

Unit 1.2.6

Trends in Food Practices and Food Subcultures

Key Knowledge and Key Skills

Key Knowledge 1.2.6

Trends in food practices and food subcultures in contemporary Australia, such as emerging food movements and changing social behaviours relating to food.

Key Skills 1.2.5

Analyse and summarise current trends in food practices and food subcultures in Australia.

Key Skills 1.2.7

Participate in and reflect on practical activities to explore the history and culture of food in Australia.

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Terms and Definitions

Contemporary refers to what is happening at the time or in the society in which people live.

Cuisine is a cooking style typical to a particular region and/or culture.

A **custom** is a traditional and widely accepted way of doing something.

A **food fad** is a change in food behaviour that is usually short-lived.

A **food practice** is any activity that involves food.

A **food trend** is a long-term change in direction regarding thoughts and actions about food.

A **subculture** is a group of people with common interests, beliefs, or values within a larger group.

Food Practices and Food Subcultures

Food subcultures often form when individuals begin following a food trend. Food trends are a little different from food fads. A food fad is something that is fashionable for a short period of time; it comes and goes quite quickly. Whereas a food trend is something that is popular for an extended period of time and often occurs as a result of a change in beliefs, knowledge, understanding, and values. Popular food trends currently tend to focus on ethics and sustainability. Food trends often result in longer-term, perhaps even permanent, changes in social behaviour.

Subcultures consist of a small group who differentiate themselves from their larger group. People in subcultures usually share similar behavioural norms, beliefs, and values. For example, members of your community may have formed a smaller group based on their interest and passion for growing fruits and vegetables. This is an example of a food subcultural group.

People within food subcultures tend to follow specific food practices. A food practice is any behaviour linked with food consumption. An example of a food practice is a religious group giving thanks for the food they are about to consume or always serving guests first. Food practices are customary, habitual, and expected behaviours that exist within a particular subcultural group.

Religious Subcultures

Religious subcultures are a common subculture in today's society. Many food practices are associated with various religions. Food is central to the cultural and religious traditions of many different faiths.

Religion is an essential factor in many people's lives around the world. Many faiths have unique food practices that shape what their followers can and cannot consume. They also have particular food or rituals associated with their special celebrations, festivals, and traditions. This has a significant impact on the food they eat.

Buddhism

Around 5 million people follow the Buddhist faith, making it one of the most prominent religions in many Asian countries such as China, Japan, Thailand, and Vietnam. One of the teachings of Buddhism emphasises no killing and respect for life. For this reason, some monks and believers follow a strict vegetarian diet; others choose to be vegetarian only when celebrating. Theravada monks in Sri Lanka are not entirely vegetarians. Offering food to monks is an honoured tradition in the Buddhist faith. Monks must eat the foods given to them, even if they contain meat.



Christianity

The Christian religion is divided into three branches: Catholic, Protestant, and Orthodox. Different Christian faiths have different dietary laws. Their various traditions related to food often include fasting and feasts.

Some foods have special biblical meanings and have become symbols of the Christian faith. It is said that Jesus shared bread and wine with his disciples during the Last Supper. He asked his disciples to remember him by eating bread, signifying his body, and drinking wine, representing his blood. Christians often partake in a similar ritual, known as communion. They are given a sip of wine and a portion of bread as a symbolic reminder that Christ died on the cross for them.

Fish is another symbol embedded in the Christian religion. In ancient times, just after Christ's passing, secret meeting places were identified by Christians with fish symbols, a tradition that continues today. The Bible even tells of a story where Jesus fed 5000 people with just two fish and five loaves of bread. Fish is also readily eaten during Lent (the 40 days leading up to Easter), when many Christians abstain from eating meat. Italian Christians often celebrate Christmas Eve with a Feast of the Seven Fishes, where various types of fish are served.

