Vegetarian Starter Kit

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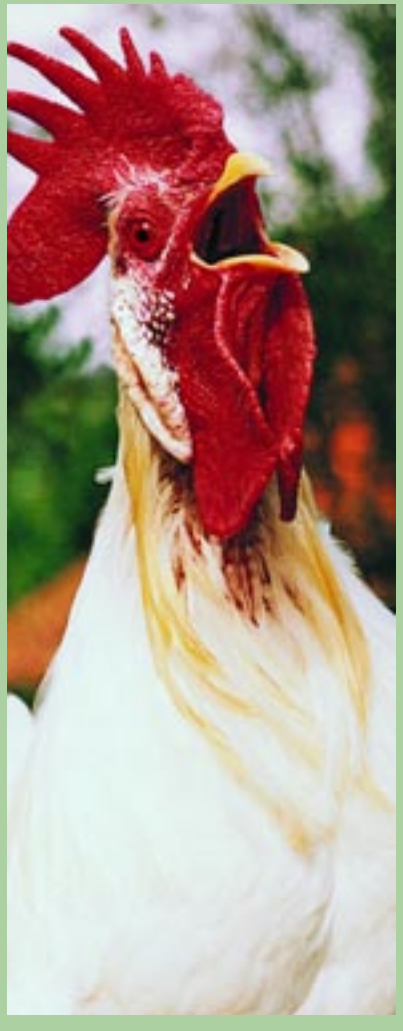


MERCY FOR ANIMALS

everything you need to know to adopt a healthy and compassionate diet

MFA's Executive Director Nathan Runkle.

the story of how i became vegetarian

Dear Friend,

I became a vegetarian when I was 11 years old, after picking up and taking to heart the content of a piece of literature very similar to this *Vegetarian Starter Kit* you hold in your hands today.

Growing up on a small farm off the back country roads of Saint Paris, Ohio, I was surrounded by animals since the day I was born. Like most children, I grew up with a natural affinity for animals, and over time I developed strong bonds and friendships with our family's dogs and cats with whom we shared our home.

However, it wasn't until later in life that I made the connection between my beloved dog, Sadie, for whom I would do anything to protect her from abuse and discomfort, and the nameless pigs, cows, and chickens who were transformed from living, feeling individuals to consumable corpses known to me only as breakfast, lunch, and dinner. I came to understand that every time I sat down to eat I was making a choice that would not only affect my own health, but have a profound impact on the lives of animals.

Like most people who adopt a vegetarian diet, at first I was left wondering what and where to eat. Over time, however, I found that there was a whole new world of exciting, healthy, colorful, and flavorful foods to enjoy. I ditched the typical routine of eating greasy hamburgers and fatty fast-food and began to explore the many delicious, cruelty-free vegan alternatives such as grilled veggie burgers, tacos with veggie "sausage," frozen non-dairy "ice creams," and sweet rice, almond, and soy milks over morning cereal.

In addition to replacing my favorite animal-based foods with plant-based alternatives, I began to explore meals from different nationalities and found that many Chinese, Indian, Thai, and Middle Eastern dishes were vegetarian. I now know that being a vegetarian is as simple as choosing your dinner from a different section of the menu and shopping in a different aisle of the grocery store.

Though the animals were my initial reason for eliminating meat, dairy and eggs from my diet, the health benefits of my choice were soon apparent. Coming from a family plagued with cancer and heart disease, which drastically cut short the lives of both my mother and grandfather, I was all too familiar with the effect diet can have on one's health.

every time we eat we are making a powerful choice

The fruits, vegetables, beans, and whole grains my diet now revolved around made me feel healthier and gave me more energy than ever before. My 57 year old father, a born skeptic, soon took notice of the undeniable improvements in my health and soon jumped on the veggie bandwagon. He amazed his doctors, and motorcycle pals, when he not only dropped nearly 100 points from his sky-high cholesterol level but also over 25 pounds from his waistline.

My experience with going vegetarian is not unique. Thousands of people every day in the United States are waking up to the positive effects that their switch to an animal-free diet has on their health, the animals, and our planet. I hope you find this *Vegetarian Starter Kit* informative, motivating, empowering, and helpful in your journey to making compassionate and healthy food choices.

