



2022 Issue 2

The Vegan

The Vegan Society magazine

WILD FOOD

Your guide to foraging

WHERE'S THE MEAT?
Veganism and masculinity

COOKING WITH PARITA
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EDITOR'S LETTER



I hope this edition of *The Vegan* finds you well and that you have been enjoying the springtime. In this issue I am excited to say that I have included an article from Woody River, expert forager, to give you some starting points to help you make the most of this time of year and start finding wild food in your local area.

In this issue you can also find a fascinating article from Keegan Sentner, who explores the topic of veganism and masculinity. Keegan draws together expert comment from academics, large-scale surveys, the views of individual vegans and his own lived experience and

asks the question – why are there so many more vegan women than men?

I hope you enjoy the delicious recipes from Parita Kansagra, otherwise known as Cooking With Parita. She has created three incredible recipes for us, which put a twist on traditional Indian cooking.

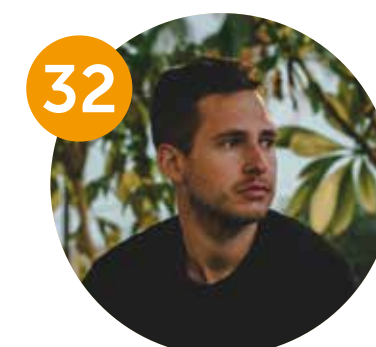
All of this plus a bumper pack of reviews, your letters, the latest vegan products to be hitting the shelves and much more. If you would like to share your thoughts on any of the above, email me at editor@vegansociety.com – you might just snag our Star Letter Prize.

Elena Orde, Editor

Elena

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FROM THE CEO



I am pleased to say that this magazine is accompanied, for the first time, by *Our Impact* – a report showing the progress made by The Vegan Society towards our goals and objectives throughout 2021. This is an important development for the society as we work to become more transparent with our members about our outputs, shared achievements and the progress made towards long term impact. As you are well aware, as an organisation we have an ambitious vision: a world in which humans do not exploit other animals. This kind of reporting will allow us to better chart our progress and stay on track via measuring specific key goals and objectives.

From our work to transform the market to create and properly label vegan products, to our campaigns aimed at educating the general public, to our policy work encouraging government to adopt vegan solutions, to our services providing expert help to individuals needing support – everyone at The Vegan Society is pulling together and taking steps towards the future we want to see. I want to thank staff, volunteers, and you, our members, for your support and efforts in helping us to meet this goal.

Our AGM is taking place purely online once more this year. This was a decision we took in order to protect members and staff from the continuing risk of Covid-19. More information about the AGM can be found on page 27. I encourage all of you to take part in using your vote this year – both on candidates for election, and on the proposed resolutions.

George Gill, Interim CEO

Sustainable printing

The Vegan Society cares deeply about the future of our planet and all those we share it with. We are committed to operating as a responsible, sustainable organisation which means we are conscious of the social, economic and environmental impact in all that we do. With this in mind, we are very pleased to announce that we are now working with Seacourt to print and distribute *The Vegan*.

Seacourt are the UK's leading environmental printing company and work closely with their clients to ensure that all material is produced with the lightest environmental footprint possible. In fact:

- Their presses are 100% free from water, alcohol and harmful chemicals
- They use inks which are vegan and free from volatile organic compounds
- They are powered by 100% renewable energy
- They send zero waste to landfill

As a result, they are **Net Positive** (beyond carbon neutral including the entire supply chain). Every time they produce a piece of print, they take responsibility for more carbon than they are generating – what they call **Planet Positive Printing**.

We hope you enjoy reading this issue, knowing that it has been produced in line with ethical, sustainable principles.



Donald Watson House
34–35 Ludgate Hill
Birmingham, UK, B3 1EH

0121 523 1730
info@vegansociety.com
www.vegansociety.com

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Complaints should be made in writing to chair@vegansociety.com or ceo@vegansociety.com or by post. Visit vegansociety.com/complaints-procedure to find out more.

HIGHLIGHTS



The Vegan Pod

Our podcast has returned for a new season! The Vegan Pod, which is hosted by Media and PR Officer Francine Jordan, delves into topical issues faced by the vegan community. Each month we are inviting guests to share their thoughts and experiences on a range of issues starting with 'Should vegans date non-vegans?' Shared just in time for Valentine's Day, our first episode featured Lewis Foster, CEO of plant-based connection app Grazer, and Clairra Hermet, self-love and confidence coach and BBC Radio presenter.

Episode two asked 'Is it cruel to raise a child vegan?' Dietitian Lucy Kendrick and Danielle Saunders, parent of one and owner of vegan restaurant Dirty Kitch, unpacked the ethical, social and nutritional aspects of bringing up vegan children. Episode three posed the question, 'Are vegans portrayed fairly in the media?'

Find all episodes on Podbean, Google Podcasts and iTunes. You can get in touch at podcast@vegansociety.com to share your thoughts and opinions, as well as topics you'd like to see covered in the future. Keep an eye on our social channels, where we will be gathering our followers' thoughts on upcoming topics to include in the discussion.

Trademark milestone

The Vegan Trademark was created in 1990, and since its launch we have been working tirelessly to improve vegan labelling. We want to give customers peace of mind when purchasing vegan products. Every product to carry our sunflower logo has been verified as suitable for vegans by a team of experts.

In March the Trademark Team hit a huge milestone when we registered our 60,000th product. The 60,000th product registered was a first of its kind – vegan and environmentally friendly packaging developed by Smurfit Kappa. We will work with Smurfit Kappa going forwards to encourage more companies to use their plant-based packaging.

Nutrition outreach

The Nutrition Team has been busy this quarter. Dietitian Heather Russell visited University College Birmingham to deliver a lecture about vegan diets to their nutrition students.

Heather and dietitian Chantal Tomlinson supported dietitians at University College London Hospital with their continuing professional development. They shared tips about how to provide person-centered care for the increasing number of vegan patients followed by a question-and-answer session, which was well received.

We also met with the Prison Reform Trust to discuss how we can help to support vegan inmates whose needs are not being met through prison catering.





Vegan-inclusive education

On 10 March we got involved in International School Meals Day, an awareness day set up to encourage children and young people to connect and talk about food and the role it plays in their lives.

We jumped at the chance to share the message that vegan children have the right to tasty, nutritious options at school, and to showcase how plant-based menus fully support the aims of International School Meals Day.

Our new Education Officer and Chair of our Education Network, Laura Chepner, led this work. Laura's commitment to promoting vegan-inclusive education was formally recognised via her nomination as a finalist in the Excellence in School Food Awards.

Laura said, "I was so honoured to be nominated. I am extremely passionate about working with educators to explain what it means to be vegan and how to appropriately teach and treat vegan pupils. I know first-hand what it's like to be the parent of a vegan child and worry that their needs are not being met at school. Everything I do is to help other parents experiencing the same difficulties, and so to be recognised for my work is just wonderful."

Laura's work has recently included visiting a school in

Greater Manchester to talk to teachers and pupils about veganism and inclusivity – an aspect of our Education Network which we are continuing to expand.

If you are interested in joining or supporting our work in this area, please email education@vegansociety.com.

LGBTQIA+ Resource Group

Staff at The Vegan Society have created a resource group for LGBTQIA+ (lesbian, gay, bisexual, transgender, queer, intersex, asexual+) colleagues and allies. The aim of the group is to improve internal working in relation to LGBTQIA+ issues. It also exists to improve inclusivity at The Vegan Society and to foster an environment in which staff feel confident that they are welcome, whether they choose to share that they are part of the LGBTQIA+ communities with their team or not.

Among its first projects, the group is working on implementing regular equality, diversity and inclusion training for staff. They are also working on running an LGBTQIA+ data collection equality and diversity survey with trademark clients who wish to disclose that information about themselves and their brands. If you have any suggestions you would like to share, or any relevant comments or ideas for the group, please get in touch at info@vegansociety.com.



