## 

**PRESS RELEASE**

**For immediate release: 10 November 2016**

**Contact:** Elena Salazar Email: [elena@eating-better.org](mailto:elena@eating-better.org) Mob: 07849 051492

## New campaign to encourage men to be #vegcurious launched 10 November

The [Eating Better Alliance](http://www.eating-better.org/) has teamed up with the marketing industry’s [Do It Day initiative](http://doitday.thedrum.com/) on 10 November to launch **Are you #vegcurious? campaign** aimed at younger men.

The campaign will include donated advertising space from Scottish TV, on London’s Piccadilly Circus billboards, and in the Guardian and will call on men to explore their vegcuriosity at [www.vegcurious.org](http://www.vegcurious.org) and share via the hashtag #vegcurious.

Celebrated chef, Bruno Loubet is backing the campaign and has provided recipes\* to tempt the taste buds of the vegcurious. “*Putting veg centre stage is my philosophy, so I am keen to support the #vegcurious campaign. For me vegetables are not an uninspiring side dish, they are always the beginning of the story; I start there and the dish evolves. Eating more veg and less meat is not only a healthier, tastier way to live but also the most sustainable, so it’s win-win.”*

“*We’re delighted to be working with the marketing and advertising industry to create this innovative campaign to raise awareness and help encourage men to be vegcurious,”* says Sue Dibb from the Eating Better alliance. “*We selected the winning idea from the marketing experts competing for Do It Day because it turned what could be a nagging campaign about eating less meat into a fun and positive message to inspire a new generation of men to be more daring by actively exploring their more vegcurious side.”*

Behind the humorous approach of #vegcurious is a serious message. Research has shown that shifting more people away from meat heavy diets toward those rich in vegetables and plant-based foods would ease pressure on the environment and climate change as well as benefit health. The creative team behind the campaign also drew on research by the environmental charity Hubbub, who supported Do It Day activities, and the University of Southampton that many men consider vegetarian food ‘less manly’. Typical comments for the men that took part in the research included:

*“The more meat you eat, the more masculine you're going to be. That's how people feel.”*

*“No one wants to be the guy in the pub ordering the vege-burger.”*

#vegcurious is designed to engage young men in particular as they are more open to taking care of themselves and less susceptible to peer pressure to be ‘macho’.

“*Changing our behavior is never easy but the beauty of #vegcurious is that it is not about, saying don’t eat meat. Rather it is a great opportunity to showcase the wondrous world of vegetables, a world many young men may have dismissed as boring or simply ‘not for them’. Changing the language around sustainable, plant-based foods is a powerful way to engage eaters of every persuasion*,” says Daniel Vennard, Director of WRI’s Better Buying Lab and an advisor to the #vegcurious campaign.

Notes to editors

1. Do It Day is an initiative by The Drum, the international marketing and media platform. With offices in London, Glasgow, New York, Portland and Singapore, The Drum aims to show through Do It Day that marketing can change the world for the greater good. Eating Better would like to thank the following companies who have donated their time and creativity to help our campaign:

Clear Channel

Creative Semiotics

Duel

Fleishman Hillard Fishburn

Kitcatt Nohr

Krow Communications

Ogilvy One Business

RAPP

Scottish Television

Theobald Fox

1. The Eating Better alliance ([www.eating-better.org](http://www.eating-better.org)) encourages people to shift their diets toward less and better meat eating for their health and the health of the planet. The alliance brings together over 50 national supporting organisations and partner networks from public health, environment, international development, animal welfare, producer, professional and faith interests.
2. Hubbub ([www.hubbub.org.uk](http://www.hubbub.org.uk)) is an environmental charity that encourages people to eat more plant-based protein through positive and engaging communications and events.
3. The World Resources Institute’s [Better Buying Lab](mailto:http://www.wri.org/our-work/project/better-buying-lab) is helping consumers eat more sustainably.
4. Shifting diets to be more veg focused will have benefits for health as well as the health of the planet. High levels of meat consumption (particularly red & processed meats) are linked to heart disease, diabetes and cancers. 6 out of 10 British men (compared to 1 in 4 women) eat more red & processed meat than is recommended for health. Livestock production is also a major contributor to climate change, responsible for more greenhouse gas emissions than the transport sector.
5. \* #vegcurious recipes for a delicious hearty Chilli Con Veggies recipe and Corn on Quinoa Tamale (from Bruno Loubet) and including from SORTEDfood.com can be found [here](http://www.vegcurious.org/).