



WELCOME TO THE LAUNCH  
OF THE WORLD'S  
**FIRST JEWISH  
VEGAN CENTRE**

Supported by  
Fry's Family Food  
and Gosh!



| Time          | Main space   | Kitchen  | Garden  | Meeting room  |
|---------------|--|--|---|---|
| 11:10         | <p><b>Welcome from JVS Director Lara Balsam</b><br/>In the main space</p>                        |  |   | <p><b>ALL DAY:</b><br/>Relaxation<br/>space:<br/>Board games,<br/>reading</p> |
| 11:15 - 11:50 | <p><b>Food ethics in Judaism</b><br/>Jonathan Wittenberg, Debbie Young-Somers and Dan Jacobs</p> | <p><b>Dress to impress!</b><br/>Salad dressing masterclass<br/>(workshop)</p>        | <p><b>Forest school:</b><br/>Minibeast hunt and creating bug homes</p>                    |   |
| 12:00 - 12:40 | <p><b>Session TBC</b></p>  | <p><b>Roll up roll up!</b><br/>Vietnamese summer rolls<br/>(workshop)</p>            | <p><b>Forest school:</b><br/>Food growing at JVS: help us plant up the new raised bed</p> |   |
| 12:40         | <p><b>Ribbon cutting</b><br/>with local MP Mike Freer</p>  |  |   |   |
| 12:50 - 13:45 | <p><b>Lunch</b><br/>In the garden</p>  |  |   |   |
| 13:45 - 14:45 | <p><b>Educating the next generation</b><br/>First vegan MP and ProVeg</p>                        | <p><b>The cocktail garden</b><br/>Come and make a botanical cocktail! (workshop)</p> | <p><b>Forest school:</b><br/>Create a stag beetle hotel</p>                               |   |
| 15:00 - 15:50 | <p><b>Creating 250,000 vegans in 193 countries</b><br/>Veganuary</p>                             |  | <p><b>Composting 101:</b><br/>Everything you need to know about composting</p>            |   |



# WELCOME

We are delighted to welcome you to the grand launch of our newly renovated centre, the world's first Jewish, vegan community building. We hope you enjoy the day.

Please note that children under 11 must be accompanied by an adult.

## ***Kashrut***

Kashrut supervision for the event is by Rabbi Eliyahu Goldsobel.

## ***Lend a hand***

Fancy volunteering with JVS for an hour or two on the launch day? Email [info@jvs.org.uk](mailto:info@jvs.org.uk). There are lots of opportunities to get involved the rest of the year, including at our gardening club, and in the kitchen, preparing food for events.

## ***Food glorious food***

With thanks to our generous sponsors:

Fry's Family Foods and Gosh!

We are grateful to be supported by these fantastic businesses who we believe are making the world a better place.





### ***Food for thought***

All the cups, plates and cutlery used for lunch are from Vegware, made of plants and are biodegradable. Please pop them in the marked bins, which we will pop in to our new composting area.

### ***Social media***

Follow us on:

Twitter: @JewishVegSoc

Facebook: The Jewish Vegetarian Society

Please use the hashtag #thenewJVS on social media.

Find out more about us and our events at [www.jvs.org.uk](http://www.jvs.org.uk), where you can also sign up for our e-newsletter.

### ***Donations***

The launch event has free entry for all to make it accessible. Donations are warmly welcomed to help cover the cost of the day.

Suggestion donation; £10 per adult, £5 per child / £20 per family. You are welcome to donate on our website, or with cash on the day in the designated donation boxes.



# OUR SESSIONS

## **COMPOSTING 101**

Composting is something nearly all of us can do. We will show you the different ways to build a compost bin, and how to manage it, so you too can have your own constant supply of fresh compost to put back into your garden.

## **CREATE A STAG BEETLE HOTEL**

Learn about the importance of stag beetles and other creatures, and help us build a hotel for them. There will also be a chance to explore the woodland area of the JVS garden.

## **CREATING 250,000 VEGANS IN 193 COUNTRIES - VEGANUARY**

Veganuary co-founders Matthew Glover and Jane Land will be travelling from York to explain how they recruited 250,000 people in 193 countries to go vegan for a month, or more, and how you can get involved. Not to be missed!





**DRESS TO IMPRESS** *(places are limited)*

Salad dressings can be spectacular! Join professional chef David Kingsley Marks for this summer salad masterclass. We will enjoy the fruits of your labour at our lunch.

*\*This session will be both gluten free and nut free.*

**EDUCATING THE NEXT GENERATION**

Veganism is on the rise. How can we harness the growing interest, and capture the hearts and minds of the next generation to make sure it is not a passing fad? Journalist Etan Smallman will quiz Kerry McCarthy (the UK's first vegan MP) and Philip Mansbridge, executive director of ProVeg.

**EXPLORE!**

Have a wander around our new garden, learn about what we have done so far, and what we are planning to do next.



