

*Recipes and  
Cooking Tips,  
How to Stay Healthy,  
Resources, Q&A,  
and more!*

# Guide to Cruelty-Free Eating





**Thank you** for taking the time to consider the following ideas! This guide is for all thoughtful, compassionate people—from lifelong meat eaters who are just learning about factory farms, to vegetarians seeking new recipes and nutritional information, to vegans interested in more ways to help end cruelty to animals.

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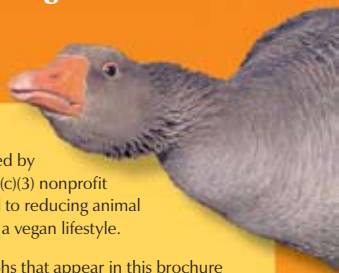
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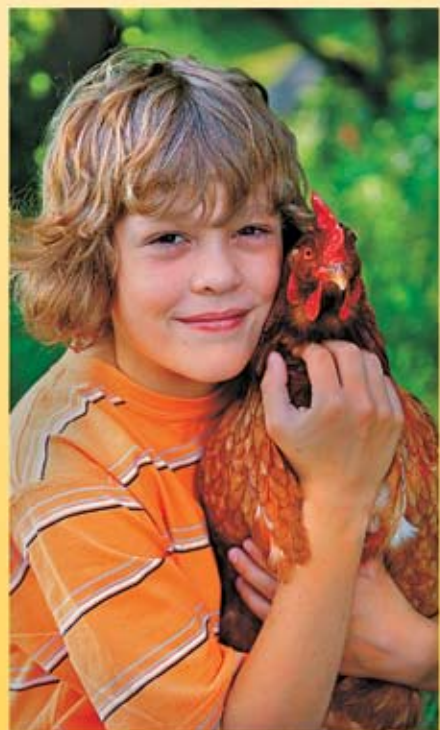
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# Choosing Compassion

What we choose to eat makes a powerful statement about our ethics and our view of the world—about our very humanity. By not buying meat, eggs, and dairy products, we withdraw our support from cruelty to animals, undertake an economic boycott of factory farms, and support the production of cruelty-free foods.

From children and grandparents to celebrities and athletes, compassionate living is spreading—and easier than ever! Today, even small-town grocery stores can feature a variety of veggie burgers, dogs, and deli slices, plant-based milks, and nondairy desserts—a bounty unimaginable only a decade ago!



## Opposing Cruelty: A Results-Based Approach

When you first discover the reality of modern animal agriculture, avoiding all products from factory farms might seem too big a change. But don't be overwhelmed—just take small steps. For example, you could eliminate meat for certain meals or on certain days. As you get used to eating less meat and find alternatives you enjoy, it may become easier to eliminate meat altogether.

Ultimately, living with compassion means striving to maximize the good we accomplish, not following a set of rules or trying to fit a certain label. From eating less meat to being vegan, our actions are only a means to an end: decreasing suffering.

For this reason, we believe the consequences of our actions are the bottom line. Our desire to oppose and help end cruelty to animals can help guide our choices, as well as provide a simple, easy-to-understand explanation of our actions. The question isn't, "Is this vegan?" but, "What is best for preventing suffering?"

# Eating Cruelty-Free

## What's on the Menu?

Many people believe that eliminating animal products will greatly narrow their menus. But according to most vegans, quite the opposite happens. If you visit your local natural food store or co-op, explore your supermarket's organic and ethnic food sections, peruse some vegetarian cookbooks, or just follow the suggestions in this booklet, you will soon become familiar with the wide variety of options that were not part of your previous diet. And you'll find that you can follow almost any recipe—old or new—by substituting ingredients.

For those who prefer not to cook, there are a large number of vegan packaged foods from which to choose: frozen dinners; canned and dehydrated soups, stews, and chilies; and veggie dogs and burgers. You may even find that your local health food store has its own deli counter, stocked with prepared foods.

If you can't find enough vegan options locally, you may want to try *The Mail Order Catalog for Healthy Eating*, a great source for meat and dairy substitutes (see page 15 for this and other resources).



“When I first started looking into vegetarianism and then veganism, I chose to explore a new type of cooking or a new type of food every week: Indian one week, recipes for this strange grain called ‘quinoa’ the next... Thai, seitan, Middle Eastern, nutritional yeast. Soon, I had a menu that far exceeded my previous, omnivorous diet, in both diversity and taste.”

—Erik Marcus, author of *Meat Market* and *Vegan: The New Ethics of Eating*

# Glossary

**Nutritional Yeast** Available as flakes or powder, nutritional yeast adds a cheesy flavor to all sorts of foods. Red Star's Vegetarian Support Formula (T6635+) is fortified with vitamin B12 (see page 17 for more on B12).

**Seitan** Also known as wheat meat, seitan [say-TAN] is versatile, hearty, and chewy. Seitan is available ready-made (refrigerated or frozen) or as a mix, but it's also relatively easy to make from scratch. And, given that it keeps well, you can make a lot to have on hand.

Seitan's main ingredient is vital wheat gluten (also called instant gluten flour), which can generally be found in the baking aisle at larger grocery stores. Be sure not to substitute any other flour—high gluten flour is not the same. The cookbook *Veganomicon* (shown on page 15) has a basic seitan recipe plus several others, including seitan piccata, potpie, and jambalaya.

**Tahini** A staple in Middle Eastern cooking, tahini is a versatile paste made from ground, hulled sesame seeds. (Sesame butter, from unhulled seeds, is thicker and more bitter.) Tahini made from roasted seeds has a stronger flavor than the variety made from raw seeds. Tahini is calcium-rich, and its nutty taste and creamy consistency are great for sauces, dips, spreads, and creamy dressings.

**Tempeh** Whole soybeans, sometimes mixed with grains, are fermented to produce tempeh [TEM-pay]. Compared to tofu, tempeh is richer both in absorbable nutrients and in flavor. Plain and flavored varieties are available and can be used in recipes that call for meat.

**Tofu** Also known as bean curd, tofu is made from the mild white milk of the soybean. Tofu is not only inexpensive and easy to find, but it's a great source of protein.

There are two main types of tofu: regular (Chinese-style, such as White Wave) and silken



(Japanese-style, such as Mori-Nu). Regular tofu typically comes in refrigerated water-packed tubs, while silken tofu is commonly sold in shelf-stable aseptic packages. Both types are available in soft, firm, and extra-firm varieties.

Silken tofu's custardlike texture makes it a wonderful substitute for dairy products. It's best for dressings, spreads, sauces, shakes, soups, desserts, and baked goods.

Firm or extra-firm regular tofu is used as a meat substitute. It can be stir-fried, baked, broiled, or grilled. (See page 10 for tips.)



Tofu's neutral taste makes it extremely versatile, allowing it to pick up flavors from herbs, spices, and other ingredients. You can marinate tofu before cooking it, or buy ready-to-eat products such as White Wave's baked tofu in tomato basil, lemon pepper, Thai, and Italian styles.

**TVP** Textured vegetable (or soy) protein is made from soy flour that has been cooked under pressure, extruded, and dried. Since the oil has been extracted, it has a long shelf life. TVP is high in protein, iron, calcium, fiber, and zinc. It's available, flavored and unflavored, in various styles, shapes and sizes, such as ground "beef," "chicken" cutlets, and "bacon" bits.

# Meat and Dairy Substitutes

Here are just some of the vegan products available at many supermarkets and natural food stores:

**Hot Dogs** **Lightlife** Smart Dogs, Tofu Pups  
**SoyBoy** Not Dogs, Vegetarian Franks  
**Tofurky** Foot Long Veggie Dogs,  
 Franks (Original, Chipotle)  
**Yves** Meatless Hot Dog,  
 Meatless Jumbo Dog,  
 Good Dog, Tofu Dog



**Hamburgers** **Amy's Kitchen** All American  
 Burger, Bistro Burger, California Veggie Burger,  
 Quarter Pound Veggie  
 Burger, Texas Burger  
**Boca** Burgers  
 (Vegan Original,  
 Roasted Garlic,  
 Roasted Onion)  
**Gardenburger**  
 Black Bean Chipotle,  
 California Burger, Flame Grilled, GardenVegan,  
 Veggie Medley **Lightlife** Meatless Light Burgers  
**Morningstar Farms** Grillers Vegan, Vegan  
 Burger **Turtle Island** SuperBurgers (Original,  
 TexMex) **Yves** Meatless Beef Burgers



**Cold Cuts** **Field Roast** Thin Deli Sliced Field  
 Roast (Lentil Sage, Wild Mushroom, Smoked  
 Tomato) **Lightlife** Smart Deli (Pepperoni, Ham,  
 Santa Fe Chick'n Style, Turkey, Bologna)  
**Tofurky** Deli Slices (Original, Peppered, Hickory  
 Smoked, Cranberry & Stuffing, Italian Deli,  
 Philly Style Steak) **Yves** Meatless Deli Slices  
 (Bologna, Ham, Turkey, Salami, Pepperoni,  
 Roast without the Beef, Smoked Chicken)

**Bacon and Sausage** **El Burrito** SoyRizo  
**Field Roast** Sausages (Italian, Mexican Chipotle,  
 Smoked Apple Sage) **Gardenburger** Veggie  
 Breakfast Sausage **Lightlife** Smart Bacon, Fakin'  
 Bacon Organic Smoky Tempeh Strips, Gimme  
 Lean Ground Sausage Style, Smart Links  
 Breakfast **Morningstar Farms** Meal Starters  
 Sausage Style Recipe Crumbles **SoyBoy** Tofu  
 Breakfast Links **Tofurky** Beer Brats, Sweet  
 Italian Sausage, Kielbasa, Breakfast Links  
**Yves** Meatless Canadian Bacon, Veggie Brats  
 (Classic, Zesty Italian)

