



Press Release

A very pro way to get your proteins this Veganuary

The I Love Fruit & Veg Campaign offers some surprisingly delicious and locally grown sources of protein for a very yummy Veganuary.

Switzerland, January 10, 2023 - From Christmas movies to grocery store ads to your own family's dinner table, meat-based dishes dominate the holiday menu. If you chewed through enough beef and ham to satisfy your doting grandmother or you stuck to the side dishes only, you are probably more than happy that January, um, correction Veganuary has finally arrived. If your New Year's resolutions include being more healthy, animal- and environmentally friendly, Veganuary offers the perfect opportunity to start off on the right track.



The mission of the Veganuary charity is simple: eat vegan for the month of January (and maybe you will stick to it for the rest of the year and the years after that). To eat vegan means to avoid the consumption of food of animal origin. This includes meat, fish, milk, eggs, and honey. Instead, vegans base their diet on fruits, vegetables, legumes, tofu,



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and various plant-based alternatives such as coconut yogurt, cheese from nuts, oat or almond milk, pea-based burgers, dandelion honey, and others.

It might sound challenging, but Veganuary has grown into a huge success since its launch in 2014. According to Veganuary statistics, more than 629,000 people from 228 countries and territories took part in the 2022 campaign, which was featured in more than 4,350 media stories. More than 98% of participants would recommend trying Veganuary to a friend.

The overwhelming interest in this vegan initiative likely mirrors the overall surge in the popularity of plant-based food. A 2022 plant-based report by Swiss retail and wholesale giant, Coop, shows a substantial increase in interest and purchasing of meat alternatives spanning all age groups, family status and geographical locations in German-speaking Switzerland. In fact, more than 60% of those surveyed consciously avoided consuming products of animal origin at least once per month. In 2012, this number was sitting at only 40%.

Despite the growing appeal of the vegan diet, opponents are frequently questioning the nutritional value, or lack thereof, of avoiding meat, dairy, fish, and eggs. According to recent studies of the global contribution of meat to nutrition, meat is responsible for 29% of dietary fat and 21% of protein. Proteins are an essential part of the body, needed for the function of skin, bones, muscles, organs and all metabolic and cellular processes. The protein intake of vegans is frequently a cause of concern for defenders of meat-based diets.

Vegans tend to get their proteins from alternative sources, such as nuts, seeds, grains, legumes and tofu. Bean and tofu-based dishes are not everyone's cup of tea, but the good news is there are plenty of meat alternatives with a high protein content that can also bring pleasure to your tastebuds during Veganuary.

According to FoodData Central, about 100 g of beef will give you 26 g of protein. But the same amount of hazelnuts provide you with a staggering 15 g. Environmentally, according to a 2018 study, the carbon footprint for producing 1 kilogram of beef is 15 kg of CO₂, but only 2 kg of CO₂ for the equivalent weight of hazelnuts.

If you don't like hazelnuts, no problem. A small serving of 100 g of green beans offers 11% of your daily protein intake with 5.4 g of protein. The same amount of Swiss chard is made up of 3.5 g of protein, artichokes of 3.3 g of protein, spinach of 3 g of protein, and asparagus of 2.4 g.

And the sweetest part is that fruits can be protein-rich too. If your snacks and deserts include 100 g of apricots, you will receive 4% of your recommended daily intake of protein with 2.2 g. About 100 g of nectarine slices offer 1.5 g of proteins and comparably, 100 of peaches lets you consume and enjoy 1.4 g of protein.

As it often is with food, the question is not always about quantity, but quality too. The Digestible Indispensable Amino Acid Score (DIAAS) is a current standard method for establishing protein quality. This score qualifies how digestible the protein is and how much of its components are needed by the body. Scores above 1 are considered excellent sources of protein. Beef protein scores at 1.3, soy protein isolate sits at 0.91, and pea protein concentrate scores respectfully at 0.82. Eating peas provides you with a good amount of good proteins, similarly to those you get from beef or soy.

Veganuary gives you an excellent opportunity to clear the table and try something new. After the very heavy holiday season, compliments to the chefs who let some of these protein-rich, delicious plants soak up the spotlight of main dishes in January (and maybe beyond).

Visit our website <https://ilovefruitandvegfromeurope.com> or contact us at the following email address ch.social@ilovefruitandvegfromeurope.com for more recipes for drinks and delicious dishes based on fresh fruits and vegetables that you can put on the table every day.

Enjoy.

It's from Europe!

YouTube: <https://youtu.be/JQI0pBfo6hM>

Instagram: <https://www.instagram.com/ilovefruitandvegfromeurope.ch/>



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