For the animals,

Nathan Runkle
Executive Director

the what & who of vegetarianism

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A vegetarian is an individual who chooses, for health, environmental, ethical, or religious reasons, to abstain from the consumption of animal flesh, including poultry and fish. A lacto-ovo vegetarian eats no flesh, but consumes dairy (lacto) and eggs (ovo). A vegan (pronounced VEE-gun) is an individual who chooses to abstain from the consumption of all animal products. While vegetarians avoid flesh foods, vegans also avoid dairy and eggs, as well as fur, leather, and other goods that cause suffering to animals.

12.4 million | **approximate number of vegetarians in the U.S.**

From history's brightest thinkers to world famous singers, actors, and Olympic athletes, vegetarians are everywhere. Here are just a few well-known examples:

- Paul McCartney
- Carl Lewis
- Erykah Badu
- Pamela Anderson
- Mary Shelley
- Ed Templeton
- Alicia Silverstone
- Joaquin Phoenix
- Prince
- Woody Harrelson
- James Cromwell
- Chrissie Hynde
- Natalie Portman
- Morrissey
- Thom Yorke
- Peter Tosh
- Toby Maguire
- Henry David Thoreau
- Russell Simmons
- Leonardo da Vinci
- Albert Einstein
- Mahatma Gandhi
- Isaac Bashevis Singer
- Pythagoras
- Moby
- The Roots
- Ziggy Marley
- Common
- Leo Tolstoy
- Andre 3000
- Cesar Chavez
- Chris Martin

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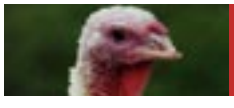

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farm to fridge

the transformation of animals into food

Life on "Old MacDonald's Farm" isn't what it used to be. The green pastures and idyllic barnyard scenes portrayed in children's books have been replaced by windowless metal sheds, wire cages, gestation crates, and other confinement systems integral to what is now known as "factory farming." Today the majority of farmed animals are confined to the point that they can barely move, denied veterinary care, mutilated without painkillers, and finally, mercilessly slaughtered.

Every year approximately 26 billion cows, pigs, chickens, turkeys and fish, each a unique individual capable of experiencing happiness, joy, loneliness, and frustration, are killed to satisfy America's

a bird's life

Many birds are unable to stand due to leg disorders induced by unnatural weight.

Turkeys and chickens often suffer from untreated open bloody sores and wounds.

'broiler' chickens are slaughtered when they are 45 days old; turkeys at 20 weeks.

— bred for pain —

As more and more people are switching from beef to poultry, the number of birds raised and killed for meat is sky-rocketing. More than 8 billion "broiler" (meat-type) chickens and over 270 million turkeys are slaughtered each year in the United States.[1] Overcrowded by the thousands into ammonia-laden sheds where disease runs rampant, the birds often do not have enough space to even stretch their wings.[2,3] Most will never see sunlight or breathe fresh air, except on their way to the slaughterhouse.

The birds are forced to breathe air from oxygen-deficient sheds, full of pathogenic microbes, carbon dioxide, methane, hydrogen sulfide, excretory ammonia fumes, and lung-destroying dust and dander. The high ammonia levels cause painful skin and respiratory problems for the birds.[4]

> **"If you grew as fast as a chicken, you would weigh 349 pounds at age 2."**
>
> *University of Arkansas Division of Agriculture report*

Chickens have been genetically manipulated to grow much larger and more quickly than their ancestors. According to a May 26, 1997 article in *Feedstuffs*, an agribusiness journal, "...broilers now grow so rapidly that the heart and lungs are not developed well enough to support the remainder of the body, resulting in congestive heart failure and tremendous death losses."

Modern broiler chickens also experience crippling leg disorders and lameness, as their legs are not capable of supporting their abnormally heavy bodies. Researchers have found that this lameness is so chronically painful that lame chickens will repeatedly choose food that has painkillers added to it over regular feed.[5] Another study found that 26% of broiler chickens are severely crippled and 90% cannot walk normally.[6]

On modern factory farms, thousands of turkeys and chickens are crowded into filthy, ammonia-laden sheds.