**Beef Boca** Meatless Ground Burger **Field**  
**Roast** Classic Meatloaf **Lightlife** Gimme Lean  
 Ground Beef Style, Smart Ground Original,  
 Smart Strips Steak Style, Smart Menu Meatball  
 Style **Morningstar Farms** Meal Starters Grillers  
 Recipe Crumbles, Meal Starters Steak Strips  
**Nate's** Meatless Meatballs (Classic, Savory  
 Mushroom, Zesty Italian) **Yves** Meatless  
 Ground Round Original

**Chicken and Turkey Boca** Chik'n Patties  
 (Original, Spicy), Original Chik'n Nuggets **Cary**  
**Brown's** Chicken-Free Chicken **Field Roast**  
 Celebration Roast **Gardenburger** Chik'n Grill,  
 Breaded Chik'n **Health is Wealth** Chicken-Free  
 Patties, Chicken-Free Nuggets, Chicken-Free  
 Buffalo Wings **Lightlife** Smart Strips Chick'n  
 Style **Morningstar Farms** Meal Starters Chik'n  
 Strips **Nate's** Chicken Style Meatless Nuggets  
**Tofurky** Roast **White Wave** Chicken Style  
 Seitan, Chicken Style Wheat Meat **Yves** Meatless  
 Chicken Burgers, Meatless Ground Turkey





**Eggs Ener-G** Egg Replacer (for baking only; see page 9 for more tips on egg-free baking)

**Milk Eden** Edensoy Soymilk, EdenBlend Rice & Soy Beverage **Silk** Soymilk **Taste the Dream** Rice Dream Rice Drink, Soy Dream Soymilk **Whole Foods** 365 Organic Soymilk

**Butter Earth Balance** Original Buttery Spread, Soy Garden Buttery Spread **Spectrum** Naturals Spread, Essentials Omega-3 Spread

**Cheese Galaxy Foods** Parmesan Flavor Vegan Grated Topping, Rice Vegan Flavors (American, Cheddar, Pepper Jack) **Tofutti** Soy-Cheese Slices (American, Mozzarella)

**Vegan Gourmet** Cheese Alternative (Cheddar, Monterey Jack, Nacho, Mozzarella)

**Mayonnaise Follow Your Heart** Vegenaïse

**Sour Cream Tofutti** Sour Supreme **Vegan Gourmet** Sour Cream Alternative

**Cream Cheese Tofutti** Better than Cream Cheese (Plain, French Onion, Herbs & Chives, Garlic & Herb, Garden Veggie) **Vegan Gourmet** Cream Cheese Alternative

**Yogurt Silk** Live! Soy Yogurt **Turtle Mountain** So Delicious Dairy-Free Yogurt **WholeSoy** Soy Yogurt, Soy Frozen Yogurt

**Ice Cream Double Rainbow** Soy Cream, Sorbet **Taste the Dream** Rice Dream, Soy Dream **Tofutti** Cuties **Turtle Mountain** Purely Decadent, Organic So Delicious

Note: Vegan yogurts and frozen desserts come in a wide array of flavors. There are also various flavors and fortified styles of nondairy milk.

## Simple Meal Ideas

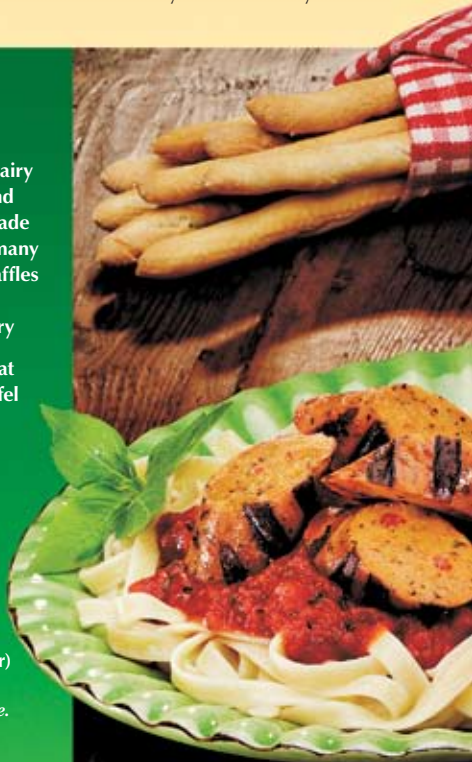
**Breakfast** Oatmeal or cold cereal with fruit and nondairy milk • Toast, bagel, or English muffin with fruit spread and peanut butter or vegan cream cheese • Fruit smoothie made with nondairy milk or soy yogurt • Pancakes or waffles (many brands of prepared mixes and a variety of Van's frozen waffles are vegan) • Tofu scramble with hash browns and veggie sausage (see recipe on page 11) • Fruit-filled toaster pastry

**Lunch** Veggie burger or dog with fries • Faux lunchmeat sandwich with chips • Veggie pizza • Bean burrito • Falafel pita sandwich with hummus • Peanut butter and jelly

**Dinner** Pasta with faux meat sauce • Faux meat tacos, burritos, or enchiladas • Veggie chili (see tips on page 9) Stir-fry with tofu, tempeh, or faux meat • Faux meat with gravy and mashed potatoes • Vegetable tofu lasagna

**Snacks or Dessert** Nondairy ice cream or pudding Vegan cookies, pie, or cake (see recipes on page 14) Fresh or dried fruit • Nuts or seeds • Trail mix • Pretzels or popcorn • Chips and salsa • Energy bar (vegan Clif Bar)

Right: A pasta dinner topped with Tofurky Sweet Italian Sausage.





# Cooking Cruelty-Free

## Do You Really Need a Recipe?

It's fun to find a new recipe and add it to your regular favorites. But if you don't have time for a recipe, try the “meat, potatoes, and vegetable” approach to a meal, and sauce it up! Simply pick one or more of each of the following:

### Protein source

Beans, seitan, tempeh, tofu, TVP, faux meat



### Carbohydrate source

Potatoes, bread, pasta, rice, tortillas, unusual grains (such as quinoa or amaranth)



### Vegetable

Countless options



**Sauce** There are many canned and bottled sauces available at most supermarkets, from the mundane (basic tomato or barbecue sauce, for example) to the exotic (such as chili salsa or Thai sesame-lime marinade).



Use sauce to marinate and cook your protein source or to cover your carbohydrate source and veggies. Sauces can be made more nutritious by adding nuts, seeds, and/or oils, such as flaxseed oil (see page 18), which is best in

cold sauces or dressings with an already strong flavor. With the variety of sauces available and the number of food combinations possible, you can easily try innumerable new dishes without ever cracking open a cookbook!



## Substitution Tips

Recipes are often presented as fixed and final. It might seem that if you don't have tempeh, or green shallots, or vegetable broth, for example, you are out of luck. But very rarely is something so vital to a recipe that you can't substitute for it—or even ignore it (such as the eggs called for in boxed pancake mixes). Don't be afraid to experiment—try TVP instead of seitan, onions instead of scallions, peas instead of carrots, tomato sauce or even ketchup instead of tomato purée, soy sauce instead of tamari, pasta instead of rice, etc.

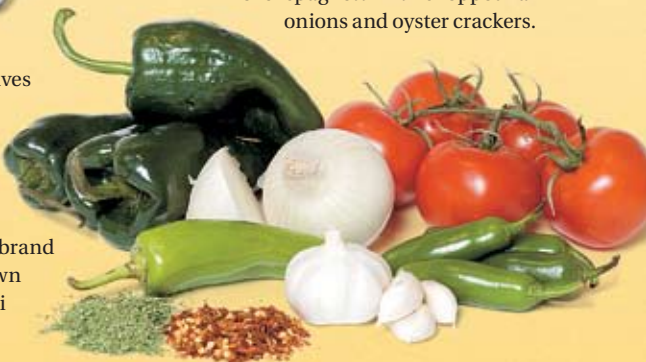
Indeed, most traditional recipes can be made vegan with some imagination. The more you experiment, the better you'll be able to revitalize old favorites and create new ones! Read on for some ideas to get you started, followed by recipes on page 11.

## Vegan Tacos and Chili

Any number of meals can be centered around Lightlife Gimme Lean—a product loved by vegetarians and nonvegetarians alike. For vegan taco meat, fry up one tube of Gimme Lean in canola oil and then add a package of Ortega taco seasoning and Campbell's V8 juice (the spicy version if you like more heat).



Of course, there are many alternatives to this. Several meat substitutes will work: other brands of faux ground meat (see page 6), TVP, or even crumbled veggie burgers, tofu, or tempeh. You can skip the V8 and just use water. Use another brand of seasoning, or try salsa or your own combination of spices (cumin, chili powder, garlic, etc.) instead.



## Baking without Eggs

Most baked goods that don't require much leavening and only call for one egg can easily be made without the egg—just add two or three additional tablespoons of liquid to the batter. To lighten baked goods, try Ener-G Egg Replacer or one of the following (equivalent to one egg):

- ¼ C applesauce or mashed banana
- 3 T silken tofu blended with the recipe's liquid ingredients
- 2 T cornstarch mixed with 2 T water



From a base of fried Gimme Lean (or other faux meat), you can do just about anything: add a can of drained black beans or chickpeas; or stir in a can of diced tomatoes, including those with spicy jalapeños or green chilies. Short on time? Look for ready-made, vegan taco fillings, such as Lightlife Smart Tex Mex or Yves Meatless Taco Stuffers.