Seventh-day Adventists are a Protestant denomination. They follow a lacto-vegetarian diet, where eating a wide variety of plant foods, including fruits, grains, legumes, nuts, and seeds, is encouraged. If they eat eggs, meat, or dairy products, then it is preferred that they are low-fat versions and consumed in moderation. This is because they regard their bodies as a temple and promote health.

Watch this video about the history of Easter Eggs: <https://youtu.be/eOa5hl4IMvc>

Watch this video to discover more about Lent: <https://youtu.be/-4ZuiMdCH7w>

Hinduism

Hinduism is believed to be the world's oldest religion, with 95% of Hindus living in India! Hindus believe that all creatures are worthy of respect. Due to this belief, the Hindu diet discourages the consumption of animal meat. They believe cows represent Mother Earth because cow's milk nourishes all creatures. In this culture, cows are considered sacred and a symbol of life, so they are honoured, protected, and respected.

Strict Hindus are unlikely to consume eggs, fish, meat, or poultry. Other Hindus will follow their own version of a Hindu diet, so some may eat meat. Hindus are mostly lacto-vegetarian meaning they consume milk and milk products but not meat.



Sacred clay statue of a cow at a Hindu temple.

Islam

Muslims practice the Islam faith by following the one God, Allah. About 25% of the world's population are Muslim. Indonesia has the world's biggest Muslim population. Some African and Middle East nations also have a large Muslim population.

Islamic laws state that Muslims can only eat 'halal' food and they are not permitted to eat 'haram' or forbidden food. Forbidden food includes meat from pigs, alcohol, or any meat that has not been slaughtered and prepared by halal means.

Traditional Muslim recipes include wheat, barley, dates, figs, and lamb – all these crops were cultivated in the Middle East during the early agricultural times.

Ramadan is a very important religious occasion in the ninth lunar month of each year. During this time, Muslims fast from dawn to dusk to demonstrate their devotion and obedience to Allah. They pray and abstain from things they adore to become closer to God.

'Eid al-Fitr,' which marks the end of Ramadan, is another significant Muslim celebration. Various foods are served during the celebration of Eid al-Fitr. The food served mainly depends on the food culture to which the Muslims belong.

Watch this video to find out more about Ramadan and Eid al-Fitr: <https://youtu.be/6OF4HEGNBRQ>

Watch this video to discover the foods families around the world prepare when breaking the daily fasts of iftar:

Judaism

The term 'kosher' on a food package means that the food has been produced according to Jewish dietary rules. These dietary rules state that:

- Meat can only be eaten if it comes from animals that chew their cud, have cloven hooves, and eat grass.
- Meat must be slaughtered in a particular way.
- Seafood can only be consumed if it comes from a species with both fins and scales.
- Meat and dairy cannot be consumed together.

Nowadays, not all Jewish people follow these rules; however, some still do.

The Jewish population celebrates many religious events, rites of passage, and traditions with family and friends. These celebrations involve preparing and serving large meals. Sweet honey cake is served at Rosh Hashanah, crispy potato latkes at Hanukkah, and matzah balls at Passover. Kugel, a casserole made from noodles or potatoes, is served at some festive meals.

Watch this video to find out more about popular Jewish foods and the traditions they are associated with:

<https://www.youtube.com/watch?v=qsOjuogpKZs>

Sikhism

Sikhism is a religion practiced by many Indians. Sikhs are free to choose what they want to eat, but many choose to be vegetarian.

Langar is the term used to describe a communal meal, which is part of the Sikh tradition. Anyone can participate in Langar regardless of religion or social status. During this meal, everyone sits on the floor at an equal level and eats the same food. The Sikh community is becoming recognised worldwide for its contribution to preparing and serving Langar-style meals to the needy.

Watch this video to learn about the communal meal of Langar: <https://www.youtube.com/watch?v=9iuMW37I0bE>

Watch this video to find out more about how the Sikh community helps others: <https://youtu.be/xkTbFfOGkFA>



Emerging Food Movements and Changing Social Behaviours

Subcultures often form as a result of people coming together with common interests and passions; they form when people share strong beliefs and values. Whether consciously or not, subcultures often seek to change the behaviour of others. Some subcultures actively encourage people to change their behaviour through organised campaigns. This type of subculture is often referred to as a movement. Movements come about when individuals form subcultures that share an ideology.

