



# **THE VEGETARIAN MOVEMENT IN TODAY'S UNITED KINGDOM**

Ludmilla PINOT

N° d'étudiant UCLy : 2011003742

RIT semestre 2

Langues : ENES

Mémoire sociolinguistique

1ère session

## Table of contents

- I. Introduction
- II. Glossary
- III. Social study of the vegetarian phenomenon in the United Kingdom
  - a. Reasons for the phenomenon in the British background
    - i. Historical background
    - ii. Animal welfare
  - b. Part of a contemporary and global movement
    - i. The “green” wave
    - ii. A healthier lifestyle
  - c. Stakes of the vegetarian market and integration
    - i. Restaurants and supermarkets: the vegetarian alternative is now available
    - ii. Magazines, dietetic books, cookbooks: the print industry exploits the subject
- IV. Linguistic and bilingual study of the phenomenon
  - a. Terminology of the phenomenon
  - b. Socio-linguistic study
- V. Conclusion
- VI. Bibliography
- VII. Appendix

## INTRODUCTION

“Tell me what you eat, and I shall tell you what you are” wrote Anthelme Brillat-Savarin, in 1826<sup>1</sup>. The idea that one’s diet reveals a lot about one’s lifestyle has been carried on since. It can also be applied to social groups: their way of eating speaks volumes about the mores of their time, customs, social rank, even economy, etc. For example, the American fast-foods are obviously very narrowly linked to the capitalist consumerism.

The aim of this report is to study a diet widely spread in the United Kingdom: vegetarianism. It is estimated to concern between 5 and 12 % of the population<sup>2</sup>, which makes the United Kingdom the third country in term of vegetarianism in the European Union, behind Italy (10 %) and Germany (9 %)<sup>3</sup>. Such a wide diet must hide other realities, and makes one wonder its reasons and how it affects today’s British market.

In order to understand and explain this social phenomenon, the report is composed of two chapters: one is dedicated to a full understanding of its causes and its market stakes, and the linguistic and bilingual one studies the phenomenon via its key-words in English and French.

A glossary precedes the first part, in order to define a few important words.

The first chapter is divided into three parts. The first one explains the causes of such a popular way of eating by studying its historical background in the United Kingdom and the British animal welfare. The second part analyses its link to the very contemporary new movement that spreads across the world: the “greener” and healthier way of life. The third part deals with the market stakes of this phenomenon:

---

<sup>1</sup> BRILLAT-SAVARIN Jean Anthelme, *Physiologie du goût*, G. De Gonat (Paris), 1826

<sup>2</sup> *Wikipedia* [on line], Wikipedia®, 10 May 2012 [consulted on 24 May 2012], available at: [http://en.wikipedia.org/wiki/Vegetarianism\\_by\\_country](http://en.wikipedia.org/wiki/Vegetarianism_by_country)

<sup>3</sup> *Wikipedia* [on line], Wikipedia®, 10 May 2012 [consulted on 24 May 2012], available at: [http://en.wikipedia.org/wiki/Vegetarianism\\_by\\_country](http://en.wikipedia.org/wiki/Vegetarianism_by_country)

restaurant menus, ready-meals in supermarkets and even magazines and cookbooks have nowadays their “vegetarian alternative”.

The second chapter explores the subject with a linguistic and bilingual approach: its first part lists 30 key-words related to vegetarianism, in both English and French; they are classified by terminology. Their number is then reduced to 10, in order to pick up the most important and essential ones. Their etymology and semantics are studied. The second part links the origins of the words and the evolution of their meaning, with their importance in the phenomenon.

The report is then concluded and followed by a bibliography and an appendix.

## GLOSSARY

**Vegetarian:** a vegetarian (also colloquially called “veggie”) is someone who follows a meat-free diet. The Vegetarian Society defines it as “Someone who lives on a diet of grains, pulses, nuts, seeds, vegetables and fruits with, or without, the use of dairy products and eggs. A vegetarian does not eat any meat, poultry, game, fish, shellfish or by-products of slaughter.”<sup>4</sup> But in daily language, this word covers a much broader meaning: it can mean people who don’t eat meat but poultry and/or fish, or even vegans.

**In order to avoid any confusion, in the whole report, the term “vegetarian” is used in its broad meaning: from “meat-avoider” to “vegan.”**

**Vegan:** someone who does not eat dairy products, eggs, or any other products which are derived from animals.

**Animal welfare:** the physical and psychological well-being of animals.

---

<sup>4</sup> *Vegetarian Society*, 2012 [consulted on 21 May 2012], available at: <http://www.vegsoc.org/page.aspx?pid=698>

## CHAPTER 1: SOCIAL STUDY OF THE VEGETARIAN PHENOMENON IN THE UNITED KINGDOM

United Kingdom has a wider vegetarian community than most of its European neighbors. Indeed, nearly 10 % of the population declare themselves as vegetarians, or semi-vegetarians. The aim of this chapter is to define the reasons of such a wide phenomenon in the United Kingdom, but also to explain how it is in fact part of a general movement throughout the world, and finally, it highlights the impact of this movement on the food market and the print industry.

### a. Reasons for the phenomenon in the British background

#### i. Historical background

Vegetarianism cannot be easily traced throughout history; however, the vegetarian movement in the United Kingdom can.

##### The first official vegetarian grouping

The first official grouping of vegetarians was the Vegetarian Society. It was founded in 1847 in Kent, initially presided by Joseph Brotherton and composed of 150 members. It is the oldest vegetarian association in the world and it has had famous members such as Mahatma Gandhi or George Bernard Show. It is still the most famous vegetarian association in the United Kingdom nowadays.



Logo of the Vegetarian Society<sup>5</sup>

---

<sup>5</sup> *Vegetarian Society* [on line], 2012 [consulted on 24 May 2012], available at: <http://vegsoc.org/>

### The Indian influence

India has the highest rate of vegetarians in the world: they represent 40 % of the population<sup>6</sup>. This is due to the most of the religions (like Buddhism, Hinduism and Jainism) that advocate the practice of ahimsa (non-violence).<sup>7</sup>

In the 1950s, a big wave of immigration from Indian occurred, and the United Kingdom counts nowadays 1.8 % of Indians in its population (1 % of Hindus).<sup>8</sup>

Therefore, it is very likely that the Indian population is part of the British vegetarians and even that it has influenced it in vegetarianism.

### The traumatism of the mad cow disease

Mad cow disease – also known as Bovine Spongiform Encephalopathy (BSE) - is a fatal slow-developing disease of cattle, affecting the nervous system. It is thought to be transmissible to humans, causing a variant form of Creutzfeldt-Jakob disease.<sup>9</sup>

In November 1986, the British Government recognizes the first case of mad cow disease. Since then, it killed 180,000 cattle (and another 4 million were slaughtered, as a precaution) and 80 people. This crisis let a £5 billion bill to the taxpayer, but it also let a big traumatism in the British people's mind.

