



PRESS RELEASE

NEW ANALYSIS SHOWS SEITAN'S CARBON FOOTPRINT IS 130 TIMES LOWER THAN BEEF

- *"Our seitan is higher in protein, lower in fat, and 130 times more sustainable than beef"* – **Co-Founder of LoveSeitan, Steve Swindon**
- New research from carbon footprint analysts, Thrust Carbon, shows how seitan has a comparatively tiny carbon footprint when compared to beef, lamb, cheese and chicken
- Data provides more compelling evidence for why seitan is an excellent alternative to animal products

27th May, London, UK – LoveSeitan, the [UK's leading manufacturer of seitan](#) products, today releases new data from an analysis by [Thrust Carbon](#) revealing the carbon footprint of seitan compared to lamb, beef, cheese, chicken and tofu.

The data shows how LoveSeitan's seitan results in just 46.6kg of CO₂e (carbon dioxide equivalent) emissions per 100kg of seitan. In contrast, beef produces a whopping 6,000kg (per 100kg of beef) and lamb produces 2,400kg of CO₂e emissions (per 100kg of lamb) on average.

The analysis also reveals how poorly dairy cheese and chicken score on the carbon footprint rankings. Cheese produces 2,100kg of CO₂e emissions per 100kg of cheese, and chicken produces 600kg of CO₂e emissions per 100kg of chicken.

Across the board, plant-based foods have a lower carbon footprint than animal products, with tofu producing just 300kg of emissions per 100kg of tofu. But seitan has a much smaller footprint by far, with just 46.6kg per 100kg of seitan.

This news arrives soon after the launch of the first ever 'World Seitan Day' (which will take place on October 18th, 2021) – a new initiative to celebrate seitan as the world's most versatile vegan meat and honour George Ohsawa, from Japan, the first person to ever coin the term 'seitan'.

Commenting on the new emissions data analysis, Co-Founder of LoveSeitan, Steve

Swindon, said: *"This analysis provides an excellent example of why seitan is so much better for the environment than animal products. Our seitan is higher in protein, lower in fat, and 130 times more sustainable than beef. We expect this new data will make people think twice before choosing beef, lamb, chicken or cheese for their next meal. Of course, we recommend seitan as the perfect alternative – it's healthier and has a tiny carbon footprint comparatively.*

"If you really care about climate change and carbon emissions, just remember that you can have 130 seitan burgers for the same carbon footprint as one beef burger. Let that one sink in for a bit!"

"We would also like to take this opportunity to thank the analytics team at Thrust Carbon for their diligent and thorough research on this project. Uncovering and sharing this type of data is very important as it gives consumers the knowledge they need to make informed choices."

Hand-crafted for excellent taste and a satisfying texture, LoveSeitan's products are made with healthy nourishment in mind:

- Just 100g provides:
 - o Protein: 28g
 - o Fat: 1.2g, of which 0.2g is saturates
 - o Carbs: 8.8g, of which 0.6g is sugars
 - o Salt: 1.5g
 - o Fibre: 2.6g (over 3g for [Smokey Dokey](#) and [Seitan Pepperoni](#))
 - o B12: 1.3 micrograms.
 - Daily requirement according to the [NHS website](#) is 1.5 micrograms

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About LoveSeitan

LoveSeitan is the UK's leading manufacturer of seitan, a wheat based vegan meat which has been around for the last 1,500 years. Seitan provides a healthy, low fat, plant based, protein rich food for vegans, vegetarians, and flexitarians alike. The LoveSeitan team has developed a unique process for making seitan with unrivalled texture and flavour in their fully vegan, BRC accredited facility. In addition to serving the public through their [online shop](#), LoveSeitan supplies food service businesses, manufacturers, wholesalers, distributors, restaurants, cafes and retail outlets.

Seitan itself dates back to ancient China, almost 1,500 years ago. Buddhist monks in the sixth century discovered the 'wheat meat' after rinsing wheat dough with running water, removing all the starch, leaving a high protein wheat gluten. Ancient folklore suggests that the Buddhist monks behind the discovery used seitan to encourage followers to adopt a meat-free diet, offering the 'wheat meat' as an alternative to killing and eating animals.

Despite the ancient history, the term 'seitan' wasn't used until the early 1960s. The term originates from the combination of two words: **sei**, meaning "made of" or "proper/correct" and **tan**, the first character in the Japanese word tanpaku, which means "protein." It was coined in the early 1960s by the Japanese philosopher and founder of the macrobiotic diet George Ohsawa (1893 – 1966) who brought seitan to the West in the early 1960s.

[World Seitan Day](#) will take place on October 18th every year, Ohsawa's birthday, and will celebrate the food's versatility and honour Ohsawa's memory.

Building on the momentum of recent growth and the announcement of World Seitan Day, LoveSeitan's overall goal is to make sure seitan is as healthy, tasty, accessible and sustainable as possible. Seitan has proven to be the perfect choice for vegans searching for a meat alternative in recent years, and is continuing to surge up the ranks of the most popular vegan

meats in Europe. Vegans, vegetarians, flexitarians and meat-eaters alike are becoming seitan fans thanks to its meaty texture and healthy ingredients.

Note to editors

LoveSeitan's online shop can be found online, here: <https://www.loveseitan.com/shop/>

Methodology

- Data for the seitan analysis: Thrust Carbon calculated the carbon footprint of LoveSeitan's products by looking at the emissions of the underlying ingredients, transportation of those materials to LoveSeitan's UK factory, and usage of water and electricity within the factory. This analysis does not consider the carbon impact of food packaging for seitan or any competing foods.
- Data for beef, lamb, cheese, chicken and tofu taken from Poore & Nemecek, University of Oxford (2018) study. Chart 1 available [here](#), chart 2 available [here](#).

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