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

Shara Ng 伍月霖
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)

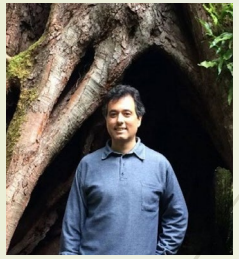
Also founder of Hong Kong Vegan Association,

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

Shara NG



国际委员 INTERNATIONAL COUNCIL



Alex Fernandes
IVU 網站主管



Bob Ratnarajah
澳大利亞



Carlos Naconecy
巴西



Cynthia Schuck
西班牙



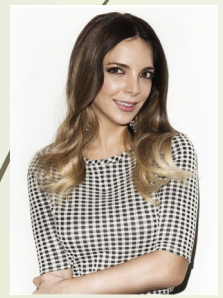
David Pye
英國



Dilip Barman
IVU 北美代表



HENG Guan Hou
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Ignacia Uribe
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Dr.C.V.Jayanthy
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Marly Winckler
IVU 主席



Saurabh Dalal
美国

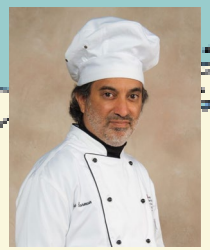


Rune-Christoffer Dragsdahl
IVU 歐洲代表



Shara NG 伍月霖
IVU 亞太代表

世界各地区首席代表



Dilip Barman
IVU 北美代表

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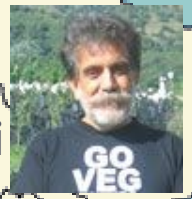




