

VEGETARIAN SOCIETY (ВЕГЕТАРІАНСЬКЕ ТОВАРИСТВО)

Ніколаєнко Д.Д., гр. ТХК-48

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There are two kinds of Vegetarians – one an extreme form, the members of which eat no animal food products what-so-ever; and a less extreme sect, who do not object to eggs, milk, or fish.

In the 1960s and 1970s, a vegetarian food movement emerged as part of the counterculture in the United States that focused on concerns about diet, the environment, and a distrust of food producers, leading to increasing interest in organic gardening.

In the 1980s, veganism became associated with punk subculture and ideologies, particularly straight edge hardcore punk in the United States; and anarcho-punk in the United Kingdom.

The global mock-meat market increased by 18 percent between 2005 and 2010, and in the United States by eight percent between 2012 and 2015, to \$ 553 million a year. The Vegetarian Butcher (*De Vegetarische Slager*), the first known vegetarian butcher shop, selling mock meats, opened in the Netherlands in 2010, while America's first vegan butcher, the Herbivorous Butcher, opened in Minneapolis in 2016.

By 2016, 49% of Americans were drinking plant milk, and 91% still drank dairy milk. In the United Kingdom, the plant milk market increased by 155 percent in two years, from 36 million litres (63 million imperial pints) in 2011 to 92 million (162 million imperial pints) in 2013. There was a 185% increase in new vegan products between 2012 and 2016 in the UK. In 2011, Europe's first vegan supermarkets appeared in Germany. In 2017, veganism rose in popularity in Hong Kong and China, particularly among millennials. China's vegan market is estimated to rise by more than 17% between 2015 and 2020, which is expected to be "the fastest growth rate internationally in that period". This exceeds the projected growth in the second and third fastest-growing vegan markets internationally in the same period, the United Arab Emirates (10.6%) and Australia (9.6%) respectively. In total, as of 2016, the largest share of vegan consumers globally currently reside in Asia Pacific with nine percent of people following a vegan diet. In 2013, the Oktoberfest in Munich – traditionally a meat-heavy event – offered vegan dishes for the first time in its 200-year history.