

A young woman with long, wavy blonde hair is smiling broadly, looking slightly upwards and to the right. She is wearing a dark brown beret, round glasses, and a brown leather jacket over a white top with a blue pattern. She is holding a white disposable coffee cup in her left hand. The background is a warm, out-of-focus brick wall. The overall mood is positive and energetic.

MAKE A DIFFERENCE

*How millions of people are
changing the world today*

A GROWING TREND

More and more people are choosing to reduce their meat consumption. They are choosing to leave chickens, fish and other animals off their plate and replace them with plant-based alternatives. The British Social Attitudes Survey has revealed that millions of people across the UK have reduced their meat consumption over the past few years. There are many reasons for this growing trend. An increasing number of studies demonstrate the many advantages of a vegetarian or vegan diet.

More and more athletes are turning to the power of plants instead of animal products to improve their performance. Awareness of animal suffering in factory farms and slaughterhouses has grown. And the environment benefits too when people have a primarily plant-based diet.

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“44% of Britons have either cut back on their meat consumption, plan to do so, or are vegetarian already.”

THE  TIMES

The Times (2016)

“Young people in particular are adapting their diet according to environmental beliefs, with 20% of 16 to 24-year-olds following a vegetarian diet.”

theguardian

The Guardian (2015)

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"I watched a TV documentary about how animals are farmed, killed and prepared for us to eat. I saw all those cows and pigs and realised I couldn't be a part of it any more. It was horrible. I did some research to make sure I could still obtain enough protein to fight and, once satisfied that I could, I stopped. I'll never go back."

—
DAVID HAYE

Heavyweight boxing champion

JOIN!

Numerous celebrities such as Leona Lewis, Bono, Miley Cyrus, Russell Brand and Beyoncé have already done so.



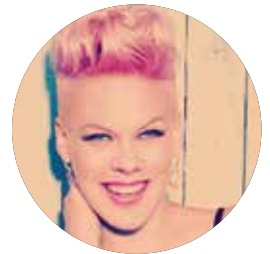
"Try plant-based products. I am sure you will find that you can prepare a nutritious, protein-rich meal that is good for you and good for the environment."

BILL GATES
Entrepreneur



"I went vegan a few months ago. I feel leaner and healthier."

ELLIE GOULDING
Singer/Musician



"I have always been a big animal lover. Ultimately I am on the animals' side. Cruelty is cruelty; it's as simple as that."

PINK
Musician

DELICIOUS, SIMPLE, VEGGIE

For a long time it's been no secret that a plant-based diet is delicious and healthy. Along with simple daily habits such as drinking plant milk or eating meat alternatives, you can of course cook delicious

dishes. Here are a few easy dishes to get you started. And since cooking together is much more fun, invite a few friends over and whip out that wooden spoon!



Pizza for everyone!

In any pizzeria you can simply order pizza without cheese, and many now offer non-dairy cheese too - just ask! At home, you can also bake pizza with delicious plant-based cheese.



Pancakes - sweet or savoury

Try plant milk in your favourite pancake recipe. You can leave out the eggs. It is simple, easy and really delicious!



Pasta Bolognese with soya mince

Instead of meat, frozen soya mince from your local supermarket can be added to any Bolognese recipe. Nobody will notice the difference!

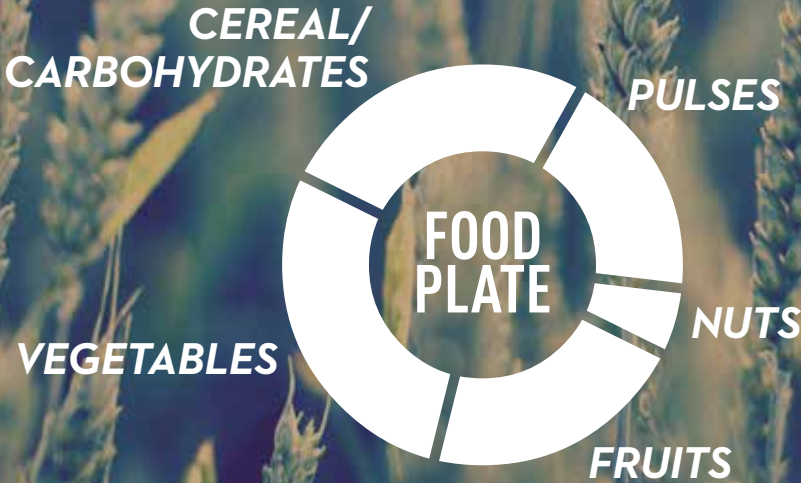


Cake? Egg free please!