Many of today's consumers are becoming more educated about how industrialised production has negatively impacted our environment. Awareness of climate change and its impact on our environment is increasing. People are realising that changes must be made to preserve our environment now and in the future. This trend is likely to continue, with the CSIRO predicting Australia's interest in ethical, environmental, and nutritious foods could be worth about \$25 billion in under 10 years.

Our growing awareness of climate change and other impacts of the food industry is leading to the development of a range of food movements focused on the environment, ethics, and equity. These food movements aim to change Australian's social behaviours. They want to encourage consumers to think about how the food they buy and eat impacts others and the environment.

The Australian Food Sovereignty Alliance

The Australian Food Sovereignty Alliance is a farmer-led organisation comprised of food activists, academics, and farmers. This subculture formed due to people's interest and desire for a fair, sustainable, and reliable food system for all Australians. This organisation works towards food sovereignty, which involves ensuring people have access to culturally appropriate and nutritious food produced ethically and sustainably. It also involves people's right to choose the type of agricultural system from which they source their food.

The Australian Food Sovereignty Alliance work with farmers in the communities; supporting them in learning about their rights and providing access to legal resources. The alliance works on reforming government policies that promote sustainable and ethical food systems. They work towards developing fair systems for all farmers.

Watch the first 4 minutes of this video about the Australian Food Sovereignty Alliance:

<https://youtu.be/tG4hsAVpdiU>

Watch this video to learn more about the Australian Food Sovereignty Alliance: <https://vimeo.com/110541745>

Youth Food Movement Australia

Youth Food Movement was founded by young people who wanted to help establish a healthy and sustainable food supply in Australia. It is a not-for-profit organisation run by volunteers. They educate young people about issues relating to sustainability and food.

Almost 16,000 people follow the Youth Food Movement Facebook page. It runs blogs, campaigns, and events that promote communal eating, culturally diverse food communities, and decreasing food waste. They also support young people in developing their cooking skills and meeting other young people who are also interested in sustainability.

Watch these videos that the Youth Food Movement have developed: <https://youtu.be/eGh-6ZyM3Yk> and <https://youtu.be/geS6RfQsE9I>

Food Swell

Food Swell is a not-for-profit organisation focused on improving Australia's food security. A significant portion of their research work focuses on how to improve food security in remote and Indigenous communities in Australia. In 2019, they worked with Indigenous communities in remote Australia to develop gardens where traditional foods were planted alongside other fruits and vegetables. In 2012, EduGrow was established to encourage and support teachers and school communities to develop culturally inclusive food gardens with their students.

They are also part of the Remote Indigenous Gardens Network, which helps people in remote communities grow their own food to sell.

In 2020, they partnered with Western Sydney University to develop and lead workshops to help people after the fires in the Greater Sydney Basin region, a significant agricultural area in New South Wales.

Cardinia Food Movement

The Cardinia Food Movement in outer-east Melbourne was established by a local group called Cardinia Food Circles. They aim to support and develop locally sustainable food, farming, and health solutions for people living in the Cardinia Shire. In terms of sustainability, their primary focus is the loss of farmland in the area and the impact of food on health in their local community. The group works with individual residents, local government, businesses, schools, and organisations to provide a more sustainable future for people in the Cardinia area.

[Click here](#) to access their website.

Watch this video about a local project the Cardinia Food Movement is involved in: https://youtu.be/zhGQbLg_Z9g

Vegan Food Movements

The National Nutrition Survey has indicated that between 2017 and 2018 about 500,000 Australians followed a vegan diet. More recent studies in 2019 by Statista, an advanced analytics software company, show that about 42% of people eat less meat or none. Of these, 10% considered themselves vegan or vegetarian, 12% consumed less meat, and 20% identified as flexitarians.

