

Best Vegan Companies to Invest In: Public and Private Stock Options

In Finance / May 28, 2019 / 10 Min read

I support vegan businesses any way I can.

One of the ways you might want to do that is by finding vegan companies to invest in, and add them to your portfolio.

While you don't have a ton of options when it comes to vegan companies that are publicly traded, I've put together a comprehensive list of your options.

You basically have 4 options to invest in vegan businesses, based on your *budget*, and level of *risk/reward* that you're after.

1. **Invest in *private* vegan businesses/startups** – These are typically smaller companies that are either just starting up, or have a bit of success. Almost all companies start here. **It can be hard to find these, but there are a few ways (that I'll go over below).** These are the highest risk and reward because you're getting in the ground floor.
2. **Invest in a public vegan company** – There aren't many vegan public companies, but there are a few that I'll go over (Beyond Meat should also be coming soon).
3. **Invest in a public semi-vegan company** – Some companies own several brands, some of which are and aren't vegan. Not my preferred option, but you can consider it.
4. **Consider investing in companies starting to support veganism.** They sure aren't vegan, and it's not an option I love, but many dairy or animal agriculture companies are starting to invest in plant-based alternatives. These companies aren't for or against veganism, they're just responding to consumer demand.

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Option #1: Invest in Private Vegan Companies and Startups



It's tricky to invest in private companies (not listed on the stock market).

Startups and small businesses need money to launch or grow, but can't go public. So they either turn to angel investors and venture capitalists (*which are typically millionaires*), or to crowdfunding platforms.

Investing in these companies is an option, but most investors don't know about it.

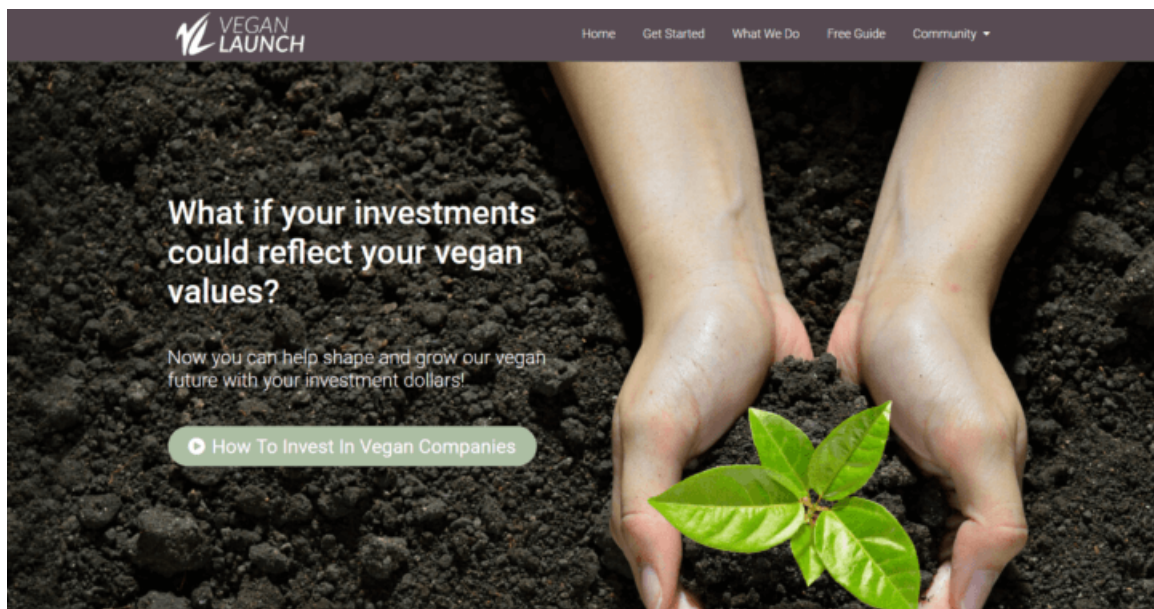
On crowdfunding platforms like [Wefunder](#) (which is awesome), **you can invest in any (reasonable) size** and buy equity of vegan companies you like (note that not all

companies there are vegan). This method is time consuming, and there are limited opportunities to invest, but there are some.

