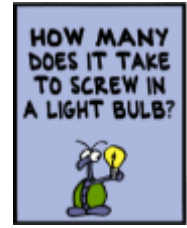


# The “Best” Way To Promote Veganism!

*How many vegans does it take to screw in a light bulb?*

*Two, one to turn the bulb, the other to tell them they’re turning it the wrong way!*

(Shared by vegan activist & friend, Mychael McNeeley)



In July 2016, I attended two animal-rights conferences filled with very diverse views about the best way to promote veganism and save animals. We vegan activists are certainly not a monolithic bunch!

From single-issue campaigns, to reductarianism, to welfare (“happy” meat) reform, to cultured (lab) meat, to every class of animal exploitation (farm, fish, fur, companion, lab, circus, zoo, aquarium, game...), to strict abolitionism. From leafleting, to billboards, to social media & online activism, to demos & protests, to personal engagement, every group seems to feel it has the best or most effective approach. And many are not shy about claiming their brand of outreach is superior to all others.

Respectful in-fighting has value in any social movement, as it helps refine and guide overall progress. But this only applies to those of us living in the “vegan bubble.” Most people have no idea of this internal dissension, which is why we should save our most vigorous battles to publicly combat government, industry, and consumer entities that actively exploit animals for pleasure or profit.

*Anyone doing anything for animals deserves credit, as billions do absolutely nothing!*

There are as many paths to veganism as there are vegans, and what may appeal to one may leave another cold. So the movement needs all approaches. People vote with their feet, and each existing group has attracted a set of passionate leaders & followers. Together our voices should be so pervasive that veganism seems as natural and compelling to embrace as any other social movement.