

Top tips for eating kind

Thank you for signing our EatKind pledge!

This commitment shows your belief in creating a kinder and healthier world—for animals, people and our planet.

Solving many of our global challenges starts on our plate. This is both an empowering realisation and an exciting opportunity for you to explore the deliciousness of plants like never before!



Find your why

Whether it's preventing animal cruelty, significantly reducing your environmental footprint or lowering your risk of diabetes, heart disease and some cancers, there are countless powerful reasons to eat more plant-based foods and avoid animal products.

Which reasons matter most to you? Take time to figure it out—and learn more about why this choice makes a difference. Documentaries can be especially helpful for this.

Knowing your "why" will help you stay connected to your values and give you strength when things feel challenging.



Focus on adding, not just removing

It's natural to sometimes feel like you're missing out when you break old eating habits. But embracing this new opportunity to make plants the star of your plate can spark a new sense of adventure and discovery with your meals. Exploring the world of pulses and grains, incorporating new textures and experimenting with exciting flavours from global cuisines will be far more satisfying than the same old meat-and-two-veg routine! Not to mention, you'll gain a whole new level of appreciation when you stumble upon delicious vegan treats.



Find out the key elements that will help you build interesting and satisfying plant-based dishes by clicking the green icon.



Stock up your pantry and find tasty go-to recipes

Being prepared for those moments when time is short or energy is low, is key to staying on track and avoiding the temptation to slip back into old habits.

Remember, you don't have to reinvent the wheel for every meal. Simple swaps can make your favourite dishes plant-based with very little effort. Try vegan mince in a spaghetti Bolognese or tofu in your usual stir-fry. Versatile staples like these will quickly become your best friends.



Click the green icon for our useful resource of simple swaps for typical animal products.

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Learn the basics of nutrition

Understanding basic nutrition will be useful to ensure you're fuelling up adequately, and for your peace of mind. Here are some important points to get you started...

Plants have plenty of protein! Especially:

- Beans and lentils
- Soy products (tofu, tempeh, edamame)
- Nuts and seeds
- Whole grains (quinoa is a complete protein)

Plant-based protein powders if needed (not required but are convenient)

Top tip: having a pulse (like beans or lentils) with a whole grain (like rice, wheat, oats) makes a complete protein source, meaning this combination contains all nine essential amino acids. And it can be as simple as hummus and pita or beans on toast! But you don't have to have them at the same time for it to count.

Boost iron absorption by pairing iron-rich foods (pulses and leafy greens) with vitamin C (citrus, bell peppers, tomatoes etc.). For example: squeeze lemon on sautéed greens.

Important: the only nutrient hard to come by in a plant-based diet is B12, so ensure you get it from fortified products, yeast extract (marmite), nutritional yeast or a daily supplement.

£6.7B

NHS savings a year
if everyone in
England ate a
plant-based diet¹

75%

of global farm land
could be freed up if
everyone ate a
plant-based diet²



Connect with the community!

Choosing to change the way you eat, especially when it goes against what you've known your whole life, can be challenging in various ways. But remember, you're not alone. Connecting with others who share your values and face similar obstacles can help you stay motivated and inspired.

Find community in whatever way works for you—online or in-person—start by following vegan creators, watching videos, then get involved with events and start making new friends. The more you surround yourself with people who support your journey, the easier (and more fun!) it will be.

Remember, every plant-based meal is a step toward a kinder, healthier and more sustainable world.

Do what you can, stay open to new foods and be proud of every choice you make—they truly add up!

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1. Henderson, N. and Sampson, C., 2023. The impact of higher uptake of plant-based diets in England, medRxiv 2023.12.26.23300536. DOI: 10.1101/2023.12.26.23300536.

2. Hannah Ritchie (2021) - "If the world adopted a plant-based diet, we would reduce global agricultural land use from 4 to 1 billion hectares" Published online at OurWorldinData.org. Retrieved from: '<https://ourworldindata.org/land-use-diets>' [Online Resource]