

Plant a seed

We need your help in getting our Grow Green report into the hands of decision makers. Here are some ways you can help to spread the word.

Inform and influence

- Download the executive summary and full report at: www.vegansociety.com/growgreen
- Send to your elected representative and ask them to support our policy recommendations.
You can find your MP, MSP, or MLA here: www.theyworkforyou.com
You can find your AM on the Welsh Assembly website: <http://senedd.assembly.wales/mgFindMember.aspx>
- Is your MP on Twitter?
Find their profile on here and ask them to give the report a read: www.mpsontwitter.co.uk



Be social

Follow us on social media to keep up-to-date with the Grow Green campaign.

Twitter: [@TheVeganSociety](https://twitter.com/TheVeganSociety) [@GrowGreenTeam](https://twitter.com/GrowGreenTeam) [#GrowGreen](https://twitter.com/GrowGreen)

Facebook: [TheVeganSociety](https://www.facebook.com/TheVeganSociety)

Talk to us

Received a response from your representative?

Are you a decision-maker who would like to meet to discuss these proposals?

Are you a farmer looking to grow crops for human consumption and want some advice?

We would love to hear from you. You can get in touch with the team at:

campaigns@vegansociety.com



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NEW ECONOMICS FOUNDATION

Solutions
for the farm
of the future

grow
Green

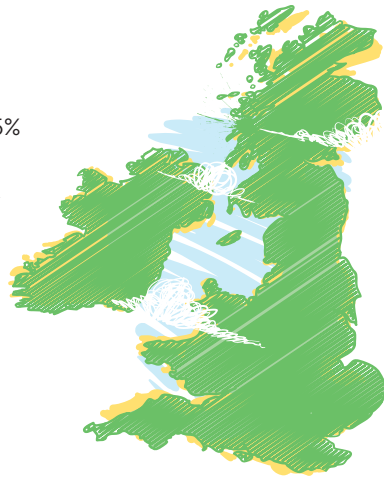


Why Grow Green?

It's time to shake up UK agriculture. The future of humankind is threatened by climate change and our food and farming system is a huge part of the problem. We urgently need to rethink the food we produce and grow, and question why we are subsidising such an environmentally damaging sector as animal farming.

Animal farming is one of the leading contributors to climate change and environmental degradation. At least 14.5% of all greenhouse gas emissions are caused by animal farming. What's more, the agricultural sector is the number one culprit for water pollution, and is projected to make the smallest contribution towards meeting the UK's 2050 carbon emission target.

The bottom line is that the agricultural sector is not doing enough to reduce its negative impact on our planet. There is a solution. We can feed our growing population sustainably with plant protein crops (pulses like peas and beans). These wonder crops provide everything we need in terms of nutrition and environmental benefits. If we want a system that produces sustainable, healthy, affordable, and ethical food for everyone, then a shift towards growing protein crops provides a win-win-win-win.



The Vegan Society wants to stop animal agriculture due to its damaging effects it has on animals and the planet. Encouraging farmers to take up growing protein crops for human consumption will benefit everyone, but how can we get farmers growing green?

Solutions for the farm of the future



Reward sustainable farming

Farmers should be rewarded for growing sustainable, environmentally-beneficial crops like pulses. **Growers should be given a payment per area of land they use to grow protein crops.**

Let's get growing

We all need farmers to put food on our plates. An entry scheme to get more people into farming, and growing protein crops, is essential if we are to feed our expanding population sustainably.

We should offer access to land and training, and give support for start-up costs.

Discover the power of plant proteins

Research can help unlock the true potential of plant proteins. Canada is now the world's largest producer and exporter of pulses because of their investment into research and development.

Similar investment should be made into the research and development of UK protein crops.

No more hidden costs

The health and environmental costs associated with animal farming should be included in the final product. A meat tax, or a farmed animal tax, aimed at making farming animals less desirable, should be implemented. **At the very least, let's reduce the subsidies given to animal farmers to reflect the damage they cause.**

Give peas a chance

The large farming lobbies do not represent current and future protein crop growers.

We can give them a voice by asking policy makers to consult with them on farming policy.

British pulses for all

An emphasis on vegan dishes containing British pulses within public sector canteens would help stimulate the market.

We should introduce a scheme that ensures all public sector canteens are providing at least one vegan dish and any containing pulses should be UK grown.