The following text comes from the French book *Les Pintades à Londres*, a guide decoding the way of life of female Londoners. The chosen excerpt deals with the consequences of the mad cow disease on British people's way of eating.<sup>10</sup>

---

<sup>6</sup> *The Hindu* [on line], The Hindu, 2006 [consulted on 24 May 2012], available at: <http://hindu.com/2006/08/14/stories/2006081403771200.htm>

<sup>7</sup> *Indian Child* [on line], Copyright©2000.Indianchild.com, 2000 [consulted on 24 May 2012], [http://www.indianchild.com/vegetarianism\\_in\\_india.htm](http://www.indianchild.com/vegetarianism_in_india.htm)

<sup>8</sup> *Central Intelligence Agency (CIA): the World Factbook* [on line], updated every week [consulted on April 26, 2012]. available at: <https://www.cia.gov/library/publications/the-world-factbook/index.html#>

<sup>9</sup> *The Free Dictionary* [on line], 2012 [consulted on 24 May 2012], available at: <http://www.thefreedictionary.com/bse>

<sup>10</sup> LEDRET Virginie, *Les Pintades à Londres*, éditions Jacob Duvernet, Coll. « Les Pintades », 2006, pp. 118-119



« Comprenez-la, elle a grandi dans la paranoïa des années vache folle. D'ailleurs, voici dix ans, elle vous prévenait en toussant poliment à chaque fois que vous vouliez commander une entrecôte au restaurant : « Pas très prudent », disait-elle, l'air de rien. Antonia [...] explique : « La crise de la vache folle a vraiment changé la mentalité de ma génération. Nous nous sommes tous mis, alors que nous étions à l'âge des premières sorties et des burgers, à fuir les fast-foods. [...] Nous ne voulions pas avouer que c'était par crainte de contracter la maladie de la vache folle. On avait peur. Le monde entier avait arrêté ses importations de bœuf anglais. Nous étions montrés du doigt, notamment par les Français. Personnellement, je n'ai jamais cessé d'aimer la viande mais nous devons faire une croix dessus jusqu'à nouvel ordre. »

Faisant contre mauvaise fortune bon cœur, de nombreux Britanniques en ont alors profité pour adopter une bonne fois pour toute l'éthique végétarienne. »

As explained in this excerpt, the mad cow crisis -besides the economical consequences- scared the British from eating meat, and led some of them to vegetarianism.

“You have to understand her; she grew up during the paranoïa of the mad cow disease. As a matter of fact, ten years ago, she would warn you by coughing politely whenever you would order a rib steak at the restaurant: “Not very wise”, she would say, without any fuss. Antonia [...] explains: “The mad cow disease crisis really changed my generation's mindset. Whereas we were about to discover the first outings and burgers, we all started to avoid fast-foods like the plague. [...] We didn't want to admit that it was out of fear of contracting the mad cow disease. We were scared. The whole world had stopped its imports of British beef. We were stared at, especially by the French. I never stopped loving meat but we had to kiss meat good-bye from this moment on.” Making the best of a bad deal, many British took advantage of it for adopting the vegetarian ethics once and for all.”

### iii. A country sensitive to Animal Welfare

The meat industry is guilty of many abuses: sometimes the animals have to live all crowded, in their own excrements, often victims of cruelty, etc<sup>11</sup>. Therefore, a lot of people choose to boycott these immoral practices by becoming vegetarian.

According to an American poll, animal welfare is the second reason why people choose to be vegetarian<sup>12</sup>.

#### Animal welfare legislation

The United Kingdom was the first country in the world to implement laws protecting animals, and its government has publicly stated that animals were sentient beings.

The three main acts passed by the government are:

- The Act to Prevent the Cruel and Improper Treatment of Cattle (1822)
- The Protection of Animals Act (1911)
- The Animal Welfare Act (in England and Wales, 2007)<sup>13</sup>



Logo of the RSPCA,  
<http://www.rspca.org.uk>

#### The RSPCA: the first animal welfare organization

In the United Kingdom, the main association for animal rights is the RSPCA: Royal Society for the Prevention of Cruelty to Animals. It is the oldest animal welfare organization in the world (established in 1824), and one of the largest charities of the United Kingdom (gathering about 1,500 employees and a total income of more than £129,000,000<sup>14</sup>). Its main actions consist in fighting cruelty to animals by rescuing abused pets, launching awareness campaigns and campaigns to change laws concerning animal rights.<sup>15</sup>

---

<sup>11</sup> MCCARTNEY Paul, "Glass Walls", *Meat.org*, 2012 [consulted on 10 May 2012], available at: <http://www.meat.org/>

<sup>12</sup> "Veggie Tale", *Time*, July 7<sup>th</sup> 2002

<sup>13</sup> *BBC* [On line], 2012 [consulted on 8<sup>th</sup> May 2012], available at : [http://www.bbc.co.uk/ethics/animals/defending/legislation\\_1.shtml](http://www.bbc.co.uk/ethics/animals/defending/legislation_1.shtml)

<sup>14</sup> *Charity Insight* [On line], 2010 [consulted on 8<sup>th</sup> May 2012], <http://www.charityinsight.com/charities/royal-society-for-the-prevention-of-cruelty-to-animals>

<sup>15</sup> *RSPCA* [On line], 2012 [consulted on 8 May 2012], <http://www.rspca.org.uk/>

### Foie gras: An example of British animal welfare applied to the food industry

Foie gras is a delicatessen that divides the opinion, as this delicious treat requires force-feeding the birds and leads them to pain.

While across the Channel, France is the first consumer and producer of foie gras in the world<sup>16</sup>, the United Kingdom is reluctant about it. Despite the fact that foie gras's sale is allowed, its production is banned in the United Kingdom, and most of the population expresses reservations about this immoral delicacy. In 2007, the Animal Welfare Minister Ben Bradshaw urged the public to boycott it, saying: "We believe that the production of foie gras using force-feeding gives rise to serious welfare concerns. We hope that public pressure will contribute to an end to this practice."<sup>17</sup>

The United Kingdom is then attached to animal rights, and it has obviously led to vegetarianism for some people.

## b. Part of a contemporary and global movement<sup>18</sup>

Global warming, obesity, cancer, overfishing... All these contemporary diseases are now striking the world, and have led to an awareness-rising. Some people realize how their way of life affects both the planet and their health and they choose to switch it to a healthier and more sustainable one. Vegetarianism is the way this phenomenon is expressed in food.

### i. The “green” wave

As Albert Einstein once said: “Nothing will benefit human health and increase the chances for survival of life on Earth as much as the evolution to a vegetarian diet.”

---

<sup>16</sup> ITAVI: *Institut technique de l'aviculture*, 2012 [consulted on 10 May 2012], available at : [http://www.itavi.asso.fr/economie/eco\\_filiere/foiegras.php?page=prod](http://www.itavi.asso.fr/economie/eco_filiere/foiegras.php?page=prod)

<sup>17</sup> MARTIN Nicole, « Minister Urges Foie Gras Boycott », *The Telegraph* [on line], 7<sup>th</sup> February 2007 [consulted on 9<sup>th</sup> May 2012], available at: <http://www.telegraph.co.uk/news/uknews/1541812/Minister-urges-foie-gras-boycott.html>

<sup>18</sup> This part deals with a global movement, but some of its elements (obesity for example) concern mostly the Occidental world.