Shara NG 伍月霖
IVU 亞太代表



Emmanuel Eyoh
IVU 非洲代表



Manuel Alfredo Marti
IVU 拉丁美州代表

International Vegetarian Union

Food Choices

Step by Step



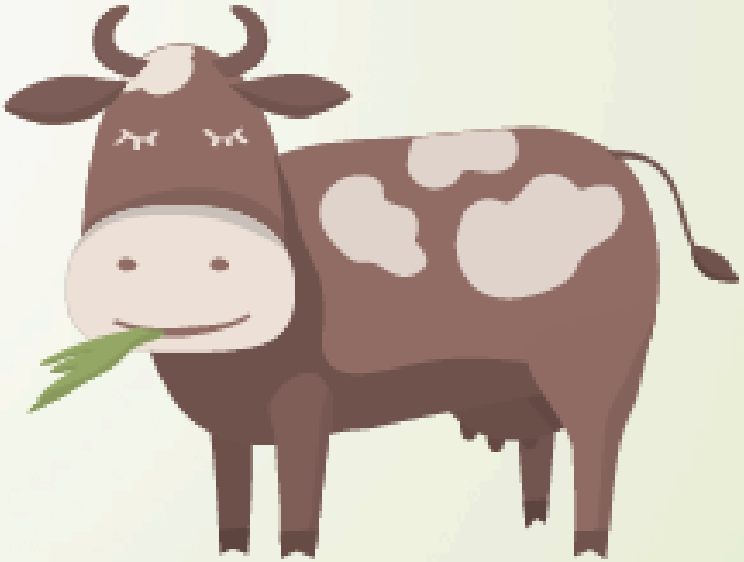
http://www.foodchoicesmovie.com/

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.**

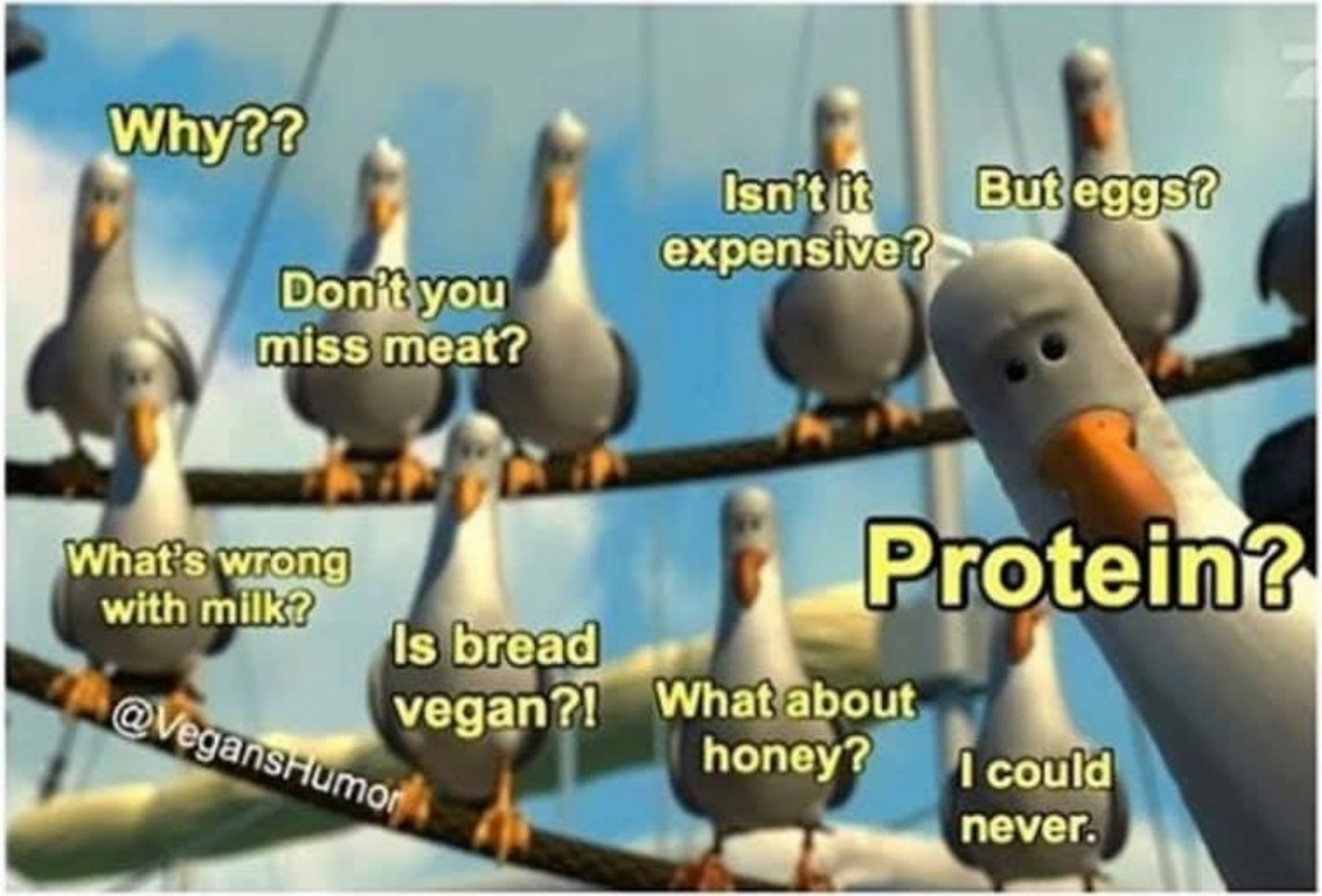






Religious influences on food choices

- 大蒜 (*Allium sativum*)
- 薤：小蒜 (*Allium bakeri*)
- 興渠：阿魏 (*Ferula assafoetida*)
- 慈蔥：火蔥 (*Allium cepa var. aggregatum*)
- 茖蔥 (*Allium victorialis*)
- 蔥 (*Allium fistulosum*)
- 蘭蔥：韭菜 (*Allium tuberosum*)


Why??
Don't you miss meat?
Isn't it expensive?
But eggs?
Protein?
What's wrong with milk?
Is bread vegan?!
What about honey?
I could never.
@VegansHumor

