

vegan campaigning tactics



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introduction

99% of animal abuse takes place on a plate. On average each person eats eighty-ninety animals per year totalling to hundreds of millions of animals killed each and every year in the animal industry.

A wider adoption of the vegan diet is vital to make animal liberation possible. As long as people continue to eat animals at this rate what are the chances they will not support the use of animals for product or medical testing, or as clothes, source of entertainment and so on?

These figures may sound grim, but on the flipside they represent the possibilities for change as well. Potential is huge. Each new vegan will represent eighty-ninety less animals consumed, each new vegan is the forefront of the cultural change in our society to end animal exploitation. Each new vegan most likely will reject animal use in vivisection, entertainment and the clothing industry. Each new vegan is like a snowball rolling downhill possibly affecting dozens of other people in their circle of friends, relatives, work mates and so on.

Veganism is breaking out of the marginal and pushing into the mainstream. More and more supermarkets and food producers in UK label their products "Suitable for vegans" or in some countries like Finland "Does not contain animal products". It is increasingly easy to go vegan which in turn encourages new people to join in.

Veganism is growing rapidly, but this growth doesn't happen on its own. It is a product of vegan advocacy and campaigning, it takes place because vegans are out there talking about it, distributing information, setting examples, creating support networks and vegan infrastructure such as restaurants, shops, information sources and so on. This is real activism done by real people working in various imaginative ways.

This booklet is about supporting and creating this growth in numerous different ways - and we can still only touch the surface! There are no silver bullet solutions in vegan campaigning and many different approaches are needed. What worked for you might not be the way you get the next person to change their diet. We hope that this booklet will reflect this diversity as well.

street stalls promoting veganism

A guide by Vegan Campaigns
www.vegancampaigns.org.uk (07796 774 200)

Promoting veganism on street stalls can be a great opportunity to introduce people to vegan food and a cruelty-free lifestyle. It is also good to take the message out to shoppers on the High Street, when they are thinking about buying food and clothing etc.

Adapting a street stall to promote veganism is straightforward, firstly, you give out information relating to veganism! Secondly, you could give out free vegan food samples. These really help in getting people over and it is great for people to see positive alternatives. Put samples on a tray and offer them to people, it really makes a difference in drawing people in. We are developing ideas for street stalls all the time, if you have any other suggestions please email them to us at info@vegancampaigns.org.uk

Among the information you give out could be:

- Reasons why people go vegan, information on the meat and dairy industries.
- The practicalities of going vegan. Vegan guides on what food to buy, where to buy it, recipes, vegan-friendly restaurants etc.. Some people also like information about vegan nutrition. You could also include a range of information about other non-animal products such as toilet-ries, shoes and clothing.



The food samples could include home made food (have copies of the recipes available where possible) and some shop bought food for people that don't want to cook (have the packets on show). Imitation meat and non dairy cheese can be good to show people direct alternatives, and we have found that chocolate and sweet foods are good at pulling people over to the stall.

free vegan food fayres

A guide by Realfood
www.realfood.org.uk (01902 562 463)

We all know that arguing with people about their diets doesn't always persuade them to go veggie, let alone vegan. When we do stalls at least as many people walk away because "they can't bear to think about it" as stay and discuss the issues. It is easy for us, as vegans, to get annoyed with the public, and forget that most of us once felt the same way as the average meat eater - too stressed by the reality of abuse to want to confront the images and act on them. One thing we must never do is write people off just because they are still having problems coming to terms with the abuse that surrounds them.

Food Fairs take the stress, and the confrontation out of campaigning for veganism. They see you in a relaxed social setting, chatting with them in a friendly manner. By giving them vegan food they can indulge in the most basic of human pleasures and



needs, eating, without any sense of guilt, conscious or unconscious. The question "what do these

vegans eat" is automatically answered, and the variety of foods available that are suitable for those on a vegan diet should come as a welcome surprise to many.

Food Fairs are beginning to spread too, all over the country. They are easy to run, and will help yourself and any vegan friends you have feel massively positive about yourselves and your dietary choices. They are a superb way of setting up a local group, converting new veggies and vegans, and ensuring that veganism is accepted in the wider community.

