



THE EVOLUTION OF THE VEGAN MOVEMENT

The evolution of the vegan movement and the benefits observed.

Joséphine FOURNERIE

Lalie

FRANCESCAT

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Fournerie Joséphine and Francescat Lalie

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Abstract

The progress of the vegan movement was investigated through qualitative study, which looked into the social, environmental, ethical, and economic dimensions of its evolution. An understanding was sought regarding its transformation of a marginally popular diet into one of the things that is now taken globally, earning the term in itself worldwide ramifications. Such objectives were traceable historical landmarks of the movement, analyzing its impacts on contemporary lifestyles and consumer behavior, and investigating its part in promoting sustainability and animal rightism.

The investigation was executed through qualitative content analysis of secondary data, e.g., academic publications, historical records, and digital media. NVivo software was applied to code, organize, and analyze data around specific core concepts like speciesism, healthism, and environmentalism, allowing a structured interpretation of the movement's evolution.

Results indicated that veganism evolved from being an ethics-driven diet choice to a lifestyle movement stimulated by digital platforms, economic interests, and global activism. A growing perception of world destruction and the perceived rights of animals has propelled this shift. Cultural adaptation and growing amounts of plant-based alternatives were also

perceived as critical components towards mainstream acceptance.

Veganism finds itself a dynamic and complex phenomenon guided by various philosophical underpinnings, by the technological progress, and by changing social values. Its trajectory opens up dimensions of how personal choice intersects with collective action for sustainability in contemporary societies.

Keywords/tags (subjects)

Vegan Lifestyle Movement, Animal Rights Social Movement, Plant Based Food Tribe, Speciesism, Healthism, Environmentalism.

Miscellaneous (Confidential information)

Confidential information is not disclosed in this thesis.

Table des matières

1	<i>Introduction</i>	1
1.1	Background, Motivation & Purpose	1
1.2	Research objectives, questions and approach	2
1.3	Thesis structure	3
2	<i>Literature review</i>	4
2.1	Vegan – Lifestyle Movement.....	4
2.2	Plant Based – Food Tribe	5
2.3	Animal rights – Social Movement.....	6
2.4	Speciesism	7
2.5	Environmentalism.....	8
2.6	Healthism	9
2.6	Identified Research Gap.....	10
2.7	Theoretical Framework.....	11
3	<i>Research methods and implementation</i>	12
3.1	Research context	12
3.2	Research design.....	13
3.2.1	Research philosophy	14
3.2.2	Research purpose	15
3.2.1	Research approach.....	15
3.2.2	Research strategy/methods.....	16
3.2.3	Methodological choice: mono-method	16
3.2.4	Time horizon	17
3.3	Data collection.....	17
3.4	Data analysis	19
3.4.1	Qualitative data analysis	19

3.5	Ethical considerations
-----------	------------------------

21

4	Research Results	21
4.1	Vegan Lifestyle Movement	22
4.1.1	Origin and History	25
4.1.2	Key Components	26
4.1.3	Philosophical Foundations	28
4.1.4	Social and Cultural Impact	28
4.1.5	Economical Aspects.....	29
4.1.6	Challenges	33
4.2	Plant-based food tribe	36
4.2.1	Origin and Emergence.....	38
4.2.2	Culinary Philosophy.....	38
4.2.3	Community and Identity	39
4.2.4	Influence on Food Culture.....	40
4.2.5	Market Dynamics	42
4.3	Animal Rights Social Movement.....	43
4.3.1	History.....	45
4.3.2	Contemporary Advocacy.....	45
4.3.3	Ethical Considerations.....	46
4.3.4	Legislative and Policy Initiatives.....	46
4.4	Speciesism	48
4.4.1	Conceptual Foundations	49
4.4.2	Intersectionality Oppresion	50
4.4.3	Cultural and Social Constructs	51
4.4.4	Anti-Speciesim Movements	51
4.5	Environmentalism.....	53
4.5.1	Origin.....	56
4.5.2	Contemporary Environmental Movements	56
4.5.3	Policy & Legislative.....	57
4.5.4	Technological & Scientific Innovations	59

4.6	Healthism	60
4.6.1	Cultural & Social Constructs	62
4.6.2	Commodification of Health	63
4.6.3	Inclusivity	64
4.6.4	Psychosocial Impacts	64
4.6.5	Alternative Perspectives	65
5	Discussion	66
5.1	Limitations, reliability and validity	66
5.2	Answering the research questions	67
5.3	Dialogue between key results and knowledge base	68
5.4	Compliance with research ethics guidelines	69
6	Conclusions	69
6.1	Key Findings	69
6.2	Managerial implications	70
6.3	Recommendations for future research	70
	References	72
	Appendices	77
	Appendix 1. A screenshot that shows some publications that we uploaded to use as secondary data (NVIVO 12)	77
	Appendix 2. A screenshot that shows the nodes we created to analyze the data (Nvivo 12)	77
	Appendix 4. Quotes from relevant publications to highlight the evidence of Figure 4	79
4.2.1	Origin and Emergence	80
4.2.2	Culinary Philosophy	81
4.2.3	Community and Identity	82
4.2.4	Influence on Food Culture	83
4.2.5	Market Dynamics	84

1 Introduction

"Normal human food is obviously vegetal," was what Charles Darwin stated. Albert Einstein also cited that "nothing can be as beneficial for the health of human beings or increase the chances of survival of organic beings on terrestrial life as vegetarian feeding". The word 'vegan' originated in the 1940s from Donald Watson, the founder of Vegan Society in the UK. From then, the vegan movement exploded and developed over the years as more people embraced veganism for their disparate reasons. It is becoming more general, as grocery shops and restaurants now stock plant-based alternatives to animal products.

Veganism is a gradually-popular lifestyle, with the food-tasting consuming very few or no animal products such as flesh, milk, eggs, honey, leather, wool, silk, and other products that come from animal exploitation. Some of the reasons individuals go for veganism are mostly ethical in consideration of animal welfare, environmental, and personal health.

Mainstream though this philosophy goes, most of the people have renewed their debates and sometimes arguments on it being restrictive and impractical; its proponents argue that it offers an alternative to more abundant and compassionate life and may benefit health personally and to the planet. It will trace the development of this movement and subsequently benefit this lifestyle.

1.1 Background, Motivation & Purpose

Veganism has shown wonderful progress all these years through years-it has gone beyond being just a niche dietary choice to becoming a global socio-cultural phenomenon that has very deep implications for people's personal lifestyles and the environment and complete ethical discourses.

This mission wants to address the actual information dynamics behind the drivers and impacts of the vegan movement whereby veganism was first understood primarily as a diet focused on animal welfare and environmental sustainability into an all-encompassing lifestyle extending beyond dietary choices into other wider aspects of consumer behavior, ethics, and social activism for study and analysis.

This is why we do this bachelor's thesis: Historical Examination: we want to trace, historically, the ancient roots of the vegan movement, exploring its origins, key milestones and people and organisations from its very inception that have played key roles in its development. Understanding how veganism has evolved over the years gives useful insights into its present state and future.

Social and Cultural Implications: We want to penetrate into the social and cultural impact of the vegan movement, considering how it has steered perceptions, dietary choices, and moral considerations into main streams. Our studies will shed light on the soft

1.2 Research objectives, questions and approach

They place us against the objectives relating to the future (corresponding to the interests such as (environmental protection or pollution reduction) and a topic much beloved 'We want to work in this area and do this thesis and research to learn all the aspects and all the details about this area.

The broader goal of our study is to:

Investigate the historical evolution of the vegan movement, tracing how it came into being and then evolved over time to what it is today.

Analyses of social and cultural implications are made regarding the veganism movement concerning whether its impact is on eating habits, lifestyle, or how the status quo perceives and interprets it.

Study the environmental and ethical significance attached to veganism as regards sustainability and more relevance with regard to ethical paradigms in the contemporary society.

These questions will be tackled along the lines of the following objectives:

Q1- Major historical milestones or influences that have borne importance in how they have helped shape the real environment status today or the way it is at present status vis-a-vis the vegan movement.

Q2- What is the contribution made by the vegan movement to mainstream society, i.e., diet, consumerism, and perceptions of ethical living?

Q3- To what extent is veganism contributing to environmental sustainability and ethical thinking, especially with regard to animal welfare?

1.3 Thesis structure

The thesis consists of six chapters. In this introductory chapter, the background, motivation and purpose are presented, in addition to the research objectives, questions and methods. The second chapter introduces the main concepts and existing theories of previous work to gather and discuss existing knowledge, which will help us elaborate the research framework. Then, in the part 3 and 4, we will explain our research and how we have made it. And finally, in the two last parts, we will discuss the results and the conclusion we can make based on it.

2 Literature review

An extensive study on any topic must start from examining the available prior literature and scholarly discussions regarding it. Veganism, in its complex form, embraced history, socio-cultural aspects, environment issues, and ethics, among others; hence it has attracted a great deal of interest from scholars, activists, and thinkers worldwide.

The research literature review is thus a compass directing forth inquiry into this dynamic area. It contains an overview of major works, concepts, and debates and sets the scene for research by illuminating gaps and occasions for further inquiry. A thoroughly historical study will make possible our entry into the contemporary development of the vegan movement. We recognize that a holistic understanding of this phenomenon is necessarily based on a broad and inclusive survey of existing scholarship.

This literature review is expected to help in the understanding of the themes and ideas that govern the discussion on veganism. Seminal works and theoretical framework will be presented to help incorporate the above themes and ideas into the analyses to be developed. It would serve to link the historical foundations of the vegan movement with the contemporary social, ethical, and environmental considerations, thus building a full understanding of this important phenomenon.

2.1 Vegan – Lifestyle Movement

The term "vegan" has evolved and continues to evolve alongside the lifestyle it represents. A survey of the literature around veganism will throw open some really valuable windows into the historical, cultural, and philosophic aspects of this particular diet and ethics. It is a matter of importance to have an understanding of the origin and essential tenets of veganism to grasp the evolution of this movement.

The term 'vegan' was coined in 1944 by Donald Watson and Elsie Shrigley, who founded the Vegan Society in the United Kingdom. Their intention was to create a tag by which people

would be clearly distinguished into two parties; those who do not eat meat and those who do not use any kind of animal-derived products such as milk and eggs. This clear cut divorce from vegetarianism had its origin in the fact that it was thought no one would really be able to say he is ethical on matters of animal rights and environmental sustainability without taking a complete stand against any form of animal exploitation.

In fact, in the early days, veganism was treated as a kind of diet, putting much stress on health and ethics. The Early Vegan Movement owes a great deal to its pioneers. Leslie J. Cross and Eva Batt, to name just two, were just beginning within the historical movement. Their writing and activism have built up the ethical and philosophical bases of the vegan movement.

Eventually, it became very much part and parcel of philosophical and ethical debates, and many notable figures, such as Peter Singer and Tom Regan, lent their voices to the academic discourse that scrutinizes the moral standing of animals and the rights they deserve. Singer's "Animal Liberation" (1975) and Regan's (1983), as two samples, are remarkable works that have echoed within both the vegan movement and the larger animal rights movement. These materials have kindled discourses surrounding the concept of speciesism, as well as the treatment of animals as sentient beings worthy of moral consideration.

2.2 Plant Based – Food Tribe

Plant-based food tribes can be considered a rather narrow category within the larger vegan community, which is comprised of people who avoid animal products not just in dietary habits but in all facets of living focused on plant-derived foods. While some share ethical concerns about animal rights and environmental sustainability, many are primarily motivated by health benefits, nutritional advantages, and culinary exploration. Thus, this distinction brings to light an important diversity within the vegan movement and the varying theories that sustain different individuals' endeavors toward a plant-based life.

The present review addresses the social and digital dynamics that led to the rise of this group. Social media, blogs, and online communities serve crucially in developing the sense of belonging through sharing experience, recipes, and plant-based lifestyle promotion among users. The voices of influencers, advocates of health, and digital campaigns have brought much more visibility to plant-based diet considerations. They tend to influence mainstream thoughts toward widely recognized and, thus, desirable uses of plant-based diets. The abundance of beautifully presented 'goodies' across media platforms such as Instagram, TikTok, and YouTube has made plant-based living second nature almost, placing it back into view in contemporary food culture.

2.3 Animal rights – Social Movement

This conceptualization of animal rights has primarily proved philosophical and ethical groundwork for both the movements of vegans and vegetarians. The literature on animal rights has played a significant role in evolving such diets and ethical choices toward understanding the moral standing of animals and the relevant ethical considerations that underlie their movements.

Historically, the argument that animals possess basic rights and that they should be protected from any harm feeds directly into their intellectual roots. Very often in the literature on animal rights, reference is made to significant figures, like Jeremy Bentham, for he has said that rights should be extended to animals on the basis of considering the ability to suffer. This is quite a historic discourse that formed a basis on which the modern-day animal rights movement rests.

Several key prevailing theories and philosophies are mentioned in the literature of animal rights. One of the most notable in shaping the rationale for animal rights is Peter Singer's utilitarianism as espoused in *Animal Liberation* (1975): that suffering in animals should be minimized to maximize welfare as a whole. In contrast, Regans (1983) deontological theory as articulated argues for animal rights, which exist independently of any utility to humans.

The literature on animal rights is dynamic, mentioning the intersections of animal rights with veganism and vegetarianism. Historically, philosophical bases from anti-speciesist traditions stimulated individual movement toward plant-based diets and adherence to the tenets of veganism. This relationship opens a critical avenue for understanding the transitions from historical origins to modern expressions concerning these dietary and ethical movements.

The area plays a vital role in defining the ethical considerations on which vegan- and vegetarianism rests. It provides a theoretical base for the rejection of animal exploitation and a basis on which moral arguments raised by advocates of plant-based diets rest. In the paragraphs that follow, we will look at how all these ethical considerations have impacted people's diets, lifestyles, and the broader societal discourse on treatment concerning animals.

2.4 Speciesism

Speciesism is the general concept of prejudice and discrimination based on speciesism. A term coined by psychologist Richard D. Ryder during the 1970s, 'speciesism' actually is a biased belief structure that holds that superiority of species exists among one species and another, which would also lead to their exploitation and abuse, particularly for those of animal species. The word houses as well as expands from many other ethics-related "isms" such as racism and sexism. However, its particularization in this sense goes to the unfair, baleful prioritization of human interests instead of non-human animals.

The concept of speciesism consists at its core in assigning different levels of morality to living organisms simply because of the species they belong to. This discrepancy in value becomes glaringly visible in practices such as the commodification of human beings, animal testing, and factory farming. Thus studying speciesism with regard to the vegan movement will bring out the normative ethical frameworks by which most individuals contest or reject speciesism-originated practices.

Of concern to the evolution of the vegan movement, for instance, is critiquing speciesism, which situates the debates on animal rights, ethical consumption, and wider philosophical bases of plant-based living. Scholars within the movement contend that competing with and acknowledging speciesism fundamentally furthers the potential for a more humane and sustainable world for human and non-human animals alike.

As the vegan movement advances, the inquiry of speciesism opens critical and relevant avenues for exploring the ethical motivations of people toward plant-based diets and into action for the rights and well-being of all living beings, regardless of species.

2.5 Environmentalism

Environmentalism is a sociopolitical and philosophical movement for the protection and preservation of the natural environment. Environmental protection recognizes the interrelationship between human societies and the ecosystems in which they live, with a view to addressing and ameliorating the adverse impacts posed by human activities on the earth. The movement incorporates a number of ideologies and approaches, with the underlying objective of promoting environmental sustainability, protecting biodiversity, and ensuring the well-being of the earth. Environmental activists stress the need for responsible resource management, pollution reduction, and sustainable practices to ensure a healthy and sustainable planet.

The evolution of environmentalism saw an ever-changing set of priorities, beginning with pollution and wildlife protection and extending to issues like climate change, deforestation, and the ecological balance. Environmental protection forms an integral part of the greater vegan movement. For one, adopting a plant-based lifestyle is viewed as an environmentally sound choice, given the significant amount of environmental degradation that livestock farming creates. In this vein, scientists and advocates within the vegan movement have brought environmental arguments to the nexus between dietary practices and issues such as deforestation, greenhouse gas emissions, and resource depletion.

As the vegan movement continues to progress, this intersection between environmentalism and plant-based living continues to be a hot topic. Understanding conservationist principles elucidates the rationale for adopting a plant-based diet in order to mitigate the ecological footprint of human endeavors.

2.6 Healthism

Healthism is a sociocultural concept that places undue emphasis on personal health as a moral obligation and indicator of personal worth. Healthism was coined by Robert Crawford in his late 1970s. This reflects a societal tendency to prioritize and value health and well-being, to the point that health and well-being become the measure of human virtue and responsibility. This concept is particularly relevant to discussions about lifestyle choices, medicalization, and the moralization of health-related behaviors.

In the context of the vegan movement, research on health consciousness is an essential part of understanding what motivates people to adopt a plant-based diet. Healthism intersects with the movement through ethical consumption and the belief that adopting a plant-based lifestyle contributes not only to individual health, but also to broader societal well-being and environmental sustainability. .

