

# **V-Rated**

## Sexualization as a Mechanism of Food Justice Depoliticization

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COREY L. WRENN PHD

LECTURER IN SOCIOLOGY, UNIVERSITY OF KENT

CO-DIRECTOR, CENTRE FOR THE STUDY OF SOCIAL AND POLITICAL MOVEMENTS

PAST-CHAIR, SECTION ON ANIMALS & SOCIETY, AMERICAN SOCIOLOGICAL ASSOCIATION

CO-FOUNDER, INTERNATIONAL ASSOCIATION OF VEGAN SOCIOLOGISTS



## *Objectives*

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- ❖ Introduction to a **vegan feminism**
- ❖ Examples of **veganism sexualized**
- ❖ A vegan feminist theory of **depoliticizing** and **commodifying** veganism

# Why Veganism?

- ❖ Veganphobia (Cole & Morgan 2011)
- ❖ Vegan discrimination (Greenebaum 2016)
- ❖ Animal nationalism and the threat of veganism (Wright 2015)



Cole, M. and K. Morgan. 2011. "Veganphobia: Derogatory Discourses of Veganism and the Reproduction of Speciesism in UK National Newspapers." *The British Journal of Sociology* 62 (1): 134-153.  
Greenebaum, J. 2016. "Questioning the Concept of Vegan Privilege." *Humanity & Society* 4 (1): 355-372.  
Wright, L. 2015. *Vegan Studies Project*. University of Georgia Press.

## Why Gender?

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- ❖ Multiple studies find that **women are more disposed** to veganism and empathy for other animals
- ❖ **Men exaggerate meat-eating** and species dominance



Chan, E. and N. Zlatevska. 2019. "Is Meat Sex?" *Food Quality and Preference* 74: 78-87.

Guiné, R. et al. 2019. "Influence of Sociodemographic factors on Eating Motivations." *International Journal of Social Sciences and Nutrition* 71 (5): 614-627.

Jalil, A., J. tasoff, and A. Bustamante. 2019. "Eating to Save the Planet." *SSRN*: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3444642](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3444642).

Mertens, A. et al. 2019. "Valuing Humans over Animals." *Appetite* 146 (1): 104516.

Sanchez-Sabaté, R. and J. Sabaté. 2019. "Consumer Attitudes Towards Environmental Concerns of Meat Consumption." *International Journal of Environmental Research and Public Health* 16 (7): 1220.

# Vegan Feminist Theory

- ❖ Symbolic, attitudinal, and behavioral **intersections** between speciesism and sexism
- ❖ Consumption is key
  - ❖ Turned into “meat,” fragmented, objectified
  - ❖ Persons reduced to bodies are bought, sold, and consumed by those in power
  - ❖ Sexualization facilitates uncritical, pleasurable consumption (Adams 2000)

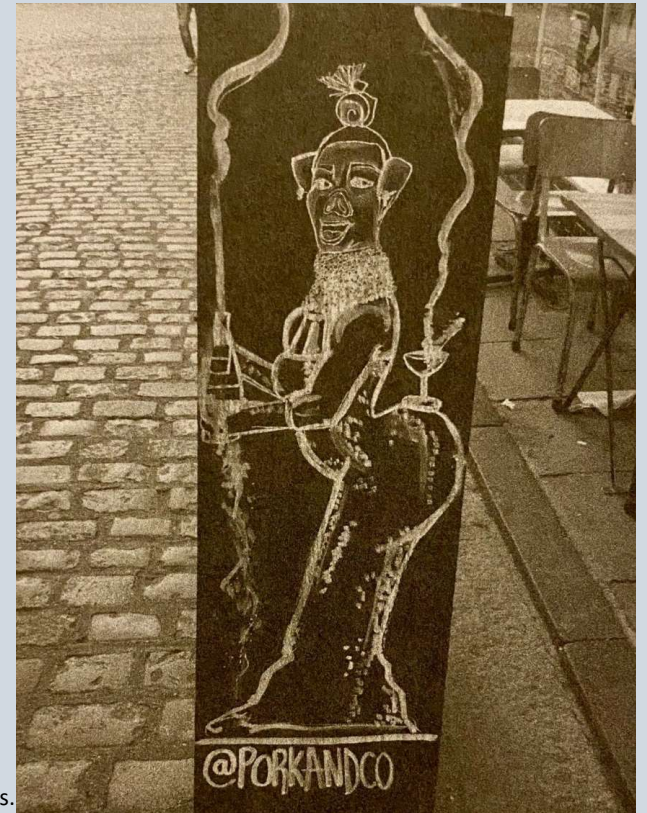
Adams, C. 2000. *The Sexual Politics of Meat*. Continuum.

Adams, C. 2010. “Why Feminist-Vegan Now?” *Feminism & Psychology* 20 (3): 302-317.

Adams, C. and J. Donovan (Eds.). 1995. *Animals and Women: Feminist Theoretical Explorations*. Durham: Duke University Press.

Donovan, J. 1990. “Animal Rights and Feminist Theory.” *Signs* 15 (2): 350-375.