So what's stopping you? If you want to do a Vegan Food Fair then read the following advice, email or phone us, and just do it! It is no harder than organising any other kind of a social "do." If you know someone who is good at organising bashes, then go ahead and use their talents. If not just do it yourself. It isn't hard, it's great fun, and you will be directly responsible for converting a stack of people to cruelty free diets. Just think of all the animals you will save.

You know you can do it, so go ahead and do it. And let us know about your event, so that we can support it in any way we can.

how to do it

1. Book a room. You may need to compromise on price, location, size and décor of the room. It is worth making this compromise to get a location on the main shopping street, since most shoppers are not willing to move too far off the beaten track. The more people you can get through the door the better.



2. Produce a poster. Your central library should have an internal distribution scheme to all other libraries in your area.

3. Put posters up anywhere else that will allow them up e.g. health food shops, friendly shops, 'green shops' sports centres, colleges & universities.

4. Send a letter to all the schools in your area inviting them to send their students to your fair. Your local education department will have a list of schools. Do not try to email them, most schools use anti-spam software which will reject your email.

5. Press release. About two weeks before the fair send out a press release to local radio stations (especially local community stations or programs). Also send it to newspapers, send copies to the events section, any fashion pages and local news sections.

Send out the press release again a few days before the event, and follow up with a phone call the day before the event.

As well as advising the press that the event is on, invite them to attend and to bring along a photographer – if they don't come, take your own pictures and send a report in with pictures as soon as possible after the fair.

6. Write letters to your local papers' letters pages.

7. National groups. Ask Animal Aid and Viva! To mail out details of your fair to all their members.

8. Choose the food that you are going to give out. You need to consider if you are going to provide a cold buffet only or hot food as well?

9. Advance buying. Book any bulk items of food with your local health food shop or local wholesalers at least two weeks before the event. Companies like Redwoods and Fry's often donate food to these type of events so contact them at least a few weeks in advance.

menu suggestions

- a) Different salads (see any recipe book). Three from any of the following; one grain based, one leafy based, one pasta based, one potato based, one vegan coleslaw.
- b) Quartered sandwiches filled with various 'meats' from Redwoods cheatin' range.
- c) Quartered sandwiches filled with humous on its own or with salad.
- d) Quartered sandwiches with a mixture of different spreads – eg paté, apple and blackberry or nut butters.
- e) Cocktail stick kebabs (tofu, mushroom, pineapple and pepper).
- f) Nut flans – either buy them from your local health food shop (if yours doesn't stock them, tell them Juniper's wholesalers supply them).
- g) Nut roasts (there are 3 different types sold in most health food shops) or make your own.
- h) Pizzas.
- i) Sausage rolls.
- j) Spring rolls.
- k) Samosas.
- l) Pakoras.
- m) Bhajis.
- n) Cakes at least 8 (see the Cake Scoffer as a guide for ideas).
- o) Vegan sausages on sticks.
- p) Full size sticks kebabs (peppers, roast potatoes, mushrooms, tofu, baby onions – coated in a savoury /spicy marinade and bake.
- q) Vegan cheesecakes.
- r) Trifles.
- s) Garlic Bread.
- t) Redwood's cheatin' soya roast range – they now come in slices, cut them in half.
- u) Breadsticks and Cracked Wheat bread and poppadums.
- v) Crackers – topped with tofu, fine slices of pineapple, tomatoes, olives, humous, garnished attractively with fresh herbs.
- w) Dips for the above.
- x) Ice Cream. If you are running the fair in the summer you could keep going to your local health food shop or supermarket on the day and purchase vegan ice cream. If you are planning on doing so make sure the shop knows to stock enough for you.
- y) Mock foods – available in some health food shops, but most Chinese shops stock an extensive range, e.g. Mock Duck, Mock Chow Main, etc.
- z) Chinese. Some Chinese shops stock vegetarian 'bacon' (which is vegan) and veggie 'chicken legs' both can be sliced up.
- aa) Mexican Tortillas and sauces. Most of the Old El Paso range is suitable for vegans and can be served up cold.
- bb) Porkless pies – check they are the vegan ones some ranges are not vegan. Cut them into small slices.
- cc) Jellies – Asda and health food shops stock non gelatine jelly packs.
- dd) Flapjacks – available almost anywhere. Cut them up into small pieces.