A few people have launched startups to **connect vegan businesses that need investments to vegan investors** (that don't need to have a ton of money to invest) in the hope of finding the next Beyond Meat before it gets big.

To explain how they work, let me breakdown the most promising one (in my opinion) in more detail.

VeganLaunch: Invest In Vetted Private Vegan Companies



[VeganLaunch](#) was created in 2018 by Mark Winstein, who has decades of experience in the finance industry.

Its goal is to not only help investors make money, but to help vegan businesses succeed.

Here's how it works:

1. **Vegan investors sign-up** (like you and me) – There are packages whether you have \$10,000 or hundreds of thousands to invest.
2. **VeganLaunch sends you opportunities to invest in private vegan companies who need funding.** They find vegan startups who need funding (or accept applications), and do due diligence to weed out obvious bad investments.

3. If you want to invest in an opportunity, you'll buy equity through **VeganLaunch's platform** – This is also convenient, since you can do all your investing through one platform/account.

When I was first looking at [VeganLaunch](#) I had a few questions that you might share, I actually had a chat with Mark to get the answers, so here's what I found out.

Why do you have to pay to see investment opportunities?

For some other investment services, you don't pay to see opportunities, you pay a commission when your money is money is invested.

That leaves a lot up to the integrity of the service. Their motivation can often become skewed toward convincing you to invest in ways that make the most commissions for themselves, even if the opportunities they present are not the most appropriate for you.

[VeganLaunch](#) does it the other way. Your membership fee is the only thing they charge (no charge for actually investing), which pays for **their staff to not only find vegan businesses to invest in, but to vet them** and only bring you the highest quality deals.

You always have a choice to invest or not, and how much you want to invest. It doesn't change how much they make, so their staff can focus on finding the best opportunities possible with no ulterior motive.

Are there any investment guarantees?

If you do end up investing in any companies that VeganLaunch brings you, there's of course no guarantee that it will succeed (like just about any other investment). But it will be vetted, which *should* increase your returns over time.

Keep in mind that investing in private companies is higher risk/higher reward scenario than investing in a public business. Many new businesses fail, but maybe you'll find the next Beyond Meat and make a killing. Be smart about your risk threshold, and don't put all your eggs in one basket.

Option #2: Publicly Traded Vegan Companies

This is probably my preferred option for investing, but there's also a limited amount of companies that fall into this category.

The companies below aren't necessarily outspokenly vegan, but **they *only* sell vegan products as far as I can tell**, and are listed on a public stock market.

Many of these came to my attention from Måns Ullerstam from [Kale United](#) (who help grow vegan businesses), so a quick thanks to him as well.

These are in no particular order.

1. Beyond Meat (BYND)

Stock Exchange: Nasdaq

Listing: BYND



Beyond Meat is the first *big* vegan company that has gone public.

It offered its IPO at the beginning of May 2019, and is off to a strong start so far.

It's hard to know whether or not it's a good investment. On one hand, it looks like Beyond Meat is only going to continue to grow at a rapid pace. But on the other hand, many experts have been quick to point out that the share price is quite high for its current earnings.

What do you think?

2. Ingredion Incorporated

Stock Exchange: NYSE

Listing: INGR

Market Summary > Ingredion Inc
NYSE: INGR

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91.39 USD **+0.20 (0.22%)** ↑

Mar. 11, 10:56 a.m. EDT · Disclaimer

1 day 5 days 1 month 6 months YTD 1 year **5 years** Max



Open	91.33	Div yield	2.74%
High	91.72	Prev close	91.19
Low	90.74	52-wk high	135.40
Mkt cap	6.09B	52-wk low	87.02
P/E ratio	14.86		

Ingredion doesn't make food products directly, but they are a massive company that supplies certain ingredients to food manufacturers.