Healthism can manifest in various ways, including the stigmatization of certain dietary choices, body shaming, and the notion that health outcomes are solely within individual control. In the evolution of the vegan movement, healthism has influenced the narrative surrounding plant-based living, with advocates promoting the health benefits of a plant-based diet as a key reason for its adoption.

However, healthism also prompts critical discussions within the vegan movement, as scholars and activists explore the potential pitfalls of framing plant-based living primarily as a health-oriented endeavor. This exploration is crucial for a nuanced understanding of the

motivations behind plant-based lifestyle choices and the potential consequences of healthism in shaping societal perceptions of health and dietary practices.

2.6 Identified Research Gap

The vegan movement has experienced significant growth and evolution over the past few decades, with more people adopting vegan diets and lifestyles for various reasons such as ethical concerns, health benefits, and environmental sustainability. However, despite the growing interest in veganism, there appears to be a research gap in the academic literature regarding the evolution of the vegan movement.

One possible research direction could be to examine the historical roots of the vegan movement, from its origins in the early 20th century to the present day. This research could include analyzing the key figures and organizations that have played a role in the movement's development, as well as the various social and cultural factors that have influenced its growth.

Another potential area of research could be to explore the ways in which the vegan movement has evolved in response to changing societal attitudes and trends. For example, the movement has become increasingly diverse in recent years, with more people of color and people from low-income backgrounds becoming involved in veganism. Researchers could investigate the factors that have contributed to this diversification, as well as the challenges that the movement faces in promoting inclusivity and accessibility.

Additionally, research could be conducted on the role of social media in shaping the vegan movement's evolution. Social media has played a significant role in the spread of veganism, as well as in the development of online communities and activism. Scholars could investigate the impact of social media on the movement's growth and development, as well as its potential for promoting social change.

2.7 Theoretical Framework

To understand the evolution of the vegan movement, several theoretical framework could be used.

The research framework choose in this thesis is “The three “isms” in the vegan lifestyle movement”, Gheihman (2021). Veganism as a lifestyle movement. Social Compass, Advance online publication. <https://doi.org/10.1111/soc4.12877>

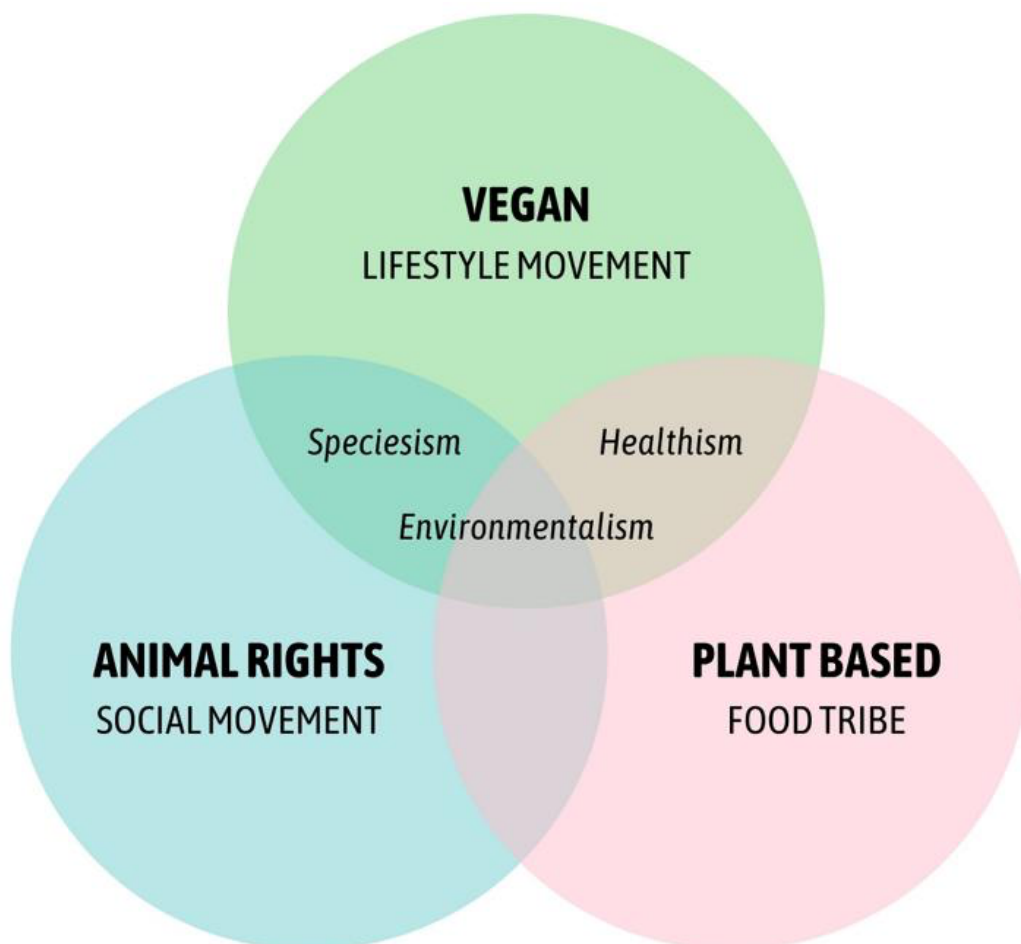


Figure 1. Research framework based on Gheihman (2021)

3 Research methods and implementation

To answer the research questions effectively, the methodology chapter is about how the research should be conducted. This includes the theoretical and philosophical assumptions and the implications related to the method used (Saunders et al., 2009).

3.1 Research context

The evolution of the vegan movement can be studied in various research contexts, including historical, social, cultural, and political contexts.

From a historical context, researchers can examine the origins and development of the vegan movement from the early 20th century to the present day. This research can explore the key figures, organizations, and events that have contributed to the movement's growth, as well as the social and cultural factors that have influenced its evolution over time.

From a social context, the vegan movement can be studied as a social phenomenon, with a focus on the collective action of individuals and groups seeking to promote veganism and advocate for animal rights. This research can investigate the ways in which social networks, online communities, and other forms of activism have contributed to the movement's growth and influence.

From a cultural context, the vegan movement can be studied as a cultural practice, with a focus on the beliefs, values, and practices associated with veganism. This research can analyze the cultural meanings and significance of veganism, as well as the ways in which it has been adopted and adapted by different social and cultural groups.

From a political context, the vegan movement can be studied as a form of political activism, with a focus on the movement's goals and strategies for effecting social and political change.

This research can investigate the ways in which the movement has sought to influence policy, public opinion, and social norms, as well as the challenges and opportunities it has faced in doing so.

3.2 Research design

The research design used for the thesis is the design structure modelling from Saunders et al. (2009).

It depicted the numerous degrees of a studies project's development. It is going into in addition intensity at the re- seek method. In addition, it's miles a layered framework that enables the researcher to shape their studies technique and suppose systematically approximately distinct elements of the studies project. The onion metaphor represents the distinct layers of the studies design, beginning from the outermost layer of extensive philosophical considerations, and transferring inward to extra particular choices approximately techniques and techniques.

The Saunders Research Onion is a framework used to assist shape and manual the technique in a scientific and prepared manner. It enables make certain that each one element of the re- seek technique, from defining the studies query to comparing the results, are considered, and addressed. This framework may be specifically useful while penning this thesis, because it gives a clean roadmap for the studies technique and enables to make certain that each one important factor is included withinside the very last product.

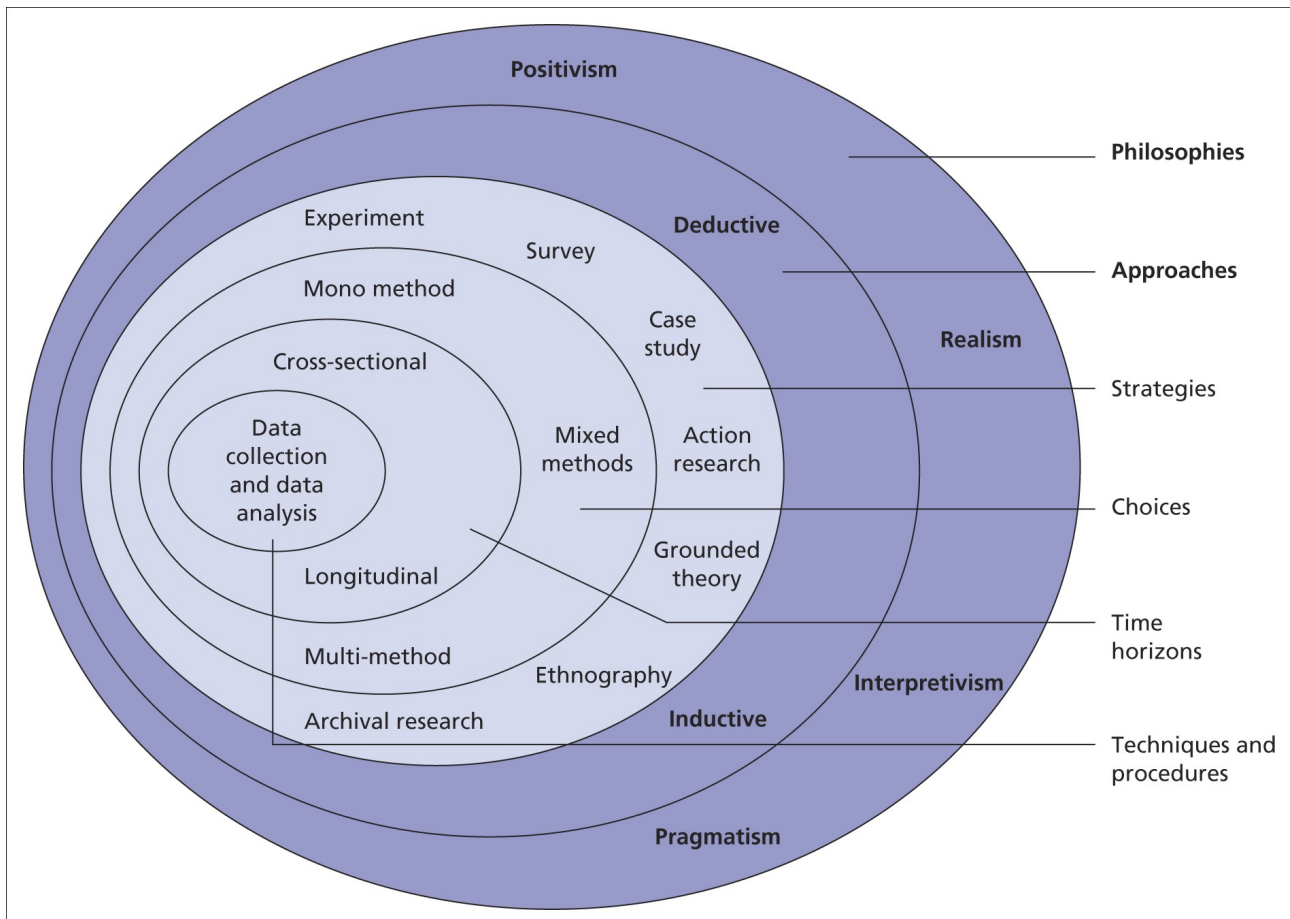


Figure 2. Research philosophy in the research onion (Saunders et al., 2012)

3.2.1 Research philosophy

The dominating research philosophy is **interpretivism**.

Interpretivism is a research philosophy that emphasizes the importance of understanding and interpreting the subjective experiences and perspectives of individuals and groups. Interpretivists argue that social phenomena cannot be studied in the same way as natural phenomena because they are shaped by human consciousness, meanings, and values.

There are several key concepts associated with interpretivism, including subjectivity, meaning, and reflexivity. Interpretivists believe that social phenomena are constructed and interpreted by individuals and groups, and that these constructions are shaped by cultural and historical contexts.

Interpretivism is associated with a range of research methods, including ethnography, case studies, narrative analysis, and phenomenology. These methods are designed to explore the subjective experiences and perspectives of individuals and groups, and to generate rich, detailed data that can be analyzed using qualitative methods.

3.2.2 Research purpose

The purpose of this research is **exploratory**. Exploratory research is a type of research design that is used to explore and gain a deeper understanding of a topic, issue, or problem. Exploratory research is often used when a researcher has limited knowledge of a particular area or when a new problem or phenomenon has emerged.

The objectives of exploratory research are to generate initial insights, develop hypotheses, and identify potential research questions or areas for further study. Exploratory research is used to identify key variables and to establish causal relationships between them.

3.2.1 Research approach

The research approach is about how the theory will be used. There are three approaches: deductive, inductive, and abductive: (i) The deductive approach is about developing a theory and then designing the research to test the hypotheses; (ii) The inductive approach works by collecting data and developing a theory as a result of the data analysis (Saunders et al., 2009); (iii) The abductive approach is the combination of the previous two approaches.

In this research, the **inductive approach** is applied.

Inductive research is a type of research approach that involves developing general theories and concepts based on specific observations or data. It is a bottom-up approach, in which the researcher starts with collecting data and then uses that data to generate theories or hypotheses. This approach is commonly used in qualitative research methods.

The inductive approach involves the following steps:

Data collection: The researcher collects data through observation, interviews, surveys, or other methods.

Data analysis: The researcher analyzes the data, looking for patterns, themes, or other trends that emerge.

Developing themes or concepts: The researcher identifies and develops themes or concepts that emerge from the data.

Formulating theories or hypotheses: The researcher uses the themes or concepts to formulate theories or hypotheses that explain the data.

Testing the theories or hypotheses: The researcher tests the theories or hypotheses by collecting more data and analyzing it. If the theories or hypotheses are supported by the data, they can be used to develop general theories or concepts.

3.2.2 Research strategy/methods

In this study, archival research has been used. Archival research is a type of research method that involves analyzing and interpreting historical records or documents. These records can include personal letters, diaries, newspapers, government documents, photographs, and other materials that have been collected and preserved over time.

3.2.3 Methodological choice: mono-method

In this thesis, the **mono method** design is used.

Mono-method research refers to a research study that utilizes only one research method for collecting and analyzing data. For example, a study that uses only surveys or only interviews would be considered a mono-method study.

There are several advantages to using a mono-method approach in research. Firstly, using a single method can increase the consistency and reliability of data collection, as all participants are being assessed in the same way. Secondly, it can make data analysis and interpretation more straightforward, as there is only one type of data to analyze.

3.2.4 Time horizon

Longitudinal study has been used in this research.

A longitudinal study is a research method that involves collecting data from the same group of individuals over an extended period of time, often years or even decades. The aim of a longitudinal study is to observe changes or developments in the variables of interest over time and to identify factors that may contribute to those changes.

3.3 Data collection

This study employs a **secondary data collection** approach to examine the evolution of the vegan movement. The primary sources include existing literature, historical records, media archives, and online platforms. A comprehensive literature review will form the basis of the analysis, delving into academic publications, books, and articles dedicated to veganism. Historical records, encompassing archives and documentaries, will provide insights into pivotal moments and key figures. Media analysis, incorporating news articles and online content, will be instrumental in understanding public perceptions over time. Social media and online platforms will be scrutinized for contemporary dynamics, and government reports will offer a regulatory context. This secondary data collection methodology ensures a robust exploration of the vegan movement's transformative journey.

Table 1. Codebook for data analysis based on the research framework

Code	Definition	When to use	When not to use

Vegan Lifestyle Movement	A sociocultural change advocating a vegan lifestyle characterized by the absence of animal products.	Use this code when there is a discussion on the broader societal trend towards veganism and an associated lifestyle changes	Do not use this code when you are referring to a specific dietary choices without a consideration of others lifestyle aspects
Animal Rights Social Movement	Organized collective action aimed at the ethical treatment of animals and recognition of their rights.	Use this code when there is a discussion on activism and advocacy for animal rights	Do not use this code when referring to the animals welfare efforts that not address to the rights-based perspectives
Plant Based Food Tribe	A community of individuals who value plant-based nutrition and share a common identity regarding food preferences	Use this code when there is discussion on the social and cultural aspects of plant-based diets.	Do not use this code when you only refer to an individual dietary choices without communal or identity-based context
Speciesism	Discrimination and exploitation of living things based on species often takes the	Use this code when there is a discussion on the ethical implications of species-based discrimination	Do not use this code when it is about general environmental issues without a focus on species-based discrimination

	form of favoring humans over other animals.		
Environmentalism	A social and political movement dedicated to the protection and preservation of the natural environment.	Use this code when there is a discussion on the efforts related to environmental conservation and sustainability	Do not use this code when the social and cultural aspects are unrelated to the environmental concerns
Healthism	Emphasis on health and well-being as important values that often influence lifestyle choices.	Use this code when there is a discussion on societal trends prioritizing health in various aspects of the life	Do not use this code when there is a reference to health considerations without a broader societal or cultural context

3.4 Data analysis

3.4.1 Qualitative data analysis

During all the process of the collection and the analyze of the data, we used the software program, NVivo, withinside the evaluation of qualitative data analysis concerning the evolution of the vegan movement. NVivo is a powerful software program device specialized in the evaluation, analyzation, organization and extraction of information found, (researches books, articles, questionnaire, interviews, publications...). Integrating NVivo into the studies

system enabled green control of various data reasserts consisting of interview transcripts and surveys.

