

GOOD – BETTER – VEGAN?

by John A. Kantara



SYNOPSIS

Modern veganism for those who want it all is the new lifestyle of the younger generation. Gourmet restaurants in Paris now serve vegan haute cuisine, vegan supermarkets are opening up in German cities, celebrities and bloggers are sharing new recipes for vegan cakes and biscuits on the Internet. In the US veganism has become a major trend. And a million dollar business.

But as well as being a fashionable strain of vegetarianism, veganism is also a new, highly profitable area for research and business. Countless ways of replacing milk, cheese, eggs and meat with a vegan trompe l'oeil are entering the markets. Biotech start ups in California are setting out to create milk and meat in their labs. But are these substitutes from the laboratory really a healthier choice? How green and sustainable are these new products? Is being vegan morally superior? John Kantara, a meat eater and

food lover, will explore the very idea of a vegan diet, the ethics and motivations of the movement behind...

CAST AND CREW

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