Research news

Our Research Team recently launched On the Pulse, a monthly webinar series in which one of our research volunteers present on their topic of expertise. The events are available to everyone and include a presentation and a question-and-answer session. On the Pulse kicked off with an initial session on the long-term health of vegans led by Paul Appleby. To find future events, keep an eye on our social media pages.

You can find several new articles on the Research News page on our website. Topics covered include iron deficiency, the psychology of why people go vegan and vegan advocacy messaging. Check out vegansociety.com/researchnews to stay up to date.

First vegan violin

Late last year we were contacted by violin master Padraig O'Dubhlaoidh to register his violins with the Vegan Trademark. Padraig is a longstanding campaigner for sustainable and ethical violin making, committed to playing a part in helping the industry move away from the use of horsehair, hooves, horns, bones and more in the creation of instruments.

Padraig says, "Apart from the benefit to animals, society and our environment, it has become very clear that animal-based glues have harmful effects on violins. The adhesive

used in my vegan violins has no such effect."

We shared this Vegan Society first with the press, resulting in over 30 pieces of coverage with mentions in BBC News, the Sun and the Metro, plus an interview with Classic FM.

Vegan companion animal diets

Our Research Team recently released a report on vegan food for companion animals. *Vegan Animal Care: Consumer Motivations, Barriers and Market Potential* looks at the growing consumer interest around vegan food and other products for cats and dogs.

Our survey showed that 49% of those who cared for a cat would be interested in purchasing vegan cat food, while 45% of those with dogs were interested.

The publication of the report comes as a growing number of businesses have started investing in this area. These meals replace traditional animal proteins with protein-rich plants and other ingredients such as grains and certain fruits and vegetables.

Fortification with vitamins and minerals ensures that the micronutrient needs of our animals are met.

Andrew Knight, Veterinary Professor of Animal Welfare and Ethics, responded to the report. He said, "While we've known about the benefits of feeding cats and dogs a vegan diet for some time, it's really encouraging to see interest in this area is on the rise."



GET INTO FORAGING

Woody River shares the joys of discovering wild food, and gives some practical tips for those looking to get started

Would you like a fresh supply of organic, nutritious, free food? What if I said you could have all this, while developing a closer connection with your local landscape?

As a vegan of 32 years, there are many reasons I love foraging. All foraging walks are a delight as I am never entirely sure what I will find.

Foraging enables me to cut down on plastic packaging throughout late spring and summer when wild food is so plentiful, and partly into autumn too. My food bills are greatly reduced as I harvest fresh salad ingredients on my daily walks, and I enjoy spending part of my weekends making drinks, meals and condiments which I preserve to last me through the colder months.

Conservation

Apart from knowing which plants are *not* safe to eat, the most important aspect of foraging is conservation. Since the 1930s, there has been huge habitat decline in the UK. It is therefore vital to protect plant populations by only picking small quantities at a time from colonies which are large enough to withstand some harvesting. Most edible plants reproduce by seeds usually formed from the flowers, so it is important to be restrained when harvesting flowers – if the colony is small, only pick the leaves. Remember also that many animals rely on plants for their food, especially birds and insects, so conserve plant populations for them.

Apart from knowing which plants are not safe to eat, the most important aspect of foraging is conservation. Since the 1930s, there has been huge habitat decline in the UK.

To start your foraging journey, here are ten commonly found and easy-to-use plants to look out for this summer.

Dandelion

Easy to find throughout the year, young dandelion leaves can be used in salads or cooked like spinach as a side vegetable.

Elderflower: great for making cordial or wine

To use the flowers, shake them well and pull off the petals, as they often harbour tiny black insects. Infuse the petals in oil or vinegar for flavoursome dressings or use to make wine or tea. For a coffee substitute, chop and roast the roots for 40 minutes at 350 °C and then simmer.

Elderflower

The delicate creamy-yellow blooms of elder trees are a delight to find in summer hedgerows. Pick them with a good stem attached and shake them well to remove little insects. Elderflower can be used to make cordial or wine.

Note of caution: elderflower has some nasty lookalikes, so exercise caution when picking.

Garlic mustard

With broad leaves and a head of little white flowers, garlic mustard grows in woodlands and hedgerows. Only pick them if there are lots available, as they only produce flowers and seeds in the second year. Steam the stem and flowerheads like tender stem broccoli, then add a drizzle of olive oil, some freshly ground black pepper and a twist of lemon. It is heaven on a plate.

Hairy bittercress

Look for this plant on dry, bare ground and in cracks in walls and pathways. At its base is a rosette of multiple individual leaf stems, each with small round leaves growing opposite each other in pairs along the length of the stem. Out of this rosette protrudes a tall spindly stem with tiny white flowers on top. Use the leaves, stems and flowers like rocket as a spicy addition to salads and sandwiches.

Lime tree

If you are fortunate enough to live near a lime tree, stand beside it on a summer evening and breathe in the sweet honey scent from its blossoms. It is intoxicating! Use the flowers fresh or dried, infused in boiling water for 5–10 minutes for a relaxing tea which may help to induce sleep.

Nettles

High in iron and useful for lowering blood pressure, young nettle tips can be cooked like spinach or made into a simple soup by frying chopped ramsons and then adding nettles and diced potatoes with a little water. Boil until the potatoes are soft, then add soya or oat milk, salt, pepper and a pinch of nutmeg before liquidising. Wear sting-proof gloves when you are harvesting them and avoid the older leaves which are too bitter.

Ramsons/wild garlic *(featured on magazine cover)*

In late spring and early summer, some ancient woodlands become carpeted in long, broad, dark green leaves from which emerge heads of white star-like flowers. These vast colonies of ramsons can be harvested for use in salads, soup, pesto and any other dish which requires a leafy vegetable and some garlic.

Note of caution: check your harvested leaves carefully because two poisonous plants sometimes grow among ramsons, namely dog's mercury and lords and ladies.

Wild mint

There are many varieties of mint to choose from. If you find it growing in a field or wood it is likely to be corn mint, but if you find it by water, and its leaves are almost purplish, it is probably water mint. This has a stronger taste so should be used sparingly. Apple mint lives on verges and dry waste grounds, and has slightly paler and less pointed leaves. Use mint leaves to make tea, flavour summer drinks or, for a special treat, sprinkle on top of chocolate ice cream.

Wild thyme

This low-growing plant with dark pinkish-lilac flowers and small dark green leaves often forms dense fragrant mats on top of cliffs, but enjoy any dry habitat such as walls, rocks or field edges. Use it in salad dressings and to infuse vinegar or add to mushroom dishes for an extra zing.

Watercress

If you have a stream near you, check whether there is watercress growing there. Harvest throughout the year, except during frosts, but be careful to avoid pulling up the whole plant. Instead, cut the upper parts of the leafy stem, including the flowers.

Note of caution: if there are sheep or cattle grazing nearby, wash very thoroughly to avoid being infected with liver fluke, a nasty parasite. If in doubt, cook it to make watercress soup.

Preserving your foraged foods

Freezing

If you have used your harvest in a cooked recipe, the easiest way to preserve it is to freeze it. Most food lasts for three months when frozen.

Drying

When harvesting wild herbs, pick them in the morning and shake them to remove insects. Tie them in small bunches to avoid rot or mould forming, place them in a paper bag and hang them upside down in a warm, well-ventilated room out of direct sunlight and humidity for 2–3 weeks. A quicker method, if you have the space, is to pick off the leaves and lay them on a tray for 3–4 days.

Storing in bottles or jars

After washing your bottles or jars in hot soapy water, sterilise them by using the highest setting of your dishwasher cycle. Alternatively, heat the oven to 140 °C, place a sheet of baking paper on one of the shelves, lay out the bottles so they are not touching and keep them in for 20 minutes. Use the bottles or jars as soon as possible and remember to also sterilise the lids.

Woody River runs foraging walks in the South of England. Visit secretlandscapes.co.uk to find out more.



RECIPES

Elderflower Cordial

Ingredients

4 unwaxed lemons
30 elderflower heads
2 litres boiling water
1 kg sugar

Directions

Cut two lemons in half and place them in a large bowl with the clean elderflower heads. Pour the boiling water over the top and cover with muslin cloth overnight. The next day, strain the mixture through the muslin and then heat the liquid in a pan, adding the remaining lemon juice and sugar. When the sugar has dissolved, simmer for three minutes before pouring into sterilised bottles or jars. Store the cordial in a cold place and consume it within two weeks.