Taco meat or chili can be served in just about any fashion: in flour or corn tortillas or taco shells, over baked potatoes or rice, with chips or hot bread, etc. Shredded vegan cheese and tofu-based sour cream are good compliments. You can also eat chili *Cincinnati style*—that is, over spaghetti with chopped raw onions and oyster crackers.



## On-the-Fly Stir-Fries

You can make a stir-fry to meet any taste, using whatever you have on hand: tofu or tempeh, onions, garlic, mushrooms, carrots, peas, cabbage, cauliflower, broccoli, etc. Cut up whatever you want to use beforehand.

For an easy tofu dish, heat a tablespoon each of sesame oil and canola oil in a nonstick frying pan or wok. Once the oil is medium hot, drop in bite-size pieces of tofu (one 16-ounce package, frozen and thawed; see sidebar).

After a few minutes, start to add other ingredients, generally in the order of those that need to cook the longest (carrots) or will impart the most flavor to the tofu (onions and/or garlic).



Once the tofu has browned enough (sometimes, more oil must be added), pour in a bottle of Iron Chef General Tso's sauce or another sauce from the Asian food section of your grocery—or any other type of sauce that sounds good! Add a bit of water to the

empty bottle, shake, and add to the pan. Stir thoroughly, cover, and simmer for 10 to 20 minutes. Serve over rice or pasta.

## Tofu as a Meat Replacer

Select firm or extra-firm regular tofu.

**Pressing** When used in place of meat, tofu should first be pressed: cut the block lengthwise and squeeze out the excess water. The more liquid removed, the firmer and more flavor absorbent the tofu becomes.

**Freezing** For a chewier texture, use frozen and thawed tofu. Frozen tofu not only lasts longer but, once thawed and pressed, more readily soaks up sauces and marinades.

Be sure to use regular tofu and, for best results, freeze for a minimum of 48 hours.

Let the tofu thaw in the refrigerator for about 24 hours. Once fully defrosted, press thoroughly; then slice or tear into bite-size pieces, as desired.



## Creamy Nondairy Dips

Creamy dips can be based on any variety of beans, such as chickpeas for hummus (recipe available at [VeganOutreach.org/guide/](http://VeganOutreach.org/guide/)), or prepared using vegan sour cream or silken tofu.

Starting with 12 ounces of Mori-Nu extra-firm silken tofu in a food processor, add ½ cup of rice milk and ¼–½ cup of canola oil. Of course, you can use soymilk, a different oil (or none), soy sauce (to taste), water, etc. If you use soft silken tofu instead of extra firm, you won't need as much liquid, if any.

Next, add whatever type of seasoning mix you're in the mood for; then blend at a high speed for 3 to 5 minutes, stopping once or twice to scrape down the sides. A half package each of Hidden Valley fat-free ranch dip and Lipton onion soup mix is an interesting combination. For a new dip, add part of a bottle of a favorite salad dressing.



# Recipes



## Blueberry Muffins

### Muffin ingredients

- 1½ C flour
- ¾ C sugar
- 2 tsp baking powder
- ½ tsp salt
- ¾ C vegan milk (soy, rice, almond, or hemp)
- ⅓ C oil
- 1 C fresh blueberries

### Crumb topping

- ½ C brown sugar
- ⅓ C flour
- ¼ C margarine
- 1½ tsp cinnamon

Preheat oven to 400°F. Grease muffin cups or line with muffin liners.

Mix the flour, sugar, baking powder, and salt in a bowl. Combine the oil and plant-based milk in a second bowl; then stir into dry mixture. Fold in blueberries.

Mix all the topping ingredients with a fork. Fill muffin cups right to the top with batter, and sprinkle with crumb topping mixture.

Bake for 20 to 25 minutes, or until done.

## Chilaquiles

- 1 medium onion, chopped
- 2 tsp diced garlic
- 2–3 T oil

- 1 package extra-firm regular tofu, crumbled
- 2 15-oz jars salsa (use a bit less than 4 C of your favorite brand)

- 1 16-oz bag tortilla chips

Sauté the onion and garlic in oil until tender; then add the tofu and salsa. When the mixture begins to bubble, turn off heat and add the chips, using a spatula to mix well.

## Tofu Breakfast Scramble

- 1 lb firm or extra-firm regular tofu, crumbled
- 2 T vegan margarine or vegetable oil

- ½ C nutritional yeast
- 2 tsp onion powder
- 1 tsp garlic powder
- 1 tsp parsley flakes
- ½ tsp turmeric
- salt & pepper, to taste

In a large frying pan, sauté crumbled tofu in margarine for 2 to 3 minutes. Add remaining ingredients; mix well. Cook over medium heat for 5 to 10 minutes, stirring often.

Serve with traditional breakfast sides such as toast, potatoes, and veggie bacon or sausage.

**Variations** Add sautéed vegetables (onions, mushrooms, peppers, etc.) and/or top with melted vegan cheese. For breakfast burritos, wrap scramble in tortillas and serve with salsa.

### You'd like a breakfast scramble, but you're scrambling for time?

No problem! Amy's Kitchen offers two convenient options: a complete breakfast with hash browns and veggies, as well as a pocket sandwich (check the frozen foods section at your local supermarket or health food store).



# Recipes *continued*

## Thai Noodles

1 lb soba, rice, or other noodles

### Sauce

- ¾ C water
- ⅔ C peanut butter
- 3–4 T tamari or soy sauce
- 2 T vinegar (or lime or lemon juice)
- 1 T sugar (or maple syrup)
- ½ tsp red pepper flakes or chili powder

### Stir-fry ingredients

- ½ lb extra-firm regular tofu or tempeh, cubed;  
or faux meat (such as Morningstar Farms  
Meal Starters steak or chik'n strips)
- 1 large onion, chopped
- 4–8 garlic cloves, minced
- 1 tsp fresh ginger, minced (optional)
- 2 T sesame, peanut, or other vegetable oil
- 2 C chopped or julienned carrots
- 1 8-oz can sliced water chestnuts
- 1 broccoli stalk, blanched or steamed  
and cut into bite-size pieces
- 2 C bean sprouts

### Garnishes

- ½ C chopped peanuts
- ½ C chopped green onions
- 1 lime, cut into wedges

Cook the noodles, drain, and set aside. In a food processor or blender, combine the sauce ingredients until smooth; then set aside.

In a wok or large frying pan, stir-fry the “meat,” onion, garlic, and ginger in sesame oil. Add the carrots, water chestnuts, and a little water, and stir-fry for a few minutes. Then add the sauce, broccoli, bean sprouts, and noodles; stir and cook until sauce thickens (about 5 minutes).

Serve with garnishes if desired.

**Variations** Replace the sauce ingredients with a store-bought peanut sauce, and/or use any veggies you like. Serve dish warm or chilled.



## Potato Salad

8–10 medium potatoes (yellow or red are best)

### Dressing

- 1 C vegan mayonnaise (such as Veganaise)
- 2 T oil
- 2 T vinegar
- 2 T mustard
- 1 tsp sugar
- ½ tsp salt
- pepper, to taste

### Optional ingredients

- ½ C diced celery, dill pickles, and/or carrots
- ¼ C chopped scallions and/or sliced black olives

### Garnishes

- ¼ C finely chopped parsley
- dash of paprika

Boil the potatoes until tender (10–20 minutes, depending on the type). While the potatoes are boiling, combine the dressing ingredients in a small bowl, and mix thoroughly.

When the potatoes are tender, run cold water over them and carefully peel with a knife. Cube the potatoes and place in a large bowl with any optional ingredients that are desired. Pour dressing over the potatoes and toss.

Refrigerate for at least one hour before serving. Add garnishes if desired.

You'll find cookbooks and other resources listed on page 15. For more on vegan cooking, including dozens of links to *thousands* of recipes, visit [VeganOutreach.org/guide](http://VeganOutreach.org/guide)

## Cheeze Sauce

- 1 C flour
- 1 C nutritional yeast
- 2 tsp salt
- 1 tsp garlic powder
- ½ tsp pepper
- 2 C water
- ½ C safflower or other vegetable oil
- 1 T wet mustard
- 1 T cider vinegar

Combine dry ingredients in a heavy saucepan. Whisk in water and oil. Then add mustard and vinegar, and stir. Cook over medium heat until thickened, stirring constantly.

Serve sauce over pasta, rice, baked potatoes, or steamed vegetables; or use as a dip for pita bread or tortilla chips.

For mac & "cheese" casserole: Mix the sauce with cooked macaroni, put in a casserole dish, sprinkle with paprika, and bake at 350° F for 15 minutes. Then, if desired, place under the broiler for a few minutes until the top is crisp.

## Bean Soup

- 1 medium onion, chopped
- 2 tsp minced garlic
- 2 T oil
- 2 C vegetarian broth or salsa (or a combination)
- 1 15-oz can diced or crushed tomatoes
- 1 15-oz can red kidney beans, rinsed
- 1 15-oz can vegetarian refried beans
- 1 15-oz can black beans, rinsed
- ½ tsp cumin
- pepper, to taste

In a large pot, sauté onion and garlic in oil. Add all other ingredients and bring to a boil. Reduce heat and simmer for about 10 minutes.

## Vegan Seasonings

Many vegan broth and seasoning products are available, including chicken and beef styles. They're great to have on hand for making soup, stew, gravy, or any recipe that calls for stock. Bragg Liquid Aminos is a nutritious all-purpose seasoning with a flavor similar to soy sauce and tamari.



