

# How will I benefit from using the Vegetarian & Vegan Foundation symbols?

By using the Vegetarian & Vegan Foundation symbols you will be:

- alerting consumers to the fact that your product is independently approved as HEALTHY, low in saturated fats, added sugars, sodium and salt
- increasing consumer confidence in your product
- enabling consumers to see at a glance that your products are suitable for them
- able to actively promote the fact that your product is Vegetarian, Vegan and Dairy-Free approved



The Vegetarian & Vegan Foundation will also actively promote your product in a number of ways, including alerting our supporters through our publications (for which discounts on advertising are available) and informing members of the public through our website and promotional literature. (See further information in the box below.)

...All of which will undoubtedly help increase your sales!

## The Vegetarian & Vegan Foundation can help you promote your business through:

- the use of our symbol/s on packaging and promotional materials
- targeted media releases to the consumer and trade press
- joint promotions
- editorial and give-aways in our magazine, *Veggiehealth*
- free advertising on our website
- events attended and organised by the Vegetarian & Vegan Foundation as well as by our sister organisation Viva!, which runs regional roadshows and national shows
- promotions in relevant food and health campaigns
- promotions at school talks and cookery demos

## So what do I do next?

1. Complete the application form and sign the declaration on the reverse of the *Criteria for Use* sheet (once you have read through the criteria for the symbols and drawn up a comprehensive listing of ingredients for each product, including those which may have been used during the production process such as cooking oils, finings etc).
2. Return both documents to the Vegetarian & Vegan Foundation. No payment is necessary at this stage.
3. The Vegetarian & Vegan Foundation will then assess your application and notify you within 28 days as to whether your application has been successful.
4. If your application is successful, you will be sent a confirmation notice together with an invoice to cover the fee for use of the symbol/s for one year. This fee will be based upon company annual turnover (see previous page for details).
5. Upon receipt of payment, the Vegetarian & Vegan Foundation will send you artwork for the symbol on CD or via email.
6. You can then proceed with using the symbol!

### **Please note that:**

*It is the responsibility of the applicant to ensure that the Vegetarian & Vegan Foundation's criteria are met.*

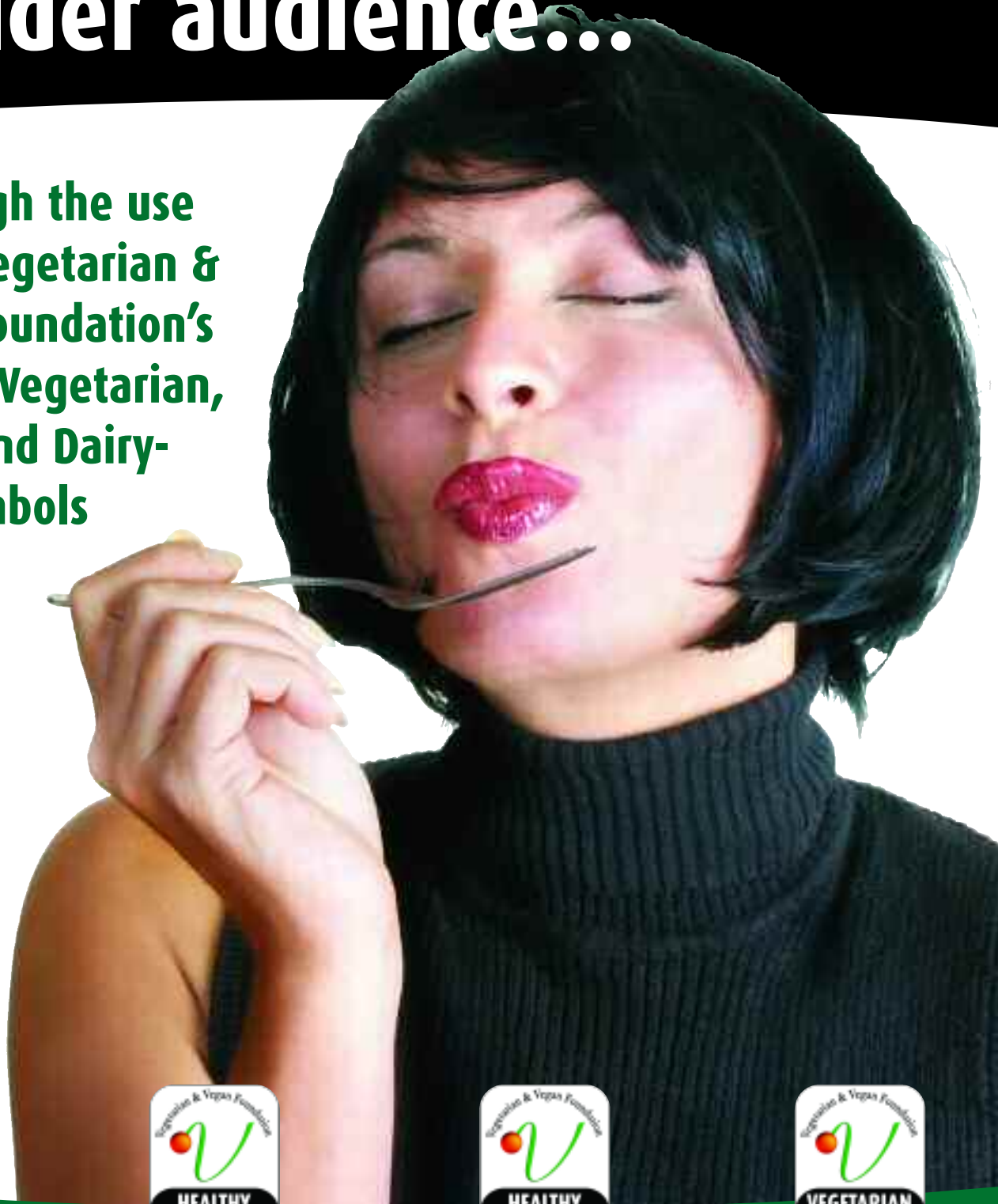
*Failure to adhere to the Vegetarian & Vegan Foundation's criteria will result in permission to use the symbol/s being revoked.*