before the day

1. Make sure transport is sorted out in advance to get the food to the fair.
2. Make sure you have enough knives, forks and plates (a reasonable guess of how many you will need is about 300).
3. Make sure the room has tables, if not you will need to find some.
4. Make sure you have enough table cloths.
5. Purchase scoffer guides to sell – they are cheap, and the recipes are all easy and actually work.
6. If the room does not have a bar buy some vegan wine and soft drinks. You only need a license if you are planning to sell alcohol, and since it is being given away you won't need one.
7. If you are going to be running the fairs on a regular basis consider buying up cheap cutlery at second hand or charity shops, or car boot sales - more environmentally friendly than purchasing paper plates and plastic cutlery each time.

on the day

1. Put up advertising boards outside the room and nearby.
2. Put up a leafleting stall near to the room. Have someone distributing leaflets and have someone giving out sandwiches, hot dogs or burgers (cut them in half) on the street outside the venue or near to.
3. Put up arrows showing the way to the fair.
4. Put up a table of literature in the room.
5. Put up posters around the room (not gory ones – the fair should be a positive event.)
6. Make sure donations cans are obvious. Although the fair is free people will still give a donation – but make it subtle not in your face.

other things to think about

* Since the purchase of a microwave we have found the Fry's range of burgers, and hot dogs take very little time to warm up and cut in half go down extremely well with the public. (If you have not heard of the Fry's range see the Realfood website for a link the Beanies site (importers of the Fry's range). Another item you can send someone out onto the street with that will attract more consumers.

* The two major items people say they miss when they look at going vegan are cheese and chocolate. So put together a special vegan cheese section and a chocolate section.

Cheese; there are loads of different cheeses you can purchase



from your local health food shop. Asda do a vegan cheese spread and Winner (the company who produce Swedish Glace) do a cheese spread available from most supermarkets. Redwoods produces their Cheezly range and Bute Island produce a vegan cheese alternative.

Chocolate; again like cheese there are plenty of different vegan chocolates available from your local health food shops, health food shops and specialist chocolate shops, (look for Belgium chocolate more likely to be suitable for vegans than any other) so put on a spread!

* As well as health food shops, wholesalers, and supermarkets, you can purchase unusual vegan items from the Vegan Store at www.veganstore.co.uk

* We are now splitting our food up into different sections, split by country. We have a Greek, Italian, Mexican, Asian, Chinese & Japanese sections.

* If you are going to supply hot food, there are hundreds of recipes on the net and there are now plenty of vegan recipe books available.

* If you are going to run these fairs on a regular basis you could purchase a small fridge (several large DIY stores are currently selling small fridges that work off a car and the mains) and keep the fruit flavoured Soya drinks in jugs in the fridge.

* If you are supplying Asian food ask a local shop to make the bhajis/samosas/pakhoras very small. We want people to have a taste of as many different types of food as possible, not fill up on something they are already familiar with.

* If you live in a area with a large Asian community ask a friendly Asian shop to deliver the food along with any condiments and sauces – a lot of Hindu businesses will be happy to help or support you.

* Besides being a brilliant way of showing people that a vegan diet is anything but boring, the fair can be used to set up a veggie and vegan group in your area.

* For more information on how to run a fair or if you have any questions on the above please contact neil on 0845 458 0146 or email info@realfood.org.uk . Visit our website for more information on the vegan diet - www.realfood.org.uk. Also send us reports/pictures of any fairs that you run.

report from a free vegan food fayre

On Tuesday 15 February 2005, Vegan Campaigns held a free vegan food fayre at Pogo Café, 76a Clarence Road, Hackney E5. The idea behind the day was to promote veganism, and educate the public by demonstrating that a vegan diet is healthy, varied, tasty and practical. There was a secondary aim of promoting Pogo Café, which in turn helps to promote veganism.

The café was packed throughout the day: 250 people came through the door, and some people were turned away because the venue was too full! At the start of the day, volunteers went out onto the street to leaflet passers-by but after 10 minutes they had to come back in because the venue was already full, and remained that way for the whole day!

Admission to the fayre and all the food were completely free, though we charged for drinks. The hot and cold food served was amazing and included pizzas, pies, satay, cauliflower “cheese”, sandwiches, burgers, cakes, “cheese” cake and chocolate.

Most of the food was made by people involved in Pogo Café and Vegan Campaigns but some of it was generously donated by vegan companies (Beanies www.beanieshealthfoods.co.uk and Troody Skrumptious www.troodyskrumptious.co.uk).

