Demand for the Vegan Trademark hits unprecedented high

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NEWS RELEASE

IMMEDIATE

DEMAND FOR VEGAN TRADEMARK AT "UNPRECEDENTED LEVELS"

The Vegan Society proudly showcases its biggest ever presence at the Natural & Organic Products Europe Show 2015 this weekend, mirroring its growing size, surge in demand for its Vegan Trademark, and increased visibility in the media at the forefront of the rise of veganism.

The Vegan Trademark, a sunflower symbol accompanied by the word 'vegan', is an internationally-recognised standard for products that are, among other requirements, free of all animal ingredients and animal tested ingredients and processes. It is celebrating its 25th anniversary this year.

"The level of demand for the Vegan Trademark has been quite simply unprecedented. Applications have roughly doubled over the last 12 months, it's been quite extraordinary." said George Gill, The Vegan Society's Business Development Manager, whose team dedicated to the Vegan Trademark has now grown to eight full-time members to deal with the additional workload.

"There has been a seismic shift in consumers really wanting to know what is in their products and where it has come from. They are increasingly seeking out compassionate choices, those which are environmentally friendly and better for their health," Gill added.

Approximately 18,000 products, ranging from food to cosmetics spanning more than 550 different companies, are registered to bear the Vegan Trademark. Numbers are on the rise at a faster rate than ever before.

The Vegan Society is growing in many other ways too, reflecting the sharp increase in the popularity of veganism. Each month around 500 people take the society's 30-Day Vegan Pledge, 91.3 percent of whom have said they will remain vegan.

Jasmijn de Boo, The Vegan Society's CEO, is fast becoming the media's go-to expert for comment on vegan-related issues: vegan business; animals; health; the environment; food security and sustainability. This year she has been substantially quoted in a lengthy feature in The Observer, a cover story in the Evening Standard magazine, and also appeared on BBC Radio 4's Faming Today programme debating diversification away from dairy farming.

Jasmijn, who is available for comment on such issues at short notice, said: "The Vegan Society is approached on a weekly basis to comment on the growth of veganism. With exponential growth in vegan businesses responding to demand for vegan products, it is clear that veganism is now a mainstream trend."

Income from The Vegan Society's Vegan Trademark funds the Society's charitable educational work providing information and guidance on the vegan diet and lifestyle.

Advice, information and recipes on the vegan diet and lifestyle are available from www.vegansociety.com and from The Vegan Society's social media channels.

FOR MORE PRESS INFORMATION PLEASE CONTACT JIMMY PIERCE, MEDIA & PR MANAGER, THE VEGAN SOCIETY media@vegansociety.com / 0121 523 1738 (office) / 07931 819 508 (out of hours).

The Vegan Society is a registered educational charity (no. 279228) that provides information and guidance on various aspects of veganism, including to new and potential vegans, caterers, healthcare professionals, educators and the media. Visit www.vegansociety.comfor more information.

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