Common logo for vegan products

vegan products



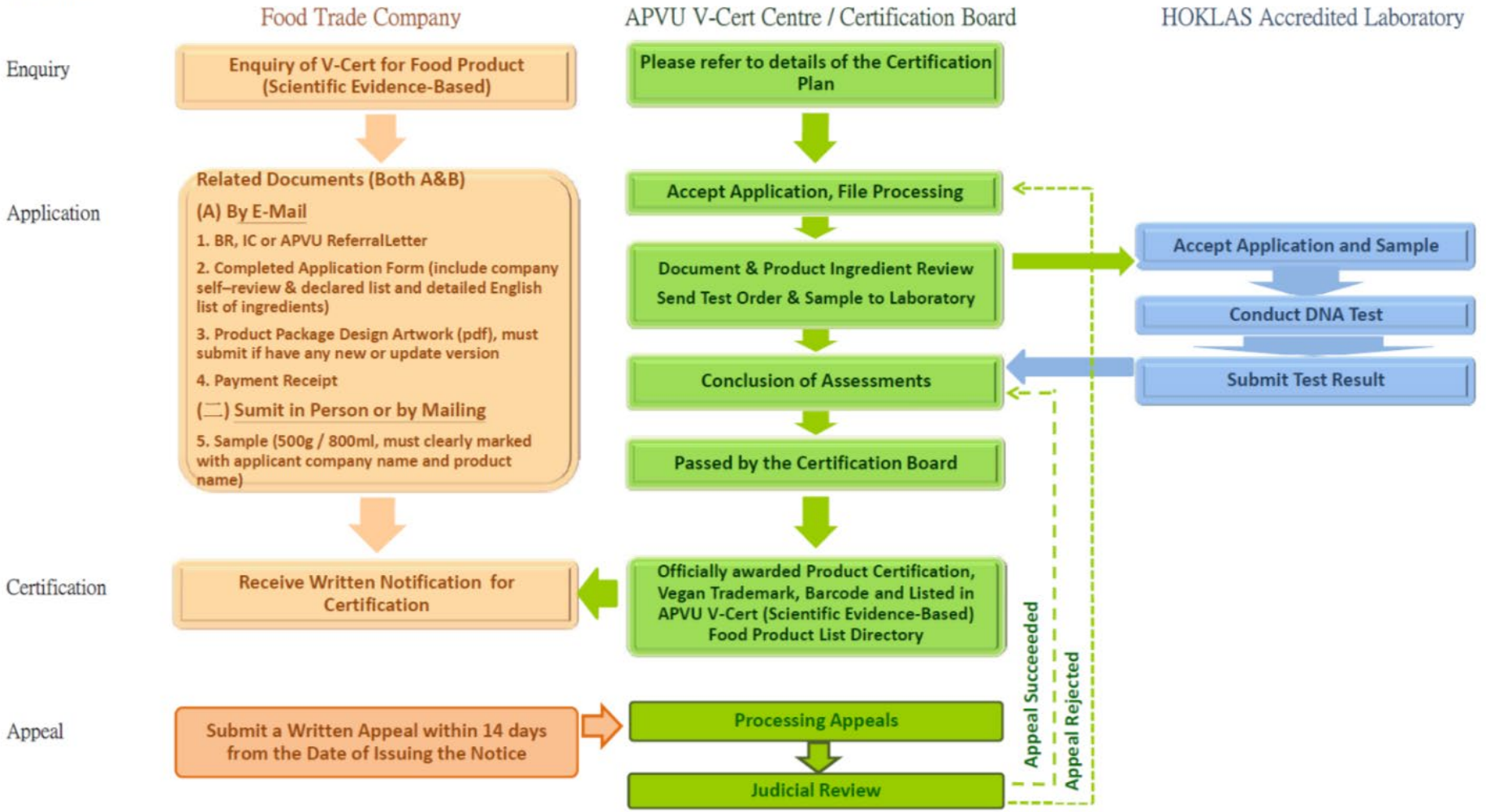






APVU -Vegan Certification for Food Product (Scientific Evidence-Based)

Flowchart



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.**



ISSUE NO： 0001

亞太素食認證編號 FP0001
V-Cert No

亞太素食認證中心

Asia Pacific Vegan Certification Center

亞太素食認證

茲證明

Has granted Asia Pacific Vegan Certification to

SAMPLE

中國[illegible]公司
[illegible]東[illegible]電訊大廈

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 – 優[illegible]

This is to certify that the below product (s) compli[illegible]th 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　全素食麵
(中國內地)
*以網上更新為準

ASIA PACIFIC VEGAN UNION

Vegan APVU

01 Nov 2017
發出日期
Issuance Date

認證委員會主席
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

c



- **Basic Need:**
  - Fruit, Vegetable, Seed, grain, etc, grow from plant (who
- **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

