

# eBites

Spring 2024

Published by Vegetarian for Life, the advocacy and educational charity working on behalf of older vegans and vegetarians

## Earth Day special

Tantalise your taste buds  
and save the planet

Meet our inspiring  
new ambassadors

Top tips on  
campaigning  
in later life



WIN £50 to spend with Be@One Beauty

# Welcome

It's Earth Day – a day that has mobilised people to protect the planet since 22 April 1970. We're delighted to share some planet-friendly recipes that will tantalise your taste buds while making a [positive impact on the environment](#). National Association of Care Catering members and supporters reveal their own sustainability tips. Find out more in our Earth Day exclusive on pages [5](#) and [6](#).

We're excited to introduce four inspiring new ambassadors who are dedicated to driving positive change (see [page 3](#)). Additionally, delve into the world of luxury care homes with our spotlight on Cinnamon Care Collection, setting the standard for exceptional senior living ([page 4](#)).

Our ageless advocacy section on [page 7](#) offers valuable insights on campaigning in later life. And be sure to explore our strategies for preserving veg\*n values during Dementia Action Week (see [page 8](#)).

I hope that you enjoy the issue

Amanda Woodvine  
Chief Executive

Welcome to all our new featured supplier members. Full contact details can be found under the suppliers directory at [vegetarianforlife.org.uk](http://vegetarianforlife.org.uk)



Vegetarian for Life is an advocacy and educational charity working on behalf of older vegans and vegetarians throughout the UK.



83 Ducie Street, Manchester M1 2JQ  
Vegetarian for Life is a charity registered in England and Wales, number 1120687

Editor: Amanda Woodvine  
[news@vegetarianforlife.org.uk](mailto:news@vegetarianforlife.org.uk)

Features writers: Justina Bajorinaté,  
Moussa Haddad

Design: Ethical Graphic Design

© Vegetarian for Life 2024. All rights reserved. No part of this magazine may be used, reproduced or copied without written permission of the publisher.

**CONTACT US** Submit articles and tell us what you'd like to read about.

[VfLUK](#)

[@VfL\\_UK](#)

T: 0161 257 0887

E: [info@vegetarianforlife.org.uk](mailto:info@vegetarianforlife.org.uk)

W: [vegetarianforlife.org.uk](http://vegetarianforlife.org.uk)

## In this issue...

### **3** MEET OUR INSPIRING NEW AMBASSADORS

Four remarkable individuals dedicated to inspiring positive change

### **4** CINNAMON CARE COLLECTION

An exemplar in luxury care homes

### **5** EARTH DAY SPECIAL

Tantalise your taste buds and save the planet

### **7** AGELESS ADVOCACY

Top tips on campaigning in later life

### **8** PRESERVING VEGAN VALUES

Strategies for safeguarding beliefs this Dementia Action Week

## Reader exclusive

Be@One Beauty is on a mission to change the way people think about make-up and beauty.

The majority of cosmetics are tested on animals, with many still containing ingredients either derived from animals or insects. Be@One believes this must stop. That's why it has developed cosmetics that are 100% certified vegan, cruelty-free and that contain no parabens. An affordable, high-quality make-up range that's kind to animals, kind to your skin and kind to your pocket.

Be@One has kindly offered one lucky winner a £50 gift voucher to spend in its online store, and a runner-up will receive a £20 voucher.

For your chance to win, answer the following question: Which of the following is not part of Be@One's mission? A) To provide cruelty-free cosmetics B) To use parabens C) To offer high-quality products

Email [info@vegetarianforlife.org.uk](mailto:info@vegetarianforlife.org.uk) with your answer by midday on 31/05/24. Hint – you can find the answer by visiting Be@One's online shop at [be-at-one.com](http://be-at-one.com)

Terms & Conditions: To view Be@One's full range please visit its website: [be-at-one.com](http://be-at-one.com). The winners will be drawn at random from all entries received. One entry per household. UK addresses only. There is no cash alternative.

WIN!



## Patrons

### Wendy Turner-Webster

Wendy Turner-Webster is an award-winning animal rights campaigner, writer and public speaker.

She told us: "Being a vegan in today's society is easy and there is no taste or food textures that you need to miss out on. When I became vegan over 30 years ago the choice was extremely limited, but now any café or restaurant worth its salt will have plenty of veggie or vegan options... It is only a matter of time... one day the whole world will be vegan, and be a much better place for it."

