



Vegetarianism: Movement Or Moment: Promoting A Lifestyle For Cult Change

Donna Maurer

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Vegetarianism seems to be increasing in popularity and acceptance in the United States and Canada, yet, quite surprisingly, the percentage of the population practicing vegetarian diets has not changed dramatically over the past 30 years. People typically view vegetarianism as a personal habit or food choice, even though organizations in North America have been promoting vegetarianism as a movement since the 1850s. This book examines the organizational aspects of vegetarianism and tries to explain why the predominant movement strategies have not successfully attracted more people to adopt a vegetarian identity. *Vegetarianism: Movement or Moment?* is the first book to consider the movement on a broad scale from a social science perspective. While this book takes into account the unique history of North American vegetarianism and the various reasons why people adopt vegetarian diets, it focuses on how movement leaders' beliefs regarding the dynamics of social change contributes to the selection of particular strategies for attracting people to vegetarianism. In the context of this focus, this book highlights several controversies about vegetarianism that have emerged in nutrition and popular media over the past 30 years.

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