Imagining Our Vegan Future

Will Plant Based Foods become the Dominant Paradigm?
“The further back you look, the further forward you can see”
- Winston Churchill
1817: Philadelphia Bible Christian Church Founded

Little Lamb, Who Ate Thee?
Lo, hear it struggle, hear it moan
As stretched beneath the knife
It’s eyes would melt a heart of stone
How meek it begs it’s life

Hold daring man! From murder stay!
God is life of all.
You smite at God when flesh you slay:
Can such a crime be small?

-Vegetarian Hymn by William Metcalfe

Rev. William Cowherd

Rev. William Metcalfe
1830’s “Butchers and Bakers Hated Him and Women Fainted” Sylvester Graham
1840s: Vegetarian Doctors and The First Vegan Commune
A VEGETARIAN SOIREE.

Inventor Edison is a vegetarian. Novelist H. Rider Haggard is a vegetarian. Professor Swing is a vegetarian. Sir Isaac Newton was a vegetarian. All the Greek philosophers, sages, and seers ate no flesh.

Chicago's vegetarian circle is larger than is generally known, but at the World's Fair the extent of this rapidly growing sentiment will be shown by a special department.

Last evening, at the handsome residence of Mrs. M. L. Mason, No. 539 Chicago avenue, a select coterie of vegetarians met and passed a few hours in a social manner, while they listened to a very interesting talk by the Rev. Dr. Henry S. Clubb, of Philadelphia, president of the Vegetarian Society of America.
1863: First “Disruptive” Vegan Product
1878: You Say “Granula”, I say “Granola”
1895: The First “Tofurky” Chicago, IL

VEGETARIAN THANKSGIVING DINNER.

Celery Soup          Nut Butter Sandwiches
Olives               Salted Almonds
Lentil Cutlets, with Tomato Sauce
Rice Croquettes, with Currant Jelly
Vegetable Turkey, Brown Gravy
Cranberry Jelly
Nuttose Timbales, Mushroom Sauce
Mashed Potatoes      Baked Squash
Grape Sherbet        Fruit Salad
Granose Biscuit      Almond Butter
Pumpkin Pudding      Lemon Pie
White Fruit Cake     Coffee

Would you like to be a successful vegetarian?

If so, let us help you in your effort to overcome abnormalities, by explaining to you the laws that govern life. When the law is known a success must follow as an inevitable result. If you would like to progress in physical health and in spiritual worth, eat or wear?

BERHALTER’S HEALTH FOOD STORE

We carry only those foods that are in accordance with Vegetarian Diets.

Followings are a few of our specialties:

- Unrefined Whole Wheat Bread, per lb: $0.30
- Whole Wheat Flour: per lb: $0.25
- Unrefined Whole Wheat Flour: per lb: $0.30
- Plain Whole Wheat Flour: per lb: $0.25
- Gluten Flour: per lb: $0.25
- Seafood Unrefined Broths: per lb: $0.10
- Unrefined Rice: per lb: $0.25
- Unrefined Sugar: per lb: $0.30
- Pure Almond Extract: per oz: $0.10
- Pure Sesame Oil: per gal: $2.00
- Pure Peanut Oil: per gal: $3.00

We carry to stock such a wide variety of foods that in enabling vegetarians to select suitable supplies to carry on a vegetarian life successfully. We can also supply all the knowledge necessary to begin a vegetarian diet successfully.

No orders less than $1.00 by mail. Occupied.

Address: Berhalter’s Health Food Store and Bakery
309 North Avenue, Chicago
1895: First Vegetarian Restaurants
-Vegetarian Restaurant No. 1, NYC
-Vegetarian Cafeteria, LA

Menu at Chicago’s Mortimer’s Pure Food:
Asparagus on toast, .15
Roosevelt [vegetable] cutlet, with mushroom sauce, bread and butter, .20
Poached eggs, with rice and currie sauce, bread and butter, .25
Spinach, with poached eggs on toast, .25
Broiled new potatoes on toast, .20
Spaghetti a la Mortimer, .10
Broiled fresh mushrooms on toast, .25
Baked beans, .10
First Health Food Store in USA, 1918
1980: Tempeh, the New Granola
The Farm: Largest Working Vegan Commune and Soyfoods Pioneers
2018: The Long, Strange Trip to Tofurky
Signposts From Our Emerging Vegan World

