Global Plant-Based Food Summit Asia 2019

Vegan Businesses in China – and the Transformation in the 20th & 21st Centuries

中国的素食产业 20、21世纪的变革

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Chairperson of the Hong Kong Vegan Association,
IVU Regional Representative – Asia Pacific
IVU Regional Representative Asia Pacific

Secretary General of Asia Pacific Vegan Union (APVU)

Also founder of Hong Kong Vegan Association.

Vega activist in Hong Kong since 2006. Lacto vegetarian since 1991 and then moved one more step further to become vegan since 2007.

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IVU 非洲代表

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IVU 欧洲代表

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IVU 拉丁美洲代表

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IVU 亚太代表
YOU WILL NEVER LOOK AT YOUR FOOD THE SAME WAY AGAIN

SCREEN WRITERS

LET US JOIN TOGETHER HELP SAVE THE PLANET

http://www.foodchoicesmovie.com/
Food from

Plant Kingdom

Animal Kingdom
Both Plant-based Food and Vegan Food do not contain ingredients from Animal Kingdom

**Plant-Based Food**
- Health Issue
- Climate Change / extreme weather Issue
- Environment Issue
- **Food**
  - Wholefood, superfood, functional food

**Vegan Lifestyle**
- Individual choice
- Ethical Issue
- Compassionate
- Animal Welfare
- **Non-food items**
  - Shoes, clothes, health care products and cosmetic without animal ingredients and animals test
Vegetarian

- Food without meat of animals from the river/sea, the land and the sky
- Food may contains animal ingredients
  - Egg derived from birds, chickens
  - Vegetarian cheese (without rennet), milk, butter, cream derived from cows, goats,..
  - Honey derived from Insects, bees
  - Bird nest from Birds
What about these?

some plants with pungent flavour: e.g. Onion, garlic, leeks, Scallion, shallots, chives, etc.

Religious influences on food choices

- 大蒜 (Allium sativum)
- 蒜 (Allium bakeri)
- 藥: 小蒜 (Allium bakeri)
- 薑: 阿魏 (Ferula assafoetida)
- 棉: 火蔥 (Allium cepa var. aggregatum)
- 苦: 聖蔥 (Allium victorialis)
- 蔥 (Allium fistulosum)
- 韭: 韭菜 (Allium tuberosum)
Why??
Don't you miss meat?
What's wrong with milk?
Is bread vegan?!
What about honey?
Protein?
Isn't it expensive?
But eggs?
I could never.
@VegansHumor
Common logo for vegan products
APVU - Vegan Certification for Food Product (Scientific Evidence-Based)

Flowchart

Food Trade Company

- Enquiry
  - Enquiry of V-Cert for Food Product (Scientific Evidence-Based)

Application

- Related Documents (Both A&B)
  - (A) By E-Mail
  1. BR, IC or APVU Referral Letter
  2. Completed Application Form (include company self-review & declared list and detailed English list of ingredients)
  3. Product Package Design Artwork (pdf), must submit if have any new or update version
  4. Payment Receipt
  5. Sample (500g / 800ml, must clearly marked with applicant company name and product name)

- Certification
  - Receive Written Notification for Certification

APVU V-Cert Centre / Certification Board

- Please refer to details of the Certification Plan
- Accept Application, File Processing
- Document & Product Ingredient Review
- Send Test Order & Sample to Laboratory
- Conclusion of Assessments
- Passed by the Certification Board
- Officially awarded Product Certification, Vegan Trademark, Barcode and Listed in APVU V-Cert (Scientific Evidence-Based) Food Product List Directory
- Appeal Succeeded
- Appeal Rejected

- Processing Appeals
- Judicial Review

HOKLAS Accredited Laboratory

- Accept Application and Sample
- Conduct DNA Test
- Submit Test Result

Remark:

1. The Certification is valid for TWO years. During the period, APVU will issue a notice requesting the client to submit the sample again for DNA testing to ensure the quality of the certified product; otherwise all the relevant Product Certification, Vegan Trademark, Bar Code and Product List will be invalid after ONE year.

