**Assignment 1: Rollover or Annotated Images**  
The HTML/CSS presentation must be Mobile First

Like any news piece you produce in this class, you must include:

* A headline
* Intro (lead)
* A transition sentence between images
* Captions on the image
* A quote from an expert  (this quote can appear on rollover or in the text)
* A quote from a person affected (this quote can appear on rollover or in the text)
* Byline

**Plants are the New Bacon**

By Christina Dabney and Pauliina Siniauer

LEDE:

There’s no exact name for it; meat, that’s not meat. You could call it “fake meat”, but vegan chefs hate that, saying there’s nothing fake about it, it’s real food. Alternative or plant-based proteins are more accurate terms. And they have made themselves a home in New York, L.A, Chicago and other American cities. The popularity of vegan meat has been steadily rising in restaurants, supermarkets and home kitchens. According to a recent Euromonitor report, the United States had the largest packaged vegan food market in 2015, with a value of roughly 1.29 billion U.S. dollars.

but you lose your appetite even thinking of ordering a burger with

And now animal meat producers and catching on. In 2016, the world’s largest meat producer Tyson Foods, bought 5 percent of plant-based protein producer Beyond Meat Co. – best known for its very beef-like, bleeding Beyond Burger –  and in February 2017 Canadian meat processor Maple Leaf Foods Inc. announced that it would be would be acquiring Litelife Foods, a company known for products such as tempeh, vegan sausages, and burgers, for $140 million and related costs.

PICTURE 1: TOFU BENEDICT

Caption:

Hotspots: 1. Made with grilled tofu, ham, and hollandaise on a multigrain english muffin with home fries and salad 2. The tofu benedict costs $13.00 and can be made gluten free for a small upcharge.  917 909 0129

[PR@champsdiner.com](mailto:PR@champsdiner.com)

Caption: Champs favorite "tofu benedict" sitting alongside the "all vegan slam".

TRANSITION TEXT:

(Christina’s edit, we can merge them at some point) - One of the reasons for the rise in popularity is a simple concept: vegan products are not just for vegans. Young Americans are becoming increasingly more health conscious. Strict vegans (1.7 percent) and vegetarians (3.3 percent) still make up just a small percentage (Source: http://www.ift.org/food-technology/past-issues/2017/february/features/vegan-and-vegetarian-foods-product-development-trends.aspx?page=viewall) of the country’s population, but more and more people are starting to make food choices based on health and environmental concerns. People are adopting a more plant based diet, even those who do not consider themselves vegan. The demand for more healthy, clean and environmental-friendly food has made the steady sales growth of vegan products possible.

Champs – an all vegan diner in East Williamsburg Brooklyn – opened its doors in 2010. Since then, they have been a popular spot for vegans and non vegans alike. Matt Sellitti, a Brooklyn resident and non-vegan, comes to Champs often for the Chicago style hot dog,

“I just kind of think of vegan food as it’s own cuisine, like Italian or Chinese. I often choose vegan ‘meat’ over animal meat. I like the taste and I like that it’s healthier. You don’t have to be totally vegan to want to make healthier choices.”

PICTURE 2: MENU

Caption: Champs customer looking over their vegan options.

Hotspots: 1.Brands of plant based meats you can buy in most grocery stores include: Lightlife, Tofurkey, Yves, Beyond Meat, and many others. 2. The most popular dishes at Champs Diner are the Tofu Benedict, the Bananarama Pancakes, and the Chik’n Waffels (lets go with this now as a placeholder in case I can’t get ahold of Champ before the deadline)

TRANSITION TEXT

The production of plant-based food is far more environmentally friendly than animal agriculture. However, vegan meat is produced at its own costs. Outi Kuittinen, an author of a cookbook for food with low carbon footprint and a visiting practitioner at Harvard University warns against replacing one meat production with another. She advocates for eating little processed food, letting vegetables be vegetables and cutting off meat almost completely:  
  
“The environmental impact of food is a very complex issue, but we can't be having complex discussions with ourselves every time when having dinner, thus the safest rule of thumb is to go for food coming from plants and cooked by you or someone else but not overly processed. Then it tastes best, too!"

PICTURE 3: TWO BURGERS

Caption: home cooked vegan burger (left) home cooked beef burger (right). Photo by: Pauliina Siniauer

Hotspots: 1. A homemade vegetarian burger has 272 calories, a beef burger 454 calories. 18,6 percent of the beef patty is fat, in vegetarian burger the fat percent is 2,8. The percent of protein is exactly the same.

