

# Bristol Free Vegan Food Fair

## 30<sup>th</sup> October 2010

organised by

***Bristol Animal Rights Collective***

***www.bristolanimalrights.org.uk***



**Thanks to Animal Aid, Cafe Maitreya, The Vegan Society and VegFund for sponsoring the event.**

Thanks also to: A Beckett's Vineyard, Alpro Soya, Amazene, Baby Bum Soaps, Baby Cakes Direct, Beanies Healthfoods, Biblos, Bioforce, Bioporex, Bizzybee, Blackfriars Bakery, Bute Islands Foods, Booja Booja, Cadaleah Home Bakers, c3tra, Café Direct, Café Grounded, Café Maitreya, Cauldron Foods, Celtic Chocolate, Clearspring, Clive Foot, Clives Pies, Community Foods, Cracker Drinks, Deli Delish, Dil Se, Dolma Perfumes, Dragonfly Foods, Dragonfly Teas, Essential Trading Co-operative, Excellart, Fairfoods, Falafel King, Faith in Nature, Glebe Farm, Gourmet Classic, Granovita, Green People, Grenada Chocolate Company, Hapibean Soy Candles, Hipo Hyfryd, Honesty Cosmetics, Just Wholefoods, Kara Dairy-free, Krishna's Inn, Leigh Court Farm, Linwoods, Lucy Rose, Lush, Marigold, Meridian, Method Products, Montezumas, Mr. Popples Chocolate, Mrs. Crimbles, My Handmade Soaps, Nairns, Natural Balance Foods, Natural Vitality, Neals Yard, No Moo Cow Chocolate, Organic Meltdown, Panda, Percol, Philip Down, Plamil, Pomegreat, Provamel, Pukka Herbs, Queenswood Foods, Ragmans Lane Farm, Real Organic Foods Company, Rude Health, Simply Vital, Skinvac, Soyfoods, Suma, Swedish Glace, Sweet Bird, Sweet Freedom, Tanjero Soaps, The Barn Vegan Guest House, The Raw Chocolate Company, To Happy Vegans, Tofutti, Tropical Wholefoods, Vegetarian Guides, Veggies, Veggie Vision, Veggie World, Viva!, Weleda and Wild Oats.



## About the Fair

This year's free vegan food fair was bigger, better and longer than last year's fair, with more stalls, more cookery demonstrations, more films and more talks!

Planning began in May, allowing over five months to prepare for the event. Early on it was decided to book a second hall at the venue to allow for more stalls. This year saw more than 20 non-food stalls in the church hall. In the food hall there were stalls and vegan food samples from nine companies, seven tables of samples provided by Bristol Animal Rights Collective (BARC) and food donated by several popular local restaurants and take-aways.

Besides the core team or organisers a number of people helped promote the event though putting up posters and distributing flyers. Many more helped organise and donated time and goodies to fundraising events throughout the months leading up to the food fair.



A team of around 50 people volunteered on the day, yet even with all those helpers the fair was so busy we could have used more people serving food and helping with the set up and the clearing up of the event.

Feedback from the 266 completed evaluation forms we received is on the following few pages, including statistics of people's current diets and how they thought it may change as a result of attending the fair. We have also included many of the comments people made about the day.

If you are reading this it is most likely to be because you contributed in some way to the event and BARC would like to thank you for your support.

