

# Free Vegan Food Fair 31st October 2009

***Organised by Bristol  
Animal Rights Collective  
[www.bristolanimalrights.org.uk](http://www.bristolanimalrights.org.uk)***



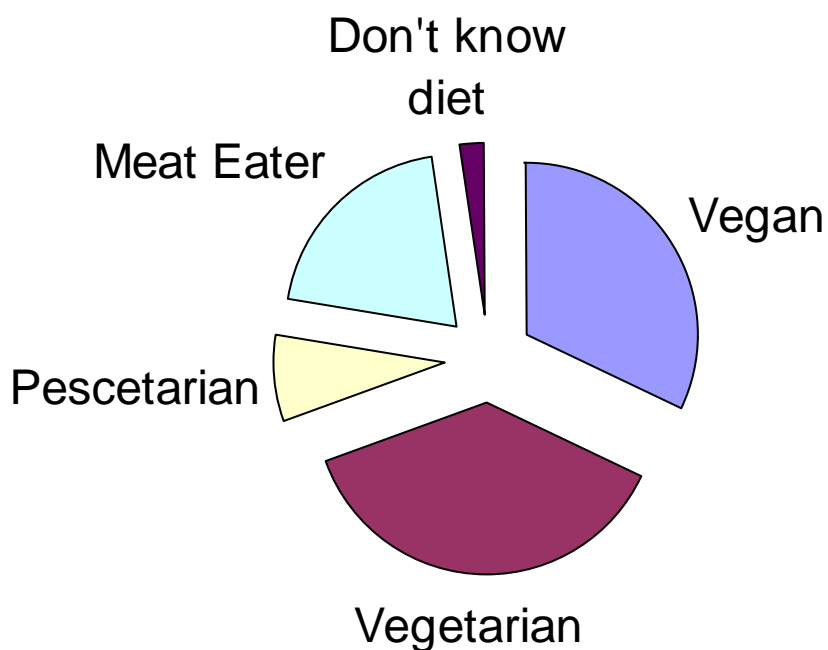
**The event was sponsored by Veggie Vision, Animal Aid and Vegan Society**

*Companies that donated samples included: Alpro Soya, Baby Cakes, Booja Booja, Bute Island Foods, Cafe Kino, Cauldrons, Chocolate Wendy House, Chunkies, Clearspring, Clives Pies, Cracker Drinks, Dolma Perfumes, Doves Farm Foods, Dragonfly, Essential Trading Cooperative, Fairfoods, Faith in Nature, Freerangers, Good Oil, Gourmet Classic, Green People, Granovita, Hempish, Hipo Hyfryd, Honesty Cosmetics, Howden Soaps, Humdingers, Lavera, Leigh Court Farm, Kiss Me Cake, Lucy Rose, Lush, Lyme Regis Foods, Meridian, Mrs. Crimbles, Natural Balance Foods, Noise Cake, No Moo Cow Chocolates, Plamil Foods, Pure, Queenswood Natural Foods, Raw Chocolate Company, Redwood Wholefoods, Skinvac, So Good, Soya Too, Soyfoods, Swedish Glace, Sweet Freedom, Symingtons, Vegetarian Shoes, Veggie World, Vegus Juices, Venture Foods, Viva! and Yaoh*

