

Croydon Veggie Food Fair Evaluation Report



www.vegancampaigns.org.uk



Following the success of six free vegan food fayres and a couple of vegan information events in central London, Vegan Campaigns organised Croydon Veggie Food Fair on 17th November 2007. This took place soon after National Vegan Week and during Animal Aid's Vegan Month.

The aim of the event was to promote the delights and variety of vegan food to non-vegans, and to show them how easy, healthy and tasty a vegan diet is. Stall holders included Vegan Campaigns, Foods for Life, South East Animal Rights, Shambhu's Kitchen, Love Foods, Vegan Fitness, and London Vegans. Visitors tasted a range of tasty savoury and sweet food. There was a tombola, full programme of talks, cookery demonstrations, a cookery workshop and information stalls.

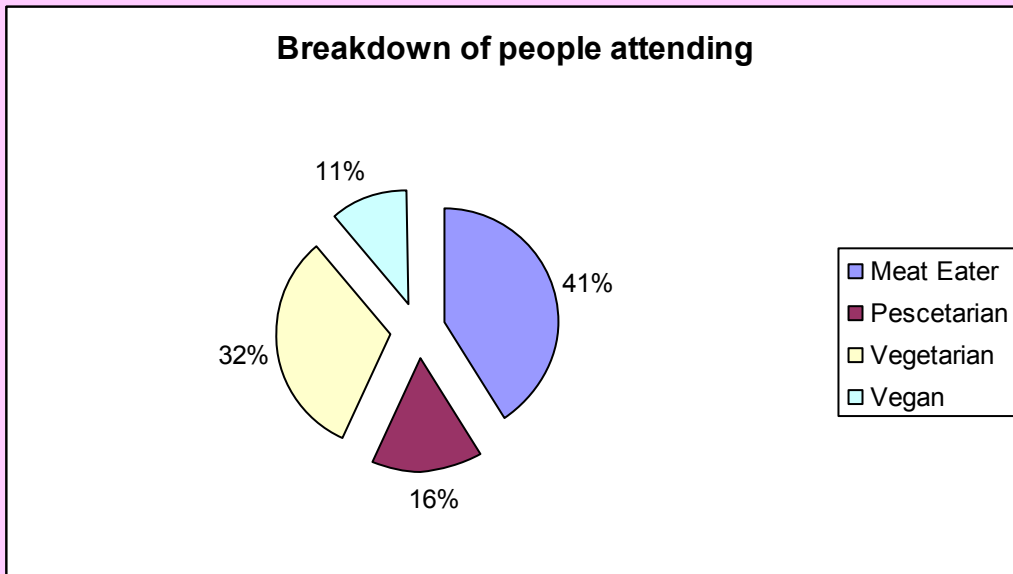
The main sponsors of the fair were London Vegan Festival, Veggie Snow and The Vegan Society. Companies that donated food or tombola prizes included Alpro Soya, Beanies, Booja-Booja, Bute Island Foods, Cauldron Foods, Clearspring, Clive's Pies, Food for Thought, Granovita, Just Wholefoods, Love Foods, Natural Balance Foods, Oasis Natural Food Products, Plamil Foods, Pogo Cafe, Redwood Foods, Rock's Organic Coridals, Rosie's Products, Shambhu's Kitchen, Shahee Bel Poori, Vegan Store, Vegetarian Guides, Vinceremos, Viva!, Yaoh, and Zedz Foods

This report summarises the results of the survey given out to participants on the day.

We have split meat eaters up from pescetarians in the analysis of this report. This is not because we believe that eating fish is acceptable. It is to help us to use effective methods to promote veganism to relevant audiences in the future.



Who attended?



We estimate approximately 250 people attended Croydon Veggie Food Fair.

199 people filled out the evaluation forms. 41% of these were meat eaters. 16% pescetarian, 32% vegetarian and 11% vegan. Therefore, 89% were non vegan.

This is the lowest proportion of vegans so far, with the next closest being in 2004 at St. Anne's Church in Piccadilly, where only 18% were vegan.

