1. Record Nr. UNINA9910790427803321

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Titolo	Vegetarianism [[electronic resource]] : movement or moment? / / Donna Maurer
Pubbl/distr/stampa	Philadelphia, Pa., : Temple University Press, c2002
ISBN	1-56639-936-X 1-4399-0552-5
Descrizione fisica	1 online resource (213 p.)
Disciplina	613.2/62
Soggetti	Vegetarianism - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 183-186) and index.
Nota di contenuto	Contents; Preface; Acknowledgments; 1. What Is Vegetarianism? And Who Are the Vegetarians?; 2. Vegetarian Diets and the Health Professions: Historical Perspectives and Contemporary Issues; 3. Charting the Contemporary Vegetarian Movement in the Social Movement Field; 4. Vegetarianism: Expressions of Ideology in Vegetarian Organizations; 5. The Beliefs and Strategies of Vegetarian Movement Leaders; 6. Organizational Strategy in Action: Promoting a Vegetarian Collective Identity; 7. The Food Industry's Role in Promoting and Gaining Acceptance for Vegetarian Diets 8. What Is the Future of the Vegetarian Movement? Appendix A: Methodology; Appendix B: Vegetarian Websites; Notes; Select Bibliography; Index
Sommario/riassunto	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 1850's. 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