

Newsletter

SPECIAL EDITION NOVEMBER 2024

WORLD VEGAN MONTH



WELCOME!

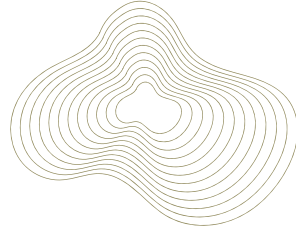


This November, **Consumers for Sustainability** and the **Plant Based Foods Industry Association** are excited to launch the **Plant-Based Pledge Campaign** this World Vegan Month.

Join us in making a positive impact by embracing a kinder, healthier, and more sustainable lifestyle. Read on for campaign details, delicious plant-based recipes, trivia, and more!

What is World Vegan Month?

World Vegan Month, celebrated annually in November, is an invitation to explore plant-based food choices that promote better health, protect the planet, and support animal welfare. This month, we're encouraging everyone to try new plant-based foods, reduce animal product consumption, and discover how small changes can make a big difference.



About *Consumers for Sustainability*

At Consumers for Sustainability, we're dedicated to empowering individuals and institutions to make plant-forward choices that contribute to a sustainable future. Our mission is to raise awareness of the impact of industrial animal agriculture on India's climate, public health, animal welfare and nutritional security goals, and to advocate for a shift towards sustainable, plant-based options.

About *Plant Based Foods Industry Association*

Plant Based Foods Industry Association (PBFIA) is an apex body, which unifies the entire plant-based foods industry in India. Currently, PBFIA with its 150+ members, focuses on policy advocacy, innovation, investment, distribution and supply chain. With sustainability and health as the key driving forces behind the activities of the association, the foremost aim of PBFIA is to make plant-based foods mainstream while providing new avenues for industry growth.



For World Vegan Month we're thrilled to invite you to take the Plant-Based Pledge! By taking the pledge, you commit to exploring plant-based foods throughout the month and making more compassionate, sustainable choices.

Take the pledge today and be part of a compassionate, sustainable future! Click [here](#) to sign up.



ABOUT THE PLANT BASED PLEDGE CAMPAIGN

Here's how to get involved and increase your chances of winning exciting prizes!



Pledge Sign-In: Register for the pledge and indicate your interest in our digital campaign.



Social Media Engagement: Share your journey on social media! Post selfies or photos with plant-based foods and tag **@pbfia** and **@voiceofcfs** using the hashtags **#tastethegreenlife**, **#plantbasedforchange**, and **#worldveganmonth**.



Referral Rewards: Invite others to take the pledge. The more people you refer, the higher your chances of winning.

The top 10 participants with the most engagement (referrals and social activity) will win a goodie bag of plant-based treats, notebooks, bookmarks, and more!

Where to Find Us

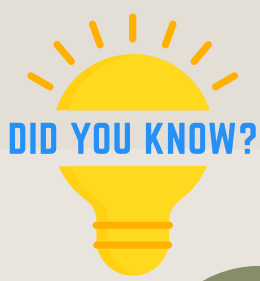


Are you based in Bengaluru? Visit our stalls, sign the pledge, and try plant-based foods firsthand! You can find us at **Rolling Plantz in Domlur** and taste some delicious plant-based options from our brand partner **Nourish You**. On weekends, find our interactive stalls in Bengaluru retail stores; **All Market** in Hoskote, **Organic World** in Jayanagar, **Petrichor Super Market** in Kengeri.

In Hyderabad find us at **Qmart** and **Evoke**. We encourage you to visit, take photos and share your experience online!

In Chennai, ask about the pledge at **Vijay Sweets**, known for traditional Indian sweets crafted with plant-based ingredients, and at **Green Rabbit**, which offers 100% plant-based catering.

Stay tuned to our social media **@voiceofcfs** and **@pbfia** to know about our other stall locations throughout the month.



WHY ADOPT PLANT-BASED FOODS

1. Plant-based foods is Great for Environment

Resource Use for Chicken vs. Plant-Based Foods:

1 kg Chicken: 3900 L of water, 1,800 Sqm of land.

1kg Lentils: 1,300 L of water, 1,400 Sqm of land.

2. Greenhouse Gas Emissions from Animal Agriculture

Animal agriculture accounts for approximately 14.5% of global greenhouse gas emissions.

Impact of Switching to Plant-Based Proteins can significantly reduce greenhouse gas emissions

Sustainable and Low Carbon Footprint

Plant-based meat emits up to 90% less greenhouse gas and uses up to 99% less water than traditional meat production.

Nitrogen Fixation in the Soil

Pulses have the ability to fix nitrogen in the soil, This enriches the soil naturally and reduces the need for synthetic fertilisers.