## Who Attended?

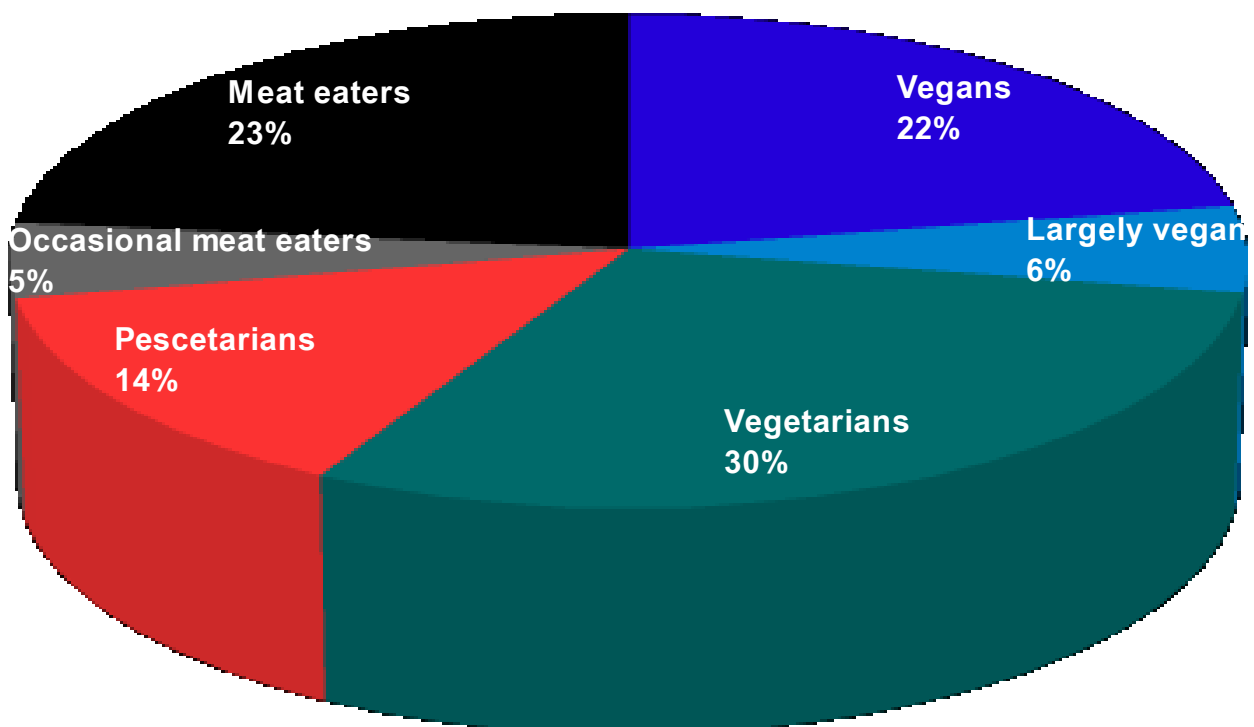
We counted 680 people through the door, although we estimated the total number of people to be around 800. Of those, 266 people filled in evaluation forms. This report summarises these forms and includes comments, thoughts and ideas from visitors, volunteers and organisers following the event.

Of the people who filled in evaluations, 59 were vegans, 95 were vegetarians (of which 13 ate a largely vegan diet), 37 were pescetarians and 75 were meat eaters (13 of whom did not eat meat often).

This event was aimed at non-vegans, overall, an estimated 78% of people who attended were not vegan.



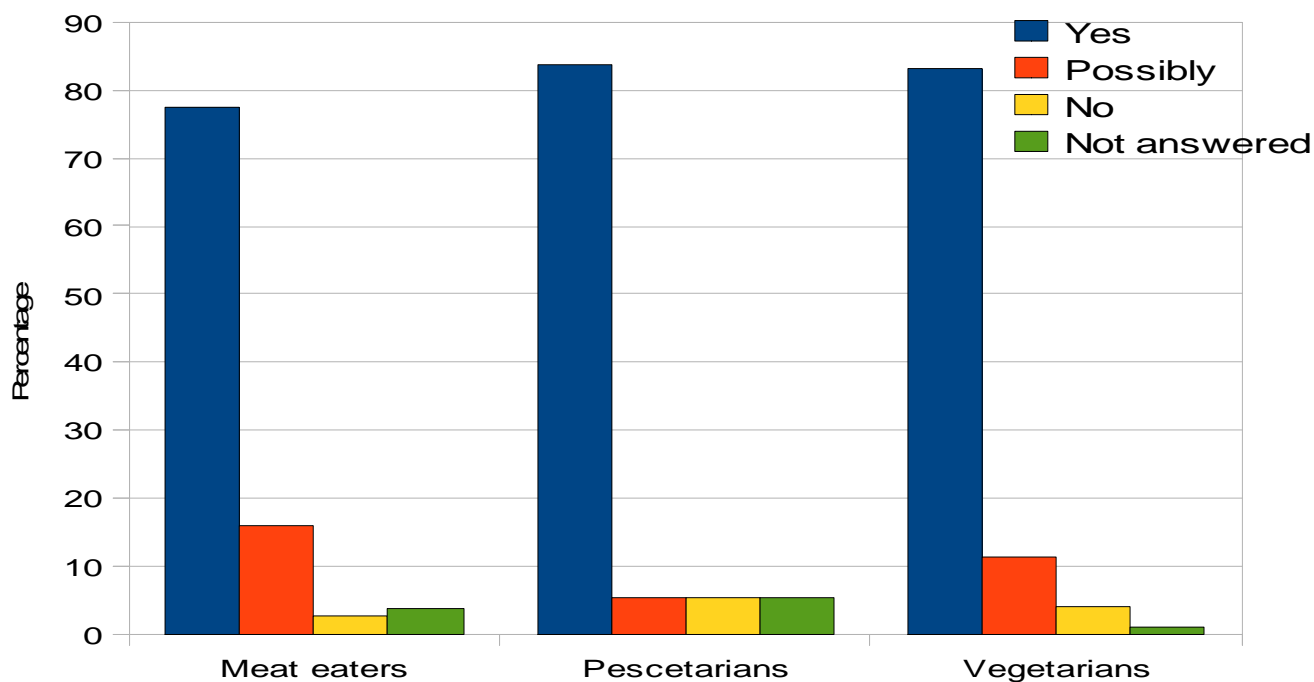
### What is your present diet?