Turkeys also suffer from unnatural breeding. According to another *Feedstuffs* article, "turkeys have been bred to grow faster and heavier but their skeletons haven't kept pace, which causes 'cowboy legs'. Some turkeys have problems standing and fall and are trampled on..." [7]

Sick and injured birds who do not grow fast enough are sometimes violently killed on factory farms. An investigation in Minnesota found a farm manager wringing the necks of young birds and haphazardly bludgeoning the heads, necks, and bodies of dozens of others with what he called his "killing stick" and a pair of pliers.[8]

Those who don't die on the factory farm are shipped to the slaughterhouse at just a fraction of their natural lifespan. At the slaughterhouse, fully conscious chickens and turkeys are shackled by their ankles upside-down to a moving conveyor belt. The birds are then given intensely painful electric shocks[9], intended to immobilize them and make it easier to slit their throats.[10] The shocks are frequently not powerful enough to render them unconscious.[11] After being shocked, the birds' throats are slashed, usually by a mechanical blade, and blood begins rushing out of their bodies.

Inevitably, the blade misses some birds who then proceed to the next station on the assembly line: the scalding tank. According to USDA statistics, millions of birds every year have their bodies submerged in scalding hot water (about 143° F) while they are fully conscious.[12,13,14]

Inside a chicken slaughterhouse (top and bottom left). Worker gathering birds (center). Turkeys shackled by legs at slaughterhouse (right).

According to Virgil Butler, a former Tyson slaughterhouse worker, "When this happens, the chickens flop, scream, kick, and their eyeballs pop out of their heads. Then, they often come out the other end with broken bones and disfigured and missing body parts because they've struggled so much in the tank." Birds are not protected under the federal Animal Welfare Act, nor the Humane Slaughter Act, according to the USDA.

Did You Know?

Chickens are inquisitive animals, who, when in natural surroundings, enjoy dust-bathing, making nests, roosting in trees, and searching for food. Like us, chickens form friendships and strong family ties. They love their young and mourn the loss of loved ones. According to animal behaviorist, Dr. Chris Evans, chickens are as smart as mammals, including some primates. He explains that chickens are able to understand that recently hidden objects still exist, which is beyond the capacity of small children. Furthermore, Dr. Joy Mench, professor and director of the Center for Animal Welfare at the University of California at Davis explains, "Chickens show sophisticated social behavior. They can recognize more than a hundred other chickens and remember them. They have more than thirty types of vocalizations."

a hen's life

Without painkillers, chicks' beaks are seared off with a hot blade.

Hens confined in battery cages are unable to walk freely or stretch a single wing.

Sick or diseased factory farmed animals receive no veterinary care.

Corpses are often left to rot in cages with hens laying eggs for human consumption.

every egg eaten sentences a hen to over 24 hours in a tiny battery cage.

— the rotten egg industry —

Chickens raised to lay eggs are forced to live crammed together inside battery cages, small barren wire cages stacked in rows inside filthy windowless sheds that can stretch the length of two football fields.

A typical battery cage confine five to eleven hens. With each hen given less than half a square foot of living space (an area less than the size of this page), she is unable to walk freely or even fully stretch her wings.[15]

Virtually every natural instinct and desire is thwarted by the battery cage, denying the hens the ability to build a nest, forage, roost, dust bathe, see the sun, or even feel the earth or grass below their feet. In the U.S., over 95% of chickens raised for egg production live in battery cages.[16]

In addition to the severe mental and social deprivation, forcing a naturally active bird to spend her entire life in a cramped and nearly stationary position causes numerous health problems including lameness, bone brittleness, and muscle weakness.[17] Nearly 30% of hens have broken bones at the time they are slaughtered.[18]

Sickness and disease run rampant in these squalid living conditions, but in an attempt to minimize costs, even the sickest of hens are denied veterinary care.

> **"Few people would keep a hen in a shoe box for her entire egg-laying life; but practically everyone will eat smartly packaged, 'farm fresh' eggs from battery hens."**
>
> *The Economist, 7/19/95*

Because egg laying is cyclical, and waiting for that cycle to proceed naturally does not always maximize profits, many egg farms use a technique called "forced molting" in which hens are starved for up to 12 days in order to stress their bodies into another egg laying cycle.[19] Poultry researcher, Dr. Ian Duncan, calls forced molting "a barbaric practice which doubles mortality in the flock while it is going on and leads to great suffering in all the hens involved." [20]

Since 2000, numerous undercover investigations at egg farms in Ohio[21], Connecticut[22], Minnesota[23], Maryland[24], and New Jersey[25] have illustrated that cruelty is not the exception, but rather the rule. The investigations have documented the following widespread abuses:

- Hens with broken, damaged, and feces-covered feathers packed into tiny wire battery cages so small they cannot even spread their wings.
- Diseased hens suffering from huge, untreated growths and infections, as well as blindness, and birds unable to walk.
- Hens trapped in the wire of their cages, left without any access to food or water.
- Dead hens left to decompose in cages with live hens still producing eggs for human consumption.
- Hens who have escaped their cages wandering in manure pits with no access to water.
- Live hens thrown away in trash bins, left to die among carcasses.