[wendyturnerwebster.com](http://wendyturnerwebster.com)

*"As passionate vegans and advocates for compassionate living, Gary and I are delighted to be VfL patrons. The charity has an unwavering commitment to enhancing the quality of life for older vegans and vegetarians, which is very close to our hearts."*

Wendy Turner-Webster



We're thrilled to introduce **FOUR** dynamic new patrons and ambassadors. These remarkable individuals are dedicated to championing VfL's cause and inspiring positive change.

### Gary Webster

Actor Gary Webster told us about the changes that becoming vegan has made to his life and outlook: "My favourite go-to recipe has to be plant-based burger, peas, mushrooms and chips! Or a vegan chilli."

"I think generally more people of my age are embracing a plant-based diet if only for health reasons. Those that don't are far more accepting of it than they ever used to be."



## Ambassadors

### Fiona Oakes

Fiona Oakes runs Tower Hill Stables Animal Sanctuary in Essex, which provides care and a home for life to over 500 rescued animals.

Fiona began running to promote veganism and despite being advised she would never walk properly, let alone run, after multiple orthopaedic surgeries in her teens she holds four Guinness World Records in running events and has broken five marathon course records – still holding four to this day.

Fiona's book 'Running for Good: the Fiona Oakes Story' was published in 2020, with proceeds going to Tower Hill Stables Animal Sanctuary. She co-founded Vegan Runners in 2004 to showcase the positive benefits of veganism through sport.

[towerhillstables.org](http://towerhillstables.org) [fionaoakesfoundation.co.uk](http://fionaoakesfoundation.co.uk)

*"I am honoured and delighted to accept the role of ambassador for VfL, a charity that resonates deeply with my own values and beliefs."*

*"Everyone's beliefs must be respected at every age and there is work to be done."*

Fiona Oakes



### Victoria Featherstone Pearce

Victoria Featherstone Pearce is a model and actress, and Co-Founder and Director of K-9 Angels, a volunteer-run dog rescue charity.

She told our readers: "You would absolutely not regret adopting a vegan diet; you'd only wish you'd done this sooner but it's never too late. You know for the rest of your life you will be doing your bit not only to save the lives of billions of innocent animals. You'll be helping the future of our planet too."

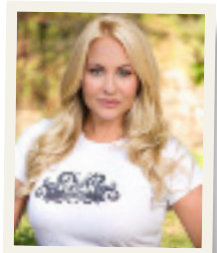
"If in my older years I wasn't completely able to make all decisions for myself, I would like to be cared for with respect and dignity, and retain my vegan diet and lifestyle. Veganism runs in my veins and in my heart so it would be extremely important for this to continue until the end of my days."

[k-9angels.org](http://k-9angels.org) [victoriapearceofficial.com](http://victoriapearceofficial.com)

*"When I first heard about VfL I realised how vital their work was – and I am thrilled to now be an ambassador for this brilliant charity."*

*"I am so pleased to be lending my voice and support to ensure older vegans' and vegetarians' needs are met and we are all treated with dignity."*

Victoria Featherstone Pearce



To read more about our newest ambassadors, visit: [vforlife.org.uk/veggievoices](http://vforlife.org.uk/veggievoices)

# Cinnamon Care Collection

## An exemplar in luxury care homes

Cinnamon Care Collection is an exclusive group of luxury care homes and retirement villages nestled in picturesque locations across England. In Spring 2022, the chain elevated its commitment to excellence by joining Vfl's UK List as Premium Accredited members.

Premium members such as Cinnamon receive a myriad of benefits – not least continuous learning and resources tailored to chefs' busy schedules. We give members free access to online care caterer training, which can be completed in sections over multiple sittings. Annual refresher training can be delivered in-person.

This March, seven talented chefs from Cinnamon Care gathered at Bidfood's head office for a refresher training session led by Vfl chef, Justina.

While already proficient in vegetarian cuisine, the chefs wanted to deepen their understanding of veganism. Topics ranged from exploring diverse sources of protein, iodine, calcium and omega 3, to mastering meat replacements and dairy alternatives. The training session – enriched with interactive quizzes and Vfl resources – sparked engaging discussions and prompted chefs to contemplate innovative changes in their culinary repertoire.