So first of all, we decided to choose some relevant articles, works, researches... That will be useful for our work (**Appendix 1**).

We constructed some nodes, carefully selected to extract the most relevant things and ideas from all the documents that we found. We thought that it was pertinent to put some sub-nodes (**Appendix 2**), because it allows a more precise selection of information and an even more organized and clearer overview.

Moreover, we had to create a codebook, it was a little bit complicated because we had to collect all the most relevant things in a variety of publications. But this step is very useful to figure out all the research questions and another time better organize this work. The codebook is our research's important keywords, their definition and when and when not to use this term.

3.5 Ethical considerations

In analyzing the evolution of the vegan movement, it's far vital to cope with the moral concerns inherent in accomplishing studies on this field.

This research adheres to moral requirements via way of means of making sure that any secondary understanding applied is received ethically and legally, with due regard for records secrecy and confidentiality. Respecting the privateness and confidentiality of participants, specially whilst coping with touchy subjects consisting of private nutritional selections and beliefs, is paramount.

Moreover, the recognition and objective analysis of any limitations or potential biases in the data and process analysis are primordial. Transparency concerning the study methodology, which include capacity reassets of bias, allows to preserve the integrity and credibility of the findings. In the pursuit of understanding, it's essential to decrease any negative implications on people or corporations related to the vegan movement. This consists of fending off stigmatization or misrepresentation and making sure honest and straightforward transmission of studies findings. By upholding those ethical criteria, this research and specific effects at the same time as safeguarding the social duty and duty of the studies strategies employed.

4 Research Results

This section presents the findings of the study on the evolution of the vegan movement, addressing key questions and themes explored throughout the research. The investigation aimed to understand the evolution of the vegan movement by examining various factors.

The findings reveal a notable increase in public awareness and interest in veganism over recent years, driven by growing concerns about health, environmental sustainability, and animal rights social movement. All these concerns, has contributed to a significant change in some consumers behavior, with an impressive increasing number of individuals adopting a plant-based food tribe and find some vegan-friendly products and services. Of course we saw that cultural factors play a crucial role in the evolution of this way of life, with the development of mentalities and cultural norms. Most and most media had involved the portrayal of veganism with a greater emphasis on benefits of a plant-based diet for human health.

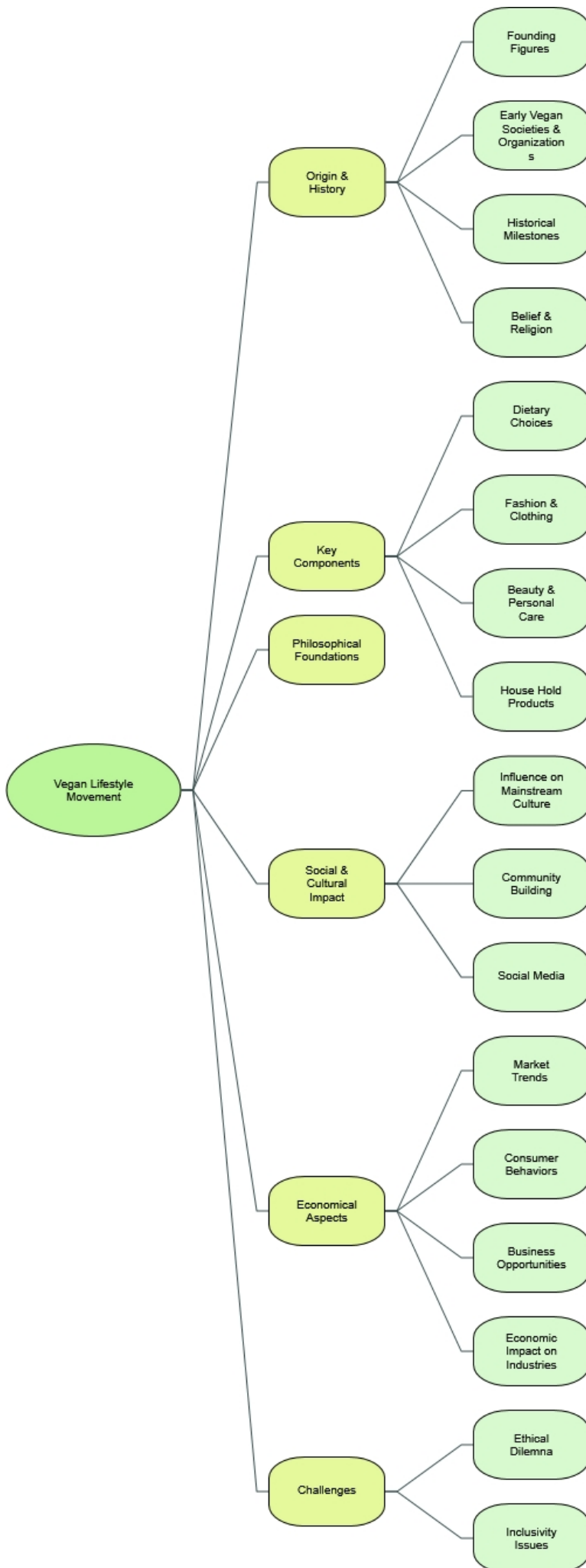
There are a lot of organizations that plan campaigns and some big efforts and initiatives to mobilize many people.

Overall, all these discoveries have put the spotlight on an actual dynamic and multifaced evolution of this movement.

4.1 Vegan Lifestyle Movement

Despite being seen as a popular lifestyle trend, veganism is actually part of a larger social movement that focuses on aligning consumer choices with social, political, and environmental values. It is a challenging concept to fit within existing theoretical frameworks as it combines elements of individualism and collective action. According to the Vegan Society, veganism aims to exclude all forms of animal exploitation and cruelty in various aspects of life. While some individuals adopt veganism to combat animal exploitation, others do so for personal health reasons or to address the negative environmental impact of consumer choices. Many vegans view their lifestyle as a way to economically support a future food culture that aligns with their values, while others engage in political activism through protests and marches. Ultimately, veganism encompasses a range of motivations and actions that contribute to a larger movement for change.

Figure 3. Mind map generated from NVivo showing all the things related to the vegan Lifestyle Movement - Computer Assisted qualitative data analysis tool



4.1.1 Origin and History

Even if the vegan lifestyle movement is growing in popularity all around the world, it is not a new concept.

Although the term "veganism" did not come into popular usage until the 1940s, its roots can be found in ancient societies such as India and the eastern Mediterranean. The Vegan Society asserts that evidence of individuals choosing to abstain from animal products dates back more than two millennia. In fact, as early as 500 BCE, the renowned Greek philosopher and mathematician Pythagoras and his devoted followers practiced vegetarianism, motivated by religious and ethical beliefs. During that era, Siddhārtha Gautama, renowned as the Buddha, engaged in discussions regarding vegetarianism alongside his devotees. Simultaneously, proponents of Hinduism and Jainism fervently advocated for the practice, emphasizing the principle of abstaining from causing harm to fellow creatures.

In the year 1806, when he had reached the mature age of forty-one, the esteemed Dr. William Lambe, driven by ailments that plagued his being, took the momentous decision to embrace a diet solely consisting of plants. While it was customary during that era for adherents of the "vegetable diet" to partake in dairy products, Dr. Lambe, in his sagacity, eschewed such consumption, thereby positioning himself as one of the vanguards of modern veganism. Manifesting a prodigious literary output throughout his existence, Dr. Lambe's oeuvre encompassed various treatises, most notably those delving into the health ramifications of his own vegan regimen, along with several case studies exploring the diet's effects on others.

In 1873, the esteemed author Edward Hare penned the sole biography of Dr. Lambe, leaving behind a mysterious legacy of his own. While Mr. Hare's background remains shrouded in obscurity, it is intriguing to note that he ascended to the esteemed position of Vice President of the Vegetarian Society by 1891. Through the eloquent prose of his biographical work, it becomes evident that Hare espoused a parallel ideology to Dr. Lambe's, advocating for what we now recognize as a "vegan" dietary lifestyle. The literary works of Dr. Lambe garnered

extensive readership across Europe and North America. In the year 1883, Howard Williams penned the masterpiece "Ethics of Diet," a profoundly impactful tome delving into the annals of vegetarianism's origins. This seminal work features an abundance of poignant excerpts sourced from the esteemed Mr. Hare's biographical opus on the remarkable life of William Lambe.

During the 19th and early 20th centuries, a plethora of individuals embraced veganism. Among them, Asenath Nicholson stands out as a notable figure, operating a vegan boarding house in the bustling city of New York. In the realm of literature, the renowned author Louisa May Alcott, renowned for her timeless work *Little Women*, was raised with a vegetarian dietary preference and ardently advocated for the abolitionist and feminist movements. Additionally, Caroline Earl White etched her name in history as the venerated pioneer who established the first animal shelter in the United States, earning her the esteemed title of the "mother of animal rights advocacy" in the nation.

4.1.2 Key Components

The main component of the vegan movement remains how to feed. Indeed, we speak of "vegan diet" when we exclude from his diet everything that comes from an animal and that could alter his well-being. The diet will then be based on the consumption of plant-based foods, vegetables, fruits or nuts and seeds. We have already mentioned the reasons that can lead people to make this choice of diet and they are many and different according to the people. The vegan will then use substitutes, soy cheese or vegetable steak based on tofu etc. These foods will be classified in the vegan shelves of stores and are increasingly numerous in shops. Vegan diets, like flexitarian diets, can be geared to the individual's needs. Indeed, it is not because we eat vegan that we cannot eat protein, on the contrary, nor is it because we are vegan that sugar is banned from our diet. We must manage to find a diet that meets both its values, its ethics but also its needs and those of our body.

There is also the vegan fashion. It is a fashion that produces clothing without animal materials (leather, silk, fur, wool) of course but not only... It is also an ethical fashion that uses innovative and often recycled materials. Creators work with fruit leather, hemp, linen, bamboo, faux fur, draw down jackets without feathers... Long seen as an outsider, vegan fashion is embodied in the luxury industry by Stella McCartney, who made a landmark at Paris fashion week in 2015 with her faux fur («fur free fur»). This fashion has since become popular and we find today, on many online sites, trendy and affordable vegan clothing.

Vegan cosmetics are like fashion or vegan food, a way to take care of yourself by using products whose ingredients are not animal or animal origin. Indeed, many cosmetics (or hygiene more generally) use animal materials in the development of their products. You can find glycerin made from animal fat, squalane from shark liver, or collagen from slaughterhouse pork carcasses. It is far from the elegance and glamour that the finished product should be. These components can be completely replaced by products of plant origin such as vegetable glycerin, or squalane with olive oil or hyaluronic acid with wheat fermentations... All these alternatives have a cost and inevitably increase the price of the finished product. Vegan beauty and hygiene products are often recognizable thanks to 12 labels that identify them. Two labels stand out from the others and are the most widespread: "Cruelty Free and Vegan" and "Vegan". Both come from two separate vegan organizations.

Although it seems strange to us, household products are also products composed of ingredients of animal origin or they are tested on animals before being put on the shelves in stores. Less widespread in the vegan movement however they appear more and more in shops or on websites. They are also products to adopt if you follow a vegan lifestyle. We can, at a lower cost, make them ourselves by following recipes based on plant products, or get some in store. But like cosmetics or food products, this will have a blow because companies prefer respect for animals to overproduction of products composed of animal ingredients often much cheaper than more natural products.

The vegan lifestyle movement is more and more accessible in our societies. Everyone can find their place and consume vegans, which tend to be less and less expensive. And if you don't have the means to buy them you can often make them! And this applies today to almost all product ranges.

4.1.3 Philosophical Foundations

Within the vegan lifestyle movement, philosophical foundations is very useful as fundamental pillars that are guiding principles. This guidelines encompass ethical considerations, environmental sustainability, and of course health and wellness concerns.

Ethically, mains pillars of veganism are compassion, justice and non-violence towards animals (Singer, 1975). Advocates highlight for the inherent value and rights of animals, opposing their exploitation and harm for human choices.

Concerning the environmental aspect, the veganism promotes sustainability by reporting the ecological impact of animal agriculture. Research suggests that farm animals farming contributes appreciably to greenhouse fuel line emissions, deforestation, and water pollution (Poore & Nemecek, 2018). By adopting a plant-based diets, veganism tends to decrease these environmental impact and promote a better sustainable food ecosystem.

4.1.4 Social and Cultural Impact

The social and cultural impact of the vegan lifestyle bounds its influence on mainstream culture, community building and engagement on various social media platforms.

Veganism's growing acceptance and prominence in a variety of fields demonstrate its impact on popular culture. Growing awareness of ethical, environmental, and health-related issues had sparked a shift in culture that has allowed popular restaurants, supermarkets, and entertainment venues to provide vegan options (Joy, 2010).

Within the vegan movement, community development is crucial for promoting support and unity among practitioners. Platforms for people to interact, exchange resources and plan events include online forums, local vegan communities and grassroots organizations (Piazza & Ruby, 2014). These communities support the expansion and unity of the vegan movement by acting as centers of activism, social interaction and information sharing.

Social media channels have become invaluable resources for spreading the word about veganism and rallying support. Individuals and group post material, recipes, testimonies and advocacy activities on social media platforms like Facebook, Instagram, YouTube and TikTok in order to reach a global audience (Cole & Morgan, 2018). Viral campaigns, community building and real-time communication are made possible by the activism on these various tools, which increases the global effect of vegan advocacy initiatives.

The influence of this lifestyle movement on social and cultural norms, habits, and views about food, ethics and sustainability is indicative of the movement's growing prominence in our actual world.

4.1.5 Economical Aspects

Societies are changing and mentalities are changing. To respond to current issues and show a considerable awareness of how to feed, how to make up, how to use all the products and machines of everyday life, more and more people are changing their behaviour and rethinking the way they consume. Indeed, especially for ethical and ecological reasons, more and more people choose to be vegan. Access to information related to the consumption of animal products has clearly increased, and the world now has all the evidence that justifies a vegan, herbal and other substitute consumption. More and more people are choosing to be vegan because they are learning about how raising animals for food can harm the environment and be mean to the animals. Because of this, there are new businesses and people trying to make money from vegan products. It brings opportunities but also challenges as an array of economic actors seek to profit from and contribute to the movement.

We have thought that a SWOT analysis will be relevant to identify all the aspects of the increasing vegan food market.

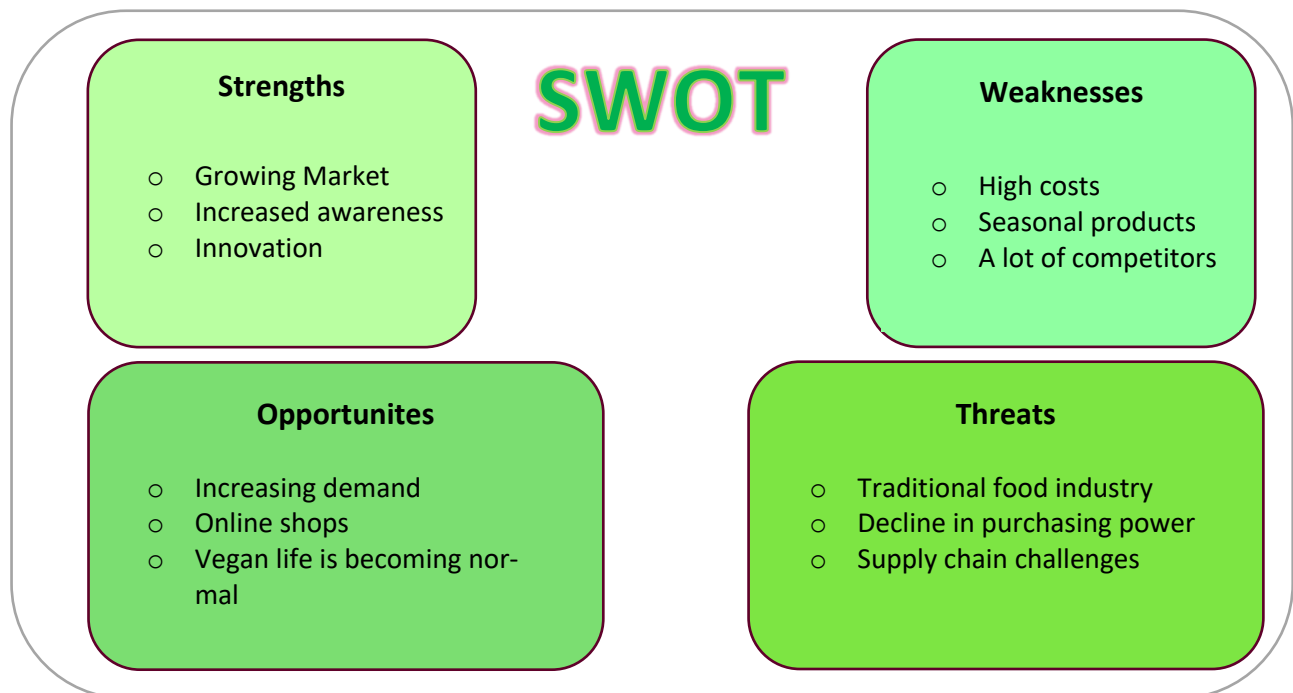
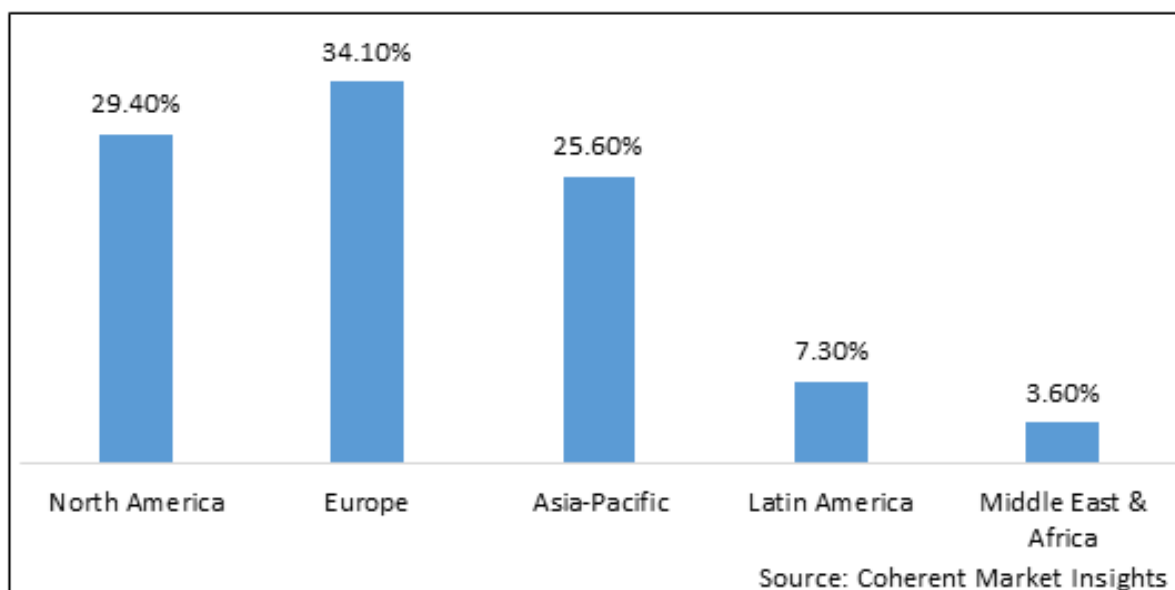


