A PLANT BASED DIET
YOUR ESSENTIAL STARTER GUIDE
It all began in our family kitchen in 1991, where Wally and Debbie Fry, began making burgers and sausages without the meat. Debbie was born vegetarian, and Wally (an avid meat eater) changed after meeting Debbie (she got her way!). Our range of vegan products (we don’t do meat, egg or dairy) are now available all over the world and make eating a plant-based diet that is good for you and the planet, that much easier.

We still make our food for our family, it is just now a lot bigger, so join us and you can enjoy tasty food that is better for you and the planet.

From our kitchen to yours.

With love from the Fry Family.
Like most things in life, moving to a wholly plant based diet is a journey.

If you are used to eating meat you can start by cutting down so that you are following a largely vegetarian based diet but occasionally still eat meat – this is known as flexitarianism. Whatever your reason for cutting down on your meat consumption, even a small reduction will make a positive difference.

Following a full vegetarian diet excludes all meat, fish, poultry and seafood – so a vegetarian diet will focus on grains, pulses, nuts, seeds, fruits and vegetables. Most vegetarians still include dairy and eggs.

If you choose to exclude ALL animal products from your diet, then you are following a Vegan or Plant Based diet.

A plant based diet excludes meat, fish, poultry, seafood, dairy and eggs – some people also choose to abstain from products such as honey. Many of those following a plant based diet may also choose to avoid other non-food animal products such as leather or beeswax.

Getting Started

25% of the UK population are currently following a vegetarian diet.

Over half a million UK residents follow a vegan diet with around another half a million vegetarians moving towards a fully vegan diet.

Retailers estimate that the meat free market is currently worth around £270 million and is growing at around 6% from one year to the next.

By going “plant based” you’ll be joining the ranks of Ricky Gervais, Samuel L Jackson, Ellie Goulding, Leona Lewis, Ariana Grande, Serena and Venus Williams, David Haye and many many more.
Animal Welfare

More than 60 billion land animals are currently bred and slaughtered for human consumption each year. Rearing livestock on such an industrial scale inevitably leads to poor conditions and poor treatment of animals. This includes confined conditions where animals are unable to turn or move around and practices such as castration and de-horning - Indeed if “domestic” animals such as cats and dogs were treated in similar ways, those responsible would be charged with animal cruelty.

Keeping animals in cramped and over-crowded conditions also allows illness and disease to thrive - in turn encouraging increased use of medicines and antibiotics.

The Environment

Animal agriculture is widely cited as the leading cause of deforestation, water depletion and pollution; and is responsible for more greenhouse gas emissions than the entire transportation industry.

Increasing amounts of land are cleared to produce crops to feed the growing number of animals bred for human consumption - leading to de-forestation, species extinction and habitat loss. The cost of creating and maintaining these vast areas of land could be far more effectively used to grow food crops whilst utilizing fewer other natural resources such as water - It is estimated that 250 Litres of water is needed to produce 1 kilogram of wheat, compared to 16,000 Litres of water needed to produce 1 kilogram of meat.

Why Choose a Plant Based Diet?

The reasons individuals choose to follow a plant based diet are many and varied, but eating less meat and dairy - or even cutting it out altogether - will have a positive effect on your health, on animal welfare and on the environment.

Health and Wellbeing

Numerous studies have shown that those following a plant based diet are less likely to suffer from some of the main causes of death across the world, namely; heart disease, cancer, high blood pressure and diabetes.

The British Dietetic Association (2014) concluded that:

“Well planned vegetarian diets can be nutritious and healthy. They are associated with lower risks of heart disease, high blood pressure, type 2 diabetes, obesity, certain cancers and lower cholesterol levels”

What’s more a large scale use of antibiotics used to treat animals within the animal agriculture industry is directly contributing to the development of antibiotic resistant bacteria affecting not only animals, but humans too. Following a plant based diet also ensures you are not consuming antibiotics or hormones unnecessarily in your diet.
We don't need to eat meat or animal products to be healthy, in fact the opposite is true! Nutrition experts worldwide are increasingly advising us to boost our consumption of plant-based foods to help reduce cholesterol and saturated fats.

Here's some of the best sources of the key nutrients essential to a healthy diet:

**VITAMIN A:** Improved vision, bone growth and a healthy immune system
- Sweet potatoes, carrots, spinach, green leafy vegetables, watercress, tomatoes, peppers, mangoes and apricots

**VITAMIN B12:** Healthy nervous system
- Vitamin B12 does not naturally occur in plant protein but there are many products which are commonly fortified with B12 and other vitamins and minerals.
- Yeast extracts (e.g Marmite), nutritional yeast, fortified soya products and breakfast cereals. Alternatively, if its more convenient daily Vitamin B12 supplements are widely available.

**VITAMIN C:** Healthy immune system
- Green leafy vegetables, broccoli, oranges and other citrus fruits, cabbage, blackcurrants, potatoes and kiwi fruit

**CALCIUM:** Strong bones, healthy kidneys, healthy heart
- Fortified breakfast cereals, soya milk, nuts, seeds, tofu, wholemeal bread, green leafy vegetables and dried fruit

**IRON:** Increased energy, healthy immune system
- Spinach, cooked soya beans, pumpkin seeds, quinoa, tomato paste, prune juice and lentils.

**OMEGA 3:** Strong mind, healthy nervous system, healthy heart
- Flaxseed, chia seeds, hemp. To a lesser extent Omega 3 can be found in nuts, green leafy vegetables and grains.