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# Promote your healthy, vegan products to a wider audience...

...through the use of the Vegetarian & Vegan Foundation's Healthy Vegetarian, Vegan and Dairy-Free symbols



**The gold star of the food symbols** – the Vegetarian & Vegan Foundation's stamp of approval means that your product is guaranteed **HEALTHY!**

# About the Vegetarian & Vegan Foundation

The Vegetarian & Vegan Foundation is Britain's premier health and nutrition charity dedicated to promoting the health benefits of a plant-based diet. We achieve this by:

- Investigating worldwide research on diet and nutrition and then reporting our findings in an easy-to-understand and jargon-free format to the public and media
- Campaigning on a range of public health issues
- Producing a range of helpful resources to help the whole family including factsheets, guides, reports and wallcharts

- Running a national school speaker and cookery demo programme which enables children to receive balanced nutritional advice and practical tips on food
- Providing one-to-one nutritional advice to the public and food manufacturers
- Producing *Veggiehealth* magazine
- Sponsoring events such as the *Incredible Veggie Roadshows*
- Giving cookery demonstrations around the UK
- Alerting health professionals and health charities to the latest research

## Our HEALTHY Vegetarian, Vegan and Dairy-Free symbols

Consumers are increasingly looking to buy healthy, animal-free products and services, so to help them find suitable products – and help veggie-friendly businesses market their products to this growing audience – the Vegetarian & Vegan Foundation has introduced four new symbols, which can be used on a wide range of healthy vegan products and services. **These are the only symbols in the UK that guarantee a product is not just vegan but HEALTHY too. Our healthy criteria are based on the UK Food Standards Agency and EC guidelines. The VVF's is the gold star of all food symbols – and is actively promoted as such.**

For a single annual fee, your business can register as many vegan products and services as it wishes and in so doing receive approval to use one or more of our eye-catching symbols on product packaging and promotional materials.

And with a package of additional marketing opportunities that your business can take advantage of, many of which are provided at no extra cost, you can be sure that signing up to use the Vegetarian & Vegan Foundation's symbol/s offers fantastic value for money.

## Vegetarianism, Veganism and Dairy-Free – a growing market

The number of people, young and old, purchasing vegetarian, vegan and dairy-free products is increasing worldwide.

