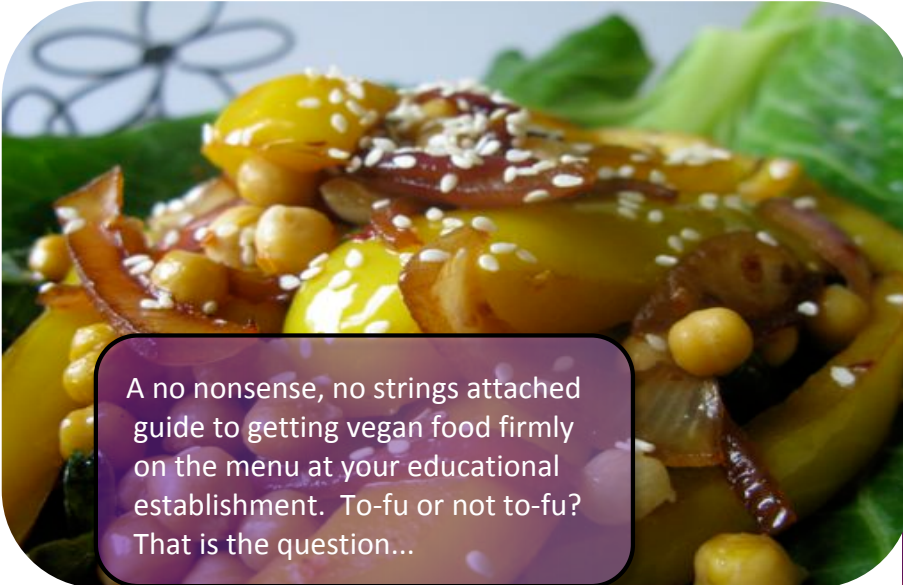


for schools, colleges & universities

VEGAN CATERING

STUDENTS AGAINST ANIMAL CRUELTY

WWW.SAAC.ORG.UK



A no nonsense, no strings attached guide to getting vegan food firmly on the menu at your educational establishment. To-fu or not to-fu? That is the question...



Why vegan catering?

P2

Hard-hitting reasons to get great-tasting, cruelty-free vegan nosh to the masses pretty damn quick!

All you wanted to know about vegan catering but were afraid to ask...

Welcome...

This guide is produced by Students Against Animal Cruelty
But who are SAAC?

We're a bunch of students and ex-students who believe that animals deserve a better deal than they get and that vegan food is the only type our bodies (and working brains) deserve. We also believe that students are key to the vegan movement. Students are young (or at least young at heart), full of enthusiasm, immersed in a learning environment (and so receptive to new ideas), and of course just great at getting out there and doing what needs to be done. Our purpose is quite straight forward really:

- ❖ Manage a network so students and student groups in the vegan/animal rights community can keep in touch, swap success stories and work together as a 'student movement'
- ❖ Help students set up groups or get active individually, if that's what they prefer
- ❖ Get good, healthy and delicious vegan food readily available in universities, colleges and schools



DIY: 3 Simple Steps

P4

You're ready to get going. Those in the know share insider tips – great ideas on us, the rest is down to you!

Find out more about who we are, what we do and what we offer at www.saac.org.uk



VEGANISE IT

Grab a pen and paper for these 4 ridiculously easy ways to veganise your cafeteria...

Soya Milk

Great tasting tea, coffee AND hot chocolate. What can't it do? Introduce soya milk to the world, it is so easy to have some available for vegans, all the lactose-intolerant cool kids and anybody who wouldn't suckle a cow...

Vegan Chocolate

Sometimes the only thing that'll do it is gratuitous amounts of chocolate. Vegan chocolate is so easy to get hold of you'd be mad to miss it. Heck, even Green & Blacks have a variety of vegan chocolate, as well as drinking chocolate. Chocolate lovers of the world unite!

Flapjack

There are a variety of vegan flapjack companies including Blackfriar's who clearly label their products as vegan. Alternatively, flapjacks are so cheap and easy to make: oats, vegan margarine, sugar, golden syrup. Oaty goodness for everybody!

