



MARIE BUSCH



# VEGANISMUS ALS LEBENSSTIL

WIE VEGANE ERNÄHRUNG DIE GESAMTE LEBENSWEISE BEEINFLUSST



**Marie Busch**

## **Veganismus als Lebensstil**

**Wie vegane Ernährung die gesamte  
Lebensweise beeinflusst**

**Bibliografische Information der Deutschen Nationalbibliothek:**

Die Deutsche Nationalbibliothek verzeichnet diese Publikation in der Deutschen Nationalbibliografie; detaillierte bibliografische Daten sind im Internet über <http://dnb.d-nb.de> abrufbar.

**Impressum:**

Copyright © Science Factory 2020

Ein Imprint der GRIN Publishing GmbH, München

Druck und Bindung: Books on Demand GmbH, Norderstedt, Germany

Covergestaltung: GRIN Publishing GmbH

# Inhaltsverzeichnis

<b>Abbildungsverzeichnis</b> .....	<b>IV</b>
<b>Abkürzungsverzeichnis</b> .....	<b>V</b>
<b>Tabellenverzeichnis</b> .....	<b>VI</b>
<b>Geschlechterdifferenzierung</b> .....	<b>VII</b>
<b>Summary</b> .....	<b>VII</b>
<b>1 Einleitung</b> .....	<b>1</b>
1.1 Begriffserklärungen .....	3
<b>2 Zielsetzung</b> .....	<b>5</b>
<b>3 Aufbau der Arbeit</b> .....	<b>6</b>
<b>4 Methodik</b> .....	<b>7</b>
4.1 Literaturrecherche .....	7
4.2 Qualitative Sozialforschung .....	7
<b>5 Ergebnisse</b> .....	<b>16</b>
5.1 Ergebnisse der Literaturanalyse .....	16
5.2 Ergebnisse der qualitativen Sozialforschung.....	30
<b>6 Zusammenfassung und Diskussion</b> .....	<b>64</b>
<b>7 Schluss</b> .....	<b>69</b>
<b>Quellenverzeichnis</b> .....	<b>71</b>

## **Abbildungsverzeichnis**

Abbildung 1: Ablaufmodell Zusammenfassung (Mayring et al. 2015: 70) .....	13
---------------------------------------------------------------------------	----

## Abkürzungsverzeichnis

ADA	= American Dietetic Association
BfR	= Bundesamt für Risikobewertung
BMEL	= Bundesministerium für Ernährung und Landwirtschaft
CO <sub>2</sub>	= Kohlenstoffdioxid
bzw.	= beziehungsweise
DGE	= Deutsche Gesellschaft für Ernährung
d.h.	= das heißt
DSW	= Deutsche Stiftung Weltbevölkerung
EFSA	= European Food Safety Authority
et al.	= et alteri
EU	= Europäische Union
e.V.	= eingetragener Verein
ff.	= fortfolgende
g	= Gramm
I.	= Interview
IFH	= Institut für Handelsforschung
IPCC	= Intergovernmental Panel on Climate Change
IVH	= Industrieverband Heimtierbedarf
Kg	= Kilogramm
USA	= USA
VEBU	= Vegetarierbund Deutschland
v. Chr.	= vor Christus
WWF	= World Wide Fund For Nature
Z.	= Zeile
z.B.	= zum Beispiel

## **Tabellenverzeichnis**

Tabelle 1: Analyse der Entstehungssituation 1.....	10
Tabelle 2: Analyse der Entstehungssituation 2.....	11

## Summary

The topic of my bachelor thesis is

„Veganism as a lifestyle“. A combination of literature analysis and qualitative social research led to the results of the work. Within the qualitative social research, four interviews with five persons were conducted. In one interview two people were questioned at the same time. All interviewed people eat vegan, have different ages and are in different stages of their lives.

The results of the work show that the vegan lifestyle usually brings more than the plant based nutrition. One important aspect is to avoid animal suffering caused by industrial animal husbandry. In addition, responsibility and environmental protection were mentioned in the context of the vegan lifestyle.

Most of the participants in the interview accept people who practice other diets. Nevertheless, criticisms and difficulties were addressed. In the interviews the vegetarian and omnivorous diets were addressed. Mostly the criticism relate to the welfare of animals, which is not necessarily given in these diets.

Considering the lifestyle bevor the veganism, almost all of the respondents were vegetarians. Furthermore, the interviews showed that the transition to a vegan lifestyle was triggered by receiving information. The most frequently reason for the vegans is the animal welfare. The protection of the environment and the personal health are important reasons as well. Looking at the changeover to the vegan diet, some of the respondents described it as fast, others as slow. Above all, the emergence of routine helps in the implementation of the vegan lifestyle. In contrast to that, eating outside is a point that can make the vegan diet difficult.

Questions about the communication with outsiders made clear that the interviewees avoid active communication about their lifestyle. However, if people show a serious interest in the vegan diet, they all are open to talk about it. Looking at the personal environment of the respondents, there were both negative and positive reactions about their vegan lifestyle. A good way to transport the veganism to other people, is to represent it in a positive way.

In general the veganism has not just positive aspects. Some negative points that were mentioned are the extreme unity of some vegans as well as the lack of acceptance of others. Nonetheless, there are many positive aspects that veganism brings to the respondents. None of them can imagine changing their lifestyle an-



ymore. A advise to people who are interested in the change to a vegan diet, is the slow conversion and good information.

The bachelor thesis points out, that veganism not only concerns nutrition, it also refers to many other aspects of life. The veganism can be seen as a lifestyle.