



## David Fairlamb THE FIT FACTOR

### FITNESS TIP

Ensure you consume enough calories and the correct food groups for sustained exercise. Sources of plant protein - oats, nuts, seeds, peanut butter, tofu, beans, lentils, peas, kale. Vegan protein powders are widely available to support intake for exercise.

### LIFESTYLE CHANGE

Even if you'd struggle to sustain a vegan lifestyle, eating a diet rich in plant nutrients will improve your health, give you more energy and will promote a healthier lifestyle in general. Try to sustain your five a day!

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**O**UR demand for healthier, cleaner, more ethical and sustainable food means that vegetarian and vegan diets are becoming more and more popular.

There are over half a million vegans in the UK today and they are no longer perceived as stereotypically pale, undernourished hippies!

Vegans make lifestyle choices that eradicate all animal products from their day-to-day living including their diet, beauty products, the use of household products and even what they wear.

As we become more health conscious and environmentally aware, our lifestyles change to reflect this. This can be seen with the increase in the number of vegans over recent years.

Between 2014 and 2018 the number of vegans in the UK quadrupled, according to the Vegan Society). Previously seen by some as an 'extreme' life choice, it is now becoming more mainstream.

Due to increasing demand, vegan products are more widely available in our supermarkets and there are vegan options on most menus now when dining out.

So what are the benefits of adopting a healthier, plant-based diet?

■ **Health benefits** - A vegan diet is deemed suitable for every age and stage of life (British Dietetic association). It can help prevent chronic diseases such as obesity, heart disease, diabetes and high cholesterol.

■ **Weight loss** - Animal products contain more fat than plants

*Being healthy on  
the outside starts  
from being  
healthy on the  
inside*

**Motivational quote  
of the day**

whereas a vegan diet is naturally low in fat. Vegans are reported to be 10-20lb on average lighter than meat-eaters.

■ **Clean eating** - Unlike meat, most vegan food is very much still alive as it is eaten retaining its nutrients and vitamins. It is high in fibre, low in fat and is vibrant in colour therefore is visually more enticing.

■ **Eco friendly** - The meat industry is not environmentally friendly. Meat requires more land, water and energy to produce than grains and is a very inefficient way of producing food. It is reported that the meat industry contributes 18% of the world's greenhouse gas emissions - this is more than planes, ships, cars and transport combined.

In 2018, the UK launched more vegan products than any nation.

Between 2012 and 2016 there was a 185% increase in the number of vegan products launched in the UK. A staggering 92% of plant-based meals consumed in the UK in 2018 were eaten by non-vegans.

