

Five policy asks for a **SUSTAINABLE PLANT- BASED TRANSITION**

The Vegan Society urges all policymakers and political parties: Support a managed and just transition to a more sustainable, plant-based food system so that we can meet climate targets and for the good of all people, our planet and animals.

1

Recognise the need to **promote plant-based diets and food as crucial to meet net zero targets.**

2

Set an ambition for the UK to capitalise on the economic growth of the plant-based sector and strive to be a world leader. This will require a sector-specific plan for supporting the plant-based industry in the UK, similar to that released by the Danish Government.

3

Set a target to **reduce meat and dairy consumption by 70% by 2030**, which will catalyse other actions around promoting plant-based alternatives and kickstart a sustainable transition to 100% reduction by 2050.

4

Prioritise health and sustainability in procurement, using the procurement process as a lever.

5

Support animal farmers in transitioning to **plant-based crop farming**, or more sustainable forms of land management, and recognise the rights of all animals to live and be treated with compassion and respect.

WHAT CAN YOU DO TO HELP?

- The Vegan Society urges all policymakers and political parties to support a managed and just transition to a more sustainable, plant-based food system, using these policies as a starting point.
- **Talk to colleagues developing policy** about the support and policies the plant-based sector needs.
- **Speak to your elected representatives and candidates** about the importance of promoting plant-based foods and diets and share this manifesto with them.
- **Share this five point manifesto on social media or in your local media** to drive support for promoting the opportunities presented by plant-based foods and diets.