Not only did the public taste delicious food, they were also given advice on how to go vegan and information on the reasons for making this choice. We had an information stall with lots of literature including a recipe booklet.



We gave out a questionnaire which was filled out by 123 people (we actually ran out!). The food was very well received and 68% of meat eaters and 64% of vegetarians said they were planning to change their diet (over 60 people). The day was incredibly positive and we have already started planning our next one.

setting up a local group

A guide by Realfood
www.realfood.org.uk (01902 562 463)

A successfully run food fair is also an extremely good way to either set up a new local group, or to build on an existing one. Of the various food fairs that Realfood have run in the last three years, every one of them has resulted in increased membership to existing local groups, or to new groups setting up.

People who come to these fairs are often inspired to get involved in the kind of positive campaigning that they see represented on the day. At this point they have positive feelings about the group, and are often willing to be a part of it. So it is useful to get the names and contact details of people who express an interest in the local group. A week later, send them a mail out, reminding them of the success of the day. This can be sent either as a chatty and slightly informal letter, or as a newsletter. Some vegan recipes included in the mail out can inspire people to continue thinking positively about the event they have attended.

The mail out should include details of the groups first meeting, if it is just setting up, or the next meeting, if there is an existing group.

A new group should have some very simple guidelines. These will vary from group to group, but the most important one is that, although the group is open to everyone, including non vegans, all food served at the groups should be vegan, as this will make it possible for everyone to share.

Groups can organise along whatever lines they like. They may choose to have a treasurer, chair, secretary, etc, or they may choose to be more informal. This is up to the individual preferences of the people who make up the group. The group can be a purely social group, or a campaigning group, or a mixture of both. Again, this should be fluid, and will probably change with the membership to reflect their level and area of interest.

Events can range from vegan pot lucks above the local pub, to formal meals, to fell walking, to holding stalls in the town centre, to leafletting, to doing cooking demonstrations in schools and local gyms. But most importantly, the groups should be positive, and supportive, and help existing vegans and those aspiring to the vegan way of life to feel part of a broader community.

targeting companies

As with any other area of animal abuse, it is possible to do a targeted campaign against companies involved with the meat industry.

An example of this is the campaign against McDonalds, who targeted not only for their huge involvement in the meat industry, but for a number of other reasons. Find out more at <http://www.mcspotlight.org/>

McDonalds demos are also ideal for free food hand-outs, veggie burger hand-outs have proved very successful in London.

vegan fitness

Vegan Fitness is a community driven message board which seeks to provide a supportive, educational and friendly environment for vegans, vegetarians and people seeking to go vegan.

The subject range covers all matters relating to nutrition, food, diet and sport specific information no matter what the activity or the experience level is.

The goal of the board is to become an active and thriving community of people sharing information, learning from each other and empowering themselves in the process.

Check it out at:
<http://www.veganfitness.net/>

weightlifting . martial arts	running . yoga and holistic
<i>Tired of people saying vegans are weak and unhealthy?</i>	
VISIT	
www.veganfitness.net	
AN ONLINE COMMUNITY SUPPORTING VEGANISM AND SPORT	
nutrition . recipes	ethics and politics . general discussion



work of the vegan society

The Vegan Society exists primarily as an educational information resource centre for those interested in the vegan lifestyle.

The Society produces leaflets, booklets and books which promote veganism by highlighting the benefits of a vegan diet (to people, animals and the environment) and also help people along the path to veganism by providing nutritional information, listings of vegan products, a contact centre for resources and information.

The Society publishes several books such as the Animal Free Shopper (which lists thousands of vegan products available in the UK), Plant Based Nutrition and Health (a scientific analysis of vegan nutrition and it's benefits), the Vegan Passport (notes on what vegans do/don't eat in different languages – covering over 93% of the world population) and we are soon to publish a book on feeding vegan babies and infants.

We also have a vegan trademark, which companies register to use on their vegan products (no animal ingredients or derivatives, no animal testing) to make it easier for vegans to find suitable food/merchandise. The trademark is registered in Europe and the USA and has recently shown a significant rise in holders, mainly thanks to the current huge interest in veganism.



An educational CD-ROM is in production and will be sent free to all secondary schools in the UK upon completion. This project was greatly aided by a ten thousand pound donation from The Primrose Trust and is around fifty percent complete at this point in time.