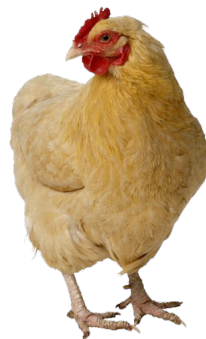
Butter

Make it bettah with buttah. There are various vegan spreads available that taste and work exactly the same as those antiquated dairy spreads – make the switch and everyone wins.

Why vegan catering?

Surely vegan catering is just a bunch of carrot chunks & celery sticks, right? NO! Vegan food is varied, super nutritious and tastes great. Plus it's kinder to the animals of course. Here are the top five reasons we produced this guide:

1. The animal farming industry is, quite frankly, appalling. The production of meat, dairy and eggs is enough to make your skin crawl. Fish farming and trawler nets are no better either. Visit Viva.org.uk and find out what happens to animals for human consumption. Expect leg shackling, throat slitting, de-feathering, bleeding sores and more. Mmmm...
2. Animal products are bad for your health. Meat is basically the decomposing flesh of animals, dairy is full of all kinds of hidden nasties (think pus cells and antibiotics) and eggs are pumped full of cholesterol. A plant based diet is better for your body and your brain.
3. Due to the stressful and crowded conditions factory farmed animals live in and farmers' greed for profit, they are given medication like antibiotics, growth hormones and more. Whichever way an animal product is served up, these drugs end up in your body.
4. Vegan food is tasty, and pretty much everything an omnivore eats a herbivore can also have but in alternatives. Soya products, fresh fruit and veg, nuts etc are abundant, and one day you could be tucking into veggie bangers and mash, the next munching on pasta with roasted veg and 'chicken' chunks, and don't forget a helping of vegan chocolate cake!
5. We're not saying the whole university/college/school has to go vegan, but it's only fair that those who do choose to eat healthily and humanely are given that option – every day, and without costing the earth.



**GO VEGAN!
WHAT ARE
YOU, CHICKEN?**



a how-to guide for students by students

A brief history of time vegan catering...

Once upon a time, there was bugger all for vegans. Plates and plates of dull vegetarian food, and hoardes of bewildered catering staff who, much to their dismay, barely knew what a vegan was - let alone what one ate! Enter Glasgow University Vegan Society, late 2007. Frustrated by lack of options, the hard-working vegan crew at Glasgow approached the catering division at the uni. It went a little something like this...

Glasgow Uni Vegans: 'We're vegan, and we love great tasting cruelty-free, environmentally-friendly and healthy food?'

Glasgow Uni Catering Department: 'What a bloody good idea! Now if only there were some easy way and support network to introduce such mythical food...'

Little did they know, The Vegan Society were hatching a scheme so crazy it just might work.

For a nominal (and hugely affordable) fee the Uni could get their menus approved by the society, and could plaster the lovely Vegan Society sunflower all over their swanky new dishes. Vegans & food lovers alike could rest assured they are getting one mean meal deal, and the Uni could relax, knowing that its budding minds are getting nourishment from healthy, delicious food...

Inspired by such valiant efforts, other Universities are sitting up and taking notice. Nottingham University followed closely behind to claim pole position as the first English University to receive Vegan Society Accreditation. Already, Pembroke College, Cambridge University has followed suit.

Who will be next? It could be you...

DIY IN 3 SIMPLE STEPS...

Preparation

Just as a professional athlete spends months training in preparation, so should you. Or you'll never win the veglympics. Don't turn up with nothing but enthusiasm and a manic grin. You should take the time to collect the info and familiarize yourself with the juicy details. Details such as:

- ❖ What's the current situation at your university, college or school? Is there anything at all? Where do you want to see this ace new food?
- ❖ Find out the right party to approach – don't go to your SU to bitch about University food and vice-versa.
- ❖ Talk about solutions, not problems. It sounds like some sort of hippy-new age crap, but it's true. Don't say: your sandwiches really suck. Say, it would be lovely to see some new flavour sandwiches that everybody could enjoy. How about peanut butter and jelly?
- ❖ Know the background to your situation: know which universities have made it work, and look at why and how they have made it work. Don't be afraid to take materials to show your Uni that it can and has been done.
- ❖ Contact us for the 'catering staff' version of this booklet, and also the lovely folks at The Vegan Society and they can send you useful leaflets and recipes in a glossy attractive format to show your Uni. Other groups including Veggies and Anarchist Teapot offer recipes suitable for mass catering on their respective websites.

