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Post: Judging vegan investors for what they invest in



Created by [Brittany Bunk](#) on 09-Feb-2022

Discussion

Economy



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Content

This is a discussion - feel free to discuss your thoughts below! What do you feel is the best way for vegans to invest to have the most impact on veganism financially? Surprisingly there're two sides of the coin to each side, so can we really judge? This was the issue I faced when discussing with a vegan investment club when they were questioning my motives on investing in non-vegan businesses in the past. I struggle with the moral thoughts of which side to take, so I'm posing it to everyone to help out.

PETA [invested](#) in the least vegan business Penn National Gaming. Was that moral and ethical of them to do that?

Investing in:

- non-vegan businesses
 - pros
 - taking money out of the hands of non-vegan businesses, so they have less - to be able to infuse funds into vegan businesses
 - brings money to the vegan economy and decreases non-vegan ones - balances out for economic power
 - practice gaining economic skills on non-vegan businesses to risk making disastrous mistakes with them instead of vegan ones - that struggle more
 - this is especially true when one has to short a stock
 - having enough money lets you have a say in the company that'll let you be able to inject vegan moralities into the company that otherwise wouldn't be there
 - that supports animals that're unfortunately placed there
 - with enough say, vegans can shut down animal products entirely from their companies - can fix the worst offenders
 - cons
 - infusing funding in non-vegan businesses let them grow
 - it looks really bad in a vegan portfolio to have those
 - it takes funding away from vegan businesses
- vegan businesses
 - pros
 - funding vegan businesses
 - can make a profit and show that it's possible to make money through veganism
 - sends a message to non-vegan businesses where the demand is and forces them to change to it
 - looks great in the portfolio
 - is easy to spread the message and share the news about it
 - it's easy to know how the vegan economy is doing first-hand, through data - to help it do better
 - by knowing what's missing to fund it
 - be at the forefront of the vegan economy
 - having the easiest method towards providing the vegan economy momentum and helping it out
 - cons
 - when taking a profit, it may drive the stock down or take money away from the company for them to work with
 - there's guilt associated with selling
 - 'vegan' stocks may not truly be vegan
 - vegan stocks don't make as much as a profit as non-vegan ones sometimes, or if the stock plummets, it can be so harsh that it turns people away from veganism altogether to where if they didn't even invest, they'd still be vegan
 - this happened with beyond meat's stock
 - sometimes the demand isn't there for vegan products and it's especially visible with stocks and can make someone feel like they're by themselves
 - some people that invest aren't vegan - so it can be really hard to risk the money going to one of them



problems for the world.

My thoughts:

- it's best to fund the vegan stocks through money that's made through a vegan job.
- However, if that's not possible, it helps to take money from non-vegan ventures to fund vegan ones - this transitions the vegan economy
- if a non-vegan industry's dying, it helps to take money from them to speed it up
- if a vegan company needs money, they're the best to fund
- it's ok to not invest in vegan companies if they don't need it, and preferable not to if they're not making money
- it's always best to not fund anything that's not going to make a profit or fund something just because it's vegan, when it might not be best for the world - there's more to a stock than veganism.

Comments

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