

Nutrient know-how

Brush up on your nutrient know-how with myth-busting facts about a balanced vegetarian diet.

Bounce with vitality

- Firstly research has shown that vegetarians are no more prone to iron deficiency than meat-eaters.
- Even those who do eat meat get 86% of their iron from vegetarian sources.
- Iron is found in leafy green vegetables, pulses, wholemeal bread, dried fruit and pumpkin seeds.
- Triple the amount of iron your body can absorb, by eating something high in vitamin C or drinking a glass of orange juice with a meal containing iron-rich foods.

Muscle building protein

- We need 8 different types of amino acid – the building blocks of protein. Most veggie sources don't include all eight but don't worry - your body keeps a pool of the amino acids it needs. So just eat a variety different high protein food through the week.
- Good protein sources are pulses (beans, lentils, peas and chickpeas) nuts, seeds, grains, Soya (eg tofu, soya mince), dairy products and eggs.

Vitamintastic

- **Vitamin A** . For healthy skin, growth of bones, resistance to infection and night vision. Found in carrots, spinach, peppers, butter, margarine, watercress, dried apricots, full-fat dairy products.
- **Vitamin B12**. For red blood cell formation, growth, and a healthy nervous system. Found in eggs, dairy products and fortified plant foods including soya milks, breakfast cereals, veggie burger mixes, yeast extracts and herbal soft drinks.
- **Vitamin D**. For the absorption of calcium and phosphate and healthy bones and teeth. Found in dairy products and margarine. Also produced by the action of sunlight on the skin.

Freshen up your ingredients

Freshen up your table and try out some different ingredients.

- Avocado and artichokes – dive into new fruit and veg. Avocado is great mashed with chips, used in veggie sushi or made into guacamole. Artichokes are fab on pizzas, in risottos and tossed into salads.

- Tofu - As well as having a high protein content, tofu also contains calcium, iron, and vitamins B1, B2 and B3. Tofu can be marinated, stir-fried, deep-fried, sautéed, cubed and oven roasted with herbs. Once cooked and flavoured it can be added to salads or casseroles.

- Spinach - fresh, tinned or frozen its all good stuff. A good source of iron. Throw it into curries, salads or pasta dishes

- Veggie Worcestershire sauce – great for stews, stir fries and sauces. Fancy a Bloody Mary without the anchovies? Then use a veggie Worcestershire sauce.

- Lentils – a cheap tasty ingredient, ignore the past jibes lentils have suffered and use in dhal, puy lentils in salads, green lentils in lasagna and soups.

- Veggie mince – Veggie alternatives to mince, sausages and burgers are well established in the market place, and are usually made from tofu, soya, pea or wheat protein or mycoprotein. Use in a traditional shepherds pie, chilli or BBQ.

- Chickpeas – Tinned varieties are convenient and quick. They soak up herbs and spices beautifully – making a speedy nutritious curry or main ingredient in houmous with lemon and garlic.

- Herbs and spices - stock up your cupboard with lovely herbs and spices - cumin, pepper, coriander, cinnamon, paprika, basil and sage will all add another dimension to your cooking. Fresh dill in paella, smoked paprika in pasta sauce, bays leaves in stews, artichokes in oil with garlic on pasta, marinated tofu with lemongrass and chilli in a stir-fry, rosemary with chickpea stew and squash with chilli.

Veggie vitals – everyone loves a number

- People love veggie food – in the UK there are around 1.2 million vegetarians (around 2 %) but there are a further 7% who eat veggie food most of the time.
- Going veggie is an intelligent choice. Veggies have been shown to have higher IQs than non-veggies. A recent study showed that young people who made the decision to go veggie went on to have higher intelligence ratings.
- 18% of world global greenhouse gas emissions come from livestock production, whereas 13.5% comes from transport.
- Tropical forests are destroyed daily to create more land to raise livestock and grow grain for animal feed. Livestock production is responsible for 70% of Amazonian deforestation.
- Did you know that cows can live to the ripe old age of 25 years, lambs would still be leisurely eating the grass at 15 years and hens have a natural lifespan of 7 years.
- A Mrs J Brotherton wrote the first cookery book devoted to vegetarian recipes in 1812.
- It has been calculated that someone living on a vegetarian diet in the UK requires less than half the area of land to grow their food than someone following a conventional diet.

Recipes for all

Enjoying delicious food is one life's simple pleasures. The Vegetarian Society press office has lots of tried and tested recipes available – from gourmet to seasonal - and free high quality images. Just give us a call.

Picnic and BBQ pleasures – grab your bag, a blanket and head for the park or beach. Sharing a picnic or a barbecue with friends is a fun way to spend an afternoon.

Recipes - warm avocado salad with roasted red pepper dressing, spiced sweet potato slices, potato salad with chopped mint and lemon balm, tofu kebabs with mustard mayonnaise dressing, marinated halloumi cheese skewers with mediterranean vegetables.

(Images available now)

Easy everyday classics - this year we have produced a collection of recipe cards, available free of charge.

The recipes are ideal for suppers, sharing alfresco in summer or a good Sunday lunch option. They include veggie pasties great for picnics or main meals, canal floddie a great summer supper, simple stew and dumplings, cheese and leek bake and finally mushroom and ale pie with spring onion mash. Plus not only are they tasty but they are great money savers too!



Credit crunch favourites – meat-free food for the whole family and all for under five pounds.



Eastern flavours - noodles, stir-fry, balti and all sorts of curries make the most of those very versatile veggies



How the Vegetarian Society press office can help you:

- Ask the experts at the oldest vegetarian organization in the world.
- Recipes from basic to gourmet, from home cooking to professional catering; we have an immense recipe collection.
- Case studies – wondering why people go veggie, what motivates them, would you like to speak to a real person? Then give us a call.
- We have the facts and figures.
- Free food photography, images and logos.
- Keep up to date with who is celebrating National Vegetarian Week in your area – from supermarkets to schools - by visiting our NVW online events diary.
- Interviews – if you'd like a quote or an interview please contact us. We have foodie experts available for advice or expert opinion, plus we have experienced spokespeople able to do lighthearted pieces or serious discussion
- What's available to buy - what vegetarian products and which companies are in the market today, we can tell you.

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