



Food Fight: How Vegans and Non-Vegans Manage Moral Differences

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Objectives

- 1- Explore how morality plays a role in the identity transformation of vegans
- 2- Examine how different moral grounds between vegans and non vegans affect their social relations
- 3- Identify how businesses that cater to vegans are judged

Why is this important?

- 1-Meat consumption has decreased by 10% since 2001 with the biggest decline in pork (4.5% decrease)
- 2-Milk consumption has been declining in the last 10 years by around 25%
- 3- Vegan labeled food products have experienced steady growth over the past few years (approximately 3.3 percent in 2015).

Methodology

Interviews with vegans and non-vegans

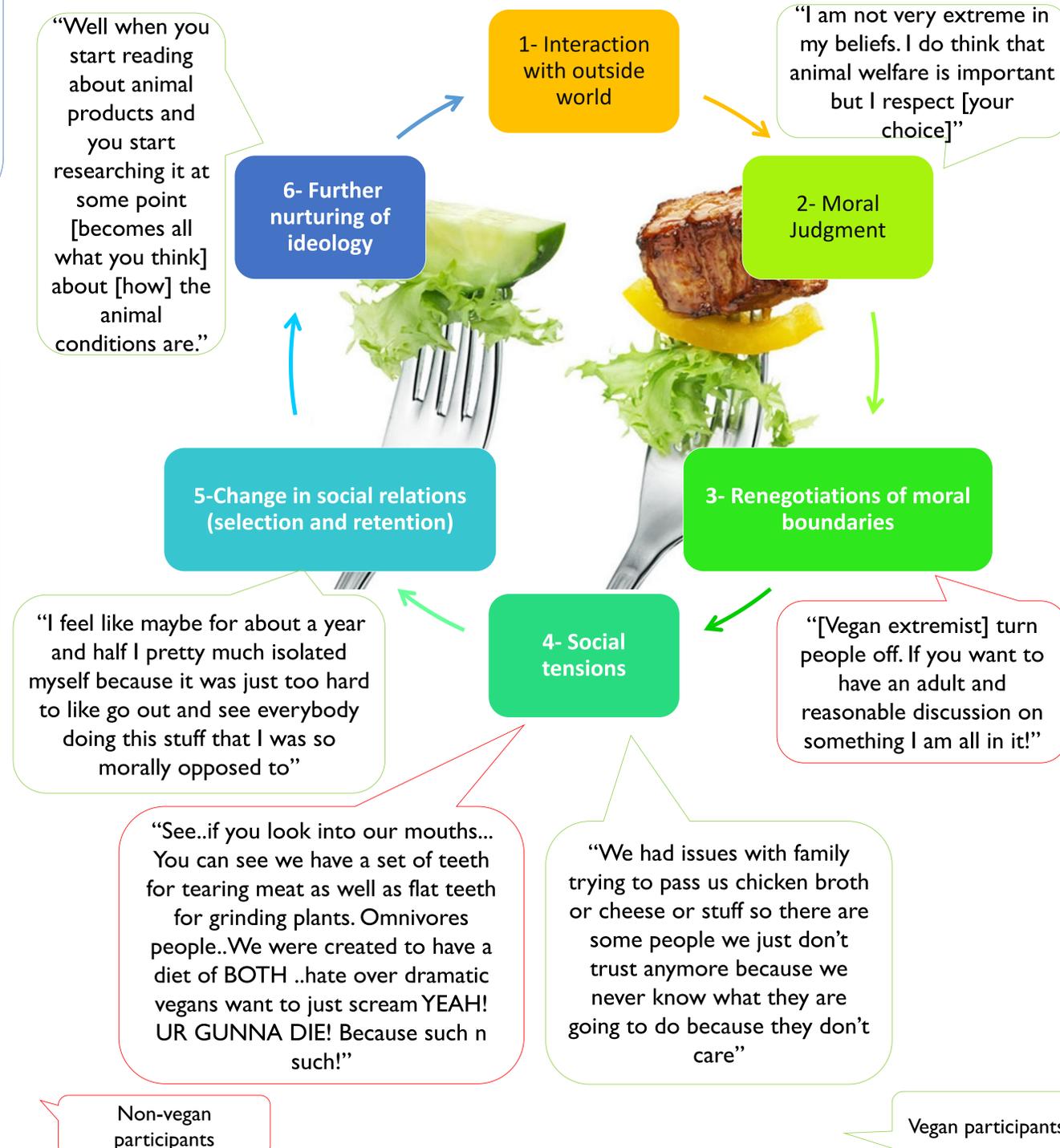
Facebook comments on food related posts (vegans and non vegan)

Analysis

Observations in supermarkets and restaurants that target vegans

Findings

The relational identity transformation process.
What happens when a vegan is present at the dinner table?



Tips for businesses that cater to both groups

- 1-Emphasize social cohesion as part of the positioning of the brand
- 2- Separate kitchens and utensils for the vegan options on the menu to avoid contamination with non-vegan products
- 3- Avoid claiming moral superiority of vegans in communication

“We go to a place for sushi and the owner is vegan but in order to have a restaurant she has two menus. One with fish and one without. There are two separate preparations so there is no contamination or things like that”.

Contributions

- 1- Theory:
 - a :How do social boundary negotiations take place between people with different moral habitus?
 - b- How does this affect future consumption and social relations?
- 2- Policy making: Health Canada is already thinking of removing dairy and reducing meat consumption in its annual food guide. Understanding non-vegans' moral anchors can help policy makers advocate their changes in more effective ways
- 3- Social: By understanding the moral grounds of the opposing side, both vegans and non vegans can be more open to one another