Indeed, a non-vegetarian diet requires up to three times as many resources as a vegetarian diet.<sup>19</sup>

#### Meat production and its high cost in resource

Meat is a very rapidly growing food, but is the most costly one in resource use and damages the environment:

- Land: approximately one-fifth of the world's land area is used for grazing, while only one-tenth is used for the crops. Moreover, even more land is needed in order to grow food for non-grazing animals (poultry, pigs...).
- Food: the food used to feed the animals is food that will not feed humans.
- Water: the production of meat requires more water than any other food, as shown on the following chart.<sup>20</sup>

Virtual water content of a few selected products in m <sup>3</sup> /ton.		
Product		Water content
Beef		16726
Pork		5469
Cheese		5288
Poultry		3809
Eggs		3519
Rice		2552
Soybeans		2517
Wheat		1437
Maize		1020
Milk		738
Potatoes		133

- Biodiversity: In order to create grazing lands, forests and their biodiversity are destroyed. According to the FAO (Food and Agriculture Organization), "ranching-induced deforestation is one of the main causes of loss of some

---

<sup>19</sup> *Vegetarian Society* [on line], 2012 [consulted on 10 May 2012], available at: <http://www.vegsoc.org/page.aspx?pid=624/>

<sup>20</sup> IHE Delft, *Virtual Water Trade*, edited by A.Y. Hoekstra, Value of Water Research Series N°12, 2003, p.16

unique plant and animal species in the tropical rainforests of Central and South America.”<sup>21</sup>

- Land quality: its decline (erosion for example) is sometimes associated with overgrazing.
- Gas emissions: livestock production accounts for nearly 80 % of greenhouse gas emissions from agriculture worldwide.<sup>22</sup>

Meat is definitely not a sustainable food since its production costs more in resource use and damages more the environment than the production of any vegetarian food. That is why some people choose to exclude it from their diet.

### Vegetarianism and organic food

As it has been proved, vegetarianism can be chosen for ecological reasons. Therefore, it seems logical that vegetarians support organic growing, since it is also a sustainable way of eating. Indeed, an American study has shown that vegetarians were 8 % more likely to buy organic foods (and vegans 20 %) than non-vegetarians.<sup>23</sup>

On a forum for vegetarians, 64 people have been asked the percentage of organic food in their diet.<sup>24</sup> Their answers were the followings:

Part of the organic food in the respondents' diet	Percentage of respondents
100 %	0 %
90-99 %	9.38 %
75-89 %	14.06 %
50-74 %	20.31 %
25-49 %	21.88 %
10-24 %	20.31 %
< 10 %	14.06 %

<sup>21</sup> NORTHOFF Erwin, “Cattle ranching is encroaching forests in Latin America”, *FAO* [on line], 2008 [consulted on 11 May 2012], available at: <http://www.fao.org/newsroom/en/news/2005/102924>

<sup>22</sup> *Better Health Channel* [on line], 2012 [consulted on 15 May 2012], available at: [http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/vegetarian\\_eating](http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/vegetarian_eating)

<sup>23</sup> ONYANGO Benjamin M., HALLMAN William K., BELLOWS Anne C., “Purchasing Organic Food in U.S. Food Systems”, *British Food Journal* 2007, Vol. 109, No. 5, p.409

<sup>24</sup> *Veggie Board* [on line], powered by Huddler Families, 2012 [consulted on 24 May 2012], available at: <http://www.veggieboards.com/newvb/showthread.php?130852-Organic-food/>

This survey can tell that **at least** 86 % of the respondents eat organic food occasionally, while only 75 % of the whole population would purchase organic food.<sup>25</sup>

Therefore, vegetarianism matches environmental concerns, since excluding meat is more sustainable, and it has been noticed that vegetarians were more likely to purchase organic food than non-vegetarians.

## ii. A healthier lifestyle

As an antithetic reaction towards all the unhealthy fast-foods and the processed food industry, some people are becoming more and more careful to what is in their plate. It is also part of a general will of having a healthier life.

### Why vegetarianism is healthier

Health is the first reasons why people choose to be vegetarian.<sup>26</sup> Indeed, a vegetarian diet reduces the risks of obesity, heart disease, high blood pressure and type II diabetes.<sup>27</sup>

### The dietetic challenge: finding substitutes to meat

Nevertheless, vegetarians have to compensate the deficiency of some of the nutrients usually found in meat (proteins, iron, calcium, vitamins B12...). They find most of them in nuts and beans and pulses, which led them to try unusual foods like soy, various nuts, tofu, quinoa, bulgur wheat, etc.<sup>28</sup> Therefore, the healthy diversity of their diet comes from the search of these nutrients.

N.B.: most of the vegetarians easily find a balanced diet, but it is more difficult for vegans, as they exclude more foods (dairies, eggs, fish...).

---

<sup>25</sup>THE HARTMAN GROUP, "Beyond Organic and Natural", *the Hartman Group* [on line], 2010 [consulted on 14 May 2012], p.9, available at: <http://www.hartman-group.com/downloads/beyond-organic-natural-report-overview.pdf/>

<sup>26</sup>"Veggie Tale", *Time*, July 7<sup>th</sup> 2002.

<sup>27</sup> *Vegetarian Society* [on line], 2012 [consulted on 24 May 2012], available at: <http://www.vegsoc.org/page.aspx?pid=760>

<sup>28</sup> *Better Health Channel* [on line], edited by State Government of Victoria, 2012 [consulted on 15 May 2012], available at: [http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/vegetarian\\_eating](http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/vegetarian_eating)

Vegetarianism is then a healthy choice, but really needs a balanced diet. Many books deal with this balance, in order to advise the people who wished to convert themselves to this “green” and healthy way of eating.

### c. Stakes of the vegetarian market and integration

Although that some of the vegetarian concerns may be opposed to capitalism, the latter will tend to react to such a phenomenon as a new marketing and profit-generating opportunity.<sup>29</sup> Indeed, there is nowadays a huge market based on vegetarianism: ready-meals, restaurants, cookbooks, magazines, dietetic books...

### iii. Restaurants and supermarkets: the vegetarian alternative is now available

A few years ago, being a vegetarian was more difficult than today, because the food market simply did not provide a lot of vegetarian products. But it has recently started to exploit this newly popular diet.

#### Restaurants: from the vegetarian meal to the vegetarian restaurant

For vegetarians, eating out is no more the puzzle that it used to be. Most of the restaurants propose vegetarian meals in their menus. Even steakhouses serve vegetarian dishes (for example, the famous London restaurant chain: *Angus Steakhouse*<sup>30</sup>).

There are even vegetarian restaurants, flourishing everywhere, especially in big cities. They have become “trendy” places, and even non-vegetarians go there to enjoy their very creative meals.

---

<sup>29</sup> BEARDSWORTH A. D., KEIL A. T., “Contemporary Vegetarianism in the U.K.: Challenge and Incorporation?”, *Appetite*, 1993, volume 20, pp.229-234.

<sup>30</sup> *Angus Steakhouse* [on line], ©2011 Angus Steakhouse, 2011 [consulted on 16 May 2012], <http://www.angussteakhouse.co.uk/pdf/menus/2.pdf>

For example, the *Vanilla Black*, in London, has managed to become a renowned address, as the following reviews can attest it<sup>31</sup>:

•

Proving that vegetarian food can be flavoursome and satisfying, with a menu that is varied and imaginative”, the *Michelin guide* writes in 2011.

•

The cooking is refined, adventurous and presented with an artist’s eye for shape and colour. It’s certainly somewhere I’ll be recommending in the future and not just to vegetarians”, Tracey MacLeod writes for *the Independent*.

It is then easy and natural to go to a restaurant, without drawing attention to one’s differences.