Books and other vegan merchandise are available from our shop, vegan cookbooks are particularly popular and are a great aid to new and aspiring vegans, as well as catering for established vegans too.

We have over a hundred Local Contacts, who organise events in their home areas, promote veganism to/through the media and act as representatives of and points of contact for the Society. Often, Local Contacts are the first point of contact with the Society and are an important and integral part of our whole structure.

Our information department is the hub of the Society - after all, providing information on veganism is our main aim. The information department continually deals with enquiries regarding veganism, many requests from school age children researching the vegan diet, enquiries from the press/media, limited prisoner support work and general promotional work.

We also deal with the advocacy of vegans/veganism and have been involved in ensuring vegans are properly catered for (ie whilst in prison or homes for the elderly).

The Society is a registered charity as well as a limited company. We currently have around five thousand members and over ten thousand supporters on our database. We have two levels of membership (full and supporter), the full membership is for dietary vegans, whilst the supporter membership is for those who aspire to be vegan or wish to support the ideals of veganism.

More information can be found at www.vegansociety.com

school talks

Excerpts taken from Campaign against Cruelty - an activist's handbook, Alex Bourke and Ronny Worsey, Scamp Media (2001). Pg 99-104.

introduction

Speaking in schools is important work. Young people are often more able to relate to new ideas and opinions than adults because their minds are more active and questioning. Don't forget that today's teenagers are tomorrow's parents, employers and teachers.

Teenagers are surrounded by exciting, fashionable images. You need to bear this in mind if you want to grab their attention and hold it long enough to get your message through. It's no good simply reciting a list of facts and figures, you need to make the subject 'come alive', or your young audience will switch off. You need to promote animal rights issues as important, sensible and modern.

preparation

This is essential. If you turn up ready to give your talk confident that you can explain your subject as you go along, you will be in for

a shock. You need to sit down for a few hours with a selection of books, lots of scrap paper and an inspiring friend.

Work out the objective of the talk? veganism/vegetarianism? animal cruelty aspects? health aspects? The chances are that the teacher you contact in order to arrange the talk will have specific ideas about the subject matter, because they will want to relate your talk to the current subjects the class are studying. Make certain you know what the teacher's requirements are.

Work out the essential message which your audience should be left with, eg., 'there are lots of arguments against eating meat and it is easier than you thought to give it up.'

planning your talk

Once you are concentrating fully on this, list the points you want to make. Write anything that comes into your head, no matter how trivial it seems. Then go through these points, scribbling out any which you change your mind about. Arrange these points under general headings, for example;

Animal rights - unnatural, crowded living conditions, painful slaughter, killed at young age, use of growth hormones

Environment - pollution, waste of land, deforestation

Human rights - third world starvation

Diet - meat is unhealthy, an animal-free diet can be healthy and fun

Work out how you are going to structure your talk, then write your talk. Edit and re-edit until it feels right. Keep asking your friend for advice and pay attention to what they say. Something which sounds witty and persuasive to you might sound really naff to them.

If you know any teenagers, read your talk out to them and ask them their honest opinion. Check that your talk is the right length. Speak slowly and clearly and time yourself. Otherwise you could end up either rushing through your talk in a flustered state or waffling desperately. Fifteen minutes is a good length of time to aim for. The teacher will probably advise you on the expected length of the talk.

You can explain complicated issues quite simply if you paint pictures with your words. If you say, "imagine if a hundred of you were suddenly crowded onto a school bus with no seats and driven around for two days with no stops for refreshments or the toilet and you were given no explanation about why you were being treated that way. Imagine how uncomfortable, frightened and upset you would all feel.

That's what it must be like for animals being transported abroad."...

...you will immediately encourage your audience to relate the suffering of animals to their worst nightmares. You will gain their understanding and sympathy. Simply saying, "imagine a hundred sheep being transported a long distance in a lorry with no food or water," will not have anything like the same effect.

After you have finished talking, it is important to open up the discussion by asking your audience if they have any questions. Consider all the possible questions which they could come up with. What we suggest is that you and your friend write down a list of these questions, then consider each one in turn and come up with a short, smart answer to it.

delivery

Don't place a barrier between you and the audience. If you are sitting, it is better to sit on a desk than at a chair behind it. Consider your body language. Make sure that you appear relaxed and open, not closed and defensive. Keep your hands relaxed, your shoulders wide and your feet still. Avoid fidgeting as this will distract your audience and possibly irritate them.



