



Why a label for meat-free products?

1. A problematic situation

- Not enough safeguards when buying vegetarian or vegan (entirely plant-based) products.
- Food that is supposedly vegetarian offered on the market.
- A general mistrust with regard to pre-prepared food.
- More and more so-called convenience foods, where the respective meat products are difficult to detect just by looking.

2. The Solution

- Clear marking of all meat-free products on offer
- Designation of caterers/restaurants who supply food which is suitable for vegetarians.

3. Aims

- Quick and clear recognition of vegetarian and purely plant-based products
- Promotion of the growing vegetarian and purely plant-based product market sector
- European-wide uniform labelling of vegetarian products
- Promotion of vegetarian choices in restaurants

4. Target Groups

- Food-conscious consumers
- Consumers cutting down on their meat intake
- Vegetarians
- Allergy sufferers
- Members of religious communities with specific dietary restrictions (i.e. prohibition of pork and other pig products, Kosher or Halal)

After the outbreak of BSE in Germany around 8% of Germans claimed that they had become vegetarian. According to a forsa study a good 30% of 18-25 year old women stated that they ate meat only once a week and wanted to reduce this further; this means that 6.4 million people in Germany could profit from having the V-label. The same trend can be seen in other European countries. According to the study by Nutri-Trend, already 9% of the population in Switzerland (almost) always eats vegetarian food.

Animal feed scandals, and others relating to the meat industry, are yet again causing more and more consumers to turn to a vegetarian lifestyle.

The V label has a long term aim – to continually increase the meat-free market sector.

This label helps the food industry and restaurants cope with a trend which will only get stronger in the future.