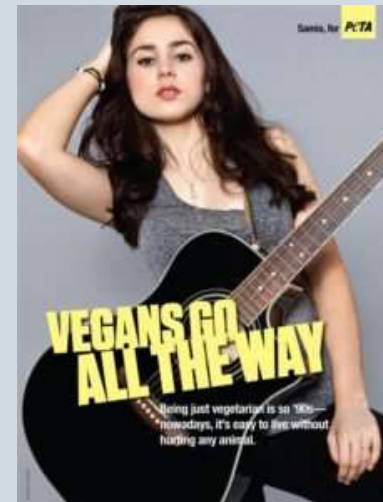
Luke, B. 2007. *Brutal: Manhood and the Exploitation of Animals*. Champaign: University of Illinois Press.





# Vegan Misogyny

- ❖ Movement panders to gender scripts
- ❖ Sex sells tactic
- ❖ Pimping volunteers
- ❖ Rape/VAW culture
- ❖ Sexual harassment



## *Vegan Depoliticization*

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- ❖ Social movements and the market in a **reciprocal relationship**
  - ❖ Particularly under the influence of the nonprofit system
- ❖ Sexualization used to **sell veganism**
  - ❖ Appeal to male customer base
  - ❖ And undermine its political potency

# *Examples*

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THIS LOVE IS FOREVER  
**MEATLESS**  
CHICKEN TERIYAKI

AB JETZT FEST IM SORTIMENT

VEGAN LOVER

MEAT LOVER





Aldi UK

January 15 at 3:33 PM · 🌐



Vegan pizza and chill? Oooh go on then 😊 In store now!

The video player displays an advertisement for Aldi's Plant Menu Vegan Pizza. The main visual is a pizza on a wooden board, with three slices cut out. The text "Wanna piece of me?" is overlaid in large white font. A red price tag indicates the price is £1.99 for 360g/355g/340g. A blue circular badge says "I'm new!". A small inset shows the product packaging for the BBQ Jackfruit/Spicy Cauliflower/Chicken Arrabbiata pizza. The video player interface at the bottom shows a progress bar at 0:05 / 0:05, along with icons for settings, full screen, and volume.

**Wanna piece of me?**

**I'm new!**

Plant Menu Vegan Pizza - BBQ Jackfruit/ Spicy Cauliflower/ 'Chicken' Arrabbiata

**£1.99**

360g/355g/340g

**PLANT MENU**

**BBQ JACKFRUIT PIZZA**

0:05 / 0:05

# CANDY KITTENS®

## Pop your cherry.

Oh hey, I'm new around here. I'm bursting with cherry goodness and guaranteed to leave a big smile on your face.

Shop now →



## New



Candy Kittens

Sponsored · 🌐

...

Have you popped your cherry yet? 🍒

We mean trying our fiercely fruity new flavour. Obviously 🙄.

★x5 - "Excellent! Super dangerously delicious!"

## Animal gelatine?



## It's a no from us.

CANDYKITTENS.CO.UK

We've got a new flavour, and she's a cheeky one 🍒

SHOP NOW

Credit: Bethan Lewis







Aldi UK

January 11 at 4:00 PM · 🌐





Get stuffed, no really they're delicious 🤩 try the recipe now! <https://bit.ly/35v1xXu>



 **Papa John's Pizza**   
January 19 at 1:12 PM · 🌐

WARNING: V-RATED TASTY CONTENT. Do you think you can take it? The NEW Vegan Stuffed Crust. Go on, have a cheeky nibble... [http://bit.ly/Veganuary\\_PapaJohns](http://bit.ly/Veganuary_PapaJohns)





**EXPLORE YOUR VEGAN SIDE**

**NEW**

**VEGAN CURIOUS?**

**WARNING V-RATED TASTY CONTENT**

**BITE ME**

GO ON, TUCK INTO OUR NEW TEMPTINGLY TASTY 'NOT CHICKEN' VEGAN BITES

**#VEGANCURIOUS**

Fancy a taste? **ORDER NOW**







LEAVE MY TITS ALONE

# Camilla Ainsworth Nut Milk



"Our branding is super sassy and guaranteed to cause a stir."  
([Mylkplus.com/faqs](https://mylkplus.com/faqs) April 15 2021)



Credit: Eva Giraud



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Wed & Thu 4:30pm to 7:30pm at Casa Diablo  
Fri & Sat 6:30pm to 8:30pm at Dusk 'til Dawn  
more details at **Devil.Dance**

SEXY SIGNORCHA OF THE MOONFEAR

**NADIA**



Lentil \$4    Minestrone \$4  
Chili \$6

## Appetizers

Fries \$4	Nachos \$6
Taquitos \$4	Egg Rolls \$6
Chips & Salsa \$4	Chips & Hummus \$6
Salad \$6	Chili Cheez Fries \$8
Drunk Bread \$4	Toastadas \$4

## Dances

\$40 per dance  
Special cash discount price - 3 dances for \$100  
Toppless Bartenders and Servers: \$40 per dance  
\$200 for a half hour  
\$375 for an hour  
Put your friend up on stage with 2 Girls \$50



