



**Mark Banahan**

The Vegan Society

## The Vegan Society

Educational & campaigning charity – sharing the benefits of veganism

Trademark

Represent members and Trademark holders

Political work



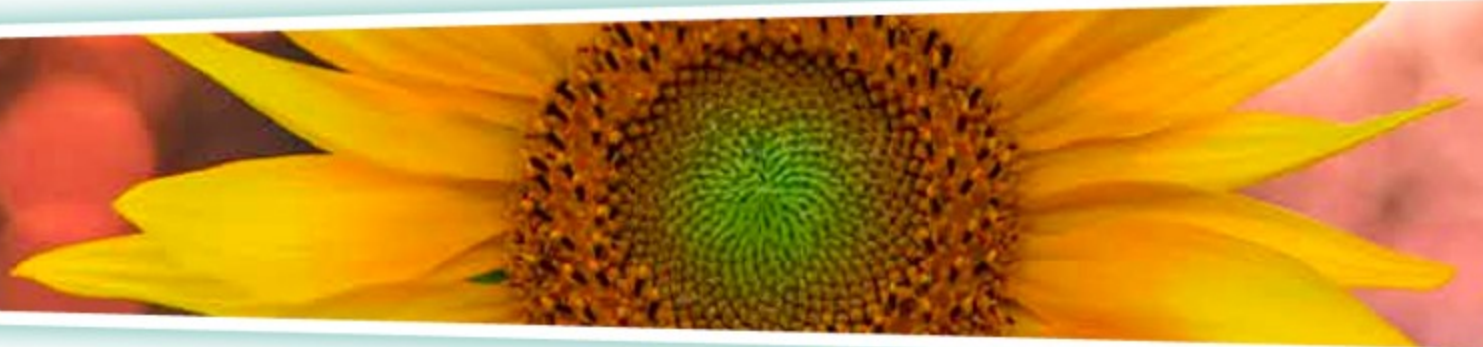
## Definition of veganism

“Veganism is a way of living which seeks to exclude – as far as is possible and practicable – all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose.”

One thing all vegans have in common is plant-based diet, avoiding all foods from animals:

- Meat
- Fish
- Dairy
- Eggs
- Honey

## Growth of veganism



UK vegans quadrupled in 4 years to 2018

Results on new study released in November

1 in 6 new products launched in 2018 was vegan

92% of plant-based meals are eaten by non-vegans



## Motivations

### 1) **Animal rights**



## Motivations

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2) **Environment**



## Motivations

1) **Animal rights**



2) **Environment**



3) **Health**



## New developments

Greggs, KFC, Magnum

Supermarkets – M&S Plant Kitchen

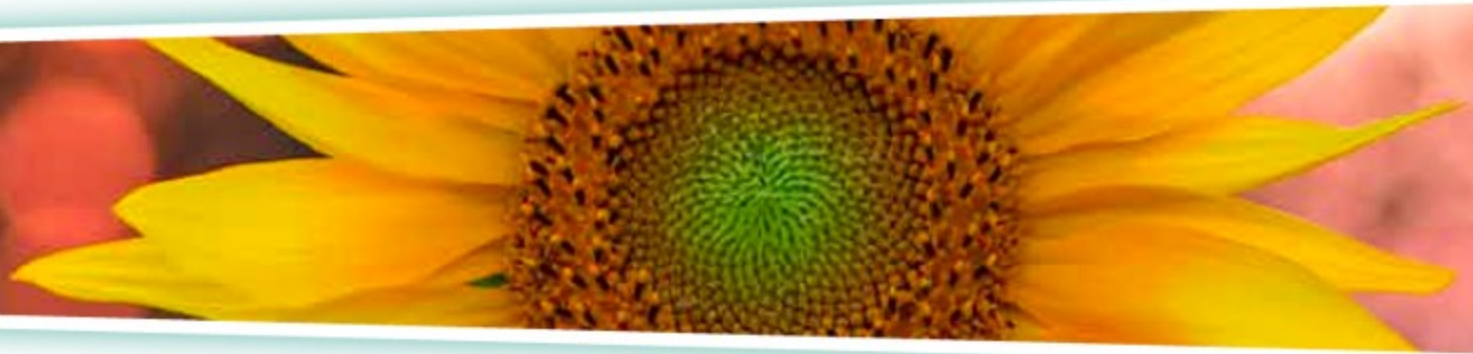
Beyond Burger

Vegan cheeses





# Plant-based food in schools



LUNCH MENU - WEEK ONE					
WEEK COMMENCING 25 FEB   18 MARCH   22 APRIL   13 MAY 10 JUNE   1 JULY   22 JULY					
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
<b>PLATED</b> Beef Al Forno with Garlic Flatbread and Garden Salad or Spinach and Ricotta Cannelloni with Garlic Flatbread and Garden Salad (v)	Panko-Crumbed Chicken with Katsu Curry Sauce and Sticky Rice or Tofu with Katsu Curry Sauce and Sticky Rice (v) <b>VEGAN</b>	Steak and Mushroom Pie with Mustard Mash and Seasonal Vegetables or Vegemince and Onion Pie with Mustard Mash and Seasonal Vegetables (v) <b>VEGAN</b>	Sticky Sweet Chilli Chicken with Noodles and Shredded Veg or Oriental Sweet Chilli Vegetables with Rice Noodles (v) <b>VEGAN</b>	Battered Fish with Chunky Chips, Mushy Peas or Beans or Chickpea and Bean Fritter with Chunky Chips, Mushy Peas or Beans (v) <b>VEGAN</b>	
<b>BOWLS</b> Sticky Chinese Pork with Udon Noodles	Halloumi with Roasted Butternut Squash and Quinoa	Tomato and Basil Pasta Topped with Mozzarella	Spicy Kofta Meatballs with Cous-Cous	"Loaded Chips" Chunky Chips topped with Fried Onions, Bacon Bits, Gravy and Cheese	
<b>STREET</b> Falafel Pattie with Avocado Salsa in Lebanese Flatbread (v) <b>VEGAN</b>	German Bratwurst Sausage in a Hot Dog Roll with Mustard Mayo and Crispy Onions	Curried Chicken Naan Burger with Chilli Mango and Indian Salad	Spinach and Mozzarella Calzone	Jamaican Jerk Chicken Wrap with Rainbow Salad	
<b>SWEET</b> Chocolate and Raspberry Brownie or Fresssh Fruit Pot	Zesty Lemon Cheesecake or Fresssh Fruit Pot	Parsnip and Marmalade Cake or Fresssh Fruit Pot	Sweet Waffle with Chocolate Sauce or Fresssh Fruit Pot	Ice Cream with Fruit Toppings or Fresssh Fruit Pot	

Current situation = very mixed

Good example of vegan options on a school menu

Lots of schools still not offering plant-based food

- 1) Improve school's sustainability credentials
- 2) Encourage healthy eating at young age
- 3) Inclusivity

The Vegan Society can help schools eager to improve / introduce plant-based foods

## Catering for Everyone

Poor access to plant-based food for vegans in public sector

We want more and better plant-based options in schools

Petition for 'guaranteed plant-based options on all public sector menus'

Portugal already has mandatory plant-based options in public sector with California taking steps also



## Conclusion

Veganism / plant-based food is booming  
and forecast to continue

School offerings improving  
but should be in every school:


- 1) Sustainability
- 2) Healthy eating
- 3) Inclusivity

**Thank you!**

The way to a vegan footballer's heart....  
and a whole bunch of fans!



**ecotricity**

A man with short dark hair, wearing a dark jacket and a scarf, is sitting outdoors. In the background, a large wind turbine is visible against a light sky. The entire image has a dark teal overlay.

“We’re all about Sustainability. We exist to change where Britain’s Energy comes from first, and to tackle Transport and Food next – the other two big issues.