Ramsons Pesto

Ingredients

150 g ramsons (leaves, flowers and stems)
65 g cashews, almonds or walnuts
2–4 tbsp nutritional yeast flakes
1 lemon
100 ml olive oil
Salt and pepper

Directions

Wash and dry the ramsons, checking carefully for snails, slugs and bird droppings. Also check to make sure there are no other leaves included. Chop the leaves and add in batches to a food processor, scraping down the sides in between blitzing. Add the nuts, yeast flakes, a squeeze of lemon and then the olive oil a drizzle at a time to desired consistency. Add salt and pepper to taste. Store it in a sterilised glass jar or plastic tub in the fridge for up to five days or freeze in small portions for three months.

Do not eat any wild plant unless you are sure it is safe.

A comprehensive plant identification guide will help you to feel confident in your decisions, whereas some plant identification apps can often be inaccurate.

Wild thyme can be found on walls, rocks or field edges

COOKING WITH PARITA

Parita Kansagra shares three vegan Indian recipes packed with flavour

Hi! My name is Parita, and I'm a vegan food blogger and recipe developer. I went vegan for the animals and found showcasing delicious vegan recipes to my friends and family was the most compelling way to introduce my new lifestyle change. Through CookingWithParita I'm able to share my love for Indian cooking, from whole foods to indulgent recipes. You'll find more of my mouth-watering recipes on my blog: cookingwithparita.com. I'd love to see and repost the recipes you try from this magazine issue, so don't forget to tag me @ParitaKansagra on Instagram and @CookingWithParita on Tiktok.



Makes 8

PUFF PASTRY ALOO CHAAT

Time needed: 40 minutes

Ingredients

For the green chutney

- 1 cup packed coriander
- 1 tsp salt
- 2 tsp sugar
- 2 tbsp water
- 1 tbsp lemon juice
- 1–3 green chillies

For the puff pastry aloo chaat

- 4–5 potatoes (800 g)
- 2 tbsp olive oil
- Salt and black pepper
- ½ tsp cumin powder
- ½ tsp chilli powder
- ½ tsp chaat masala
- Puff pastry ready-rolled sheet
- Oat milk for brushing
- 1 red onion, diced
- 8–10 cherry tomatoes, diced
- 5 tbsp vegan yoghurt
- ½ cup pomegranate seeds
- 3–4 tbsp sev
- 1–2 tbsp fresh coriander

Did you know?

Sev is an Indian snack made with chickpea flour. It adds a wonderful crunch to this puff pastry chaat. You can find this at your local Indian supermarket or even online.

This Indian street food-inspired dish comes together with store-bought puff pastry, potatoes, spices, vegan yoghurt, pomegranate seeds, sev and a quick green chutney. It's a super simple recipe that's perfect for an appetiser, lunch or side dish.

Directions

First make the green chutney by adding the coriander, salt, sugar, water, lemon juice and green chillies into a food processor and blending until the mixture is smooth. Set this aside.

Place the potatoes in a pot filled with cold water and boil until just cooked. Drain and allow the potatoes to cool slightly before peeling the skin off and cutting them into medium-small sized cubes.

Heat the oil in a non-stick pan and add the potatoes to cook for 3 minutes on high or until they start to get a little crispy. Turn the heat down to medium. Add the salt, black pepper and cumin powder and cook for 2–3 minutes. Add the chilli powder and chaat masala. Cook for another 2 minutes and set aside.

Cut the puff pastry sheet into 8 rectangles. Brush with a little oat milk and bake following the packaging instructions.

With a spoon, deflate the middle of each puff pastry, leaving a border. Add the aloo chaat, tomatoes and onions to the centre of each pastry. Drizzle with green chutney and vegan yoghurt. Garnish with pomegranate seeds, sev and fresh coriander.



TAHINI CHOCOLATE CHIP COOKIES

Time needed: 3hrs 30 mins

Ingredients

- 2 tsp flax meal
- 4 tsp hot water
- 113 g vegan salted butter, room temperature
- 100 g light brown sugar
- 100 g granulated sugar
- 100 g tahini
- 2 tsp vanilla extract
- 140 g plain flour
- 1 tsp baking soda
- ½ tsp salt
- 250 g vegan dark chocolate chips

These vegan Tahini Chocolate Chip Cookies make for the most incredible chewy, soft, decadent dessert. These are perfectly salty and sweet, plus they are easy to make and use simple ingredients – what’s not to love?

Directions

Combine the flax meal with the hot water to make a “flax egg” and set aside.

Beat the butter with the light brown sugar and the granulated sugar until the mixture is light and fluffy. Add the well-stirred tahini, vanilla extract, flax egg and mix.

Add the plain flour, baking soda and salt and mix until combined. Fold in the vegan dark chocolate chips. Cover the bowl with a plate and refrigerate overnight (or for at least 3 hours).

Pre-heat the oven to 180 °C and line a baking sheet with parchment paper. Take the cookie dough out of the fridge and allow it to come back to room temperature – this should take around 30 minutes. Use a tablespoon to take two scoops of the cookie dough, and roll this into a ball. Place the cookie balls on the baking sheet, leaving a 2-inch gap between each ball.

Bake the cookies for 13–14 minutes or until the edges start to become golden.

Sprinkle the warm cookies with salt flakes. Allow them to cool for 5 minutes on the baking tray before transferring onto a wire rack to cool for another 5 minutes.





Makes 6

TOFU TAWA BURGERS

Time needed: 40 minutes

Ingredients

- 2 tbsp sunflower oil
- 1 onion, diced
- ½ tsp grated ginger
- 1 ½ tsp grated garlic
- 1 bell pepper, diced
- ½ frozen peas
- 2–3 tomatoes, diced
- Salt and black pepper
- ½ tsp chilli powder
- ½ tsp ground turmeric
- 1 tbsp pav bhaji masala
- 2 tbsp tomato sauce
- 1 firm tofu block (280 g), cut into small cubes
- 1 cup vegan cheese, grated
- 3–4 tbsp chopped coriander
- 6 medium soft rolls
- 2–4 tbsp vegan butter

Did you know?

Pav bhaji masala is a blend of spices. You can make your own blend at home, but store-bought makes everything easier. You'll find this in your local Indian supermarket or online.

If you're in the mood for something packed with flavour, make these Tofu Tawa Burgers! The juicy filling is made with tofu, frozen peas, spices, vegan cheese, tomato sauce and fresh coriander. 'Tawa' means 'pan', and these pan-fried burgers are made with a little coriander, pav bhaji masala and vegan cheese.

Directions

Heat the oil in a pan over a high heat. Add the onions, ginger and garlic to the pan and cook for 1–2 minutes or until the onions are translucent.

Add the bell pepper, peas and tomatoes to the pan, mixing to combine. Add the salt, black pepper, chilli powder, ground turmeric and pav bhaji masala. Cook for 2–4 minutes.

Mix in the tomato sauce and firm tofu and cook for another 2 minutes. Turn the heat to low, add half of the vegan cheese and continue cooking until it has melted. Sprinkle with 1 tbsp chopped coriander.

Split the burger buns in half lengthways and fill with the tofu filling.

Heat a pan with vegan butter, sprinkle with a little pav bhaji masala, chopped coriander, vegan cheese and mix. Dip each burger into the butter masala to cover entirely. Hold the burger and carefully press and flip until all sides are golden and warm.



The new & exciting vegan cookbook (Easy Enough Even For The Beginner) was written by Erasmia Kyriakou.

The author has been a vegan for over 8 years and has always had a passion for home cooking and baking and is now sharing her recipes with us. As well as her new cookbook, she also runs a vegan café in Norfolk where she enjoys making and serving her home cooked meals and bakes every day. Her recipes are influenced by her Greek heritage, growing up in South Africa and from living in the UK for many years.