## **FOOD ETHICS IN JUDAISM**

What does it mean to eat Jewishly in 2019? Is a hechsher enough? How does veganism fit in with Judaism? This promises to be a lively discussion. Hayden Cohen will chair the panel and be probing Rabbi Jonathan Wittenberg, Rabbi Debbie Young-Somers and Dan Jacobs for answers.

## **FOOD GROWING AT JVS**

Come and plant up our brand new raised bed with lovely salad and veg, and learn how easy it is to start growing food at home.

## **FOREST SCHOOL**

For one day only, the JVS garden will become a forest school, open to all ages. Come and explore our new garden, while learning how to make a bug hotel, protect and attract wildlife, grow your own food and compost.

## **MINIBEAST HUNT & CREATING BUG HOMES**

Learn what creepy crawlies lie beneath the soil and help us make some homes for creatures ranging from bees to ladybirds.

## **ROLL UP, ROLL UP!** *(places are limited)*

Come and learn how to make Vietnamese summer rolls and fresh vegetable side dishes with Madeline Young. The focus will be on balancing flavours and textures, presentation and precision cutting. *\*This session will be both gluten free and nut free.*

## **THE COCKTAIL GARDEN** *(places are limited)*

A totally new way of making drinks taking inspiration from nature. We will make cocktails using herbs, plants, fruit and flowers, some of which will come from just a few feet away - the JVS garden! This session will be led by The Wild Chef, Ines Romanelli. *\*This session will be both gluten free and nut free.*

# OUR SPEAKERS



**Luke Balsam** has a degree in wildlife conservation and worked for several years with TCV managing a nature reserve and educating school groups on local wildlife. He has also managed community growing spaces as well as his own allotment for years. Luke has a keen interest in eco living, sustainability and gardening to support local wildlife.



**Hayden Cohen** is a flexitarian fresser of food. He is also a writer, musician, performance poet and educator from Yorkshire. Hayden currently hosts and produces the Jewish magazine show, The Bagel Podcast and has taken three one man shows to the Edinburgh Fringe including 2012's 'Age of the Geek' which won Shortlist Magazine's Pick of the Fringe. He has completed artistic projects for Science Gallery and King's College London. Hayden will release his debut novel 'Camp Mazel: Where every day you get lucky' in 2020.



**Matthew Glover** is the co-founder of Veganuary. He is an entrepreneur and has run three successful businesses in the window and door industry. After 17 years of working in the corporate sector, his focus (and life) changed in 2011 when he became vegan. He is now a 'philanthropreneur' and uses his business skills to help reduce the suffering of farmed animals. He co-founded the online campaign 'Veganuary' in 2014 and has encouraged hundreds of thousands of people across the globe to try veganism for the month of January.





**Dan Jacobs** is chair of the JVS Trustee Board. He has been a vegetarian for most of his life, and became a vegan two years ago. He is a regular speaker on the subject of veganism at Limmud and in the community.



**Jane Land** is a former English teacher-turned-animal protection campaigner, who believes being vegan isn't about perfection; it's about compassion. She co-founded the charity Veganuary in 2014 with the aim of making veganism accessible for all.



**Philip Mansbridge** is the executive director of ProVeg UK, an international food awareness organisation that strives for a world where everyone chooses delicious and healthy food that is good for all humans, animals and our planet. Philip has previously headed up leading animal welfare and conservation charities, including in the role of UK director of the International Fund for Animal Welfare, and Care for the Wild International, as well as working in senior positions at Battersea Dogs and Cats Home, Guide Dogs and Cats Protection, and is a regular at animal and plant-based events up and down the country.



**David Kingsley Marks** went to Westminster Kingsway on a Professional Chef Scholarship (former students include Jamie Oliver and Ainsley Harriott). He has worked at two Michelin starred restaurants, including Aubergine (where Gordon Ramsey launched his career and Marco Pierre White was head chef). David now works for Compass, the biggest contract caterer in the world, sourcing new products for the business and working collaboratively with suppliers.



**Kerry McCarthy MP** is an officer of the All Party Parliamentary Group on Vegetarianism and Veganism. She was the first vegan MP in the House of Commons and has been a vegan for more than 25 years. Kerry's main policy areas of interest include, amongst others: sustainability and the environment, food policy and animal welfare.



**Ines Romanelli** grew up in Brazil where food was always the centre of any celebration in her home. Since moving to London 12 years ago, Ines has worked in some of the best restaurants in town, including one of the pioneers of raw, plant-based food. Ines now helps people to overcome different health difficulties and live a better, healthier life through a complete, balanced, plant-based, raw food diet.



**Etan Smallman** is a London-based freelance journalist, whose work has featured in *The Daily Telegraph*, *The Guardian*, *The Times*, *the i*, *Daily Mail*, *Evening Standard*, *South China Morning Post* and *The Australian*.