#### Supermarkets and vegetarian labels

Going shopping can be a real struggle when you are a vegetarian, especially when you want to buy processed food. Some people may think you just have to avoid products including meat, but in fact some foods may have been fried in animal fat, for example. But thanks to the economic stakes of this diet, the food industry is proposing more and more vegetarian products. To quote an old example of vegetarian product, the very famous British food spread, the Marmite, was initially created (1902) in order to provide a meat-free alternative to popular beef extract products such as Bovril<sup>32</sup>.

In order to make consumers’ lives easier, the Vegetarian Society has created the first (and only, so far) legally registered trademark for vegetarian accreditation: the Vegetarian Society Seeding Symbol.

---

<sup>31</sup> *Vanilla Black* [on line], 2012 [consulted on 16 May 2012], available at: [http://golondon.about.com/gi/o.htm?zi=1/XJ&zTi=1&sdn=golondon&cdn=travel&tm=22&gps=72\\_8\\_1366\\_673&f=11&su=p284.13.342.ip\\_p531.56.342.ip\\_&tt=3&bt=0&bts=0&zu=http%3A//www.vanillablack.co.uk](http://golondon.about.com/gi/o.htm?zi=1/XJ&zTi=1&sdn=golondon&cdn=travel&tm=22&gps=72_8_1366_673&f=11&su=p284.13.342.ip_p531.56.342.ip_&tt=3&bt=0&bts=0&zu=http%3A//www.vanillablack.co.uk)

<sup>32</sup> *Wikipedia* [on line], 7 May 2012 [consulted on 16 May 2012], available at: <http://en.wikipedia.org/wiki/Marmite>





The Vegetarian Society Seeding Symbol<sup>33</sup>

This label is based on five criteria<sup>34</sup>:

- Free from animal flesh (meat, fowl, fish or shellfish), meat or bone stock, animal or carcass fats, gelatine, aspic or any other ingredients resulting from slaughter;
- Contains only free range eggs, where eggs are used;
- Free from Genetically modified organisms (GMOs);
- Cruelty free – no animal testing;
- No cross contamination during the production process.

It can be noticed that this label doesn't only respond to vegetarian concerns, but also ethical ("free range eggs", "cruelty free") and environmental and healthy (GMO free) ones. As it has been explained before, vegetarianism is part of whole movement that promotes all these principles.

To conclude, vegetarian meals are becoming easier and easier to find in today's United Kingdom, and the result is that becoming a vegetarian is no more a struggle or seen as a deviant way of living.

### i. Magazines, dietetic books, cookbooks: the print industry exploits the subject

As well as the food industry, the print industry exploits the market: cookbooks of vegetarian recipes, magazines entirely dedicated to the vegetarian way of life, dietetic books aiming to explain how to balance a meat-free diet, etc.

---

<sup>33</sup> *Vegetarian Society Approved* [on line], 2012 [consulted on 16 May 2012], available at: <http://www.vegsocapproved.com/corporate08/index.asp>

<sup>34</sup> *Vegetarian Society Approved* [on line], 2012 [consulted on 16 May 2012], available at: [http://www.vegsocapproved.com/corporate08/product\\_accreditation.asp](http://www.vegsocapproved.com/corporate08/product_accreditation.asp)

## Cookbooks

Vegetarian recipes are now very easy to find, since a lot of cookbooks entirely rely on this diet. They usually present the diversity and the healthiness that vegetarian dishes are famous for, and most of them are very inventive.

The most famous vegetarian cook, Kurma Dasa, is English, although he lives in Australia. All of his cookery books are vegetarian, and they received a great success. The most famous one is *Great Vegetarian Dishes*; it is currently in its seventh print run.<sup>35</sup>

## Magazines

A few British magazines deal exclusively with vegetarians, their way of living, or even just meat-free recipes. One of the most popular ones is *Vegetarian Living*.

It deals with all kinds of topics that can concern vegetarians:

- Cooking: vegetarian and vegan recipes;
- News and events: for example, a whole article was dedicated to the National Vegetarian Week, occurring from the 21<sup>st</sup> to the 27<sup>th</sup> May 2012;
- Seasonal fruits and vegetables;
- Outings;
- Interviews of vegetarians (cooks, stars...);
- Children: how to rise your child's awareness about nature, other cultures, ecology...;
- Gardening: notably how to cultivate your own organic vegetables and plants;
- Saving tips;
- Beauty: how to create your own creams, still in an ecological way;
- "Green" ideas
- Places to go: the trendiest vegetarian restaurants, the newest vegan cafés...<sup>36</sup>

---

<sup>35</sup> *Cooking with Kurma* [On line], 2012 [consulted on 16 May 2012], available at: <http://www.kurma.net/biography/index.html>

<sup>36</sup> *Vegetarian Living* [on line], 2012 [consulted on 16 May 2012], available at: <http://www.vegetarianliving.co.uk/>

As a conclusion, this magazine does not keep to the vegetarian diet, but also presents vegetarianism as part of a whole philosophy. The latter would suppose a healthy and ecological way of life.

### Dietetic books

The vegetarian diet is a subject that keeps on making dieticians write books, and with good reason: as explained before, banning meat from one's diet also means compensating with other foods. If one cannot manage to have a balanced vegetarian diet, one can easily feel weak and tired (ironically, that is why vegetarianism has sometimes the reputation of being unhealthy). That is why professional advice is so demanded. Dietetic books aim to answer to this demand.

The print industry takes advantage of the vegetarian movement for selling cookbooks and dietetic books. The high demand for these products can be explained by the vegetarians' need to be given good recipes and to be advised about keeping a balanced diet. Regarding the magazines, they not only deal with vegetarianism, but also with the ecological lifestyle. This emphasizes again on the fact that vegetarianism is not only a diet, but part of a whole lifestyle.

## Conclusion of the first chapter

Vegetarianism is firmly rooted in the United Kingdom's past. The first official vegetarian society of the world was created in England during the 19<sup>th</sup> century, and is nowadays still an important organization for this movement. Immigration from India in the 1950's may have grown the vegetarian movement in the United Kingdom, as vegetarianism is also rooted in the Indian culture. Last but not least, the mad cow crisis, during the 1980's, deeply discouraged people from eating meat, which led some of them to vegetarianism. The British reluctance to eating meat is also related to the particularly strong animal welfare prevailing in the country.

Vegetarianism can have many different motivations, but two of the most frequent ones are environmental and health reasons. Indeed, meat is both damaging the planet

and one's health. These two concerns are both part of a global movement of awareness, and are very narrowly linked together.

The integration of this movement in the British society is partly due to its economic stakes: the food industry and the print industry are fully taking advantage of it. As a consequence, vegetarianism has become more reachable and fashionable.

## CHAPTER TWO: LINGUISTIC AND BILINGUAL STUDY OF THE PHENOMENON

The aim of this chapter is to have a linguistic approach of the subject, in both English and French. This study is mostly based on the semantics and the etymology of selected terms related to vegetarianism in today's United Kingdom.

### a. Terminology and analysis of the key-words.

This part first presents a selection of twenty-six terms related to vegetarianism in today's United Kingdom, sorted out by terminology. Then, this selection is reduced to only ten terms, the most relevant and important ones. These ten key-words are studied, regarding their etymology and semantics.