After a short break, chefs were paired off to bring Vfl recipes to life. From walnut pâté to vegan nut loaf with glazed carrots and parsnips, each dish showcased creativity and craftsmanship. The chefs unleashed their individual ingenuity in a 'plate-off'. The standard of presentation was exquisite – including one dish adorned with fresh parsley oil, made on the spot. The highlight, however, was the collective sampling of these delectable dishes.

The feedback from the chefs was very positive, with them finding the session informative and pledging to make menu changes. 100% of respondents gave the trainer and content full marks, and would recommend the training to others.



Chef Justina commented: "Organising sessions like these is important. They are vital ways of fostering camaraderie, with the opportunity to discuss trends and common challenges around inclusive and nutritious dining."

Richard Pearshouse, Executive Chef at Cinnamon Care Collection, added: "Vfl has helped us develop the skills to cater for vegan and vegetarian diets allowing the chefs to create dishes from natural ingredients rather than resorting to prepackaged meals.

"Whether it's access to the hundreds of recipes online, development training with one of their dedicated Roving Chefs, or just a quick email for advice, I have found Vfl to be a fantastic source of support for the group."

Earlier this year, Cinnamon Care spearheaded a Veganuary competition, where chefs were challenged to create a vegan show-stopping dish – judged by Vfl.

The winning creation was Attila Volosinovszki's Celeriac Remoulade with Vegan Mayonnaise, Trio of Beans, Candied Butternut Jelly, Puréed Beetroot, Avocado Emulsion, Basil Tuile, and Roasted Tomato Coulis.

Chef Justina praised the dish's meticulous presentation and ingenious incorporation of diverse protein sources: "It attracts the eye with the colours almost popping off the plate. Love and attention to detail have gone into this dish, and I would love to try this!"

As Attila's colleagues rallied in congratulation, it underscored Cinnamon Care Collective's commitment to culinary excellence and inclusive dining.

To find out more about the benefits of Premium Accredited UK List membership, visit:

[vegetarianforlife.org.uk/pages/the-benefits-of-working-with-us](https://vegetarianforlife.org.uk/pages/the-benefits-of-working-with-us) or call us on 0161 257 0887.



# Tantalise your taste buds and save the planet

We're thrilled to announce the launch of a brand new sustainable recipes section on the VfL website, just in time for Earth Day 2024.

Our collection of delicious, planet-friendly recipes is both nutritious and environmentally conscious. We're delighted to share two of these fantastic recipes below. Get ready to tantalise your taste buds while making a positive impact on the planet!



## Sweet and sour Quorn

Serves 4, Vegan

- 1 onion, sliced
  - 2 tsp vegetable oil
  - 1 carrot, thinly sliced (100g)
  - 1 red pepper, sliced
  - 1 green pepper, sliced
  - 5g garlic paste
  - 5g ginger paste
  - 200g vegan Quorn pieces or similar alternative to chicken
  - 500ml vegetable stock
  - 1 small tin pineapple chunks including the juice (227g size)
  - 1 tsp brown sugar
  - 1 tbsp white wine vinegar
  - 1 tbsp ketchup
  - 1 tsp tomato purée
  - 1 tsp soya sauce
  - 2 tsp cornflour, mixed in a little water
- For garnish
- 1 spring onion, sliced thinly on the angle

- 1 Gently fry the onions for 5 minutes.
- 2 Add the carrots, peppers, garlic and ginger. Cook for another 5 minutes.
- 3 Add the 'chicken' pieces and stock. Simmer for 10 minutes.
- 4 Add pineapple chunks and juice, sugar, vinegar, ketchup, tomato purée and soya sauce.
- 5 Mix the cornflour with a little water and add to the pan. Bring to a simmer while stirring. Allow to simmer for 5 minutes.
- 6 Garnish with thinly sliced spring onion.
- 7 Serve with rice.



## Earth Day special



## Vegan chickpea 'tuna' sarnies

Serves 4, Vegan

- 400g tin chickpeas, drained and rinsed
- 1 tbsp tahini
- 1 tsp Dijon mustard
- 1 tbsp apple cider vinegar
- salt and pepper to taste
- 1 spring onion, finely chopped
- 1 tsp capers, roughly chopped
- 1 tbsp vegan mayonnaise (optional)
- handful of mixed salad leaves
- ½ red pepper, diced
- cherry tomatoes, chopped
- 8 slices of bread

- 1 Mash chickpeas in a bowl.
- 2 Add all the other ingredients apart from salad leaves and tomatoes.
- 3 Assemble sandwiches laying some salad leaves and tomato and sprinkling some red pepper on each one. Also good with sliced cucumber.