## Missing Egg Sandwiches

- ½ lb firm regular tofu, mashed (about 1 C)
- 2 green onions, finely chopped
- 2 T pickle relish
- 1 T vegan mayonnaise
- 1 tsp mustard
- ¼ tsp cumin
- ¼ tsp turmeric
- ¼ tsp garlic powder
- 8 slices whole wheat bread
- 4 lettuce leaves
- 4 tomato slices

Combine mashed tofu with all but the last three ingredients. Mix thoroughly.

Spread mixture on bread and top with lettuce and tomato (makes four sandwiches).



# Recipes *continued*



## Chocolate Chip Oatmeal Cookies

### Wet ingredients

- ¾ C brown sugar
- ¾ C sugar (or use 1 ½ C of one kind of sugar)
- ¾ C canola oil
- ½ C water
- 1 tsp vanilla extract

### Dry ingredients

- 3 ½ C oats (regular or quick)
- 2 C flour (some whole wheat flour can be used if desired, but not more than about ½ C)
- ½ tsp baking soda
- 1 12-oz package chocolate chips

Preheat oven to 350° F. Combine the wet ingredients in one bowl, and the first three dry ingredients in a larger bowl. Then pour the wet mixture into the dry, and mix thoroughly.

Form dough into patties on ungreased cookie sheet; then push in chocolate chips. (Adding the chips to the mix before forming the patties tends to make the patties too crumbly.)

Bake 8–12 minutes, testing after 8. Ovens tend to vary, as do the baking times for the top and bottom racks. Longer baking times lead to crunchier cookies, but a greater risk of burning!

**Variations** Decrease the flour by ¼ C and add ½ C ground walnuts. Add ½ tsp ground cinnamon to the dry mixture, and use raisins instead of chocolate chips.

## Chocolate Peanut Butter Pie

- 1 ½ C chocolate chips
- 1 12-oz package silken tofu
- 1 C smooth peanut butter
- ½ C soymilk (vanilla or plain)
- 1 graham cracker crust (Keebler's is dairy-free)

Melt the chips in a microwave or saucepan. Using a food processor or heavy-duty blender, mix all the ingredients (except the piecrust, of course) until smooth. You may need to stop the food processor or blender occasionally to push the top ingredients to the bottom. The mixture will be very thick, but should be smooth.

Use a spatula to transfer the mixture into the graham cracker crust. Chill in the refrigerator for at least 2 hours before serving.

## Chocolate Cake

- 1 ½ C flour
- 1 C sugar
- 3 T cocoa or carob powder
- 1 tsp baking soda
- ⅛ tsp salt
- 4 T oil
- 1 tsp vanilla
- 1 T vinegar
- 1 C cold water

Preheat oven to 350° F. In an adequate mixing bowl, combine the dry ingredients.

Create three holes in the mixture. Put oil in the first hole, vanilla in the second, and vinegar in the third. Cover with water, and mix thoroughly.

Transfer to oiled or nonstick 9-inch cake pan or equivalent. Bake for 35 minutes.

**Variation** Batter can be used for cupcakes; bake for 25 minutes.



Some grocery chains and chocolate companies, such as Sunspire and Ghirardelli, offer nondairy chocolate chips. Check your local supermarket, health food store, or co-op; or order online from Pangea or Vegan Essentials (see page 15).

# Resources



## Vegan Cookbooks

***How It All Vegan! Irresistible Recipes for an Animal-Free Diet*** by Sarah Kramer and Tanya Barnard

***Vegan with a Vengeance: Over 150 Delicious, Cheap, Animal-Free Recipes That Rock*** by Isa Chandra Moskowitz

***Veganomicon: The Ultimate Vegan Cookbook*** by Isa Chandra Moskowitz and Terry Hope Romero

## Online/Mail Order Catalogs

**The Mail Order Catalog** Large assortment of vegetarian food products (many of which can be purchased in bulk) and discount cookbooks. 800-695-2241; Healthy-Eating.com

In addition to foods and books, the following merchants carry vegan vitamins/supplements; shoes, clothing, and accessories; personal care and household products; and more!

**Pangea** 800-340-1200; VeganStore.com

**Vegan Essentials** 866-88-VEGAN; VeganEssentials.com

**The Vegetarian Site** 520-529-8691; TheVegetarianSite.com

## Leather Alternatives

Nonleather shoes, clothing, belts, bags, and other accessories can also be found in many mainstream stores, and most athletic shoe companies offer leather-free options.

For more information, please see [VRG.org/nutshell/leather.htm](http://VRG.org/nutshell/leather.htm)



## Products Not Tested on Animals

Most products sold in natural food stores are cruelty-free; check the labels. Major supermarket chains also carry products that haven't been tested on animals (e.g., Safeway and Pathmark house brands, Tom's of Maine).

## Advocacy Brochures

In addition to our *Guide to Cruelty-Free Eating*, Vegan Outreach offers the following booklets:

***Why Vegan?***

***Even If You Like Meat...***

***Compassionate Choices***

***¿Por qué vegetariano? Why Vegan? en Español***

***Are We Good Stewards of God's Creation?*** from the Christian Vegetarian Association

To order, visit [VeganOutreach.org/catalog](http://VeganOutreach.org/catalog) or write to us at Vegan Outreach, POB 30865, Tucson, AZ 85751-0865.

## For more information...

Please visit us at [VeganOutreach.org](http://VeganOutreach.org) for additional resources and further discussion of vegan-related issues. We also invite you to subscribe to our free, weekly electronic publication, containing news items, tips, recipes, product reviews, and other interesting links.



# Staying Healthy on Plant-Based Diets

by Jack Norris, Registered Dietitian and Vegan Outreach President

abridged from [VeganHealth.org/sh](http://VeganHealth.org/sh)

The term “vegetarian” includes vegetarians who drink milk (lacto) or eat eggs (ovo), and vegetarians who consume neither dairy nor eggs (vegans). Although this article is focused on vegetarian and vegan diets, many of the nutritional concerns can also be applied to people who eat almost-vegetarian diets (sometimes called “semi-vegetarians”).

## Research on Vegetarian and Vegan Diets

Although lacto-ovo vegetarianism has been around for most of human history, the vegan diet appears to be a relatively new experiment—only since the mid-1940s has it been practiced in an organized fashion in the Western world. So far, the experiment appears to be successful: vegans in developed countries have been shown to have the same overall mortality rates (deaths per year before age 90) as meat eaters with healthy lifestyles (low smoking and alcohol intake). These rates are about 50% lower than those of the general population.

Experience and research to date indicate that people can thrive on vegan diets, provided they inform themselves about nutrition and plan their diets wisely.

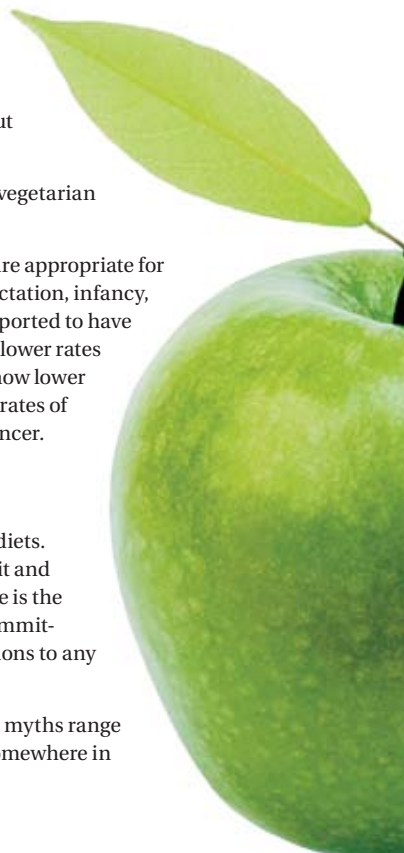
The American Dietetic Association’s 2003 position paper on vegetarian diets states:

Well-planned vegan and other types of vegetarian diets are appropriate for all stages of the life cycle, including during pregnancy, lactation, infancy, childhood, and adolescence.... Vegetarians have been reported to have lower body mass indices than nonvegetarians, as well as lower rates of death from ischemic heart disease; vegetarians also show lower blood cholesterol levels; lower blood pressure; and lower rates of hypertension, type 2 diabetes, and prostate and colon cancer.

## “I Was Vegan for a While, But...”

There are real differences in how people respond to various diets. Although many of us do very well on a vegan diet, others try it and then go back to eating meat. Affirming everyone’s experience is the first step in working towards a more humane world. With commitment to reducing animal suffering, there are generally solutions to any dilemmas that arise.

Both pro- and anti-vegetarian propaganda exist. Nutritional myths range from one extreme to the other, while the truth usually lies somewhere in the middle.





## Daily Recommendations for Vegan Adults

|                |  |  |
|----------------|--|--|
| Vitamin B12    | 3–100 mcg ( $\mu\text{g}$ )              | Covered by a good multivitamin   |
| Omega-3 fats   | 2.2–3.3 g                                | Easily obtained via 1 tsp of flaxseed oil  |
| Calcium        | >525 mg                                  | Fortified soymilk or orange juice; or plenty of broccoli, kale, and collard greens   |
| Vitamin D      | 25 mcg (1,000 IU)                        | Take a D2-only supplement when not exposed to 10 to 15 minutes (40 to 60 minutes if elderly or dark-skinned) of midday sun, without sunscreen, on a day when sunburn is possible |
| Iodine         | 75–150 mcg                               | Covered by a good multivitamin   |
| Vitamin A      | 900 RAE for males<br>700 RAE for females | 1–2 servings of carrots, mango, cantaloupe, or sweet potatoes  |
| General health |  | Plenty of whole grains, legumes, nuts, fruits, and vegetables  |

Additionally, there are a number of nutritional issues that, if not attended to, could make you feel unhealthy on a vegetarian or vegan diet. Some examples include not consuming enough calories, protein, vitamin B12, calcium, or vitamin D; or eating too much dairy, soy, or wheat (“too much” will vary from person to person).