#### Selection of twenty-six terms related to the topic and their terminological classification

Terms revealing the plurality of ethical diets
--

Vegetarian (*végétarien*)

Vegan (*végétalien*)

Terms related to health
-------------------------

Health (*santé*)

Organic (*biologique*)

Diet (*régime*)

Terms related to nutrition
----------------------------

Advice (*conseils*)

Balanced (*équilibré*)

Deficiency (*carences*)

Terms related to animal welfare

Animal welfare (*bien-être des animaux*)

Cruelty-free (*sans cruauté*)

Ethic (*éthique*)

Boycott (*boycott*)

Meat (*viande*)

Terms related to the ecology

Green (*écologique*)

Ethic (*éthique*)

Natural resources (*ressources naturelles*)

Organic (*biologique*)

Lifestyle (*mode de vie*)

Sustainable (*durable*)

Terms related to the social integration

Trend (*mode*)

Movement (*mouvement*)

Integration (*intégration*)

Deviant (*déviant*)

Struggle (*lutte*)

Terms related to market stakes

Market (*marché*)

Demand (*demande*)

To exploit (*exploiter*)

Nota Bene: “organic” and “ethic” are present in two terminological groups. Indeed, the animal welfare and the environmental causes are both ethical issues; and “organic” is an adjective that describes foods whose means of production are both healthy and ecological.

Selection of ten key-words among the twenty-six terms and justification of this selection

This second selection is composed of the best related words to vegetarianism in today’s United Kingdom:

- Vegetarian (*végétarien*): vegetarians are the people who follow vegetarianism, which the subject of this report, so it is obviously the best related word to the topic.
- Diet (*régime*): vegetarianism is a diet.
- Health (*santé*): as it has been explained in the first chapter, health is the first reason why people become vegetarian.
- Balanced (*équilibré*): nutritional balance is the main challenge of vegetarianism.
- Ethic (*éthique*): ethic is what motivates animal welfare and ecology, which are two of the main reasons that lead to vegetarianism.
- Animal welfare (*bien-être des animaux*): it is an important term, as it is the second main reason why people become vegetarians.
- Green (*écologique*): most vegetarians are considered as “green”, which means they care about the planet.
- Lifestyle (*mode de vie*): vegetarianism is not only a diet, but also a lifestyle.
- Movement (*mouvement*): vegetarianism is a movement.
- Integration (*intégration*): integration is the main difference between today’s and yesterday’s British vegetarians.

### Analysis of the ten key-words

A bilingual and etymological and semantic analysis is necessary to understand the terms. Although most of the terms have a couple of meanings, only the meanings related to the subject are useful.

#### **Vegetarian (*végétarien*):**

It can be both a noun and an adjective:

- A vegetarian is someone who does not eat meat, poultry, game, fish, shellfish or by-products of slaughter;
- Something is vegetarian if it is related to vegetarians or vegetarianism (the diet that excludes meat, poultry, game, fish, shellfish or by-products of slaughter).

The Vegetarian Society defines the noun “vegetarian” as “someone who lives on a diet of grains, pulses, nuts, seeds, vegetables and fruits with, or without, the use of dairy products and eggs. A vegetarian does not eat any meat, poultry, game, fish, shellfish or by-products of slaughter.”<sup>37</sup>

There are three types of vegetarians:

- Lacto-ovo-vegetarians: eat dairies and eggs. It is the most common type of vegetarianism;
- Lacto-vegetarians: eat dairies, do not eat eggs;
- Vegans: do not eat dairies and eggs.

The word “vegetarian” has then an official definition. But in today’s language, people who do not eat meat but poultry and/or fish tend to be called vegetarians too. This lack of precision has led purists to create neologisms to describe these people, like “flexitarians”, “meat-avoiders”, “meat-reducers”, “semi-vegetarians”, “pescetarians” (eat fish), “pollotarians” (eat poultry), etc.

The word “vegetarian” has been invented in 1847, at the creation of the Vegetarian Society, based on the word “vegetable” (and the suffix “-arian”).<sup>38</sup>

---

<sup>37</sup> *Vegetarian Society*, 2012 [consulted on 21 May 2012], available at: <http://www.vegsoc.org/page.aspx?pid=698>

<sup>38</sup> *Indian Child* [on line], Indianchild.com, 2000 [consulted on 20 May 2012], available at: [http://www.indianchild.com/vegetarianism\\_in\\_india.htm](http://www.indianchild.com/vegetarianism_in_india.htm)



The word “vegetable” appeared in Middle English in the late 16<sup>th</sup> century, and it meant “growing as a plant”. It comes from Old French, or the Late Latin *vegetabilis* (“animating”), or the Latin *vegetare* (“to enliven”).<sup>39</sup>

The creation of “vegetarian” has then influenced the creation of “vegan” in the 1940’s. It is also based on “vegetable” (and the suffix “-an”).<sup>40</sup>

### **In French**

The English word “vegetarian” has led to the creation of the French word *végétarien*. It has exactly the same meaning, with the same issues of precision.

NB: the German *Vegetarier*, the Italian, Spanish and Portuguese *vegetariano*, also come from the English “vegetarian”.

### **Diet (*régime*)**

In the context of this report, a diet is the kinds of foods that a person, animal or community habitually eat.

This term dates from Middle English and comes from the Old French *diète* and the Latin *diaeta* and the Greek *diata* (they all mean “diet”).<sup>41</sup>

### **In French**

The word *diète* (feminine) is still used in French but now only means the special course of food to which a person restricts oneself, either to lose weight or for medical reasons. The exact translation of “diet” in French is *régime*. It is a masculine noun, coming from the Latin *regimen*, *-inis*.<sup>42</sup>

### **Health (*santé*)**

This noun can be a mass noun and means “the state of being free from illness and injury”, or be a noun that means “a person’s mental or physical condition”. It dates from the Old English (*hǣlth* at that time). It comes from the German *heil*, which means “unhurt”, and is related with “whole”.<sup>43</sup>

---

<sup>39</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 20 May 2012], available at: <http://oxforddictionaries.com/definition/vegetable?q=vegetable>

<sup>40</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 20 May 2012], available at: <http://oxforddictionaries.com/definition/vegan?q=vegan>

<sup>41</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 20 May 2012], available at: <http://oxforddictionaries.com/definition/diet?q=diet>

<sup>42</sup> *Larousse* [on line], © LAROUSSE, [consulted on 21 May 2012], available at: <http://www.larousse.fr/dictionnaires/francais/r%C3%A9gime>

<sup>43</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 20 May 2012], available at: <http://oxforddictionaries.com/definition/health?q=health>

### **In French**

The feminine word *santé* comes from the Latin *sanitas*, *-atis* (health), which is from *sanus*, *-us* (healthy).<sup>44</sup>

### **Balanced (*équilibré*)**

In the report, it means “having different elements in correct proportions” and it applies to food and diets. It comes from the noun “balance”, which appeared in Middle English. At that time, it only referred to the apparatus for weighing. It comes from the Old French *balance*, based on the Late Latin *bilanx* (*bi-* “having two”, *-lanx* “scale pan”).<sup>45</sup>

### **In French**

The appropriate translation of “balanced” when food and diets are concerned is *équilibré*. In that case, it means “having different elements in correct proportions”. It comes from the Latin *aequilibrium* (*aequus* “equal” and *libra* “balance”).<sup>46</sup>

### **Ethic (*éthique*)**

This noun means “a set of moral principles, especially ones relating to or affirming a specified group, field, or form of conduct”. It appeared in the late Middle English and was then also used attributively. It comes from the Old French *éthique*, from the Latin *ethica*, from the Greek *ēthikē* “morals”.<sup>47</sup>

### **In French**

Its translation in French is *éthique*, which “ethic” derives from. It has then the same Latin and Greek etymology.

