



CELEBRATING SUCCESS

**The Vegetarian Society's Official Report on
National Vegetarian Week 2004**

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In a move away from previous recipe-themed weeks, the twelfth National Vegetarian Week set out to celebrate vegetarianism in its broadest sense and this was a resounding success. The NVW brand was clearly identified across a wide range of events, activities and promotions organised by businesses, community groups, schools and many others.

Media coverage surpassed all previous records in both volume and quality – positive news about vegetarianism was in the news and on the public's mind more than ever before.





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PRESS COVERAGE

In 2004 we have achieved our highest ever circulation – reaching close to 100million, without including websites or television viewing figures (see below). The breadth and tone of the coverage was extremely positive about vegetarian nutrition, food and lifestyle. Radio coverage was particularly successful this year, with 39 broadcasts on Monday 24 May alone.

	TYPE	CIRCULATION	NUMBER OF CUTTINGS
	National Daily Papers	23,377,615	34
	Consumer Magazines	7,607,082	62
	Trade Publications	1,515,304	81
	Regional Weekly Papers	8,831,901	197
	Regional Daily Papers	7,146,184	137
	Web Sites	*	117
	Radio Stations	50,416,000	66
	TV	*	5
	Total circulation NVW 04	98,894,068	699
	Total circulation NVW 03	82,748,399	476

*Hit rates for websites are not comparable with other media and reliable television viewing figures have proved difficult to obtain so, as in previous years, these have not been included.





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Press Stories

There's not enough space here to mention all the media coverage of NVW 2004, but highlights include the following:

Vegetarian Cookery

- § New recipes from the Cordon Vert School for a three-course gourmet meal and a store-cupboard dish supplied to press with stylish modern photography.
- § Mushroom recipes, commissioned and beautifully photographed by The Mushroom Bureau
- § Cookery slots on BBC Asian Network and local radio stations
- § Food writers' own favourite vegetarian dishes, including five daily vegetarian recipes in The Times.



"Everyone should eat more fruit & veg, so celebrate Nat Vegetarian Week with us and try these delicious meat-free dishes" Anthony Worrell Thompson in the Daily Express, 22 May 2004.

Vegetarian Lifestyle



- § Lively debate on BBC Radio 2's Jeremy Vine Show as Vegetarian Society Patron Jerome Flynn went head to head with television chef and meat-devotee Clarissa Dixon-Wright.
- § Vegetarian dog food and non-leather shoes in Guardian Weekend
- § Regular updates from regional newspaper and radio journalists who went veggie for the week
- § A whole week of themed activities on BBC GMR (Greater Manchester)
- § A half-hour phone-in debate on BBC Radio Devon
- § A 45 minute 'veggie breakfast' food and lifestyle discussion on BBC Radio Merseyside.

"VEG OUT: use your head next week - and turn vegetarian." British Medical Association News, 22 May 2004.



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Press Stories (continued)

Celebrity Diets

- § Large features in both OK! and New!
- § National and regional radio interviews with television presenter Wendy Turner-Webster

"New! celebrates National Vegetarian week by taking a look at the celebs who follow a healthy meat-free diet" New! 31 May 2004



Competitions

- § News, lifestyle and portal websites
- § BBC Radio 2's Steve Wright Show
- § Regional newspapers

Politics

- § Early Day Motion put down by Tony Banks MP
- § Vegetarian labelling on Scottish and Border Television's 'Politics Now'.

Young Veggies

- § Number of young vegetarians is rising, according to a new study commissioned by The Vegetarian Society.

Letters to the editor

- § National and regional papers across the country printed letters from individuals and vegetarian groups.

Vegetarian consumers – their impact on business

- § Trade press coverage started in December 2003
- § Expanding vegetarian and meat-reducer markets
- § Get involved in NVW to reach key consumers
- § Product profile – Best put five brands of veggie-mince to the test

"Don't ignore the power of the veggie" Freehouse Owner, Spring 2004





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PRINT

The NVW print campaign was the biggest ever with **500,000** fliers and **7,000** posters being distributed to many different groups of people in a number of ways including:

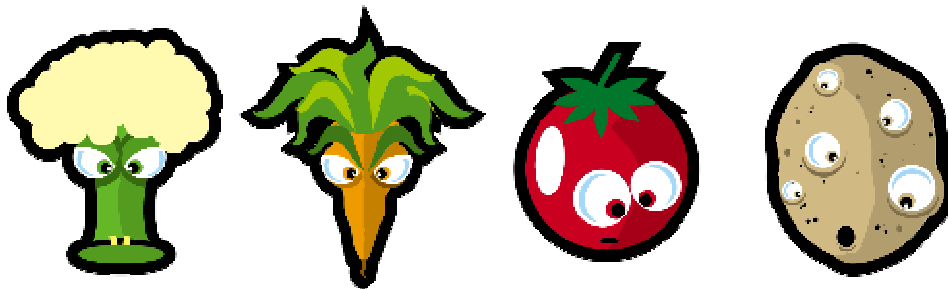
- § Display sites in libraries, cafes, restaurants, entertainment venues, pubs, information centres and shops
- § 2,000 schools
- § Vegetarian businesses and groups
- § National network of distribution agents
- § Sixteen key locations across the UK mainland