- Consuming an adequate amount of calories can be a challenge for a new vegan. Those on the standard Western diet may only be aware of vegan foods that are low in calories (e.g., salads, vegetables, fruits). Eating only these foods will likely leave you unsatisfied and thinking the vegan diet is to blame, when all you need to do is eat more high-calorie foods.
- People once believed that vegetarians had to combine particular foods at every meal to get the proper balance of amino acids (the building blocks of protein). We now know that this is not the case. However, some vegans may not get enough total protein (see page 20).
- The availability of vitamin B12 in plant-based diets has long been a contentious topic and has led to many vegans developing B12 deficiency. Even today, many vegans do not realize the importance of a reliable supply of vitamin B12.
- You can find certain studies that seem to support the idea that meat and dairy are the cause of osteoporosis. Selectively choosing such studies ignores the majority of research published on the subject, which indicates that vegans, like nonvegans, should ensure daily sources of calcium and vitamin D.

### Nutrients That Need Attention in Vegetarian and Vegan Diets

**Vitamin B12** Vitamin B12 is made by bacteria. There are no reliable, unfortified plant sources of vitamin B12. Do not rely on any seaweed (e.g., algae, nori, spirulina), brewer's yeast, tempeh, or a “living” vitamin supplement that claims to use plants as a source of B12. Fortified foods or supplements are necessary for the optimal health of all vegans and many vegetarians. Vegan infants need B12 through breast milk (mothers must have a consistent B12 intake) or formula.

## Overt Vitamin B12 Deficiency

B12 protects the nervous system. Without it, permanent damage can result (e.g., blindness, deafness, dementia). Fatigue, and tingling in the hands or feet, can be early signs of deficiency. Vitamin B12 also keeps the digestive system healthy.

### Healthy Fats

- Earth Balance is a vegan margarine that contains omega-3s and no hydrogenated oils.
- Olive oil is not as refined as other oils, making it a reliable source of vitamin E.
- Choices for food preparation using oil:

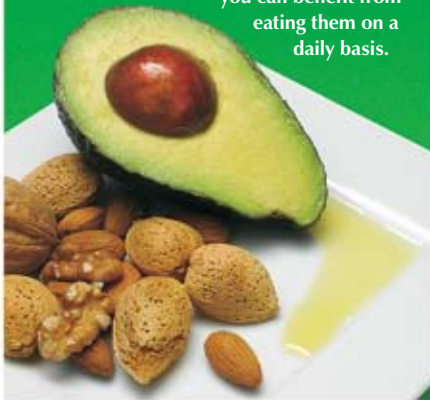


| Preparation Method                                 | Oil                             |
|--|---------------------------------|
| <b>Cooked</b>                                      |                                 |
| high heat/deep-fried                               | refined peanut                  |
| medium heat  | olive, peanut, hazelnut, almond |
| low heat   | canola                          |
| <b>Added raw</b> to foods, such as bread or salads | olive,* canola,† flaxseed       |

\*Unrefined, first cold pressed extra virgin.

†Unrefined, expeller pressed.

- Avocados and many nuts (almonds, cashews, filberts/hazelnuts, macadamias, peanuts, pecans) are high in healthy, mono-unsaturated fats. Since nuts are high in nutrients and other protective compounds, you can benefit from eating them on a daily basis.



## Mild Vitamin B12 Deficiency

By lowering homocysteine levels, B12 also reduces the risk of heart disease, stroke, and other diseases. Vegans and near-vegans who do not supplement with B12 have consistently shown elevated homocysteine levels.

### Vitamin B12 Recommendations

- The Dietary Reference Intake for vitamin B12 is 2.4 micrograms per day for adults (abbreviated as mcg or µg; 1,000 µg = 1 mg). In fortified foods, the amount of vitamin B12 listed on the nutrition label is based on 6 µg/day. For example, 25% of the Daily Value is 1.5 µg (.25 x 6 µg = 1.5 µg).
- For optimal B12 levels, follow steps 1 and 2 below if you have not had a regular source of B12 for some time; if you have had a regular source, go directly to step 2:

**Step 1.** Buy a bottle of sublingual B12 and dissolve 2,000 mcg under your tongue once a day for two weeks. (Tablets can be broken for smaller doses until you finish the bottle; it's okay to take more than recommended.)

**Step 2.** Follow one of these daily recommendations:

- Eat two servings of fortified foods containing 3–5 mcg of B12 (spaced at least six hours apart).
- Take 10–100 mcg (or more) of B12 in a supplement or multivitamin.

### Omega-3 Fats

- There are three important omega-3s:
  - *ALA* reduces blood clotting and improves artery flexibility; and shows a strong association with reduced cardiovascular mortality.
  - *EPA* serves as a precursor for the *eicosanoids* (hormonelike substances) that reduce inflammation, blood clotting, and cholesterol.
  - *DHA* is a major structural component of the brain, retina, and cell membranes. Low DHA levels are associated with depression.
- Omega-3 fats cause a unique problem for vegetarians and vegans. Fish is generally the

main dietary source of EPA and DHA, so people who don't regularly eat fish need other sources. Most people's bodies will naturally convert ALA into EPA and DHA, but you need to make sure you get a daily source. ALA is found in flaxseeds, canola oil, hemp oil, soy, and walnuts. The body can also turn DHA into EPA.

- Limiting omega-6 oils will enhance the conversion of ALA to EPA/DHA. Omega-6s are prevalent in corn, sunflower, safflower, soy, and "vegetable" oils.
- Although there is no clear evidence that vegans generally require them, vegan EPA and DHA supplements can be ordered online. It might be prudent to supplement with at least DHA once a year (300 mg a day for a few weeks).

### About Flaxseeds

● Flaxseed oil is the most concentrated source of ALA. One teaspoon contains 2.5 g of ALA. Cooking flaxseed oil damages the ALA, but it can be put on warm food such as toast. Flaxseed oil should be kept refrigerated.



● One tablespoon of flaxseeds contains 1.6 g of ALA. If not ground, flaxseeds may not be digested.

They can be ground in a coffee grinder and then stored in the freezer.

Ground flaxseeds can be sprinkled on cereal or used in baked goods.



### ALA Recommendations

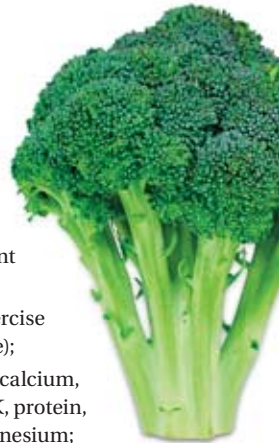
| Age (years)                             | ALA (g/day) | Flaxseed Oil (rounded tsp) |
|---|-------------|----------------------------|
| .5-6                                    | .9-2.0      | 1/2                        |
| >7                                      | 2.2-3.3     | 1                          |
| <b>Pregnant* (trimesters 2 &amp; 3)</b> | extra .3    | extra 1/2                  |
| <b>Lactating*</b>                       | extra .6    | extra 1/2                  |

\*Pregnant and breast-feeding women should consider replacing the extra 1/2 tsp of flaxseed oil with 300 mg (.3 g) of DHA. Don't take much more than the recommended amounts.

## Nutrients That Need Attention in Vegan Diets

### Calcium

- Factors that can prevent osteoporosis include
  - weight-bearing exercise (beneficial at any age);
  - adequate intake of calcium, vitamin D, vitamin K, protein, potassium, and magnesium;
  - adequate estrogen levels (for women).



Factors that can contribute to osteoporosis include

- high intake of sodium and caffeine;
- smoking;
- too much or too little protein.
- The absorbability of the calcium in kale, broccoli, collard greens, and soymilk is about the same as that in cows' milk, which contains 300 mg per cup.
- The calcium in spinach, Swiss chard, and beet greens is not well absorbed, due to their high content of *oxalates*, which bind calcium.
- Many nondairy milks are fortified with calcium, vitamin D, and vitamin B12.

### Calcium Recommendations

The U.S. Dietary Reference Intake for calcium is 1,000 mg; vegans have traditionally averaged about 500-600 mg/day. In a 2007 study, vegans with a calcium intake of less than 525 mg per day had a higher bone fracture rate than lacto-ovo vegetarians and meat eaters. However, those with an intake higher than 525 mg had the same fracture rate as the non-vegans. Therefore, vegans should be sure to get at least 525 mg per day. This can normally be done by drinking one glass of fortified nondairy milk or fortified orange juice; but it is also smart to eat leafy green vegetables on a daily basis.



“Children exhibit good growth and thrive on most lacto-ovo vegetarian and vegan diets when they are well planned and supplemented appropriately.”

—*Pediatric Nutrition Handbook*, 5th ed.  
American Academy of Pediatrics, 2004



## Vitamin D

- Vitamin D regulates the absorption and excretion of calcium, especially when calcium intake is low.
- Vitamin D can be made by the action of sunlight (UV rays) on skin, but is not synthesized during the winter in northern climates.
- One study found an increase in lumbar spine density in four out of five vegans in Finland who took 5 mcg of vitamin D2 per day for 11 months.
- Vitamin D2 is *ergocalciferol*, which comes from yeast and can be found in health food stores or ordered online (see page 15).
- Recent research has linked mild vitamin D deficiency with a host of health problems and has shown that a high percentage of people have mild deficiency.

