

Vegan and Vegetarian Restaurants: The Best Business Sustainable Idea

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1 Introduction

Nowadays, the world is in constant change. In a fast-growing society like ours, with the consequent new necessities, our lives must follow suit. Food habits is one main way, and a really important one. Meat consumption is a really strong pillar of our food habits, but we don't know how it impacts on the environment (or in ourselves).

Recent studies show that the relationship between meat consumption and contamination flows on CO₂ and CH₄ emissions (see [1], [3]), the use of water in agriculture for livestock, the deforestation (in this case, in Brazil) aimed to livestock (see [2]), etc. accelerating climate change. Health is another focus point on veganism and vegetarianism: the meta-analysis exposed in [4] is a summary of the benefits of this kind of diets in, for example, preventing mortality from cardio-cerebrovascular diseases.

Not just being eco-friendly and healthy; it's also sustainable. In [5], some examples in Europe highlight the improvement of this industries regarding meat industry. This obviously is extensible for new companies in the USA, as well as all over the world. In [6] there is much more information about these points.

The upcoming impact on the daily life of the mean citizen is, almost, a fact. So that, some people come up with the idea of a business vegetarian and/or vegan oriented.

Here we analyse where is the better place to create your own vegan and/or vegetarian restaurant.

2 Data exploration

2.1 Data Sources

I've obtained the information of the restaurants ([7]) from Kaggle. Also, the state-level income dataset is from there. Since all the data is filled, there is no need to look for another data. We'll take too the data from foursquare of the city of New York.

2.2 Data cleaning

References

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- [3] Herrero, M; Gerber, P; Vellinga, T; Garnett, T; Leip, A; Opio, C; Westhoek, H. J; Thornton, P.K; Olesen, J; Hutchings, N; Montgomery, H; Soussana, J-F; Steinfeld, H; McAllister, T.A, 2011, 'Livestock and greenhouse gas emissions: The importance of getting the numbers right', *Animal Feed Science and Technology*, vol. 166-167, pp. 779-782 ([link](#)).
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- [5] Saari, U. A; Herstatt, C; Tiwari, R; Dedehayir, O; Mäkinen, O. J, 2021, 'The vegan trend and the microfoundations of institutional change: A commentary on food producers' sustainable innovation journeys in Europe', *Trends in Food Science & Technology*, vol. 107, pp. 161-167 ([link](#)).
- [6] Compend of articles on vegetarianism and veganism in <https://www.vrg.org> ([link](#)).
- [7] 'Vegetarian and Vegan Restaurants' dataset from <https://www.kaggle.com> ([link](#)).
- [8] 'Annual state-level income of USA' dataset from <https://www.kaggle.com> ([link](#)).