“You don’t need a weatherman to know which way the wind blows”
Refrigerated Meat Alternatives Soaring In Mainstream Supermarkets

Comparative Growth of Refrigerated Meat Alternatives to All Food US Supermarkets 2014 to 2018

---All Food         ---Meat Alts

1 2 3 4 5
Plant Based Milks +9%, 13% of All “Milk”
Plant Based Yogurts +55%
Plant Based Cheese +43%
Vegan Mayo +26%

Size of the US market for condiments and sauces (2013 dollars)

Mayonnaise
Ketchup
Soy sauce
Barbecue sauce
Hot sauce
Mustard
Steak sauce
Other

Quartz | Ritchie King
Data: Euromonitor
Plant Based Foods Association
McVegan Burger Debuts in Finland and Sweden
“This tastes like sh*t! Blah!”

That’s a real comment from a real person who tried one of our oat drinks for the first time. Some people just don’t like it. They think it tastes like oats, because it does taste like oats. Here’s the good part. If you don’t like the taste of our oat drinks, you don’t have to drink them. Taste is personal which is why we don’t take it personal if you don’t like how they taste.

There is a growing number of people who find oat drinks delicious. Who can taste the balance of protein, fiber, unsaturated fats and carbs and know that it makes them feel good. So, give it a go and if you don’t like it you can always give it to someone you don’t like. That’s what business students call a win-win.

WE ONCE THOUGHT
THAT MEAT ONLY CAME
FROM ANIMALS...

It’s like milk but made for humans.
The UK and Veganuary
Inspired by Gigi’s Pizza and Gelato Blue, Dominos Debuts Vegan Cheese Pizza in Australia
## Vegan Restaurants per Capita US and World Cities

<table>
<thead>
<tr>
<th>US City</th>
<th>Vegan Restaurants</th>
<th>Population (15 mile radius)</th>
<th>Restaurants per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland, OR</td>
<td>50</td>
<td>1,616,438</td>
<td>32,329</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>40</td>
<td>2,035,850</td>
<td>50,896</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>28</td>
<td>1,559,977</td>
<td>55,713</td>
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<tr>
<td>Los Angeles, CA</td>
<td>83</td>
<td>6,243,011</td>
<td>75,217</td>
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<tr>
<td>NYC, NY</td>
<td>120</td>
<td>10,404,600</td>
<td>86,705</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>26</td>
<td>2,711,997</td>
<td>104,308</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>World Cities</th>
<th>Vegan Restaurants</th>
<th>Population (15 mile radius)</th>
<th>Restaurants per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prague, Czech Republic</td>
<td>55</td>
<td>1,428,845</td>
<td>25,979</td>
</tr>
<tr>
<td>Sydney, Australia</td>
<td>51</td>
<td>2,180,724</td>
<td>42,759</td>
</tr>
<tr>
<td>Warsaw, Poland</td>
<td>45</td>
<td>2,166,394</td>
<td>48,142</td>
</tr>
<tr>
<td>Melbourne, Australia</td>
<td>47</td>
<td>2,300,504</td>
<td>48,947</td>
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<tr>
<td>Berlin, Germany</td>
<td>69</td>
<td>3,400,083</td>
<td>49,277</td>
</tr>
<tr>
<td>Tel Aviv, Israel</td>
<td>41</td>
<td>2,314,335</td>
<td>56,447</td>
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<tr>
<td>London, UK</td>
<td>128</td>
<td>7,438,915</td>
<td>58,117</td>
</tr>
<tr>
<td>Taipei, Taiwan</td>
<td>73</td>
<td>4,920,393</td>
<td>67,403</td>
</tr>
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</table>
The Empire Fights Back

- Missouri Cattleman’s “Fake Meat Law” Senate Bills 627 & 925 (the Statute)
I Call Conneries! French Labeling Law
“An almond doesn’t lactate:” FDA to crack down on use of the word “milk”
Bottomline: We are in Stage #3. The Fight Stage

First they ignore you. Then they laugh at you. Then they fight you. Then you win.

