



- Schweizerischer Verband für alternative Proteinquellen
- Association Suisse pour des sources alternatives de protéines
- Associazione Svizzera per fonti alternative di proteina

www.swissproteinassociation.ch

Media release

Get ready for Veganuary 2025: The future of plant-based nutrition

Bern – 28 November 2024: Veganuary is a charity and initiative inspiring people to try vegan for January and throughout the rest of the year. In Switzerland, this annual campaign is organised by the [Vegan Society Switzerland](#). This initiative has become increasingly established in recent years and shows that more and more people are interested in a flexitarian or purely plant-based diet. This is also urgently needed.

Veganuary 2025 is coming up soon – the Swiss Protein Association (SPA) is involved

The SPA brings together **Swiss producers of alternatives to animal-based foods**, an overview of which can be found on the [SPA website](#). The SPA also provides comprehensive information and resources on a plant-based diet to facilitate participation in Veganuary and reporting on it:

- [Frequently asked questions \(FAQ\)](#) about nutrition with alternative protein sources
- [SPA positions](#) for the food industry of the future

The companies of the Swiss Protein Association are constantly developing new products in collaboration with scientists and experts in order to strengthen sustainable nutrition in Switzerland, in line with the recently published nutritional recommendations.

Scientific perspectives and expertise

"A diet that increasingly integrates alternative protein sources such as plant-based proteins can help to promote a healthy and sustainable diet," explains Prof Dr Christine Brombach, ZHAW.

"In terms of water and land consumption, CO2 emissions, over-fertilisation and acidification of ecosystems, the production of meat substitutes has a lower environmental impact than the production of meat."

Source: [Report on the TA-SWISS study](#) *Meat and dairy substitutes – better for health and the environment?*

Veganuary offers an ideal opportunity to test this and learn more about the variety of plant-based alternatives.

We warmly invite you to contact our experts for detailed information, scientific perspectives and exclusive interviews on this topic.

We look forward to hearing from you and working together to raise awareness of sustainable nutrition! Follow us on [LinkedIn](#) and stay informed about current developments and exciting news about plant-based nutrition, the [Swiss Protein Association](#) and [Veganuary](#).