



Staging A Comeback: How To Give "Going Veg" Another Try

New study asks: Are former vegans and vegetarians the low-hanging fruit for diet advocates?

Olympia, Wash. (February 22, 2023) — Nonprofit research organization [Faunalytics](#) has released a new [analysis](#) on reasons people abandon vegan or vegetarian (veg*n) diets - looking at the obstacles they faced and what they would need to resume being veg*n. From these findings, Faunalytics provided strong recommendations for both individuals looking to return to a veg*n diet and advocates working to motivate these individuals.

Key Findings Include:

- **Helping lapsed veg*n resume their diets means making the diets as accessible as possible, providing them with motivational boosts, and providing practical support.** Lapsed veg*n emphasized needing access to a wider plant-based food selection, motivation, support from loved ones, and easier recipes, among other things.
- **The cost of veg*n food often poses an obstacle to peoples' ability to pursue a veg*n diet.** Many lapsed veg*n found the cost of a veg*n diet to be too high for them to maintain it long term.
- **Access to veg*n food options is still limited.** Lapsed veg*n struggle with access issues and a lack of options, signifying that there is still room for improvement in terms of plant-based food access.

For advocates encouraging lapsed individuals to try again, **motivation and resources like recipes and health support are key** for returning to veg*nism. Encourage lapsed veg*n to try the buddy system and provide support networks for veg*n by connecting them with local or online veg*n communities and events. Advocating for better access to plant-based foods and for plant-based agriculture to be subsidized may also help.

For individuals trying to go veg again: **Find a buddy.** Try going veg*n with a friend, sibling, partner, parent, [mentor](#), or even online communities found through a program like [Challenge 22](#). **Talk to your doctor.** While following a vegetarian or vegan diet is a healthy option and many people go veg*n for this reason, it's important to get the right vitamins and nutrients for your body. Lastly, It can be stressful, time-consuming, and expensive to cook both a veg*n and non-veg*n meal for the family. **Try simple and tasty plant-based alternatives for the whole family.**

This [report](#) is the latest addition to Faunalytics' original research collection, which primarily focuses on public attitudes, beliefs, and behaviors toward animals. A list of upcoming and previous original studies can be found [here](#).

Research team members from this study are available for interviews.

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About Faunalytics

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 22 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world's largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Faunalytics has been named a Top Charity by Animal Charity Evaluators. For more information, visit www.faunalytics.org.