2. APVU Certification Board reserves the right to accept the application and of final decision.
亞太素食認證中心
Asia Pacific Vegan Certification Center

亞太素食認證

兹證明
Has granted Asia Pacific Vegan Certification to

China Vegan Co Ltd.
East Exchange Tower, 38 Leighton Road, Causeway Bay, Hong Kong

已符合由本公司所制定的亞太素食認證 — PREMIUM
This is to certify that the below product(s) comply with the
Asia Pacific Vegan Certification — PREMIUM (APVU Approved)

認證有效日期
Valid Period
01 Nov 2017 - 01 Nov 2019

認證產品
Certified Product

Vegan

01 Nov 2017

發出日期
Issuance Date

Chairperson of Certification Board
What kind of **businesses** we can do for the vegan or plant-based food market

- **Food Product**
  - Fruits and vegetables from farm direct (whole food)
  - Restaurants (Services provided by Chef)
  - Process food (Convenience food) produced by factories
    - Snack, cans, instant noodles, Packaged Food, Ready to Eat Food, Instant Mixes and Canned Food Items

- **Non-Food Product (for Vegans)**
  - Cosmetic
  - Personal / body Care
  - Household
  - Shoes, Clothes & Accessories
What consumer needs

• **Basic Need:**
  • Fruit, Vegetable, Seed, grain, etc, grow from plant (whole food)

• **Comfort food:**
  • such as ice-cream, burger, hot dogs mock meat made by ingredients with plant only (process food)

• **Functional / Super Food**
  • Chia Seed, flax seed, goji berry, jenseng, lingzhi,

• **Non-food**
  • Shoes, cosmetics, personal care, household products, etc.
Where is the market

Who are your customers

What do they want
Vegan Society / Association
- long term education provided to transform the society
- created niche market already

Social Media Group
- Many vegan groups worldwide
- Lots of information on vegan products posted by group members

Media Platforms
- HappyCow.net
How about China

IVU China Representative
President of Vegetarian Culinary Art Committee
Of China Cuisine Association
国际素食联盟中国代表：中国烹饪协会素食厨艺委员会会长
Ernest Bell Memorial Library

Hong Kong

The newly formed charity The Humanitarian League is systematically building up the library in cooperation with the Henry Salt Archive, Happy Cow and other friends.

As of September 2013 we have assembled over 200 pieces of Ernest Bell's writings.

The Ernest Bell Library has more than 1,500 books, newspapers, magazines, journals, manuscripts, postcards, badges & more.

Publisher, author and animal welfare campaigner.

Ernest Bell was born in Hampstead, Middlesex, in 1851 and married Marie Ann Taysen of Leith, Edinburghshire in 1893. He died on 14 September 1933 at Hendon aged 82, and his wife Marie Anna Bell (née von Taysen) died on 7 August 1939 aged 81 at Hendon.
1902

Li Shi Zeng, studied at Pasteur College and Paris University in France at 21 years old. During school, he focused on agriculture and research on soybean. Through research, he concluded that: Soybean is a healthy food that can prolong life, and it can replace meat.

1908 or 1909

After 6 years in France, Li Yu-ying returned to China to raise funds for his tofu company ($400,000 of startup capital). Six months later he returned to France with five workers and (apparently) a large supply of Chinese soybeans and coagulant. In France he and his engineers design modern equipment to transform soybeans into soymilk and then tofu. Li established the world’s first soy dairy, named the Tofu Manufacturing Co.
“CASÉO-SOJAÎNE”
USINE CHINOISE
46bis, Rue Denis-Papin, COLOMBES (Seine)
Tél. : COLOMBES-239

Produits Alimentaires de SOJA
(Brevetés en France et à l'Étranger.)
Les plus hautes Récompenses — Membre du Jury (Hors Concours)
PARIS - TURIN - BRUXELLES, Etc.

SÉCURITÉS:
Sablés Chinois
BISCOTTES - CONFITURES
SAUCE de SOJA (exclusivement végétale)
“SOJAFÉ” ou CAFÉ de SOJA
(Remplacant avantageusement la Chicorée)
Mr Li has three main reasons for establishing this plant:

(1) He believed that soya could help France to meet its dietary needs;

(2) He wanted to develop a model processing plant; and

(3) Above all, he wanted to be able to provide work for about 30 student-workers that he brought from China to whom he provided additional intellectual training by setting up evening classes.

The young Chinese students used their wages from making soy foods to pursue their studies in France. They were escorted to France by Qi Rushan (Ch‘i Ju-shan), whose elder brother, Qi Zhushan (Ch‘I Chu-shan) managed the factory.

Within a year, a second round of workers arrived from China to work at the tofu factory.
The factory exemplified the principle of Qingong jianxue yundong:
Besides its main purpose of efficient production of foods based on innovative application of chemical and agricultural research, it also focused on the rhythm of life of its students.

The simple facility was governed by strict morals (amongst others alcohol, tobacco, gambling, and prostitution were forbidden) and the daily life of the students was divided into work and studying in their free time. This principle was meant to create a new type of person or elite.
Factory producing soymilk
In 1909, an invitation was sent by the Belgian government to the Qing government for participation in the World Expo held in Brussels, the Belgian capital in 1910.