With good reason too! Increasing scientific evidence is, time and again, showing that the avoidance of animal products greatly reduces the chances of contracting a number of diseases including cancer, diabetes, heart disease, stroke, gallstones, kidney disease and obesity.

Although much healthier than their animal counterparts, vegan products can be made healthier still, which is why the Vegetarian & Vegan Foundation only approves products that have no hydrogenated fats and lower fat, salt and sugar levels.

Eliminating hydrogenated fats from the diet reduces cholesterol and the risk of heart disease; reducing salt intake can lower blood pressure and reduce the risk of osteoporosis, stroke and kidney disease; and reducing sugar reduces the risk of diabetes, heart disease as well as weight gain and tooth decay.



### Vegetarian, vegan and dairy-free – a growing market

The most significant group of vegetarian consumers is women aged 17-34 years old.  
*Source: Taylor Nelson Sofres*

7 million people in the UK say they never or hardly ever eat dairy products.  
*Source: 1998 Granose survey*

The UK market for meat-free foods will reach £780 million by 2009.  
*Source: Mintel*

The market for meat-free products is growing as a rising number of people reduce their meat consumption. As much as 45% of the population fall into this meat reducers category.  
*Source: Leatherhead Food International*

Up to one million vegans in the UK.  
*Source: The Independent 2006*

The number of vegetarians in the UK is around 5 million.

# Promoting your products and services to the widest possible audience – and reaping the rewards

By displaying the Vegetarian & Vegan Foundation symbol/s on your products and promotional materials you can reach:

- The massive and growing number of health conscious people looking to cut out or back on cholesterol, animal or hydrogenated fats, total fats, sugar or salt
- The huge proportion of the population looking to buy GM free
- Allergy sufferers, and the large number of those who are lactose intolerant
- Anyone concerned about food poisoning and other food safety scares that are, unfortunately, a day-to-day reality
- People whose religious beliefs prevent them from eating certain animal products
- The ethical shopper, looking to eat products that are as natural as possible and produced with as little impact on the environment as possible
- The enormous number of meat reducers
- Vegetarians and, of course,
- The rapidly growing number of vegans

## Applying for the Vegetarian & Vegan Foundation healthy symbols – your questions answered

### How do I know if I am eligible to apply for the Vegetarian & Vegan Foundation symbols?

As long as your product/s or service/s adhere to the Vegetarian & Vegan Foundation's criteria (see summary below right and our application form for full criteria), there should be no reason why permission to use our Healthy Vegetarian, Vegan and Dairy-Free symbols will not be granted and your business benefit from using the Vegetarian & Vegan Foundation symbols.

### The symbols

The Vegetarian & Vegan Foundation approves certain vegan products (see criteria opposite) but gives the choice of four symbols, recognising that different companies want to market their product/s or service/s in different ways. The symbols are:



\*'Healthy' is based on UK Food Standards Agency and EC guidelines.

Please note that non-food products, such as cosmetics etc, can drop the word 'healthy' if inappropriate, and replace it with 'kinder'.

As well as providing a choice of which symbol/s to use, the Vegetarian & Vegan Foundation also offers the option of reproducing the symbol/s in full colour or one colour (provided as green but can be changed to suit your packaging requirements).

### How much does it cost?

There is an annual fee which can cover as many products as you choose to apply for, based on company turnover as follows:

Up to £50,000	£50
Up to £100,000	£75
Up to £500,000	£200
Up to £1 million	£350
Up to £5 million	£500
Up to £10 million	£800
£10 million and over	£1000
£50 million and over	£1900

All fees are exclusive of VAT.

### Summary of the Vegetarian & Vegan Foundation criteria\* for using the Healthy Vegetarian, Vegan and Dairy-Free symbols

- No hydrogenated fats
- Added sugars must be less than 2g per 100g
- Total fat content must be less than 3g per 100g
- Saturated fat content must be less than 1g per 100g
- Sodium must be less than 0.1g per 100g
- Salt must be less than 0.25g per 100g
- No animal products
- No animal testing
- No GM ingredients
- No cross-contamination with animal or GM products
- Free from certain colours and preservatives

\* Certain exceptions apply for whole foods such as fruits and nuts and for essential fatty acid supplements