Fishless Oceans by 2048?

Overfishing, pollution, and climate change are leading to ocean dead zones, and scientists estimate that we could have fishless oceans by 2048

Plant-Based Meat Offers Comparable or Higher Protein Than Animal Meat

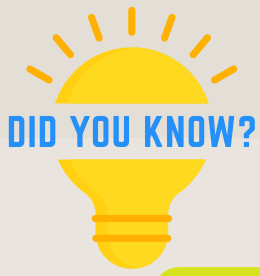
Pea protein, a common ingredient in plant-based meat, provides around 25g of protein per 100g, which is on par with chicken or beef!

Millet: A Superfood for Bone Health

Millet is a great source of calcium, offering 344 mg of calcium per 100g, which is higher than many dairy products!

Millet is a Complete Protein

Millet contains all nine essential amino acids, making them a complete protein source.



WHY ADOPT PLANT-BASED FOODS

Dietary Guidelines approval Plant-Based Milk

Plant-based milk alternatives are recommended by various national dietary guidelines in some countries as alternatives to dairy

Hemp: Nature's Perfect Balance of Omega Fatty Acid

Hemp protein is an excellent source of essential fatty acids, offering an ideal balance of omega-3 and omega-6 fatty acids (3:1 ratio),

Tempeh : Plant-based protein rich Source

A staple in Indonesian diets for over a thousand years. Protein-rich food packed with dietary fibre, B vitamins, and essential minerals like iron and calcium.

Plant-Based Diet Increases Metabolism

Plant-based diet may burn calories faster after meals compared to meat-eaters. The higher fibre and nutrient content in plant-based foods leads to greater post-meal calorie burn

Fermentation for Nutritional Enhancement

Fermentation is used in plant-based products to boost flavour and nutrition. This increases protein content and adds good bacteria, making plant-based cheeses and yogurts healthier

Millet's Are Drought-Resistant

Millet's are naturally drought-resistant and require less water making them an ideal crop for sustainable farming in water-scarce regions.

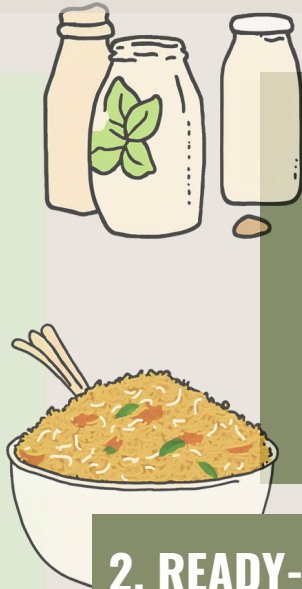


Sources

National Institute of Nutrition (NIN)
Water Footprint Network
Food and Agriculture Organization (FAO)
Harvard School of Public Health
International Crops Research Institute for the Semi-Arid Tropics (ICRISAT)
Indian Council of Agricultural Research (ICAR)
Good Food Institute (GFI) India
United Nations Framework Convention on Climate Change (UNFCCC)
Journal of Agricultural and Food Chemistry
American Journal of Clinical Nutrition
ProMeat, Plantmade

PLANT-BASED BRANDS: BENGALURU EDITION

The plant based industry in India is constantly striving to offer innovative products to make compassionate and sustainable eating easier and tastier. Bengaluru is home to an exciting array of plant-based brands – from creamy dairy-free milks to flavourful meat alternatives, here's your guide to the diverse range of options available in the city.



1. DAIRY ALTERNATIVES

OneGood by Nourish You, SoGood, Plantaway, Oatey, OnlyEarth, Altco., Briyas, Health on Plants & more

Try their Millet Milk, Oat Milk, Peanut Curd, Tofu among others for a delicious, dairy-free experience.

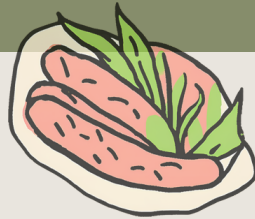
2. READY-TO-COOK & PROTEIN-RICH MEALS

Evolved Foods

Dive into plant-based versions of Indian favourites, including Karnataka Donne Biryani, Chettinad Fry, Chilli Basil Stir Fry, and Mangalore Ghee Roast.

Hello Tempayy

Nutrient-packed Tempeh in plain and flavoured options add a protein punch to any meal.



3. MEAT ALTERNATIVES

Veganta

Enjoy a wide selection of meat-like options, from Burger Patties and Nuggets to Salami, Deli-Ham, and even Whole-Cut Fillet Slab

4. SPECIALTY INGREDIENTS

Devigere Biosolutions

Plant-forward ingredients like Cow Pea Protein Concentrate, Mung Bean Protein Concentrate, and a versatile Plant-Based Egg Mix for those looking to experiment with new recipes.