Approaching

So you've got your act together and you have a lovely folder with all the info you could possibly need. How could they say no?

Well, all sorts of ways. The real trick is how you approach them. Here are a few ideas:

- ❖ **In Advance** Make contact well in advance and be polite, friendly and intelligent in your initial contact. Don't try and put too much out there at first, something as simple as

'Dear (try and find their name out in advance, or use Sir/Madam etc.)

I hope you won't mind me writing, I do so on behalf of the University of Insertyournamehere Veg Society.



Be Prepared...

Now we've sold you on vegan catering at your uni, we're absolutely positive (or your money back) you can't wait to march right on in there and demand tofu for all (or if you don't like tofu, maybe a gorgeous vegetable curry?) but hold up, let's chat and see if we can help.

For your unadulterated viewing pleasure, we've tracked down those in the know at Glasgow & Nottingham Uni and asked them to help us put together a whirlwind guide to how to DIY...



Contacts in the Know

Nottingham University Vegetarian & Vegan Society –
aeyaac@nottingham.ac.uk
 (academic year 2008/2009)

DIY IN 3 SIMPLE STEPS (CONTINUED)

As part of our role, we're passionate about veg food and we would love to meet with you to discuss how we might work together on new and exciting vegan food that everyone can enjoy.

- ❖ **Look the part.** Ideals may be one thing, but the more professional you can make this look the more likely you are going to get a result. Dress to impress – you don't need to wear a suit, but don't wear your pyjamas or mud-stained jeans.
- ❖ **Three's a crowd.** But two is a pretty good number. Pick one or two people to meet, and pick people who are going to be good at a more formal meeting. If you communicate only through the medium of dance, you won't be the best spokesperson for your society. Although you must be amazing on nights out.
- ❖ **Be planned.** So yeah, you've done your planning, but also **be organised**. Know what you would like to achieve in your meeting. Even have a written agenda which you can refer to.
- ❖ **Good Things Come to Those Who...** For some groups, the Uni have pretty much said they love the idea from the outset.

But even if this isn't the case, don't be afraid to play it cool. Little change that keeps coming is better than pushing for the crown jewels and putting your Uni off working with you. Taking veganism to the masses is going to take time. Encourage progress, however small it is... even something as simple as soya milk available across campus is a great starting point.

- ❖ **Be Flexible.** Whilst the majority of Universities that are currently driving forward vegan catering have chosen to do so through Vegan Society accreditation there are other ways to not skin a cat. We do believe that there are many benefits to official accreditation, not least the confidence it offers to vegans and prestige it offers caterers, but if your uni is still willing to introduce more vegan food. Then work with that, every little helps...



DON'T BE SHEEPISH, YOU CAN DO IT!

Making It Work...

Like any good relationship, these things take time and hard work. If you back off and refuse to get involved after your Uni has introduced vegan food then it will probably fail. The key to vegan catering is making it work, and making it appeal to the masses. Vegan food should be a tasty option for everyone, whoever they are and wherever they are from – after all, you don't have to be vegan to enjoy vegan food. It boils down to two main issues: great menus and clever marketing.



What problems can't vegan cakes solve?

DIY IN 3 SIMPLE STEPS (CONTINUED)

Clever Marketing

One thing that many University caterers might well appreciate help with is how to market this new and exotic vegan food. Possible ideas include:

- ❖ Talk the talk. Listen to how you talk about food. What makes you hungry? Words like tasty, delicious, juicy, crispy, moreish etc. Talk about the food. 'Hey, how is that curry?' 'Oh it's vegan.' NO. The curry is not vegan. The curry might be creamy, or hot hot hot or exotic. If it doesn't sound good to you, it won't sell good to anyone else.
- ❖ Health? One particular interesting way to market vegan food is as the healthy option. Obviously, this will depend on your menu but don't be afraid to market it as detox or healthy or one of your five a day etc.
- ❖ Let the people know. Get posters out letting folks know there is a new range of great tasting, healthy, animal-free food. Use cards by the dishes, and small posters at the point of sale. Have a dedicated vegan menu board. Give out free food samples to launch. Use your imagination!

