



Thursday 18th October 2018

NEWS RELEASE

Veganuary tells Climate Minister you can veganise anything – even steak and chips

At an action outside the Department for Business, Energy and Industrial Strategy today, campaigners from give-vegan-a-try charity Veganuary called on Climate Minister - the Rt Hon Claire Perry MP - to reconsider her reported comments that it's not the government's job to advise people on a climate-friendly diet.

The comments followed the release of the International Panel on Climate Change (IPCC) report, which highlighted that limiting global warming to 1.5°C is necessary to avoid the worst impacts of climate change. And, crucially, it stated that we cannot meet 1.5°C without large-scale changes by policy-makers and individuals, to reduce their greenhouse gas emissions.

The IPCC scientists say we ought to eat much less meat. Animal agriculture is a bigger contributor to climate change than the entire transport sector, and the typical meat eater can halve their dietary greenhouse gas emissions by adopting a vegan diet.

When asked whether the Cabinet should set an example by eating less beef, The Minister reportedly claimed, "*Who would I be to sit there advising people in the country coming home after a hard day of work to not have steak and chips?... Please...*"

Campaigners at today's action delivered a dinner invite to the Minister, to try vegan steak and chips created by Derek Sarno, Veganuary ambassador and co-founder of Wicked Kitchen.

Rich Hardy, Head of Campaigns at Veganuary said, "*It's really easy to have vegan versions of most meals we know and love – including steak and chips. In cutting down or eliminating their meat and dairy consumption, the public really isn't missing out on delicious meals like this. And with all the vegan meat and dairy substitutes now available in independent and chain restaurants, as well on the shelves of our supermarkets, it's never been easier to reduce our carbon footprint by eating less meat and dairy.*"

Our political leaders must look urgently at mechanisms that can reduce our over-reliance on the consumption of meat, not just to help prevent damaging climate change but also to help us live healthier lifestyles.

There's been a huge shift in the retail market towards plant-based food products, and the numbers of people identifying as vegan have quadrupled in the last four years. But this cannot be relied on alone to help to reduce meat consumption. It also needs concerted Government action so local authorities, schools and hospitals dramatically increase the amount of vegan food options they can make available to their communities, and so families across the UK are supported to eat less harmful diets.

-ENDS-

For further information, please contact Rich Hardy on Mob: 07719 313306 or email: rich@veganuary.com

Notes for editors

Veganuary is a campaign that inspires and supports tens of thousands of people across the world to try a vegan diet in January and throughout the year. Last January 85,000 people took part from across the UK

Veganuary has supported over 250,000 people globally to try a vegan diet through our month long vegan pledge. The numbers of pledgers are going up and up every year, with many pledgers reporting they've remained vegan.

Our January 2019 campaign is just 75 days away!