## Visitors were asked about how their experiences at the event may influence their diets.

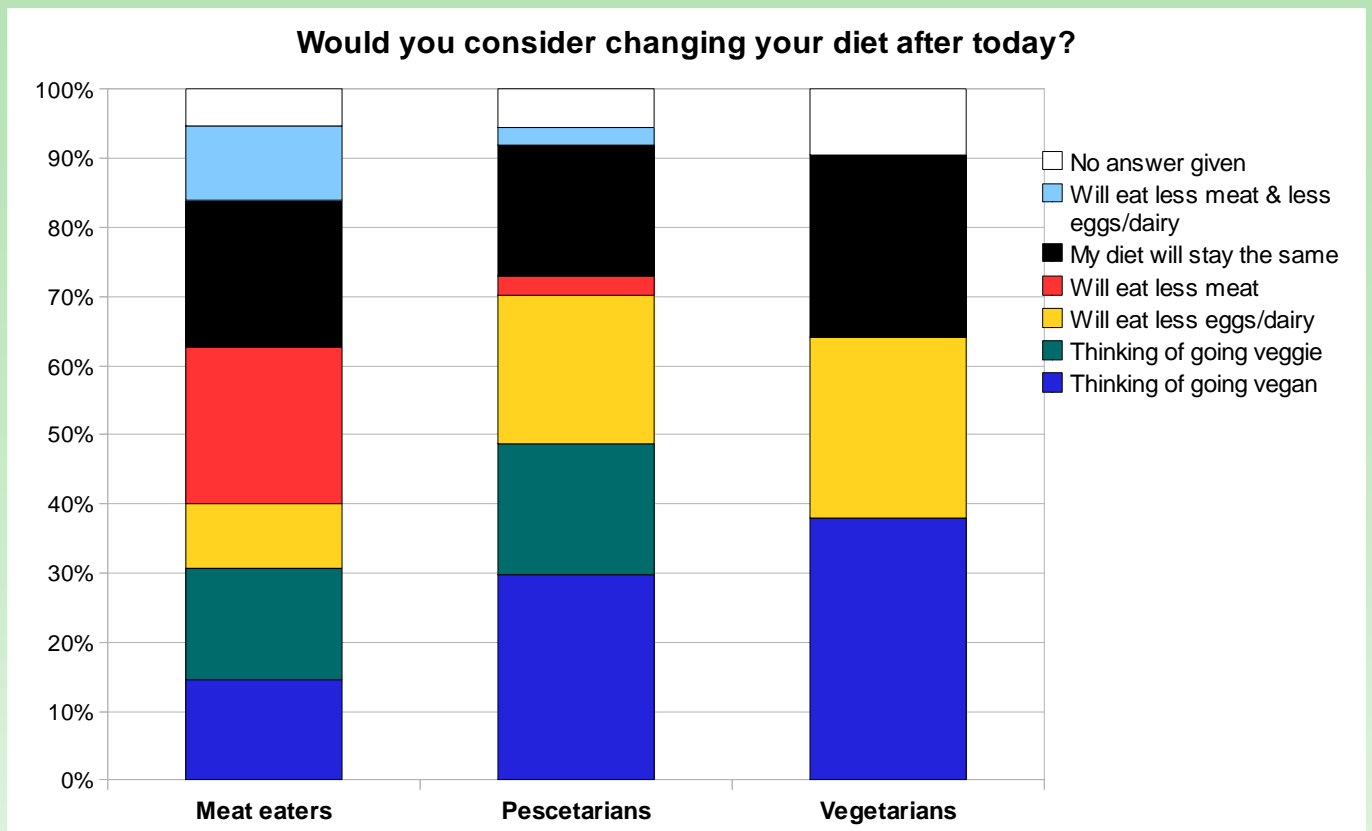
81% of non-vegans said they would eat more vegan food as a result of the event.