The book is filled with a variety of sweet and savoury dishes to suit every occasion and suitable for all levels making it easy for everyone to use & enjoy this fantastic book. The recipes are very easy to follow, as the title suggests, and are all made with easy to find ingredients.

Follow her Instagram page @dilliciously_vegan to see all the mouth-watering recipes which are in this book.

To get your copy on Amazon, search for the title (Easy Enough Even for The Beginner by Erasmia Kyriakou) Paperback £18.95 Ebook now on sale for only £5.99

Below is one of her recipes from the cookbook for you to try, Enjoy xx

Baked Sweet Potato with Spinach and Pea Mint Purée Serves 2

Ingredients

2 med- large sweet potatoes, skins left on & cut into ¼ wedges
150-200g baby spinach leaves
½ cup soya yogurt
Pea shoots/ micro greens to garnish
1 tbsp Olive oil

Mint Purée

300g frozen peas defrosted
4 Sprigs of fresh mint
1 Tsp Olive oil
Salt and pepper to taste

Method

Preheat oven 200° fan or 220° conventional ovens. Rinse the potatoes and cut them lengthways, first in half then the halves in half so you have 4 wedges per potato. Leave the potato skins on. You can remove them after baking if you don't like eating the skins. Rub them with olive oil and place them on a baking tray and bake for 20-30 minutes. If you want to get the grill lines onto the potatoes, you can do so after they've baked by placing them on a grill plate or pan and grill for a minute or 2 until the grill lines are visible.

To make the pea purée, bring a cup of water to the boil on a high heat. Add the defrosted peas and boil for 2 minutes. Don't boil for longer as they will lose their vibrant green colour. Drain the water and add the mint and oil to the drained peas. Using a hand blender or food processor, blend the peas till smooth, taste and season. Get this ready 5 minutes before your potatoes are done.

For the spinach leaves, in a pan put half a cup of water and bring to the boil, add the spinach to the pan and cook for a minute or so and drain the water. Do this after you've done the pea puree.

To plate up, start by putting the purée on the plate and then spinach on top of that. Now place your potatoes on top of the spinach at an angle so they stand up on the plate. Drizzle with yogurt and garnish with seeds and micro greens. You can serve this dish with a mixed leaf salad.



REVIEWS



This is Vegan Propaganda by Ed Winters, reviewed by Jude Whiley-Morton



Imagine: a new disease emerges in Asia. Resulting from animal exploitation, the virus will spread throughout the continent before travelling to the Middle East, Africa and Europe, killing many of those it infects. This is not Covid-19, but H5N1. Chronicled by Ed Winters in his debut book *This is Vegan Propaganda*, this avian flu strain is one example of the consequences of animal exploitation. The difference? H5N1 is 60 times more lethal than

Covid-19. Though H5N1 was suppressed, the risk is still out there. To avoid such a pandemic, Winters explains, "We have no choice" but to go vegan.

With his lectures gathering over 35 million views online, Ed Winters is a talented communicator. *This is Vegan Propaganda* may be capable of converting hardcore carnivores. Written in an accessible style, Winters traces the impact of animal farming on everything from our health to the industry's influence on government policy.

Winters' desire to convert people may, however, be hampered by the book's formatting. Despite acknowledging descriptions of animal cruelty as a turn-off for non-vegan readers, the first 50 pages of his book include such details. This is an obstacle to the book's most influential points, those

effects of animal exploitation which appeal to our selfish fears for our personal health, or immediate environment.

Potentially the book's title, implying a study of veganism in the media, misleads; Winters includes only one chapter on the subject. Overall, *This is Vegan Propaganda* may be of most use to vegans seeking striking facts to inform their arguments. An essential book for 2022, I would recommend everybody read it before this year's Christmas dinner.

Queer + Trans Voices: Achieving Liberation Through Consistent Anti-Oppression edited by J Feliz Brueck and Z McNeill, reviewed by Violeta Pereira



It's not every day a book comes along that feels like it's speaking both to you and for you. I've waited a long time for a book focusing on the intersection between being queer and vegan, and this is exactly what I was looking for. While the title is perhaps slightly misleading, having no mention of veganism or animal rights, the upside is that it may plant a seed in the minds of non-vegans who pick it up out of curiosity.

The diversity of voices, experiences and perspectives in this collection of essays makes for a truly compelling and indispensable read. It will lead you to explore different

viewpoints and reflect on your own, in ways you may not have considered before. Reading it is an emotional rollercoaster, as one page may have you thinking: "Someone understands me!" while the next page completely pushes you out of your comfort zone. It's both incredibly relatable and unfamiliar.

If you've ever sat on an optician's chair being given different lenses to try on, you'll understand how I feel about this book: all lenses will make you see things differently, not all are right for you, but all are right for someone, somewhere. Only by understanding that there are an endless variety of perspectives and voices which are all necessary, will we move forward and achieve the change we so deeply want.

This book shows us that to achieve that change, we must consistently challenge the racism, ableism, sexism and other isms that are rife in Western society, and therefore in the animal rights and vegan movements. Clearly we will only achieve liberation for both human and non-human animals "through consistent anti-oppression".

Fever Dreams by Johnny Marr, reviewed by Martin Daley



Johnny Marr, 58, found fame as the guitarist of The Smiths, and writing partner to Morrissey in the 1980s. A vegetarian ever since writing the music for Meat Is Murder in 1985, Marr has been a committed vegan since 2005. This is a song which many people credit for a shift in how they view

animals, and Marr himself still considers the track one of his greatest accomplishments.

Fast forward to today, and Marr's fourth solo album, *Fever Dreams Pts 1-4*, is a bold and expansive endeavour. It's a double album made up of 16 tracks. The album sounds immediate and life-affirming from the very first listen – particularly so in the opening track, *Spirit Power and Soul*, which, with its electronic drumbeat and rousing fist-punching chorus, is reminiscent of 90s Depeche Mode.

Receiver has a huge sound that opens with an infectious synth riff, while *Ariel*, with its Sylvia Plath-inspired title, includes a bass line in its chorus that's evocative of a Bond theme tune. Maybe Marr's collaboration with fellow vegan Billie Eilish on 'No Time To Die' has rubbed off?

Hideaway Girl is a punchy, high-energy song which, while being one of the rockier tracks on the album, still pushes a message of hope and deliverance. Meanwhile, *Ghoster* is underpinned by a bass line that's smothered in fuzz, which wouldn't sound out of place on a Radiohead album.

Lyricaly the songs are semi-ambiguous, perhaps intentionally so. Thematically, Marr's belief in compassion, kindness, positivity and forgiveness are laid bare in these songs. However, this never detracts from the sheer effervescence and exuberance that the album delivers in somewhat breath-taking fashion. The album draws to a close with *Human*, arguably the highlight track. What starts as an acoustic number, dripping with melancholy, builds to a spectacularly uplifting outro.

For an album so obviously concerned with optimism, the live shows promise to be nothing short of electric. In fact, the entire album feels like it was recorded purely to be played live – such is its anthemic quality.

Fever Dream Pts 1-4 is a magnificent album from an extraordinary artist. Given the current world we find ourselves in, it's all too easy to lose hope and relax into cynicism. Thankfully, national treasures can sometimes be relied upon to provide a perfect antidote.



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MuLondon have created a range of three light and fluffy cleansing foams to wash and shave skin gently and effectively. Great for sensitive skin, these cleansers are detergent-free, as well as certified vegan and organic. Options include Rose, Rosehip & Rosemary, Lavender or Fragrance Free (ideal for sensitive skin). MuLondon are also a certified B Corp, a member of 1% for the Planet and proudly support the Stonewall campaign, underlining their commitment to social responsibility. Available at mulondon.com.

The Body Shop Wellness Range

The increased interest in insomnia solutions and self-care inspired The Body Shop to launch a wellness range. This features three routines in which essential oils have been carefully crafted into three unique blends tailored to each need: Sleep (pictured), Boost and Breathe. With products ranging from essential oils to body care to a pillow spray, there is something for everyone. The range is Vegan Trademark certified and comes in sustainable packaging, using glass and aluminium materials. Available in-store globally and at bodyshop.com.



