

VEGANUARY PRESS PACK 2024 US

**VOTE FOR
VEGGIES!**

TRY VEGAN THIS JANUARY



VEGANUARY 

ABOUT VEGANUARY

HAPPY BIRTHDAY TO US!

Veganuary celebrates its 10th anniversary this year! Millions of people from almost every country in the world have tried vegan with us over the last decade, and the food landscape has changed dramatically.

Veganuary is focused on changing consumer behaviours and attitudes, while providing all the information and practical support required to make the transition to veganism as easy and as enjoyable as possible through the month.

Participants sign up at www.veganuary.com/try-vegan.

Veganuary is more than a pledge: we also support brands, retailers and restaurants to expand their plant-based options. Last year,

thousands of businesses took part in Veganuary, while more than 1,600 new vegan products and menus were launched. Some of the options that got our pulses racing were Mellow Mushroom's new "build your own vegan pizza" menu and tempeh hoagie, Tofutti's' better Than Cream Cheese Smoked, Cinnaholic's three new vegan flavors, Rush Bowl's new detox bowl and Blue Sushi Sake's new vegan rolls.

Veganuary now has official country chapters in the US, UK, Germany, Argentina, Brazil, Chile, India and - new this year - Spain. We also work with partner organisations who run additional Veganuary campaigns in Mexico, Italy, France, Switzerland, Austria, Singapore, Australia and South Africa.



MATTHEW GLOVER, CO-FOUNDER OF VEGANUARY

"When my wife Jane and I decided to launch a new year's vegan pledge in 2014, we expected only 1,000 people to take part. More than 3,000 signed up and we were blown away. **Now Veganuary is a bigger feature in the retail calendar than Christmas, reflecting the ever-increasing number of people choosing plant-based food.** Two million official Veganuary participants in just eight years is a huge achievement, but the explosion in plant-based products that has accompanied it is truly revolutionising the future of food."

VEGANUARY 2023 IN NUMBERS



MILLIONS OF PEOPLE

Since launching in 2014, millions of people around the world have signed up to take part in Veganuary.



98%

98% would recommend Veganuary to a friend.



6,800

Our 2023 campaign featured in more than 6,800 media stories.



155 MILLION

Over 155 million people were reached through Veganuary's social media channels internationally.



1,610

Over 1,610 new vegan products and menu items were launched globally during January.



2.3 MILLION

2.3 million people visited the Veganuary website looking for recipes and helpful tips on going plant-based.

THE IMPACT OF VEGANUARY

**FOR EVERY
ONE MILLION
PARTICIPANTS
WHO EAT VEGAN
FOR 31 DAYS THE
POSITIVE IMPACTS
ARE HUGE!**

Based on calculations extrapolated from Poore & Nemecek (2018) Science. Tons are in metric.

science.sciencemag.org/content/360/6392/987/



*Tons are in metric



**1.6 MILLION
GALLONS OF
WATER SAVED**



**405 TONS* OF
PO₄³⁻eq SAVED
(EUTROPHICATION)
the same as 1,645 tons
of sewage spared from
waterways**



**103,840 TONS
OF CO₂eq SAVED
equivalent to
1.2 million flights
from London
to Paris**



**3.4 MILLION ANIMALS
SPARED FROM A LIFETIME
OF SUFFERING**
**according to
The Vegan Society's calculator**

VEGANUARY ALUMNI



JASMINE HARMAN, TV PRESENTER, CLASS OF 2014:

"I discovered the Veganuary campaign and I thought well, this is a good excuse to try it, and I can say to my husband 'well, I'm only going to do it for a month' and so he will be accepting of that and won't give me too much of a hard time. And then of course, the month of January came to an end, and there was no question, I would stick with it. I feel very proud and very privileged to have been with Veganuary from the start and to be one of their Ambassadors."



CHRIS PACKHAM, NATURALIST AND TV PRESENTER, CLASS OF 2019:

"As I've become more and more aware of our impact, the impact our diet has on the environment – and of course the species that live in it – I've become increasingly concerned to minimise the negative aspects of that impact." "Being vegan is a great way to support the natural world and to live sustainably."



DEBORAH MEADEN, ENTREPRENEUR, CLASS OF 2020:

"Taking part in Veganuary helped me change how I eat, and now my diet is the best for animals, the planet and for me. If the climate crisis, animal suffering or the loss of wild places and species concerns you, sign up, take part and let Veganuary help you, too."



