



# VEGGIE THUMPER

Not your typical vegan.



**P**hilly “cheesesteak”. BBQ “chick’n” & white bean nachos. Smoked cheddar mac n cheese. “Meatloaf”, mashed potatoes and gravy. This is not your typical vegan food and Veggie Thumper is not your typical food truck.

Veggie Thumper, a 35 foot colorful bus, is owned and operated by Lyssa Wade. Wade began making homemade natural health products in 2011, then eventually morphed her business into a vessel to provide conscious food to the Des Moines community. Some favorite meals from the bus include the BBQ “Chick’n” and White Bean Nachos, the Cajun Mac n Cheese, and the Frisco Melt.

“Veggie Thumper came along because I couldn’t find what I was looking for in the community. People told me I should cook for others. So, I decided if nobody else is going to make conscious vegan snacks for me, I’ll figure out a way to make it for all of us,” Wade said.

With a limited number of vegan and healthy food restaurants in Des Moines, Veggie Thumper provided exactly what the community needed. Wade brought her bus-load of fresh and healthy food directly to the oppressed communities that have less access to healthcare and the fresh foods needed to live with a

high quality of life.

According to Wade, many of the ailments that our loved ones often face could've been avoided or even healed by eating the right foods. So, having access to affordable food with natural ingredients is extremely important to the overall health and prosperity of a community.

"Veganism is already a privileged way of living, many lower income families don't have the accessibility or capability of having the same food that vegans do. By Veggie Thumper allowing vegan food to be accessible for all income backgrounds, it opens doors of how veganism can be brought to the next generation of vegans that don't need a lot of money or ingredients to make great vegan cuisine," senior Marelynn Navarro said.

Along with being a provider of conscious food, Veggie Thumper is also one of multiple Black woman owned business in Des Moines. With the recent protests for racial justice and police reform, there has been an increase in the popularity of buying from Black businesses, but at times it seems more like a trend than a normality. In order for the Black community to truly thrive, Black businesses need to be supported constantly, not just when it's convenient.

"Normalizing the support of Black businesses is normalizing the sustainability of Black dollars! Long story short, BUY BLACK! (There are Black businesses out there that can replace the ones you use now)," Hoover alum Linda Brown said.

In order to normalize the continuous support of Black lives and local Black businesses like Veggie Thumper, visit TheChallenger.com for a series of articles on Black businesses in Des Moines. Let us know which ones are your favorites through our Instagram or Twitter @hhs\_challenger.

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LOCATED NEXT!  
VEGGIETHUMPER.COM  
INSTA: @VEGGIETHUMPER  
FACEBOOK: VEGGIE THUMPER**



**SEARED LION'S MANE WITH  
REMOULADE**



**CAULIFLOWER PICATTA  
ON TOMATO BASIL**



**JERK MAC N CHEESE**