A Well-Fed World' Heads Up Global Food Sustainability Conference at VegfestUK Brighton

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As global meat consumption is doubling from 2000-2050, and developing countries strive to attain a Western-style diet heavy with animal-based foods, meat production will have to soar to a level whose sustainability on planet Earth is highly questionable. What can we actually do to buck the trend?

As organisers of some of Europe's biggest vegan lifestyle events, VegfestUK attempt to address the underlying issues at their first-ever Global Food Sustainability Conference next spring at their Brighton event. A Well-Fed World, a leading advocacy organisation drawing attention to the harm of animal-centric food and farming, has leapt to their support and will now lead this conference in the worldwide quest for effective solutions to global food sustainability.

A Well-Fed World is a hunger relief and animal protection organisation chipping away at two of the worlds most immense, unnecessary and unconscionable forms of suffering - the suffering of people hungry from lack of food, and the suffering of animals used and abused for food. They provide global funding and material assistance to immediately empower groups helping people and farm animals in need. They create original research and publications, then use targeted outreach to advance structural change for far-reaching, long-term benefits. They also connect with a broad range of social justice organisations around eating green in general and reducing animal consumption in particular.

A Well-Fed World will play a prominent role at the conference. In addition to providing funds for the running of the conference, they will source high-profile speakers who are influential in hunger-relief work across the globe, provide short films on the subject, and assist with moderating the conference.

A Well-Fed World founding director Dawn Moncrief added, "Our goal is to make reducing individual and global meat consumption a bigger priority for the general public, social justice leaders, and global decision-makers. Reducing meat consumption is not a panacea, but it's a must-have, critical part of the equation for global food security and environmental sustainability."

The VegfestUK organisers added, "We're absolutely ecstatic to be partnering with A Well-Fed World to bring home highly feasible solutions to global food sustainability to the general public at our Brighton show. We love what they do and the way they address the dual issues of human hunger and animal abuse together, and we look forward to working with them at Brighton."

Other prominent figures to appear at this conference include: Conservative MP for Crawley, Henry Smith, Green Party MP for Brighton Pavillion, Caroline Lucas, The Pea Awards founder Jarvis Smith, Bristol East vegan MP Kerry McCarthy, The UK Vegan Society Advocacy and Policy Officer Amanda Baker, Dr. Anteneh Roba (co-founder of the International Fund for Africa), Jarvis Smith (frontman of the Phoneix Rose, also founder of People, Environment and Achievement Awards), David McAuley (chief executive of the Trussell Trust), Judith Smith (director of Buturi Project), Duncan Williamson (WWF Food Policy Manager) plus many more to be announced at the conference webpage www.brighton.vegfest.co.uk/sustainability

The eagerly anticipated Global Food Sustainability Conference is part of VegfestUK Brighton, which is one of Europe's prime vegan lifestyle events right now with an expected 10,000 attendance over the whole weekend of March 28th 29th. VegfestUK Brighton also consists of an illustrious list of exciting features, including a Party Political Conference on the Saturday, the UK's first Vegan Comedy Festival, a Hemp Expo, a New Product Showcase, a Food Village with 15 caterers and 3 bars, an LGBT Social on the Sunday, and a LifeWell Hub dedicated to natural holistic healing. These come on top of a range of talks, cookery demos, kids activities, short films, live music plus a speed-dating session on the Saturday.

Admission to VegfestUK Brighton is by advance tickets and payment on the gate. Advance tickets cost £5 per day and £8 for the whole weekend, and these are available on BUY ONE GET ONE FREE until February 28th 2015, followed by BUY ONE GET ONE HALF PRICE till March 21st 2015. To purchase tickets, visit www.brighton.vegfest.co.uk/admission Meanwhile, tickets on the gate are priced at £8 for adults, £4 for students/OAP's/claimants, and kids under 16 get free entry.

Notes to Editors

To find out more about the excellent work by A Well-Fed World, visit their website www.awfw.org, or

follow them on Facebook and Twitter @AWellFedWorld

Sponsors

VegfestUK Brighton is kindly sponsored by: Animal Aid, Excellart, Yaoh, Koko Dairy Free and Out of Hand, with more sponsors to follow.

Interviews and Further Information

Tim Barford, founder of VegfestUK, is available for interview. If you would like to arrange an interview, please call Ian or Jenny Liddle on 01761 413 022.

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