**POTASSIUM:** Water balance, lower blood pressure, healthy heart
- Bananas, pumpkin, potatoes, strawberries, tomatoes, Brazil nuts, chickpeas, oranges

**ZINC:** Healthy immune system, promotes wound healing
- Wholegrains, brown rice, baked beans, lentils, pumpkin, sesame seeds, nuts, tofu

**PROTEIN:** Energy, cell growth, body repair
- The Fry Family Food Co. has a range of products which contain all 8 amino acids and between 10-20g of protein per 100g. Fry’s is a quick and easy way to get all the protein you need. Other sources include rice, quinoa, tofu, legumes, pulses, wholegrains, soya milk and fortified cereals.
TOP TIPS FOR MOVING TO A PLANT BASED DIET

1. DON’T GO FROM MEAT EATER TO MEAT REJECTOR IN A SINGLE STEP - Try gradually changing your eating habits – one day at a time. Try being “plant based” for one day a week and then move it to two days, then 3 days and so on. Before you know it, you’ll be preparing and cooking plant based meals 7 days a week!

2. TRY MEAT SUBSTITUTES TO SATISFY YOUR NEED FOR HEARTY FOOD - If you’ve previously enjoyed meat, why not try swapping your usual mince for Fry’s meat free mince, or your usual pork sausages for our meat free traditional sausages – just as good with mash and gravy! Once you’ve made this switch you can try dropping eggs and dairy from your diet too.

3. BE INSPIRED TO TRY NEW AND INTERESTING RECIPES THAT ARE PLANT BASED - There are hundreds of vegetarian and vegan recipes online – why not start by searching the hundreds of quick and tasty recipes at fryfamilyfood.com - you might find some new ideas or some twists on your family favourites.

4. EATING OUT DOESN’T HAVE TO BE A CHALLENGE - With more and more people following a plant based diet, most restaurants now offer a good choice of vegetarian, or even vegan options on their menu. Don’t forget that most restaurants are also happy to accommodate some small changes to your menu choices to ensure they are vegetarian or vegan – or in some cases prepare you something different from scratch – don’t be afraid to ask.

5. DON’T BE A CARBO-VORE - It might be easy to fall back on rice and potatoes when you are pushed for time but remember to maintain a balanced vegetarian eating plan using lots of the nutrient rich foods in our list for optimum health.

THE FRY FAMILY FOOD CO. RANGE

All our products are made from proteins which come from grains and legumes, like wheat and soya. These are “complete” proteins (just like meat! (but better)) meaning that they contain all 8 essential amino acids for a healthy balanced diet.

As well as being high in protein, all our products are naturally free from cholesterol, are only flavoured with natural herbs and spices and include no GM ingredients.
IF YOU ARE NEW TO PLANT BASED EATING, then you may find it useful to work up a few daily meal plans to make sure you are getting enough of the right foods and also so that you can get the shopping right first time! Here's a couple of typical daily plans. You can find loads more meal plans online.

CHECK OUT VEGANUARY.COM FOR MORE INFORMATION, RECIPES AND MEAL PLANS

- **Breakfast**
  - Very Berry Smoothie

- **Mid-Morning Snack**
  - Fresh Watermelon

- **Lunch**
  - Chia Chia Pudding with Raw Pistachios and Pomegranate Seeds
  - Nuts & Fresh Fruit

- **Dinner**
  - Fry's Rice Protein & Quinoa Stir-Fry Strips & Noodles

- **Mid-Afternoon Snack**
  - Fry's Traditional Sausage

- **Snack**
  - Protein Balls

- **Dinner**
  - Fry's Falafel Burger on a Portabello Mushroom/Wholewheat Bun

- **Snack**
  - Chia Pudding

- **Lunch**
  - Green Power Smoothie

- **Breakfast**
  - Fry's Rice Protein & Quinoa Stir-Fry Strips & Noodles
There are many useful resources to help you plan and maintain a vegetarian or vegan diet and lifestyle – here are some we’ve chosen that provide useful information and lots of inspiration for recipes and eating plans.

WEBSITES:
- FRYFAMILYFOOD.COM
- VEGANUARY.COM
- VEGSOC.ORG
- VEGANSOCIETY.COM

MAGAZINES (BOTH IN PRINT AND ONLINE):
- VEGGIE
- VEGAN LIFE
- VEGETARIAN LIVING
- VEGAN LIVING
- COOK VEGAN

EVENTS:
- VEGAN LIFE LIVE
- VEGFEST
- JUST V SHOW

There’s a lot to take in and remember when you are making any sustainable change to your diet or lifestyle. We’ve left you some space to make some notes here, so you can note down the new foods or menus you are going to try, or make your pledge to change to a vegetarian or vegan diet.

GOOD LUCK

There are many useful resources to help you plan and maintain a vegetarian or vegan diet and lifestyle – here are some we’ve chosen that provide useful information and lots of inspiration for recipes and eating plans.

PLANT BASED NOTES

Good luck
IF YOU NEEDED ANY MORE REASON to go plant based then here it is…. THE FRY FAMILY FOOD CO. introduces its new range of vegan Ice Cream, available at Holland and Barrett, Ocado and selected health food stores from February.

ICE CREAM FROM COCONUTS? Is that even possible?
We love decadent ice cream (but we don’t do dairy). So one summer’s day, while our family was experimenting in the kitchen, a hot pot of salted caramel made with sea salt and coconut sugar, sparked a crazy dream of making our own dairy free ice cream! We searched for the best coconut cream we could find to make this perfect ice cream. The smooth, creamy texture made our dream come true. Sweetened with Agave and flavoured with real ingredients from nature, our ice cream is simply irresistible. We hope you love it as much as we do.

WITH LOVE FROM THE FRY FAMILY.

WWW.FRYFAMILYFOOD.COM