PETER EGAN, ACTOR, CLASS OF 2016:

"The first thing which is wonderful about Veganuary is that there is no pressure. Like people give up drinking for January, it's a very, very good idea. So you can, if you like, say 'ok I'm only going to do it for January'. I'd be very surprised if you decide to do it for January and then not do it for February because it is such an exciting and interesting way of living in terms of foods." "It is a powerful movement, it's a creative movement and I love being part of it. A growing movement, certainly."



BRIAN MAY, MUSICIAN, CLASS OF 2020:

VEGANUARY!!! Yes! It's done - and I loved it. Not a morsel of meat or fish or dairy passed my lips. It was so much easier than I expected, and gave me so much. So I am now plunging in for a Vegan February!!! I certainly don't feel like giving up this new journey of discovery. Who's with me?"

THE 2023 CAMPAIGN IN NUMBERS

MILLIONS OF PEOPLE

worldwide have officially signed up on our website to try vegan with us since 2014. Studies show that millions more participate without signing up!



MORE THAN 6,800 MEDIA STORIES

were published about Veganuary around the world

OVER 155 MILLION PEOPLE WERE REACHED

through Veganuary's social media channels internationally



2.3 MILLION PEOPLE VISITED THE VEGANUARY WEBSITE

looking for helpful tips and advice on going plant-based



PEOPLE FROM NEARLY EVERY COUNTRY IN THE WORLD

took part in Veganuary this year (only Vatican City and North Korea had no sign-ups recorded)

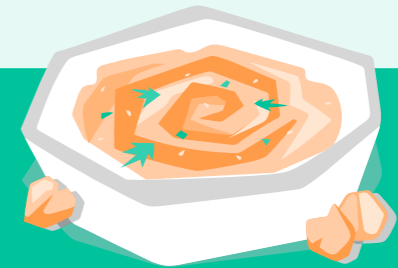


The hashtag #Veganuary was viewed on TikTok **MORE THAN 894 MILLION TIMES** by the end of January 2023



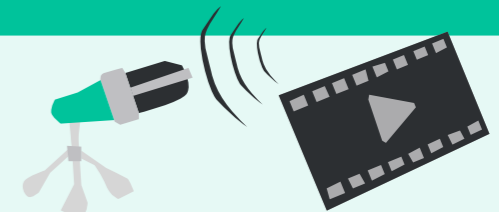
MORE THAN 820 NEW VEGAN PRODUCTS

were launched for Veganuary



MORE THAN 790 NEW VEGAN MENUS

were added to (chain-)restaurants for Veganuary



Our new YouTube series and Veganuary podcast received **TENS OF THOUSANDS OF VIEWS AND LISTENS** throughout the campaign

THE RISE OF PLANT-BASED

ONE-THIRD OF US CONSUMERS SAY THEY WILL EAT MORE PLANT-BASED FOODS IN THE COMING YEAR.

Source: Plant Based Foods Association



THE GLOBAL VEGAN FOOD INDUSTRY WILL EXCEED A STAGGERING \$91 BILLION BY THE YEAR 2027

thanks to growing “consumer demand.” The new analysis also hails vegan food for ‘reducing the risk of zoonotic disease and antibiotics’ as well as the ability to ‘feed more people with fewer resources’

Source: Research and Markets



DOLLAR SALES FOR PLANT-BASED FOODS GREW BY 44% FROM 2019 TO 2022

During the same period, unit sales grew by 23%.

Source: GFI



IN THE LAST TWO YEARS ALONE, MEAT-FREE SHOPPERS HAVE INCREASED BY 6.5%

Health and environmental factors are the biggest driving forces behind purchase: 37% and 31% of consumers cited these reasons, respectively.

Source: Talking Retail



6 IN 10 US HOUSEHOLDS PURCHASED PLANT-BASED FOODS IN 2022

What’s more, the majority were repeat customers, with 8 in 10 households purchasing more than once across all plant-based categories.

Source: GFI/PBFA



WHO'S SUPPORTING VEGANUARY 2024



ALICIA SILVERSTONE, ACTOR:

"Despite all of our recycling, energy-saving, and water conservation (all of which are great), most people still don't know that they can have the greatest impact on our precious Planet Earth by adopting a plant-based diet."



WEIRD AL, SINGER-SONGWRITER:

"If you've been thinking about trying a vegan diet, and you love the month of January, then how on God's green earth could you possibly resist a ridiculous portmanteau like 'Veganuary'?"