2. Compared with average food consumption in the U.S., a vegetarian diet could reduce water consumption by up to 58 percent per person. The average water footprint per calorie for beef is twenty times larger than for cereals and starchy roots.

(\* source Waterfootprint.org)

3. Animal agriculture is responsible for 18 percent of the total release of greenhouse gases world-wide (this is more than all the cars, trucks, planes, and ships in the world combined). The carbon footprint of beef per kilo can be 40 times bigger than soybean flours or wheat flours, which are the most common ingredients in meat substitute products.

(\*sources UN, Outi, Statista)

LAST TEXT:

Next spring, New York will have its first vegan butcher shop. The owners of Monk’s Meat, a plant based meat production company based out of Long Island City New York, are planning on expanding their operation to include a vegan delicatessen and “butcher” shop slated to open in Bed Stuy Brooklyn later this year. Chris Kim, the company’s co-ower, says...

Xxxxx

VIDEO?

xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

SOURCES:

PAULIINA

Calories in a homemade burger:  
Bread: 150 kcal (1 roll, 53g)  
Salad: 1 kcal (1 leaf)

Tomato: 8 kcal (1 thick slice)

Pickles: 5 kcal (5 slices)

Ketchup: 10 kcal (1 packet, 9g)

Foodtown Beef Patty (own brand): 280 kcal (118g of which; 18,6% fat, 16,9% protein, 0% fiber)  
Foodtown Veggie Patty (Franklin Farms): 100 kcal (71g of which; 2,8 % fat, 16,9% protein, 4,2% fiber)

Beef Burger: 454 kcal

Veggie Burger: 274 kcal

Water footprint:

The average water footprint per calorie for beef is twenty times larger than for cereals and starchy roots. The average water footprint per gram of protein in the case of beef is six times larger than for pulses.

SOURCE: waterfootprint.org

Compared with average food consumption in the US, a vegetarian diet could reduce water consumption by up to 58% per person.[17]

SOURCE: [16] Food and Agriculture Organization.  Rome, Italy. 2012. Available at: [http://faostat.fao.org](http://faostat.fao.org/)

[17] Mekonnen, M.M. and Hoekstra, A.Y. (2010) The green, blue and grey water footprint of farm animals and animal products, Value of Water Research Report Series No. 48, UNESCO-IHE, Delft, the Netherlands.

What are the vegetarian patties made of:

Share of meat substitute product launches worldwide in 2015, by type of protein

The statistic only shows the leading protein ingredients, it does not specify the missing percentage points.

This statistic highlights the share of meat substitute products launched worldwide in 2015, broken down by type of protein. According to the source, about 4.4 percent of global meat alternative product launches had pea protein as an ingredient. Wheat protein 27.2 %. Soy proteins 26.6%

https://www.statista.com/statistics/658583/global-meat-substitute-product-launches-by-type-of-protein/

Market value of packaged vegan food worldwide in 2015, by country (in million U.S. dollars).

This statistic shows the market value of packaged vegan food worldwide in 2015, by country. According to the report, the United States had the largest packaged vegan food market that year, with a value of roughly 1.29 billion U.S. dollars. Germany 0.45. Britain 0.37. Australia 0.10

https://www.statista.com/statistics/559413/global-packaged-vegan-food-market-value-by-country/

This statistic shows the growth of products labeled as vegan worldwide from 2010 to 2015. According to the report, vegan-labeled food products have experienced steady growth over the past five years. Globally, products labeled as vegan had a growth rate of approximately 2.3 percent in 2014. 3.3 % in 2015.

<https://www.statista.com/statistics/542021/growth-of-products-labeled-as-vegan-worldwide/>

Food Technology Magazine (the long article):  
<http://www.ift.org/food-technology/past-issues/2017/february/features/vegan-and-vegetarian-foods-product-development-trends.aspx?page=1>

Maple Leaf:

<http://www.prnewswire.com/news-releases/maple-leaf-foods-to-acquire-lightlife-foods-614398643.html>

Animal agriculture is responsible for 18% of the total release of greenhouse gases world-wide (this is more than all the cars, trucks, planes, and ships in the world combined)  
UN: <http://www.fao.org/docrep/010/a0701e/a0701e00.HTM>

Vegetarian patty ingredients:

<https://www.statista.com/statistics/658583/global-meat-substitute-product-launches-by-type-of-protein/>

Water footprint:

<http://waterfootprint.org/en/water-footprint/product-water-footprint/water-footprint-crop-and-animal-products/>

Why sales are increasing:

<http://www.fooddive.com/news/why-sales-of-meat-and-alternatives-are-both-increasing/436508/>

CHRISTINA:

Vegan meat brands source:

<http://www.peta.org/living/food/favorite-products/>

Vegetarians save money:

<http://time.com/money/4066188/vegetarians-save-money/>

PITCH  
  
Our story would focus on the vegan/vegetarian movement currently raging in NYC, specifically the plant based proteins (or, "fake meats") that are currently being cultivated in Brooklyn and sold throughout the city.   
  