[vegetarianforlife.org.uk/recipes/sustainable](https://vegetarianforlife.org.uk/recipes/sustainable)



# Care caterers reveal sustainability secrets

We recently reached out to National Association of Care Catering (NACC) members and supporters, seeking their insights on sustainability, waste reduction, and waste management within the care sector. Here are their top tips.

Fraser Rickatson from Care England says it's important for organisations to have a strong plan for Environmental, Social, and Governance (ESG) issues. This helps not only in reaching net-zero goals but also in improving reputation and following rules.

It can attract new customers, keep good staff, and bring in investors and lenders. Local governments and health boards are also considering ESG when they hire.

Care England has developed a free tool called SMART ESG to help care providers with ESG. It has lots of helpful information and can save money. You can find it on their website. Fraser says it's a great tool for dealing with ESG issues and planning for the future.

To find out more, contact Fraser: [FRickatson@careengland.org.uk](mailto:FRickatson@careengland.org.uk) 08450 577 677.

Another helpful tool is Go Green. It helps the care sector be more environmentally friendly. Care homes and other care providers can use the Go Green badge to show they care about the planet. Athena Care Homes, for

example, started by planting trees for each new resident. There are now over 7,700 trees in The Athena Forest! Now, they're looking for more ways to save energy and help their community.

If you want to know more about Go Green, you can contact Natalie Morris from Autumna:

[Natalie.morris@Autumna.co.uk](mailto:Natalie.morris@Autumna.co.uk)

Join the National Association of Care Catering today and be part of a vibrant community dedicated to excellence in care catering. Contact [info@nacc.co.uk](mailto:info@nacc.co.uk) or visit [thenacc.co.uk](http://thenacc.co.uk) to learn more.

***“One stat we're really proud of is that just one of our upgraded boilers will save enough energy each year to keep a smartphone charged for 250,000 years!”***

James Eley, Athena Care Homes  
A founder member of the Go Green Action Group

## Roasted onion and garlic salt

“Turn your waste into something valuable with this great recipe. Simply take your onion skins with no flesh left in them, along with white garlic skins. Store them for a few days if needed, ensuring they are clean and dry, then either place them in your oven or roast them off in an air fryer for around 8 minutes at 180°C. Because the skins will be light make sure to place a rack on top for air fryers and fan assisted ovens.

“Once roasted and slightly caramelised but not burnt, blend them down in your Robot Coupe to a fine powder. Mix with a good quality sea salt, like Maldon which is from Essex. Mix with smoked salt to add even more interest. You now have turned basic salt into the most amazing seasoning to be used on all your vegetables. Especially if you have some leftover potato skins from a Sunday roast.”  
Jamie Clews

Key Account Manager and Development Chef at Robot Coupe  
[robot-coupe.com](http://robot-coupe.com)

# Ageless advocacy

John Awen and Tracey Hague are experienced vegan campaigners who shared a stage at the V for Life Zone of VegFestUK London last autumn. We asked them to share their tips for successful campaigning, and after a lot of thought, and leaving out some great ideas, we've managed to whittle them down to ten.



- 1 **Research your topic** so that you are armed with as many answers, facts and statistics as possible.
- 2 **Find out the key person** who can change things, and calmly but assertively and above all else persuasively approach them.
- 3 **Be guided by your heart** and always come from that place of love. Never belittle people or ridicule them. Don't be judgemental. Be authentic.
- 4 **Always be charming and disarming.** Inspire (don't berate). Make suggestions (be a critical friend). If you get angry, all that will be remembered is your anger, not your message. Be direct, assertive, and calm.
- 5 **Make connections** with other issues that the person you're trying to influence might think are important, such as dietary needs like Halal, Kosher, lactose-intolerant, Hindu, Buddhist.
- 6 If you've a **local celebrity** who might be able to persuade them, don't be shy; go for the direct ask! Even if they can only share on their networks, provide a quote, etc., you'll be surprised who knows your contacts, and where word will end up reaching. Don't be afraid to be funny, or silly, or original. The aim is to stand out in people's minds.
- 7 **Have examples to hand** – of competitors who are doing the thing you're trying to persuade this company or organisation to do; and of where you were initially met with a negative attitude in the past but the company/organisation changed their mind, and cite the reasons why they came round.
- 8 **Be positive:** paint what you want them to do as a solution to their problems. Perhaps upping their vegan game will help them fulfil other dietary requirements at the same time.
- 9 **Be pushy and persistent** (without losing your charm and good humour). Make direct asks: see if they will introduce something as a trial to see how it goes; then share the message and persuade lots of others to go there too.
- 10 **Remember you can't win them all.** Respect when a company or organisation says 'no', but be clear to them that it means they're missing out on your custom.