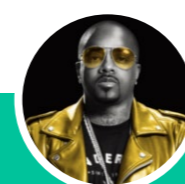
BILLIE EILISH SINGER-SONGWRITER AND ACTIVIST:

"The livestock sector contributes more than 60% of all food-system greenhouse gasses. That's a lot of pressure on our planet, but by replacing meat consumption with plant-based foods, together, we can give the Earth a fighting chance."



DANIELLA MONET, ACTOR AND SINGER:

"I recently became a mother. When I think of dairy, I can't help but think of the mother cow and the relationship she'll never have with her baby. We can put an end to this cruelty, and it starts with not buying dairy."



JERMAINE DUPRI, RECORD PRODUCER AND MUSICIAN:

"If you want to get your energy level right and stop feeling tired all the time, take the Veganuary pledge. A vegan lifestyle will put you on track to be healthy and feel your best."



RICHA MOORJANI, ACTOR:

"Veganuary is an excellent opportunity to try a plant-based diet, while feeling motivated and supported on your journey by a community of extraordinary people who share similar values and are cheering you on as you join this incredibly rewarding (and vital) movement."

2024 CAMPAIGN HIGHLIGHTS

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VEGANUARY.COM VEGANUARY

THE OFFICIAL VEGANUARY COOKBOOK

Launching in bookstores around the world this December, our first-ever cookbook demonstrates how easy it is to make eating vegan simple and delish. Bringing 10 years of Veganuary's tried and tested recipes into one beautiful resource.



VEGANUARY CELEBRITY COOKBOOK
 2024 EDITION



VEGANUARY

THE OFFICIAL VEGANUARY PODCAST

Our popular weekly podcast will feature celebrity guests including Chris Packham, Deborah Meaden and James Moore, and we'll answer questions from Veganuary participants.

7 DAYS OF PLANT-POWERED RECIPES

Our new meal plan is a culinary call to action with easy, vibrant and delicious recipes



2024 CELEBRITY COOKBOOK

A collection of mouth-watering plant-based recipes written or inspired by celebrities including Joanna Lumley, Chris Smalling, Alicia Silverstone, Venus Williams, Dr Jane Goodall and Mya.

YOUR HEALTH ISN'T SMALL POTATOES.
TRY VEGAN THIS JANUARY



VEGANUARY.COM VEGANUARY

THE OFFICIAL 2024 VEGETABLE OF THE YEAR: THE PURPLE SWEET POTATO

This year, Veganuary set out to determine 2024's Vegetable of the year, a new initiative we developed to highlight food and its relationship with sustainability, creativity, taste, trends, longevity, and other cultural indicators for the coming year. To determine this, we worked closely with an esteemed panel of retail experts, cookbook authors, plant-based celebrities, researchers, food futurologists, food editors, and members of key nutrition and sustainability councils. To select 2024's Vegetable of the Year, the expert panel considered its ranking on five main criteria: growing popularity, versatility, sustainability, health/nutrition, and affordability/accessibility.

Based on those criteria, the panel determined that the purple sweet potato is 2024's official Vegetable of the Year. This trendy tuber began catching attention in the fall of 2022 as a super food for longevity. There are several types of purple sweet potato, including Stokes (hailing from North Carolina), Okinawan, and Molokai which originated in Japan. Not only pretty, they're packed with vitamins and fiber.



THE PANEL!



Holly Adrien, Natural and Organic Strategy & Innovation Manager, Kroger



Maggie Baird, Founder & President, Support + Feed



Tabitha Brown, Actress, Influencer and Vegan Celebrity



Simon Cutts, Sr. Director - Retail Partners at SPINS, SPINS



Morgaine Gaye, Food Futurologist



Chris Harris, Category director of produce, New Seasons



Daniela Lais, Award-winning Cookbook Author and Journalist



Jami Rokala, Chair, ASPHN Fruit & Vegetable Nutrition Council



Barbara Ruhs, Retail Health Expert, Progressive Grocer

HOW TO CONTACT US

We'll be issuing regular news releases throughout December and January. To be added to our press list please email your details to: usmedia@veganuary.com.

For urgent press enquiries please call 213-814-8645.

You are welcome to use our brand assets when writing about Veganuary, provided that you follow our brand guidelines. Both are available [here](#).

All of the celebrity photos in this press pack can be downloaded directly, just click on the photo.

General images to illustrate a Veganuary story can be downloaded [here](#).

