



The need for an active National Vegan Organisation

A message from Greg McFarlane
President of the Vegan Society NSW

THERE ARE SEVERAL ORGANISATIONS promoting veganism in Australia. Most of these are either animal groups or vegetarian/vegan societies. They mainly operate at a state level and they are doing a great job. However, currently there is no active national vegan organisation. The time is ripe to build a strong vegan voice in Australia by creating such a body to promote veganism nationally.

The Vegan Society NSW has been actively promoting veganism in NSW for 30 years. The committee of the Society is now developing a proposal to form a new national organisation to support the vegan community, to inspire the public to adopt veganism and, importantly, to represent a strong voice for veganism to governments, institutions and corporations. The new organisation would aim to “normalise” veganism by promoting veganism as being normal, appealing, healthy, easy and ethical. It would promote veganism for the animals, people and the earth. The proposed name for the organisation is “Vegan Australia”.

As well as promoting veganism to the broader Australian public and providing support and resources for vegans, Vegan Australia would act as a point of contact for the media and as a lobbying group for vegan issues.

Vegan Australia would liaise with media via press releases and statements on current issues and access experts in various fields to speak to the media as issues arise. It would build a media rapid-response capacity, both in identifying relevant issues and in responding to them in detail. It would raise awareness within the media of vegan issues and become known by the media as a reliable source.

A strong voice for veganism to governments and institutions

Vegan Australia would make representations to government bodies, such as agriculture, health and environment departments and lobby political parties to bring about vegan-positive policy change.

The following are a few areas where lobbying could be useful.

Many Australians do not have easy access to healthy foods and so Vegan Australia would lobby governments to ensure all Australians have access to affordable and adequate fresh fruits and vegetables and other plant foods irrespective of income, including those living in regional and remote communities. It would lobby health and medical authorities to educate the Australian public about the health benefits of vegan diets and support people in adopting vegan diets; and, to make it government policy to commit to targets for the reduction and eventual elimination of the consumption of animal products.

Vegan Australia would lobby governments to shift subsidies from animal production to fruit and vegetable production and to set targets for the reduction and eventual elimination of the production of animal products on ethical and environmental grounds. Vegan Australia would campaign against advertising of processed food and animal products, starting with a ban on such advertising to children. It would campaign against the discrimination that vegans face in health institutions and prisons. Vegan Australia would also lobby for quality vegan food to be available at all government sponsored functions and for healthy vegan school lunches to be available to all children.

See the National Food Plan submission on page 26 for an example of the type of campaigning Vegan Australia would do. There are many other ways Vegan Australia could promote veganism through representations to governments and institutions. **LV**

The Vegan Society NSW would like to hear from other groups and individuals who are interested in this project. Please email us at info@vegansocietynsw.com

Meat consumption slowing in Europe

According to Euromonitor the sales of meat have slowed considerably in Europe, due to a trend towards meat free and meat reducing diets. Euromonitor says that meat was one of the worst performers over the 2005-2010 period.

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- Now in the freezer @:**
- Thomas Dux Grocer, all Sydney NSW
 - Cruelty Free Shop, **online**, national
 - Funky Pies, Bondi **shop and online**
 - Taste Organic, Crows Nest NSW
 - Vegan's Choice, Newtown NSW
 - IGA, Annandale NSW
 - Go Vita, Caringbah NSW
 - Go Vita, Springwood NSW
 - Organic Plus, Erina NSW
 - Oomph, Gosford NSW
 - Sunrise Health, The Entrance NSW
 - Go Vita, Coffs Harbour NSW
 - Spar Supermarket, Lismore NSW
 - Wilson's Organics, Adelaide SA
 - **Vegan Online**, SA
 - The Green Edge, Brisbane QLD
 - The Green Edge, **online**

The Vegan Store **online**, QLD
Thomas Dux Grocer,
Port Melbourne VIC
Sprout Organics, Hawthorne VIC

Munch @:
The Four Seasons Hotel,
The Rocks Sydney
Iconic Cafe, Westfield Chatswood
(opp.Coles)

Garlic and Onion-Free @
Vegan's Choice, Newtown NSW
Lamyong Vegetarian, Guildford NSW
Taste Organic, Crows Nest NSW
The Cruelty Free Shop **online**, NSW
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