### **Animal welfare (*bien-être des animaux*)**

This expression is the composition of two terms:

- Animal: in this expression, “animal” is the adjective related to animals (“living organism which feeds on organic matter, typically having specialized sense organs and nervous system and able to respond rapidly to stimuli” or

---

<sup>44</sup> *Larousse* [on line], © LAROUSSE, [consulted on 21 May 2012], available at: <http://www.larousse.fr/dictionnaires/francais/sant%C3%A9>

<sup>45</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 21 May 2012], available at: <http://oxforddictionaries.com/definition/balance?q=balance>

<sup>46</sup> *Larousse* [on line], © LAROUSSE, [consulted on 21 May 2012], available at: <http://www.larousse.fr/dictionnaires/francais/%C3%A9quilibre>

<sup>47</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 21 May 2012], available at: <http://oxforddictionaries.com/definition/ethic?q=ethic>

any such living organism rather than human beings). This word appeared in the Middle English; it comes from the Old French *animal*, from the Latin adjective *animalis* “having breath”, based on the Latin *anima* “breath”.<sup>48</sup>

- Welfare: this noun means “social concern for the well-being of children, the unemployed, etc.” (definition attested in 1904), although that in this case, people are not concerned but animals. It comes from the Old English *wel faren* (the adverb “well” and the verb “fare”), that both have Germanic origins.

Animal welfare is then the social concern for the well-being of animals.

### **In French**

In French, there is no expression that completely matches with “animal welfare”. *La protection des animaux* (animal protection) is often used, but only *le bien-être des animaux* is the right translation, even though it is not often used in French. *Bien-être* (“well-being”) is a masculine invariable noun created in the 16<sup>th</sup> century. It is composed of the adverb *bien* (“well”) and the verb *être* (“to be”).<sup>49</sup> *Animaux* is the plural of *animal* (“animal”), which comes from the Latin *animal*, *animalis* (“living being”), from *anima* (“breath”).

### **Green (écolo)**

The term “green” is, in this report, used as the informal adjective that describes anything related to ecology. This meaning is very recent; it dates from the beginning of the ecological movement, during the second half of the 20<sup>th</sup> century. It comes from the colour, as it is the symbolical colour of nature.

The word “green” comes from the Old English adjective *grēne*, which has Germanic origins. It is related to the Dutch *groen*, the German *grün*, and the English “grass” and “grow”.<sup>50</sup>

---

<sup>48</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 21 May 2012], available at: <http://oxforddictionaries.com/definition/animal?q=animal>

<sup>49</sup> *Centre National de Ressources Textuelles et Lexicales (CNRTL)*, © CNRTL, 2012 [consulted on 22 May 2012], available at: <http://www.cnrtl.fr/etymologie/bien-être>

<sup>50</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 22 May 2012], available at: <http://oxforddictionaries.com/definition/green?q=green>

## **In French**

The informal adjective *écolo* is the abbreviation of the formal adjective *écologique* (“ecological”). It means “related to ecology”; it is then composed of *écologie* and the suffix *-ique*. *Ecologie* is the science of the relations between the living beings and their environment, but its most common use deals in fact with the protection of the environment. *Ecologie* comes from the Greek *oikos* (“home”, “environment”) and *logos* (“speech”).

## **Lifestyle (*mode de vie*)**

The Austrian psychiatrist Alfred Adler created this specific term in 1929 (at that time “life-style” or “style of life”) to describe the dynamics of the personality. By 1961, it got the broader sense that is used nowadays: “the way in which a person lives”. This “way” can include social relations, consumption, diet...<sup>51</sup>

“Lifestyle” is then composed of “style” and “live”:

- “style”: this noun appeared in Middle English, it comes from the Old French *stile*, from the Latin *stilus* (“way”).<sup>52</sup>
- “Life”: this noun comes from the Old English *līf*, which has Germanic origins. It is related to the German *Leib* (“body”) and the English “live”.<sup>53</sup>

## **In French**

The right translation of lifestyle in French is *mode de vie*, composed of:

- the masculine noun *mode* (« way ») comes from the Latin *modus* (“way”);
- the preposition *de* (“of”);
- the feminine noun *vie* (« life ») comes from the Latin feminine noun *vita*, *vitae* (“life”).

---

<sup>51</sup> *Wikipedia* [on line], Wikipedia®, 14 May 2012 [consulted on 22 May 2012], available at: [http://en.wikipedia.org/wiki/Lifestyle\\_\(sociology\)](http://en.wikipedia.org/wiki/Lifestyle_(sociology))

<sup>52</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 22 May 2012], available at: <http://oxforddictionaries.com/definition/style?q=style>

<sup>53</sup> *Online Etymology Dictionary* [on line], 2012 [consulted on 22 May 2012], available at: [http://www.etymonline.com/index.php?allowed\\_in\\_frame=0&search=life&searchmode=none](http://www.etymonline.com/index.php?allowed_in_frame=0&search=life&searchmode=none)

### **Movement (*mouvement*)**

The meaning of this noun in the context of the report is “a group of people working together to advance their shared political, social, or artistic ideas”. It appeared in Middle English, at first only meaning “the act of moving”. It came via Old French, from the Medieval Latin *movimentum*, from the Latin verb *movere* (“to move”).<sup>54</sup>

### **In French**

The French masculine noun *movement* has the same meanings as “movement”, and has the same Latin etymology.

### **Integration (*intégration*)**

“Integration” is “the process of integrating”, and more specifically to vegetarians: “the intermixing of people who were previously segregated” (“segregated” is too strong for dealing with vegetarians, “deviant” would suit better). It appeared in 1610, from the French *intégration*, from the Latin *integratio* (“renewal”).<sup>55</sup>

### **In French**

Indeed, the French for “integration” is *intégration* and comes from the Latin *integratio*.

## **a. Socio-linguistic study**

The analysis of the ten key-words highlights the Old French origins of the English language. Indeed, “diet”, “balanced”, “ethic”, “animal” in “animal welfare”, “style” in “lifestyle”, “movement”, “integration” come from Old French (and from Latin, as a consequence). It also highlights its Germanic origins: “health”, “green”, “welfare” and “life” in “lifestyle” have Germanic origins.

“Vegetarian” has a very special etymology since its creation is recent (1847) and English. It emphasizes on the fact that vegetarianism is a British phenomenon. Although it has an official definition written by the Vegetarian Society, its meaning is very imprecise to most people nowadays. That is why many neologisms have been created in order to define different kinds of vegetarianism.

---

<sup>54</sup> *Oxford Dictionaries* [on line], Oxford University Press, 2012 [consulted on 22 May 2012], available at: <http://oxforddictionaries.com/definition/movement?q=movement>

<sup>55</sup> *Online Etymology Dictionary* [on line], 2012 [consulted on 22 May 2012], available at: [http://www.etymonline.com/index.php?allowed\\_in\\_frame=0&search=integration&searchmode=none](http://www.etymonline.com/index.php?allowed_in_frame=0&search=integration&searchmode=none)

## Conclusion of the second chapter

This chapter has highlighted the presence of seven terminologies in the vocabulary of this report: the plurality of ethic diets, ecology, animal welfare, market stakes, health, nutrition and social integration. They insist on the important issues of vegetarianism in the United Kingdom, such as its reasons, impact and stakes.