This includes, oils, sweeteners, starches, and grains, among other things.

Most importantly, **all their products are plant-based**. It's tough to find specifics, but I believe they don't use any animal products either.

The company was also named as one of the 2019 World's Most Ethical Companies by Ethisphere (and for the 6 years before as well).

3. Bunge Limited

Stock Exchange: NYSE

Listing: BG

Market Summary > Bunge Ltd

NYSE: BG

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51.14 USD **+0.91 (1.81%)** ↑

Mar. 11, 10:58 a.m. EDT · Disclaimer

1 day 5 days 1 month 6 months YTD 1 year **5 years** Max



Open	50.43	Div yield	3.91%
High	51.15	Prev close	50.23
Low	50.25	52-wk high	77.23
Mkt cap	7.22B	52-wk low	48.89
P/E ratio	32.88		

Bunge owns several brands which sell oilseeds, grains, and sugarcane across the globe. They all appear to be vegan-friendly as far as I can tell.

They seem pretty transparent and focused on the environment and sustainable practices.

4. AAK

Stock Exchange: STO (Stockholm Stock Exchange)

Listing: AAK



It's a bit hard to tell from their website, which is loaded with nonsense buzzwords, but AAK sells oils and fats.

Their products do *appear to be vegan*, but I'm not super confident about that. They likely are, but I'm not 100% sure.

They do focus on sustainable and responsible sourcing, which are very much in line with vegan principles.

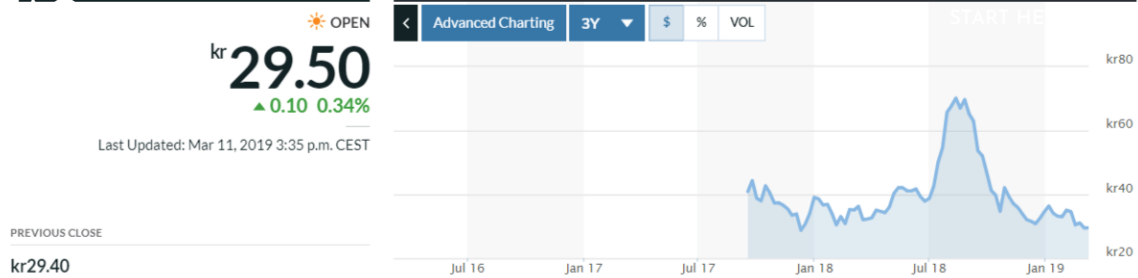
Note that AAK is on the STO. If you live in North America or somewhere beyond Europe, you can still invest in it if you want, but only certain investing platforms will let you. A quick call to whatever bank you use is the easiest way to find out.

5. SenzaGen

Stock Exchange: STO (Stockholm Stock Exchange)

Listing: SENZA

SenzaGen AB



This is the coolest company in terms of what they do in my opinion.

SenzaGen's purpose is to make it possible to eliminate animal testing for allergenic tests. They make a big difference in the cosmetic, dyes, and pharmaceutical industries.

It's another one listed on the STO, so you might need to contact your investing bank and find out if you're able to buy stock.

6. SIMRIS

Stock Exchange: STO (Stockholm Stock Exchange)

Listing: SIMRIS ALG



Again, Europe is leading the way in plant-based foods.

Simris makes [vegan omega 3 supplement](#) from algae, which is the best plant source of omega 3s. They make a few other algae-based products.

Their packaging and branding is beautiful, so hopefully they will do well in the future.

Option #3: Semi-Vegan Publicly Traded Stocks to Invest In

Again, there aren't many vegan options in the stock market, but here they are.

If you're new to investing, you'll need to set up a trading account on a platform like [Vanguard](#).