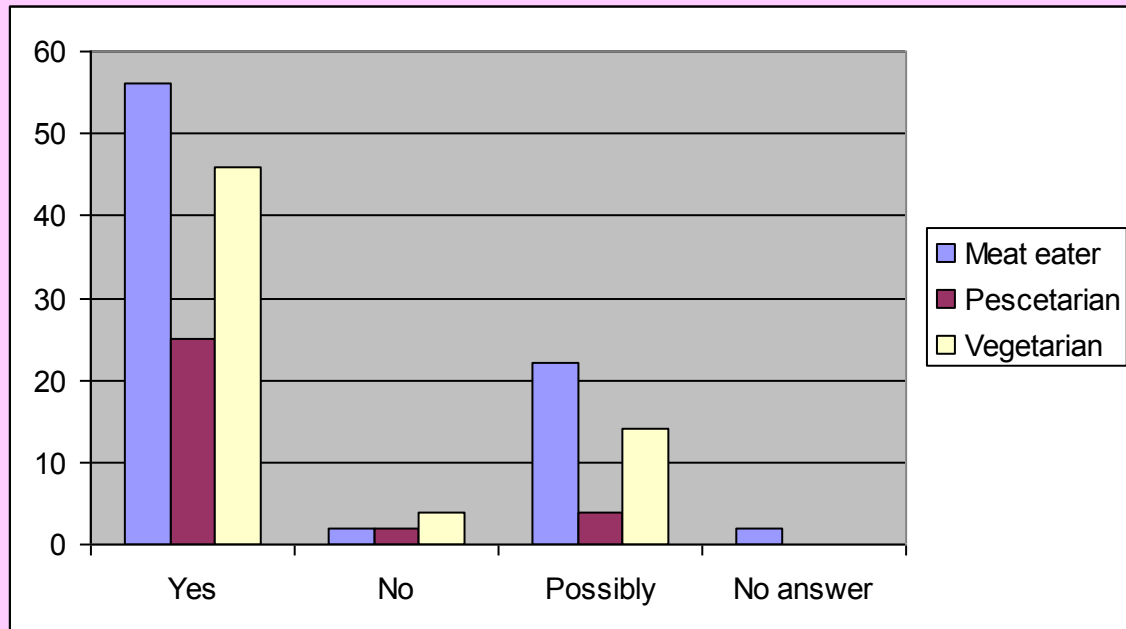


How did people find out about the fair?

	Meat Eater	Pescetarian	Vegetarian	Vegan	Total
leaflet through door	34	13	16	1	64
word of mouth	18	4	13	12	47
poster in window	9	7	8	4	28
given leaflet on street	8	2	4	1	15
article/advert in paper/ magazine	5	1	11	1	18
	3 (not specified)		2 (not specified)		
	1 (Croydon Guardian)	2 (Croydon Council)	1 (Croydon Council)	3 (Vegan Campaigns website)	
Website	Total: 4	Total: 2	Total: 4	Total: 3	13
no answer	1		5		6
	1 (post office)				
	1 (stall in Croydon)				
	1 (health food shop)	1 (health food shop)	1 (health food shop)		
Picked up leaflet	Total: 3	Total: 1	Total: 1		5
other		1	2		3
Total	82	31	64	22	199

32% of people found out about the event through door to door leafleting. 41% of meat eaters and pescetarians found out about the event through door to door leafleting.

Will people eat more vegan food as a result of the fair?



148 people said they would eat more vegan food as a result of the fair.