Jaya Beauty 24/7 Vitamin Moisturiser

Female-founded brand Jaya are on a mission to inspire young women to develop cleaner, more conscious skincare habits with sustainably developed formulations and materials. Holding vegan and B Corp certifications, social and environmental transparency and accountability is at the heart of everything they do. Their 24/7 Vitamin Moisturiser contains vitamins B3, B5, B6, C and E to help protect, brighten, energise and strengthen skin. It's also prebiotic, containing kombucha and algae –and it is subtly fragranced with a natural mood-boosting blend of bergamot, orange, rose, geranium and patchouli. Available at jayabeauty.com.

Natural Earth Deodorants

Created with the environment and you in mind, Natural Earth Deodorants are made with active ingredients sodium bicarbonate and magnesium hydroxide to eliminate bacteria and keep you smelling fresh. There are four natural scents available: Pink Jasmine, Vanilla, Cedar and Sandalwood and Citrus. Natural Earth are committed to providing environmentally friendly products sourced from organic, vegan and natural raw materials. They are also aluminium and paraben-free, and packaged in plastic-free, compostable, recyclable and biodegradable materials. Available at naturalearth.co.uk.



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Mooncup® is the original, multi-award-winning menstrual cup. Designed by women and made in the UK, the reusable Mooncup® offers an end to the plastic waste, discomfort and expense of traditional disposable sanitary protection. Thanks to Mooncup® users, over three billion tampons and pads have been diverted from the waste stream. Available at mooncup.co.uk, Boots and independent retailers (find your nearest on mooncup.co.uk).



Ration.L R-Kind Trainer Collection

This vegan, gender-neutral trainer collection was created with longevity in mind and made with recycled materials, from the shoe to the biodegradable packaging. Pictured is Moon White, with Mercury Black, Astra Green, Pluto Putty, Mars Rustic and more available online. When you purchase, 5% of all sales go to the Brain & Spine Foundation. Available at rationl.co.uk and John Lewis (online and in store).

PiQi Life Kefir Drinks

Brewed in Somerset using only sustainably sourced organic ingredients, PiQi produce gut-loving fermented water kefir. It's a drink that contains naturally occurring probiotic cultures that help support gut health – each 250 ml bottle contains up to 30 billion live cultures. They're available in four refreshing, sparkling and dairy-free flavour combinations: Grapefruit & Cardamom, Ginger & Lemon, Original (brewed with fig) and Blue Butterfly Pea. Available at piqilife.com and also select vegan cafes and bars (full list on the website).



Free From Fellows Marshmallows

Award-winning confectionery brand Free From Fellows recently launched vegan marshmallows! Vegan Trademark certified, they come in large Vanilla and Strawberry flavours, and Mini Pink & White Vanilla mallows. As well as being free from gelatine and other animal ingredients, they're also free from the top 14 allergens including soy and nuts. Use them to make vegan s'mores, bakes, to top your hot chocolates or just to snack on. Available at Sainsbury's, Waitrose, Holland & Barrett, Ocado and health food stores.





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PLANT-BASED FOOD ALLIANCE UK

At the end of 2021 the PBFA was formed – a new organisation to unify the plant-based food and drink sector and promote the case for a food system transformation



Founded by The Vegan Society, ProVeg UK, Alpro, Oatly and Upfield, the PBFA has over 300 years of combined experience in the plant-based foods sector. Joining us as CEO of the Alliance is Marisa Heath, an expert in government policy, food systems and animal welfare.

Marisa says, "Food policy can open the door to inclusiveness for the plant-based sector by integrating broad thinking and future planning on food at a level that filters into every part of our society. For example, a policy mandating that plant-based food must be offered at schools, in hospitals and at public events will make even those who are currently not interested in the offer open up to it and begin to see it as a normal part of our diet."

Key priorities

The Alliance draws on the experience of similar international groups, such as The European Alliance for Plant-based Foods and the US Plant Based Foods Association. These groups show that through businesses, NGOs and supporting organisations coming together, we can create a fairer policy landscape for plant-based foods which can help us move towards a fairer world for all living beings.

There are multiple factors at play which lead us to be certain the Alliance will be a success in the UK. Firstly, there is increasing public pressure for our government

to acknowledge the environmental damage that animal agriculture does to the planet. Then there is the vast amount of innovation in the plant-based market that has seen sales skyrocket in the last few years. Finally, as more people embrace plant-based eating, they may experience a number of health benefits and reduce the burden on the NHS.

These three factors – environment, economy and public health – are key priorities for our government, and mean we can promote the plant-based agenda in upcoming environmental, food and business policy. Though this messaging is not directly linked to animals, it undoubtedly supports The Vegan Society's aim to remove animals from our food system.

Our 2022 plans

National Food Strategy

In 2019 Henry Dimbleby (co-founder of the Leon restaurant chain) was commissioned to conduct an independent review of England's food system. Dimbleby's National Food Strategy was published as Part One (July 2020) and Part Two (July 2021). Part Two calls for a "protein transition" in which the public are encouraged to consume plant proteins, and explicitly states that "developing and manufacturing alternative proteins in the UK, rather than importing them, would create around 10,000 new factory jobs and secure 6,500 jobs in farming to produce protein crops."

At the time of writing (February 2022), the government is expected to respond to recommendations in coming

weeks, and the Alliance eagerly awaits to see where we can have a positive impact. In line with this, we are planning to launch our own plant-based food charter that shows our role within the broad food system. The charter will set out the role plant-based foods play within the major issues we face – such as climate change, health, food waste, economic growth and food security. Alongside this it will show the future vision for plant-based food and the steps needed to get there.

Food labelling

The issue of food labelling is important to everyone, and is often a hot topic for the public, media and government alike. Over the last few years, you may have seen eco-labelling appear on food packaging. This is where food and drink products are typically graded an A*- G, on a traffic light system, on their environmental impact. There are currently several different grading systems used, using different metrics, such as water usage, biodiversity loss and carbon emissions. Eco-labelling is being pursued by industry to help shoppers quickly make informed choices at the point of purchase but, to avoid future confusion and speed up the process, there is an urgent need for an agreed international standard.

The Alliance welcomes the concept of eco-labelling in theory, as plant-based products often have a low



environmental footprint, and will be working to ensure that any government measures on this are fair and clear.

Post Common Agricultural Policy subsidy schemes

Having now left the European Union, the UK has designed its own agricultural policy to replace the Common Agricultural Policy (CAP). Within CAP, farmers were given direct payments related to how much land they owned, not how much food they produced. This controversial approach has caused many issues, one of which being animal farmers receiving huge amounts of subsidies compared to, for example, fruit farmers.

The upcoming Environmental Land Management scheme will replace the CAP scheme, using a “public money for public good” approach, where farmers are rewarded for sustainable farming as well as environmental benefits. The Alliance is championing the move to more crop-based farming, reducing “livestock” farming and freeing up land for rewilding and biodiversity.

To learn more about the Alliance, visit plantbasedfoodalliance.co.uk.

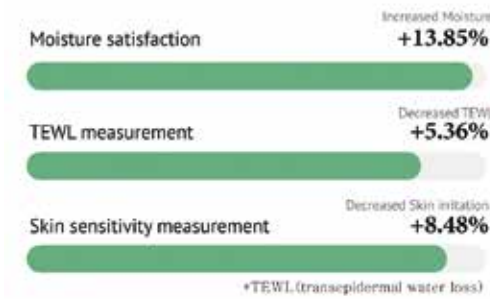
By Louisiana Waring, The Vegan Society’s Senior Insight and Policy Officer, and Marisa Heath, CEO of the Plant-Based Food Alliance UK



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MEMBERSHIP

Letters

Council food win

Congratulations to Oxfordshire County Council, which has decided to serve only plant-based meals at meetings and catered events. At its meeting on 15 March, the Council's cabinet also gave approval for officers to begin work on a broader approach to plant-based and locally sourced food as part of a new policy. Plant-based options will also be added to the menu for part of the week at several primary schools in Oxfordshire. - Paul Appleby

Star Letter

Recently a friend in Wales sent me some information about Barbara Helen, an independent musician and singer, who performs at vegan and animal rights events to spread her message of love, compassion and hope.

