47TH IVU WORLD VEGFEST

AUG 23-25, 2019 - BERLIN



Hosted by ProVeg, Vegan Berlin and Albert Schweitzer Foundation

IVU VEGFEST GOES VEGAN SUMMERFESTIVAL

IVU Vegfests come and go and the 2019 edition has just come to the end. Every IVU Vegfest is different and every one is good - with peculiarities unique to the local, the hosting country and hosting group.

The 47th IVU Vegfest fit pretty much the moto chosen by ProVeg, our main host: IVU World Vegfest Goes Vegan Summer Festival Berlin. This was very much the case, as it was more a visit than an integral participation as is often the case. Still, IVU had some participation in every aspect of the event: some talks in the main tent, an artistic presentation and our IVU Network Tent - which worked well as a space to meet, talk and share experiences. IVU's high point at this Vegfest was the IVU Leaders and Simpatizers Meeting, held at the ProVeg office..



IVU Tent at Alexanderplatz - Vegan Summerfest Berlin 2019

It was a privilege to be hosted by two of the most active veg organizations (ProVeg and the the Albert Schweitzer Foundation) and count with the heavy participation of a third one, the Brazilian Vegetarian Society (SVB), a highly active vegetarian society, recognized this year by Animal Charity Evaluators among the 12 most effective NGOs in the world in the protection of animals, with programs ranging from Meatless Mondays (with >40 million vegan meals served from Jan to July 2019), vegan labelling of products, vegan option programs targeting the foodservice industry, as well as a strong emphasis on capacity building and training of health professionals, nutritionists, chefs and caterers.

IVU Vegfests are also always a very good opportunity to meet again old friends, and get to know new ones, which partake with us the same zelous ardour to spread this noble cause all over the world. We had some 13 countries represented at the IVU Meeting this year: Brazil, Chile, China, Denmark, Germany, Greece, Japan, Korea, Nepal, Nigeria, Spain, UK, USA, and more organizations, since in some cases more than one organization of the same country was presente. There was also some participants from ProVeg's team.



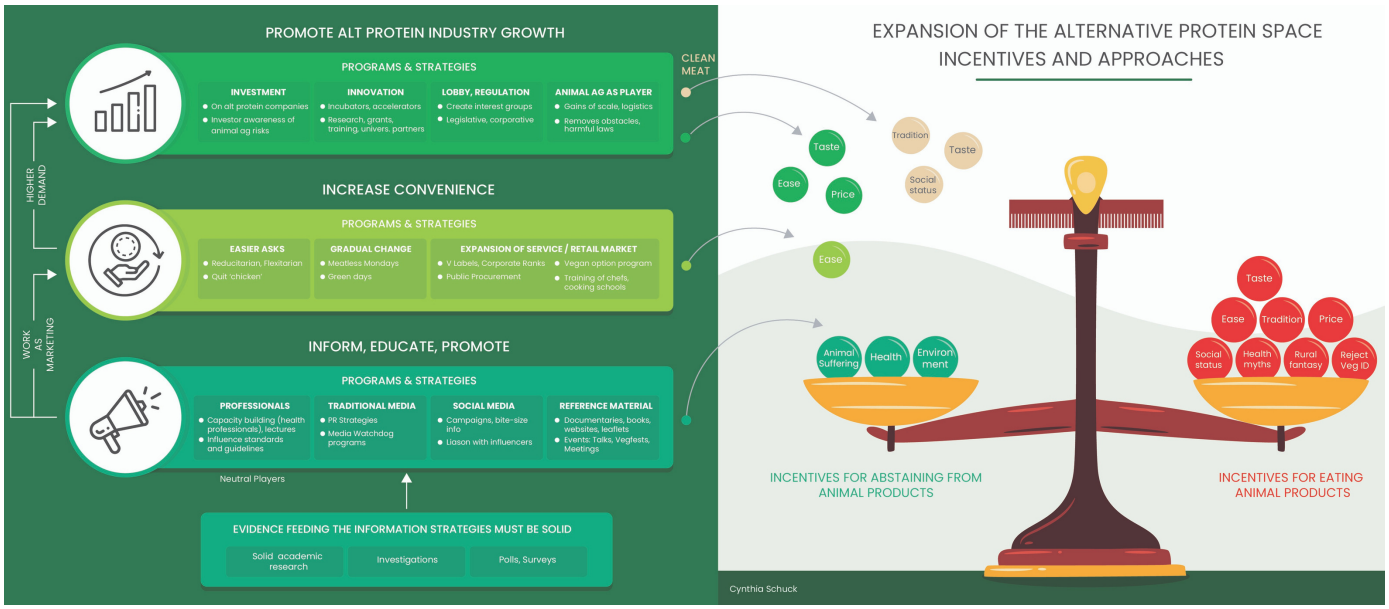
With Berlin referred to as the capital of veganism in Europe, this Vegfest was also a good opportunity to compare it with those held in other regions and countries, using it as a thermometer of how the movement is growing elsewhere. In that sense, it was a nice surprise to see that many other parts of the world are not lagging behind Berlin (and Germany I suppose). Large events are now happening all over the world, especially in Asia in the case of fairs in this sector. This is a healthy signal about the global movement.