Ninety-eight percent of U.S. eggs come from hens crowded into wire battery cages the size of filing drawers stacked in tiers.

For every egg-laying hen confined in a battery cage, there is a male chick who was killed at the hatchery. Because egg-laying chicken breeds have been genetically engineered exclusively for maximum egg production, they don't grow large enough or quickly enough to be profitably raised for meat. Consequently, male chicks of egg-laying breeds are of no economic value and are discarded the very day they hatch, usually by the cheapest, most convenient means available.

Every day, hundreds of thousands of male chicks are killed by suffocation in plastic bags, decapitation, gassing, being left to die in dumpsters, or being thrown alive into grinders.[26,27,28] According to a report in the *International Journal for the Study of Animal Problems*, for those chicks thrown into grinders, some will be killed almost immediately, while others will be slowly tortured and mangled, remaining alive even twenty seconds after being thrown into the machine.

Once a hen's egg production declines, she will either be slaughtered for low-grade chicken meat products or disposed of like her brothers by being thrown alive into a grinding machine or suffocated in a plastic bag or dumpster.[29,30] Another method of disposal used by the egg industry is to pack the live hens into containers and bulldoze them into the ground, thus burying them alive.[31]

Q: What about "free-range" eggs?

A: In many commercial "free-range" or "cage-free" egg farms, hens are crowded inside windowless sheds, packed nearly wing to wing, with little or no access to the outdoors. Just like battery cage hens, "free-range" hens are sent to slaughter once their egg production declines and their baby brothers are disposed of at the hatchery.[32] The best thing consumers can do is avoid eggs completely.

A Story about Hope

one of the egg industry's tiniest victims gets a second chance

During the pre-dawn hours of a cold December morning, two undercover Mercy For Animals' investigators discovered a hen they would later name Hope. She had been tossed in a filth-encrusted trashcan by a worker at the egg farm - left to die amid the rotting bodies of countless dead hens.

As one investigator recalled, "The already unbearable consciousness of this hell worsened when I noticed movement in one of the trash bins. I easily would have mistaken this hen, determined to survive, for a lifeless corpse had she not lifted her tiny head, stared at me with curiosity, and blinked her eyes from atop the pile."

Hope was given a second chance at life that morning when investigators reached into that rusted steel bin and lifted her to safety. Today, after being left for dead by the egg industry, Hope has fully recovered. Her sinus infection, wing hematoma, bruises, abrasions, and damaged feathers have all been treated and cured. Today she lives free of the cruel battery cage, enjoying the company of other rescued chickens on a wonderful farmed animal sanctuary.

a pig's life

Piglets are castrated, have teeth clipped, & tails cut off without anesthesia.

Crowded into filthy ammonia-laden sheds, pigs are denied fresh air & natural behaviors.

Some pigs too sick to be sent to slaughter are shot in the head with captive bolt guns.

Many pigs die from untreated illness brought on by poor living conditions.

a pig's natural life expectancy is 15 yrs. pigs are killed for pork at 6 months of age.

— Babe's true story —

Mother pigs (sows), spend most of their lives in individual "gestation" crates, which are approximately seven-feet-long and two-feet-wide—too small for them to even turn around. Just before giving birth, they are moved to "farrowing" crates, which are wide enough for them to lie down and nurse their babies but still not large enough for them to turn around or build nests for their young.[33]

According to a March 2004 article in the *Des Moines Register*, "A pregnant sow's biological need to build a nest before having her litter is so great that some sows confined in modern hog buildings will rub their snouts raw on the concrete floor while trying to satisfy the drive." The deprived environment produces neurotic coping behaviors such as repetitive bar biting, sham chewing (chewing nothing), and obsessively pressing on water bottles.[34,35] The confinement is so intense that the pigs sometimes attack their crates.[36]

After visiting several pig factory farms, investigator Lauren Ornelas wrote, "what will remain with me forever is the sound of desperate pigs banging their heads against immovable doors and their constant and repeated biting at the prison bars that held them captive. This, I now know, is a sign of mental collapse. What has happened to the human race that it can close its eyes to this suffering?"