-Mahatma Gandhi
Headlines from Our Vegan Future
USDA Adopts New Food Pyramid - October 12, 2035
Herbivores Celebrate End of Farm Subsidies to Animal Based Meat—April 20, 2049

Government Subsidies Circa 2018

- Meat and Dairy: 63%
- Grains: 20%
- Sugar, Starch, Oil, Alcohol: 15%
- Nuts and Legumes: 2%
- Fruits and Vegetables: <1%

New Subsidies 2049

- Grains: 20%
- Fruits and Vegetables: 60%
- Vegan Startups: 13%
- Nuts and Legumes: 5%
- Meat and Dairy: 1%
Mars, The First All Vegan Planet: 2053
Extinction Facts Now Required on All Meats—March 4, 2059

HAMBURGER

Extinction Facts
Serving Size 1/4 lb, Ground Beef

Greenhouse Gases 6.75 lb CO₂e
Habitat Loss 596.4 a
Water Use 425 gal
Manure 9.80 lb

WARNING: Wildlife harmed by beef production include wolves, polar bears, bison & sage grouse.
CONTAINS CLIMATE CHANGE, DEFORESTATION, POLLUTION, WILDLIFE EXTINCTION.

+ Meat production causes more environmental harm than any other single industry, endangering wildlife, contributing at least 14.5% of global greenhouse gas emissions and accounting for 80% of antibiotic use, 37% of pesticide use and nearly 50% of water use in the United States.

Learn more at ExtinctionFacts.org

WARNING: May Cause Cancer

THE ANIMAL LAW CONFERENCE
Congress Passes Massive Retraining Aid Bill For Factory Farm Workers-Sept. 21, 2066
National Parks and Solar Farms Taking Over Unused Grazing Lands-Jan. 12, 2089
All US Fast Food Chains Now 100% Plant Based - February 7, 2099
## Restaurants Still Serving Animal Based Meat In Sharp Decline Worldwide-Feb 19, 2115

<table>
<thead>
<tr>
<th>World Cities</th>
<th>Animal Based Meat Restaurants</th>
<th>Population (15 mile radius)</th>
<th>Restaurants per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lagos, Nigeria</td>
<td>12</td>
<td>88,335,420</td>
<td>7,361,285</td>
</tr>
<tr>
<td>Mumbai, India</td>
<td>11</td>
<td>66,404,615</td>
<td>6,036,783</td>
</tr>
<tr>
<td>London, UK</td>
<td>3</td>
<td>18,208,050</td>
<td>6,069,350</td>
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<tr>
<td>Los Angeles, CA</td>
<td>3</td>
<td>8,020,344</td>
<td>2,673,448</td>
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<tr>
<td>NYC, NY</td>
<td>5</td>
<td>3,562,738</td>
<td>712,548</td>
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<tr>
<td>San Francisco, CA</td>
<td>8</td>
<td>2,500,479</td>
<td>312,560</td>
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<tr>
<td>Sydney, Australia</td>
<td>9</td>
<td>3,816,267</td>
<td>424,030</td>
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<tr>
<td>Berlin, Germany</td>
<td>21</td>
<td>2,828,767</td>
<td>134,703</td>
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<tr>
<td>Tel Aviv, Israel</td>
<td>0</td>
<td>5,950,145</td>
<td>0</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>0</td>
<td>4,745,995</td>
<td>0</td>
</tr>
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</table>
“Where’s the Meat?” Site Goes Bankrupt
November 6, 2115

MADE FROM PLANTS!
Last Slaughterhouse Closes and Sold to Smithsonian-July 4, 2149

SLAUGHTERHOUSE SHUTDOWN
Here Comes the Sun

Resist thinking that this is all there is...Realize that for every ongoing war and religious outrage and environmental devastation and political lie, there are a thousand counterbalancing acts of staggering kindness and generosity happening all over the world, right now, on a breath-taking scale from flower box to cathedral...

Resist the temptation to drown in fatalism, to shake your head and sigh and just throw in the karmic towel...Realize that this is the perfect moment to change the energy of the world, to step right up and crank your personal volume, right when it all seems dark and bitter and offensive and acrimonious and conflicted and bilious...there’s your opening.

Remember magic. And finally, believe you are part of a groundswell, a resistance, a seemingly small but actually very, very large impending karmic overhaul, a great shift, the beginning of something important and potent and unstoppable.

-Anonymous from The Sun Magazine