LEADERS MEETING

In a very concise way we covered the main aspects of the vegetarian scene in the world:

- The Future of Vegetarian Movement: Approaches and Threats, by Cynthia Schuck – IVU Councilor;
- A Case of Success - Meatless Monday in Brazil, by Mônica Buava – SVB;
- How to Use Social Media to Help Animals, by Larissa Maluf - SVB;
- IVU Vegfests, by Alex Fernandes – IVU Webmaster;
  IVU Regions:
- Latin America & Brazil: Ignacya Uribe (IVU Councillor) and Monica Buava (SVB);
- Asia: Shara NG, IVU Regional Representative for Asia Pacific;
- Europe: Sebastian Joy, IVU Regional Representative for Europe.

In the meeting, we also had the invitation, made by Shara NG, for our next event, to be held in September in Beijing - China



Infographic from talk by Cynthia Schuck at IVU Leaders Meeting, on incentives and strategies for the expansion of the alternative protein space.

IVU LEADERS MEETING

















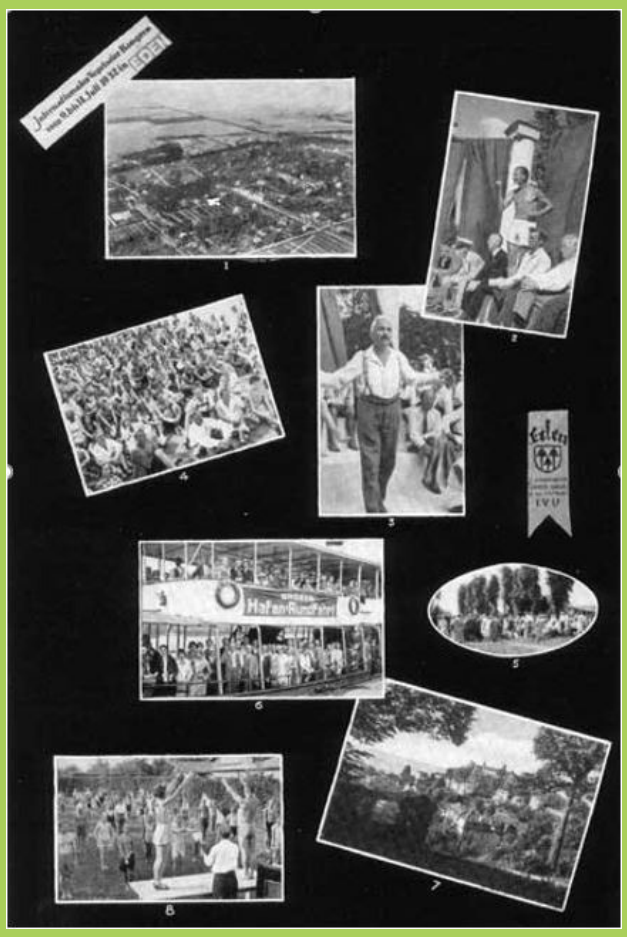
A BIT OF HISTORY

After 87 years (yes, we have history!) IVU went back to Berlin, the city where it celebrated its 8th World Vegetarian Congress (now Vegfest) in 1936. IVU was actually founded in Dresden, Germany, in 1908, the very city where the celebration of our centenary took place in 2008.

As far as we are aware, before the foundation of IVU there were only a few International Vegetarian gatherings: the first one in Cologne, in 1889, the same year when the Vegetarian Federal Union (the forerunner to IVU) was launched. In 1960 IVU went again to Germany (Hannover and Hamburg), and again in 1982 (to the city of Neu-Ulm). So if you count, the 2019 Vegfest was the 6th IVU World Congress/Vegfest held in Germany. Looking back at all these years we can see how much the vegetarian movement expanded, reaching what might be now a turning point, with accelerated growth in diverse sectors of the population.