> **"Real-life 'Babes' see no sun in their limited lives, with no hay to lie on, no mud to roll in. The sows live in tiny cages, so narrow they can't even turn around."**
>
> *Morley Safer, 60 Minutes, 9/19/97*

Piglets are taken from their mothers when they are as young as 10 days old and packed into pens until they are separated to be raised for breeding or meat. They too are overcrowded and prone to stress-related behaviors, such as cannibalism and tail-biting. Rather than give the animals more space and a better environment to prevent these problems, factory farmers chop off the piglets' tails and often use pliers to break off the ends of their teeth.[37] For identification purposes factory farmers rip chunks out of the young animals' ears.[38] To prevent the development of sexual pheromones, which many consumers find to have an unpleasant odor, factory farmers rip out the males' testicles. All of these excruciating procedures are done without any use of painkillers.[39]

In nature pigs spend much of their day eating everything from seedlings to tree leaves, but on factory farms pigs are fed a protein-rich concentrate that they consume in just 20 minutes. While the food provides the pigs with abundant calories, it can leave them in a chronically hungry state and frustrate their natural desire to forage.

In their natural environment, pigs would sleep in a communal nest, built from branches and grass, but in factory farms pigs are forced to sleep on concrete inside crowded sheds. Over time this causes serious health problems. Their joints swell, their skin gets scraped off, and their feet get serious abrasions and infections.[40] The sheds, filled with dust and ammonia, cause severe respiratory problems. An examination of 6,000 slaughtered pigs revealed that 71% suffered from pneumonia (an infection of the lungs).[41]

During pregnancy, sows are confined in gestation crates (L). Measuring only 2 ft wide, the narrow metal crates make it impossible for sows to turn around. Shortly before giving birth sows are moved to tiny farrowing stalls (R).

According to a November 10, 2002 article in *The New York Times*, "Sick pigs, being unproductive 'production units' are clubbed to death on the spot." Other common methods used to kill sick pigs include: "thumping" (slamming animals' heads against the floor until they die), drowning them with a hose, and standing on their necks.[42, 43, 44]

A worker at a hog farm in South Dakota recalls, "They would grab the back of the legs of the little pig who's fallen behind or is sick or something, and instead of treating it and trying to make it better, they would grab the back legs and swing it over their shoulders with both hands and try to hit it right in the head to make it die. A lot of these times I would see the pig not die on the first hit, also not die on the second hit. You hear the squealing, you see the blood fly, you see the eyes bulge out..."

Pigs on slaughterhouse kill floor (top). Stunning of screaming pig (bottom left). Dead pile (center). Workers skinning pig carcass (right).

Approximately 100 million pigs are killed in the U.S. each year.[45] Cruelty at slaughterhouses is commonplace. An April 10, 2001 story in the *Washington Post* reports that, "Hogs...are dunked in tanks of hot water after they are stunned to soften the hides for skinning. As a result, a botched slaughter condemns some hogs to being scalded and drowned. Secret videotape from an Iowa pork plant shows hogs squealing and kicking as they are being lowered into the water."

According to slaughter plant worker, Tommy Vladak, "After they left me, the hogs would go up a hundred-foot ramp to a tank where they're dunked in 140° water...Water any hotter than that would take the meat right off their bones...There's no way these animals can bleed out in the few minutes it takes to get up the ramp. By the time they hit the scalding tank, they're still fully conscious and squealing. Happens all the time." [46]

Did You Know?

Pigs "have the cognitive ability to be quite sophisticated. Even more so than dogs and certainly [more so than] three-year-olds," says Dr. Donald Broom, Cambridge University professor and former scientific advisor to the Council of Europe. One study found that they can even learn to play simple video games. Pigs naturally live in groups and express friendships with each other through vocalizing, body language, and with whom they spend their time. Like human children, piglets are particularly fond of play and chase one another, play-fight, tumble down hills, and generally engage in a wide variety of enjoyable activities. Pigs are very active, traveling up to 30 miles a day at a quick pace. Noted ethologist, Dr. Alex Stolba, observed that pigs living in a natural environment also spend much of their day grazing and rooting. Pigs raised on factory farms are denied all of these behaviors.

a dairy cow's life

Dairy cows are often milked by machines in crowded sheds.