Will you try more vegan foods as a result of today's event?



Food from Fairfoods Catering - <http://fairfoods.org.uk>

# 15% of meat eaters, 30% of pescetarians and 38% of veggies said that they were now thinking of going vegan!



28% of non-vegans reported that they were thinking of becoming vegan. A further 17% of those which ate meat or fish said they were considering becoming vegetarian.

48% of meat eaters thought they were likely to eat less meat after coming to the vegan food fair.

70% of non-vegans thought that they would eat less animal products as a result of the event. 23% of non-vegans said that their diets would remain more or less the same.

People who were already vegan said they would remain vegan and may eat a more varied diet as a result of the fair.



## We asked people 'What was your favourite food today?'

Type of food	Number of people
Cakes	29
Clive's Pies	19
Dragon Express Chinese Take-away	16
Chocolate	16
Krishna's Inn Masala Dosas	13
Stews	13
Curries	10
Sweet potato soup	9
Garlic bread	8
Hipo Hyfryd truffles	8
Ice cream	8
Moussaka	8
Chocolate cake	7
Falafels	7
Lasagne	7
Fruit juice	5
Pizza	5
Tomato soup	5
Quiches	4
Banoffee Pie	3
Butter bean casserole	3
Hungry Planet Breads	3
Carrot cake	3
'Chicken' nuggets	3
Fruit cake	3
Houmous	3
Millionaire shortbread	3
Couscous Morocco	3
Nut roast	3
Salads	3
Samosas	3
Bhajis	2
Burgers	3
Cheeses	2
Chilli	2
Chilli chocolate	2
Chocolate mousse	2
Cottage pie	2
Pancakes	2
Potato bondas	2
Raw chocolate	2
Sausages	2
Scrambled tofu	2
Sprouted chickpea salad	2



## How did people find out about the event?

	Meat Eaters	Pescetarians	Vegetarians	Vegans	Totals
Leaflet	4	11	12	8	35
Passing by	5	2	5	-	12
Leaflet through their door	5	6	6	4	21
Paper/magazine article	12	4	15	5	36
Poster	14	4	22	10	50
Word of mouth	34	13	33	17	97
Website	4	1	10	15	30
Been before	2	1	2	4	9

NB: some people heard about the event from several sources.

- ♣ 5% of meat eaters, 30% of pescetarians and 13% of vegetarians heard about the event from a leaflet
- ♣ 7 % of meat eaters, 5% of pescetarians and 5% of vegetarians were passing by the event
- ♣ 16% of pescetarians received a leaflet through their letterbox
- ♣ 16% of meat eaters, 11% of pescetarians and 16% of vegetarians heard about the event through an article in a magazine or paper . Of those who saw it in a magazine, 8 quoted the Evening Post, 7 saw it in Spark and 8 people saw it in the Venue magazine
- ♣ Newspaper/magazine articles, posters and word of mouth were the most common ways in which people heard about the event
- ♣ 45% of meat eaters, 35% of pescetarians and 35% of veggies heard through word of mouth
- ♣ 5% of meat eaters, 3% of pescetarians, 11% of veggies and 25% of vegans heard about the event through a website. 6 people quoted Bristol Indymedia, 3 people saw it on the Bristol Animal Rights Collective website, 4 people found it on Facebook and 2 saw it on the Viva! website
- ♣ 3% of people came to last year's event



## Cookery demonstrations, talks and films.

18 meat eaters, 7 pescetarians, 18 veggies and 11 vegans attended cookery demonstrations, with the Café Maitreya and Tofu Heaven sessions being most popular amongst those who completed evaluation forms.



