

## Culture of Veganism

Since veganism sprouted strong in 2010, a culture has developed. No matter the category one may identify with, from common cliches such as:

- hippies
- feather & leather tribe
- hard-edge punk rockers
- Millennials
- Fashionistas
- Cool people
- Strange people

to the person who happily doesn't identify with a particular belief system around being vegan, at the end of the day, what most all of us want is the same: to be healthier being personally, to contribute to a healthier planet, where animals are treated with the same right to life as humans - and the whole world is regenerating because we eat and live more in harmony with nature.

People have their own reasons for being vegan. It tends to stick for the vegan who does it for themselves - outside of a group, tribe, or trend. They do it because it works for them, and their goals are met. Often when reasons for doing it are not grounded in personal need, and are instead tied to an identity or group, eventually it may crumble, as cultures do. More on this in our Vegan Belief System lesson. Let's learn more about some common vegan terminology in the next lesson.