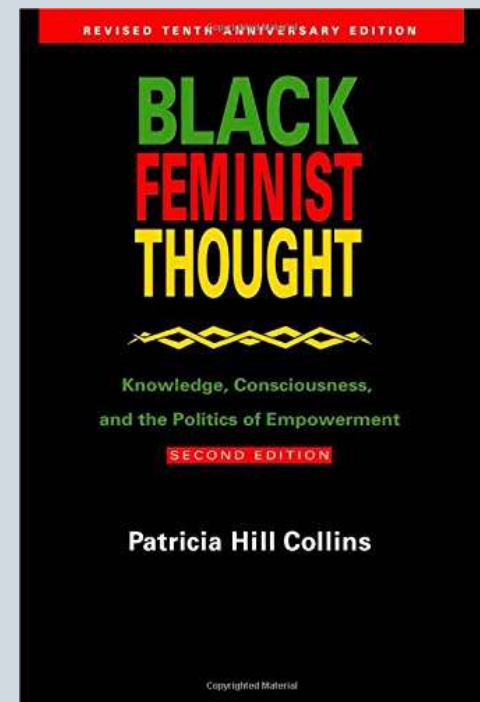
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# *Black Feminist Considerations*

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- ❖ Sexuality is experienced and interpreted differently based on other social roles
  - ❖ “Normal female heterosexuality is expressed via the cult of true White womanhood, whereas deviant female heterosexuality is typified by the “hot mommas” of Black womanhood. (p. 83)
- ❖ Black women’s sexuality historically exploited for capitalist aims
  - ❖ Something to be controlled and put on display
  - ❖ Framed as deviant
- ❖ What happens when Black women themselves take control over their sexuality?





GET DIRECTIONS

# BURGERS

ALL SANDWICHES COME WITH FRIES



**ONE NIGHT STAND™ \$16**

Plant-based patty loaded with vegan bacon, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



**FUSSY HUSSEY™ \$15**

Plant-based patty loaded with pickle, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



**SLOPPY TOPPY™ \$15**

Plant-based patty loaded with jalapeños, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



**SUPER SLUT™ \$15**

Plant-based patty loaded with guacamole, jalapeños, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



**HEAUX BOY™ \$15**

Vegan shrimp tossed in a New Orleans style batter, loaded with lettuce, tomato, pickle, and our Slut Sauce on a vegan Hawaiian bun.



**MÉNAGE À TROIS™ \$19**

Plant-based patty loaded with vegan bacon, vegan shrimp, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



**DANCEHALL QUEEN™ \$15**

Plant-based patty loaded with sweet jerk plantains, vegan cheese, caramelized onions, lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



**PLT™ \$11**

Sweet jerk plantains with lettuce, tomato, and our Slut Sauce on a vegan Hawaiian bun.



**CHIK'N HEAD™ \$15**

Plant-based chicken tossed in buffalo sauce topped with pickles, vegan ranch and coleslaw on a vegan Hawaiian bun.



**SIDE HEAUX™ \$14**

New Orleans style crispy shrimp tossed in buffalo sauce with a side of fries and sweet and spicy coleslaw with our housemade ranch dipping sauce.



**HOLLYWOOD HOOKER™ \$18**

Vegan chopped Philly with peppers and caramelized onions, topped with vegan provolone, lettuce, tomato, ketchup and vegan mayo, served on a hoagie roll.



**BIG DAWG™ \$15**

Plant-based bratwurst, sauerkraut, and our Slut Sauce on a vegan pretzel bun.

# TODAY



# BIG'OL SLUT

ATLANTA  
WEDNESDAY 4/7  
TODAY



sluttyveganatl • Following  
KEDPLASMA USA



sluttyveganatl • TODAY 4/7 🚚 BIG 'OL SLUT 🚚 TODAY 4/7

👛 We only accept credit & debit cards at the truck Big 'Ol Slut. 🇺🇸

🧣 Please stay warm! 🧣 Also, remember to bring your gloves 🧤 and scarves 🧣.

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🕒 12PM - 4PM OR UNTIL WE SELL OUT



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FOR THE FIRST TIME?!



sluttyveganatl • Following



3h Reply



\_sirkingcharles Finally!!! A place that understands my lifestyle lmao 🤔😎



9h 18 likes Reply



tsquaredmama Put it in my mouth! 😊😊😊



8h 3 likes Reply



suiteluv That it was dope af



10h 3 likes Reply



amazingprophet My ex



10h 2 likes Reply



1,351 likes

10 HOURS AGO



Add a comment...

Post

## *Conclusion*

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- ❖ Vegan feminism recognizes **intersections** of speciesism and sexism
- ❖ The vegan movement often exhibits **intersectional failure**
  - ❖ The marketplace reflects this (or vice versa)
  - ❖ **Veganism depoliticized via sexualization**
- ❖ Upholds white, able-bodied, hetero sexual norms
  - ❖ **Black vegan entrepreneurs may be challenging this**