

The Vegetarian Society

5 year strategy

The Vegetarian Society encourages, supports and persuades people to become and remain vegetarian. At the core of our work lies our recognition that all beings – people and animals – should be safe and well cared for. We work to reduce suffering and help create a more compassionate society.

Our strategy

Build public awareness through education and campaigning

Develop and provide information to support vegetarians

Make it easier to be vegetarian

Develop a sustainable organisation

Be realistic and compassionate

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BUILD PUBLIC AWARENESS THROUGH EDUCATION AND CAMPAIGNING

Promote and celebrate the benefits of vegetarianism: we need to be confident in what we stand for and provide personal and collective leadership for vegetarians. We will move well beyond providing information on how to enjoy good food, recognising that people have different needs depending on why they have chosen to be vegetarian. We will show

- how vegetarianism reduces animals suffering
- the links between diet and environmental impact
- how a balanced vegetarian diet improves human wellbeing

Be the public face of vegetarianism: we will develop our website, magazine, press function and celebrity relationships to reflect these messages and run high profile campaigns throughout the year as well as continuing with National Vegetarian Week. We will work more closely with local communities and develop our work with schools, young people and disadvantaged groups. We will open mindedly debate and agree a public position on vegetarianism in all its forms.

DEVELOP AND PROVIDE INFORMATION TO SUPPORT VEGETARIANS

Be the foremost authority on vegetarianism: Our reputation and our ability to inform, influence and persuade depends on being accurately and fully informed. We are already the foremost authority on vegetarianism in the UK and, arguably, in the world and we need to retain and strengthen this position. We will rebuild our research and information capability so that we have the facts we need particularly in the areas of health, environmental impact and why people become, remain, stop or avoid being vegetarian. We will continue to provide a free and professional enquiry service.

MAKE IT EASIER TO BE VEGETARIAN

Protect and raise the standard of vegetarian products and services: we will continue to campaign for a legally binding definition of vegetarianism and encourage accreditation for labeling so that vegetarians can be confident in the quality of the products and services they buy. We will develop our Seedling Symbol and the Food and Drink Guild as the most trusted sources of accreditation and information on what to buy and where to eat good vegetarian food. We will extend beyond our current client group to large corporate caterers, with the aim of approving their purchases and increasing their understanding of vegetarian products, and retain consumer trust in our accreditation schemes by responding to issues such as food miles, fair trade, organic and free-range dairy production.

Lead the training of professionals in vegetarian catering across all sectors: we are refocusing our Cordon Vert school on training professional chefs so that vegetarians can enjoy high quality and varied food when eating out and be assured of their chosen diet in public institutions such as hospitals, schools and care homes. We will also offer consultancy and outreach. We will investigate options for investment at Parkdale to create a first class training venue as well as running courses at other locations throughout the

UK. All this means we need to redirect our resources, so we can not continue to offer the leisure diploma. But we will continue to provide a wide range of other CV leisure courses at Parkdale and accredit appropriate courses offered by others at different locations.

Encourage the development of the vegetarian sector: we will be at the centre of the development of the vegetarian sector, bringing commercial organisations together to grow and create sound drivers for the market so that vegetarians have the products and services they want and need. We will increase awareness of our own organisation at the same time. We will recognise excellence in the industry through our awards and meet the differing economic needs of small and large businesses through our Seedling Symbol and Food and Drink Guild schemes.

DEVELOP A SUSTAINABLE ORGANISATION

Diversify income: we will grow and diversify our income with attention to individual donations and legacies as well as advertising, corporate sponsorship and business involvement in our activities. Our professional training will operate on a break-even basis with less well off organisations receiving discounts. Our accreditation schemes will operate at a profit to help fund our charitable work. We will take care to balance our independence with the needs of corporate clients and sponsors.

Governance: Council will aim to have the right balance of skills and experience to run The Society effectively. It will act in the best interests of The Society and its beneficiaries at all times. It will understand its responsibilities, have systems in place to exercise them effectively and keep abreast of what related organisations are doing.

Develop membership: we will endeavour to increase membership and encourage more members to be active ambassadors for vegetarianism.

Take care of ourselves: we will provide for our collective and individual well being, growth and development. We will reduce our environmental impact and ensure that Parkdale is a pleasant and safe place to work and visit.

BE REALISTIC AND COMPASSIONATE

We will be objective, keep focused, understand what return we get for our efforts and change when the evidence shows we need to. Understanding people's needs and their values will be the basis for all that we do.