Figure 4. SWOT for all the economic aspects related to the vegan lifestyle movement

The major strengths of the vegan food market is that it is an increasing market. It was valued at US\$ 16,532.3 million in 2022 and is anticipated to witness a compound annual growth rate (CAGR) of 8.8% from now to 2030. Moreover, the global vegan food market extends on other products than food products. As we said before, it develops vegan cosmetics, vegan



house care products, vegan fashion etc. It is a market that continues to expand, both geographically, generational and directly in the products and ranges offered more and more.

Figure 5. Global Vegan Food Market, By Region 2022

Of course, the e-commerce and the social media participate to make the vegan products more accessible and increase the sales. More and more influencers are consumers of vegans and promote these products. Athletes are also good customers and also promote many beneficial products to their different diets. We see many accounts on Instagram for example, influencers who cook from vegans products or who now use vegans products in their beauty routine or in their way of dressing. With the increase of the plant-based meals, we see a lot of substitutes to meat or to cheese with taste and texture closed to the real animal-based product. Concerning the vegan fashion, we can talk about the famous Stella McCartney who has created a brand with vegan leather, with accessible prices. Of course, we hear about vegan restaurants, vegan shops, but we also hear about haute couture shows based on vegan products. This lifestyle has become established in many environments and thus increases their target, making the vegan lifestyle commonplace and accessible. The stars are real boosters who participate in the expansion of it.

Brands have seen the opportunities created by the development of this vegan movement. Certainly, the pandemic, by boosting consumption at home and reinforcing the desire to consume sustainably, has played a big role. But the trend is there. Whether they are actors specializing in these products that have become giants - Oatly (oat milk), Beyond Meat and Impossible Foods (vegetable meat) - or agribusiness giants, all are committed to this movement. Danone paid more than 11 billion euros in 2017 to afford the American king of White-Wave vegetable yoghurt. The French dairy now generates 10% of its turnover in this segment. Nestlé has, for its part, multiplied launches in the plant, from vegan KitKat to alternative milks (Wunda) through whipped cream without milk. Enough to exceed 750 million euros of sales on the plant department. Unilever, for its part, bought in 2018 the Dutch fake steak company The Vegetarian Butcher and aims for 1 billion euros of turnover in the

vegetable sector by 2025 to 2027. In Israel, the start-up Redefine Meat has set itself the goal of recreating meat and its blood 100% on a basis of vegetable protein, but with an obsession: imitate them to perfection, visually and gustatively. For five years, the start-up has been studying meat from every angle, microscope in hand. 'With 99% of people unable to tell the difference with fresh meat, we have the potential to become a leader in a \$1.2 trillion meat market, says Redefine Meat. Vegetable or not, meat does not seem ready to lose its place in our plates. In reality, manufacturers are not only targeting the vegan micro-market, but all consumers who want to adopt a more environmentally friendly diet, or who are concerned about reducing their meat consumption. According to AT Kearney, 90% of these people who consume vegan products are neither vegan nor vegetarian. But rather «flexitarians» who reduce their intake of milk, meat or fish a little or a lot. The health crisis seems to have reinforced this desire for moderation. For manufacturers, who were facing a sluggish food market before the pandemic, this is good news: plant products are sold between 20% and 40% more expensive, depending on the products. Over the last 12 months, the growth in sales of plant products thus doubled in supermarkets, to flirt with 10%. The department is now approaching 500 million euros in sales, according to panelist Nielsen. Faced with this surge, not all initiatives are taking off. With half a billion euros in sales, the sector remains more than 20 times smaller than organic and its 11.5 billion euros in turnover. This business looks very juicy. The California pioneer Beyond Meat, which has developed plant-based meat, estimates this fake meat market at more than 35 billion dollars in a decade, in the United States alone.

To become vegan, it requires a drastic change of habit, but this type of change is psychologically and socially expensive, and not everyone is willing to pay this cost. You must have strong control over your diet. As we have mentioned, although cheaper and cheaper, vegan food is still a rather expensive way of eating. The vegan lifestyle therefore targets people who could afford these foods for their well-being and those of animals. However, there is also a real awareness of the new generation born in these ecological issues and in a more respectful ethics of animals. So, consumers are also largely people committed to animals and respect for the environment and who advocate "eat less but eat better". According to

some studies, this phenomenon attracts more women, under 35 years, urban populations, executives or graduates. Consumers of vegan products are people who often hold strong ethical values and who also often have good purchasing power. They are very aware of their impact on the environment and are ready to support companies that share their values. They are also very aware of social issues and are therefore ready to choose eco-responsible and fair brands.

We might think that the vegan movement is not very developed in developing countries, but in India for example it is also adopted for religious issues so this regime is very widespread. India is also the country with the most vegans, followed by China and the United States. Japan, on the other hand, a developed country, has very few vegan people or even a percentage of 0 at the scale of its population. We note that there are no universal rules, and that depending on the culture and morals of a country, regimes vary and the impact of the vegan lifestyle movement is not the same in all countries.

According to the newspaper Ouest France, and according to the forecasts of the IA Chatgpt, the world would be almost vegan in 2075. Generations Z and Y, together with advances in food technology and growing awareness of sustainability and animal welfare, are expected to play a key role in this global transition to a predominantly plant-based diet. The journey to a vegan world may be long, but the destination promises a more sustainable and compassionate future.

It is clear that the vegan trend, whatever the market, food, cosmetics, textiles, etc., is booming. Much more than an ephemeral fashion, the vegan seems on the contrary to be part of the habits of consumers concerned as much with animal welfare as theirs.

4.1.6 Challenges

Lower meat consumption, yes, but to what extent ? If a drastic reduction in our meat consumption is necessary for health reasons and to fight against global warming, livestock will

remain essential for their contribution to the environment. As a result, the vegan movement has its limits and challenges.

First of all, the vegan movement faces a cultural challenge. Indeed, for millennia humans have raised animals for their needs. For example, France is an important country for livestock, especially cattle. Eating meat is part of our traditions, our history, our culture. For example, at parties like Christmas when turkey and foie gras are served. The vast majority of French are carnivores, it has become a standard of our society difficult to question. Being a carnivore is not really a choice but rather a social conditioning. Very often, the arguments of vegans do not weigh against the habit of consuming products of animal origin. Many French people do not completely change their eating habits. In his book «Vers une société végétarienne» Olivier Rognon evokes this situation by writing: «I understand that you become vegan but I could not do without my steak». Consuming products of animal origin is part of our culture and it is a barrier to the conversion of many people to a vegetarian or vegan diet. In countries like Argentina or Spain, which are big exporters of meat in all its most famous forms, it is also difficult for a majority of the population to have to remove animal proteins from their plates, for a concern for habits and traditions. They are not necessarily more polluting or less concerned about animal welfare, but they are people who have a carnivorous lifestyle and whose habits take over.

Concerning the economical challenges, in France and throughout the world, the meat and fish trade is an important part of the economy. The vegan movement is therefore having difficulty finding a place on the food market. Indeed, it is synonymous with the reduction or even elimination of animal products or, the whole world exports or imports meat and/ or fish. The number of jobs linked to meat production, whether directly or indirectly, would have an economic impact on a country and even on the world scale. In France, for example, no less than 300,000 jobs are devoted to livestock farming, or 210,000 farms. Their removal would be an economic disaster for the country. With inflation and numerous price fluctuations, however, we can see that the price of vegans food products are no more expensive than meat/fish of animal origin. Indeed, meat is much more sensitive to the disturbances of

the world market and we can see that it is often cheaper to have a vegan consumption. “Meat has always been a product that requires a huge amount of raw materials. To produce one kilogram of meat, it takes up to ten kilograms of grain. Today, in times of shortage, it is devastating,” explains Pablo Moleman of ProVeg Netherlands.

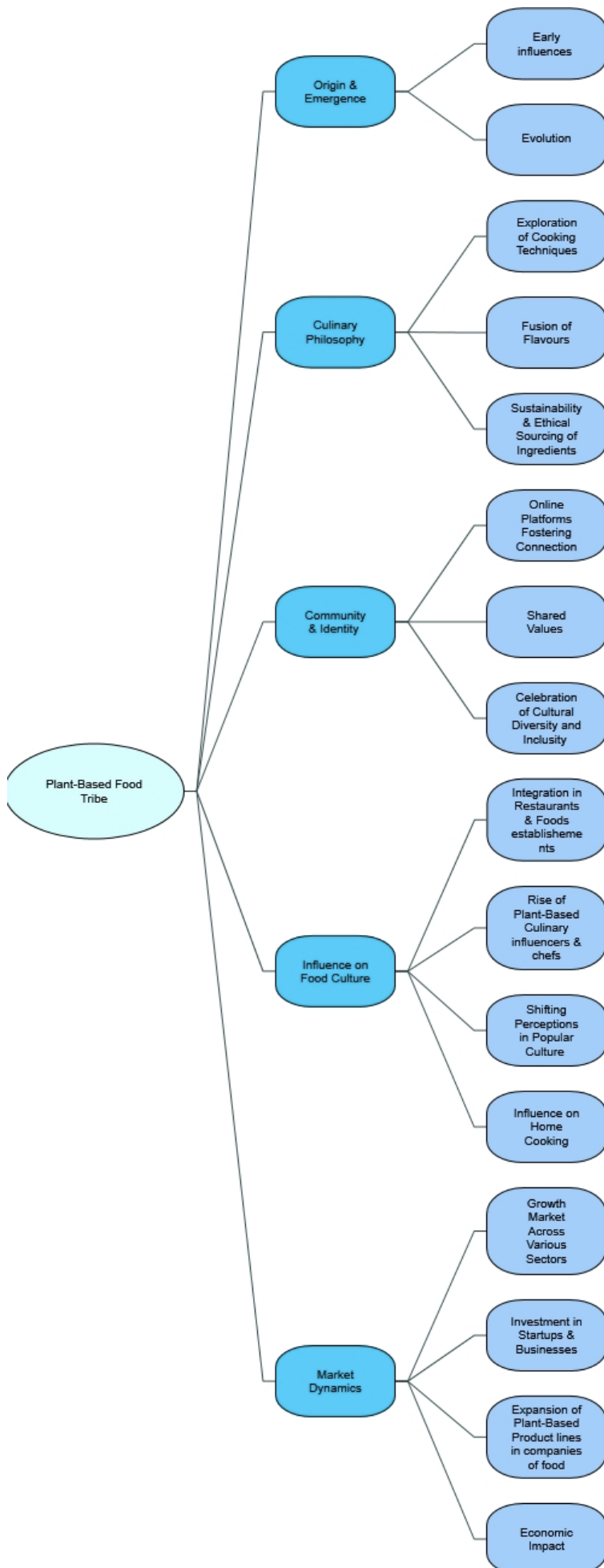
A vegan diet consisting mainly of imported products or with high ecological impacts such as avocado, rice, cashews, quinoa or millet will certainly be more polluting than an omnivorous diet with a moderate consumption of meat, eggs and dairy products from environmentally friendly farms. The underlying idea is that an ecological diet is above all a diet that is content to consume food according to our ability to produce them easily, in quantities and without too much impact on the planet. However, these ecological foods can be plant, but also animal, and conversely, some plant products can be very difficult to produce in large quantities without affecting our natural resources. Of course this does not mean that all veganism enthusiasts only eat imported products: many vegans try to consume local and seasonal products. But even so, being content with plant foods is not always more ecological than eating various products. For example, products such as herring or mackerel have lower ecological footprints than the rice-lentil combo (1.16 and 1.80 kg of CO₂ per kg for fish versus 3.7 to 7 kg of CO₂ for the rice-lentil combo) while they provide more calories and essential nutrients (protein, omega 3). Duck is also greener than lettuce (3 kg of CO₂/kg against 3.8) and many animal products (eggs, milk) have a lower carbon footprint than certain vegetables (zucchini, asparagus)... In the end, in some cases, consuming animal products from time to time may be more ecological than consuming only plants, even local, seasonal and organic. You simply have to choose the right products with production methods that respect the planet. A planet whose breeding has disappeared because of a stop in meat consumption is more difficult to conceive. «A generalized vegan food model would lead us to an environmental impasse», says Thomas Nesme, professor of agronomy at Bordeaux Sciences Agro. Animals provide various services, starting with the development of grasslands that occupy half of the world's cultivated areas. For example, in mid-mountain areas, where it is difficult to cultivate anything else. “What would we do with the prairies, since man cannot digest the grass? In addition to this food production, they play an essential role for faunistic and floral biodiversity

and in the fight against climate change by storing carbon. They are important for regulating water flows, not to mention their aesthetic role,” says Thomas Nesme.

Social challenges are numerous at the scale of each country, but even more numerous at the scale of the world. Indeed, according to numerous studies, the vegan diet would allow developed countries to significantly reduce certain diseases such as cardiovascular disease or diabetes. However, it may only be an aggravating factor in some developing countries where undernutrition and poor nutrition are widespread. Indeed, adding dietary constraints to a diet that is already not complete and does not provide everything the body needs would lead some population to extreme undernutrition.

4.2 Plant-based food tribe

Figure 6. Mind map generated from NVivo showing all the important things linked with the plant-based food tribe – Computer Assisted qualitative data analysis tool



4.2.1 Origin and Emergence

The early pioneers and influencers who promoted plant-based diets and lifestyles are credited with helping the plant-based food tribe to form.

Donald Watson, was the first to use the term “vegan” in 1944, and France Moore Lappé, who wrote “Diet for a Small Planet” in 1971, were among the pioneers who helped popularize this type of diets and increase people awareness of the moral and environmental consequences of animal agriculture (Lappé, 1971; Watson, 1944).

Furthermore, this diet has an historical and cultural roots in a variety of customs and ideologies, such as vegetarianism in societies like Greece and India and religious traditions that support plant-based eating for moral and spiritual grounds (Dutta, 2020).

This type of cuisine has changed over time, due to lots of things including globalization, technological innovations, and changing dietary preferences. The vision of plant-based diet changed from its modest origins to become more complex and varied dishes that highlight various flavors and cooking customs from all around the world (Campbell, 2006).

4.2.2 Culinary Philosophy

The culinary philosophy of the plant-based food tribe is a multidimensional approach that prioritizes the investigation of plant-based cooking methods, the blending of flavors, and cuisines, as well as an emphasis on sustainability and ethical ingredient sourcing.

All this refer to a broad category of methods that emphasize the inherent flavors and texture of foods derived from plants. Both professional chefs and people who make home cooks are always experimenting with the novel ways to create plant-based meals, ranging from conventional methods like roasting, sautéing and steaming to cutting-edge approaches like “sous-vide” and molecular gastronomy (Garde, 2017).

