

A top athlete could never succeed on a vegan diet

FALSE



True or false?

A vegan diet could help decrease world hunger

TRUE

Why vegans believe it's the future



Choosing to live
without harming
animals



Choosing food
that reduces our
carbon footprint



Choosing food that
allows people and
planet to thrive



Choosing food that
benefits our health

What can you do?

Have you ever had a vegan dish, knowingly or otherwise?

How often do you consider where your food has come from?

Could you swap, even just for once, one of these?

**Animal
burger**



**Plant-based
burger**

**Cow's
milk**



**Plant-based
milk**

What is one change you could act upon this week?

Benjamin Zephaniah

*"Being vegan... is simply me,
trying to do the least harm and
the most good."*



Play on exit