# Preserving vegan values

Strategies for safeguarding beliefs this  
Dementia Action Week

We live in an age-denying society, and many of us can find ourselves complacent about what happens to us as we get older. This is as true of vegans and vegetarians as anyone. We can be guilty of taking for granted that we'll always be able to stay true to our values, and to continue with the diet and lifestyle that is fundamental to who we are.

Yet ageing is an inevitable part of living, and as we get older, we might find our autonomy rests in the hands of others. This is particularly true if we experience a loss of capacity or cognition. Around 70 per cent of people living in care homes have dementia or severe memory problems. Ann's mother is one of them:

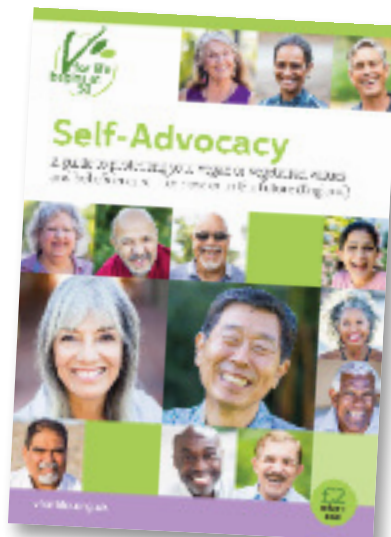
"My sister... demanded to see [a food chart], and that is when she found out Mum had been getting fed meat, pork, and fish.

"Obviously, we were very angry and raised it with the care home. The reply was 'mum was asking for meat and fish'. In other words, my mother was to carry the blame. My mother has never asked for meat, pork, and fish in over 70 years.

"One thing I can assure you, if Mum was of sound mind, she would refuse point blank to eat meat. For Mum that was total and absolute non-negotiable."

This is why we ask care settings to sign up to our [Memory Care Pledge](#), promising to uphold five key measures to ensure that vegan and vegetarian residents can continue living the rest of their lives the way they intended. As

Chris Bonner, Executive Chef and Nutrition and Hydration Lead at care provider HC-One, puts it: "We see the Memory Care Pledge as being about making colleagues aware as to what has the biggest impact... [so that] people are supported to make



their own life choices and continue to do that".

As individuals, we can be proactive: we don't need to wait until our autonomy is threatened to do something about it. VFL's [Self-Advocacy Pack](#) informs the reader of their rights, the human rights and equality legislation on which those rights are based, and the relevant care regulations. It emphasises the importance of setting out how you'd like to be treated, so that this can be followed in the event of diminished capacity. And, while it's better to act sooner rather than later, the Self-Advocacy Pack also supports people to advocate on their own behalf if already in a care setting, or to advocate on behalf of a loved-one.

**Vg Memory CarePledge**

PRESERVING THE VERY BEST CARE FOR YOUR RESIDENTS

1) At meal times, I am provided with a choice of vegetarian and vegan meal options. My opinions on meals are solicited and considered.

2) I am supported in my vegetarian or vegan beliefs and have the opportunity to explore and engage with vegetarian and vegan resources and services.

3) I am catered for during celebrations. If I am vegan, I am provided with vegan alternatives to birthday cakes, barbecues and festive meals. If I am vegetarian, I am provided with vegetarian alternatives to birthday cakes, barbecues and festive meals.

4) If it is my preference to do so, I am given the opportunity to eat at a vegetarian-only or vegan-only table when possible, unless doing so would cause me distress. This involves having a table where people who selected the vegetarian and vegan option sit together.

5) If I am experiencing issues with capacity or cognition, and accidentally choose a meat-based dish, or appear to ask for meat, I will instead be offered an alternative dish that upholds my philosophical beliefs. The alternative dish might make use of alternatives to meat and/or dairy, with my carers providing appropriate vegetarian or vegan fortification of dishes when needed.

Approved by VFL | 0800 0 100 100 | 1000 0 100 100  
© Memory Care Pledge 2019  
Form: Memory Care Pledge 2019 VFL 001 100 100