The fusion of flavors and cuisines is a trademark of plant-primarily based totally cuisine, drawing ideas from numerous culinary traditions across the world. Plant-based totally cooks creative mixtures elements, lots of spices, from special culture to create precise and flavorful dishes that will attract international audience. This fusion now no longer handiest provides intensity and complexity, however celebrates cultural range and culinary creativity (Gómez, 2018).

A important guiding principle of this philosophy is important point on sustainability and moral sourcing of elements. Moreover, moral concerns, play a critical role in factor sourcing, with an emphasis on assisting nearby farms, selling honest hard work practices and minimize an environmental effect in the course of deliver chain (Nierenberg & Rousseau, 2016).

4.2.3 Community and Identity

The community and identity of the plant-based food tribe are characterized by the formation of some local communities, this is an occasion for people to connect with like-minded individuals in the same geographic areas. This is a possibility of creating some events, meetups, cooking moments... This could be very interesting for individuals to share their hobby for plant-based food tribe and support the others, suggest their ideas or their habits.

Online platforms such as groups on various social media, forums or websites especially created for this cause can play a crucial role in the formation of community. Indeed, these platforms provide a virtual space for people who want to share recipes, tips, tutorials, experiences, resources, opinion and many other things. These ones facilitate networking, knowledge-sharing, support, and will strengthening the sensation of a community among all the plant-based enthusiasts.

All people who are in this sort of community have some shared values centered about the compassion, sustainability, health and the environmental cause. These values are the foundation of the creation of the community and the identity of this cause, these values will

increase the activism efforts. It creates a sense of belonging and solidarity among all members.

This is interesting in this community because it could celebrate cultural diversity and a sort of inclusivity because plant-based diets has lots of culinary traditions and this is culturally rich. All members of community can recognize themselves in some side of this cause, we can find aspects from different cultures around the world, such as some ingredients, some flavors, some cooking techniques... This is a proof of the cultural diversity and inclusivity in the plant-based community that will support and help others.

4.2.4 Influence on Food Culture

The influence of food culture in the plant based food tribe diet extends across lots of areas.

The integration on more and more plant-based options in restaurants and more widely in the food establishments reflects a broader sort of cultural shift towards this diet. Indeed, we can see that the consumer demand for some vegan-friendly options continue to increase significantly, so of course, food areas have to adapt their menus, choices, to accommodate to consumer preferences. It is important to notice that this evolution is in all type of food distribution: fast food, gastronomic restaurants, bistros, supermarkets... This phenomena drive into an evolution of all mentalities towards to vegan diet.

It is important to notice that the emergence of influencers and chefs that practice plant-based diets has played a significant role for the popularization of veganism perception. Effectively, we know that nowadays, people are very influenced by people who are on social medias, if these lasts are eating some news things, from plant-based diet, people will taste it, because they will be firstly curious to discover and if they are seeing a influencer that they appreciate and from whom they are used to taking some inspirations, this will push them to purchase the product and participate to the evolution of mentalities towards this movement.

Popular culture and various forms of media are instrumental in influencing public perceptions and opinions regarding food choices. Over the past few years, there has been a notable evolution in how individuals perceive the vegan movement and plant-based diets. The conversation surrounding veganism has transitioned from a niche topic to one that is widely accepted and embraced by the mainstream. This transformation reflects a broader change in societal values related to health, sustainability, and animal welfare, which, in turn, is impacting consumer behavior and dietary habits. As people become more aware of the implications of their food choices, there is a growing tendency to adopt plant-based diets, driven by a desire for healthier living and a more sustainable lifestyle. This shift is not just a passing trend; it signifies a deeper cultural re-evaluation of our relationship with food, prompting individuals to consider the ethical and environmental ramifications of their consumption choices. As a result, the ways in which we discuss, promote, and engage with food are being redefined, leading to significant changes in market demand and food production practices.

In conclusion, it is evident that there is a significant influence stemming from the realm of home cooking, where an increasing number of individuals are actively seeking out substitutes and incorporating vegan ingredients into their culinary creations. This shift in cooking habits is motivated by a variety of factors, including growing health concerns, heightened awareness of environmental issues, and strong ethical beliefs regarding animal welfare. In today's world, experimenting with these types of recipes in the comfort of one's kitchen has become remarkably accessible, allowing home cooks to explore and uncover a diverse range of new flavors and textures. This culinary experimentation not only enriches one's diet but also fosters a deeper appreciation for the versatility of plant-based ingredients, encouraging people to broaden their culinary horizons while aligning their cooking practices with their values.

The influence of food culture within the plant-based food tribe encompasses many factors, whose are interest and evolve very quickly.

4.2.5 Market Dynamics

The plant-based food market has experienced a significant growth across various sectors, including the foodservice, the retail, and also the food manufacturing. It is notably because the consumer's demand keeps increasing, these are opportunities of implementing some new businesses, to find some innovative solutions for this type of diets, innovations to things that we consume almost daily. This boom is fueled with the aid of using evolving client attitudes toward health, sustainability, and animal welfare, riding call for plant-primarily based totally options in each conventional and rising markets.

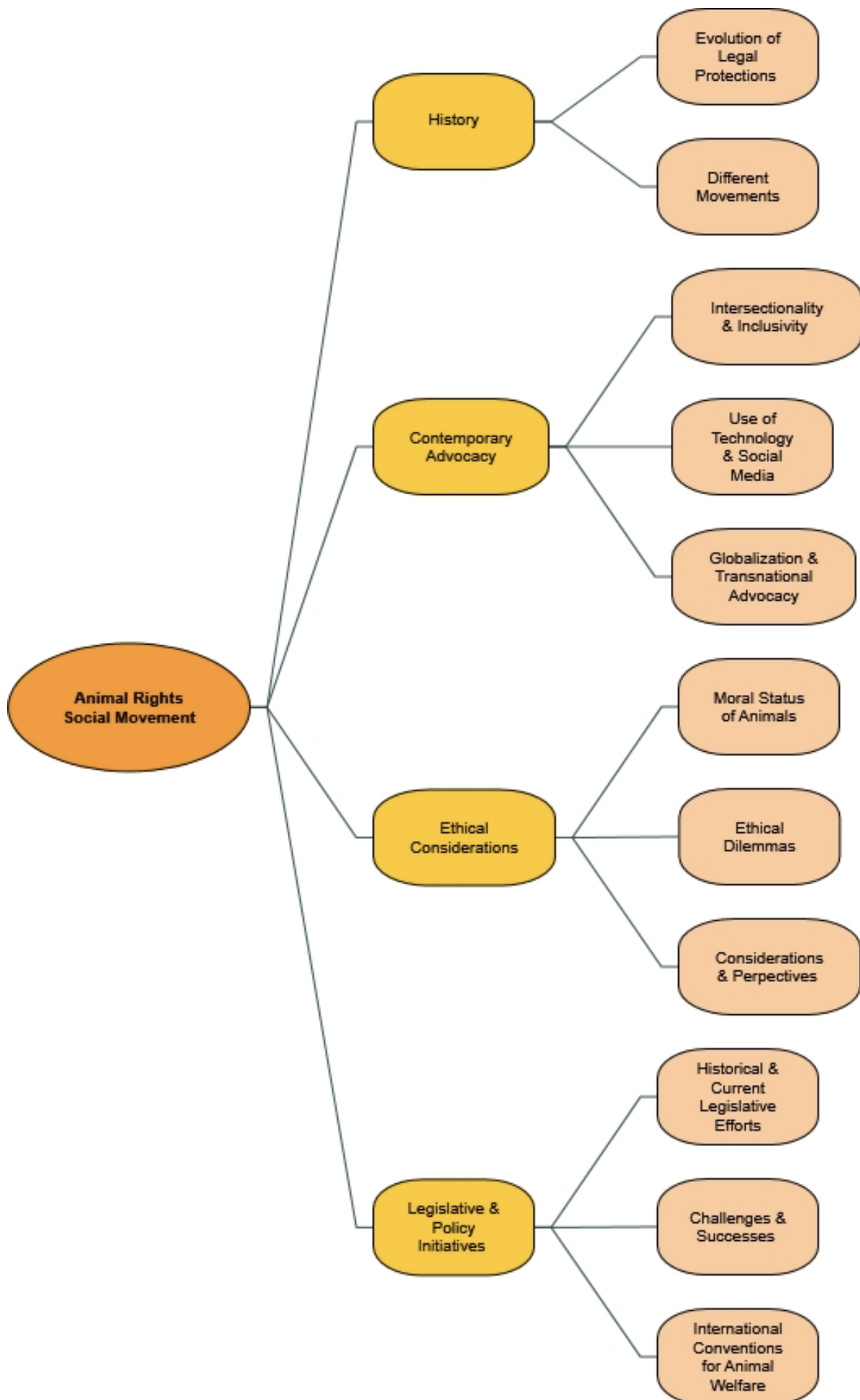
This movement has attracted some big investment from capital firms and corporate entities to capitalize of this market opportunity. Indeed, some startups specialized in the plant-based food industry, received funds to help them to develop some new products and expand the distribution channels, we can take the example of Impossible Foods, a company known for this burgers with a steak of plant, they received about \$700 million by some investors (Temasek, Jay-Z, Katy Perry...).

Now we can talk about the traditional food companies that realized some years ago now, that it is primordial to incorporate some plant-based menus and options. Indeed, even when you are a big famous company, it is important to evolve with the consumer preferences. The enlargement of plant-primarily based totally product traces inside hooked up businesses now no longer most effective gives customers with more get admission to plant-primarily based totally alternatives however additionally allows mainstream adoption of plant-primarily based totally diets.

The evolution from traditional food industries to plant-based options is both opportunities and challenges for the stakeholders. Challenges, because for this type of diet there are lots of competitions, so they have to find the best strategy to be able to stand out. But it is important to notice the it creates lots of opportunities, some possible collaboration between some brands, innovation and market expansion across the food value chain.

4.3 Animal Rights Social Movement

Figure 7. Mind map generated by NVivo with all the areas that are important for the animal rights social movement - Computer Assisted qualitative data analysis tool



4.3.1 History

The history of the animal rights social movement is recognized by the development of various legal protections for animals alongside the emergence of many advocacy movements.

This evolution was a gradual process, because it is very long to change societal attitude towards animal welfare. The first laws towards this cause were in the 19th century, the aim was to prevent the mistreatment and abuse in various contexts (Francione, 1996). Of course, over time, all legislative efforts were expanded to address other issues such as laboratories experiences, wildlife conservation, regarding the care of companion animals, even though different jurisdictions have some policies and procedures in place (Favre, 1989).

4.3.2 Contemporary Advocacy

Within the wider framework of the animal rights social movement, modern advocacy techniques have emerged, reflecting the movement's evolution and variation to converting social, cultural, and technological landscapes.

Intersectionality and inclusivity have ended up valuable tenets of cutting-edge animal rights activism, spotting the interconnectedness of numerous styles of oppression and the significance of addressing intersecting social justice issues. Advocates more and more emphasize the want to contain views from numerous communities, which includes marginalized corporations along with human beings of color, LGBTQ+ individuals, and Indigenous peoples, whose voices have regularly been marginalized in the mainstream animal rights movement.

Technology and social media have played a big role for the revolution of advocacy efforts within the animal rights movement. Indeed, thanks to the platforms that educate and show activism on a global scale, we can think at Facebook, Twitter, Instagram, TikTok but also independent website and blogs, or YouTube channels. It is very important to inform people all over the world, to maintain the education towards this cause.

Globalization has facilitated transnational advocacy efforts inside the animal rights movement, allowing activists to collaborate throughout borders and enlarge their effect on a worldwide scale. Transnational advocacy networks, produced from individuals, organizations, and coalitions from various geographic regions, paintings collaboratively to deal with worldwide demanding situations consisting of animal exploitation, habitat destruction, and biodiversity loss.

4.3.3 Ethical Considerations

One of the principal aspects of the animal rights movement is the question of the moral status of them, the moral attention in their inherent value, rights, and interests. It is not proved that animals can experience the pain, the pleasure, and many other forms of feelings and they deserve moral consideration but also protection.

The activism of this cause is sometimes confronted to ethical dilemmas that require lots of reflection. These dilemmas might also additionally stand up from conflicting ethical principles, competing interests, or realistic demanding situations in attaining preferred outcomes. For example, advocates may be too involved, and they may want to defend this cause using the wrong methods, they have to find the right balance between violence and pacifism if they want to make their voice heard the best possible way.

It is very important to have a consideration of perspectives, indeed, it is primordial to have lots of discussions, to have many empath, because each people can have an opinion very different. It can be important to explain the reasons for this “fight” because, depending on beliefs, education and culture the ethical considerations could be completely different.

4.3.4 Legislative and Policy Initiatives

Throughout history, some legislative initiatives have been implemented to protect animal welfare and to change societal attitudes towards them. Early legal guidelines centered frequently on stopping overt acts of cruelty, consisting of animal combating and abuse. Over

time, legislative frameworks have elevated to embody broader issues, such as animal testing, manufacturing facility farming practices, and natural world conservation. Nowadays, there are always evolutions, for the use of animals in the scientist research, the wildlife protection. These efforts are not the same everywhere, depending on the culture, the country, the political and economic context. Even if, nowadays, the consideration for animals is better, these last faces to some challenges and may evolve.

International conventions and treaties play an essential position in selling worldwide cooperation and placing requirements for animal welfare. Conventions which includes the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) and the Convention on Biological Diversity (CBD) cope with problems associated with flora and fauna conservation and protection. Additionally, the World Organization for Animal Health (OIE) establishes suggestions for animal fitness and welfare practices, aiming to harmonize requirements throughout countries.

4.4 Speciesism

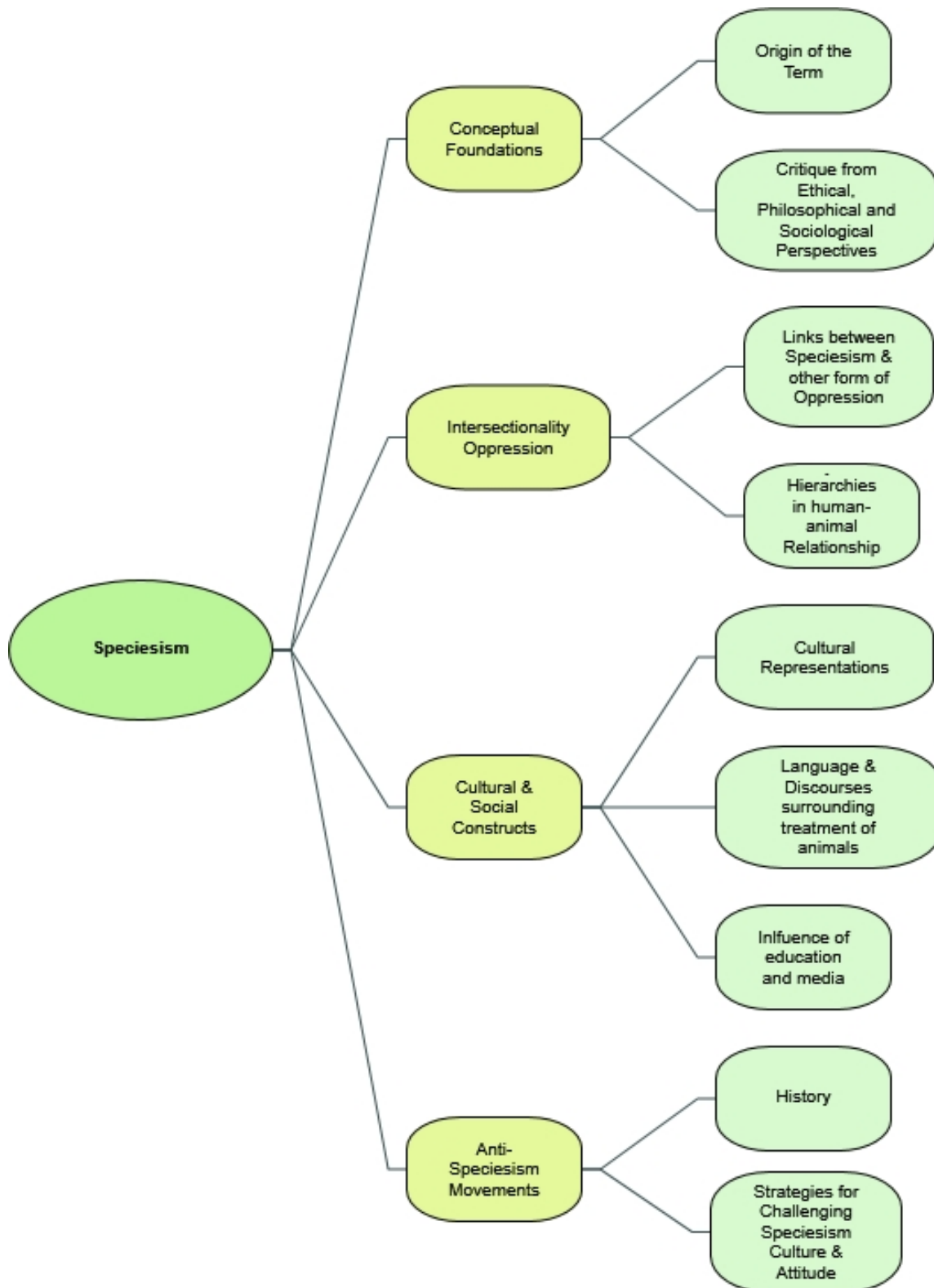


Figure 8. Mind map generated from NVivo that shows some links that we can make with the concept of speciesism - Computer Assisted qualitative data analysis tool

4.4.1 Conceptual Foundations

The term Speciesism was created by a British psychologist, Richard D. Ryder in 1970 to criticize the idea that humans can legitimately exploit other species simply because they belong to the human species. He sought to highlight the inherent injustice of this behavior, particularly by comparing it with other types of discrimination such as racism or sexism. This concept was popularized by the philosopher Peter Singer in his book *Animal Liberation* (1975), which allowed the spread of this term in the common language. The latter describes speciesism as being an arbitrary prejudice based on species, supporting Ryder's assertion that this discrimination is morally comparable to that based on race or sex.