5. SHOPPING & DINING

Vegan Dukan

An e-commerce platform with a broad selection of plant-based products and Rollin' Plantz, a plant-based restaurant in Domlur offering mouth-watering dishes for all.

Vijay Sweets

Offers a delightful selection of traditional Indian sweets crafted with high-quality, plant-based ingredients and Green Rabbit offers 100% plant-based catering





RECIPE CORNER

Looking to try new flavours this month? Here are a few recipes that were winners at the Institute of Hotel Management, Mumbai's (IHM Mumbai) plant-based cooking competition this year.



INGREDIENTS

- Fennel seeds 50g
- Sugar 50g
- Coconut water 150ML
- Agar Agar powder 20G
- Soya Milk 400ML
- Sugar 20G
- Fennel seeds 30G
- Pistachios 100G

PRE-PREPARATION

1. Prepare sugar syrup with 20g sugar and equal amount of water and heat the mixture till it thickens
2. Pour out the coconut water and add agar agar powder and heat this mixture until it boils. Once boiled, put it inside the refrigerator for it to set.

Cold Beverages

Saunf Punch

by Shlok Mohata and
Tanmay Mulgaonkar

PREPARATION

1. Grind the fennel seeds and sugar into powders separately.
2. Mix the powders and add them to a mixer. Add Soy Milk (Elaichi Flavour) and blend all three ingredients together.
3. Grind the coloured fennel seeds into a coarse mixture for the rim. Soak the glass rim in sugar syrup and coat it with the mixture of the coloured fennel seeds.
4. Use a sieve or a muslin cloth for filtering the mixture of the milkshake into another vessel.
5. Remove the coconut jelly from the refrigerator and cut into small chunks.

Starter

Baingan Bharta Fondue

by Paras Hardi and Ayush Haryan

INGREDIENTS

- 1 Brinjal
- 2 tbsp Plantway almond milk
- 50gm Whitecub vegan butter
- 50gm Plantway cheddar
- 1 slice vegan cheese(Grabenord)
- 1 cup spring onion
- ½ chopped onion
- 1 tbsp Garlic paste
- 1 tsp chilly paste
- 2 tsp chilly powder
- 2 tsp coriander powder
- 2 tbsp coriander
- ½ tsp turmeric
- Pinch of salt

PREPARATION

1. Roast the brinjal and remove its skin.
2. Take oil in a pan and add garlic paste, chilly paste, onion and spring onion to the pan.
3. Cook till it reduces.
4. Add the brinjal .
5. Add all the spices.
6. Add the vegan butter, vegan cheese and vegan milk to make it creamy.
7. Serve hot with fresh mini laadi pav , peru chutney , khakra and lemon coriander PFC foods chicken nuggets.



SIDES

Peru Ki Chutney

- Peru (1 guava)
- Mustard seeds (1/2 tsp)
- Oil (1 tbsp)
- Amchur powder(1/4 tsp)
- Hing powder(1/4 tsp)
- Red chili powder(1/4 tsp)
- Jaggery
- Black salt (to taste)

PREPARATION

1. Boil the guava and grind it into a paste.
2. Strain the paste.
3. Let the paste cool down.
4. Heat oil in a vessel and add: Mustard seeds, Jaggery, Hing powder, Amchur powder, Black salt , Red chilli powder
5. Finally, add the guava paste to the vessel and mix it well.

Main Course

Malabar Wellington

by Paras Hardi and Ayush Haryan



INGREDIENTS

- Beef replacement: 200gm purple yam
- 2tbsp mustard paste
- Vegan ghee roast:
 - 50ml coconut oil
 - 50ml refined oil
 - 400gm button mushrooms
 - 20gm dry red chilli
 - 4-5 cloves garlic
 - 1tbsp coriander seeds
 - 1tsp cumin
 - 1tsp black peppercorns
 - 1tsp Fenugreek seeds
 - 1tsp mustard seeds
 - 1tsp poppy seeds
 - 2tbsp tamarind paste
 - A sprig curry leaves
 - 2tsbp vinegar
 - 1bunch Malabar spinach

MALABAR PARATHA PUFF PASTRY

- 250gm maida
- 1tsp sugar
- 30ml oat milk
- 1tbsp refined oil
- 200gm vegan butter
- 2tbsp Vegan egg powder
- Injipuli
- 250gm ginger
- 135 gm jaggery
- 50ml tamarind pulp
- 4 green chillies
- ½ tsp turmeric pwd
- ½ tsp red chilli pwd
- ½ tsp Fenugreek pwd