The way you talk is as important as what you actually say. Remember that you are giving the talk because you have strong views about animal rights and you want your audience to be influenced by your views. Don't speak in a flat monotone, use your voice to express your feelings of concern, anger, humour and encouragement. Be careful though to avoid going over the top, or it will seem as if you are making fun of your subject. You are a campaigner, not a stand up comedian!

"Sir, I want to go vegan, NOW!"

Eye contact is essential. If you read your talk word for word from pages of notes, you will appear intimidating or amateur.

It's best to memorise your talk beforehand and then take cue cards along with you on the day, on which you have written a summary of each argument. Arrange them in order. Glance at your first card to refresh your memory, talk about the topic, then move on to the next card and its topic. Continue until the end of your talk.

This method works like a DIY autocue and it ensures that you can maintain eye contact with your audience, yet not risk accidentally leaving out an important point.

When you finish speaking and come to invite questions from your audience, treat each question seriously and thank each person who asks a question. If you ridicule a question or refuse to answer it, you will appear aloof and smug and the audience will lose their respect for you.

If you follow these points, your school talk will be a success and you will come away feeling elated and proud of yourself.

This chapter is intended as an introduction to the subject. If you are really keen to concentrate your efforts on school talks, we recommend that you send £2.50 to Viva! for a copy of their 'Guide to Speaking in Schools' pack. It is excellent and goes into a lot more detail about this subject. Viva (0117 944 1000) info@viva.org.uk

SUMMARY

- 1.) Be prepared
- 2.) Be careful about your appearance
- 3.) Relate to your audience
- 4.) Encourage participation
- 5.) Use visual aids
- 6.) Respect the views and needs of the teachers
- 7.) Relax and enjoy yourself

It is also well worth adding that it can be good to take in food tasters, for example a vegan chocolate cake will go down well. On the savoury side try a vegan quiche or good tasting vegan sausages.

Some national groups like Animal Aid (01732 364546: info@animalaid.org.uk) and Viva! (details above) run a school talk service and they are often looking for speakers to go into schools. Both groups also provide training work shops in various parts of the country.

displays and exhibitions

Excerpts taken from Campaign against Cruelty - an activist's handbook, Alex Bourke and Ronny Worsey, Scamp Media (2001). Pg 93-98.

“a picture paints a thousand words.”

You can put on a display in any public place, such as a library, entrance to a civic building, hospital, university, (catering) college, school, or as part of a larger exhibition. It's very cheap and easy to do, and requires almost no maintenance. The same display can be reused and improved over the years to come.

The simplest display is some posters and leaflets stuck on a wall. Aim to use lots of photos and big pictures, and the odd chart or graph, and go easy on detailed writing. Aim to get people's attention with photos and cartoons and give them enough food for thought to get some literature or take some action. Or at the very least sow seeds of understanding, empathy and compassion.

Display boards are very nice, but unfortunately very expensive also. A small set costs hundreds of pounds. See if you can scrounge some for your display from a charity or someone else who does displays. Or make your own by buying (or scrounging, if you are lucky) some large pieces of strong, light wood, roughly 2m by 1m. Cover each one with thick, tear-resistant material, preferably unpatterned and dark in colour. Then join them together with hinges, two or three to each join.



Make captions for photos and drawings, and big headings for each section of your display. If someone can draw or knows about design, get them involved.

Go easy with text. Lots of leaflets with small writing will be hard work to read. Cut out the pictures and type the best bits again in big letters, or put the leaflets as a small part of the display for those who have time or inclination to read in detail. People can always come back later for another look.

good topics are:

World Vegan Day. Get posters and leaflets from the nationals, add your own recipes, where to get food in your town. Before and after foods like burger/vegieburger. You could display pictures of animal-tested and non-animal tested products.

Veganism. Do displays on the main reasons that meat is bad: factory farms, slaughter, health/nutrition, waste of land. Then, or next to each section, show the alternatives. Give ideas of what folk can do to wash their hands of meat, and the benefits to them and nature.

Live exports. Show the separation from mothers and say that the animals cry for days, the facts about overcrowding, distance, stress, dead on arrivals. Show the crates in France that have been illegal in Britain since 1990. Next, and this is the good bit, explain how all this is caused by people drinking milk and then explain the alternatives and how to make them or buy them locally.

