

# How will I benefit from using the Viva! symbols?

By using the Viva! symbols you will be alerting consumers to the fact that your product has been recognised as vegetarian, vegan and dairy-free by a trusted organisation, thereby increasing consumer confidence in your product. Consumers are aware that if Viva! states a product is free of animal products, then it must be so. For many the use of the symbol gives a feel-good factor about the product. You will also be able to promote the fact in any news releases or product materials that your product is Vegetarian, Vegan and Dairy-Free approved.

As well as any promotions your company undertakes, Viva! will also actively promote your product in a number of ways - see box below for further information - all of which will undoubtedly help increase your sales!



## So what do I do next?

1. Complete the application form and sign the declaration on the reverse of the *Criteria for Use* sheet (once you have read through the criteria for the symbols and drawn up a comprehensive listing of ingredients for each product, including those which may have been used during the production process such as cooking oils, finings etc).
2. Return both documents to Viva!. No payment is necessary at this stage.
3. Viva! will then assess your application and notify you within 28 days as to whether your application has been successful.
4. If it has, you will be sent a confirmation notice together with an invoice to cover the fee for use of the symbol/s for one year. This fee will be based upon annual turnover (see previous page for details).
5. Upon receipt of payment, Viva! will send you artwork for the symbol on CD or via email.
6. You can then proceed with using the symbol!

Please note that:

It is the responsibility of the applicant to ensure Viva!'s criteria are met. Failure to adhere to Viva!'s criteria will result in use of the symbol/s being revoked.

# Viva!

Viva!, the premier campaigning group in Europe, can help YOU to promote your business through:

- the use of our symbol/s on packaging and promotional materials
- on-pack promotion
- targeted media releases to the consumer and trade press
- joint promotions
- editorial and give-aways in our supporters' magazine, *Viva!LIFE*
- free advertising on our popular website
- events attended and organised by Viva!, including our regional *Incredible Veggie Roadshows* and national *Incredible Veggie Show*
- Viva!'s range of recipe, health and travel guides
- our supporters' discount scheme, which provides additional promotional opportunities for members providing discounts for Viva! supporters

**Viva!**

Reach a rapidly growing market...

...through the use of Viva!'s Vegetarian, Vegan and Dairy-Free symbols on your vegan products



appealing • trusted • effective

# About Viva! and our Vegetarian, Vegan and Dairy-Free symbols

Viva!, launched in 1994, is Europe's largest vegetarian and vegan campaigning organisation - with offices in the UK, Poland and the US. We actively promote the benefits - for ourselves, the animals and environment - of vegetarian and vegan diets and campaign effectively and professionally on animal issues. We also produce numerous materials, and organise events such as the *Incredible Veggie Roadshows* and *Incredible Veggie Show*, to help people change.

Consumers are increasingly looking to buy animal-free products and services, so to help them find suitable products - and help veggie-friendly businesses market their products to this growing audience - Viva! has introduced four new symbols.

The symbols can be used on a wide range of vegan products and services from convenience foods to café menus, cosmetics to clothing and health foods to footwear. The possibilities are endless!

For a single annual fee, your business can register as many vegan products and services as it wishes and in so doing receive approval to use one or more of our eye-catching symbols on product packaging and promotional materials.

And with a package of additional marketing opportunities that your business can take advantage of, many of which are provided at no extra cost, you can be sure that signing up to use Viva!'s symbols offers fantastic value for money.

## Vegetarianism, Veganism and Dairy-Free - a growing market

The number of people, young and old, purchasing vegetarian, vegan and dairy-free products is increasing worldwide. Their reasons for doing so are mainly:

### Concern about their health

And with good reason too! Increasing scientific evidence is, time and again, showing that the avoidance of animal products greatly reduces the chances of contracting a number of diseases including cancer, diabetes, heart disease, stroke, gallstones, kidney disease and obesity. People are increasingly aware, too, of the food poisoning risks and 'superbugs' caused largely by consuming contaminated meat and dairy products.



### Concern about animal welfare

People are also becoming more aware of the way in which billions of animals are intensively and cruelly farmed each year to provide cheap food - and the impact this has on the environment.



### Meat and dairy-free - a growing market

The meat-free market is currently valued at £626 million, a 2% rise year on year.

The most significant group of vegetarian consumers is women aged 17-34 years old.

The main reasons consumers give for NOT eating meat are:

- 44% for moral and animal welfare reasons
- 22% for health reasons
- 9% as a result of food scares

Source: Taylor Nelson Sofres

7 million people in the UK say they never, or hardly ever, eat dairy products.

Source: 1998 Granose survey

The UK market for meat-free foods will reach £780 million by 2009.

Source: Mintel

The market for meat-free products is growing as a rising number of people reduce their meat consumption. 45% of the population fall into this meat reducers category.

Source: Leatherhead Food International

The number of vegetarians in the UK is around 5 million.

# Promoting your products and services to the widest possible audience – and reaping the rewards

By displaying Viva!'s symbol/s on your products and promotional materials you can reach:

- Vegans
- Vegetarians
- Meat reducers
- Allergy sufferers, and the growing number of people who are lactose intolerant
- The massive and growing number of health conscious people, looking to cut out or back on cholesterol, animal fats and animal protein
- The ethical shopper, looking to eat products that are as natural as possible and produced with as little impact on the environment as possible
- People whose religious beliefs prevent them from eating certain animal products
- Anyone concerned about food poisoning and other food safety scares that are, unfortunately, a day-to-day reality

## Applying for the Viva! symbols – your questions answered

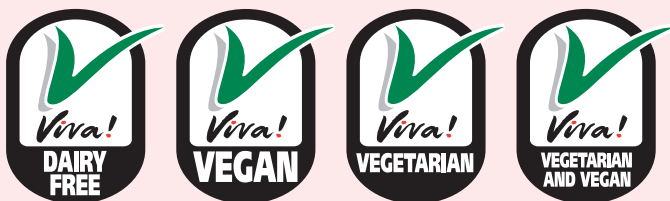
How do I know if I am eligible to apply for the Viva! symbols?

As long as your product/s or service/s adhere to Viva!'s criteria (see summary below right and application form for full criteria listing) there should be no reason why permission to use our Vegetarian, Vegan or Dairy-Free symbols will not be granted.

And remember, as long as it's vegan, your business can benefit from using Viva! symbols.

### Using Viva!'s symbols

Viva! approves vegan products but gives the choice of four symbols, recognising that different companies want to market their vegan product/s or service/s in different ways. The symbols are:



As well as providing a choice of which symbol/s to use, Viva! also offers the option of reproducing the symbol/s in full colour or one colour (provided as green but can be changed to suit your packaging requirements).

How much does it cost?

There is an annual fee which can cover as many products as you choose to apply for, based on company turnover as follows:

Up to £50,000	£50
Up to £100,000	£75
Up to £500,000	£200
Up to £1 million	£350
Up to £5 million	£500
Up to £10 million	£800
£10 million or over	£1000
£50 million or over	£1900

All fees are exclusive of VAT.

Summary of Viva!'s criteria for using the Vegetarian, Vegan and Dairy-Free symbols

- No animal products
- No animal testing
- No GM ingredients
- No cross-contamination with animal or GM products