### Vitamin D Recommendations

- If you're exposed to 10 to 15 minutes (40 to 60 minutes if elderly or dark-skinned) of midday sun (10 am to 2 pm), without sunscreen, on a day when sunburn is possible (i.e., not winter or cloudy), then you do not need any dietary vitamin D that day. On all other days, you should take 25 mcg (1,000 IU) of vitamin D2.
- This amount can only be obtained through vitamin D2–only supplements. Country Life brand is fairly inexpensive and commonly available in U.S. health food stores.

- The Daily Value for vitamin D is 10 mcg (400 IU). If a food label says 25% of the Daily Value, it has 2.5 mcg (100 IU) per serving. Typical *fortified* soy, almond, and rice milks have 2–3 mcg (80–120 IU) per cup.

## Iodine

Iodine is needed for healthy thyroid function, which regulates metabolism. It is especially important for people who eat a lot of soy.

### Iodine Recommendations

It is hard to know how much iodine is in your food supply. North American vegans who do not eat seaweed on a regular basis should supplement: 75–150 mcg (contained in most multivitamins) every few days should be ample. Don't take more than 300 mcg per day.

## Other Important Nutrients

### Protein

- The plant foods highest in protein are legumes: beans, lentils, peas, peanuts, and soyfoods such as tofu. If you eat enough



calories and include a serving of these foods in a couple of meals per day, you should have no problem meeting your protein needs.

- If you avoid those foods by eating mainly junk foods (such as French fries, soda, etc.), or if you do not eat enough calories (such as in illness, depression, or dieting), you could find your immunity or muscle mass decreasing.

## Iron

- Iron-deficiency symptoms include pale skin, brittle fingernails, fatigue, weakness, difficulty breathing upon exertion, inadequate temperature regulation, loss of appetite, and apathy.
- Vegans tend to have iron intakes at least as high as nonvegetarians. However, iron from plants is generally not absorbed as well as iron from meat.
- Vitamin C significantly aids in plant-iron absorption (must be eaten at the same meal).
- Calcium supplements, coffee, and tea inhibit iron absorption if consumed at the same time.

## Iron Recommendations

- You do not need to worry about iron if you are otherwise healthy and eat a varied vegan diet with plenty of whole grains and green leafy vegetables.
- If you think you may be suffering from iron-deficiency anemia, see a doctor to ensure an adequate diagnosis via a blood test.

## Vitamin A

Prefomed vitamin A (aka retinol) exists only in animal products. However, there are about 50 *carotenoids* that the body can convert into vitamin A; the most common is beta-carotene.

## Multivitamins

Some people may have specific problems absorbing or utilizing particular nutrients regardless of their diets. Other vegans' diets might be low in certain nutrients, such as riboflavin (vitamin B2) or pyridoxine (vitamin B6). For these reasons, it might be prudent to take a modest multivitamin supplement each day.



Some online catalogs that offer vegan multivitamins are listed on page 15.

## Vitamin A Recommendations

- The vitamin A content of foods is now stated as *retinol activity equivalents (RAE)*. The daily Dietary Reference Intake of 900 RAE for men and 700 RAE for women can be met with any of the following foods:

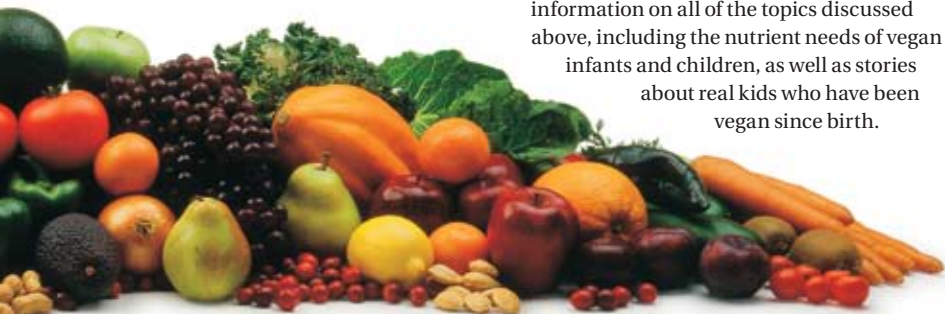
| Food          | Serving  | RAE   |
|---------------|----------|-------|
| Pumpkin*      | 1 C      | 1,345 |
| Sweet potato* | 1 medium | 1,244 |
| Carrot        | 1 medium | 1,012 |
| Cantaloupe    | ½ medium | 968   |

\*Cooked.

- Other sources of carotenoids include kale, mango, spinach, butternut squash, and various greens.

## More nutrition questions?

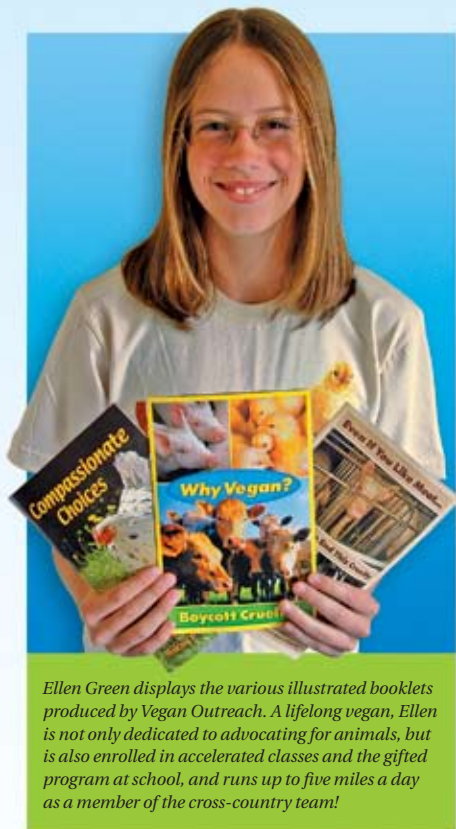
Please see [VeganHealth.org](http://VeganHealth.org) for more detailed information on all of the topics discussed above, including the nutrient needs of vegan infants and children, as well as stories about real kids who have been vegan since birth.





# Advocating for Animals

*excerpts from essays at [VeganOutreach.org/advocacy](http://VeganOutreach.org/advocacy)*



*Ellen Green displays the various illustrated booklets produced by Vegan Outreach. A lifelong vegan, Ellen is not only dedicated to advocating for animals, but is also enrolled in accelerated classes and the gifted program at school, and runs up to five miles a day as a member of the cross-country team!*

Living one's life as a vegan is a first step for many, but then what? There are countless ways in which motivated individuals can help reduce even more animal suffering each day. Indeed, since there are so many options, we must keep in mind that when we choose to do one thing, we are choosing not to do others. Everyone has limited resources and time. So instead of choosing to do *anything*, we should try to pursue actions that will lead to the greatest reduction in suffering.

Our experience has shown us that the most effective way to accomplish this is through understanding and constructive outreach, rather than expressions of anger. Positive outreach takes patience and can be frustrating, but it is worth the effort.

Some specific activities are

- leafleting schools (especially colleges), concerts, and other events;
- stocking literature displays at natural food stores, bookstores, restaurants, libraries, record shops, etc. (with the permission of management);
- wearing clothes that display the word “vegan” or “vegetarian.” For example, buttons and shirts printed with “Ask Me Why I’m Vegan” can create opportunities for discussion or for offering literature.



## Leafleting

Leafleting is an effective way of speaking for the animals. Little preparation is needed and, at the right time and place, just one person can hand out hundreds of brochures in less than an hour!

You'll inevitably interest many new people in making their way towards veganism, sowing seeds of change where they don't currently exist. For every person you persuade to become vegetarian, dozens of farmed animals will be spared from suffering each year!

Since students tend to be more interested in vegetarianism—and more willing to change—than the rest of society, college campuses are particularly good places to leaflet. To learn about our Adopt a College leafleting program, visit [VeganOutreach.org/colleges](http://VeganOutreach.org/colleges)

## Honest Advocacy Is Powerful Advocacy

In today's society, it seems that if you don't scream the loudest, you are not heard. Because moderate voices are often drowned out, it can feel necessary to make fantastic claims in order to advance your cause.

In the long run, however, this can do more harm than good. When it comes to advocating for the animals, most people are looking for a reason to ignore us—people understandably don't want to give up many of their favorite and most familiar foods. Therefore, we can't give anyone any excuses to ignore the terrible and unnecessary suffering endured by today's farmed animals. For this reason alone, it is imperative that we present information that the public will not regard as ludicrous nor dismiss as drawn from biased sources.

This can be hard, of course, as there is a natural tendency to accept any claim that seems to support our position, as well as to argue any side issue that comes up. But we have to remember: Our message is simple. We mustn't distract people from it by trying to present every piece of information we've ever heard that sounds vaguely pro-veg or by trying to answer every argument that's tossed at us. Rather, we must keep the focus of the discussion on the fact that eating animals causes needless suffering.

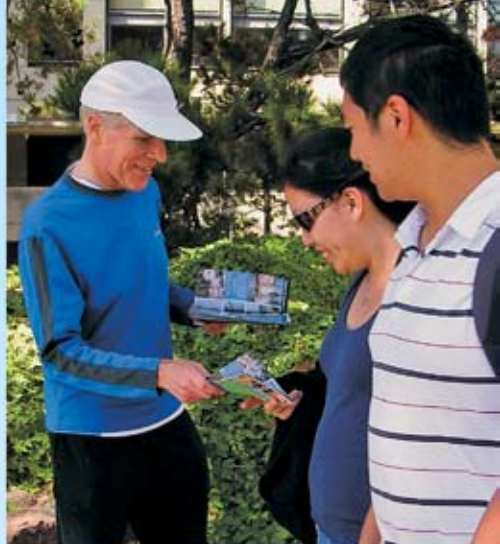


## Countering the Stereotype

Anyone who has been veg for more than a few minutes knows the many roadblocks—habit, tradition, convenience, taste, familiarity, peer pressure, etc.—that keep people from opening their hearts and minds to consider the animals' plight. Perhaps the biggest problem is society's stereotype of vegans. No longer does "vegan" need to be explained when referenced on television or in movies, but unfortunately, the word is often used as shorthand for someone young, angry, deprived, fanatical, and isolated. In short, "vegan" = "unhappy."