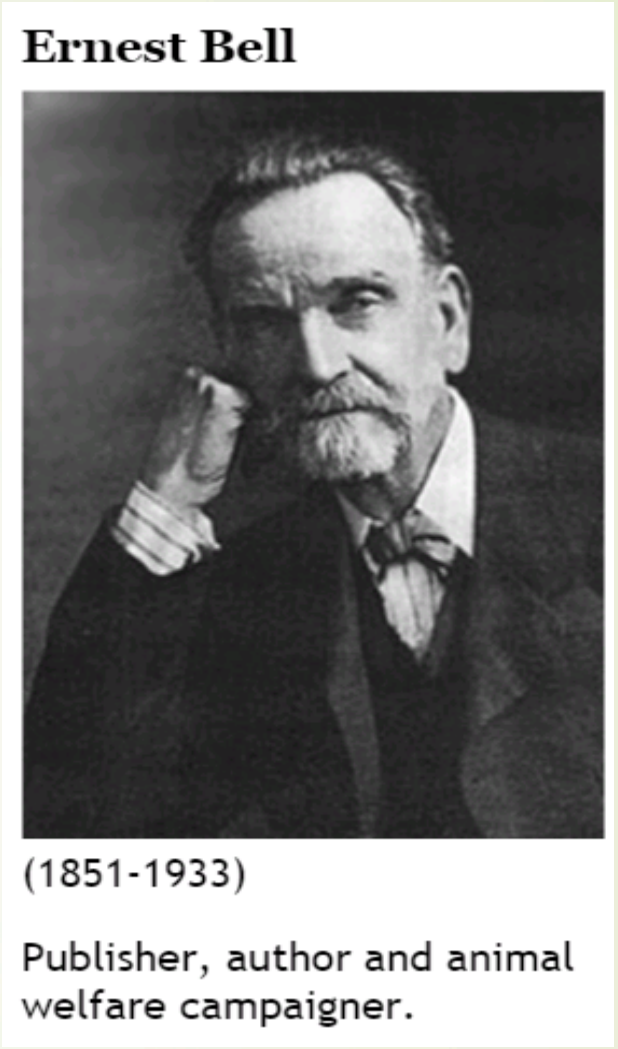
Ernest Bell Memorial Library

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.
He gave much of his time to administration and fund-raising for three main reform causes: animal welfare, vegetarianism, and humanitarianism.
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.

TOFU STORY: China 100 year ago

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.



Mr. Li

豆腐公司

" CASÉO-SOJAÏNE "

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.

SPÉCIALITÉS :

SABLÉS CHINOIS

BISCOTTES & CONFITURES

SAUCE de SOJA (exclusivement végétale)

" SOJAFÉ " ou CAFÉ de SOJA

(Remplacent avantageusement la Chicorée)

DÉPOT PRINCIPAL :

163, Boul. du Montparnasse, 163

PARIS

Tél. : FLEURUS 10-81

(Usine de la Caséo-Sojaïne), located in a large brick building at 46-48 Rue Denis Papin, Les Valées, Colombes (near Asnières), a few miles northwest of Paris.



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.