1. Tofutti Brands Inc. ([TOFB](#))

Tofutti Brands Inc (TOFB:OTCQB)

Real Time Quote | Exchange | USD

Last | 10:54:11 AM EDT

52 week range

2.20 UNCH (0)

1.51 - 3.04

1D 5D 1M 3M 6M YTD 1Y **5Y** ALL

+ Comparison

1W

Display

Studies

+ ✎ ↗



Tofutti makes soy-based, dairy-free frozen desserts.

Note that while most of their products are vegan, not *all of them are*.

It's an [over the counter stock](#), so you can buy shares in it, but as you can see from the chart above, they haven't done so great in recent years.

2. Hain Celestial Group (HAIN)

The Hain Celestial Group owns several “natural” and organic food companies. You might recognize a few:

- Celestial seasonings
- Earth’s Best
- Health Valley
- Hain Pure Foods
- FreeBird chickens
- Plainville Farms (Turkey)

HAIN owns several vegan companies, but **also own companies who slaughter chickens and other animals**. So you’re not strictly supporting vegan companies if you invest in HAIN, but I’ll leave the decision to you.

3. Pinnacle Foods (PF)

Pinnacle foods has acquired several food brands over the years, including Gardein as well as Earth Balance, and even Glutino which has many vegan products.



But as you can see there are **plenty of non-vegan brands** that they own as well like Duncan Hines and Mrs. Pauls.

That's really it for even vaguely vegan-related public companies right now. Unfortunately, investing and veganism are more or less mutually exclusive for now.

Option #4: Buy Stocks in Companies Who Are Starting to Support Veganism

If you're okay with the idea of investing in Hain Celestial because a large portion of their business is vegan, you might be able to apply similar logic to other businesses.

Here are some companies on the public stock market who are ramping up their investment in vegan-friendly products:

- **Danone** – Known for their non-vegan yogurt, but has invested large amounts into plant-based facilities recently.
- **Tyson** – Has made a significant investment in Beyond Meat, and has created a \$150 million capital fund to invest in plant-based startups. As I write this it seems strange to really consider Tyson (one of the largest chicken slaughterers) as anyway related to veganism.
- **Campbell's** – Joined the Plant Based Foods Association, and has launched new vegan products.
- **Unilever** – Parent company of Ben & Jerry's, who has recently launched several vegan ice cream products.

None are vegan, let's be clear about that, but clearly see that the future is plant-based and will hopefully transition more and more of their business to vegan-friendly activity.

Summary of Vegan Investment Options

I'm far from an expert investor, but I've spent quite a few hours doing research for this post to make sure it covers all your options.

Personally, I feel that investing in smaller, private companies that truly embody vegan ethics is the way to go (for now at least). Maybe even go to local vegan businesses and ask about investment opportunities if you have the motivation.

Full disclosure: While I mentioned VeganLaunch originally without any sort of affiliate link because I think it's a great service, at some point I've become an affiliate, meaning I do get a small commission if you end buying their services. I've tried to be as impartial as possible and laid out what they offer as clearly as possible so that you can form your own opinion.



ABOUT THE AUTHOR

Dale C.

Your friendly neighborhood vegan from Toronto. Chemical engineer turned semi-professional soccer player and freelance writer. Trying to do my small part in making the world better by writing about the wonderful world of veganism.

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18 COMMENTS

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KAJSA LUNDQVIST

August 2, 2018 at 8:14 pm

Great share! Exited to see more financial vegan news.

[Reply](#)

TAIYLOR

October 4, 2018 at 5:25 pm

Thanks for the information! Wish Tofutti wasn't the only public vegan company.. I would love to invest in Tofurky.

[Reply](#)

DALE C.

October 22, 2018 at 3:19 pm

Me too! Tofurky has always been a family-owned business with no shareholders. Given how patient they've been over 30+ years while growing, I wouldn't expect that to change.

[Reply](#)

ANDERS NORELL

October 14, 2018 at 3:20 pm

Thanks Dale for your valuable information!
Will look into your suggestions.