The first Meeting in Dresden in 1908





1932 - 8TH WORLD VEGETARIAN CONGRESS - EDEN - BERLIN/HAMBURG, GERMANY

I.V.U. CONGRESS 1960

THE INTERNATIONAL VEGETARIAN UNION has pleasure in announcing that its next Congress will be held in Germany in 1960 under the auspices of The Vegetarian Union Deutschland. The business sessions for official delegates will be held at

HANOVER

SATURDAY, 20th AUGUST—
Inaugural Dinner for delegates and wives, 7 p.m.

21st, 22nd, 23rd and 24th AUGUST—
Business Sessions in Hanover. Lectures, outings and entertainments for unofficial visitors.

THURSDAY, 25th AUGUST—
Buses at 10 a.m. to

HAMBURG

FRIDAY, 26th AUGUST—
Opening of Public Sessions.
10 a.m., Food Exhibition "LEFA."
8 p.m., Demonstration by German Volksgesundheit-Bewegung and Lebensreform.

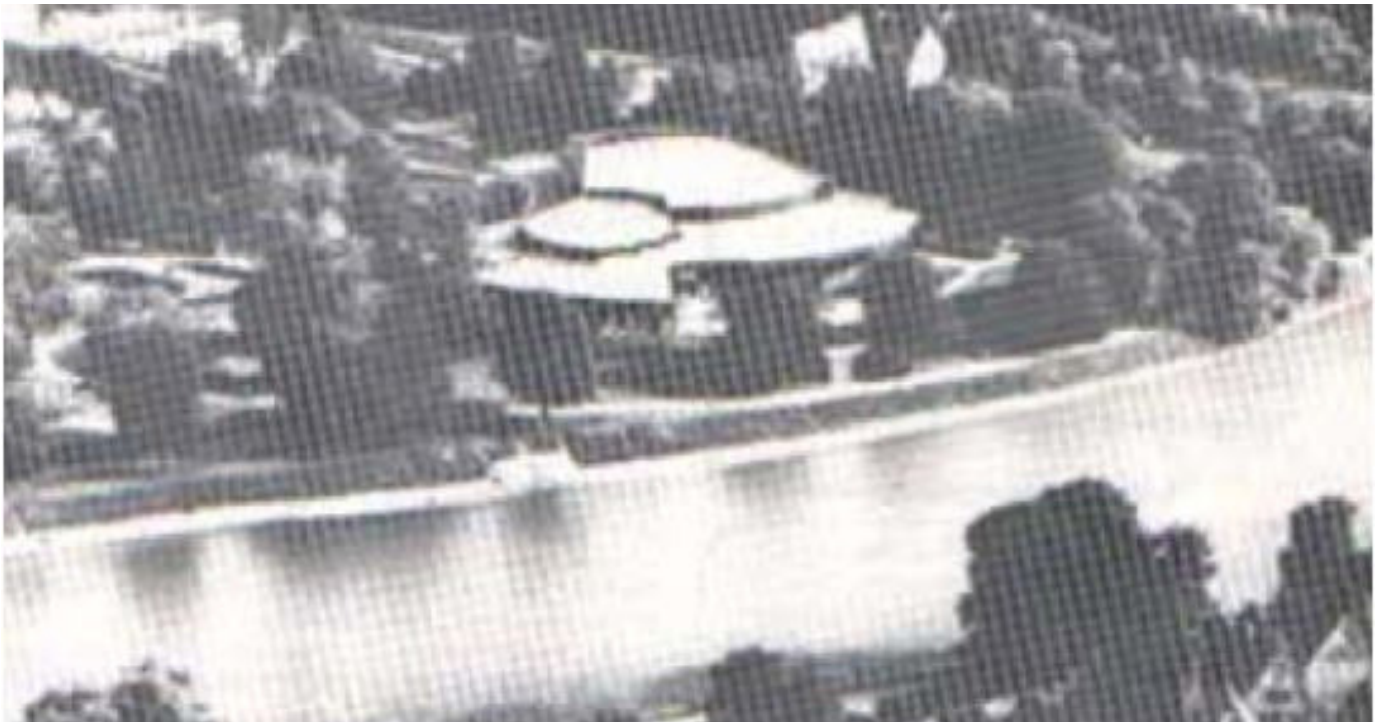
SATURDAY, 27th AUGUST—
Co-operation with German Animal Welfare Societies.

