

The economy: Our enemy?

Big corporations: Friend, enemy or partner of the vegan movement?

Renato Pichler, Swissveg-President

Kurt Schmidinger, Founder „Future Food“

Talk on Nov. 2017 for CARE in Vienna

Who we are

Renato Pichler

- Since 24 years vegan
- Founder and CEO of the V-label-project (since 1996)
- Since 1993 I have been working full-time for the largest Swiss vegetarian and vegan organisation: Swissveg
- I am also in the board of the European Vegetarian Union and Das Tier + Wir (animal ethics education in schools)



Kurt Schmidinger

- Master in geophysics and doctor in food science also software-engineer and animal rights activist
- Founder and CEO of „Future Food“
- Scientific board member of Albert-Schweitzer-Stiftung, VEBU, GFI, etc.



What should we buy?

When we buy a product:
We support the producer and the merchant.

If we buy meat,
we support the meat-industry.

If we buy a vegan product,
we support the vegan industry.

What should we buy?

Consequences of the success of the vegan movement:

- even meat-producers have a vegan product-range
- big corporations are interested in the vegan-market

Should a vegan buy a vegan product from a meat-producer of a big corporation?

Role Play

Kurt Opponinger: **I'm against it!**

Kurt Proponinger: **I support every vegan product!**



Defining the goals

- 1) Simplifying life for vegans
- 2) Reduce meat consumption – increase consumption of vegan products
- 3) Establishing vegan as the norm in society
- 4) Support the small pure vegan-shops/producers

Depending on the main goal, the optimal procedure can change.

Development of the economy

1996: Fredag distributes first veg. products

2000: ORIOR takes over Fredag

(ORIOR AG: about 1200 employees and 500 million sales)

2011: Fredag takes over tofu producer Bernatur (CH)

2014: Fredag takes over tofu producer Noppa (CH)

2016: Fredag starts cooperation with Tofutown (DE)



Development of the economy

**1980: Vandemoortele Group starts the division
Alpro Soya**

1996: Alpro takes over tofu producer Sojinal

2006: Alpro takes over tofu producer Sofine

2009: Alpro was sold to Dean Food

**2013: WhiteWave (with Alpro) becomes independent
from Dean Food**

2017: Alpro was sold to Danone

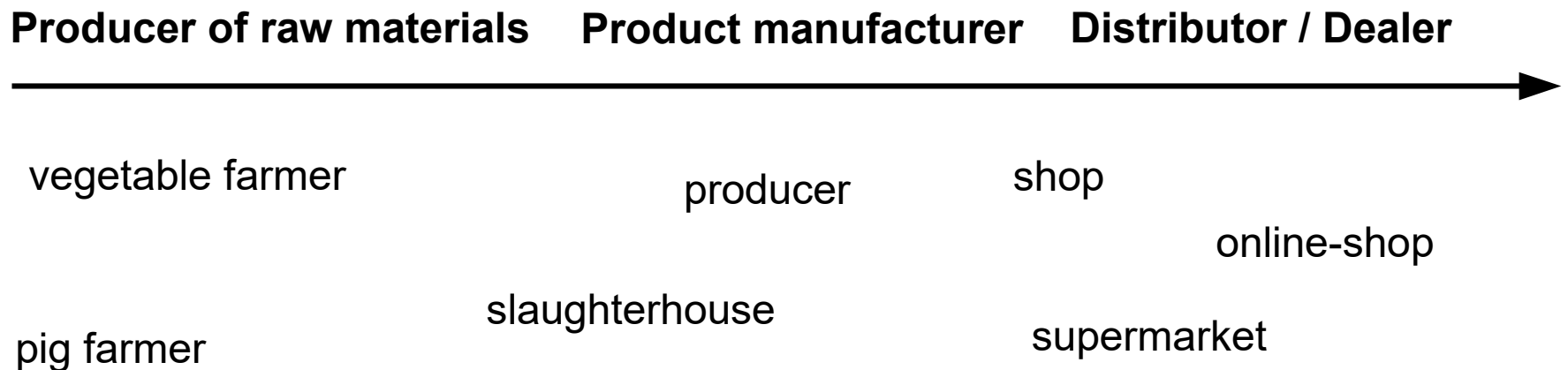


The Alpro label for organic products:



Our money as ballots

If a product is often sold, this area is expanded:
More of this type of product will come to the shop/supermarket, etc.



Nestlé

Nestlé brands sold in German-speaking countries:

Acqua Panna // After Eight // Alete // Baci // Beba // Beneful // Bonzo // Bübchen // Buitoni // Cailler of Switzerland // Caramac // Caro // Chocolait
Chips // Choco Crossies // Chococino // Chokito // Compat // Contrex // Dörffler // Engelfrost // Felix // Findus // Frische Brise // Friskies // Garden
gourmet // Gourmet // Herta // Hirz // Impact // Incarom // Isosource // Kitkat // La Latière // LC1 // Le Parfait // Leisi // Libby's // Lindes's // Lion // Maggi // Matzinger // Modulen IBD // Mövenpick // Nescafé // Nespresso // Nesquik // Nestlé Cerealien // Nestlé Die Weisse // Nestlé Feinste heiße
Schokolade // Nestlé Le Chocolat // Nestlé Nutrition // Nestlé Professional Beverages // Nestlé Professional Food // Nestlé Pure Life // Nestlé Schöller // Nestlé Snack // Nestlé Waters Direct // Nestovit // Novasource // Nuts // Optifast // Palenum // Peptamen // Powerbar // Purina // Resource // Rolo // S. Pellegrino // Smarties // Special T. // Stalden // Thomy // Vittel // Wagner // Yes

Nestlé has 6,000 product brands worldwide.

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Nesquik // Nestlé Cerealien // Nestlé Die Weisse // Nestlé Feinste heiße
Schokolade // Nestlé Le Chocolat // Nestlé Nutrition // Nestlé Professional
Beverages // Nestlé Professional Food // Nestlé Pure Life // Nestlé
Schöller // Nestlé Snack // Nestlé Waters Direct // Nestovit //
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Food retail industry

Germany: Approx. 90% are controlled by 5 groups of companies: Schwarz Group (Lidl, Kaufland), Aldi, Edeka, Rewe and Metro

Switzerland: Approximately 77% are controlled by two groups: Migros, Coop

Austria: Approx. 40% are dominated by 3 companies: Billa, Hofer (Aldi), Spar

If we want vegan to become mainstream, we need vegan products in these supermarket-chains, too.

Public Eye: Agropoly and www.supermarktmacht.de

The threat of big companies

- Small producers might disappear
- Products for small markets disappear
- Market power of the big companies will increase
- Big companies decide which products will be available in the future

It is important to bring vegan products in supermarkets – but also to support small producers and distributors.

Both have their right to exist.

What do you think?

Vegan products should be available everywhere!

Only large corporations can turn vegan into mainstream.

Boycott big companies!

Support small companies!

Support the vegan movement with every product!

We should support every vegan producer!