As a reaction to what goes on in factory farms and slaughterhouses, very strong feelings are understandable and entirely justified. Over time, people tend to deal with their anger in different ways. Some take to protesting, some to screaming, hatred, and sarcasm. Others disconnect from society and surround themselves with only like-minded people, seeing society as a large conspiracy against vegans. But none of these responses—however understandable—help make the world a better place.

Similarly, some vegans feel compelled to try to root out every product associated with animal agriculture. However, if one looks hard enough, some type of connection can



be found everywhere: organic foods (manure used as fertilizer), bicycles (animal fat used in the vulcanization of tires), books (hooves and bones in binding glue), roads and buildings (animal products used in curing concrete)—even water (bone char used for filtration by some water treatment plants).

Oftentimes, there's more to consider than whether or not an item is completely animal-free. For instance, it can be prohibitively expensive and time-consuming to shun every minor or hidden animal-derived ingredient. More importantly, avoiding an ever-increasing list of these ingredients can make us appear obsessive, and thus lead others to believe that compassionate living is impossible. This defeats our purpose: ending cruelty to animals!

As long as there is conscious life on Earth, there will be suffering. The question becomes what to do with the existence each of us is given. We can cut ourselves off from the world and obsess about our personal purity, adding our own fury and misery to the rest. Or we can choose to live beyond ourselves and set a positive, humble example.

If we want to maximize the amount of suffering we can prevent, we must actively be the *opposite* of the vegan stereotype. We must show everyone we meet that living vegan is living a fulfilling, joyful, and meaningful life.





## Dealing with Others

When you share your new discoveries and ideas about compassionate living, some people may not only show resistance, but might even react with mockery or disdain. In order to do our best for the animals, however, we must let our compassion shine through the anger we feel about the atrocities of factory farming. Unless others can respect us—as opposed to finding us angry and judgmental—they will have little interest in listening to us, let alone in taking steps to end cruelty to animals.

Instead of expecting others to change immediately, we need to be understanding, giving everyone time to consider the realities of factory farming at their own pace. Burning bridges with anger only serves to create enemies and to feed the stereotype that vegans are self-righteous.

Although it may be tempting to allow our conversations to digress into related topics (such as what our prehistoric ancestors ate), we should always focus on the animals. The simplest statement can be the most powerful: “I know that I don’t want to suffer. Therefore, I don’t want to cause others to suffer.”

As long as we remain respectful, our positive example and the information we provide will ultimately be the best voice for the animals.



## Progressing Towards Justice

It may seem that our actions can’t make a difference, or that we must do something “bigger” than person-to-person outreach in order to bring about more change more quickly.

But creating true, fundamental change requires us to take a broader view. Look at the long-term evolution of civilization: Socrates, considered the father of philosophical thought, was teaching more than twenty-five hundred years ago. It was *thousands* of years later that we saw the beginnings of our democratic system. Not until the nineteenth century was slavery abolished in the developed world. *Only in the last century* have we in the United States ended child labor, criminalized child abuse, allowed women to vote, and granted minorities wider rights.

When viewed in this context, you can see that we have a great opportunity to make this prediction in *The Economist* magazine come true:

Historically, man has expanded the reach of his ethical calculations, as ignorance and want have receded, first beyond family and tribe, later beyond religion, race, and nation. To bring other species more fully into the range of these decisions may seem unthinkable to moderate opinion now. One day, decades or centuries hence, it may seem no more than “civilized” behavior requires.

We can each make the world a better place—through both our choices and our example. Living compassionately, speaking for the animals, and working to reduce the amount of suffering in the world provides a powerful and profound purpose.

To paraphrase Martin Luther King, Jr.:

The arc of history is long  
And ragged  
And often unclear  
But ultimately  
It progresses towards justice.

Each one of us can be part of that progress!

# Questions & Answers



## How does drinking milk hurt cows?

For many people, dairy farming conjures up images of small herds of cows leisurely grazing on open pastures. Although scenes like this still exist in the United States, most milk is produced by cows raised in intensive production systems.<sup>1</sup> Farms with fewer than 200 cows are in sharp decline, while the number of very large operations, with 2,000-plus cows, more than doubled between 2000 and 2006; the largest have over 15,000 cows.<sup>2</sup>

Large operations have higher stocking densities and tend to confine their cows in barns or in drylot feedyards.<sup>2</sup> Some cows are housed indoors year-round,<sup>1</sup> and lactating cows are often kept restrained in tie stalls or stanchions.<sup>3</sup> Organic farms are required to provide cows some access to pasture; however, it's not uncommon for large organic dairies to purchase most of their feed and rely very little on pasture.<sup>4</sup>



Between 1940 and 2007, the average amount of milk produced per cow rose from 2 to 10 tons per year.<sup>5</sup> Although genetic selection and feeding are used to increase production efficiency, cows do not adapt well to high milk yields or their high grain diets.<sup>6</sup> Metabolic disorders are common, and millions of cows suffer from mastitis (a very painful infection of the udder), lameness, and infertility problems.<sup>1,3,6</sup>

Most dairy calves are removed from their mothers immediately after birth.<sup>3</sup> The males are mainly sold for veal or castrated and raised for beef.<sup>1</sup> Calves raised for “special-fed veal” are kept in individual stalls and slaughtered at about 16 to 18 weeks of age—for “bob veal,” they’re killed at 3 weeks or younger.<sup>7</sup> The female calves are commonly subjected to tail docking, dehorning, and the removal of “extra” teats.<sup>1</sup> Until they’re weaned at 8 weeks of age, most female calves are fed colostrum, then a milk replacer or unsaleable waste milk.<sup>3</sup> Each year hundreds of thousands of these female calves die between 48 hours and 8 weeks of age, mostly due to scours, diarrhea, and other digestive problems.<sup>3</sup>



*Male calves raised for veal are kept in individual stalls. Left: At this California drylot operation, cows are forced to stand in a mixture of storm water, mud, and manure.*

Although they don't reach mature size until at least 4 years old, dairy cows first give birth at about 2 years of age and are usually bred again beginning at about 60 days after giving birth, to maintain a yearly schedule.<sup>1</sup> Each year, approximately one quarter of the cows who survive the farms are sent to slaughter, most often due to reproductive problems or mastitis.<sup>3</sup> Cows can live more than 20 years, however they're usually killed at about 5 years of age, after roughly 2.5 lactations.<sup>1</sup>

The term "downer" refers to an animal who is too injured, weak, or sick to stand and walk. The exact number of downer cattle on U.S. farms or feedlots or sent to slaughter facilities is difficult to ascertain, but estimates approach 500,000 animals per year; most are dairy cows.<sup>8</sup> Complications associated with calving and injuries from slipping and falling are leading causes of downer dairy cows.<sup>8</sup>



Evidence revealing widespread mistreatment of downer dairy cows hit the news in January 2008, when the Humane Society of the United States released footage from its undercover investigation of a California slaughter plant that supplied beef for the nation's school lunch program:

In the video, workers are seen kicking cows, ramming them with the blades of a forklift, jabbing them in the eyes, applying painful electrical shocks and even torturing them with a hose and water in attempts to force sick or injured animals to walk to slaughter....

Temple Grandin, a renowned expert on animal agriculture and professor at Colorado State University, called the images captured in the investigation "one of the worst animal abuse videos I have ever viewed."<sup>9</sup>

## How can farmers profit if the animals are sick or dying?

Profits are based on overall productivity, not the well-being of the individuals. Peter Singer and Jim Mason explore this topic as it relates to broilers (chickens raised for meat) in their book *The Ethics of What We Eat*:



*Chickens with crippling leg deformities often struggle to reach food and water and are denied veterinary care.*

Criticize industrial farming, and industry spokespeople are sure to respond that it is in the interests of those who raise animals to keep them healthy and happy so that they will grow well. Commercial chicken-rearing conclusively refutes this claim. Birds who die prematurely may cost the grower money, but it is the total productivity of the shed that matters. G. Tom Tabler, who manages the Applied Broiler Research Unit at the University of Arkansas, and A. M. Mendenhall, of the Department of Poultry Science at the same university, have posed the question: "Is it more profitable to grow the biggest bird and have increased mortality due to heart attacks, ascites (another illness caused by fast growth), and leg problems, or should birds be grown slower so that birds are smaller, but have fewer heart, lung and skeletal problems?" Once such a question is asked, as the researchers themselves point out, it takes only "simple calculations" to draw the conclusion that, depending on the various costs, often "it is better to get the weight and ignore the mortality."<sup>10</sup>



## What about free-range farms?

Poultry meat may be labeled “free-range” if the birds were provided *an opportunity* to access the outdoors. No other requirements—such as the stocking density, the amount of time spent outdoors, or the quality and size of the outdoor area—are specified by the USDA.<sup>11</sup> As a result, free-range conditions may amount to 20,000 birds crowded inside a shed with a single exit leading to a muddy strip, saturated with droppings.

