

## A GLOBAL MOVEMENT:

There's no doubt that Vegetarian Produce Butchers are growing, and in Europe, Jaap Korteweg, one of the world's first plant butchers, is leading the way. His Holland-based *Vegetarian Butcher* is planning to expand the concept to the UK soon. They offer an innovative range of meatless meat and fish products that are now sold to restaurants and plant butchers in 13 countries. They say that their product is almost "indistinguishable from the real thing."

Jaap Koeteweg, a 9<sup>th</sup> generation farmer and founder of *Vegetarian Butcher*, says that they hope to have meat enthusiasts experience these meat-free products. The concept store is located in downtown The Hague, and his team's ambition is to become the biggest Produce Butcher in the world.

One of the most important issues for his business is to ensure that food producers and retailers maintain high standards of food production, limit food processing, and provide accountability, traceability, sustainability, and integrity in our food.

Back home, in the United States, we have experienced this movement developing for the last three years. *The Herbivorous Butcher* in Minneapolis was started by Aubry and Kale Walch, a sister/brother team, who were successful in raising Kickstarter funds and moved their business from the Farmer's Market to a Butcher Shop building about one year ago,

As vegans, they have been sharing recipes with their friends and family for many years. Now they are quite excited because many of their products are becoming big sellers. Their plant-based Korean ribs, porterhouse steaks, pastrami, turkey and ham made international headlines

Going south, you will find the plant butcher retailer *No Evil Foods* located in Asheville, North Carolina. Sadrah Schadel and Mike Woliansky have brought full-flavored plant meat to market and are selling it all over the Asheville area in various restaurants and grocery stores. They have had impressive growth with their entry into the upper Midwest, bringing their overall reach to 18 states. Their vegan version of classic Southern pulled pork-style barbecue received one of three honorable mentions in the Food & Drink category of this year's Made in NC Awards.

Travel a little further south to Hollywood, Florida and you'll find Ryan Echaus of *Atlas Meat-Free Deli* selling lots of burgers and pastrami at the farmer's market every weekend. He said that they make their products for meat-eaters and say that their product is meat-free and not vegan. They combine the main protein found in wheat berries with fresh produce ingredients like mushrooms, carrots, and onions.

Just opening up this spring, you will find Chris Kim and Rebecca Lopez-Howes of *Monk's Meats* in Brooklyn, who started selling vegan BBQ in 2013 at the popular foodie market Smorgasburg. Their successful Kickstarter campaign helped to fund their dream business Plant Based Butcher Shop that will carry steaks, burgers, meatballs, and sausages made from wheat, soy, mushrooms, beans, and grains. They will also provide sandwiches and prepared foods.

Even in Canada, you can locate *YamChops*, their first and only vegetarian butcher shop that offers plant-based protein alternatives and fresh prepared foods for lunch or dinner. They also offer a full vegetarian and vegan grocery as well as home delivery.

Now – what about our supermarkets in the U.S.? Look to *Whole Foods* to supply a robust selection of vegan butchers' products as they become available. Our only word of caution is to still check the labels of your products as the Produce Butchers' products are still processed products.

Produce Butchers are really passionate artisans that are creating and shaping plant proteins into forms that look, feel, and taste like meat products. They hope to change people's ideas about plant-based diets and provide some healthy, high quality meat-free alternatives.

For More Information: See:

<https://www.thevegetarianbutcher.com/about-us/the-vegetarian-butcher>

<http://www.telegraph.co.uk/food-and-drink/features/mock-meat-the-rise-of-the-vegetarian-butcher/>

<http://www.vocativ.com/278422/plant-butchers-fake-meat-is-getting-really-real/>

<http://www.vogue.com/article/plant-butchers-vegetarian-vegan-food-experts>

<http://www.noevilfoods.com/press/>

<http://www.lonelyplanet.com/news/2016/12/12/vegan-butcher-brooklyn/#ixzz4ZNhTwtav>

<https://www.dnainfo.com/new-york/20161205/bed-stuy/seitan-brooklyn-vegan-food-bed-stuy>

<https://yamchops.com/about-us/>