**Alexander Sylvester** has been volunteering at Sadeh (the Jewish Farm) since 2018 and is now a Farm Fellow, co-managing the land, creating gardens and wildlife habitat and running environmental education for visiting groups. Alex was previously a Green Apprentice at Kibbutz Lotan and set up the Green Gym in Watford, a practical conservation project with environmental charity TCV. He developed a passion for forest gardening through several community projects, including Edible Landscapes London.





**Rabbi Jonathan Wittenberg** is senior rabbi of the Assembly of Masorti Synagogues UK, a JVS patron, a co-founder of Eco Synagogue and deeply engaged in environmental issues. He loves plants, animals, people, and woodland and mountain walks.



**Madeline Young** is an experienced head chef who grew up in a French family with a rich culinary tradition of international cuisine, particularly focusing on kosher vegetarian and vegan cooking. She mostly caters for charity functions in the Jewish community, but is expanding her professional and private chef practice. Madeline particularly enjoys the challenges of catering for diverse groups and special diets.



**Rabbi Debbie Young-Somers** is the community educator for Reform Judaism, a Buber Fellow of Paideia and teacher of dialogue and encounter to trainee rabbis and Christian clergy. She is a published writer and radio broadcaster, most often dealing with issues of interfaith dialogue, creative ritual and the environment. She was involved in a global movement of educators making shmita meaningful in the 21st century by exploring human consumption and farming, has challenged the kashrut of battery eggs in the Jewish press, and advocates and educates for sustainable consumption in the Jewish community and beyond.

# ORGANISATIONS AND GROUPS

## ***All Party Parliamentary Group on Vegetarianism and Veganism***

*[www.vegappg.org.uk](http://www.vegappg.org.uk)*

The All-Party Parliamentary Group on Vegetarianism and Veganism provides a forum for discussing issues around vegetarianism and veganism. NCVO is delighted to provide the secretariat for this group. The group is funded by the Vegan Society and Vegetarian for Life.

## ***Eco Synagogue***

*[www.ecosynagogue.org](http://www.ecosynagogue.org)*

Judaism understands us not as masters, but as trustees, of God's creation. We have a primary responsibility to care for the earth and leave it to our children in a state of wholeness and health.

Eco Synagogue is a carefully developed approach to measuring and changing the relationship of our synagogues with the environment. It operates through an online survey aimed at synagogues, which assesses broad domains of activity: how we use our buildings and any land we own or care for; how we eat and consume; how we use the opportunities of the liturgical year; how we teach and preach; and how we change the behaviours of our congregations.

Community action, supported and encouraged by rabbis and lay leaders, and put into practice by 'green teams' of motivated members, is incentivised by the award of bronze, silver and gold standards. The Eco Synagogue website will increasingly offer practical and educational resources and examples of best practice. Eco Synagogue is a cross-communal initiative created with the support of the highly successful Eco Church. Hopefully, it will lead to partnerships between faiths in forming ecoboroughs and ecocities.



## **ProVegUK**

[www.proveg.com](http://www.proveg.com)

ProVeg strives for a world where everyone chooses delicious and healthy food that is good for all humans, animals and our planet. It's our mission is to reduce the global consumption of animals by 50 per cent by the year 2040 by inspiring and motivating people to live a more plant-based lifestyle by raising awareness of our five PROs (the reasons) – for doing so:

- Pro Health
- Pro Animal
- Pro Environment
- Pro Justice
- Pro Taste

ProVeg supports everyone who is interested in changing their eating habits by providing practical information about how they can transition to animal free alternatives. We connect existing organisations to enable the exchange of expertise and solution-oriented, high-impact practices and we collaborate with governments, public institutions, and the food industry to improve the taste, ease and accessibility of plant-based food.



## **Sadeh Farm**

[www.sadehfarm.co.uk](http://www.sadehfarm.co.uk)

Sadeh, which means field, is the first UK Jewish farm and environmental community of our generation.

Rooted in Jewish values, Sadeh promotes positive environmental change through cultivation of the land and environmental education. Sadeh's Jewish values are rooted in a commitment to social and environmental justice and creating a healthier and more sustainable world for everybody.

We aim to re-engage and invigorate the Jewish community through farming and outdoor education, to connect with other faiths and communities through growing food, to educate on why local and community food is so important and to strengthen the Jewish community's voice on and commitment to environmental issues.

## **Veganuary**

[www.veganuary.com](http://www.veganuary.com)

Veganuary is an online global campaign that encourages people to 'try vegan for January' and throughout the year. They provide all the practical support required to make the switch, and an inclusive online community in which new vegans can thrive.

Veganuary's vision is a world where veganism is a mainstream lifestyle choice and an established social norm. Their positive tone and approach is one that reaches out to all parts of society and seeks to make the transition to veganism easy and enjoyable.

Veganuary has grown exponentially since its launch in 2014, with over 500,000 participants taking part in 192 countries. It is estimated that Veganuary has spared the lives of millions of animals as a result of people trying vegan and staying vegan.





Designed by Rosanna Rafel-Rix

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