The ten most important words have been studied: vegetarian, diet, health, balanced, ethic, animal welfare, green, lifestyle, movement and integration. This analysis has shown the Old French and the Germanic origins of the English language. It has also permitted to notice how vegetarianism was specific to the United Kingdom, since the etymology of the word itself is English.

## Conclusion

This report was a sociological study of the present vegetarian phenomenon in the United Kingdom.

The phenomenon itself has been analyzed regarding cultural, social, economical, historical, topical, health and environmental issues. It was divided into three parts: the historical and cultural reasons that had led the United Kingdom to host such a wide population of vegetarians, the social and global movement in favour of a better lifestyle, and the economical stakes of this diet in the food and press industries.

The first part showed that the first vegetarian organisation was English. It explained that the Indian immigration might have promoted vegetarianism since it is part of the Indian culture. The mad cow disease crisis has also had a strong influence on the population, which tended to avoid meat after this crisis of the British meat industry. It also showed that the United Kingdom was attached to animal welfare, and since meat production causes animal suffering, it might be a reason why some British are vegetarians.

The second part dealt with the alternative lifestyle that vegetarianism is part of: in reaction against “junk food”, obesity, stress, environmental issues, and many other contemporary problems, people tend to have a healthier and more eco-friendly lifestyle. Vegetarianism is then one of the expressions of this alternative lifestyle, because it is a healthy diet and because a meat-free diet requires fewer resources than a non-vegetarian one. As a proof of vegetarianism’s belonging to a green and healthy lifestyle, it has been shown that vegetarians were more likely to consume organic food than non-vegetarians. But this part has highlighted its nutritional challenge: indeed, the exclusion of meat in one’s diet causes deficiencies, so nutritional substitutes have to be included. This search of substitutes leads to a rich diversity of foods in the vegetarian diet.

The third part dealt with the market stakes that vegetarianism creates. A few years ago, the market was not adapted to vegetarians, whereas nowadays, it is very easy to find vegetarian food in supermarkets and restaurants. There are now cookbooks and dietetic books that target vegetarians. There are even magazines for them; they promote a whole lifestyle linked to this diet, from recipes to clothing. The result of

this new market is that vegetarianism is not seen like a deviant diet anymore: people are more and more numerous to convert themselves to this lifestyle, and it has even become trendy.

The second half of the report dealt with linguistics. It studied the vocabulary related to the phenomenon.

First, twenty-six words have been chosen and sorted out by seven terminologies: the plurality of ethic diets, ecology, animal welfare, market stakes, health, nutrition and social integration.

Secondly, this selection has been reduced to the ten most important words. They were: vegetarian, diet, health, balanced, ethic, animal welfare, green, lifestyle, movement and integration. Their importance has been justified, and then they all have been analyzed in terms of etymology and semantics. It highlighted the Old French and Germanic origins of English. It also permitted to notice that the word “vegetarian” is an English invention, which has been brought to French and other languages. It shows that this diet is particularly a British phenomenon.

To conclude, vegetarianism is well rooted in British history and is getting more and more popular. Though vegetarians have less trouble than before to find appropriate food, their challenge is to keep their diet well balanced.

In fact, the craze for vegetarianism and the lifestyle that is linked to it may be simply the natural reaction to the contemporary British issues: “junk food”, fast-foods, obesity, binge drinking, etc.



# BIBLIOGRAPHY

## Published books:

- BRILLAT-SAVARIN Jean Anthelme, *Physiologie du goût*, G. De Gonat (Paris), 1826
- LEDRET Virginie, *Les Pintades à Londres*, editions Jacob Duvernet, Coll. « Les Pintades », 2006, pp. 118-119

## Websites:

- *Angus Steakhouse* [on line], ©2011 Angus Steakhouse, 2011 [consulted on 16 May 2012], <http://www.angussteakhouse.co.uk/pdf/menus/2.pdf>
- *BBC* [On line], 2012 [consulted on 8<sup>th</sup> May 2012], available at : [http://www.bbc.co.uk/ethics/animals/defending/legislation\\_1.shtml](http://www.bbc.co.uk/ethics/animals/defending/legislation_1.shtml)
- *Better Health Channel* [on line], 2012 [consulted on 15 May 2012], available at: [http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/vegetarian\\_eating](http://www.betterhealth.vic.gov.au/bhcv2/bhcarticles.nsf/pages/vegetarian_eating)
- *Central Intelligence Agency (CIA): the World Factbook* [on line], updated every week [consulted on April 26, 2012]. available at: <https://www.cia.gov/library/publications/the-world-factbook/index.html#>
- *Charity Insight* [On line], 2010 [consulted on 8th May 2012], <http://www.charityinsight.com/charities/royal-society-for-the-prevention-of-cruelty-to-animals>
- *Cooking with Kurma* [On line], 2012 [consulted on 16 May 2012], available at: <http://www.kurma.net/biography/index.html>
- *Indian Child* [on line], Indianchild.com, 2000 [consulted on 20 May 2012], available at: [http://www.indianchild.com/vegetarianism\\_in\\_india.htm](http://www.indianchild.com/vegetarianism_in_india.htm)
- *ITAVI: Institut technique de l'aviculture*, 2012 [consulted on 10 May 2012], available at : [http://www.itavi.asso.fr/economie/eco\\_filiere/foiegras.php?page=prod](http://www.itavi.asso.fr/economie/eco_filiere/foiegras.php?page=prod)
- *RSPCA* [On line]. 2012 [consulted on 8 May 2012]. <http://www.rspca.org.uk/>
- *The Hindu* [on line], The Hindu, 2006 [consulted on 24 May 2012], available at: <http://hindu.com/2006/08/14/stories/2006081403771200.htm>

- *Vanilla Black* [on line], 2012 [consulted on 16 May 2012], available at: [http://golondon.about.com/gi/o.htm?zi=1/XJ&zTi=1&sdn=golondon&cdn=travel&tm=22&gps=72\\_8\\_1366\\_673&f=11&su=p284.13.342.ip\\_p531.56.342.ip\\_&tt=3&bt=0&bts=0&zu=http%3A//www.vanillablack.co.uk](http://golondon.about.com/gi/o.htm?zi=1/XJ&zTi=1&sdn=golondon&cdn=travel&tm=22&gps=72_8_1366_673&f=11&su=p284.13.342.ip_p531.56.342.ip_&tt=3&bt=0&bts=0&zu=http%3A//www.vanillablack.co.uk)
- *Vegetarian Living* [on line], 2012 [consulted on 16 May 2012], available at: <http://www.vegetarianliving.co.uk/>
- ***Vegetarian Society* [on line], available at: <http://vegsoc.org/>**
  - *Vegetarian Society* [on line], 2012 [consulted on 21 May 2012], available at: <http://www.vegsoc.org/page.aspx?pid=698>
  - *Vegetarian Society* [on line], 2012 [consulted on 24 May 2012], available at: <http://www.vegsoc.org/page.aspx?pid=760>
  - *Vegetarian Society* [on line], 2012 [consulted on 10 May 2012], available at: <http://www.vegsoc.org/page.aspx?pid=624/>
- ***Vegetarian Society Approved* [on line], available at: <http://vegsocapproved.com/>**
  - *Vegetarian Society Approved* [on line], 2012 [consulted on 16 May 2012], available at: <http://www.vegsocapproved.com/corporate08/index.asp>
  - *Vegetarian Society Approved* [on line], 2012 [consulted on 16 May 2012], available at: [http://www.vegsocapproved.com/corporate08/product\\_accreditation.asp](http://www.vegsocapproved.com/corporate08/product_accreditation.asp)
- *Veggie Board* [on line], powered by Huddler Families, 2012 [consulted on 24 May 2012], available at: <http://www.veggieboards.com/newvb/showthread.php?130852-Organic-food/>
- ***Wikipedia* [on line], Wikipedia®, available at: <http://en.wikipedia.org/>**
  - Lifestyle
  - Marmite
  - Vegetarianism by country

