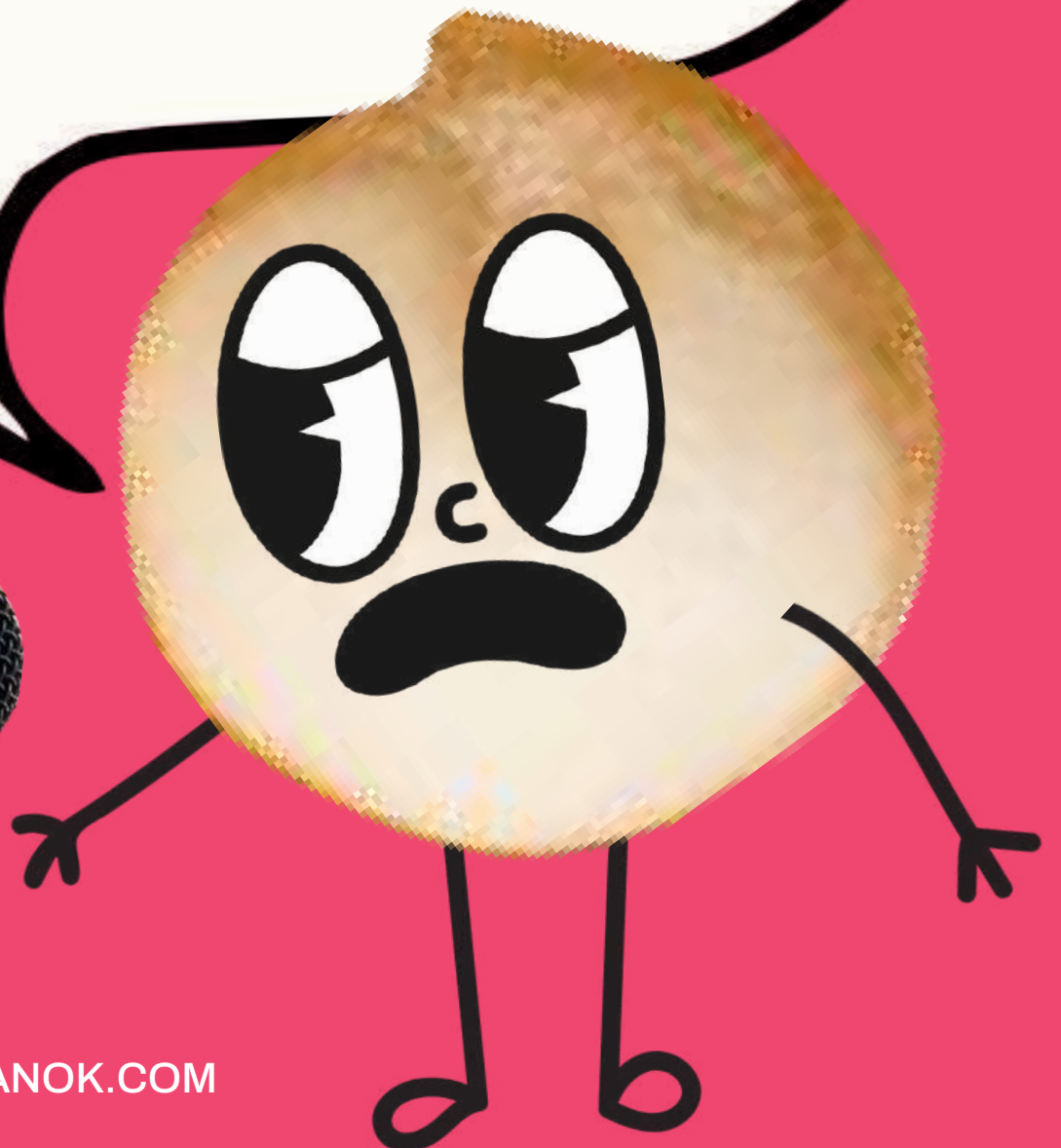




BREAKING NEWS:

IT'S NOT VEGANS' FAULT THAT QUINOA IS UNSUSTAINABLE!





***SURPRISED? YOU
SHOULDN'T BE.***

**Quinoa, like avocado, is not—
and never has been—an
exclusively vegan food.**

**Even if you don't follow a vegan diet,
you've likely enjoyed it in salads, exotic
dishes, or cereal and legume mixes from the
supermarket.**

***SO WHY ARE VEGANS BEING BLAMED FOR ITS
LACK OF SUSTAINABILITY?***



Just because an ingredient appears in some vegan dishes—just like avocado, tahini, or agar-agar—doesn't mean it's exclusively vegan.

IT'S LIKE SAYING SPAGHETTI IS ONLY FOR OMNIVORES BECAUSE IT'S SERVED WITH A MEAT SAUCE.





When people hear that **the surge in quinoa consumption has led farmers to use machinery** previously set up for other crops, **resulting in water and energy waste**, or that growing quinoa **requires more pesticides than other crops**,

VEGANS SUDDENLY GET BLAMED FOR DAMAGING THE PLANET—AS IF THEY'RE EATING QUINOA ALL DAY, EVERY DAY.





SO WHAT?

**YES, WE SHOULD CRITICISE
UNSUSTAINABLE PRACTICES IN
FOOD PRODUCTION, BUT LET'S
DO IT REASONABLY WITHOUT
TARGETING SPECIFIC GROUPS.**

**If we're going to be outraged about quinoa,
then let's also be outraged about Parmesan,
meat, and all those other so-called delicacies
that we conveniently ignore.**



**Be the
CHANGE**

**GO
VEGANOK**