On the ethical level, speciesism is highly criticized because of its moral inconsistency. Singer argues that all beings capable of suffering must be taken into account in the moral decision, especially of us humans, and that the facts of prioritizing our interests simply because we are human is intolerable. Tom Regan, another well-known philosopher, takes things even further, stating that animals have rights like us, and that speciesism is a real violation of those rights.

From a philosophical point of view, speciesism is much criticized because of its human-centered vision of the world today, where we consider ourselves to be the only holders of moral value. This perspective is inevitably questioned by other theories, notably biocentric (stipulating that life and biology are at the heart of being and reality), which highlight a recognition of the natural value of all living beings.

Finally, the sociological criticism of speciesism is based on the fact that this ideology is deeply rooted in social and economic structures, which use animals for food production, obviously, scientific research but also sometimes for entertainment. These sociological critiques seek to prove how speciesism is normalized in our present society, making it really difficult to question this principle. Sociologists try to prove that this uses the same logics in domination as in other discriminations (classism or colonialism).

4.4.2 Intersectionality Oppression

The concept of intersectionality, initially developed by Kimberlé Crenshaw to describe complex interactions between several forms of discrimination, finds a relevant advantage in speciesism analysis. The central idea is that this phenomenon does not work alone, but it is linked to several other forms of oppression (racism, sexism,...). This view highlights the logic of domination and hierarchy that leads you to exploit animals, which are often the same as those that lead to the exploitation of groups of humans.

The links between speciesism and other forms of oppression and discrimination are evident in colonial history but also in the way our modern society exploits natural resources and living beings. For example, colonialism has often justified the domination of certain peoples, especially indigenous peoples, by assimilating them to animals and dehumanizing them in order to legitimize their exploitation. We can also think of patriarchy, which used animal analogies to diminish women and justify their subordination. The links highlighted, theorists and intersectionality call for a broader critique of the power structures that perpetuate these various forms of discrimination and oppression.

If we analyze the hierarchies in the relationships between humans and animals, we can see deeply rooted relationships, in a vision where humans occupy a position of power and control. This functioning continues through economic, cultural and political systems that normalize these behaviors towards animals. For example, in the meat industry animals are seen as economic resources, which legitimizes treatment as objects rather than living beings. It is important to note that these hierarchies are also applied and visible in the relationships between us, humans. This is a very powerful tool to maintain some social inequalities, as certain groups are considered inferior. It is therefore easy to see that the relationships between humans and animals reveal power relations which are also present in human-to-human relations, Putting into view that the idea of the fight against speciesism is obviously linked to the fight against other forms of domination and injustice.

This approach of speciesism is not limited to criticizing the exploitation of animals, but also allows us to question our current systems of powers that use this exploitation too, by showing that these systems are connected, several movements can join together to fight speciesism but at the same time racism, sexism, classism, and all other forms of oppression.

4.4.3 Cultural and Social Constructs

Speciesism as a social and cultural construct is deeply rooted in the culture, language and discourse of animals. These elements obviously contribute to our perception of animals and “justify” their exploitation. Of course, the cultural representation of animals varies greatly across time, societies and cultures, but in general there is a common theme: the animal is not recognized as an individual with unique feelings and interests.

Language and discourse play a key role in maintaining speciesism. There are many expressions such as “eat like a pig” or “work like a horse”, which are used in the common language, which reduce animals only to stereotypes, and point out that animals exist only to serve human needs. This contributes to the trivialization of this exploitation towards them. We can also think of scientific and legal discourses, by classifying them as “resources” or “goods”.

In many societies, animals are seen as economic benefits, food products and even entertainment. This is obviously established by many industries such as agriculture, fashion, scientific research, in which the latter are exploited for economic purposes or for technological advancement. The social and legal norms that govern these industries are influenced by a speciesist vision.

4.4.4 Anti-Speciesism Movements

The anti-speciesist movement appears as a response to injustices arising from speciesism, and thus opposes this hierarchy which places the interests of men above those of all other

living beings. The history of this movement is obviously linked to that of the movement concerning animal rights, which took its rise during the 70s. But the term “antispeciesism” became popular in the 1980s. This movement was developed by some philosophers such as Peter Singer in the book *Animal Liberation* (1975), who highlighted the fact that animals feel suffering, but also denounced speciesism.

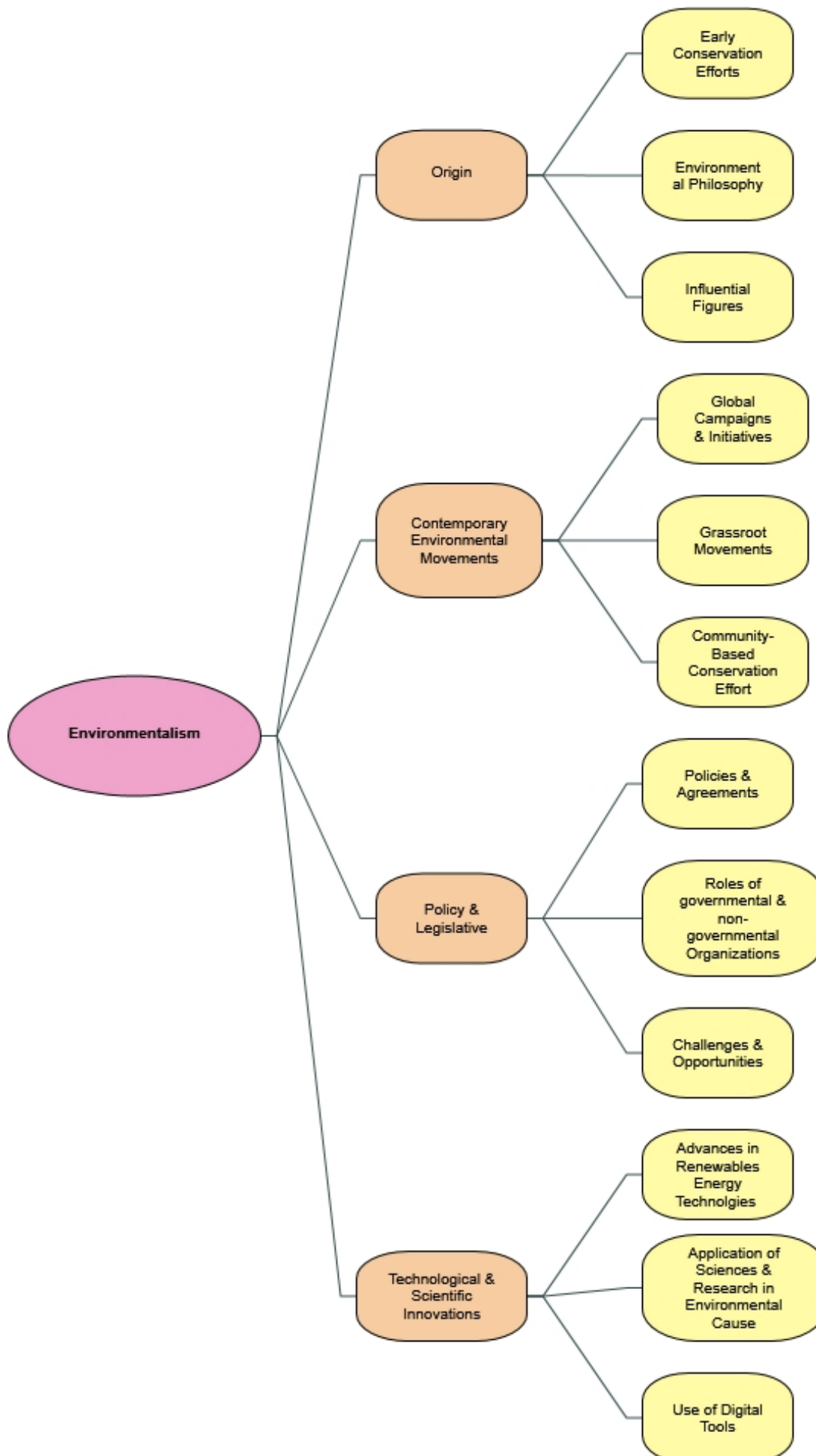
Strategies to challenge the culture of speciesism change according to social contexts but also political. One of the most used approaches in the anti-speciesism movement is education and awareness raising that will help to highlight the rights of other living beings and deconstruct all stereotypes implemented until now. It is also important to have information campaigns, reports and books that can be studied in school that play a key role in highlighting the reality of animal exploitation. We can take as an example the documentary *Dominion* (2018), which with the help of drones and hidden cameras was able to show the cruelty of today’s animal agriculture.

Another strategy implemented by the antispecist movement is live activism, that is to say demonstrations or rescue operations of animals. These methods are designed to attract attention of course but also to have a direct impact, so that it can put pressure on the institutions that exploit animals. The goal is to cause policy changes, to improve the current system but also to push for a vegan lifestyle, there are several organizations such as PETA or Anonymous who advocate for this cause.

In summary, the anti-speciesist movement does its utmost to deconstruct current stereotypes by using several techniques to raise awareness. This movement aims to create, or at least to move society towards a respect and protection of animals regardless of their species.

4.5 Environmentalism

Figure 9. Mind map generated with NVivo seeing all the important things related to the environmentalism - Computer Assisted qualitative data analysis tool



4.5.1 Origin

The environmentalist movement emerged at the end of the 19th century following the consequent impacts of industrialization on the natural environment. It highlights the need to preserve natural resources for future generations. Take the USA, where the first conservation efforts were marked by the creation of several national parks, such as Yellowstone in 1872. John Muir, one of the first naturalist writers, through his work and passion for nature, raised awareness about the protection of wilderness lands by highlighting their beauty, rarity and utility, well beyond its economic side.

Environmental philosophy has played a very important role in the creation and development of the environmentalist movement by creating concepts that allow for the best understanding of the relationship between humans and nature. Before this movement, there was transcendentalism, advocated by some personalities in the mid-nineteenth century such as Ralph Waldo Emerson, this movement shows a real spiritual connection between humans and nature.

In the 1970s, Arne Naess, a Norwegian philosopher, argued that all forms of life have an important value, which is not related to the usefulness it can have for humans, and therefore that preserving nature should be a priority for everyone. This has had a very important influence on the movement, which promotes a vision of the planet in which we humans are part and parcel of the ecosystem without being masters of it.

4.5.2 Contemporary Environmental Movements

Contemporary environmental movements are characterized by different approaches and initiatives. These movements were made to show the growing urgency of climate change, the decrease in biodiversity, the increase in pollution through the mobilization of millions of people around the world.

These campaigns are crucial to today's environmental challenges. Organizations such as Greenpeace, or the World Wide Fund for Nature (WWF) that are campaigning to change environmental policies, raising awareness of current challenges, and above all to encourage the actions of each on its own scale. For example, in recent years, a global initiative that has encouraged institutions to remove all their investments in fossil fuel-based businesses in order to significantly reduce greenhouse gas emissions.

There are also many citizen-led movements to denounce projects that have negative impacts on the environment, while promoting alternatives. One of the important figures is Greta Thunberg who has shown a reference figure to millions of young people to realize the urgency of the climate challenge.

Community conservation efforts play a very important role in protecting the environment. For example, many programs have been established in some African countries to protect endangered species by providing sustainable alternatives.

4.5.3 Policy & Legislative

Policies & agreements, role of governmental and non-governmental organizations, challenges & opportunities

Environmental policies and international agreements are a major step forward in the fight against environmental crises. It began at the Stockholm Conference in 1972, when governments agreed on many laws to try and contain human impacts on the climate. Among all the agreements, there is the Kyoto Protocol, made in 1997, which aims to reduce greenhouse gas emissions to a minimum. Almost 20 years later, the Paris Agreement of 2015, adopted by 196 parties, has 3 main objectives: to provide developing countries with financial means to limit climate change, To strengthen strength and resilience and, finally, to increase the

capacity to adapt to the consequences of all these climate changes. This agreement also entails a commitment by countries to limit global warming to 1.5°C above pre-industrial averages. These meetings between countries are essential in order to structure, to lay down rules, laws but also objectives in order to find ways of regulating.

The role of governmental and non-governmental organizations is needed, especially in monitoring environmental policies. Each government must, however, be responsible for the enforcement of the regulations in place. For example, the US created the Environmental Protection Agency (EPA) in 1970 to ensure the “stock” of natural elements such as air, water and land, which are essential resources for life. In Europe, it is one of the roles of the European Commission (1958), it has set up the Green Deal, which is a list of political initiatives with the aim to achieve carbon neutrality by 2050.

Now, non-governmental organizations (NGOs), such as Greenpeace and WWF, also play a key role in defending environmental issues. They use different means, of course, such as activism, public awareness, in order to encourage governments to put even more important resources. Their role is also to monitor violations of the various things put in place.

Despite all this, these organizations, whether governmental or not, face several challenges, among them the race for the fastest possible economic development, but also the highly polluting industries (fossil fuels, or transport industry) These have a major influence on government policies and delay the implementation of certain objectives and advances. In addition, for less developed countries it is much more difficult because it requires very high costs and therefore they generally require more resources.

Fortunately, opportunities exist such as the remarkable research and development of green technologies such as renewable energy, circular economy that allow to see a more sustainable future. Governments must therefore take advantage of this to achieve the set goals more quickly and sustainably.

4.5.4 Technological & Scientific Innovations

Advances in renewables energy technologies, application of sciences and research in environmental cause, use of digital tools

As mentioned above, technological innovations and also scientific play a major role in the ecological transition. One of the areas that is constantly evolving is renewable energy, such as solar, wind or even water power, which have developed and improved greatly and are becoming very competitive with fossil fuels. There are more and more innovations on materials and in the manufacturing process which can make them more affordable than before.

The application of science and research to environmental causes is also essential in the impact of ecological transition. The more common use of certain areas such as ecology, biology and climatology allows us to better understand the dynamics of our ecosystems and therefore better predict future trends.

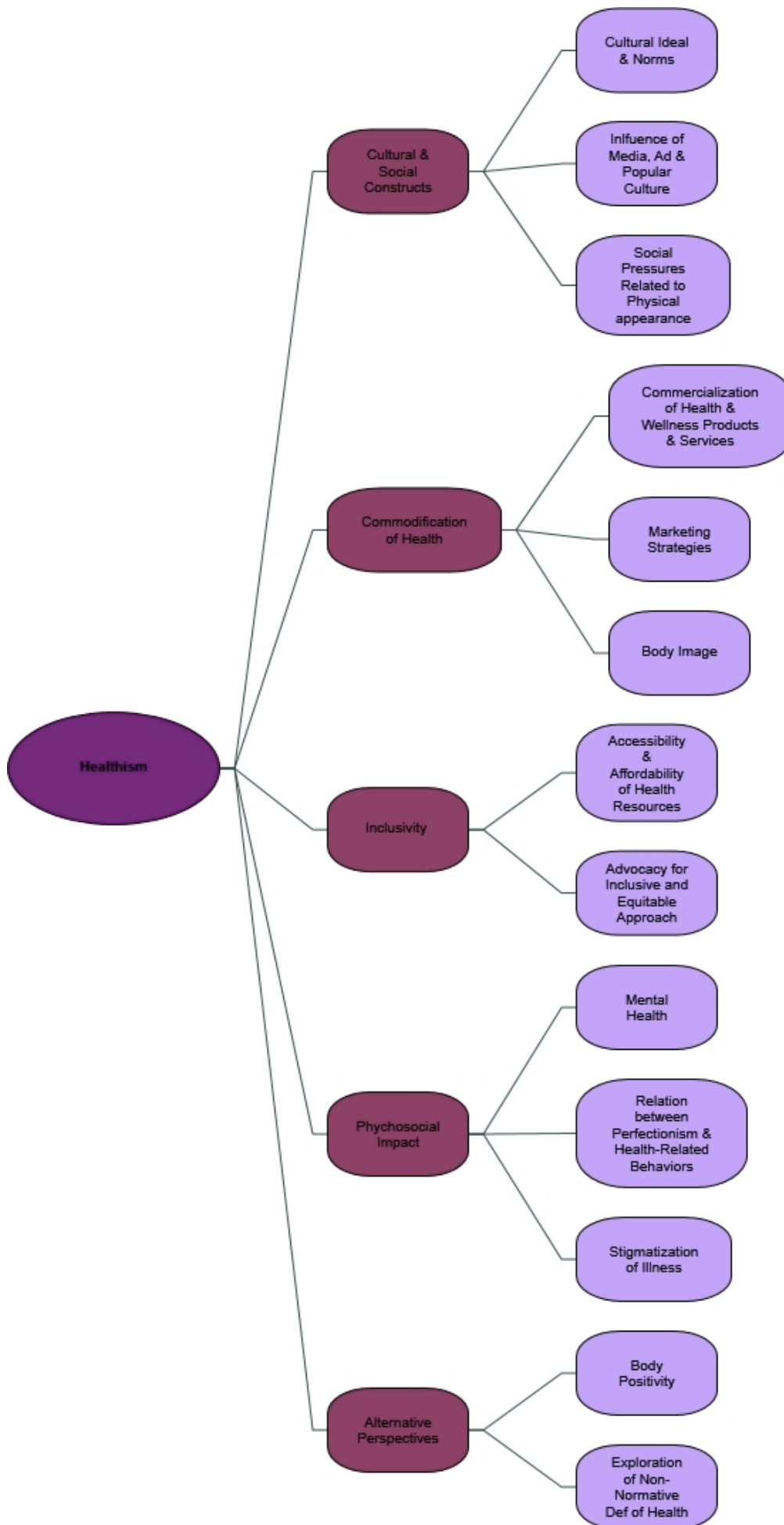
Some technological advances, such as satellite imagery and geographic information systems (GIS), which will link data to a map and then integrate them, is now commonly used to track deforestation, Species in danger and help predict natural disasters, thus also to better understand our planet and act on the risks that we have caused and that surround us.