We have a radical ‘not for dividend’ business model, and we’re focused on bringing about a Green Britain”

**Dale Vince OBE – Founder**

**The world's first green energy company**

**Supplying homes and businesses in Britain with 100% vegan and green electricity, and Frack Free Gas**

**A Bills into Mills business model, investing profits back into building new sources of green energy**

**Changing the way energy is produced and used in the UK**



**ecotricity**





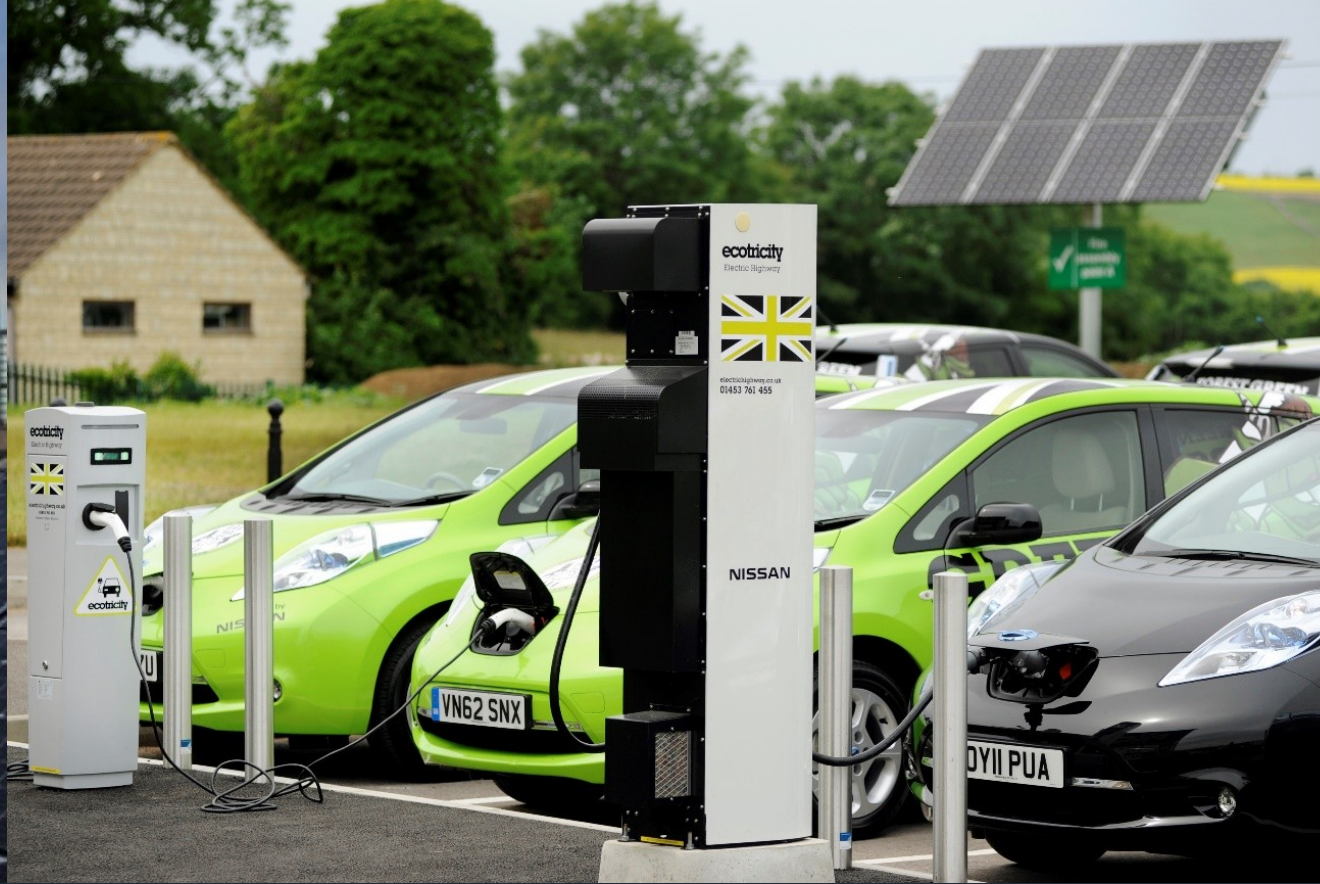






In 2010 Ecotricity got involved with Forest Green Rovers...





From the 'off' we wanted to show it was possible to be green





.. including making our food fully vegan, in 2015





In 2017 FGR was promoted into the English Football League..