TEMPERING

- 2 tbsp coconut oil
- ½ tsp mustard seeds
- 1 sprig curry leaves
- 4 dry red chillies
- Cucumber dill pachadi:
 - 1 Cucumber deseeded
 - 20gm dill leaves
 - 100gm vegan curd
 - White pepper powder
 - Salt as per taste



PREPARATION

1. Season and sear the yam till golden brown crust is formed. Let it cool.
2. Mince the mushrooms. Dry roast the whole spices and grind together.
3. Blanch the dry red chillies and garlic and make a paste.
4. Saute mushrooms. Add the paste with the whole spices till oil separates.
5. Take out in a plate and cool down.
6. Blanch the spinach. Pat dry on a duster. Apply mustard over the yam.
7. Strain the injipuli and get to desired consistency. Prepare the pachadi with its ingredients.
8. Roll out the puff dough.
9. Place cling wrap on table surface. Arrange the spinach leaves together.
10. Apply mushroom ghee roast mixture over it. Put the yam and start rolling it till it gets covered completely.
11. Take the first pastry sheet and wrap it around the rolled yam. Trim off the edges.
12. Take the second pastry sheet. Divide in two, add a base and score the other half and lay over the top of the Wellington.
13. Apply vegan egg wash and bake at 170°C for 25 min.
14. Take it out carefully and let it cool down.
15. Present in a decorated Suzette pan.
16. Slice into thick pieces and serve with injipuli and pachadi.

PRE-PREPARATION

1. Boil and dry the yam.
2. Trim out edges.
3. Make puff pastry dough and refrigerate.
4. Prepare injipuli mixture and let it set overnight.



Dessert

Vegan S'mores Brookies (Cookie Brownies)

by *Urvi Sawant and Anika Manudhane*

INGREDIENTS

For the cookie layer:

- 1/2 cup softened Vegan Butter
- 1/3 cup unsweetened applesauce
- 1 cup coconut sugar
- 1 tsp vanilla extract
- 1 & 3/4 cup all-purpose flour
- 1 tsp baking soda
- 1/4 tsp sea salt
- 3 to 6 tbsp almond milk
- 3/4 cup of vegan dark chocolate chunks

For the Brownie layer:

- 4 flaxseed eggs
- 1 cup vegan butter
- 1 cup coconut sugar
- 1/2 cup melted vegan dark chocolate compound
- 1 cup all-purpose flour
- 1 cup cacao powder
- 2 tsp baking powder
- 1/4 cup chocolate chunks
- 1/4 cup chopped almonds and walnuts

PREPARATION

1. Preheat the oven to 350 F or 175 C and line an 8×8 baking pan with parchment paper.
2. To Make the cookie layer: In a large bowl, beat together the softened vegan butter, applesauce, coconut sugar, and vanilla extract until smooth and creamy.
3. Sift in the flour, baking soda, and sea salt, and fold the dry ingredients into the wet. Add in the almond milk, starting with 3 tbsp and adding more if needed until you get a smooth and slightly sticky dough.
4. Fold in the Dark chocolate chunks.
5. Press the cookie dough into the bottom of the pan.
6. Line the cookie dough with vegan marshmallows.
7. To make the brownie layer, mix the flaxseed eggs, coconut sugar, vegan butter, and melted chocolate in a large bowl and mix with a spoon.
8. Sift in the flour, cacao powder, and baking powder, and use a rubber spatula to fold the dry ingredients into the wet until it's just mixed.
9. Fold the remaining chocolate chunks and nuts and pour the batter on the marshmallow layer.
10. Bake it for 25-27 minutes, or until the top of the brownie layer has set.
11. Remove from the oven and allow the bars to cool in the pan for 10 minutes before removing and slicing.



PRE-PREPARATION

1. To Make unsweetened applesauce, peel an apple and cut it into thin slices. Put 1/2 to 1 cup of water in a pan and bring it to a boil. Add the apple and cook until it softens. Blend once it cools down.
2. To make flaxseed Eggs. Ground your flaxseed into powder.
3. To make one flaxseed egg you need 1 tbsp flaxseed powder and 3 tbsp water and let it sit until it thickens into an egg-like consistency.
4. Roughly Chop your walnuts and almonds.
5. Chop and keep your chocolate chunks.



THANK YOU FOR JOINING US IN CELEBRATING WORLD VEGAN MONTH!

LET'S MAKE THIS MONTH IMPACTFUL TOGETHER. BY MAKING
MINDFUL CHOICES, YOU'RE CONTRIBUTING TO A
COMPASSIONATE, SUSTAINABLE FUTURE.

TOGETHER, WE CAN CREATE A HEALTHIER, GREENER WORLD
—ONE MEAL AT A TIME.



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