



**BETTER  
EATING**  
international

July 3, 2019

Dear Supporters,

As Better Eating International transitions away from developing and running educational advertisements of our own (and toward supporting other organizations by creating low-cost, professional-quality content for their initiatives), I have also been afforded the opportunity to assess my role in the vegan movement. As such, **I am in the process of shifting from a leadership role into a volunteer advisory position**, where I will continue to assist as-needed with financial development and organizational health.

Co-founding this organization has been a humbling and inspiring experience, which has caused me to grow in innumerable ways. I am particularly proud of the work Better Eating has done to reflect intersectional values not only in our words but in our actions, and our success in bringing fresh energy to the tactic of vegan education at a time when doubts have raised about the need for such an effort.

I had always envisioned my full-time role here being somewhat temporary, helping to get the organization off the ground before moving onto other projects. As it happens, the shift in Better Eating's priorities coincides with an offer I could not turn down: **I am joining ProVeg International as their US Branch Director**. I'm eager to help bring their ambitious goal of reducing animal consumption 50% by 2040 to North America, where per-capita consumption is still among the highest in the world.

**My support for Better Eating and its new direction is unwavering.** I have a monumental respect for people and organizations who are willing to step back, review the facts, and adjust course as needed. We hear that our stakeholders want us to prioritize institutional change over individual change. Better Eating does not entirely share that perspective, but we respect the input of our biggest supporters and believe that this change will significantly benefit the movement as a whole.

You've helped us build an organization that champions progressive values while fighting for farmed animals, whose exploitation is among the most neglected on the planet. I hope you'll stand by our side in the months and years to come, as **I look forward to continued work with the Better Eating team both professionally and personally.**

Warmly,



**Michael Webermann**  
Development Advisor &  
departing Strategic Director  
Better Eating International