

PREVENTING EX-VEGANS
Lessons from Surveys and the Scientific Research
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Why Vegans (and Vegetarians) Lapse and Return to Eating Animal Foods

- ❖ Concerns about health
- ❖ Concerns about meeting nutrient needs
- ❖ Lack of social support
- ❖ Dislike feeling conspicuous
- ❖ Difficulty with meal planning/lack of convenience
- ❖ Cravings for meat and dairy
- ❖ Difficulty in staying “pure”
- ❖ Believed they could achieve their goals with another type of diet

How to Encourage Long-Term Success on a Vegan Diet

- ✓ Promote realistic benefits
 - Don't overstate health benefits of a vegan diet
- ✓ Promote ethics
 - Surveys of ex-vegans and peer-reviewed research show that dietary changes based on ethics are longer lasting than those based on health.
- ✓ Make veganism “normal.”
 - Research shows that many people place great value on being “normal” in their food choices. Ex-vegans sometimes say that they disliked feeling “conspicuous.”
 - Vegan convenience products, fast foods, etc can lend an aura of “normalcy” to vegan habits and are okay in the context of a mostly healthy, whole foods diet.
 - Texture + Protein + Fat reduces meat cravings (veggie meats, frozen tofu)
- ✓ Promote good nutrition
 - Vegans need current, evidence-based information on meeting nutrient needs including protein, calcium, vitamins B12 and D, and omega-3 fats. It's not enough to “eat a variety of whole plant foods.” See theveganrd.com/resources for reliable resources.

GOOD NUTRITION FOR VEGANS

Eat legumes

3+ servings per day of beans, tofu, tempeh, soy nuts, peanuts, peanut butter, soymilk, veggie meats.

Choose healthy fats

Include essential omega-3 fats from flaxseed, hempseed, walnuts, chia seeds or flax, hemp, walnut, soy, canola oil.

Nuts, seeds, olives, avocado, vegetable oils provide healthy fats.

Take appropriate supplements

- 600 – 1000 IUs of vitamin D daily
- 25-100 micrograms of vitamin B12 daily

Eat plenty of fruits and vegetables including vitamin C-rich foods at as many meals as possible.

Get adequate calcium

Calcium-set tofu, soybeans, fortified plant milks, almond butter, tahini, fortified juices, figs, navel oranges, bok choy, kale, and collards.

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