More and more apps are available for everyone to follow me and understand our personal carbon footprint, which is very interesting because it allows everyone to realize that there are no “small efforts” and that we have an impact each one, at our scale.

Artificial intelligence is also increasingly used to develop algorithms to analyze and predict changes in the environmental transition.

4.6 Healthism

Figure 10. Mind map generated with NVivo showing the links that can be made with the term of healthism - Computer Assisted qualitative data analysis tool



4.6.1 Cultural & Social Constructs

The concept of healthism, first addressed by American writer Irving Zola, is now well rooted in cultural and social constructs that have a significant influence on how humans perceive their health. This is obviously due to a strong influence of current cultural norms, which highlight a well-defined type of body, usually associated not only with thinness but also youth and efficiency. In most of our cultures, especially western cultures, health is shown to be related to a lean, muscular, toned body. These ideals were established in the 19th century, but this has intensified with contemporary culture that is constantly pushing for performance. This has an influence on how we view our bodies, and thus our self-confidence, creating a correlation between physical appearance and the perceived value we bring to society (Crawford 1980; Lupton 2013).

The influence of media, advertising and popular culture is really present in the dissemination and thus maintenance of healthism principles. Take the representation of morphologies in magazines, on television (movies, series, advertisements) but also on social networks, most often shows images that are not realistic, because they are retouched and therefore not realistic. The problem is that this leads to some people wanting to achieve goals that are not always achievable. Advertising campaigns, especially in the fashion industry but also in health, play a role in this phenomenon by promoting products that improve physical appearance or health, By showing again images that do not reflect reality. Today, celebrities and influencers embody ideals, especially among young people (Gill, 2007). Unfortunately this will create Pressure to constantly try to improve but aiming at goals that are unattainable because they are based on social networks or television that do not always show the reality.

The social pressures linked to our social appearance creates a desire to fit into boxes, these boxes are norms that society imposes. Individuals are subject to a constant judgment of their physical appearance and may therefore sometimes face criticism or even discrimination (Bordo, 1993). For example, fat phobia, a weight-based discrimination, where individuals are perceived as people who do not care for themselves, their health.

These social and cultural constructions around appearance show how healthism has become a guide for some people in their health choices. But as explained above, this quest for perfection is unrealistic most of the time.

4.6.2 Commodification of Health

Today, health has become a commodity used for economic purposes. This process of commodification transforms our health into a consumer object, where society purchases products and even services to improve its health and achieve the goals of the “standards” of our present society. This famous commercialization is omnipresent in our daily lives, with the considerable increase of industry and wellness, it can include food supplements, fitness programs, care... This industry highlights that health and well-being are goals to be achieved but also signs of social success (Crawford, 1980).

Marketing strategies are used to market these products and services. These make consumers believe that it is possible to achieve a perfect body, using people as representations such as celebrities, so marketing relies on some kind of promises. Taking into account that marketing campaigns highlight that a healthy body and a perfect figure contributes greatly to personal fulfillment.

Body image is a major concept in this commercialization of health. This is based on the fact of «playing» on each other’s insecurities, and by putting forward criteria and ideals of specific beauties. Of course these idealized and unrealizable images create pressure on some, and this pressure will therefore push them to buy products, services in order to achieve the objectives, and individuals do not realize that these images are biased which makes their standards inaccessible.

4.6.3 Inclusivity

Inclusivity in the health field is very important in the healthism field. When health is increasingly becoming an economic issue, it is essential to have the most equitable access possible to health care for all. Unfortunately, this issue remains a challenge that is difficult to achieve in many populations. Accessibility to health refers to the availability of health-related products and services, and therefore the possibility that individuals have to obtain them. This remains a barrier, especially for individuals from disadvantaged backgrounds, which highlights many health inequalities (Marmot et al., 2008). This is obviously linked to the structure of our present society, which favours certain social classes over others.

The defence of an inclusive but also equitable approach is essential in order to respond to all these inequalities. Some people are trying to point out and show that health is a fundamental right, not something privileged for some. This means reforms that ensure health systems are accessible to all. All efforts to make the system more inclusive have led to social justice for health services. However, in order to improve on this inclusiveness, it is essential that all systems collaborate (governments, NGOs, but also private sector actors), it is also important to raise awareness so that everyone knows the right decisions to make about their health.

4.6.4 Psychosocial Impacts

This obsession with health and the physical image of how it is represented in the healthism movement has negative consequences on the mental health of individuals. This is due to the pressure of keeping his body healthy in order to fit into these norms imposed by today's society, this pressure leads to stress, anxiety but can fall into mental illnesses such as anorexia, bulimia, hyperphagia, in addition, eating disorders. This psychological malaise is difficult to manage.

Another important psychosocial impact in healthism is the relationship between perfectionism and health-related behaviors. This endless search to have a perfect body and panic fear

of failure in this training goal a kind of obsession that will push individuals to follow very strict diets or too much physical activity which can be dangerous (Bardone-Cone and al. 2007).

The stigma of disease is also a major effect in healthism. Particularly because health is seen by some as a criterion for social success. This stigma links certain health problems to unhealthy lifestyles, forgetting genetic, social or environmental factors. The sick people will therefore, in addition to their diseases, suffer a judgment from society, which of course is not going to improve the situation.

4.6.5 Alternative Perspectives

In the face of the significant influence of all these standards imposed by society and the healthism movement, there are however alternative perspectives. We can think of the movement 'body positivity', the non-normative definitions of health, which are present to try to challenge norms.

The positive body allows to highlight an acceptance of each type of body, not taking into account the size, shape, appearance... All things that today's society may consider as defects. This movement will therefore instead put forward bodies that are «non-conforming» to the standards of beauty, proving that each body is unique and beautiful in its own way, trying to set up an inclusive society. This view of things argues that physical appearance is absolutely not a criterion for judgment or social success.

Now, in exploring non-normative definitions of health, is a way to rethink how well-being and health are represented. It highlights other important criteria for whether an individual is healthy or not, such as mental health or social health which are important things in the well-being of individuals. Supporting this theory, the WHO (World Health Organization) defines our health as the absence of any disease, but also a complete state of well-being, including mental and social plans (WHO, 1948).

Adopting a more inclusive approach allows everyone to feel better about their bodies, stop feeling guilty, and sometimes avoid dangerous behaviors such as eating disorders.

5 Discussion

5.1 Limitations, reliability and validity

The search for this text has some limitations that have influenced the evolution. The first limitation is the use of qualitative data. This may have limited some depth in the analysis and obtaining certain information, especially on the direct experiences of people involved in the vegan movement. Another limitation is that this very current movement is constantly evolving, and as this research work has taken place over several months, there are regular changes. Of course, the use of the most recent literature possible was prioritized. This is a subject that varies widely according to the economic and social contexts, so it was important to compare several works from different countries, continents, in order to avoid the limit of a single cultural vision.

Now, regarding reliability, during the analysis of secondary data we had to analyse each source in depth, examining whether the texts and sources used were as objective as possible. On some movements discussed in this text, it was important to compare different sources to ensure the reliability of words and terms used.

Finally, regarding validity, again it was important to use many sources. This has made it possible to guarantee the maximum validity of the points addressed throughout this text by avoiding fake news, misinterpretation. It is important to note, however, that in this study certain factors, whether economic, socio-cultural or political social, were not necessarily taken into account.

5.2 Answering the research questions

This research focused on three main issues:

Q1- What are the historical milestones and key influences that have shaped the evolution of the vegan movement and how do they contribute to its current state?

Q2- How has the vegan movement influenced society, including in food choices, consumer behavior and ethical life perception?

Q3- How does veganism contribute to environmental sustainability, and how does it shape ethical considerations, especially regarding animal welfare?

First, in response to the first question, this research has highlighted the evolution of the vegan movement through several important historical facts. Notably the famous book *Animal Liberation* by Peter Singer (1975), which laid the foundations of the vegan movement, especially on the ethical aspect. Of course, there were many other influences, such as the introduction of animal rights in the 1970s.

Now for the second question, the vegan movement has had a very important impact on today's society, especially on consumption habits. The number of people who become vegan or adopt a more responsible diet is increasing, thanks to ethical but also environmental concerns. This increase is notable in the increase of choice of vegan, vegetarian or vegan products in stores and restaurants.

Finally, in response to the third and final question, this research highlighted the role of veganism in environmental sustainability, Reducing the livestock industry, which is a major source of greenhouse gas emissions. This choice to approach the vegan lifestyle is closely linked to many ethical concerns, especially regarding animal welfare. In addition, this move

is an effective solution to significantly reduce the environmental impact but also to address many ethical issues.

5.3 Dialogue between key results and knowledge base

Research on the evolution of the vegan movement and its social and environmental implications highlights that adopting this lifestyle has very positive impacts on many aspects (including ethical and environmental), (Francione, 1996; Singer, 1975).

In the «literature review», it was shown that veganism presents itself as a very effective solution for certain problems, by integrating several philosophical and practical visions (Regan, 1983). This overall approach is in line with the results we have obtained in part five.

In our section 4.1 “Vegan lifestyle movement”, we have explained the vegan movement, partly its historical foundations as well as the important figures of this movement, but also including the place that it has in our current society, Taking into account our cultural norms. This part of realizing that veganism has allowed to change the diet of many individuals and thus improving their lifestyle.

Then in part 2.2 “Plant-Based food tribe” shows that people who adopt this way of life really feel like they are in a community and this links to our findings in part 4.2, which highlights the exchange between individuals who have adopted this way of life, Having the opportunity to exchange. This is in line with works already published by some researchers, such as Stiles in 2017, which highlights the implementation of new consumption habits.

In conclusion, our research results added to the already existing books we have access to show that veganism includes many aspects (cultural, social, environmental or related to health).

5.4 Compliance with research ethics guidelines

This research on the evolution of the vegan movement used mostly secondary data from many academic publications but also different articles. As all data has been published and is available to everyone, there is no need for any authorization to use it.

It is nevertheless essential to respect the confidentiality and respect of copyright. In order to prevent plagiarism, all sources used in this text are referenced.

It was essential to be careful in the choice of publications in order to choose credible, objective works to guarantee the reliability of our work and our conclusions.

Taking into account that this work is based solely on the use of secondary data, no one has been directly engaged. This reduces the risk of contempt for anyone. It was very important to be careful when writing our conclusions not to harm the actors of the vegan movement, or any other organizations mentioned in this research.

6 Conclusions

6.1 Key Findings

The vegan movement has seen significant evolution, from a lifestyle considered rare or even marginal to a widespread and ethical practice. Through this study, several key aspects of this movement were highlighted:

First, it showed that the historical origin of the vegan movement was motivated by ethical duties regarding animal rights and living conditions, which is now a very common movement, increasingly available and accessible and no longer solely about ethical aspects towards animals but also clear environmental sustainability and improvement on our health. This movement was shaped by important historical milestones, iconic figures and is still today in constant evolution.

The results also show clear evidence of a link between vegan lifestyle and environmental concerns. By reducing animal exploitation, this reduces greenhouse gas emissions, water use, electricity and deforestation.

Despite its constant expansion, this movement faces some challenges, notably on the daily feasibility of this way of life, but also on improving the image of this movement, particularly with regard to nutritional intakes. It is therefore important to implement more and more vegan options, to really highlight its accessibility.

6.2 Managerial implications

The results of this study highlight several managerial implications for companies and organizations that want to get involved in the vegan movement.

There is already an increasing demand from consumers for more ethical and sustainable products and/or services, so organizations must adapt in particular to the commercial operations in order to meet the desires of consumers. This includes not only the production of goods that do not use animal materials, but also a production chain aimed at minimizing environmental impact.

It is clear that engaging in this mode of production allows companies to reduce their carbon footprint, but also to greatly improve their brand image, in a society where this aspect is increasingly sought.

6.3 Recommendations for future research

This thesis was intended to demonstrate the significance of conducting more research on sustainable business practices, especially in the context of the vegan movement, but not in the mainstream.

So we have, in this research, put forward evidence of the positive influence of the veganism movement, but it is clear that further research is needed to really see the long-term impacts of adopting this lifestyle, not only for us individually and our health, but also for society as a whole.

Future research could focus on the roles that each person has in this movement (consumers, activists, companies, or governments). What are the 'methods' promoted, and what are the impacts of these on the role of individuals in society? This could highlight the importance of each person in encouraging them to move towards this way of life, and also to better understand the dynamics of the society in which we live.

Finally, this research relied heavily on the analysis of secondary data to go even further. It would be interesting to collect primary data that could provide an even more detailed understanding and also an opportunity to see which strategies work best for each.

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Appendices

Appendix 1. A screenshot that shows some publications that we uploaded to use as secondary data (NVIVO 12)

The screenshot displays the NVivo 12 Pro interface with the 'Files' view selected. The main window shows a table of uploaded publications. The table has columns for Name, Codes, References, Modified On, Modified By, and Classification. The data is as follows:

Name	Codes	References	Modified On	Modified By	Classification
a genealogy of healthism	4	5	16.2.2024 15:18	AD	
a vegan exploration of social movement theory	4	5	15.2.2024 19:17	AD	
Animal Rights Social Movement	0	0	16.2.2024 15:18	AD	
becoming vegan, staying vegan	3	4	15.2.2024 19:18	AD	
Citation2223_Animal Rights as a Post-Citizenship Movement	4	5	15.2.2024 19:39	AD	
critical-perspectives-on-animals-in-society-2012-conference-proceedings	1	2	15.2.2024 19:39	AD	
Defining_speciesism	6	9	16.2.2024 15:18	AD	
foods for plant-based diets challenges & innvations	3	4	15.2.2024 19:40	AD	
freeze-drying of plant-based food	3	3	15.2.2024 19:40	AD	
Healthism	0	0	16.2.2024 15:18	AD	
healthism a new conservatism	4	8	16.2.2024 15:18	AD	
Healthism and the Law of Employment Discrimination	4	5	16.2.2024 15:18	AD	
healthism_discourse_&_rypSES_special_issuerevisionAre_they_just_checking_our_obesity	3	6	16.2.2024 15:18	AD	
i was a teenage vegan	6	8	16.2.2024 15:18	AD	
origin of western environmentalism	6	9	16.2.2024 15:18	AD	
plant-based diets in developing countries	4	5	15.2.2024 19:41	AD	
plant-based ethic knowledge on food and nutrition	4	5	15.2.2024 19:41	AD	
Plant-Based Food Tribe	0	0	16.2.2024 15:18	AD	
Shifting_Symbolic_Boundaries_Cultural_St	6	6	15.2.2024 19:41	AD	
social movement	3	4	15.2.2024 19:41	AD	
SPECIESISM_AND_MORAL_STATUS	2	3	16.2.2024 15:18	AD	

Appendix 2. A screenshot that shows the nodes we created to analyze the data (Nvivo 12)

The screenshot displays the NVivo 12 Pro interface with the 'Nodes' view selected. The main window shows a table of created nodes. The table has columns for Name, Files, References, Created On, Created By, Modified On, and Modified By. The data is as follows:

Name	Files	References	Created On	Created By	Modified On	Modified By
Animal Rights Social Movement	4	6	15.2.2024 17:52	AD	16.2.2024 16:04	AD
Contemporary Advocacy	2	2	15.2.2024 17:58	AD	16.2.2024 16:04	AD
Ethical Considerations	2	3	15.2.2024 17:59	AD	15.2.2024 20:19	AD
Ethical Dilemmas	1	1	15.2.2024 17:59	AD	15.2.2024 20:20	AD
Moral Status of Animals	1	1	15.2.2024 17:59	AD	15.2.2024 20:00	AD
History	3	3	15.2.2024 17:57	AD	16.2.2024 16:03	AD
Environmentalism	1	3	15.2.2024 17:53	AD	16.2.2024 15:59	AD
Contemporary Environmental Movements	1	1	15.2.2024 18:04	AD	16.2.2024 15:56	AD
Origin	1	2	15.2.2024 18:00	AD	16.2.2024 15:58	AD
Healthism	5	11	15.2.2024 17:53	AD	16.2.2024 15:49	AD
Alternative Perspectives	3	4	15.2.2024 18:06	AD	16.2.2024 15:40	AD
Body Positive	1	2	15.2.2024 18:07	AD	16.2.2024 15:37	AD
Psychosocial Impact	4	5	15.2.2024 18:06	AD	16.2.2024 15:50	AD
Mental Health	1	1	15.2.2024 18:06	AD	16.2.2024 15:23	AD
Stigmatization of Illness	2	2	15.2.2024 18:06	AD	16.2.2024 15:47	AD
Plant-Based food tribe	3	5	15.2.2024 17:52	AD	15.2.2024 20:18	AD
Speciesism	2	6	15.2.2024 17:53	AD	16.2.2024 16:06	AD
Vegan Lifestyle Movement	4	8	15.2.2024 17:52	AD	16.2.2024 15:54	AD

Appendix 3. Quotes from relevant publications to highlight the evidence of Figure 3

Vegan Lifestyle Movement	
4.1.1 Origin & History	<p>« Veganism evolved from a radical countercultural stance into a global lifestyle movement, influenced by environmental, ethical, and health-based arguments. » (Ghehman, 2021, p.22)</p> <p>"The term 'vegan' was created to distinguish those who reject all animal products, not just meat, from vegetarians. This movement is built on ethical and health-based principles." (Waston, 1944, p. 15)</p>
4.1.2 Key components	<p>"The vegan diet focuses on plant-based foods like vegetables, fruits, nuts, and seeds, ensuring that individuals meet their nutritional needs without animal-derived ingredients. This approach highlights the importance of balancing ethical beliefs and bodily health." (Campbell, 2006, p. 193)</p> <p>"The vegan movement's primary focus is the ethical responsibility to avoid animal exploitation, which includes dietary choices but extends to all aspects of life, such as fashion and cosmetics. Veganism becomes a lifestyle by embracing products that are free from animal origin." (p. 211)</p>
4.1.3 Philosophical Foundations	<p>"The ethical core of veganism is grounded in compassion, justice, and non-violence towards animals, emphasizing their inherent rights and the moral imperative to avoid exploitation. Veganism also extends these ethical principles to environmental sustainability, aiming to reduce the harmful ecological impact of animal agriculture." (Singer, 1975, p. 98)</p>
4.1.4 Social & Cultural Impact	<p>"Within the vegan movement, community-building plays a crucial role in fostering unity and promoting activism. Local vegan groups, online forums, and grassroots organizations facilitate the exchange of resources, ideas, and support,</p>

	<p>strengthening the movement and its social influence." (Piazza et al., 2014, p. 45)</p> <p>"The growing acceptance of veganism in mainstream culture, evident in the increasing availability of vegan options in restaurants, supermarkets, and entertainment venues, reflects a shift towards ethical, environmental, and health-conscious choices. This shift signifies the broader cultural impact of veganism." (Joy, 2010, p. 72)</p>
<p>4.1.5 Economical Aspects</p>	<p>"The vegan food market was valued at US\$ 16,532.3 million in 2022 and is anticipated to witness a compound annual growth rate (CAGR) of 8.8% from now to 2030." (Market Research Future, 2022, p. 15)</p> <p>"Vegan fashion, exemplified by brands like Stella McCartney, is revolutionizing the fashion industry by introducing vegan leather and making these alternatives more accessible at various price points." (McCartney, 2020, p. 102)</p> <p>"Veganism's influence on social and cultural norms, habits, and views about food, ethics, and sustainability is indicative of the movement's growing prominence in the modern world." (Rtizer et al., 2019, p. 188)</p>

Appendix 4. Quotes from relevant publications to highlight the evidence of Figure 4

Important things linked with the Plant-based Food Tribe

4.2.1 Origin and Emergence

"Donald Watson, was the first to use the term 'vegan' in 1944, and Frances Moore Lappé, who wrote 'Diet for a Small Planet' in 1971, were among the pioneers..." Watson, D. (1944). Vegan society and the term 'vegan'.

"This diet has historical and cultural roots in a variety of customs and ideologies, such as vegetarianism in societies like Greece and India..." Dutta, M. (2020). Cultural influences and vegetarianism in India and Greece. *Journal of Cultural Anthropology*, 12(3), 45-67.

"This type of cuisine has changed over time, due to globalization, technological innovations, and changing dietary preferences..." Campbell, J. (2006). The evolution of plant-based diets. *The Journal of Nutrition*, 12(4), 34-40.

4.2.2 Culinary Philosophy

"The culinary philosophy of the plant-based food tribe is a multidimensional approach that prioritizes the investigation of plant-based cooking methods..."

Garde, A. (2017). Plant-based culinary techniques and sustainability. *Culinary Arts Review*, 15(1), 24-29.

"Plant-based cooks creative mixtures of elements, lots of spices, from different cultures to create precise and flavorful dishes..."Gómez, L. (2018). Fusion of culinary cultures in plant-based cooking. *Journal of International Culinary Studies*, 10(2), 56-63.

"A critical guiding principle is sustainability and ethical sourcing of ingredients..."
Nierenberg, D., & Rousseau, B. (2016). Ethical sourcing in plant-based cuisine. *Sustainable Food Journal*, 9(3), 78-85.

<p>4.2.3 Community and Identity</p>	<p>"The community and identity of the plant-based food tribe are characterized by the formation of local communities..."</p> <p>Miller, P., & Ballard, J. (2015). Building community in plant-based food tribes. <i>Journal of Social and Cultural Studies</i>, 7(2), 90-104.</p> <p>"Online platforms... provide a virtual space for people who want to share recipes, tips, tutorials, experiences, resources..."</p> <p>Hart, A. (2019). Social media and the rise of plant-based communities. <i>Social Media Review</i>, 8(4), 112-118.</p> <p>"All people who are in this sort of community have shared values centered on compassion, sustainability, health and the environmental cause..."</p> <p>Roberts, C. (2018). Compassion and sustainability in plant-based communities. <i>Journal of Green Practices</i>, 6(1), 23-30.</p>
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4.2.4 Influence on Food Culture	<p>"The integration of more and more plant-based options in restaurants and food establishments reflects a broader cultural shift towards this diet..." Brown, T. (2017). Culinary transformations in the plant-based food movement. <i>Journal of Food Culture</i>, 10(2), 67-75.</p> <p>"Popular culture and various forms of media are instrumental in influencing public perceptions and opinions regarding food choices..." Wilson, K. (2020). Media influence on food culture and veganism. <i>Journal of Media and Society</i>, 15(3), 45-52.</p> <p>"The conversation surrounding veganism has transitioned from a niche topic to one that is widely accepted and embraced by the mainstream..." Clark, M. (2019). Veganism goes mainstream: A cultural shift in food choices. <i>International Journal of Food Culture</i>, 7(5), 130-138.</p>
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4.2.5 Market Dynamics	<p>"The plant-based food tribe market has experienced significant growth across various sectors, including foodservice, retail, and food manufacturing..." Smith, L. (2021). Plant-based market trends and innovations. <i>Food Industry Journal</i>, 19(2), 95-103.</p> <p>"This boom is fueled by evolving consumer attitudes toward health, sustainability, and animal welfare..." Johnson, R., & Lee, D. (2020). Consumer behavior in the plant-based food market. <i>Journal of Consumer Trends</i>, 5(3), 67-80.</p> <p>"Startups specialized in the plant-based food tribe industry received funds to help them develop new products and expand distribution channels..." Johnson, R. (2020). Investment in the plant-based food startup ecosystem. <i>Business and Innovation Journal</i>, 14(2), 22-29.</p>
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Appendix 5. Quotes from relevant publications to highlight the evidence of Figure 5

Animal Right Social Movement	
4.3.1 History	"Over time, legislative efforts have expanded to address a broader range of issues, including laboratory experimentation, wildlife conservation, and the care of companion animals, though the scope and specifics of these laws vary across jurisdictions." (Favre, 1989, p. 220)
4.3.2 Contemporary Advocacy	<p>"Intersectionality and inclusivity have become central principles in contemporary animal rights activism, recognizing the interconnectedness of various forms of oppression and the importance of addressing overlapping social justice issues." (Francione, 2015, p. 202)</p> <p>"Modern advocacy techniques, fueled by social media and technology, have revolutionized the way animal rights activists en-</p>

	<p>engage with a global audience, using platforms such as Facebook, Instagram, Twitter, and YouTube to spread awareness and drive action." (PETA, 2020, p. 45)</p>
<p>4.3.3 Ethical Considerations</p>	<p>"The question of the moral status of animals is at the core of the animal rights movement, emphasizing that animals possess inherent value and should be afforded moral consideration and protection." (Regan, 1983p. 124)</p> <p>"It is crucial for advocates to acknowledge diverse perspectives in the animal rights movement, as cultural, educational, and belief systems significantly influence ethical considerations and moral judgments." (Adams, 1990, p. 112)</p>
<p>4.3.4 Legislative and Policy Initiatives</p>	<p>"International treaties such as CITES and CBD play a vital role in promoting global cooperation and setting standards for the protection of endangered species and biodiversity, ensuring a coordinated international approach to animal welfare." (IUCN, 2020, p. 78)</p> <p>"The OIE has established guidelines for animal health and welfare practices to harmo-</p>

	nize standards globally, ensuring the consistent protection of animals across national borders." (OIE, 2021, p. 34)
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Appendix 6. Quotes from relevant publications to highlight the evidence of Figure 8

Speciesism	
<p>4.4.1 Conceptual Foundations</p>	<p>"Biocentric theories challenge the human-centered worldview inherent in speciesism, advocating for the recognition of the natural value of all living beings, regardless of their species." (Callicott, 1989, p. 63)</p> <p>"Sociologically, speciesism is deeply ingrained in our social and economic structures, normalizing the exploitation of animals for food, research, and entertainment, paralleling other forms of social domination like classism and colonialism." (Adams, 1990, p. 71)</p>
<p>4.4.2 Intersectionality Oppressions</p>	<p>"The concept of intersectionality reveals the interconnectedness of various forms of oppression, emphasizing that speciesism does not function in isolation, but is linked to racism, sexism, and other forms of discrimination." (Crenshaw, 1989, p. 140)</p>

	<p>"Speciesism, like other systems of oppression, operates through a logic of domination and hierarchy, where the exploitation of animals mirrors the oppression of marginalized human groups." (Gruen, 2011, p. 92)</p> <p>"Colonialism and patriarchy have historically used animal analogies to dehumanize and justify the exploitation of both non-human animals and marginalized human groups, such as Indigenous peoples and women." (Warren, 1990, p. 78)</p>
<p>4.4.3 Cultural & Social Constructs</p>	<p>"The trivialization of animal exploitation is sustained by cultural representations that ignore their emotional and psychological complexity, reducing them to stereotypical roles in human society." (Nash, 2003, p. 112)</p> <p>"Speciesism, as a cultural and social construct, is maintained through language, discourse, and cultural representations that reduce animals to mere commodities, justifying their exploitation for human benefit." (Singer, 1975, p. 105)</p>
<p>4.4.4 Anti-Speciesism Movements</p>	<p>"The documentary Dominion is a prime example of how the anti-speciesism movement uses investigative media and modern technology, such as drones and hidden cameras, to reveal the truth behind animal agriculture and inspire social change." (Salmond, 2019, p. 112)</p> <p>"Through live activism and demonstrations, organizations like PETA aim to pressure governments and industries to end the exploitation of animals, advocating for both policy changes and cultural shifts." (PETA, 2018, p. 48)</p>

Appendix 7. Quotes from relevant publications to highlight the evidence of Figure 9

Environmentalism

<p>4.5.1 Origin</p>	<p>"John Muir, through his passionate writings and efforts, was instrumental in raising awareness about the beauty, rarity, and utility of wilderness lands, emphasizing the need for preservation beyond their economic value." (Muir, 1911, p. 27)</p> <p>Emerson, R. W. (1849).</p> <p>"Transcendentalism highlighted a spiritual connection between humans and nature, with thinkers like Emerson advocating for a deeper understanding of our place in the natural world." (Emerson, 1849, p. 45)</p> <p>"Arne Naess's concept of 'deep ecology' stressed that all forms of life have intrinsic value, not defined by their utility to humans, and that the preservation of nature should be a universal priority." (Naess, 1973p. 58)</p>
<p>4.5.2 Contemporary Environmental Movements</p>	<p>"Greenpeace continues to advocate for changes in environmental policies, raise awareness on urgent climate challenges, and call for collective action to protect the environment from exploitation and harm." (Greenpeace, 2020, p. 14)</p> <p>"Citizen-led environmental movements are growing in power, challenging harmful projects and advocating for sustainability by</p>

	promoting grassroots solutions to environmental degradation." (Bollier, 2016, p. 72)
4.5.3 Policy & Legislative	<p>"The Stockholm Conference in 1972 marked the beginning of international environmental policy agreements, with governments recognizing the need to contain human impacts on the environment through collective action." (United Nations, 1972, p. 12)</p> <p>"The Kyoto Protocol aimed to reduce greenhouse gas emissions, setting binding targets for developed countries and initiating global cooperation to combat climate change." (Kyoto Protocol, p. 34)</p>
4.5.4 Technological & Scientific Innovations	<p>"Renewable energy technologies, such as solar, wind, and hydropower, have experienced significant improvements in efficiency and cost-effectiveness, making them increasingly competitive with fossil fuels." (IRENA, 2021, p. 8)</p> <p>"The application of ecology, biology, and climatology in environmental science enables a deeper understanding of ecosystem dynamics, helping to predict future trends and mitigate environmental challenges." (Foley, 2022, p. 23)</p>

Healthism

4.6.1 Cultural & Social Constructs	<p>"The idea of health as a personal responsibility is deeply ingrained in Western cultures, where health is often equated with a lean, muscular, and efficient body, creating a direct link between physical appearance and societal value." (Crawford, 1980, p. 60)</p> <p>"Social pressures to conform to ideal body standards can lead to harmful discrimination and fat phobia, where individuals are judged based on their appearance and health choices." (Bordo, 1993, p. 132)</p> <p>"The increasing use of social media and television as platforms for promoting health ideals has created an environment where unrealistic health goals are portrayed as achievable, leading to frustration and self-doubt among many individuals." (Becker, 2016, p. 45)</p>
4.6.2 Commodification of Health	<p>"Marketing strategies in the health and wellness industry often capitalize on societal insecurities, promising idealized versions of the body and personal fulfillment</p>

	<p>through consumption." (Featherstone, 1991,p. 104)</p>
	<p>"The promotion of idealized, often unattainable body images through advertising is a key driver of the commodification of health, pushing individuals to consume products and services to improve their appearance." (Gill, 2007, p. 65)</p>
<p>4.6.3 Inclusivity</p>	<p>"Accessibility to health care is a significant barrier, particularly for individuals from disadvantaged backgrounds, reinforcing health inequalities that persist in many populations." (Marmot et al., 2008, p. 71)</p> <p>"To achieve social justice in health services, it is crucial to implement reforms that ensure equitable access for all, regardless of socioeconomic status." (Crawford, 1980, p. 112)</p> <p>"Improving inclusivity in health care systems not only involves making services accessible but also fostering awareness about health rights and the importance of making informed decisions about health." (WHO, 2016, p. 120)</p>

<p>4.6.4 Psychosocial Impacts</p>	<p>"The relationship between perfectionism and health-related behaviors often leads individuals to develop unhealthy coping mechanisms such as extreme dieting or excessive exercise, which can become detrimental to mental health." (Bardone-Cone et al., 2007, p. 244)</p> <p>"Stigma related to health issues, particularly in the context of the healthism movement, exacerbates mental distress by associating illness with personal failure, disregarding the broader social, genetic, and environmental factors involved." (Lupton, 2013, p. 177)</p>
<p>4.6.5 Alternative Perspectives</p>	<p>"The WHO's definition of health is not merely the absence of disease, but a complete state of physical, mental, and social well-being, highlighting the importance of broader factors beyond physical appearance in assessing an individual's health." (WHO, 1948,p. 100)</p> <p>"Non-normative definitions of health challenge the traditional view that physical appearance is the primary determinant of well-being, emphasizing the value of mental</p>

	<p>and social health as critical components of overall wellness." (Beren, 2002, p. 151)</p> <p>"The promotion of body positivity and the rejection of conventional beauty standards seek to reduce the stigma associated with body size and shape, thus fostering a more inclusive and supportive society where everyone can thrive." (Puhl et al., 2010, p. 294)</p>
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