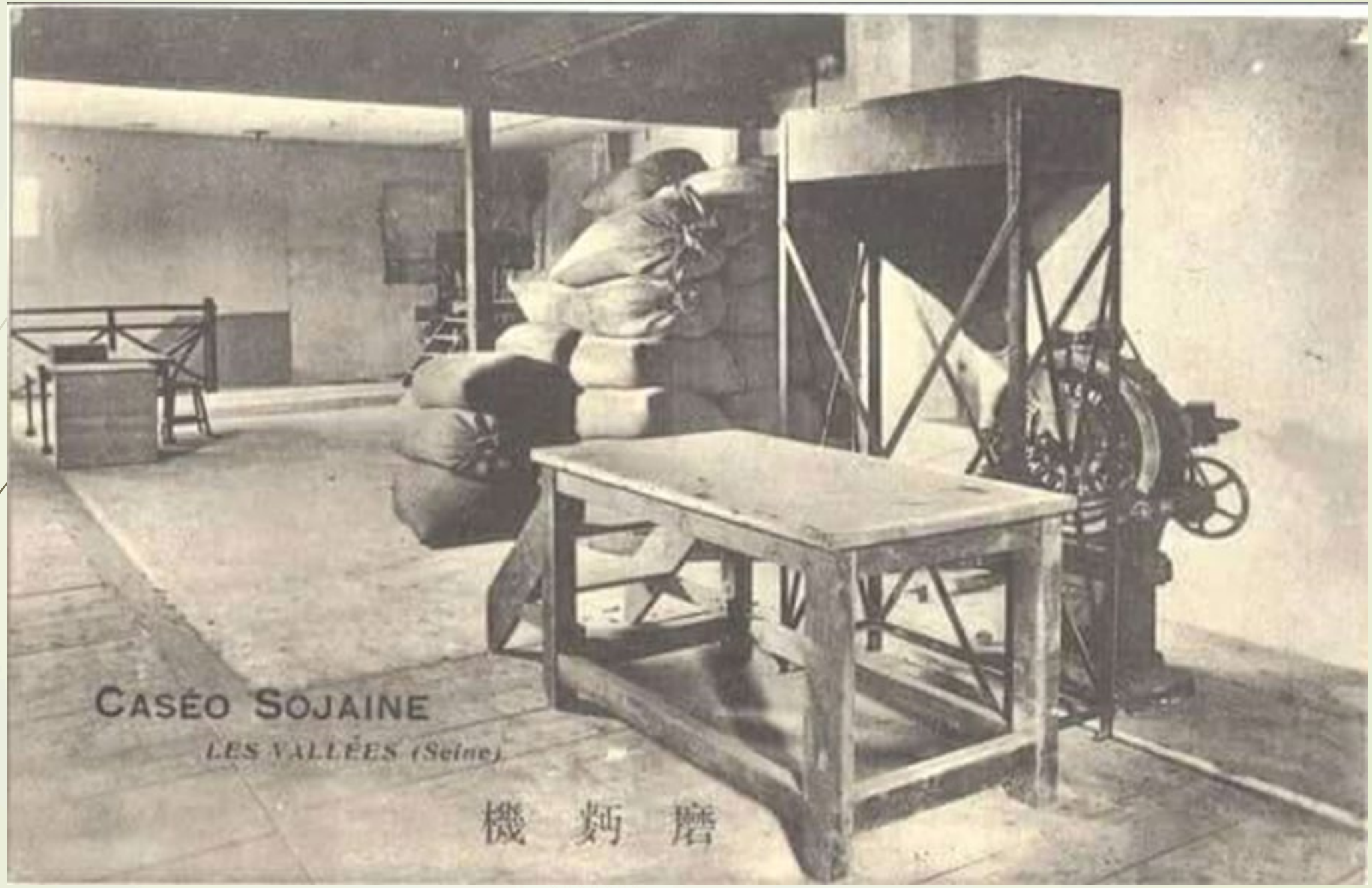
The factory exemplified the principle of Qingong jianxue yundong:
Besides its main purpose of efficient production of foods based on innovative application of chemical and agricultural research, it also focused on the rhythm of life of its students.