Vegetarians and vegans were the most likely to attend film showings, with Truth or Dairy being the most popular.

The nutrition talk was the most well attended of the talks.

Quite a few people indicated that they had attended a cookery demonstration, talk or film but did not specify which they had been to.



## Improvements from 2009 Event

Areas for Improvement from 2009	What we did differently in 2010
Too crowded to get any food. Maybe a bigger venue next time. Suggest better floor layout to assist crowd flow and access to stalls	Second hall for non-food stalls to make more room for samples.
Great to show vegans can have treats, but it can be a lot healthier too. A broader range would be good. I'm leaving with a sugar rush!	Vegetable sticks used for dipping instead of bread. More sugar-free dishes
Would have liked more opportunity to purchase products.	Second hall used to make room for more stalls
Middle food tables should have been lengthwise in the hall, giving more space to pass.	Tables arranged lengthwise
Could be more of a sign outside.	More banners and signs outside venue
Great event, but not enough information and advice.	More cookery demonstrations and talks than last year. Lots of information given out at welcome desk.
More people to help set up at 8am.	
Chop more things in advance – e.g. Mrs. Crimbles Cakes and Natural Balance Bars	Set up started the night before
Got crowded in the kitchen – could instructions about who is doing what be clearer?	Task sheets and rotas displayed in kitchens. Volunteer meeting a week before the event so people had a clearer idea what they would be doing.
Someone responsible for different areas on the day – e.g. food area, stalls, kitchen, , talks, and to trouble-shoot.	Done
Food hygiene courses on offer for more of us to cascade knowledge to others (some of us have certificates this year, but we did not formally go through hygiene with all volunteers)	2 people were sent on a food hygiene course in the weeks leading up to the event. Food hygiene guidelines given to volunteers and people cooking.
Temperature probes should be on stall (not left in box as they were)	More temperature probes were acquired and these were used in the kitchen and food hall.
Put food that is in cooking demos out for tasting	Done
More donation signs needed	More signs were displayed.
Do proper risk assessment.	Done
Make it as clear as possible that Bristol Animal Rights Collective organised the event.	Signs were used to let people know BARC organised the event.
Put Why Vegan leaflets on food tables	Done
Some volunteers were stuck on the same jobs for too long – e.g. 2 people were washing up for nearly 3 hours.	Efforts made to give volunteers a variety of things to do and adequate breaks.
Feedback forms for stallholders	Done
Use waterproof labels for food	Food labels were laminated.
A lot of vegans found out about the event through seeing a poster. Perhaps next year we should make it clearer on the poster that the event is aimed at non-vegans?	Done, but we still had lots of vegans turn up, make it clearer still in future!

## Positive Feedback: a selection of the praise the event received.

*'Thank you! Lovely people, food and experiences. Top work.'* (many said this)

*'A good eye opener against killing animals for flesh.'*

*'It was a good overall experience, lots of variety and not pretentious.'*

*'Very informative and tasty. Definitely considering the vegan way of life! Most convincing vegan event I have attended.'*

*'An excellent event, has definitely changed my view of vegan foods and toiletries/cleaning products.'*

*'Very informative. Great crowd of friendly, informative, helpful people. Good items on sale.'*

*'Nice to see an event that is still free.'* (several people said this.)

*'A truly noble and dedicated effort! I'm very impressed. Thank you!'*

*'Very well organised with a very good attendance & varied food to try.'*

*'I never realised there was so much delicious vegan food. Will certainly try recipes in leaflet.'*



*'Very helpful and persuasive. Did not realise how tasty vegan food can be. Taste is not lost! Thank you!'*

*'Fabulous event for promoting vegan food and all related causes.'*

*'Fantastic. Great way to bridge to mainstream community.'*

*'I am very impressed. The food was fabulous, a big wake up for meat eaters. Stalls and holders very informative.'*

*'Today demonstrated that it's easy becoming vegan.'*

*'Good range of stalls and products I might never otherwise have heard of.'*

*'I thought it was fantastic – a brilliant way to promote veganism.'*

*'Really nice energy and lots of good information. Thank you for the big effort organising the day. Very friendly and diverse and popular – a wonderful event.'*

### **Cookery demonstration feedback:**

*'Very friendly people, easy and simple to follow, got to try the food.'*

*'Very clear, easy to follow & delicious Recipes.'*

*'That guy really made me love chocolate :-)'*

## Areas for Improvement: we have included all the negative comments and suggestions, except where people had suggested things we had done anyway.