**Contributions on websites:**

**Video:**

- MCCARTNEY Paul, “Glass Walls”, *Meat.org*, 2012 [consulted on 10 May 2012], available at: <http://www.meat.org/>

#### Articles:

- NORTHOFF Erwin, “Cattle ranching is encroaching forests in Latin America”, *FAO* [on line], 2008 [consulted on 11 May 2012], available at: <http://www.fao.org/newsroom/en/news/2005/102924>
- MARTIN Nicole, « Minister Urges Foie Gras Boycott », *The Telegraph* [on line], 7<sup>th</sup> February 2007 [consulted on 9<sup>th</sup> May 2012], available at: <http://www.telegraph.co.uk/news/uknews/1541812/Minister-urges-foie-gras-boycott.html>

#### Report:

- THE HARTMAN GROUP, “Beyond Organic and Natural”, *the Hartman Group* [on line], 2010 [consulted on 14 May 2012], p.9, available at: <http://www.hartman-group.com/downloads/beyond-organic-natural-report-overview.pdf/>

#### Articles of periodic:

- BEARDSWORTH A. D., KEIL A. T., “Contemporary Vegetarianism in the U.K.: Challenge and Incorporation?”, *Appetite*, 1993, volume 20, pp.229-234
- ONYANGO Benjamin M., HALLMAN William K., BELLOWS Anne C., “Purchasing Organic Food in U.S. Food Systems”, *British Food Journal* 2007, Vol. 109, No. 5, p.409
- “Veggie Tale”, *Time*, July 7<sup>th</sup> 2002

#### Dictionaries:

- *Centre National de Ressources Textuelles et Lexicales (CNRTL)*, © CNRTL, 2012, available at: <http://www.cnrtl.fr/etymologie/>
  - Bien-être
- *Larousse* [on line], © LAROUSSE, available at: <http://www.larousse.fr/dictionnaires/francais/>
  - Régime
  - Santé
  - Equilibre

- ***Online Etymology Dictionary* [on line], 2012, available at:**  
<http://www.etymonline.com/>
  - Integration
  - Life
- ***Oxford Dictionaries [on line], Oxford University Press, 2012, available at:***  
<http://oxforddictionaries.com/>
  - Animal
  - Balance
  - Diet
  - Ethic
  - Green
  - Health
  - Movement
  - Style
  - Vegan
  - Vegetable
- ***The Free Dictionary* [on line], 2012, available at:**  
<http://www.thefreedictionary.com/>
  - BSE

## APPENDIX

In order to help the reader to understand my work, this appendix deals with the choice of the subject of the report, the issues of its writing, and concludes with my opinion about this first experience of an academic report.

### 1. Choice of the subject

In October, I started looking for families to work for as an au pair. I soon realised that a lot of them were vegetarians: indeed, it was one of the first thing that they would mention in their advert. I also read a book about Londoners (*Les Pintades à Londres*, quoted in the first chapter) that highlighted the vegetarian tendencies in the United Kingdom. These two facts made me realise that vegetarianism was a British social phenomenon.

As far as I was concerned, vegetarianism was a very interesting subject. I liked its commitment for the animals and the planet, because even though these topics are getting more and more popular, I think they still are not taken seriously enough.

I also saw this movement as a strong reaction against the contemporary food issues. By living in England during six months, I could easily notice these issues: a lot of people are over-weighted; fast-foods are more present than ever; meals are not important moments; especially lunchtimes that usually consist of snacks; etc.

### 2. Beginning of the search for information

When my subject was finally chosen, at the end of March, I slowly started my searches. I began by talking with English people about vegetarianism, in order to understand its stakes. I discovered that some of my acquaintances had been vegetarian in their youth, but had gone back to a normal diet for health reasons or even just because it was only a bygone period of their life.

I wanted to start my searches in a library, but my attempts were vain. The local one (Lewisham Library) was very small and did not contain anything about British food or vegetarianism. I then had a look on the internet for a bigger one, in central

London. I found out that the British Library contained the biggest range of documentations in London, so I went there. Unfortunately, you could not just drop in, and a registration in this library required a proof of address. The family I worked in could not provide me such a thing, and my bank never answered my mails. I then tried to register to the London Library, but it was very expensive and I would have had to pay for the six following months.

Since these procedures took me a lot of time, I started my searches on the Internet, and ordered a thesis that would have helped me a lot to identify the stakes of my subject, since it was called *Vegetarianism in the U.K.* Unfortunately, it was delivered two months after the order, when I had already finished my report.

### 3. Internet researches

I then relied on Internet searches. I found the Vegetarian Society website very useful and rich in information, since it was the very own website of the British vegetarian community. It informed me of the running events, their history as the first vegetarian association, the reasons why people had gone vegetarians, etc. I learned that the only official vegetarian label was theirs (Vegetarian Society Approved) and that it guaranteed not only that their products were meat-free, but also GMO-free, etc. It confirmed my opinion about the fact that vegetarianism was part of a bigger movement, and not only a diet.

The forum *Veggie Board* was also very interesting; it helped me to identify better the British vegetarian community and their issues in their everyday life.

### 4. The writing

It was very hard to start the writing: I had never done such a long report and I was both intimidated and scared. Happily, I began at the end of April, so I was not afraid of running out of time.

The first chapter was definitely the longest and the hardest. I had to organise my ideas, make complementary researches, include my sources, and be careful about grammar, all at the same time. I found that dividing it in a lot of small parts made the writing easier, therefore I just had to focus on each idea. It took me around three weeks.

The first chapter was much flunter. I had always loved etymology and semantics, so it was a pleasure to write it. My favourite moment was when I discovered that the word “vegetarian” was an English invention, because it was the linguistic proof that vegetarianism was a British phenomenon. It added a lot of sense to my report. I think it took me less than five days to write it.

##### 5. Personal opinion

Before writing it, this work seemed like a mountain to me: I thought I would never be able to write a thirty pages report. In fact it was a “step-by-step” work, and I am glad I started it early enough, so that I did not rush at the end.

I also kept a balanced timetable between its writing, my work, and leisure. I would usually babysit in the morning, work on my report in the afternoon, and go out with friends or do some exercise in the evening.

Though I sometimes thought it was a burden, this report was very rewarding. I proved myself I was able to do such a big work without rushing or sacrificing my remaining free time in London.

This report has also had a quite expected impact on me: though I was already a meat-reducer before writing it, I am more determined than ever to give up red meat. My motivations used to be environmental ones, but thanks to this report, I learned the effects of meat on one's health.