

Veganism has origins that date back to ancient India and Mediterranean societies. Vegetarianism is known to be mentioned by the Greek philosopher and mathematician Pythagoras around 500 BC.(1)

Veganism can be traced to the Indus Valley Civilization in 3300-1300, particular to northern and western ancient India. An early known vegan was the Arab poet al-Ma'arri, 973-1057 AD. He based his view on equal justice not only for humans, yet for animals as well. His philosophy was based in health, the transmigration of souls, and animal welfare. (2)

In the 19th century vegetarianism became a significant movement in UK and USA, with a minority of vegetarians avoiding all animal foods. In the early 1800's poet Percy Bysshe published "A *Vindication of Natural Diet*" and a London doctor, William Lambe said "water and vegetable diet could cure anything from tuberculosis to acne." (3)

Around 1830 many vegan communities were established. The Temple School opened in 1834 in Massachusetts in the USA, and Fruitlands in 1844. 1838, in England James Pierrepont Greaves founded the vegan community the Concordium at Alcott House. Then in 1843 members from the Alcott House formed the Vegetarian Society in UK. In this time vegetarians opposed veganism, calling it impractical and thought it may oppose their vegetarian crusade.

In 1944 when The Vegetarian Society didn't support the emerging Vegan movement, Donald Watson started his own publication called The Vegan News, and coined the word vegan. The publication inspired others to give up dairy, such as George Bernard Shaw. November 1st is World Vegan Day, which also marks the founding of The Vegan Society in UK. Spawning from this publication came other vegan book and recipe books.

The Vegan society defined veganism in 1951 as "the doctrine that man should live without exploiting animals." And in 1965 soy milk was widely distributed in the Western world.

In 1948 in the USA the first vegan society was established, and began circulating Watson's newsletters. In 1960 the concept of non-violence, or Ahimsa, was established when H. Jay Dinshah founded the American Vegan Society.

The world vegan gained recognition on it's own, and was first published in 1962 by the Oxford Illustrated Dictionary - as "a vegetarian who eats no butter, eggs, cheese, or milk." (4)

One of the first published books that represented the counterculture movement in the 1960's and 70's - that was concerned about health, food, and the environment - was called "*Diet for a Small Planet*" in 1971. This book sold more than 3 million copies, and supported a burgeoning movement that has become mainstream today.

After the publication of this influential book, the next few decades would see dedicated scientists forging new ways of thinking that brought awareness to the connection between environment, ecology, and how that relates to human health.

Amongst these books are "*The China Study*" by T. Colin Campbell, "*A Diet For A New America*" by John Robbins. Doctors such as Neal D. Barnard, John A. McDougall, and Michael Greger also began to offer clinical research proving that animal fat and protein are detrimental to health.

Films such as *Game Changers*, *Earthlings*, *Skinny Bitch*, and *Forks Over Knives* have also created major impact in the last 10 years to cultivate awareness around the health and environmental affects of eating vegan.

In current times veganism became associated with the straight edge hardcore punk subculture in the US, and anarchy-punk in the UK.

By 2010, vegan became more and more mainstream. The Economist said 2019 was "the year of the vegan." By 2015 vegan food labels were in force, as defined by the European Parliament. Also in that year, the mock meat market in the US was up to \$553 million per year. Mock meat stores have begun to open, replacing the conventional meat butcher. The Vegetarian Butcher in the Netherlands, and the Herbivorous Butcher opened in Minneapolis in 2016.

12,500 chain restaurants, since 2017 have begun offering plant-based options. And mock meat sales in the USA in the past 2 years has grown by 37%. In the UK, the plant milk market has gone up by 155% in 2 years. And there's been a 185% increase in new vegan products in the UK between 2012-2016. The first vegan supermarkets have appeared in Germany, Vegilicious in Dortmund, and Vegans in Berlin. And in New York City, Live Live and High Vibe vegan and raw vegan stores have been in business since the mid-2,000's.

The UK, then Australia, and New Zealand rank the highest in Google trends for the word vegan being searched on the internet. (5)

(1) (2) (3) (4) (5) Wikipedia <https://en.wikipedia.org/wiki/Veganism>