*'Wish I knew about it earlier as needs time to see demos/films. Perhaps put it in council newsletter? Or Bristol magazine which is where I have seen other events.'*

*'If you had had money off coupons available today, I'd have gone and searched out where these products are available and maybe become a regular customer.'*

*'Some stall holders could have tried harder to engage passers by.'*

*'If it's not already bi-annual it should be.'*

*'Maybe too much emphasis on sweet food (cake, chocolate etc).'*

*'A little heavy on propaganda, otherwise fab.'*

*'More accessible information for people with learning difficulties.'*

*'Often the volunteers didn't know what the food was!'*

*'Good, central venue but I have reservations about paying 'the church' for the building's use.'*

*'Have more utensils to sample the delicious food.'*

*'A bit more 'order' re direction to queue around the centre food sampling display.' (3 people said this).*

*'Food ran out a bit early.'*

*'Would have liked to have been able to buy more things, e.g. xmas cards, pressies etc that were vegan/fair-trade.'*

*'I generally find these events somewhat 'exclusive' and campaigners/organisers can be a little stand-offish and unfriendly.'*

*'Would be good to see stuff especially aimed at vegan children/teenagers.' (2 people said this).*

*'There needs to be more research into the environmental impacts of soya and avoid those that necessitate rainforest destruction.'*

*'Food hall a bit crowded - victim of it's own success!' (4 people said this).*

*'Would like more info on alcoholic drinks?'*

*'Loved the food stalls. Wish there were more other stalls.'*

*'Not advertised enough out our way (nearly missed it) .'*

*'The location was hard to find for some people.'*

*'Good, but very hot and noisy in food room.'*



## Areas for Improvement: cookery demonstrations, talks and films.

*'Not enough chairs.'*

*'Didn't know what slow jelly is so was a tad confused when chef talked about it.  
Slightly boring.'*

*'They were trying to imitate egg cookery - quiche and scrambled eggs. Why not make original vegan dishes. The very idea of eating eggs makes me uncomfortable.'*

*'Yes, difficult to see/hear and did not get to try main dish.'*

*'No, I didn't. Film was for younger age group.'*

*'A bit noisy with people walking in and out.'*

*'Talk - Informative and stimulating debate - for latter reason needed more time.'*

*'Do 'mike' as people behind us were talking.' (and these were people connected with the event - not visitors).*

*'Good demo but not sure about the use of lots of processed stuff to replace dairy.'*

*'Would be good to keep to times for talks/films.'*

*'Disliked the fact that as we had to sit on the floor due to not enough chairs, we were overlooked when giving out tasters. Eventually we had to ask even though late comers who had not watched the demo were being given bowls.'*



*'Cookery demos - Couldn't hear very well and would have been good to have an overhead mirror like those used at the organic food festival.'*

*'There was a bit of a blanket approach to "all soya is more or less good environmentally in this country" - not sure about that one!'*

*'Film - Clever but N. American Orientated.'*

## Feedback from Stallholders



The general feeling among stall holders was that the information they received before the event was clear and most said the day met or exceeded their expectations.

*Here are some of the comments from the feedback forms:*

*'Well done on a fantastic day! Obviously lots of hard work done in preparation and advertising. Look forward to the next one.'*

*'It exceeded our expectations and we sold a fair bit of stock.'*

*'Larger hall/different organisation (e.g. staggered entry) for the initial rush would've been good.'*

*'Very well organised event: - really impressive!'*

*'Display boards (would have improved stallholder's experience of event).'*

*'Our [campaign] stall did really well - took roughly £100. Lots of support - 100 signatures on petition.'*

*'We'd love to come back!'*

Thank you to all the stallholders and everyone who donated to this event.

And last, but certainly not least we would like to say a huge thank you to all of our hard-working volunteers, both on the day and in the run up to the event.

To everyone who leafleted, cooked food at home to bring along, transported stuff, lent equipment, took photos, was involved in the filming of the event, the editing of the film afterwards, helped with setting up and clearing up, as well as helping out during the day, thank you! We couldn't have done it without you!