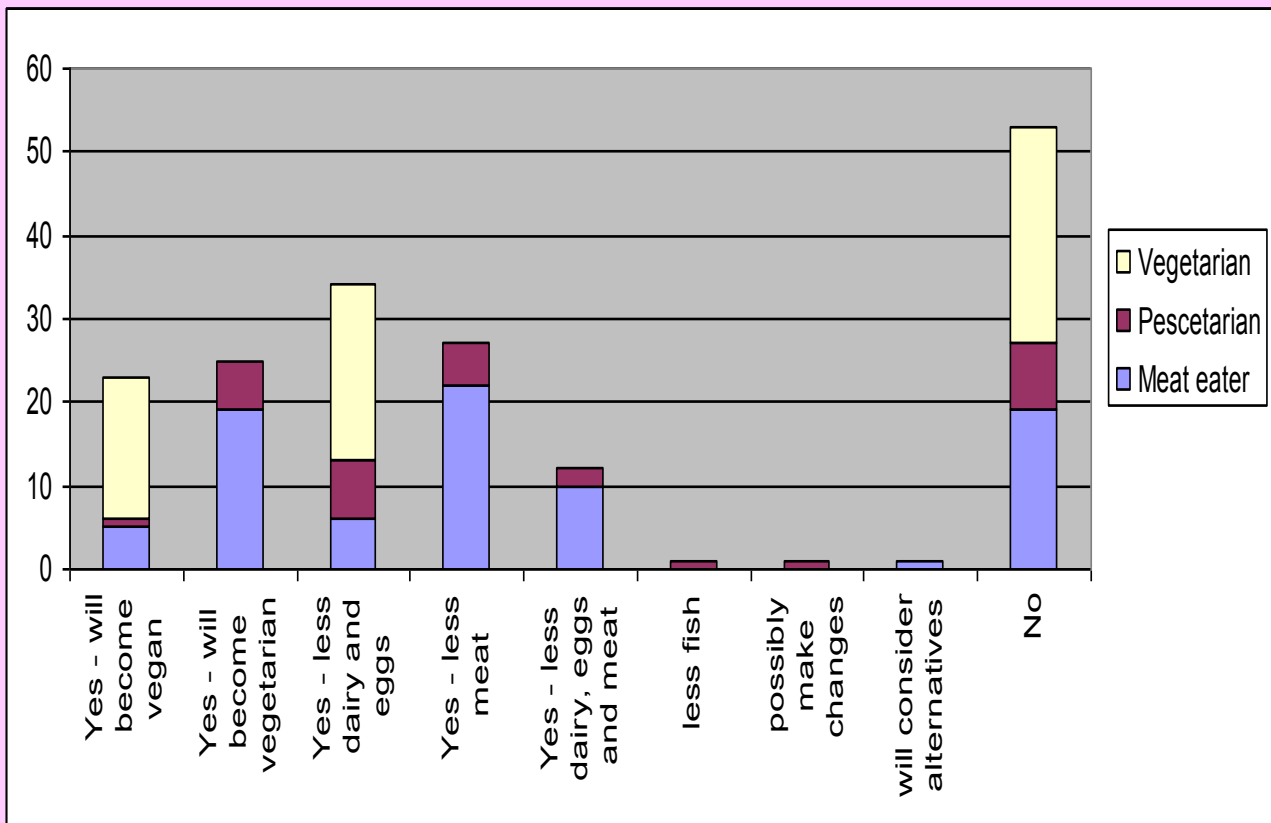
68% of meat eaters said they would eat more vegan food as a result of the fair.

80% of pescetarians said they would eat more vegan food as a result of the fair.

72% of vegetarians said they would eat more vegan food as a result of the fair.



Will people become veggie or vegan as a result of the fair?



124 people said they would change their diet as a result of the fair. 23 people said they would become vegan, and 25 said they would become vegetarian.

77% of meat eaters said they would change their diet .
 32% said they would become vegetarian or vegan.
 74% of pescetarians said they would change their diet .
 22% said they would become vegetarian or vegan
 59% of vegetarians said they would change their diet.
 27% of vegetarians said they would become vegan.

Not everyone was sure though: "I wish I could find it practical to become a vegetarian" (meat eater)

What Food Did People Like Best?

We asked people what their favourite food was. Here are the responses

All the food was great	16	quiches	3
Shambhu's Kitchen black bean curry	16	sweet and sour	3
chilli	15	Pogo Café mango cake	2
Love Foods green thai curry	12	Sheese	2
Cakes (in general)	10	fruit cake	2
Clive's pies	9	coleslaw	2
lasagne	9	vegan "fish" fingers	2
curry	8	sausage rolls	2
butterbean stew	8	lentil stew	2
chocolate cake	7	fruit and veg	1
quinoa salad	7	mince pie	1
banana bread	6	gluten free food	1
mousakka	5	chocolate	1
mini pizzas	5	cream sheese	1
salad (in general)	4	Love Foods Biryani	1
lemon coconut cheesecake	4	vegetable dish	1
pasta (salad or stew)	4	mini kebabs	1
ice cream	4	thai cakes	1
burger	4	pate	1
booja booja chocs	4	jelly	1
nut roast	4	almond milk	1
sausages	4	brownies	1
shepherds pie	4	fruit bars	1
smokey tofu beans	4	Love Foods	1
veggie tikka masala	4	raw veg	1
chocolate chip biscuits	3	Pogo café cakes	1
tofu rice dish	3		
cheesecake	3		