## Who Attended?

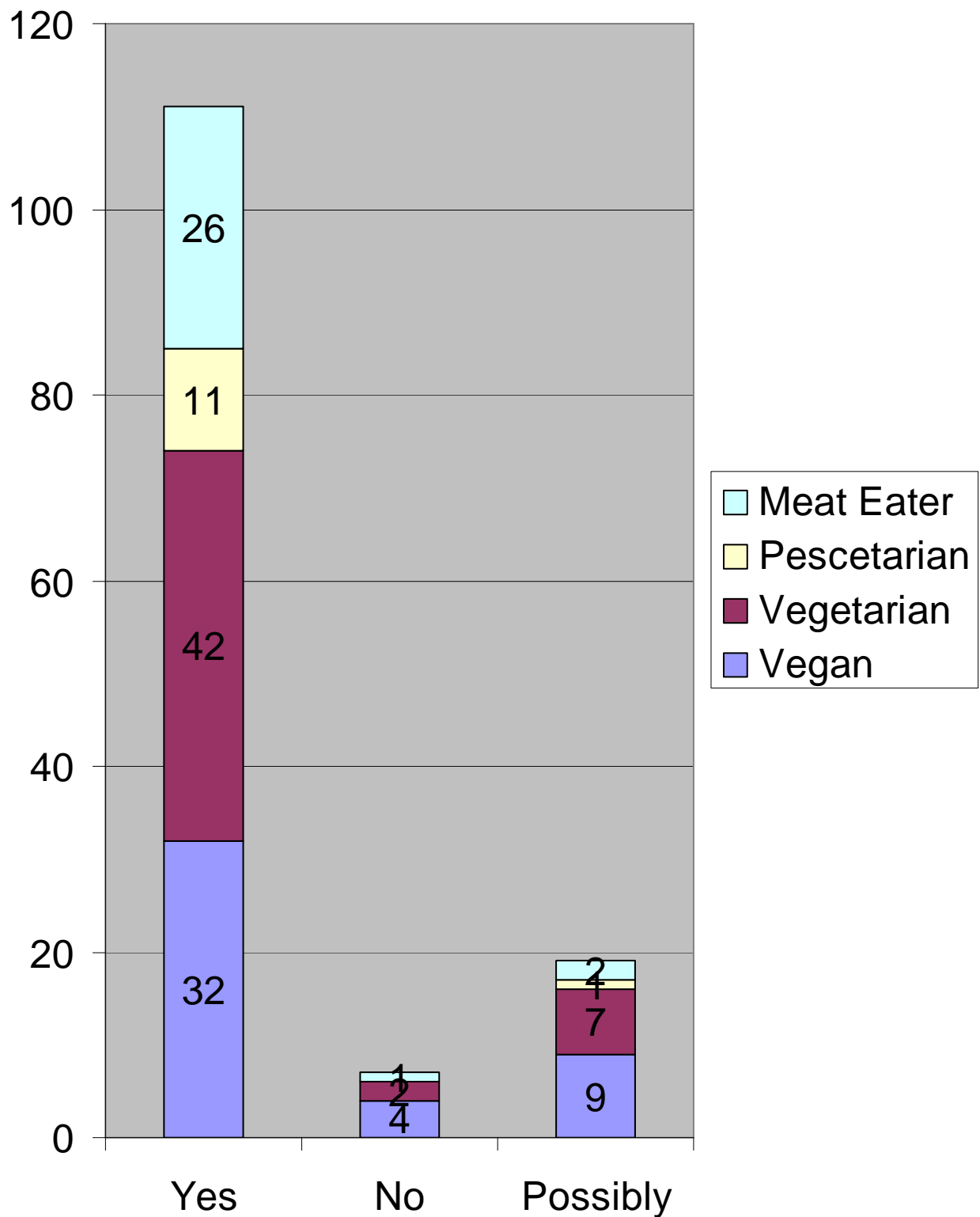
We counted 650 people on the door. Of those, 143 people filled out evaluation forms. This report summarises these forms and includes thoughts and ideas from volunteers and organisers following the event.

Of the people who filled out forms, 46 of these were vegan, 53 were vegetarians, 29 were meat eaters, and 12 were pescetarians. 3 people did not state what their diet was. Therefore, 68% of people who attended were not vegan.