Responses to the flyers and posters were fulfilled by supplying a free copy of the new edition of **Food for Thought - The Vegetarian Society's essential guide to going (and staying) vegetarian**, launched in time for the week.

WEBSITE

- § www.vegsoc.org got a makeover. The new look home page and navigation system were launched for NVW.
- § More than 28,000 hits during National Vegetarian Week itself.
- § 40,000 hits on NVW pages during May 2004
- § Competitions and giveaways
- § 'Veggie Invaders' game available to download free, running on dozens of other websites





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BUSINESSES

NVW 2004 presented opportunities for all sorts of businesses with resounding success.

- § National Vegetarian Week logo available for use free of charge
- § 200 participating businesses including: supermarkets, publishers, hotels, pubs, restaurants and independent retailers.
- § Numerous activities including: NVW branding, product and book launches, special offers, new menus and special events.



- § Recipe cards in Waitrose
- § Shelf-talkers and four new ready-meals from Marks and Spencer
- § Vegetarian beer recommendations in press stories by The Campaign for Real Ale (CAMRA)
- § 'Mushroom Head' stickers on organic Portobello mushrooms in Sainsbury's – sales of this line increased by 15%
- § Meat-substitutes where added to a special menu at Pizza Express

"National Vegetarian Week was the ideal initiative to highlight the variety of vegetarian beers. CAMRA, and brewers that produce vegetarian beers, received some very positive media coverage and we plan to join forces again with the Vegetarian Society in 2005." Tony Jerome, CAMRA Press Manager.





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OFFICIAL PARTNERS

The Mushroom Bureau

- § Third consecutive year as an Official Partner for National Vegetarian Week
- § Recipes and PR
- § Sainsbury's promotion leading to 15% sales uplift

"The Mushroom Bureau has sponsored National Vegetarian Week for the last three years and every year it gets better and better. The popularity of mushrooms in vegetarian cuisine and the wonderful mushroom recipes Cordon Vert devised for the week provided us with an excellent opportunity for joint promotion."

Victoria Lloyd Davis, the Mushroom Bureau



Cauldron Foods

- § New partner for 2004
- § Products featured in NVW print and promotions
- § Coverage of products in regional press

cauldron

"As an established manufacturer of vegetarian food, Cauldron Foods are constantly seeking opportunities to promote their range of products to as wide an audience as possible. Becoming an official partner in Vegetarian Week provided an

excellent opportunity to not only raise the profile of the company and its products directly with consumers and our trade customers, but also reinforce the company's vegetarian heritage. We were delighted with the positive coverage Cauldron Foods received from this sponsorship." Ken Reid, director of sales, Cauldron Foods Ltd

COMMUNITY EVENTS

400 events were listed in the official online diary with many more informal and fringe events around the country including:

- § Information stalls and displays in libraries, supermarkets and town centres
- § Workshops and cookery demonstrations
- § Barbecues and picnics
- § Parties and meals out
- § Tastings and get-togethers
- § Competitions and quizzes
- § Guided walks and natural therapies
- § Composting promotion by Worcestershire County Council
- § Local vegetarians organised a fundraising party night, complete with special menu at Pizza Express in Reading





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SCHOOLS

- § 1250 school canteens used new NVW recipes, specially designed for young appetites
- § 1250 schools displayed nutrition posters and provided NVW bookmarks for pupils to take home
- § Lesson plans, videos, GCSE packs and other classroom resources were also provided to teaching staff.



"Students took a real interest in our veggie display and took many of the free recipes to try at home." Matthew Clegg, Librarian, Epping Forrest College



"We always encourage our pupils to eat healthily and vegetarian food allows us to do this easily. The Spanish omelette is now a regular." Mrs C.L. Riley, Cook in Charge, Maltby Comp School

THE FUTURE OF NATIONAL VEGETARIAN WEEK

Where do we go from here?

The only way is up, so why not get on board?

National Vegetarian Week 2005 will take place from Monday 23 to Sunday 29 May. There will be opportunities to get involved as an Official Partner or through events, activities and promotions.

For further information, please contact Matt Parkinson on 0161 925 2000, matt@vegsoc.org.