I felt an immediate affinity with Barbara – it was as though I had known her forever. We appear to think exactly the same about everything important. To my mind, what she is doing is absolutely marvellous, spreading the word about veganism but in an enjoyable laid-back kind of way – however some of the visuals can be disturbing.

I used to give voluntary school talks for several years but had to stop as the content of the talks started to haunt me. I now write poetry to spread the word and get the anger out of my system. I feel that this is exactly what Barbara does, and of course it works. I have another friend who uses art in the same way.

All that anyone needs to know about Barbara is that she is a committed vegan and a very gentle soul which you will realise when you listen to her music. You can find it online by searching her name plus 'vegan musician'.

- Pam Ward Lightfoot

Congratulations to Pam, who has won a special bundle from One Planet Pizza. Next issue's Star Letter winner will receive a travel selection box from Friendly Soap, including products to wash, shave and clean your clothes with..

Membership News

Life membership

In March we were excited to reveal that our new enamel badge is available upon request to all Life Members.

We also announced that we are offering free Life Membership to all members who have been with us

for over 30 years, as well as one third off Life Membership for those aged 65 and over.

If you are a Life Member and would like a badge, or if you would like to take up either of these offers, please contact us. Details are shared below.

New discount with The Body Shop

The Body Shop have recently pledged to be fully vegan by 2023 with all products certified by the Vegan Trademark. We are very pleased to say that they are currently offering our members a 15% discount on core products online and in store. Please find the terms and conditions in the member discounts area of your online account, or contact us for the details.

Don't forget that there are over 100 third-party member discounts available including 10% off our multi-vitamin VEG 1 (now in aluminium packaging).

This spring why not...

- Treat yourself or a friend to a goodie from The Body Shop's new Wellness Range with our 15% off at The Body Shop discount (online and in store).
 - Choose bar soap instead of plastic bottles with 15% off at Friendly Soap.
 - Indulge in healthier snacks with 10% off at Wallaroo
- All discounts can be found in The Members' Area of our website at vegansociety.com/my-account/shop-discounts. Please contact us if you have any problems accessing your account.

Members' roundup

Have you signed up for our monthly Members' Newsletter yet? The newsletter allows our members to keep updated with society campaigns, research, media news, member-exclusive competitions and discounts. Contact us if you

would like to sign up.

We value your feedback

Don't hesitate to get in touch with the Membership Team with your comments on how you have found the last year of membership with us, and any suggestions for improving the membership experience.

Contact us

You can contact the Membership Team, Stephen Sanders and Harriet Macintosh, in the following ways. Email membership@vegansociety.com, phone 0121 8279 905 or write to us at Donald Watson House, 34-35 Ludgate Hill, Birmingham, B3 1EH.

AGM 21 May 2022

The Vegan Society's Council has decided not to hold a hybrid AGM this year in order to protect members and staff from the continuing risk from Covid-19. This AGM will only be held online.

However, members will still be able to vote both for candidates for election to Council and, by proxy vote, for the resolutions to the AGM online or by paper ballot, as usual. Voting information and the notice of the AGM will be sent to members by our election agents, UK Engage, in April. We have seen increasing engagement in recent years with online AGMs, and we hope that many members will be able to attend.

Please accept our apologies for any disappointment this may cause but, as we are sure you can understand, these are difficult decisions for charities to make and your safety is important to us.

We look forward to welcoming many of you to the online AGM on 21 May.



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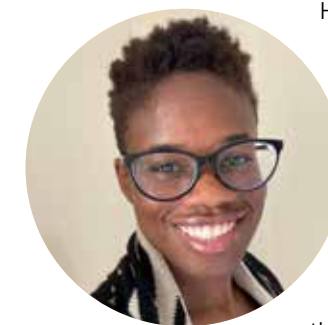
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*Nielsen GB ScanTrack Total Coverage Value and Unit Retail Sales 52 w/e 9 October 2021. To verify contact Vitabiotics Ltd, 1 Apsley Way, London, NW2 7HE.



AVOIDING FOOD WASTE

How to boost your nutrition intake while making the most of our resources



Hello there, I'm Chantal Tomlinson. I'm a Registered Dietitian and have recently joined The Vegan Society Nutrition Team! My passion has always been to help people make healthier eating choices. I love cooking, and I hope you enjoy the recipes that I will be sharing alongside these articles.

About food waste

The Food and Agriculture Organisation of the United Nations estimate that one third of all the food produced globally is either lost or goes to waste. Clearly, this is not the best use of our resources. In making the most of the food we have, and buying only what we need, we can all play a part in making a collective difference.

How does wasting food affect my nutrition?

When we waste food, this can have an impact on our nutrition more than we may realise. Here is some food for thought:

- When we peel fruit and veg like potatoes, carrots, and apples, we lose the **vitamin C** that is found just underneath the skin. Vitamin C is important for the immune system, protects our cells from damage and keeps our skin, cartilage and bones healthy.
- When you use the whole food, for example the broccoli florets as well as the leaves and the stalk, you include more **fibre** in your diet. Fibre is essential for keeping your gut healthy and it keeps you fuller for longer. It also has a role in lowering the risk of developing conditions such as type 2 diabetes, colon cancer and heart disease.
- Eating nutrient-rich fruit and vegetables before they go

bad means that instead of throwing food away, you could be getting the wide-ranging health benefits of hitting your 5-a-day – a win-win for your health and the environment.

Top tips

- **Plan meals in advance.** This can help you to buy exactly what you need which reduces the chance of wasting food. Studies show that meal planning may lead to increased diet quality and a lower chance of living with obesity.
- **Store your fruit and veg in the right way.** Research by the Waste and Resources Action Programme shows that food lasts longer in a fridge set between 0°C and 5°C. Did you know that fruit lasts up to two weeks longer in the fridge (in its packaging) than in the fruit bowl?
- **Go for frozen fruit and veg.** They last so much longer than fresh and can be used conveniently at any time. They can be even more nutritious, as often they are frozen very soon after harvesting, reducing the opportunity for vitamins to be lost.
- **Chop up and freeze extra fruit/veg before they go bad.** For example, freeze extra cabbage which can be thawed later and steamed. Frozen sliced broccoli and carrots can be used in a lentil shepherd-less pie.
- **Use the whole fruit/vegetable.** Instead of throwing away the stalks of the broccoli, why not toss them into a pesto or add them to a stir fry? Potatoes can be boiled and mashed with their skin or made into homemade wedges or a jacket potato – just ensure you wash the skins well before use.
- **Store leftover food in the freezer.** Instead of throwing out the food you don't eat, freeze the rest for a convenient meal another day.
- **Get creative in the kitchen.** Have a look at the next page for a healthy pancake recipe that makes use of very ripe bananas and includes ingredients you might have in your cupboard and freezer. Packed with fibre, omega 3-fat, a portion of fruit, protein, vitamins and minerals, they're so delicious that you won't want to waste any of these!



BANANA OAT PANCAKES



This easy recipe is a great way to use up overly ripe bananas

Ingredients

For the pancake

- 2 ripe bananas (approx 100 g each)
- 1 cup (250 g) unsweetened fortified soya milk
- ½ cup (62 g) self-raising flour
- ½ cup (45 g) porridge oats
- ½ tsp (2 g) baking powder
- 1 tbsp (10 g) chia seeds

Toppings

- 1 heaped tbsp (18 g) smooth peanut butter
- 1 cup frozen (155 g) blueberries
- 1 tbsp (15 g) maple syrup (or other syrup such as agave)

Directions

Blend 1 banana, flour, oats, and milk together. If you don't have a blender, you could mash the banana well and mix everything together thoroughly.

Mix in the baking powder and chia seeds and leave it to sit for 5 minutes.

In the meantime, heat the frying pan on a high heat

and once hot, turn down to a medium heat.

Use a ladle to pour the mixture to create your desired size of pancakes.

Once you see bubbles forming in the batter, you can use a spatula to look underneath to see if the pancake is turning golden brown.