What's new? Why should I care at this time?  
World-wide, plant based lifestyles are becoming more and more popular. People are becoming more health conscious as study after study comes out regarding how environmentally unsustainable factory farming is. Specifically in New York, vegan restaurants are opening at a more rapid pace then at any other point, and there is even a vegan butcher shop (yep a meatless butcher) opening in Bed Stuy later this year. Big companies like Target and even Tyson's chicken are producing their own meatless protein products:  
  
http://www.fooddive.com/news/grocery--how-manufacturers-are-getting-on-trend-with-imperfect-and-plant-based-foods/435688/

Expenses?

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<!-- first step to a responsive site -->

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<!-- WARNING: Respond.js doesn't work if you view the page via file:// -->

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<script src="https://oss.maxcdn.com/libs/respond.js/1.4.2/respond.min.js"></script>

<![endif]-->

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<!-- YOUR CONTENT GOES HERE -->

<div class="decoration"></div>

<h1> Plants are the New Bacon </h1>

<p>

<div class="byline"> By Christina Dabney & Pauliina Siniauer

<div class="gray">March 3, 2017</div>

</div>

</p>

<p class="lede">

Let’s be honest, there is no good name for it – for meat, that is not made of meat. Some say fake meat but the producers hate it, saying it’s real food. Alternative or plant-based proteins are more accurate terms, but who would order a burger with an

alternative protein?

<br> <br>While waiting for the baby to find its calling name, vegan meat has found its way throughout restaurants, supermarkets and home kitchens in the U.S. According to a recent

<a href="https://www.statista.com/statistics/559413/global-packaged-vegan-food-market-value-by-country/"> Euromonitor report</a>, the United States had the world's largest packaged vegan food market in 2015, with a value of roughly 1.29 billion

dollars.

</p>

NEW:

While trying to find its name, vegan meat has found its way through restaurants, supermarkets and home kitchens in the U.S., according to a recent Euromonitor report. The United States had the largest packaged vegan food market in 2015, the report said, with a value of roughly $1.29 billion.

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<div class="photo-container">

<img src="img/tofu\_benedict.jpg" width="100%">

<!-- tofu1 circle -->

<div id="circle\_tofu1" class="circle" data-text="Matt Sellitti, a non-vegan Brooklyn resident comes to Champs often: “I think vegan food as it’s own cuisine, like Italian or Chinese. I often choose vegan

‘meat’ over animal meat. I like the taste and I like that it’s healthier.”"> </div>

<!-- tofu2 circle -->

<div id="circle\_tofu2" class="circle" data-text="Tofu Benedict is made of grilled tofu, vegan ham, and vegan hollandaise sauce on a multigrain English muffin with home fries and salad. Price: $13.00"></div>

<!-- tofu3 circle -->

<div id="circle\_tofu3" class="circle" data-text="Vegetarians can save at least $750 more than meat-eaters per year, according to a study that compared government-recommended weekly meal plans.\*">

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<div class="caption">

Breakfast at the Champs Diner: Tofu Benedict and All Vegan Slam. <span class="credit ">(Photo: Pauliina Siniauer)</span>

</div>

<!-- closes photo-container container -->

<p class="main-text">

The main reason for the rise in popularity is a simple: vegan products are not just for vegans. According to a food industry news site <a href="http://www.fooddive.com/news/why-sales-of-meat-and-alternatives-are-both-increasing/436508/ "> Food Dive</a>,

31 percent of Americans are now practicing “meat free” days.

NEW:

according to Food Dive, a news site that caters to the industry,

<br> <br> Also the meat producers are diving into the vegan meat industry. In 2016, the world’s largest meat producer <a href="http://www.tysonfoods.com/media/news-releases/2016/10/beyond-meat-and-tyson-foods-announce-investment-agreement">Tyson Foods, bought 5 percent of plant-based protein producer Beyond Meat Co.</a> – best known for its bleeding Beyond Burger – and in 2017, the Canadian meat processor <a href="http://www.mapleleaffoods.com/news/maple-leaf-foods-to-acquire-lightlife-foods/">Maple Leaf Foods Inc. announced it will buy Litelife Foods</a>,

a company known for products such as tempeh, vegan sausages and burgers, for $140 million.