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

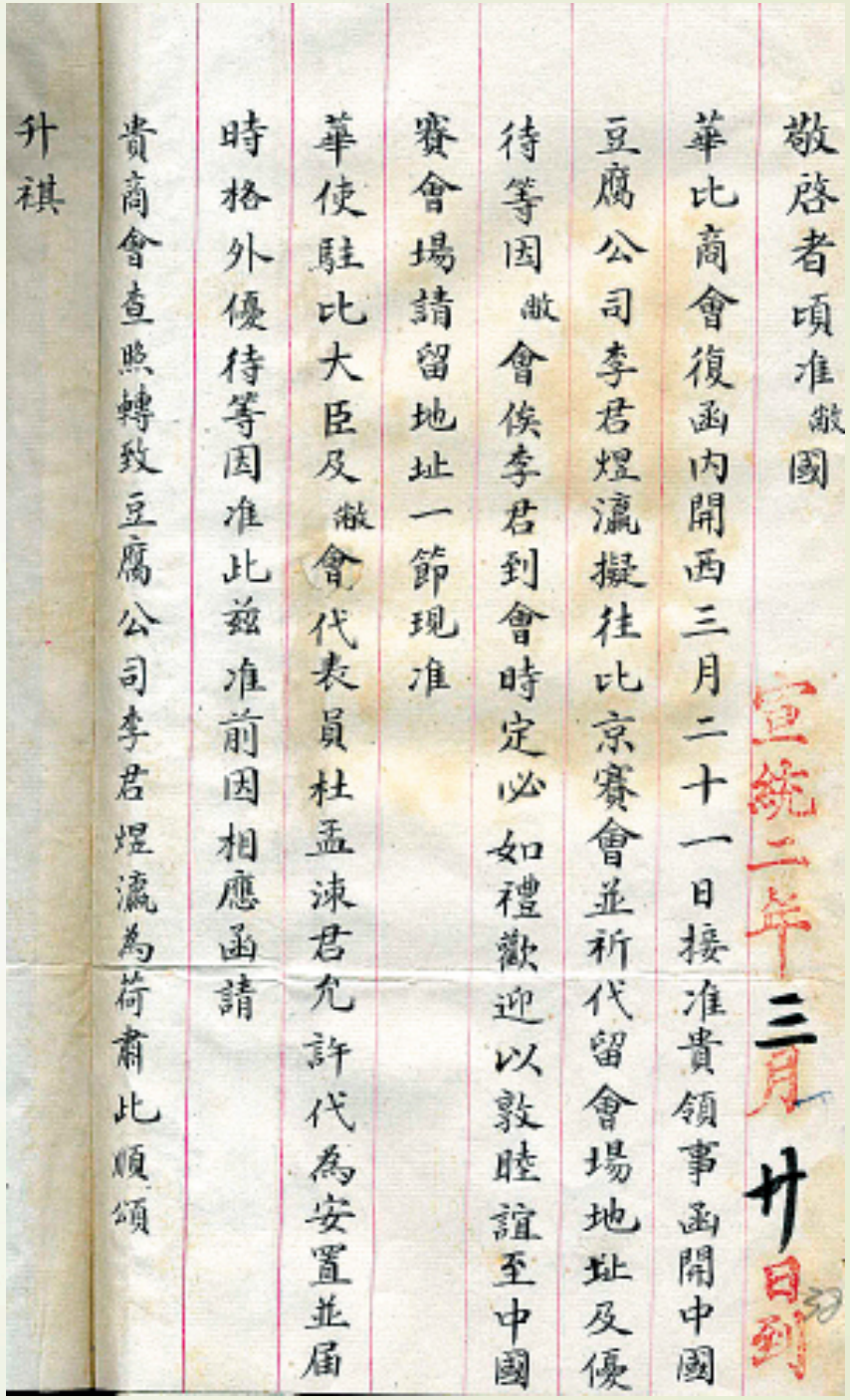



CASÉO SOJAINE
LES VALLÉES (Seine)
機 麸 磨

World Expo held in Brussels 1910,

In 1909, an invitation was sent by the Belgian government to 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.


敬啓者頃准
比國
華比商會復函內開西三月二十一日接准貴領事函開中國
豆腐公司李君煜瀛擬往比京賽會並祈代留會場地址及優
待等因
比國
會俟李君到會時定必如禮歡迎以敦睦誼至中國
賽會場請留地址一節現准
華使駐比大臣及
比國
會代表員杜孟涑君允許代為安置並屆
時格外優待等因准此茲准前因相應函請
貴商會查照轉致豆腐公司李君煜瀛為荷肅此順頌
升祺
宣統二年三月廿日到