Once golden brown, flip the pancake to the other side and cook for approximately one minute before removing it from the pan.

Continue this process until all the mixture has been used. While your pancakes are cooking, you can keep the finished ones warm on a baking tray in a low oven.

To prepare the blueberries, heat them in a pan with 2 tbsp water and heat until they are soft.

Stack your pancakes and layer with a drizzle of peanut butter, and top with your blueberries, maple syrup and banana. Feel free to top with other available fruits and enjoy!

Nutritional information per portion

kcal 451 **fat** 11 g **sat fat** 2 g **carbohydrates** 69 g
sugar 24 g **fibre** 10 g **protein** 14 g **salt** 0.73 g

By Chantal Tomlinson, Dietitian

Photography by Hannah Hossack-Lodge domesticgothess.com

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WHERE'S THE MEAT?

The culture of toxic masculinity preventing men from becoming vegan

In 2005, Burger King ran an ad on national television, compiling centuries of gender roles and societal norms into a catchy show tune that ran with the slogan “eat like a man.” The advertisement was a marketing tactic for the fast-food chain’s newest item, the Texas Double Whopper, a massive burger comprised of two pieces of beef stacked on top of each other.

This advertisement perpetuated a harmful ideal of gender identity which, nearly 20 years later, has wider repercussions on the future of our society.

“Real men”

Over the past few years veganism has grown into a widespread social movement with plant-based products easily accessible on supermarket shelves and restaurant menus. Even Burger King has several vegan options, registered with The Vegan Society’s trademark, no less.

Interestingly, according to large-scale surveys by The Vegan Society and others, the growth in vegan lifestyles is primarily due to women. In fact, almost twice as many women in Great Britain identify as vegan compared to men.

According to recent studies, this skewed gender demographic is due to cultural views toward veganism and plant-based lifestyles. These views are built upon a foundation of societal norms, gender identity and toxic masculinity – a deeply rooted ideal system that proclaims “real men” eat meat.

Food and psychology

One of the individuals pioneering our understanding of this relationship between masculinity and plant-based lifestyles is UCLA social psychologist Daniel Rosenfeld. In a recent conversation, Rosenfeld explained the motivations behind his research, stating, “Once I started practicing a plant-based diet, I realised the food choices we make have very strong social and psychological implications.”

In a recent study, Daniel and fellow researcher Janet Tomiyama found that men tend to eat more meat because it makes them feel more “manly.” As Rosenfeld explains, this idea informs society’s views toward plant-based lifestyles. He says, “One of the common stereotypes of plant-based eaters is they are less masculine and more feminine.”

This stereotype affects the way men approach eating meat, and according to their study, men who conform to more traditional roles of masculinity are less open to plant-based lifestyles.



Representation may be the key to erasing society's underlying belief towards male vegans

Backlash

As Rosenfeld highlighted these ideals in our conversation, I began to think about my own experiences with veganism. I grew up outside Los Angeles in a working-class family that prioritised traditional views of masculinity, including the idea that men eat meat. Looking back on my childhood, I don't ever recall being introduced to any positive ideas of veganism or vegetarianism. In fact, throughout my youth I had very negative views of veganism, seeing it as extremist.

Therefore, when I went vegetarian during my late teens as my own form of environmentalism, this involved diverting from my pre-conditioned ideas of masculinity. My choices were met with a backlash. I was often the subject of criticism and ridicule. For years, these backhanded comments filled every afternoon get together or family holiday. It became apparent that plant-based food choices meant one thing – I wasn't a "real man" in the eyes of society.

In a recent study from the Centre for Advanced Food Engineering, researchers interviewed 36 men from Sydney, Australia, who had recently eaten at a vegan restaurant for the first time. The men were then asked about their openness to plant-based lifestyles.

"It was surprising to see the strength of their negativity," writes study researcher Dora Marinova in an article for The Conversation. Her article revealed that participants made comments such as "I was feeling I was sacrificing my manhood" or "I don't want to end up with my friends laughing at me over a plant-based burger."

Shattering the stereotype

Luckily, many individuals are challenging stereotypes toward plant-based lifestyles and redefining what it means to be vegan in our society.

As a Black male from New York City, Berto Calkins has been shattering the stereotype of the typical vegan for years. His online platform challenges the societal norms of veganism, offering an alternate view of what the typical vegan looks like. Berto says, "I want people who look like me and come from the same neighbourhoods as me to be interested and not turned off by what they think veganism is."

Outside of a few friendly jests, Berto explains that he hasn't met much resistance to his choice to go vegan. In his experience, many men are more curious about his lifestyle, asking questions about his diet or seeking advice about going vegan instead of diminishing him for his choices. This lack of resistance may have to do with the way Berto shares his lifestyle.

"I don't want to be known as just being the vegan guy," states Berto. "I want to be known for me being me." He explains that he strives to connect with his followers more personally, building a relationship with his character, before they learn about his vegan lifestyle. "Humans are multifaceted," explains Berto. "We have so many different portions of ourselves." This approach to his personal image allows Berto to connect with people before allowing them to form preconceived judgments about his lifestyle choices.

Behavioural shifts

According to Daniel, this representation may be the key to erasing society's underlying beliefs toward male vegans. "We have two options," explains Rosenfeld. "Changing how society defines masculinity or making plant-based eating seem more masculine."

Both of these solutions require massive behavioural shifts in our society. These shifts have to be led by individuals challenging the status quo, changing the stereotypes associated with veganism and creating space for future vegans to feel welcomed. In other words, we have to lead by example.

These changes also require our society to reconsider its associations with masculinity. As a society, we need to find ways to rewrite empathy, compassion and self-care as masculine traits. It's time to welcome a deviation from this old system that wrongly criticises men for taking care of their health and advocating for a more sustainable planet.

For that reason, I think it's better to say "real men" advocate for change – and by all indications, that change is plant-based.

By Keegan Sentner, environmental journalist and photographer, keegansentner.com

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VOLUNTEER HUB



We are lucky to have a dedicated team of engaged volunteers, and for this we could not be more grateful. However, it hasn't been the easiest couple of years, and many of our volunteers have found that sharing their lives with a companion animal has brought a little light to this otherwise challenging time.

Veganism is a central part of most of our volunteers' identities, and for some caring for animals is an integral element of this. In this issue I wanted to share their insights on the topic of companion animals.

Kaya Gromocki, Volunteering and Engagement Officer

Proofreading Volunteer, Jen, shares the story of her canine friends.

"Our two dogs are the centre of our little family. They both have unique personalities and communicate in their own individual ways. As much as they need to be looked after and cared for, they also take care of me and my husband, and of each other. Whether we have good or bad days, they sit by our side, bring us a toy or share a bowl of fruit with us. The amount of kindness they show every day is, to me, what veganism is all about."

Research Volunteer Flo explains what her friendship with her tortoise means to her.

"After adopting Schild from a neighbour, I got to know his personality through watching him explore, seek out human company and exhibit food preferences. Being up close with a reptile for the first time opened my mind to the complexity of non-human animals and the respect they deserve. I feel

weird about having kept hamsters as a child so now, even if a little selfishly, I feel good about being able to provide Schild with the full range of a garden. Going vegan also made me feel closer to him as we now share the same love of fruits and veggies."

Digital Communications Volunteer Siân shares her home with three non-human animals.

"My two rabbit companions have completely opened my mind to the emotional needs of smaller mammals. With that comes a lot of sadness because of the conditions they're kept in and the way they're treated and disposed of for human use. Caring for a rabbit, finding them a life partner, and creating a space where they are safe and happy makes all the chewed furniture worth it!

"We also decided to adopt a retired racing greyhound. It's wonderful to see an animal who was raised for entertainment and discarded settle into a blissful life. Since joining our family Marley now eats a vegan diet, but my proudest moment is the complete unlearning of his training to chase and catch a rabbit."



Web Volunteer Sara tells us how adopting a kitten changed her outlook on life.