Hearing this, Li Shi had requested to register at his own expense. In doing so, he first made the world aware of Chinese tofu, and second, he started launching the brand of Chinese tofu companies and seeking more orders to support the livelihoods and studies of his French compatriots.
In May 1910, Mr. Li had taken a Siberian railway train from the northeast to Paris via the Russian territory, and then went to Belgium with a production team.
World Expo held in Brussels 1910, Booth for Tofu Exhibition

After all his efforts, he finally put the Chinese tofu food on the Expo booth and enriched the world's people's table.
1910
Poster for World Expo
World Expo held in Brussels 1910: Venue
China Pavillon, 1910, World Expo
1911 he added smoked tofu, pressed tofu sheets, fermented tofu cheese (in Gruyere, Roquefort, and Camembert flavors), and soymilk.

Mr. Li also developed and sold the world’s earliest known commercial lactic fermented soymilk.
1910 Dec. 30 – Li Yu-ying applied for the world’s first patent for soymilk, titled “Vegetable Milk and Its Derivatives” (British patent No 30,275). He was issued the patent on 29 Feb. 1912.

1910 – Europe's first commercial soyfoods manufacturer, named Caséo-Sojaïne, was founded by Li Yu-ying, a Chinese citizen, biologist and engineer, at 46-48 Rue Denis Papin, Les Vallées, Colombes (near Asnières), a few miles northwest of Paris.
1912 Sept. LE SOJA published


This was one of the earliest, most important, influential, creative, interesting, and carefully researched books ever written about soybeans and soyfoods, its bibliography on soy is larger than anything published prior to that time. It was first published as a series of eight articles in Agriculture Pratique des Pays Chauds (Bulletin du Jardin Colonial) from September 1911 to April 1912.
Buli Village: the young leader started the Journey from China
During 1924, the Youth Communist Party in Europe, they became leader in China later.
2006 China officially joined IVU Congress.
The Chinese government are planning to reduce people’s meat consumption by 50%. It is hoped that this will reduce climate change and avoid significant impact.

Supports are given by celebrities such as Arnold Schwarzenegger and James Cameron for public service advertisements, broadcast on billboards and televisions across the country, and propaganda to reduce meat consumption will improve the climate.

"At the same time, nationwide propagandas are urging everyone to reduce their meat consumption by half. The slogan for this event is "Fewer meats, less calories, and a better life."
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<tr>
<th>Category</th>
<th>2014</th>
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<td>Vegetarians / vegan population</td>
<td>30,000,000</td>
<td>over 50,000,000</td>
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<td>Vegetarian/vegan Restaurants</td>
<td>1823</td>
<td>over 6000</td>
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<tr>
<td>Vegan Restaurants (Charity)</td>
<td>300</td>
<td>over 1000</td>
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<tr>
<td>Employees</td>
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<td>July 2019</td>
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<tr>
<td>-----------</td>
<td>------</td>
<td>-----------</td>
</tr>
<tr>
<td>20,000</td>
<td>120,000</td>
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Personnel employed in Vegan/vegetarian industries: Restaurants, Production
Vegan Businesses in China

Production of Plant-based sour cream

Production of Plant-based beverages: become popular in young generation group for environment protection

Up to July 2019 during National Vegan Business Development Forum, all business for plant-based related products and services has generated 33.68 Billion per year
Productions

Snack 6 Billion
Plant-based seasoning 8 billion
App for vegetarian Restaurants in China
Platforms for Online shopping in China

400,000 customers  300,000 customers
## Annual income on-line shopping platforms

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<th>income</th>
<th>nos.</th>
<th>total</th>
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<tr>
<td>6,000,000</td>
<td>30</td>
<td>RMB0.18B</td>
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<tr>
<td>1,200,000</td>
<td>100</td>
<td>RMB0.12B</td>
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Events & Activities in Asia 2020
IVU VEGAN FESTIVAL
2020 Beijing
1\textsuperscript{st}-2\textsuperscript{nd} November 2020
IVU Global Products Awards – 2020

Venue: Great Hall of People
Seminars and Workshops
Vegan Business Development Forum
Royal Palace Vegan Banquet
Street Food from different provinces nationwide
Vegan Businesses Matching
Vegan Product Showcases
Chinese Dishes Workshops
Tourist Attractions in Beijing City
Global NGO Activities ............
2020 September 6
APVU Vegfest Cruise
Booking: https://qr.go.page.link/G64sJ 5 nights
Thank You

https://www.eventbank.com/org/vegan/

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