Many people are vegetarian or vegan because they are concerned about animal welfare and the environment. Various subcultures have formed as a result of this interest. Some of these subcultures focus solely on veganism, while others are more passionate about encouraging others to decrease their intake of animal products.

Many food movements have raised awareness of veganism through positive actions. They have educated people, influenced policy development and government decisions, and supported local communities. Some food movements, such as Vegan Australia, are responsible for making representations and submissions for pro-vegan policies in agriculture, environment, food, and health. They also promote other vegan campaigns and participate and promote other public education campaigns by other vegan groups.

Vegan food movements have not always conducted peaceful campaigns. In 2019, a range of vegan food movement activists protested to raise publicity about animal treatment and the ethics of eating meat. Activists broke into abattoirs and chained themselves to equipment in protest against the meat industry. They held disruptive rallies in some of the capital cities and campaigned where animal products were being sold.

Not all vegan movements take this kind of approach. Some vegan food movements resorted to this behaviour to enact change and seek additional support.

Watch this video about the vegan protests in 2019: https://youtu.be/d2h5b_Ux_O8

Watch this video of the actions of one woman protesting as a member of a vegan food movement: <https://youtu.be/k8oca0G1354>

Written Activity One

Food Trend Forecast 2023

Watch the video at this link: <https://youtu.be/1-QmgQsURHs>

Read the article at this link: <https://www.newscorpastralia.com/food-corp-network-trends-forecast-2023-special-edition/>

Using the information in the article and video,

- Explain why this trend has been identified as being popular in 2023.
- Identify one positive, minus and interesting explain why each of the trends listed below have been identified as being popular in 2023.

Food Trend	Why has this trend been identified as being popular in 2023?	What is positive about this trend?	What is a minus about this trend? (negative)	What is interesting about this trend?
Health and Wellness				
Entertaining				
Convenience				
Use of innovative technology				

Written Activity Two

Why do people choose to be vegan?

In small groups, **select** one of the articles to read below:

[The Rise of flexitarians: Shoppers, seeking less meat, turn to plant-based products](#)

[Choice Magazine – Plant Based Eating](#)

[Being Vegan Says so much more about you than just your ethics](#)

[Why is everyone going Vegan?](#)

[Who says we don't have options? Veganism gains popularity among food lovers](#)

Write the reasons why people choose to be vegan on post-it notes and share your responses with the class **or** **record** your ideas on the template provided and share your responses with your class.

Why do people choose to be vegan?

For ethical reasons	For health reasons
For social reasons	For Environmental Reasons

I think most people become vegans because...

I think this because...

Written Activity Three

Cardinia Food Movement

Visit this website:

Answer the following questions:

1. What is the Cardinia Food Movement?

2. When was this movement founded?

3. Why was this movement founded?

4. What does this food movement do?

5. Which initiative of the Cardinia Food Movement would you want to be involved in? Why would you want to be involved in this initiative?

6. How does this food promote food security and food sovereignty?

Practical Activity One

Flourish

The Flourish program by the Cardinia Food Movement aims to improve food security for people in the Cardinia Shire by running workshops with secondary school students that help them understand and develop compassion for people living in their local area that experience food insecurity. The students that participate in this program grow, care for and harvest fresh produce that is then shared with vulnerable people in their community.

Watch the video about Flourish at this link: https://youtu.be/Qc_ZuPnyitA

Let's Design

Your task is to develop a recipe booklet of dishes people could prepare using fresh produce grown in community programs such as the Flourish program.

Working in a group of two, your task is to develop a main meal that uses fruit and vegetables that are currently in season.

You need to create a recipe card for a savoury and sweet dish. These recipes must be easy to follow, economical to make and nutritious.

Your recipe card must include:

- the name of the recipe;
- the number of portions it will make;
- ingredients and amounts required;
- the instructions or method of how to make the food;
- temperature for cooking; and
- some pictures on it.