SUNDAY, 28th AUGUST—
German Vegetarian Youth (Reformjugend). Afternoon and evening activities for vegetarian delegates and friends. Further details soon.

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Those wishing to reserve places please write to—
THE GENERAL SECRETARY, BANK SQ., WILMSLOW, CHESHIRE, ENGLAND
or HERR GEO. HILLER, BLUMENSTRASSE 3/4, HANOVER, GERMANY
for an application form and further details

1960 – 16TH WORLD VEGETARIAN CONGRESS - HANNOVER/HAMBURG, GERMANY



1982 – 26th IVU World Vegetarian Congress – Neu-Ulm, Germany - Conference Centre at Ulm



2008 – 38th IVU World Vegfest – Centenary

WHAT IVU IS ABOUT

After over a century of vegetarian societies around the world, meat consumption rose substantially and is still on the rise. In the past, IVU and nearly all vegetarian organizations relied mainly on donations from wealthy individuals and volunteer work. This is still the situation of most veg organizations around the world. It is time for the movement to become more professional, helping the industry, governments and citizens to advance towards a plant-based society. We must make vegetarian choices convenient, tasty and affordable.

IVU' vocation since its inception has been to bring vegetarians and supporters from all regions of the world together to network and celebrate our food options, but also to learn with each other, share successful strategies and create alliances. We are a "neutral field" where different organizations can meet, share, and get inspired. IVU events are also a very good opportunity to attract media covering, and an opportunity to approach government officials and influencers.

KEEPER OF THE HISTORY OF VEGETARIANISM

Instagram today is a portrait of our time, images that are replaced in an instant - but it is very important that we keep our history and learn from it. IVU already has an important repository of World's History of Vegetarianism - we want to expand our collection.

IVU NOW

- We are preparing a Vegetarian Nutrition Guide that can serve as a reference for vegetarian organizations worldwide.
- We aim to expand and make the IVU Leaders Meetings more professional.
- From Beijing on we will call our event IVU World Vegan Festival, and it will be celebrated every 2 years.

VEGAN TOUR

After the event we had two days of Vegan Tour around Berlin, which was a moment of relaxation and culture. The highest point was the visit to Berlin-Hohenschönhausen, the memorial that embodies the 44-years history of political persecution in the Soviet Occupation Zone and the German Democratic Republic. A Soviet internment camp was set up in this place at the end of World War II and subsequently transformed into the main Soviet remand prison for Germany. In the early fifties, the secret police of the SED (the ruling party in the GDR) took over the prison. Until 1990 the Ministry of State Security (MfS) used it as its main remand prison.



Another high point was the visit to the first all-vegan supermarket chain, Veganz. Superfoods, meat and dairy alternatives, snacks, candy – no label-checking required when browsing through the aisles. A true sight of the new times!



Berlin-Hohenschönhausen, the memorial for the political persecuted in the Soviet Occupation Zone and the German Democratic Republic



Veganz - the first all-vegan supermarket



Vegan tour - boat trip at Spree - an hour-long cruise that took us to many popular sights, following the Spree as it winds through the city center. Landmark buildings such as the House of the World's Cultures, the Government Quarter including the Federal Chancellery, Hauptbahnhof (main station), Friedrichstraße, Berlin Cathedral, Museum Island and Nicholas' Quarter

FOOD, A SPECIAL TIME

Vegetarians love to eat. When the food is good, everyone is happy - after all vegetarianism is all about food: food that respect the animals, the environment and are good for our health. Berlin is a vegan heaven: plenty of vegan restaurants and others with good vegan options. And here goes a congratulation for the Asian people who, with their presence all over the world, contributes with its delicious vegan cuisine. Actually, we could find delicious vegan food in Berlin in vietnamese, thai, chinese, indian, arab, korean etc restaurants.



Li.ke thai vegan - very good food with an array of delicious options



Donuts at Brammibal's



Canh Chua soup at Soy. sweet-sour-soup, traditional with tofu, tomatoes, mushrooms, tamarind and fresh herbs. Delicious



Beyond Burger - and it was delicious

48TH WORLD VEGAN FESTIVAL - SEPTEMBER 2020 - BEIJING - CHINA

With renovated energy, we got home with lots of ideas and strength to continue spreading vegetarianism in our local, regional, national and international communities.

Next time it will be in China. You are all invited! See you in Beijing!

Marly Winckler
IVU Chair