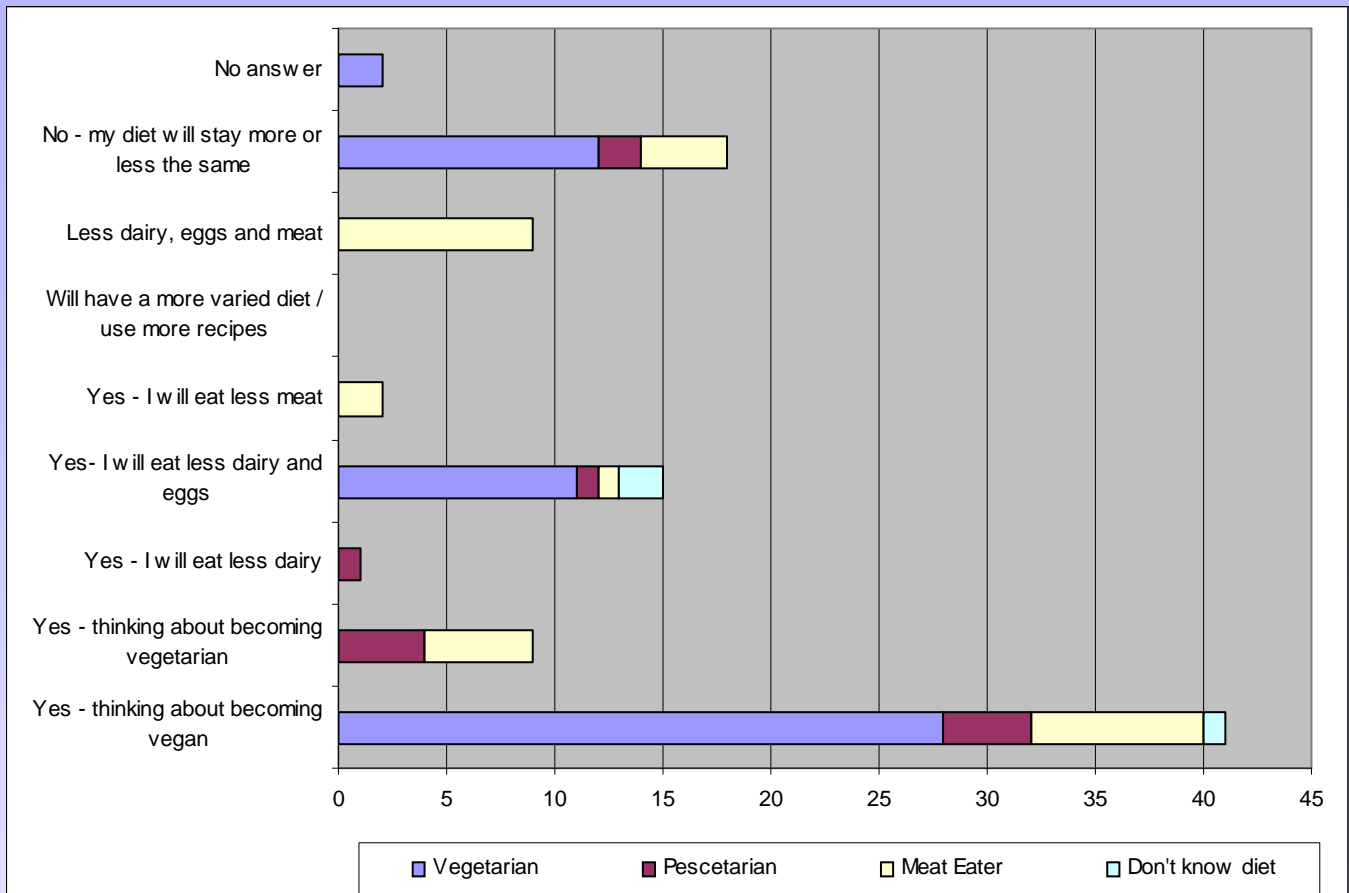


# Will People Eat More Vegan Food As a Result of The Event?

## Will you eat more vegan food after today's fair?



# Will People's Diets Change as a Result of the Event?



42% of non-vegans reported that they were thinking of becoming vegan. . A further 9% said they were considering going vegetarian.

81.5% of non vegans thought that their diet would change as a result of the event to some degree. 18.5 % of non vegans said that their diets would remain more or less the same.