[Click here](#) to find out what fresh produce is available in each season in Victoria.

Create the recipe for your recipes and submit them to your teacher.

Let's Cook

Make your recipes in class.

Let's Evaluate

1. What does it mean to use foods that are in season?

2. What are the benefits of consuming foods that are in season?

3. What are the disadvantages of only consuming foods that are in season?

4. How could food be preserved to ensure it is available when it is out of season?

5. Do you think we should all only eat foods that are in season? Why? Why not?

Practical Activity Two

Nutritional Analysis: Beef versus Plant-Based

Some people consume vegan diets because they believe vegan diets are healthier.

[Click here](#) to read an article about vegan diets and answer the questions below:

1. Why is it challenging to draw conclusions about how healthy the vegan diet is?

2. What do you think the writer means when they state “not all vegan diets were created equal”?

Nutritional Analysis

The article explains that, as plant-based products are relatively new, there’s no information on the nutritional quality of them.

Your task is to conduct a nutritional analysis of four different types of burgers to determine which burger is healthier.

Let’s Cook

1. In groups of four, prepare the food products and recipes at the links below:

- [Beef Burger](#)
- [Plant-based burger](#)
- 1 x commercial beef burger
- 1 x commercial plant-based burger

Note: Weigh each of the ingredients in the homemade burgers when you make them. Record the weight in grams. You will need this information for the next step.

Let’s Research

1. Calculate the nutritional value of the homemade burgers.
 - a. **Click** this link <https://explorefood.foodafactoflife.org.uk/>
 - b. **Select** calculate a recipe.
 - c. **Enter** the name of the recipe.
 - d. **Add** each new ingredient. You must enter the weight of each ingredient in grams.

You might need to use alternative names for ingredients when using the nutritional calculating program.

- Hummus is spelt houmous
 - Use the term mustard instead of dijon mustard
 - Use the term chilli sauce instead of sriracha.
- e. **Click** save if you need to finish and return to this task later.

- f. Click [view summary](#).
 - g. Change the number of portions from 1 (default) to 4.
Click [calculate](#) to recalculate the nutritional information based on the number of portions.
 - h. Click [create label](#).
 - i. Click [print label](#).
 - j. Use the calculator at this site to change the salt from grams to milligrams.
<https://www.inchcalculator.com/convert/gram-to-milligram/>
2. Record the nutritional information of each burger in the table below:

Nutrients	Homemade Beef Burgers Per 100g	Homemade Plant-based burger Per 100g	Commercial Beef Burger Per 100g	Commercial Plant-based Burger Per 100g
Energy				
Protein				
Fat, Total				
- Saturated				
Carbohydrate				
- Sugars				
Dietary Fibre				
Sodium				

3. Answer the following questions:
- a. Which burger is the healthiest? Justify your choice by discussing the protein, saturated fat, sugar, dietary fibre and sodium content.

- b. Which burger is the less healthiest? Justify your choice by discussing the protein, saturated fat, sugar, dietary fibre and sodium content.

Summary Activity

Answer the questions below:

What is the main idea about this key knowledge and key skills?

Write two or three sentences in your own words.

Define the term food trend and provide some examples of current food trends.

Define the term subculture.

List three subcultures and provide an example of a food practice that this sub-culture follows.

Subculture

Example of a food practice

Explain why subcultures are often referred to as movements.

Provide some examples of subcultures that have become food movements.

Exam Preparation Answers

Multiple-Choice Questions (5 marks)

Choose the response that is correct or that **best answers** the question.

Question 1

Which of the following best describes a subculture?

- a. A change in behaviour that is usually short-lived.
- b. A group of people with common interests, beliefs, or values within a larger group.
- c. An activity that involves food.
- d. A traditional and widely accepted way of doing something.

Question 2

Which of the following is a food subculture that relates to the ethical treatment of animals?

