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## Post: Vegan Food Network cooking show petition



Created by [Brittany Bunk](#) on 04-Jun-2021

[Petition](#)

[Film, Media & Entertainment](#)



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### Content

# Less than 10,000 signatures needed left!

## Food Network: Compassion in the Kitchen



### [Farm Animal Rights Movement](#) started this petition to [The Food Network](#) and [3 others](#)

With 385+ Food Network shows, isn't it time for programming that will reach a new, growing demographic with a **100% vegan cooking show**? Assured 85 million people who identify as vegan and a good percentage of the 775 million who are vegetarians worldwide would tune in if the network launched a plant-based/vegan cooking show. The demand for meat-free food in the UK alone increased by 987% in 2017 and the U.S. is on a similar track. In 2018 the global vegan food market's worth was \$12.7 billion and is expected to rise to \$24 billion in 2025. In 2019 the plant-based food sector grew by 11% (compared to 2% in the overall retail food sector) and the rising popularity of plant-based is irrefutable.

Roughly 40% of North Americans are including more vegan ingredients in their diet and, of course, this equates to an even larger viewing audience for the network. The whole-food plant-based practitioners, the ethical vegans, the health conscious, the animals, and the planet all win when we consider compassion in the kitchen.

With all of the talented vegan chefs, there's no shortage of people who would jump at the chance to host and share their vegan recipes. Considering all the plant-based options that replace virtually every ingredient, the odds of a vegan program being a success are very high and the recipes are endless. If the hurdle is a concern over advertising dollars look no further than Smithfield, Tyson, McDonald's, Burger King, Wendy's, Taco Bell, KFC, PepsiCo (with expanded partnerships with Beyond Meat), Perdue, Hormel and others. with massive advertising budget and who are expanding their product lines to include more plant-based products.



## Updates

[More than 25,000 of you agree!](#)

[We're proving to the Food Network that the time is now for a vegan cooking show. We've sent a letter to Food Network execs. We've got celebrity endorsements. We have plant-based chefs lined up. We're all ove...](#)

## Reasons for signing

[Marisa Wolfson](#) · 4 months ago

[The vegan market is one of the fastest growing markets out there, and veganism is the way of the future. A cooking show for this growing, necessary demographic is way overdue. Let's make it happen!](#)

[Kresta Leal](#) · 4 months ago

[Please produce more vegan cooking shows. It's time to move content out of the past and into the future. The show with Mary McCartney on Discovery + is great but sadly it's the only one.](#)

## Comments

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