Did you know that in cake recipes, eggs can simply be replaced with half a ripe banana or some apple sauce?

A balanced plant-based diet offers all the vitamins, minerals and nutrients that are important for good health. Vitamin B12 is the only one that you should pay specific attention to. It can be supplemented very easily.

If you make sure to get a balance of these five components, you will have a healthy and nutritious diet that is kind to animals and the planet.



“ The plant-based diet is the healthiest .”

Harvard School of Public Health

PROTEIN

Plant-based foods are excellent sources of protein. Lentils, beans, nuts, couscous, wholemeal bread, pasta and mushrooms are just some of the foods you can eat to meet your protein needs.

IRON

The best sources are pulses such as lentils, chickpeas and beans. Wholegrain products such as some breads and muesli, tofu, cooked spinach and even dark chocolate are all good sources of iron too.

CALCIUM

Calcium intake is not a problem with a plant-based diet! Healthy and delicious sources include milk alternatives fortified with calcium such as almond milk or soya milk as well as kale, broccoli, tofu, dried dates or fortified orange juice.

FITTER AND HEALTHIER

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People that eat a purely plant-based diet suffer less from obesity, high blood pressure and type 2 diabetes. They are also less likely to die of cardiovascular disorders - the number one cause of death in the UK.

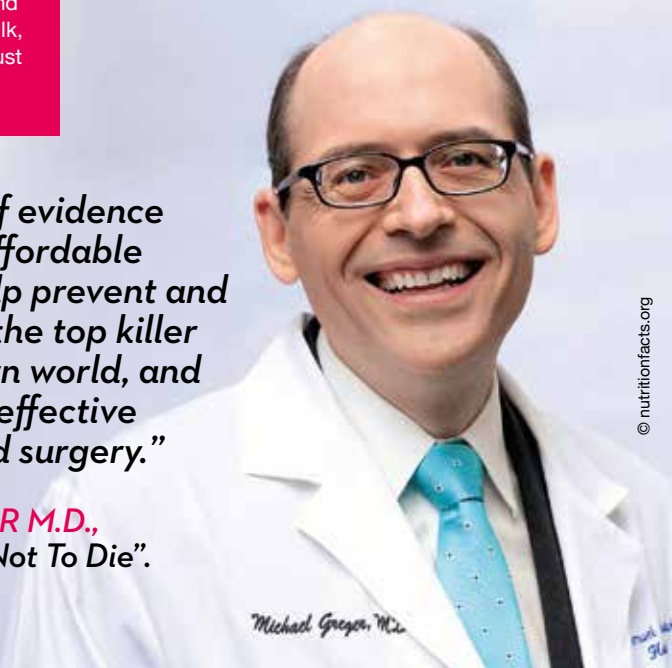
Many types of fish contain high levels of mercury and PCB. A study by the Harvard School of Public Health concluded eating red meat increases the risk of breast cancer by 22%, and the University of California found that the consumption of cheese, milk, meat and other animal proteins is just as unhealthy as smoking.



3 world records for marathon running and vegan since the age of six - **FIONA OAKES** fuels her endurance racing entirely on plant-based food.

“The convergence of evidence suggests that an affordable plant-based diet can help prevent and even reverse some of the top killer diseases in the Western world, and can be even more effective than medication and surgery.”

—
MICHAEL GREGER M.D.,
2016, author of “How Not To Die”.



“Due to a plant-based diet, I have virtually no aching muscles after training anymore. My recovery time is significantly shorter, meaning I can start training again straight away. A vegan diet is key to my success.”

BEN URBANKE

extreme cyclist and author of “Be Faster. Go Vegan”.



According to the world's biggest association of dieticians, the Academy of Nutrition and Dietetics, a plant-based diet reduces the risk of:

- CARDIOVASCULAR DISEASES
- CERTAIN TYPES OF CANCER
- OBESITY
- TYPE 2 DIABETES

The World Health Organisation classifies red meat and processed meat as “carcinogenic”. According to this classification, the evidence linking processed meat to cancer is just as strong as cigarettes, asbestos and arsenic.

Preferably plant-based

Plant-based foods reduce cholesterol in the body. They have a positive effect on high blood pressure, regulate blood sugar levels and reduce the risk of cancer. A plant-based diet is also high in vitamins and minerals that help to strengthen the immune system.

Obesity

Over half of the adult population of the UK is overweight. Obesity is associated with the development of cardiovascular diseases, high blood pressure and type 2 diabetes.

The bodyweight and BMI values of those that eat a vegetarian or vegan diet are considerably lower than the rest of the population. Those that have a purely plant-based diet rank best.