</p>

</div>

<!-- closes text-container -->

<div class="photo-container">

<img src="img/menu.jpg" width="100%">

<!-- menu1 circle -->

<div id="circle\_menu1" class="circle" data-text="The most popular dishes at Champs Diner are the Tofu Benedict, the Bananarama Pancakes, and the Chik’n Waffels."></div>

<!-- menu2 circle -->

<div id="circle\_menu2" class="circle" data-text="Meat substitutes are often made of wheat or beans. A new trend is the use of young jackfruit – its texture resembles of pulled pork. \*"></div>

<!-- menu3 circle -->

<div id="circle\_menu3" class="circle" data-text="In 2015, research company Mintel asked U.S. consumers reasons of buying plant-based milks – 65 percent said they like the taste better and consider it healthier than dairy milk. Only 20 percent mentioned dietary lifestyle. "></div>

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<div class="caption">

Everything in the Champs Diner's menu is vegan. <span class="credit">(Photo: Christina Dabney)</span>

</div>

<!-- closes photo-container container -->

<p class="main-text">

The production of plant-based food is far more environmentally friendly than animal agriculture. However, vegan meat is produced at its own costs. <a href="http://www.demoshelsinki.fi/en/author/outi/">Outi Kuittinen</a>, an author of a cookbook

for food with low carbon footprint and a visiting researcher at Harvard University warns against replacing one meat production with another. She advocates for eating little processed food, letting vegetables be vegetables and cutting off meat

almost completely:

NEW:

"The production of plant-based food is far more environmentally-friendly than animal agriculture. According to the UN, animal agriculture releases more greenhouse gases than all of the world's automobiles, planes and ships combined.

<br> <br> “The environmental impact of food is a very complex issue, but we can't be having complex discussions with ourselves every time we're having dinner. The safest rule of thumb is to go for food coming from plants and cooked by you

or someone else but not overly processed. Then it tastes best, too!" </p>

</div>

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<div class="photo-container">

<img src="img/burgers\_wide.jpg" width="100%">

<!-- burger1 circle -->

<div id="circle\_burger1" class="circle" data-text="A homemade hamburger has 454 calories, a vegetarian burger has 272 calories. Of the beef patty, 18,6 percent is fat – in vegetarian burger the fat percent is 2,8.

The percent of the protein is exactly the same."></div>

<!-- burger2 circle -->

<div id="circle\_burger2" class="circle" data-text="Compared with average food consumption in the U.S., a vegetarian diet could reduce water consumption by up to 58 percent per person. \*

"></div>

<!-- burger3 circle -->

<div id="circle\_burger3" class="circle" data-text="The carbon footprint of a beef patty is approximately 40 times bigger than soybean flours or wheat flours, which are the most common ingredients in vegetarian burger patties. \*"></div>

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<p>X</p>

</div>

<img src="img/slide.png" />

<div class="info\_popIn"></div>

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<!--Closes popIn id-->

</div>

</div>

<div class="caption">

Home-made burgers. Left: a vegetarian burger, made with Franklin Farm's Veggie Pattie. Right: a hamburger, made with Food Town's Beef Patty.<span class="credit"> (Photo: Pauliina Siniauer)</span>

</div>

<!-- closes photo-container container -->

<div class="main-text">

This spring, New York will have its first <a href="https://www.dnainfo.com/new-york/20161205/bed-stuy/seitan-brooklyn-vegan-food-bed-stuy">vegan butcher shop</a>. The owners of the <a href="http://www.monksmeats.com/">Monk’s Meats</a>, a plant-based

meat production company, specialized in seitan products, is opening a vegan delicatessen and meat shop in Bed Stuy Brooklyn. To serve their meats fresh.

</div>

</p>

<div class="sources">

\*Sources: <a href="http://www.tandfonline.com/doi/abs/10.1080/19320248.2015.1045675?journalCode=when20">Journal of Hunger & Environmental Nutrition</a>, <a href="https://www.statista.com/study/41316/vegan-market-statista-dossier/">Statista</a>,

<a href="http://www.ift.org/food-technology/past-issues/2017/february/features/vegan-and-vegetarian-foods-product-development-trends.aspx">Food Techology Magazine</a>,

<a href="http://waterfootprint.org/en/water-footprint/product-water-footprint/water-footprint-crop-and-animal-products/">Water Footprint Network</a>, <a href="http://www.fooddive.com/news/why-sales-of-meat-and-alternatives-are-both-increasing/436508/">FoodDive</a>,

<a href="http://www.fao.org/docrep/010/a0701e/a0701e00.HTM">UN</a>.

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