Also do displays on egg farming, including so-called free range with pictures of male chicks being gassed and crushed, and show what happens to old chickens. Do the same for milk and veal, and draw attention to the death of the dairy cow at only 7 years instead of 20. Show vegan foods such as the new four food groups: grains, pulses, fruit, vegetables.

Heart Disease. Charts showing 50% of meat eaters die of heart disease, 25% of vegetarians, 4% of vegans. Diagrams of the heart and what happens when arteries furr up.

At the end of your display, put the addresses where people can get more information and ask them to send at least a stamp (unless they're very young). If your budget stretches to it, put some leaflets on a table.

case study

how to win people's minds

by Swiss activist Sigrid De Leo, full-time teacher and Secretary of the European Vegetarian Union.

I went to the head teacher of the local high school, with 400 students aged 15-20, and asked him whether he would agree to an exhibition "Vegetarianism and Health" in the entrance hall of the school. He agreed on the condition that we would not include publicity for particular products like tofu.

Together with the Swiss Vegetarian Association (SVV) we covered nine poster boards (180cm x 180cm) on both sides with posters. As well as the written posters, we displayed several photo posters showing fresh fruit and vegetables, and pictures of hens, pigs and cows in dreadful conditions in factory farms.

Some examples of what we displayed:

1. General Health: the results of long-term studies on vegetarians. Anatomical comparison of carnivores and fruitarians. Statements and quotations of professors of medicine. Physical and mental fitness. Nutrition and allergies. Iron. Protein.
2. Environment: the consequences of factory farming on soil, water, climate, acid rain, third world.
3. Animal welfare: "Humane slaughter", "Could we not bring up animals without suffering" and other popular misconceptions.
4. Religion and Ethics.
5. Politics and Economy: comparison of subsidies for meat and plant production.
6. Quotations from famous vegetarians.
7. Prejudices: "They are only animals," "Humans have always eaten meat", "Humans come first", "Humans are biologically meat-eaters", "I cannot change anything", "Animals eat one another too" and other myths.

Newspapers and the local radio reported the exhibition. We estimate that its message reached nearly two hundred thousand people. For two weeks there were always crowds of people reading or discussing near the posterwalls. There was not a lesson during the two weeks that the students did not discuss with their teachers the vegetarian way of life. I was approached by mothers who asked me what to cook, because their son or daughter would not eat meat any more after seeing the exhibition.

We are translating all the materials into English, so if anybody has an opportunity to organize an exhibition, we would gladly pass on our documentation. Just write or give us a call.

Contact: Sigrid De Leo, EVU Secretary, Bluetschwitzerweg 5, 9443 Widnau, Switzerland. Tel/Fax +41-71-722 64 45.

vegan festivals

For inspiration check out the following:

<http://essex.veganfestival.org/>
<http://www.londonveganfestival.org.uk/>
<http://www.veganbristol.makessense.co.uk/events/30.html>
<http://www.veganfestivals.org.uk/>
<http://www.viva.org.uk/roadshows/london.html>

starting up a vegan cafe

1. find enough people who share your vision and have the time and commitment to carry through the project. You need people for staffing, painting walls, throwing things out, preparing food, doing accounts, getting stock in, designing flyers and other promotional bits, there is always stuff that needs doing and everyone nearly always has something good to contribute.

An example is Pogo Cafe, who started off with two people who wanted to start a vegan restaurant. They found a few people who were interested, and it mushroomed from there until there were around twelve people who wanted to get involved.

Once the project is up and going, it should attract more people who will want to become involved. This was definitely the case with Pogo.

On the time side, it will take an enormous amount of time and effort. Not just when you're running, but to find a location, to deal with the letting agent (or whoever) to sort out the damp on the walls, to collect furniture, to paint the walls. It depends on a load of different things.

2. find a premises and some money

The place. What you are trying to do determines what an acceptable place is going to be like: size, cost, location. If you find suitable looking empty shops with no letting signs, ask in neighbouring shops who owns it. Also, city libraries typically have a register of who owns all property, this is also worth checking. Remember, if you want to make lots of noise, you will need a noise-proof room or no neighbours!