START TODAY

Substituting meat and other animal products with better options is fun and it tastes great! You can still cook and eat dishes that you know and love, while at the same time trying out new recipes and variations.

Every day that you don't eat chickens, fish or other animal products is a good day for animals, the environment and for you also. Why not begin today?

Many of your favourite recipes already contain plant-based ingredients. Keep eating things that you know and love and replace animal products with other delicious alternatives.

For breakfast, try a smoothie or cereal with a plant milk of your choice, egg-free pancakes, baked beans on toast or dairy-free yogurt and muesli.

Vary tried-and-tested dishes. Today a juicy veggie burger with fries, tomorrow a tasty curry with rice, delicious pasta with a tomato sauce, pizza with grilled dairy-free cheese or crispy falafel with hummus.

Meat can be easily replaced with plant-based alternatives. There are so many options to whet your appetite. You'll wish you tried them sooner!



You can find great recipes at
VEGANUARY.COM

STEP BY STEP



Many small steps lead to success. That's why it makes sense to set small weekly goals to try out a new diet. Each week, you can address a different aspect. To avoid neglecting good intentions, you can prepare little reminders, e.g. sticky notes on the fridge or notes in your rucksack. These remind you all week long to substitute a particular animal product with delicious plant-based alternatives.

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The number of animals you will save every year from a cruel fate if you substitute poultry, fish and other animal products with animal-friendly meals.

WEEK 1: POULTRY

Did you know that chickens are the most consumed animal? For this reason, let's substitute chicken in the first week. Don't worry - you don't have to do without chicken salad, chicken fillet or chicken nuggets! You can find meat-free alternatives to your favourite products in almost every supermarket. Try the delicious veggie nuggets and pieces that you can get at **Morrison's, Holland & Barrett, Tesco and Asda.**

WEEK 2: FISH; MEAT AND SAUSAGE

The second week is even more exciting. It's about discovering your favourite alternatives to fish, meat and sausage. There are now hundreds of options to choose from. For this week, cook a meal with a plant-based meat alternative for your friends or pick a veggie option in the canteen.

You can also experiment with "veganising" your favourite recipes. Just check for recipes on the internet and have some fun in the kitchen! Even

if you don't particularly enjoy cooking, you don't need to miss out, as there are plenty of plant-based ready meals and options in restaurant chains like **Wetherspoons, Toby Carvey, Nandos, Zizzi, Pret a Manger, Wagamama, Las Iguanas and Pizza Express.** The diversity of veggie cuisine means there is something for everyone!

WEEK 3: MILK AND EGGS

Cow's milk can be replaced with hazelnut milk, rice milk, almond milk, soya milk, coconut milk or oat milk and we can either leave out eggs in baking and cooking or replace them with flax seed and water, or a banana. For tips on delicious replacements for scrambled eggs or waffles, head to www.veganuary.com/recipes

SHOPPING

In large supermarkets such as Sainsbury's, Asda, Tesco and Morrison's, you can find not only tofu, but also veggie mince for bolognese, veggie burgers, plant-based sausages and dairy-free spreads.

You can find cheap, plant-based items in every supermarket including rice, pasta, beans, pulses, nuts, fruit, vegetables and bread.

Almost every supermarket stocks a selection of plant milks, such as almond, rice, oat and soya as well as different flavours of plant-based yoghurts.

Some supermarkets even stock plant-based sandwich slices, cheese and egg-free mayo.

Some products taste much better than others.

TRY OUT THE HUGE SELECTION AND FIND YOUR FAVOURITES



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“According to research by Oxford Martin School, widespread adoption of a vegetarian diet would cut food-related emissions by 63% and make people healthier too.”

theguardian

The Guardian, (March 2016)

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EATING OUT

Eating out with family or friends? No problem! Flavoursome curries at an Indian restaurant; an almost endless selection of tofu and rice dishes at a Chinese or Thai restaurant; spaghetti and pizza without cheese at an Italian restaurant – there is something for everyone!

Visit HappyCow.net to find restaurants in your area that offer meat-free dishes. If you're out and about, the HappyCow and TripAdvisor apps can help you to quickly find a restaurant nearby. If you end up in a restaurant that doesn't have anything suitable on the menu, simply ask the waiter or waitress as most chefs are happy for a challenge and will gladly prepare something for you.

Many universities offer students vegetarian and vegan options in their canteens. Whether it's pasta with tomato sauce or pesto, fresh salad or flavoursome potato and rice dishes, your uni almost certainly has something for you!

IMAGINE IF...