The free-range label applies only to birds raised for meat, not eggs. There is a cage-free label for eggs; but it is not regulated by the USDA, nor does it guarantee that the hens were provided access to the outdoors. And neither label requires third-party certification.



*Hens who lay cage-free eggs (top photo) may be confined to a shed with tens of thousands of other birds. Turkeys raised for free-range meat (center and bottom photos) are often subjected to debeaking and toe trimming.*

Even for USDA Organic, the most extensively regulated label, minimum levels of outdoor access have not been set and specific rules do not apply to stocking density or flock size.<sup>11</sup>

Male chicks, of no value to the egg industry, are killed at birth; and female chicks, whether destined for cages or not, are typically debeaked at the hatchery. Although hens can live more than 10 years, they’re killed after a year or two.

Free-range and cage-free farms may be an improvement over conventional farms (where birds have no chance to access the outdoors or natural light, and caged laying hens typically have less than half a square foot of floor space), but they are by no means free of suffering. For more information, see [TinyURL.com/6ra9za](http://TinyURL.com/6ra9za)

## What do you think about eating fish?

An article published in the *Journal of Fish Biology* explains:

The scientific study of fish welfare is at an early stage compared with work on other vertebrates and a great deal of what we need to know is yet to be discovered. It is clearly the case that fish, though different from birds and mammals, however, are sophisticated animals, far removed from unfeeling creatures with a 15 second memory of popular misconception....



[I]t has been argued that the longer the life span of a given species of animal and the more sophisticated its general behaviour, the greater its need for complex mental processes similar to those that in humans generate the conscious experience of suffering. In this context, therefore, it is relevant that the longest-living vertebrates are found among the fishes and that fish behaviour is rich, complicated and far from stereotyped.... Indeed, current literature on fish cognition indicates that several fish species are capable of learning and integrating multiple pieces of information that require more complex processes than associative learning.<sup>12</sup>

Aquaculture is the fastest growing animal food-producing sector; nearly half the fish consumed as food worldwide are raised on fish farms rather than caught in the wild.<sup>13</sup> As with other forms of animal agriculture, the practices employed by fish farmers are designed to increase profitability but can reduce the well-being of the fish. Welfare concerns include: poor water quality, aggression, injuries, and disease associated with inappropriate stocking densities; health problems due to selection for fast growth; handling and removal from water during routine husbandry procedures; food deprivation during disease treatment and before harvest; and pain during slaughter.<sup>12</sup>

In the world's marine fisheries, more than 75 percent of fish stocks are already fully exploited, overexploited, or depleted.<sup>13</sup> A UN Chronicle article on overfishing warns that "oceans are cleared at twice the rate of forests" and "the dramatic increase of destructive fishing techniques destroys marine mammals and entire ecosystems."<sup>14</sup> It's estimated that, each year, hundreds of thousands of dolphins, seals, and other marine mammals die in fishing nets worldwide.<sup>15</sup>

## What about invertebrate animals?

While bivalve mollusks (e.g., clams, mussels, oysters, and scallops) have fairly simple nervous systems (with no brains, but masses of nerve tissue called ganglia), cephalopod mollusks (e.g., octopuses and squids) have well-developed brains and are thought to be the most intelligent of all the invertebrates. Arthropods (e.g., insects and crustaceans) also have complex nervous systems.



However, what these animals feel is unknown, and questions remain as to whether their nervous systems are developed enough for the consciousness of pain and the experience of suffering. Although you may choose to err on the side of caution and avoid eating invertebrate animals and their products, most people have yet to face the blatant cruelty involved in meat, dairy, and egg production. So it's important to remember that equating honey with meat will make the vegan case seem absurd to the average person. At this point in history, the more obvious and undeniable issues should receive our focus.



## Isn't it hard to be vegan?

It can be at first, especially if you try to change too fast or hold yourself to too high a standard. The important thing is to do the best you can. Living vegan is an ongoing progression; all choices made with compassion are positive.

## How can I give up the taste of milk, cheese, and ice cream?

Remember: Continuing to eat cheese while avoiding meat and eggs does much more good than scrapping the whole idea because you can't be completely consistent. That said, there are a lot of tasty substitutes for cows' milk and other dairy products (some examples are listed on page 7).

## Doesn't the Bible say we should eat meat?

There are plenty of devout Christians and Jews who are vegetarian and vegan; the Bible does not condemn people for being vegetarian or opposing cruelty to animals.

## What do you think about abortion?

People who oppose cruelty to animals often disagree on the matter of abortion and other ethical issues. Whatever our opinion on abortion—or any other political or ethical issue—each one of us can reduce suffering by not buying meat, eggs, and dairy.

## Are vegetarians as strong as meat eaters?

Opponents of champion Ultimate Fighter Mac Danzig have had that question answered with a resounding “Yes!” Danzig says:

When I decided to go vegan, I was able to make the 155-pound weight class much easier, and I haven't lost an ounce of muscle. I'm leaner than I used to be, and I have much more energy than I used to.

In the introduction to the book *Very Vegetarian*, nine-time Olympic gold medalist Carl Lewis has similar praise for eating a vegan diet:

Can a world-class athlete get enough protein from a vegetarian diet to compete? I've found that a person does not need protein from meat to be a successful athlete. In fact, my best year of track competition was the first year I ate a vegan diet. Moreover, by continuing to eat a vegan diet, my weight is under control, I like the way I look (I know that sounds vain, but all of us want to like the way we look), I enjoy eating more, and I feel great.

A vegan for more than 25 years, Dr. Ruth Heidrich is a six-time Ironman Triathlon finisher and holds over 900 gold medals for races ranging from 100 meter dashes to ultramarathons.

For more information on vegetarian and vegan athletes, please see [VeganHealth.org/sh](http://VeganHealth.org/sh)



## Isn't being vegan expensive?

While many (though not all) mock meats and dairy substitutes are pricey, a vegan diet comprised of oatmeal, peanut butter, bagels, bread, pasta, tomato sauce, tortillas, rice, beans, potatoes, and common produce can be relatively inexpensive.

Moreover, simply comparing supermarket prices doesn't take into account the true costs of animal agriculture, some of which are described in a recent *New York Times* article:

A sea change in the consumption of a resource that Americans take for granted may be in store—something cheap, plentiful, widely enjoyed and a part of daily life. And it isn't oil.

It's meat....

Global demand for meat has multiplied in recent years, encouraged by growing affluence and nourished by the proliferation of huge, confined animal feeding operations. These assembly-line meat factories consume enormous amounts of energy, pollute water supplies, generate significant greenhouse gases and require ever-increasing amounts of corn, soy and other grains, a dependency that has led to the destruction of vast swaths of the world's tropical rain forests....

Growing meat (it's hard to use the word "raising" when applied to animals in factory farms) uses so many resources that it's a challenge to enumerate them all. But consider: an estimated 30 percent of the earth's ice-free land is directly or indirectly involved in livestock production, according to the United Nation's Food and Agriculture Organization, which also estimates that livestock production generates nearly a fifth of the world's greenhouse gases—more than transportation....

Though some 800 million people on the planet now suffer from hunger or malnutrition, the majority of corn and soy grown in the world feeds cattle, pigs and chickens. This despite the inherent inefficiencies: about two to five times more grain is required to produce the same amount of calories through livestock as through direct grain consumption.<sup>16</sup>



*In order to produce inexpensive meat, chickens and turkeys are forced to live on waste-soaked litter inside densely populated buildings.*

For a more detailed discussion of factory farming and its impacts, please see **OpposeCruelty.org**

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6. D.M. Broom, "Effects of dairy cattle breeding and production methods on animal welfare," 2001; in *Proc. 21 World Buiatrics Congress, 1–7* (Uruguay: World Association for Buiatrics).

7. USDA FSIS, Fact Sheets: Veal from Farm to Table, [http://www.fsis.usda.gov/Fact\\_Sheets/Veal\\_from\\_Farm\\_to\\_Table/index.asp](http://www.fsis.usda.gov/Fact_Sheets/Veal_from_Farm_to_Table/index.asp), 10/17/06; retrieved 3/10/08.

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9. Reports and video available from [TinyURL.com/4zUo0r](http://TinyURL.com/4zUo0r).

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12. "Current issues in fish welfare," *J Fish Biol*, 2006; 68: 332–72.

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14. Udy Bell, "Overfishing," *UN Chronicle*, 2004; 41(2): 17.

15. International Whaling Commission, SC/55/BC.5, 5/03.

16. Mark Bittman, "Rethinking the Meat-Guzzler," *New York Times*, 1/27/08.



## Why should I concern myself with nonhuman animals when there are so many people suffering in the world?

Peter Singer answers in *Animal Liberation*:

[P]ain is pain, and the importance of preventing unnecessary pain and suffering does not diminish because the being that suffers is not a member of our species....

Most reasonable people want to prevent war, racial inequality, poverty, and unemployment; the problem is that we have been trying to prevent these things for years, and now we have to admit that, for the most part, we don't really know how to do it. By comparison, the reduction of the suffering of nonhuman animals at the hands of humans will be relatively easy, once human beings set themselves to do it.

In any case, the idea that "humans come first" is more often used as an excuse for not doing anything about either human or nonhuman animals than as a genuine choice between incompatible alternatives. For the truth is that there is no incompatibility here...there is nothing to stop those who devote their time and energy to human problems from joining the boycott of the products of agribusiness cruelty....

[W]hen nonvegetarians say that "human problems come first" I cannot help wondering what exactly it is that they are doing for human beings that compels them to continue to support the wasteful, ruthless exploitation of farm animals.

Vegan  
—OUTREACH—

Working to end cruelty to animals →