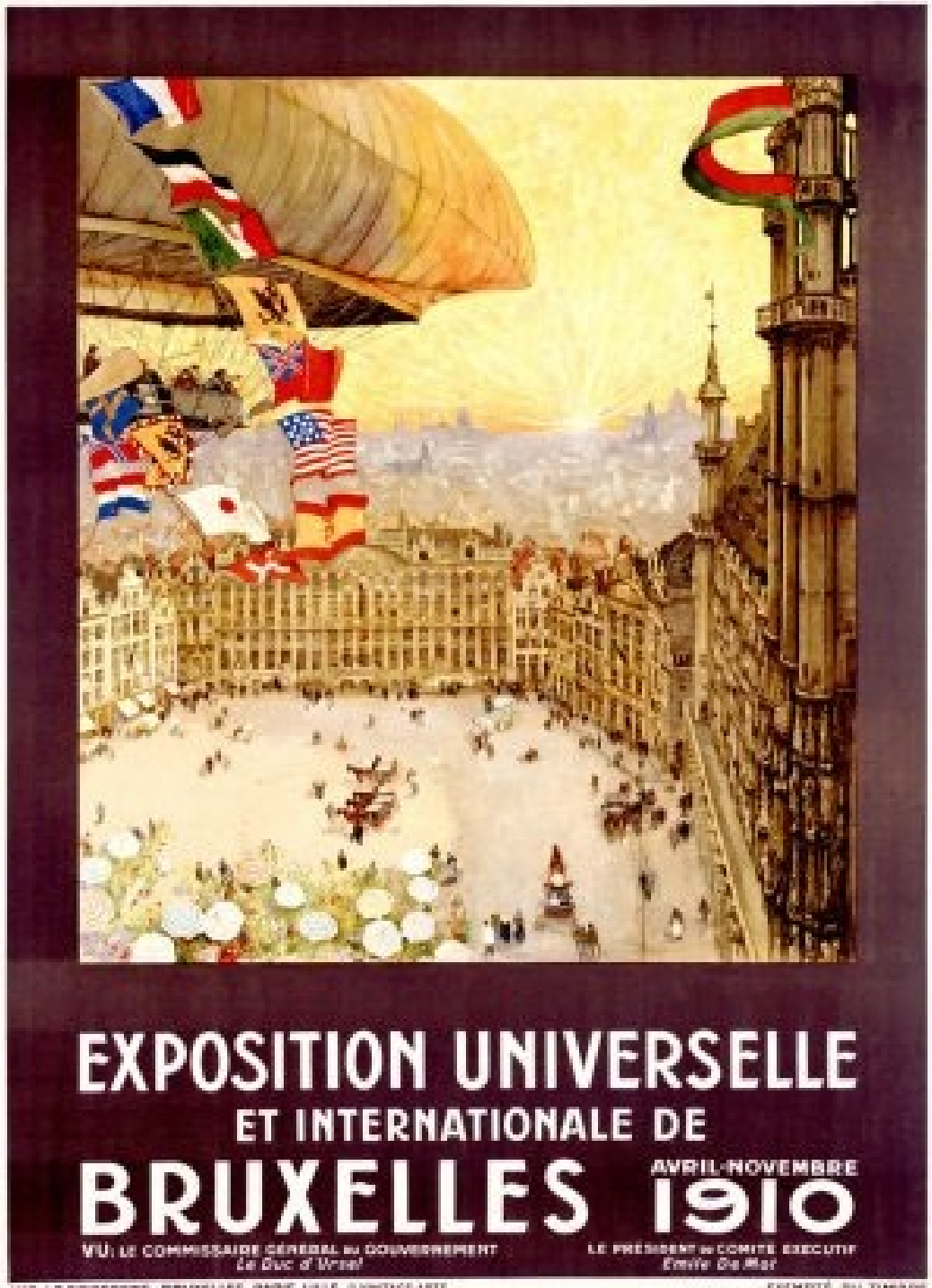
In May 1910, Mr. Li had taken a Siberian railway train from the northeast to Paris via the Russian territory, and then went to Belgium with a production team.



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




Exposition de Bruxelles 1910. Bruxelles Kermesse. 1007

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.



British Patent (1912) Vegetable Milk and its Derivatives No 30,275

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

Le soja: Sa culture. Ses usages alimentaires, thérapeutiques, agricoles et industriels [The Soybean: Its Culture. Its Food, Therapeutic, Agricultural, and Industrial Uses], by Li Yu-ying and L. Grandvoinnet is published in Paris.

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，Youth Communist Party in Europe, they became leader in China later.



2006 China officially joined IVU Congress

Policy in Mainland China: Health / Climate Action

- 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."















SUSTAINABLE DEVELOPMENT GOALS



In China (5 yr.)	2014	July 2019
Vegetarians / vegan population	30,000,000	over 50,000,000
Vegetarian/vegan Restaurants	1823	over 6000
Vegan Restaurants (Charity)	300	over 1000

Employees	2014	July 2019
	20,000	120,000

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

income	nos.	total
6,000,000	30	RMB0.18B
1,200,000	100	RMB0.12B

Events & Activities in Asia 2020



International Vegetarian Union

IVU VEGAN FESTIVAL 2020 Beijing

1st-2nd 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 difference 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://qrgo.page.link/G64sJ 5 nights



Membership Registration



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

Thank You

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

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Facebook: **@Shara.hk**
Linkedin: **www.linkedin.com/in/shara-ng**