# What Food Did People Like Best?

Type of Food	No. of people	Type of Food	No. of people
Everything	11	Lentil Pie (?)	1
Fishless finger/fake fish/ Fake prawns	9	Puddings	1
Cakes (type not specified)	8	Soya products	1
Flapjack	7	Lemon drizzle cake	1
Swedish Glace icecream (strawberry and blackcurrent flavours named)	7	Raw salad	1
Chocolate cake/cup cakes	5	Vegan cheese spiral	1
Quiche	5	Bean pie	1
Banoffee Pie	4	"Cheese" and spinach tart	1
Shepherds pie	4	Coconut soup	1
Lasagne	4	Tahini	1
Pumpkin soup	4	Cauliflower "Cheese"	1
Café Kino Pumpkin pie	4	Burger	1
Impulse Foods Tempeh	4	Chocolate truffle	1
Fairfoods Butterbean casserole	4	Scones	1
Thai curry	4	Nut roast	1
Garlic bread	3	Cream Sheese Dip	1
Tofu/flavoured tofu	3	Fruit juice	1
Provamal soya shakes (choc flavour named by one person)	3	Sweet and sour veg	1
Brownies	2	Blackbean curry	1
Pizza	2	Chocolate Cheesecake	1
Chai Tea	2	Cabbage (either curry or coleslaw?)	1
Fairfoods coconut custard tart	2	Lime and coconut cake	1
Potato salad	2	coleslaw	1
Rose and chilli chocolate cake	2	Plamil mint chocolate	1
Veggie sausages	2	Clives pies	1
Satay sauce	2	Café Kino cake	1
Gluten free nut cake	2	Cauliflower curry	1
Sushi	2	Cheesecake	1
Chocolate	2	Tagine	1
Samosa	2	Pate	1
Stew (type not specified)	2	Chocolate truffles	1
Curry (type not specified)	2	Porridge (?)	1
Chocolate Biscuit cake	2	Mrs. Crimbles cake	1
Marzipan cake (?)	1	Cheesecake in cooking demo	1

## How Did People Find Out About The Event?

	Vegan	Vegetarian	Pescetarian	Meat Eater	Don't know diet	Total
Word of mouth	16	15	4	10	1	46
Poster (not specified where)	10	13	3	7		33
Article or advert in newsletter/ newspaper (not specified which)	4	8	1	3	1	17
Variety of places - article, poster and word of mouth	3	3				6
Leaflet through the door			2	3		5
Library		1		2		3
Kino	2	1				3
Vegan Fayre (Bristol?)				2		2
Facebook		1		1		2
Cow		1	1			2
Leaflet in shop	1	1				2
Came last year (must mean Viva! event)	2					2
Leaflet in Community Centre					1	1
Viva! Newsletter	1					1
Vegan Bristol website				1		1
Big Issue			1			1
Website (not specified)		1				1
Watershed flier		1				1
Bristol Indymedia	1					1
Leaflet in café		1				1
Leaflet at gig	1					1
Kebele		1				1
He he (?)	1					1
Eastside Roots e-bulletin		1				1
This is Bristol website		1				1
Leaflet in post office		1				1
Leaflet in street		1				1
Vegan Guide to Bristol search	1					1
Cornwall Vegans	1					1
Stall in Bristol	1					1
Evening Post	1					1
Walked past		1				1

35%

of vegans found out through word of mouth

22% of vegans found out from a poster

## How Did People Find Out About The Event? (continued)

9% of vegans found out from a newspaper/newsletter article

34% of meat eaters/pescetarians found out through word of mouth

24% of meat eaters/pescetarians found out through a poster

10% of meat eaters/pescetarians found out about the fair from a newsletter article or advert.

28% of vegetarians found out through word of mouth

26% of vegetarians found out through a poster

15% of vegetarians found out through an article or advert in a newsletter/newspaper



## Comments And Areas For Improvement

Here is a selection of some of the comments, which will be useful when planning future events. We have not listed all of the positive comments, but have listed all of the areas for improvement.