- a. Food sovereignty
- b. Veganism
- c. Judaism
- d. None of the above

Question 3

Which of the following is most likely a contemporary food trend in Australia?

- a. Food sovereignty.
- b. Eating Kosher foods.
- c. Use of industrialised food.
- d. None of the above.

Question 4

Our growing awareness of climate change and other impacts of the food industry is leading to the development of a range of food movements focused on the environment, ethics, and equity.

An example of such a food movement includes:

- a. The food security network.
- b. The food security alliance.
- c. The Australian Food Alliance.
- d. The Australian Food Sovereignty Alliance

Question 5

A push to eat food that is grown and harvested nearby to where it is purchased would be considered:

- a. A religious subculture.
- b. A vegan food movement.
- c. A local food movement.
- d. An organic food movement.

Short Answer Questions (10 marks)**Question 1**

Identify two contemporary food trends and provide a reason why people are following these food trends. (4 marks)

Trend	Reason why people are following this trend.

Question 2

Identify a subculture and describe a food practice of this subculture. (3 marks)

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Question 3

Identify a food movement that has resulted due to people's desire to be more sustainable and explain why this food movement is considered sustainable. (3 marks)

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Exam Preparation Answers

Multiple-Choice Questions (5 marks)

Choose the response that is correct or that **best answers** the question.

Question 1

Which of the following best describes a subculture?

- a. A change in behaviour that is usually short-lived.
- b. A group of people with common interests, beliefs, or values within a larger group.
- c. An activity that involves food.
- d. A traditional and widely accepted way of doing something.

The answer is not A. This describes a food fad.

The answer is B. This describes a subculture.

The answer is not C. This describes a food practice.

The answer is not D. This describes the term custom.

Question 2

Which of the following is a food subculture that relates to the ethical treatment of animals?

- a. Food sovereignty
- b. Veganism.
- c. Judaism
- d. None of the above.

The answer is not A. Food sovereignty focuses on a range of peoples right to define their own food and agriculture systems. It does not have to involve the ethical treatment of animals.

The answer is B. People often become vegan because they consider eating animal products is unethical.

The answer is not C. Judaism does not directly address the ethical treatment of animals.

The answer is not D.

Question 3

Which of the following is most likely a contemporary food trend in Australia?

- a. Food sovereignty.
- b. Eating Kosher foods.
- c. Use of industrialised food.
- d. None of the above.

The answer is A. Food sovereignty is a contemporary food trend in Australia.

The answer is not B. People who follow Judaism consume Kosher foods. This is not a religion that is increasing in Australia.

The answer is not C. People are increasing their desire for industrialised foods.

The answer is not D.

Question 4

Our growing awareness of climate change and other impacts of the food industry is leading to the development of a range of food movements focused on the environment, ethics, and equity.

An example of such a food movement includes:

- a. The food security network.
- b. The food security alliance.
- c. The Australian Food Alliance.
- d. [The Australian Food Sovereignty Alliance](#)

The answer is not A, B or C. There is no such thing as the Food Security network, the Food Security Alliance or the Australian Food Alliance.

[The answer is B. This describes a subculture.](#)

The answer is not C. This describes a food practice.

The answer is not D. This describes the term custom.

Question 5

A push to eat food that is grown and harvested nearby to where it is purchased would be considered:

- a. A religious subculture.
- b. A vegan food movement.
- c. [A local food movement.](#)
- d. An organic food movement.

The answer is not A, B or C.

[The answer is C.](#) Food that is grown and harvested nearby to where it is purchased would be considered local.

Short Answer Questions (15 marks)**Question 1** (15 marks)

Identify two contemporary food trends and provide a reason why people are following these food trends. (4 marks)

<p>For two marks, the student needed to identify two current food trends.</p> <p>For an additional two marks, the student needed to provide one reason why people are following these food trends.</p>	
Trend	Reason why people are following this trend.
Health and Wellness	People may feel their health has suffered during COVID, either from having COVID or due to eating too many comfort foods during lockdown. They may be more focused on eating healthy foods now.
An increase in entertaining	Many Australians have experienced lockdowns over the last two years. They are therefore likely to be making up for the lack of entertaining during this time.