"I adopted a kitten, Chico, during the pandemic. I wasn't expecting to feel so close to him. But spending day and night with him made me appreciate his soul and see his capability of understanding. I started to look at animals around me and see different, beautiful and funny souls in them. This made me realise how they could feel and understand in different ways, just as my beloved Chico does. The decision to be vegan became easy and obvious at that point."

If you would like to volunteer please check our website or email volunteer@vegansociety.com or communitynetwork@vegansociety.com to join a team of like-minded volunteers.

VOLUNTEER OF THE SEASON

Introducing **Haz Feliks**, a fantastic member of our Community Network



Tell us about yourself, Haz

I live in Aylesbury and work in higher education, providing tech solutions to help support teaching and learning online. I have been participating in diversity and inclusion initiatives in the workplace and am heartened by the enthusiasm of my colleagues. Bi-visibility and Pride have been of great importance to me. I like to get a bit existential in my conversation sometimes, bringing up my philosophies with people and companion animals – aren't they good listeners? I'm dad to a 10-year-old, banana servant to two bunnies on the weekend and a once-in-a-while carer to an adorable Labrador Shar Pei.

What do you do in your role of Community Organiser?

As a Community Organiser I help coordinate volunteering at our local outreach stand and the surrounding activities including online publicity. I've been joining local and national vegan outreach efforts since I became vegan in 2015. In 2017, I started to organise my own stands with different themes and included food samples with the help of VegFund. In 2020, we started to work with the local council and the shopping centre. Shortly after, a friend suggested we consider working with The Vegan Society. This turned out to be a great fit for us, and has really helped us feel supported in our work. Plus there are other benefits such as aligning our campaigns and welcoming new volunteers as Community Advocates.

I'm very keen to make things as inclusive and accessible as possible through my role as Community Organiser. One thing I really like is that we require minimal monthly participation.

For example, Advocates can join for as little as one hour at a stand. I've welcomed the increase in commitment and support from The Vegan Society towards local community outreach efforts.

What does veganism mean to you?

Veganism for me means doing my best and striving towards more tolerance and kindness in a sometimes harsh world. I want to be part of any solutions I can, whether that's supporting a transition to a post-animal agriculture economy or focusing on sustainability and wellbeing for all beings. I also like to follow institutions like Friends of the Earth who run important campaigns like Population Matters.

What do you hope to achieve in your volunteer role?

It has been amazing to see the boom in plant-based products on the shelves. In the future I want to play my part in what looks to me as an inevitable, long-term shift to plant-based economies and industries.

I recently joined a new community and animal sanctuary project near Aylesbury. I'm sure it's going to be both fun and a lot of work, and I'm very excited about helping to bring people and animals together. As I write this, earlier today we picked up two beautiful sheep who are now safe in their new forever home.

I think there's a lot of potential in local outreach to build a positive presence with our communities and further normalise veganism. I look forward to future collaborations with the local council, businesses and groups and using my education background to incorporate fun learning activities to help increase engagement.

EVENTS

Covid-19 disclaimer: the following information is accurate at the time of printing. Please refer to the website for each event for the latest updates and always follow government advice.

Vegan Nights

Thursday 5 May (5pm–10:45pm)

93 Feet East, 150 Brick Lane, London, E1 6QL
vegannights.uk

Tyneside Vegan and Music Festival

Saturday 14 May (11am–3pm)

Event Northumbria, Northumbria Students Union, 2 Sandyford Road, Newcastle, NE1 8SB
facebook.com/events/1410795402586909

Newbury Vegan Market

Sunday 15 May (10am–3pm)

Market Pl, Newbury, RG14 5BD
facebook.com/events/913214002691269

Vegan Life Live

11 June (10am–6pm) and 12 June (10am–5pm)

Alexandra Palace, London N22 7AY
veganlifelive.com

Just V Show London

Friday 1 July – Sunday 3 July (10am–5pm)

ExCel London, Royal Victoria Dock, 1 Western Gateway, London, E16 1XL
justvshow.co.uk

Vegan Campout

Friday 15 – Monday 18 July

Stanford Hall, Leicestershire, LE17 6DH
vegancampout.co.uk

Vegan Kids Festival

Friday 22 – Sunday 24 July

Moonacre Party Field, Dorchester Road, Sturminster Marshall, Dorset BH21 4EU
vegankidsfestival.co.uk

Welsh Vegan Festival

Sunday 7 August (10am–5pm)

Tramshed, Clare Road, Cardiff, CF11 6QP
facebook.com/events/1044617399072880



A guide to finding the lesser-spotted Taylor's beers

Whether you're an avid enthusiast or have more of a general interest in the species, our brewery webshop, timothytaylorshop.co.uk now makes it easy to locate our beers, roaming wild in their natural habitat. You can order all of our bottled varieties, our classic and award-winning *Landlord* pale ale, our well-balanced genuine Yorkshire bitter, *Boltmaker*; *Knowle Spring*, the full-bodied and refreshing blonde beer; *Landlord Dark*, the rich yet light dark ale; *Hopical Storm* a modern dry-hopped pale ale, the aromatic and hoppy *Cook Lane IPA*, and the dark and warming *Poulter's Porter*. And they'll wing their way to you with free delivery anywhere in the UK.

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SPOTLIGHT ON VEG 1



VEG 1: £6.60–£12.70

VEG 1 contains the EU recommended daily Nutrient Reference Intakes of vitamins B12, D3, B2 and B6, as well as iodine, selenium and folic acid. It is available in orange or blackcurrant flavour, in a 3-month or 6-month supply.

Explore the range at vegansociety.com/veg1.

Vegan Society members get 10% off VEG 1! This discount is automatically applied at checkout when you are logged in to the members area, or you can reference your membership when making an order over the phone (0121 523 1730).

What do our staff think?

VEG 1 is the affordable, plastic-free multivitamin developed by The Vegan Society. We recently asked staff to share their feedback on the product.

Elena Orde, Senior Communications and Campaigns Officer:

"When I first went vegan, I didn't know too much about nutrition. I saw so much conflicting information about supplementation and vegan diets. I felt like I didn't know which sources were reliable. I've been taking VEG 1 every morning for around five years now. Keeping the tin next to my kettle ensures that I won't forget it, and I can start each day knowing that I've already covered several important areas of nutrition."

"VEG 1 is the first daily supplement I've ever taken. At first, I was sceptical about taking a supplement as I thought that I should be able to get all my nutrients from my diet. However, knowing that VEG 1 was formulated by experts in vegan nutrition, I feel confident in the knowledge that it's the right choice for me."

Although we were delighted to hear Elena is using and loving VEG 1, we learned that she experienced confusion around nutrition when she first went vegan. It seems that feeling lost about supplementation at the beginning of your

vegan journey is a common experience. If you are feeling this way, we'd like to send you some love and direct you to the nutrition resources on our website. This information has been mindfully crafted by our in-house dietitians.

We noticed that VEG 1 was loved by staff for similar reasons. VEG 1 gets a big tick from staff for three areas:

- The price
- It's chewable
- It's designed specifically for vegans by experts

Here are some more snippets of what other staff members had to say.

Amelia Wallage, Trademark Account Assistant: *"VEG 1 has all the essential things we need without breaking the bank. I'm not very good at swallowing tablets, and I used to take a multivitamin that was spray because I couldn't find a vegan one that would dissolve in water. It cost me £14 for just a month's supply – a 6-month supply of VEG 1 is less than that! I love that it's just one tablet and not a whole bunch, too, as it's so hassle-free."*

Eleanor McGregor, Business Development Events and Communications Officer: *"I swapped from standard multivitamins to VEG 1 when I joined The Vegan Society, and I feel so much more energetic! I've never had chewable tablets before, but the orange flavour is nice. The price is really good too – I'd definitely recommend it to any vegan!"*

Cheryl Pierpoint, Trademark Team Leader: *"I have taken VEG 1 since becoming vegan in 2018. Knowing that it is produced specifically for vegan health by The Vegan Society provides me with peace of mind. I recently had a full blood screening, and all my levels are completely normal (I am sure that VEG 1 helped a little here!)"*

Order VEG 1 now from vegansociety.com/shop. You can also find it on Etsy and eBay, or order it over the phone at 0121 523 1730.



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