



Veganuary

Veganuary was a campaign started in 2014 to encourage people to try a vegan diet and hopefully move to a vegan diet permanently. Highlighting how this diet will help to improve your overall health as well as protecting the environment and preventing animal suffering.

2014	150,000 people in the UK were vegan
2019	increased to 600,000
2024	2.5 mil

Why take part in veganuary?

There are many contributing factors into why someone may want to try veganuary, such as the health benefits, family or friends asking them to try, environmental factors on our planet or animal welfare factors.

The health benefits you can gain from participating in a vegan diet are:

- ❖ Making weight loss easier due to lower calorie intake in a vegan diet.
- ❖ Eating mainly whole foods reduces your risk of type 2 diabetes because it lowers your blood glucose levels.
- ❖ A vegan diet can improve your overall heart health since it can lower your cholesterol levels and lowers your blood pressure.
- ❖ Having probiotic foods in your diet like many vegans do helps to lower rheumatoid arthritis and osteoarthritis.

How to successfully do veganuary

- ❖ Plan ahead, research recipe ideas and try new recipes and cuisines.
- ❖ Making sure you get all the right nutrients if you cut out meat, so your body can still get all the nutrients it needs to stay healthy and do everything you want. Making sure your diet is rich in fruits, vegetables, legumes, wholegrains and nuts, this provides your body with a diverse range of antioxidants, vitamins and minerals. These can be fresh, frozen or tinned, remember it doesn't always have to be premium organic.
- ❖ It doesn't have to cost you lots of money, but rather it's about being smart about the food you eat. Don't only eat prepackaged processed plant based food but also wholefoods and making sure it stays balanced.

What is the veganuary 31 day workplace challenge?

The 31 day workplace challenge is where you can encourage your workforce to try being vegan throughout January. During 2025, 228 organisations worldwide took part in the 31 day challenge, where they offered more vegan options in the workplace. These organisations also had support and free access to meal plans and resources to help their journey. <https://veganuary.com/get-involved/workplace-challenge/>

Why do veganuary as an organisation?

- ❖ Promotes health and wellbeing to employees.
- ❖ Shows your business is helping the environment
- ❖ It is a fun challenge for staff to join in on.
- ❖ It is a PR opportunity if you get involved publicly.

References

[rootkitchen](#) [benendenhospital](#)
[ucb](#) [healthyyou](#)
[veganuary](#)