# It's dreamland for 'the little club up on the hill'

By Ashley Loveridge  
at Wembley

National League Play-Off Final  
Forest Green Rovers 3, Tranmere Rovers 1  
FOREST Green Rovers, the 'little club on the hill', scaled a football mountain to create history at Wembley Stadium on Sunday.

And how the non-league minnows from Nailsworth deserved their moment in the sun, making their home town the smallest parish to ever host a Football League club as they stunned Tranmere Rovers to win the National League play-off final.

Goals of beauty, including a first-half brace from Wigan loanee Kaiyne Woolery and Christian Doidge's 27th goal of the season, saw Forest Green reach the promised land of the Football League Two in a game worth £1.5m to the winners and with it the opportunity to reshape their destiny.

Manager Mark Cooper's side, backed by green energy tycoon Dale Vince, will now look forward to rubbing shoulders with former FA Cup winners Coventry City, Blackpool, Port Vale, Swindon Town and bitter Gloucestershire rivals Cheltenham Town in League Two.

Vince, who rescued the 128-year-old club from the brink of administration in 2010, cut a delighted figure in the Royal Box as captain Liam Noble lifted the National League gong in front of three thousand ecstatic fans from Gloucestershire.

For Cooper, it was a sweet victory after his previous Wembley dreams of leading Swindon Town to the Championship in 2015 were ended by Preston.

As the game began and nerves faded, Forest Green soon settled and raced into a 12th minute lead, with a sumptuous Woolery skid-



Forest Green Rovers' Mark Ellis shows just what it means to be promoted to the Football League. Pic: Adam Rivers.

der from 25 yards.

The goal arrived out of nothing. Woolery picked the ball up from Drissa Traore and afforded time and space to stride on and plant the ball into the bottom corner.

If Woolery's strike was stunning, Connor Jennings' 22nd minute equaliser was equally impressive, picking the ball up in a central position he pulled the trigger to beat the sprawling gloves of keeper Sam Russell.

Forest Green wobbled, but Russell's quick feet denied former team-mate James Norwood, who bolted onto a misdirected Charlie Cooper header.

It was end-to-end stuff. Keanu Marsh-Brown came a glove away

from regaining the lead on 37 minutes.

Seconds later former Forest Green striker Andy Mangan stretched, but failed to get a connection on a Jennings cross.

It was high-octane, and the roof was lifted on 41 minutes when Noble found Doidge, who finished with aplomb from the edge of the box.

Two minutes later and Forest Green were in 3:1 dreamland. Woolery went through the gears to fizz home from a towering Doidge header.

Shell-shocked Tranmere would have been given a half-time rocket from boss Mickey Mellon and they started the second-half well.

With one boot in the Football League, Forest Green were indebted to a wonder Russell save. The gloveless somehow palmed away a Cole Stockton header.

Seconds later Russell was caught in possession, but he was relieved to see Stockton clip over the empty goal.

Tranmere huffed and puffed, but found Forest Green solid as Cooper's side created history in front of their green army.

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## Forest Green Rovers named world's first UN certified carbon-neutral football club

Advertisement

Gloucestershire-based League Two club powered by renewable energy and endorsed by Vegan Society



▲ Forest Green Rovers' stadium in Nailsworth, Gloucestershire. The team plays on an organic pitch cut by a solar-powered robot lawnmower. Photograph: Geoff Caddick/AFP/Getty Images

Shifting attitudes - in an improbable setting

Our 2018/19 Season:

Total number of clips for FGR – 1,046

Number of people reached – 2.2 BILLION





## Engaging the masses





Inspiring the next generation







And what about performance?

**Can we all make a  
difference?**



**Simple steps**  
**No need to apologise**  
**Have a go!**



It helps to think big!





Bringing Forest Green inspired Food to the next Generation





## Centre of Plate Foods For All Children

- Min 10% protein content
- Free of the 14 major allergens
- Made with vegetables, herbs and spices
- Created for oven baking
- Suitable for religious and cultural diets
- No Palm Oil, Methylcellulose or MSG
- Free of GMO ingredients, artificial colours, preservatives and additives.



Thank you!