“Excellent selection” (meat eater)

“I was surprised at the wide range of food” (meat eater)

“I did not miss meat or fish at all” (meat eater)

“Today was my first try at veggie foods and it is delicious. I'll be eating more veggie food” (meat eater)

“My main dairy product is cheese, but I liked the Sheese, so I'll buy some more of that” (vegetarian)

Speakers and Workshops

Talks and workshops were well attended, and took part in a separate room to the food. The timetable was as follows:

12.45 – 1.15: Simple cookery workshop, making sweet energy balls - Alison Coe

1.30 – 1.55: A talk on reasons for becoming vegan - Chris Anderson

2 – 2.20: “Truth or Dairy ” video with Benjamin Zephaniah

2.30 - 2.55: Cookery demonstration: vegan quiches - Kaye Wotherspoon

3 – 3.20: Talk on Vegan Nutrition - Tony Bishop Weston, Foods for Life

3.30 – 4: Lemon and coconut cheesecake demonstration- Chrissy Leyland



“Excellent demonstrations” (meat eater)

“I enjoyed the cookery demonstrations” (vegetarian)

“I am inspired to find out even more about nutrition” (vegetarian)

Stallholders

We were pleased to be joined on the day by the following stallholders:

Foods for Life - Nutrition Consultancy with nutrition therapy clinics in Harley Street and Croydon, which offer a range biochemical tests. www.foodsforlife.co.uk

London Vegans - Organise social events for vegans in and around London and have a regular monthly meeting on the last Wednesday of the month. www.londonvegans.org.uk

Love Foods - New veggie company. Have a range of vegan ready meals. www.lovefoods.co.uk

Shambhu's Kitchen - International fresh and healthy vegan cuisine. mail@shambhuskitchen.co.uk

South East Animal Rights (SEAR) - Active local animal rights group. Hold monthly meetings at Ruskin House on the first Tuesday evening of each month. www.se-ar.org.uk

Tombola - There was a wide range of prizes in store! Organised by Vegan Campaigns.

Vegan Fitness - Community driven online message board for vegans and anyone wanting to be vegan, to discuss diet, nutrition, and fitness. www.veganfitness.net

And of course, **Vegan Campaigns** had a stall with a range of leaflets and merchandise.



Recommendations for Next Time

Organisers and volunteers suggested the following improvements:

- Goody bags or food kept aside for volunteers in the kitchen
- Make it more obvious that the food was vegan
- Better system for volunteers and ensure that volunteers arrive on time and know where they are meant to be on the day. Have people coordinating different areas of the hall and another person coordinating the speakers and workshops. Have a pre-meeting with volunteers, if practical.
- Make sure that volunteers do not eat while serving food.
- More signposts in the street (we did have some, but maybe could have risked putting a signpost on the crossroads near the venue)
- Need to have drinking water available
- Sell a wider range of vegan groceries
- People to be given a ticket to have one portion of food (organisers were divided about this suggestion)
- Gloves for people serving and preparing food
- Keep the events local, but look for venues nearer to the town centre
- Bring donation buckets
- Good to have talks—have these next time.

Participants suggested:

- More veggie/vegan food at the fair to buy (pescetarian)
- Recipe sheets (rather than a booklet) for all the food on offer so that people can choose which recipes to take (meat eater)
- More information on where meat substitutes can be bought (meat eater)
- Something for kids. E.g. some toys.
- Recipes should say how many people they serve
- More advertising (not sure if we could have done much more!)
- Some information on diet in pregnancy (we had some Sandra Hood books for sale, but maybe should have promoted these more)
- Information about vegan DIY paints
- Information on cruelty free goods to buy in the shops



Are you vegan? Would you like to help at the next vegan stall or events? If so, please keep an eye on our website for dates of forthcoming events.

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