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Post: How to select vegan stocks



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Content

Investing series: Part 2. Parts [1](#) and [3](#) over here.

It seems a lot of people are interested in vegan investing. That's good - because the more vegan stocks are supported and more people invest in them, the more that will appear and succeed!

Vegan investing is a subset of [impact investing](#), because the focus is impact rather than monetary gain (although the goal is to make money too - to invest in successful companies and have enough money to create a bigger impact).

Resources:

- company websites
- Yahoo finance - [profile page](#) description
- [dollar gainers](#)
- [stock screener](#)
- [SEC filings](#) - especially annual reports or 10-k's
- [mergers and acquisitions](#) (incase the vegan company buys or becomes part of a non-vegan company)
- [stats/similar companies](#)
- Google
- news
- Lists of all stocks (inspired by Prad):
 - [all exchanges](#)
 - [American exchanges](#)
 - [OTC](#) (or download all [here](#))

Remember **APP**: Application, Product, Partnership

Steps:

1. Use spare money that is ok to lose if the stocks go down.
2. Setup a brokerage account (with companies like Interactive Brokers, WeBull, Schwab, etc. not Fidelity)
3. look for stocks:
 1. *make a list of stocks to buy and not buy*: so you remember what to [buy](#) and what to [avoid](#).
 2. *profitability*- them making money means that it'll be successful in staying on the market, will give veganism a good image, and provide investors with enough money to invest in more vegan stocks
 - will succeed: Profit minus liability should be positive
 - enough money for investors: the net income is positive
 3. *check for keywords*:
 - livestock, meat, leather, milk, dairy, poultry, fishing, hunting, limestone, petroleum (and distillates, like natural gas, hydrogen, etc.), bone-based fertilizer, mouse, animal testing, etc.
 - and the context: is it saying that livestock is bad or that the company supplies grain for livestock? If it's the latter, it's not vegan
4. *set a budget at which high and low price to sell at*:



5. *Stay with the company through their stock.* If money stays in the company, it's more resilient, especially when the market's down - otherwise it'll need to find other sources of income that may not be vegan (as it's not from vegans)
6. *if money's made:* either reinvest the earnings in the same company if they're doing well or find another vegan company to invest in
7. explain it to others and help them out: #'s 6 and 7 are great for this
8. For penny stocks, make sure there's:
 - o an official website
 - o it's still in business
 - o no fraud
 - o has some revenue

Remember:

- *with investing, money goes to the entire realm of an idea/topic. So it goes beyond just stocks:* that may mean working for the company, buying their product, improving its image through word-of-mouth and digitally (like social media), etc. <- anything that will go back to you is best
 - o *you're the top boss of a company, be one!:* investing is not going to be for money, but for the idea: veganism. If it's for the money, then your worker (i.e. the company) is your boss, which doesn't work out for anyone. It's important to lead the company with the idea you have in mind. Think - who/what's your boss? Veganism, animals, etc.?
- *think about why you're investing:* and go with that. It's ok to change the reason why - the most important is just to stick with it until completion
- *try to recycle money:* put it towards what you're money encompasses (see the first point).
- *The bigger the impact, the better:* try to prioritize the best direction to go that'll make the most impact.
- *Be patient, but only when something will happen later:* if a stock isn't doing well and there's no hope for it (including in the future), then it's ok to let it go. It's ok to buy it back if the stock starts to do well again. Wait if something's coming up, even if the stock is in the red.
- *If it's in the red, it doesn't matter until it's sold:* That means that you're not losing money and that selling for a profit can end up being a real profit and not a profit minus loss.

Comments

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