[Reply](#)

SHEL THORPE

October 22, 2018 at 3:10 pm

Thanks for the information .Amazing that toffuti is the only true vegan publically listed company.

[Reply](#)

DALE C.

October 22, 2018 at 3:16 pm

Yeah it's too bad there's not many options. But I think we'll see a slew of companies pop up over the next few years, and they'll likely be really great investment opportunities.

[Reply](#)

PELLE ABERG

November 2, 2018 at 11:10 pm

What do you think about Kale United?

<https://kaleunited.com>

Looks really interesting to me. They are not yet on the stock market. But if you want to join, they just launched a crowd funding.

[Reply](#)

DALE C.

November 4, 2018 at 5:57 pm

It does look interesting, but seems like an unproven investment given the stage they're at. Could be something to keep an eye on, thanks for letting me know about it.

[Reply](#)

MÅNS ULLERSTAM

March 11, 2019 at 8:34 am

This is Måns from Kale United. Thanks for mentioning us. Please reach out to us if you would like to know more. We will raise more capital fairly soon.

[Reply](#)

ALEKS

March 17, 2019 at 9:50 pm

Hi Pelle, did you contribute to the crown funding campaign?

Personally I decided against it after checking the companies that Kale United supports. Not to be negative, but from an investment point of view I did not see them to be offering a product or service that is original or has an advantage over other non-vegan companies.

This being said, I wish success to every vegan company 😊

[Reply](#)

ROD

November 16, 2018 at 1:42 am

From one engineer to another, Great job. Thank you for the information.

[Reply](#)

DALE C.

November 23, 2018 at 1:45 am

Thanks Rod, appreciate it.

[Reply](#)

ALYSSA HAPPY

December 11, 2018 at 3:02 am

AWESOME! I really enjoyed reading this article. It is definitely uplifting to see such caring genuine and selfless energy being generated and spread around the world! This is not only beneficial information for individual investors but for well-being supporters all over the globe! I feel inspired that change is absolutely here! 😊
Thank you for this read Dale!

[Reply](#)

DALE C.

December 12, 2018 at 2:28 pm

It seems like there's a lot of great projects being created these days. No doubt that many will turn into great investment opportunities as well.

Thanks for the comment Alyssa.

[Reply](#)

ALEKS

March 17, 2019 at 10:16 pm

Thanks for another interesting read, Dale.

I knew of Simris before as I was wondering whether to invest or not like an year ago. I remember an issue that Simris had to deal with was the fact that there was no standard for eco algae. Yes, they are that much ahead of their time :) The stock has fallen a bit but I hope they will find their way up eventually!

I have not heard of Senzagen before and I will definitely check them out.

There are some amazing Swedish vegan companies but unfortunately they are staying private (for now). Oatly (<https://www.oatly.com/se/>) is one of them. They specialize in oat based drinks and plant-based milk and are very popular in Sweden and growing fast internationally. China is investing in Oatly 😊 Maybe, they will go public one day.

There is another company that caught my attention – Anamma, they sell soy based meats on the Swedish market and got bought by Orkla few years ago (a giant company with dozens of mostly non vegan food products under its belt).

Like you wrote, it is difficult to find vegan companies that are public because very often they are bought by bigger non-vegan companies or they are not advertised as “vegan” in the first place. There is a risk that if one waits for companies to go public under the banner “vegan” or even plant-based, one might miss some great opportunities. This said, I am very excited about Beyond Meat going public.

[Reply](#)

M

May 2, 2019 at 7:03 pm

Are you buying BYND today??

[Reply](#)

DALE C.

May 2, 2019 at 10:27 pm

I’m not, most people don’t have access to buying IPOs, but I’ll consider it when it becomes available to regular folks.

[Reply](#)

JANETTE MEJIA

June 14, 2019 at 8:53 pm

It's totally available now and doing great!

[Reply](#)

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