*...you can't
walk anymore
because you're
so overweight*

Louisa spends her whole life in an overcrowded shed covered with excrement. She has been bred in such a way that she will gain weight extremely quickly. This leads to her legs no longer being able to support her body weight and she suffers from chronic pain.





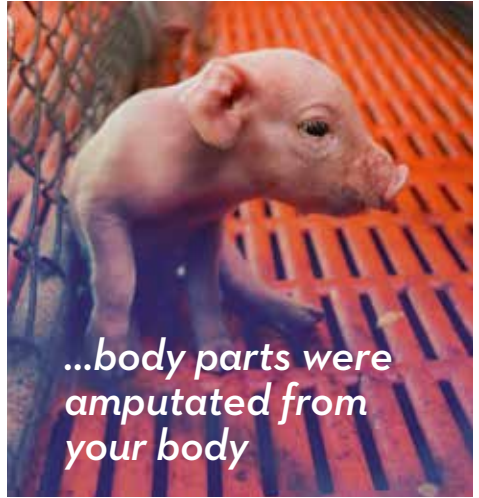
*...you bled to death
in excruciating pain*

Fish feel pain, fear and stress. Many of them are bred in fish farms, which are mass animal enclosures under water. They swim around in their own excrement in pools that are overcrowded. Almost all of them are infested with parasites.

This tuna fish was caught in the open sea. He had to watch his fellow fish being impaled with blunt hooks, dragged on board and slit open. He bled to death slowly and in excruciating pain. His battle with death lasted several minutes.



*...you were a child taken
away from your mother*



*...body parts were
amputated from
your body*

Meet Lucas. His curly tail was cut off and his incisor teeth were ground down without anaesthetic. He had painful ulcers on his legs caused by the hard floor that he had to live on. He was separated from his mother very early on. He won't see her ever again. Millions of piglets like Lucas are treated this way in the UK.

*These are not
special one-off
cases. This is the
industry standard
in the UK. Every
farmer and
veterinarian
would agree.*

Like all mammals, cows only produce milk when they have a baby. For this reason, cows on dairy farms are artificially inseminated every year. Meg was taken away from her mother after birth so that the milk could be sold in a supermarket. Both cried out for each other for days. In a narrow stall, Meg lived a miserable life, which would have soon ended in slaughter. This is how thousands of cows live every day in the UK. But Meg was lucky. She was saved. Today she lives in a sanctuary.

—
HOLLY
Psychology Student,
University of Sheffield

‘Compassion is the most important thing to me and veganism has helped me to embrace it. If the world needs more of something it’s compassion, and starting with what’s on my plate seemed the best way to do it. I’d never go back. You can eat and enjoy whatever you want, the variety of products on offer makes veganism suitable for everyone. My life has not been affected negatively in the slightest!’

HOLLY & ANDY

“If you can eat great food while causing no harm to animals, preserving our planet and living a perfectly healthy life, what’s stopping you from becoming vegan? It’s the best decision I’ve ever made and I can’t recommend it highly enough. Not only is it cheap, but with the great variety of options now available in cafés, restaurants and supermarkets, it’s easier than ever!”

—
ANDY
Business Management Student,
King’s College London





A PLANT-BASED
DIET IS THE BEST
CHOICE YOU CAN
MAKE FOR THE
ENVIRONMENT.

YOU CAN CHANGE THE WORLD

Did you know...

The kind of far-reaching effects it has if you replace fish, meat and other animal products with delicious plant-based alternatives for a month? If you switch from poultry to seitan, you will save over 4000 litres of water. That's the same as showering a hundred times!

If you replace pork with plant-based products for a month, you prevent the production of 38kg of greenhouse gases, which would otherwise contribute towards climate change.

If you swap beef for plant-based products, you save 22m² of fertile earth from being eroded, deforested or over-fertilised.



Emilia's Family

It's an overwhelming feeling to know that you can save two chickens every month from a miserable life and a brutal death, simply by not eating eggs or poultry. In this way, you save chickens like Emilia, who adores running around freely, exploring the world and being with those she loves.



DO YOU WANT TO FIND OUT MORE?

*Visit veganuary.com for further
free information.*

“We all really have only one thing in common on this planet - all species. It's called life. We only have one go at it. We have no right to take the lives of others to enrich our own. Be compassionate, be creative, say no to the killing and end the cruelty.”

—
PETER EGAN actor

animaleQUALITY

Animal Equality is a voice for farmed animals all over the world, inspiring individuals, companies and policy-makers to adopt compassionate changes for animals. We have offices in the UK, the United States, Germany, Italy, Spain, Mexico, Venezuela and India.

*Interested in Animal Equality's work?
Find out more here:
animalequality.org*