SANDWICHES & WRAPS

- ☑ Seven exciting & easy ideas (of many!) for vegan sandwiches... share them!
- 🌀 Humous, Mediterranean Roasted Veg & Spinach
- 🌀 Avocado, sundried tomatoes and Salad
- 🌀 Peanut Butter and Jelly
- 🌀 Falafel and Humous
- 🌀 Veggie Bacon, Lettuce & Tomato
- 🌀 Tofu & Mayo (vegan egg salad!)



Great Menus

If the vegan food tastes like crap or is dull and unimaginative then nobody is going to want to eat it, and if nobody eats it then your Uni won't keep serving it. One common mistake is that caterers introduce a vegan option and then it doesn't sell. Thus they assume people don't eat vegan food, correction, vegans don't like crap food, nobody likes crap food – yer crap food won't please anyone.

So, you need to make sure you work with your caterers every step of the way. Be pro-active with menus and recipes. Give them feedback. Help them develop great tasting menus that are going to tempt everybody. You might like to try and offer regular feedback on the vegan dishes available – nothing too stressful, just one of your crew checks out the dishes every week or every other week and let's them know what's good, maybe what's less good.

Oh, and if they take the time to set a great menu, make sure you take the time to enjoy this lush vegan food that is on offer. The biggest customers for this vegan food you've worked so hard to get should be members of your society – if you don't want to eat it, what hope is there for anyone else?

RESOURCES



Only a dummy would go it alone. This is your project and it will take work which only you can do. That said, there are a bunch of lovely people who would love to help and can be pretty darn nifty given the chance.

SAAC! We're bringing sexy back, and on the side we're pretty passionate about helping students get active for the animals. This guide is just one great resource on offer – if you ever need a sounding board for ideas, or just a second opinion etc. Don't hesitate, just give us a shout and we'll get right on it. Find us at www.saac.org.uk or e-mail us on info@saac.org.uk

THE VEGAN SOCIETY So, we've touched upon this already. The Vegan Society are the world's first society of its kind, and do an awful lot of good work for vegans everywhere. They've even helped us put together this booklet and distribute it to all you lovely people. The easiest way to get your Uni involved with vegan catering is through Society accreditation. Accreditation you say, what's that?

Why accreditation?

- ❖ You can have faith in trademark holders. Food is instantly identifiable and you can have confidence that it is vegan – the society do the checking on this one and they don't take no crap. You win. The caterers also win because they can be proud and confident in their food, and know that it will appeal to vegans.
- ❖ The nominal fee is reinvested into the society (a charity in its own right) to finance other worthwhile vegan projects and education.
- ❖ By paying a fee to get the trademark, the Uni are more likely to stick with the project. If they were to abandon vegan catering after sorting out the trademark that is a waste of money.
- ❖ You're getting a top deal. The fee is nominal for universities, even though it might normally be hundreds for a business of an equivalent income. In return the society provides support, guidelines and help with the necessary checks to ensure tip-top quality vegan catering. Sorted.
- ❖ If the staff are reluctant to shell out any money, why not organise a fundraiser? You could hold a raffle and ask local veggie businesses & restaurants to donate, get cooking cookies & cupcakes for a bakesale etc.

But then again...

- ❖ Vegan catering and accreditation are two separate issues. You don't need to get accreditation to have vegan catering at your Uni. All we have said in this guide applies equally to working for vegan food – regardless of trademark involvement or otherwise. The society will also gladly help and provide support regardless of trademark or accreditation. We're all in it for the animals and the benefit of veganism at the end of the day. Whatever framework we have to work with, let's do our very best, and if you want any help or support – both SAAC and The Vegan Society are right behind you. Good luck!

ACCREDITATION? For a nominal fee of £75 your University will have permission to use The Vegan Society trademark (the increasingly famous sunflower) on any of their food. The Uni will also sign an agreement that promises to offer a baseline level of service for vegans and adhere to appropriate guidelines for food prep., avoiding contamination etc.



STUDENTS
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Against
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Cruelty
(SAAC)**

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For further information on accreditation please contact:



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