Question 2

Identify a subculture and describe a food practice of this subculture. (3 marks)

<p>For one mark, the student needed to identify a subculture.</p> <p>Buddhism is a religious subculture.</p> <p>For two marks, the student needed to describe a food practice of this subculture.</p> <p>One of the teachings of Buddhism emphasises no killing and respect for life. For this reason, some monks and believers follow a strict vegetarian diet; others choose to be vegetarian only when celebrating.</p>
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Question 3

Identify a food movement that has resulted due to people's desire to be more sustainable and explain why this food movement is considered sustainable. (3 marks)

<p>For one mark, the student needed to identify a food movement that has resulted due to people's desire to be more sustainable.</p> <p>Veganism.</p> <p>For two marks, the student needed to explain why this food movement was considered sustainable.</p> <p>Many people are choosing to become vegans because they are concerned about how much methane gas that cows are releasing into the atmosphere. Eating no animal products reduces the amount of methane gas being released and is therefore considered more sustainable.</p>

Starter Activity One

Here are some discussion prompts for students to discuss before doing the Written Activity.



What is the
difference between a
vegan and a
vegetarian?

How do people generally react to vegan or vegetarians
in your community?

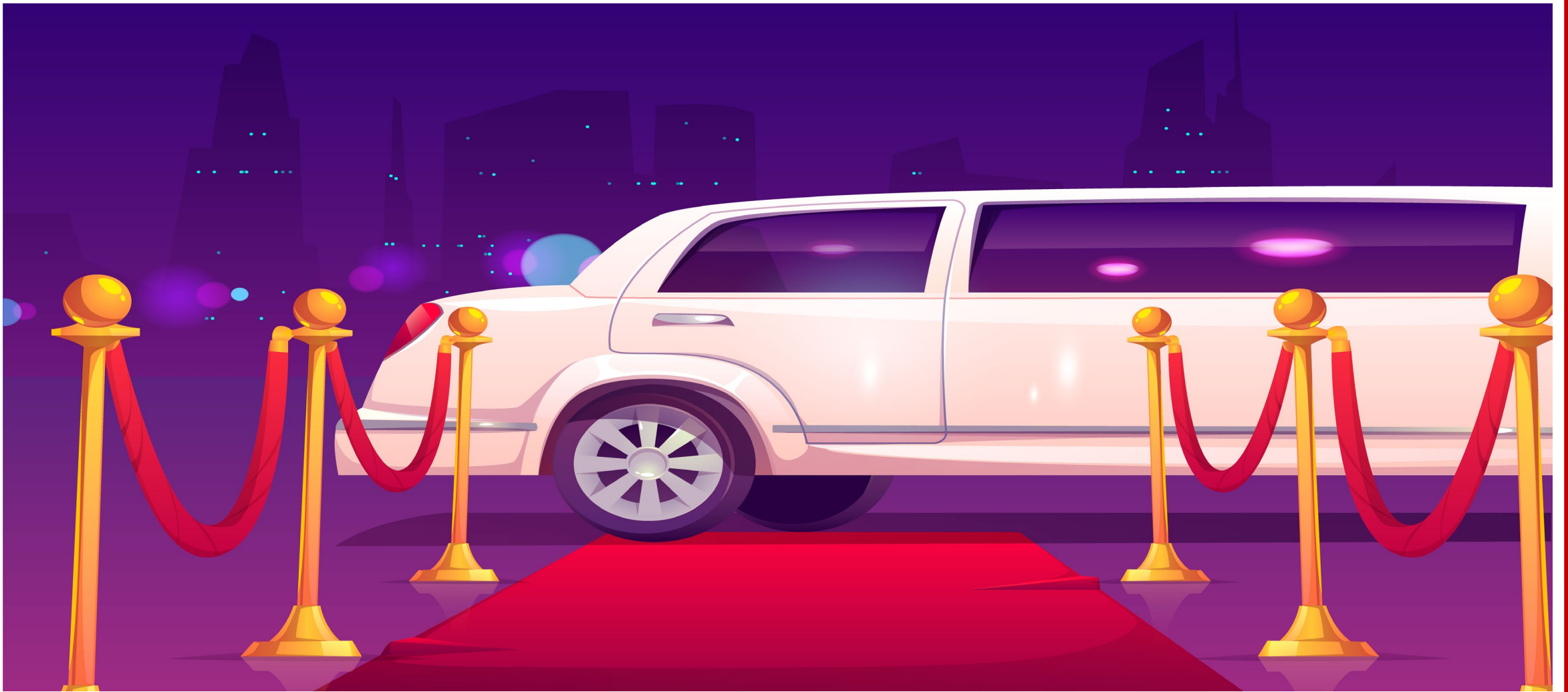




Albert Einstein said:

"Nothing will benefit human health and increase chances for survival of life on Earth as much as the evolution to a vegetarian diet."

Do you agree?



Do you know any celebrities who are vegan or vegetarian?
Who are they?

What is the No.1
logical reason for
becoming a
vegetarian?





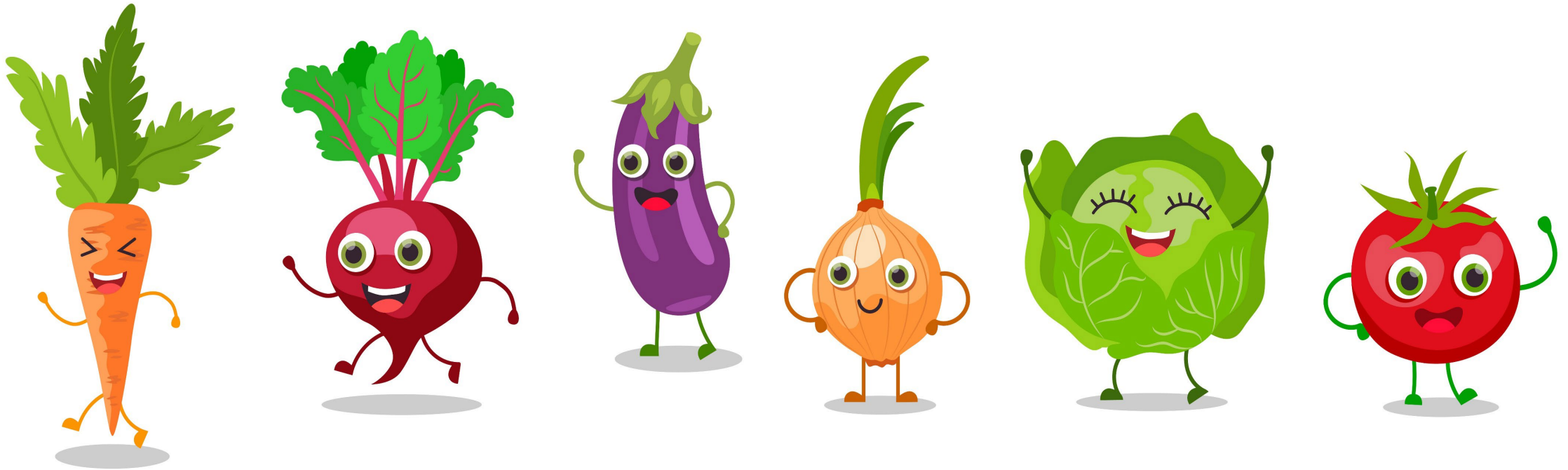
What is the most
logical reason for
NOT becoming a
vegetarian?



What would be a great meal you would prepare for yourself as a vegetarian?

Have you ever considered becoming a vegan?

If so, what was your reason for this?



Would you marry a
vegetarian if it
meant you could
not cook meat at
home?