### Positive Comments

Food demos were awesome  
Good info  
I have never tasted or seen such a wide range of vegan food before  
Has made me think!  
I was inspired by Benjami Zephaniah's film and found the after films interesting too.  
The film on the fur trade is extremely disturbing and awful but I t needs to be shown.  
Excellent food, cookery demos, films and information.  
Really welcoming and friendly  
Very good advice  
Today has changed my world  
Opened up my eyes to the variety of foods available.  
I didn't realise there was so many types of vegan food as I thought it was very limited.  
A lovely warm event to attend and to be around kind healthy people  
Wonderful to find out about new recipes  
Very interesting and informative talk

### Areas for Improvement

Too crowded to get any food (2 people said this)  
I would have liked to know where to buy the products

I would have liked a copy of the recipes (NB: these were given out on the front desk, but it may be that the front desk needed clearer signage)

How certain is it that here are no products containing vegetable oil, but it being extracted from palm oil plantations, Which is of course a major problem of deforestation and vastly increasing the threat of extinction?

How do we change mainstream society?

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! More sugar-free would have been appreciated.

Felt that there was less opportunity to purchase products here today compared to last year. Would have preferred more stalls in the main church like last year. (must mean Viva! event)

Middle food tables should have been lengthwise in the hall, giving more space to pass.

Could be more of a sign outside.

Disappointed that Bute Island Foods are not here.

Maybe a bigger venue next time

The film shown was not what I thought. The plot line should have been as a presentation on basic principles.

Less interesting than last year when there were vegan/vegetarian books and products in the main hall.

Suggest better floor layout to assist crowd flow and access to stalls.

## Comments And Areas For Improvement (continued)

Great event, but not enough information and advice.

Looking at the animal rights literature—it is quite confrontational.

Maybe more on how meat is produced would persuade people and educate them into trying alternative foods.

### Comments from Volunteers and Organisers Included:

#### Things that worked particularly well

People found out about it through a variety of ways

Stall in Broadmead and cow costume brought in new people  
Henna painting and face painting  
Donations received good (£500ish)  
Ice-cream samples outside films  
Cooking demos went well and were well attended

Good to have recipes for food people were trying

#### Ideas for Improvement for Next Food Fair

More people to help set up at 8am.  
Someone to make tea and coffee for cooks in kitchen, and volunteers serving food

Got crowded in the kitchen – could instructions about who is doing what be clearer?

Head chef on day in kitchen  
Someone responsible for different areas on the day – e.g. someone responsible for food areas, stalls, dealing with venue, kitchen, cooking demos, talks, and

someone to trouble-shoot and oversee things.

Food hygiene courses on offer for more of us to cascade knowledge to others– especially for one or two people in the kitchen (some of us have certificates this year, but we did not formally go through hygiene with all volunteers)

Better signage on all stalls – e.g., tombola, Café Kino, - perhaps a sign above each on the walls if possible.

Make sure posters with quotes about veganism are clearly displayed (got pushed to the corner this time a bit)

Have bikram yoga (one person suggested this, others of us not so sure!)

Longer table between savoury and sweet food sections

Temperature probes should be on stall (not left in box as they were)

Practice using bain marie before the day

Chop more things in advance – e.g. Mrs. Crimbles Cakes and Natural Balance Bars

Vegetables for dipping, not bread/oatcakes

Not enough sharp knives around  
Boxes were not all labelled up, and some were put in the wrong place  
Volunteer badges could include people's names

Put food that is in cooking demos out for tasting

People could not hear music – don't bother with background music next time.

## Comments And Areas For Improvement (continued)

Some donation boxes and tins were hidden

More donation signs needed

More space needed – either the church hall, or another room upstairs?

First Aid certificate – be clear in advance who has one

Do proper risk assessment – can download these from the HSE website

Recruit some extra volunteers solely for packing up at the end, as we were all so tired and could do with some extra hands.

Put signs up inside toilet doors

Toilet paper ran out – although we had some spare, none of us got round to replacing it. Have a female and male person specifically tasked with this.

Floor plan to give people when they enter. (could this be in the programme?)

Crib sheet for stallholders, so they are clear who has organised the event, and the aims of the event.

Make it as clear as possible that Bristol Animal Rights Collective organised the event.

Put Why Vegan leaflets on food tables

Clearly sign entrance desk so people do not just walk past without picking up cooking books/ programmes

Some volunteers were stuck on the same jobs for too long – e.g. 2 people were washing up for nearly 3 hours.

Feedback forms for stallholders

Use waterproof labels for food

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?

