

## Interview with Jordan of Vegan Campout

This month's feature is one we have been planning for a while, and we were thrilled when they agreed to be part of our newsletter!

Vegan campout! Can we just take a moment to appreciate the enormity of this feature?!

Moment taken.

Vegan Campout was first launched in 2016 and since then has gone from strength to strength.

It is the world's largest vegan camping festival as well as being the most international, with campers flocking from over forty different countries.

So, you can understand why we were so excited when Jordan, founder of Vegan campout, agreed to answer our questions.

Firstly, we wanted to know what inspired Jordan to even consider undertaking the humungous task of putting together a vegan festival.

*I had been going to music festivals for most of my life and I realised there were no outdoor, multi day, camping, party type event for veganism, and so I wanted to re-create that feeling/atmosphere for the vegan community.*

Jordan succeeded in his aim as vegan campout initially started with 412 people in attendance in 2016 and grew to an impressive 7100 people in 2019.

We asked Jordan what makes Vegan Campout stand out of the crowd against other festivals and the answer was simple, *We are the only proper festival for Veganism!*

With more and more people opting for a vegan lifestyle then it is most certainly a



festival that will only continue to grow in size and popularity.

So, we asked Jordan to elaborate on what the festival entails and this is what he had to say,

*At Vegan Campout there are talks, workshops, live music, yoga/fitness classes, a family area, afterparties, stalls and of course lots of vegan food.*

I don't know about you lot but this definitely sounds like our cup of tea! (With soya milk of course).

The festival is based in Nottingham so talk turned to how the UK is fairing in the Veganism trade and most specifically

whether or not, aside from Vegan Campout, Nottingham is a vegan friendly place?  
*I think the UK is definitely one of the countries that is increasing the most in interest in veganism and new people becoming vegan. I'm not actually from Nottingham myself, but close, and yes there are many places where you can easily follow a plant-based diet, like most places now. But, it's no London or Brighton.*



We agree, we think the UK is one of the front runners for veganism, the choice of plant-based restaurants, fast food choices and supermarket alternatives is really progressing at an exciting rate. We are also hearing of more and more people who are interested and intrigued by the vegan lifestyle and are open to try alternatives.

One of the partners of the festival is Viva! For those of you who aren't familiar with Viva! It is a charity, founded in 1994 by the wonderful Juliet Gellatley. The charity campaigns for a vegan world. They monitor the latest research from all over the world regarding environmental issues. Using this information, they educate people and campaign to ensure people know exactly what is going on in their area. They also run 30-day vegan, this is all free and includes

lots of hints and tips on vegan food and includes east to follow recipes. They are the big guns of the vegan world!

We spoke to Jordan about the inspirational Juliet and also wanted to know if there are any other people who inspire him or inspired him to follow a vegan lifestyle?

*Juliet is certainly very inspirational. I personally turned vegan in 2015 after watching one of Steve-O's videos from Jackass. There are many inspirational people who have helped and who are helping to create a lot of change like Earthling Ed, Melanie Joy, Alex Hershaft etc.*

For every positive there is a negative and we're sure all vegans have been presented with a negative view or argument, at some point, about the lifestyle they have chosen. We know we have.

We wanted to know what advice Jordan has for anyone presented with this kind of negative view?

*My advice is to do your own research and be confident in your reasons for doing something, which can be applied to any situation in life really.*

At Vegan campout there is an activism stage which hosts programmes such as seminars, talks, panel discussions and workshops. The activism stage is always host to some of the world's hardest working activists who are trying to raise awareness and inspire vegans to think deeply about the concepts and strategies of animal advocacy. So, we asked Jordan to tell us a bit more about how people can become more involved with advocacy and promoting a plant-based diet.

*There are many organisations people can join, that do all types of different activism. Street activism seems to be the popular one these days. Even inviting friends and family over to your house to watch a documentary or cooking them food, or posting persuasive things online is also a great form of advocacy for the movement.*

We are big supporters of spreading the love of veganism through food. We are always cooking for family and friends which in turn sparks discussion and sharing recipes with

Derby, tickets are limited so head on over to their website to grab yours.

We really enjoyed hearing what Jordan had



them, results in more plant-based meals in more households. Some people may not even consider a different way of cooking or creating their favourite meal and by showing them how easy it is then they are more inclined to recreate it.

As we came to the end of our discussion with Jordan, we were excited to know what the future holds for Vegan Campout? *Hopefully a long and pleasant one. We'll continue to do it a long as people want to come!*

Since we spoke to Jordan, unfortunately this year's festival had to be cancelled due to the current pandemic. However, they have since launched their back to basics festival due to take place on the 25<sup>th</sup>-27<sup>th</sup> September in

to say and learning a little bit more about what inspired the launch of this epic vegan festival. We are looking forward to getting our tickets for next year's campout!!

There is only one final thing to say and that is thank you to Jordan and everyone at Vegan Campout, for the hard work they do and for allowing us to feature their festival in our newsletter.

We wish them every success with their back to basics and with the future, we are sure that the attendance at their festival will continue to grow year upon year.

For more information about Vegan Campout please visit [www.vegancampout.co.uk](http://www.vegancampout.co.uk) or find them on social media.

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For more information about Viva! Please visit [www.viva.org.uk](http://www.viva.org.uk)

If you have any questions for us or about Vegan Campout's feature then please contact us at [info@soyoi.co.uk](mailto:info@soyoi.co.uk)