And bear in mind legal public access to all points of the building. Without knowing exactly what the rules are on this, the best way to think about it is if there is a fire starting at that exit will everybody/ anybody burn to death, or can they get out easily somehow? If the answer is that if they cannot get out, it is probably a bad idea.

The money. Worked out roughly how much you need to start up with. What you need for rent, fittings (need a new floor/ any other re-decoration?), fixtures (fridges, cooker, coffee machine etc.), stock (food and drink) and so on. You may find that if everyone chips in what they can that you have enough to make it happen. You could also look at other fund raising events if needed.

If you are paying wages this will probably be the biggest cost; followed by rent (you will probably need to put down at least a month's deposit); then fixtures and fittings (though it is surprising what you can get if you ask around); and stock.

It is worth looking at wages in a little more detail. Sometimes it can



take a company a year or two before they start making enough profit to wages. Wages are an incredible drain on money coming in. So it is important to bear this in mind when opening your cafe - do you want to pay wages and if so how soon do you need to be in a position to pay them.

other things to consider

Ideology - what is yours? Pogo's, for example, is as that they offer vegan food and that they trade with a high standard of social and environmental awareness with local and fairtrade sourcing and by providing an example to individuals and other commercial and non-commercial organisations. The café caters for vegans, food allergies, living food diets, other special diets and those concerned with healthy eating and fairtrade. They also hold awareness-raising nights and art exhibitions, and have lots of information available on various rights issues.

Your ideology has much bearing on how the place is run.

Responsibilities - there are quite a few things people will have to take responsibility for:

- signing the lease
- health and safety
- running the kitchen
- accounting - get a business bank account with an ethical bank
- building - do it yourselves, libraries have books on plumbing
- wiring, interior design etc
- entertainment
- liaising with council/police/health & safety people/public/neighbours

It is not desirable for one person to do all this. Split up the responsibilities, but be sure to tell each other what's going on; email groups or web noticeboards can be useful for this.

Try to bear in mind that some of these responsibilities are quite serious - if you sign the lease and forget to give notice maybe you are legally bound to pay another month's rent! So be clear on these things and stand together in times of trouble!

The kitchen

There are quite a few health and safety rules to consider, the general rules are:

- keep things clean
- have "three" sinks hand washing, dish washing, food preparation
- toilet for staff must have two doors before kitchen area and wash

- basin
- fridges should work ok
- rotate stock
- washdownable work surfaces
- decent lino flooring

What type of business are you?

Decide if you want your business to be a co-op, limited company or other. Each has good and bad points that should be considered.

further helpful things:

Legal stuff: alcohol. You can't legally sell alcohol unless you have a licence, but you can do BYOB (bring your own booze) and charge corkage (a fee for opening bottle/can). You can't charge entrance (without an entertainment license), but you can ask for donations.

inspiration

1 in 12: <http://www.1in12.go-legend.net/>

Anarchist Teapot Mobile Kitchen: <http://www.eco-action.org/teapot/>

Pogo Vegan Cafe: <http://www.pogocafe.co.uk/>



resources

Is It Vegan

<http://www.isitvegan.info/>

UK vegan products database that now can be accessed by mobile phone. Is It Vegan are happy to work with anyone who wants to set up a version of it for their own country.

London Vegan Festival

<http://www.londonveganfestival.org.uk/>

Information on this year's vegan festival in London

Realfood

<http://www.realfood.org.uk/>

(01902 562 463)

Vegan campaigning

Vegan Buddies

<http://www.veganbuddies.org.uk/>

Links up new vegans with mentors, plus numerous other items.

Vegan Campaigns

(07796 774 200)

<http://vegancampaigns.org.uk/>

Group mainly active in the London area

Vegan Essex

(01277655460)

<http://essex.veganfestival.org/>

Information on vegan food fayres/festivals

Vegan Fitness

<http://www.veganfitness.net/>

Community driven message board that covers nutrition, food, diet and sport for vegans

Vegan Society

(0845 4588244)

<http://www.vegansociety.com/>

Provide information on all aspects of veganism

Vegetarian Guides

<http://www.vegetarianguides.co.uk/>

Produce Campaign Against Cruelty, which can also be read on line at: <http://www.vegetarianguides.co.uk/campaign/> (English), www.vegetarianismo.com.br/campanha.htm (Portuguese) <http://www.vegetarianguides.co.uk/mcl/> (French first few chapters)