Sick cows unable to walk, called "downers," are common in the dairy industry.

a veal calf's life

Veal calves are chained by their necks in tiny crates & fed an anemia-inducing diet.

Calves are often prodded & thrown onto trucks before being shipped to slaughter.

modern dairy cows are forced to produce 3 times more milk than they would naturally.

truth or dairy

Cows produce milk for the same reason that humans do—to nourish their young—but calves born on dairy farms are taken from their mothers when they are just one day old and fed milk replacers so that humans can have the milk instead.[47,48]

In order to keep a steady supply of milk, the cows are repeatedly impregnated. Dairy cows are milked several times a day for nearly their entire lives. The cows are hooked by their udders to electronic milking machines, which can cause the cows to suffer electrical shocks, painful lesions, and mastitis.

The dairy industry sees cows as nothing more than "units" to be utilized for maximum production and profit. Increasing herd size while cutting labor through automation has been disastrous for cows. Some spend their entire lives standing on concrete floors; others are crammed into massive mud lots.

> **"That's one sad, unhappy, upset cow. She wants her baby. Bellowing for it, hunting for it. It's like grieving, mourning - not much written about it. People don't like to allow them thoughts or feelings."**

Temple Grandin, Ph.D.
Professor of Animal Science at Colorado State University

On any given day, there are more than 9 million cows living on U.S. dairy farms—about 13 million fewer than there were in 1950. Yet, milk production has continued to increase, from 116 billion pounds per year in 1950 to 170 billion in 2003. Although these animals would naturally produce only enough milk to meet the needs of their calves (around 16 pounds a day), genetic manipulation, antibiotics, and hormones are used to force each cow to produce more than 18,000 pounds of milk a year (an average of 50 pounds a day).[49,50,51]

Cows on factory farms suffer from a variety of health problems. Painful inflammation of the mammary glands (mastitis) is common among dairy cows. Another dairy industry disease caused by intensive milk production is "Milk Fever." This ailment occurs when milk secretion depletes calcium faster than it can be replenished in the blood. In order to further increase profits, Bovine Growth Hormone (BGH), a synthetic hormone, is now being injected into cows to get them to produce even more milk. The hormones adversely affect the cows' health and increase the rate of birth defects in their calves.[52] BGH may also cause breast and prostate cancer in humans.[53]

Cows have a natural lifespan of about 25 years and can produce milk for eight or nine years, but the stress caused by factory farm conditions leads to disease, lameness, and reproductive problems that render cows worthless to the dairy industry by the time they are four or five years old, at which time they are sent to the slaughterhouse.[54,55] Over one-third of the ground beef consumed in the United States is from dairy cows.

Two or three times every day, dairy cows are hooked up to milk machines (L). Veal calves, a by-product of the dairy industry, are isolated in crates so narrow they are unable to even turn around (R).

— cruelty in a crate —

Few consumers realize that veal is a direct by-product of the dairy industry. In order for dairy cows to produce milk, they must be impregnated. While female calves are slaughtered or added to the dairy herd, many male calves are taken from their mothers when they are as young as one day old and chained in tiny stalls to be raised for veal.[56,57] The confinement is so extreme that they cannot even turn around or lie down comfortably.[58] As author John Robbins notes, "The veal calf would actually have more space if, instead of chaining him in such a stall, you stuffed him into the trunk of a subcompact car and kept him there for his entire life."

> "Metaphorically, there is a hunk of veal in every glass of milk."
>
> *Steven Gross, Ph.D.*

Many veal calves are deliberately kept anemic in order to produce light-colored meat, which fetches higher prices in restaurants. Their liquid-based, iron-deficient diets cause numerous health problems. Motherless and alone, they suffer from ulcers, diarrhea, pneumonia, and lameness.[59,60] After three to 18 weeks of this deprivation, they are trucked to the slaughterhouse, where their young lives are taken from them.

Q: Isn't drinking milk natural & healthy?

A: Humans have no need for cows' milk. Just as dogs' milk is intended for puppies, rats' milk is intended for baby rats, and human milk is intended for baby humans, cows' milk is intended for baby cows--not humans.

Dairy products are high in saturated fat and cholesterol and have been linked to numerous health problems, including diabetes and prostate cancer.[61,62] A Harvard study, which followed more than 75,000 women over a period of 12 years, found that the women who consumed the most dairy products had no more protection from bone fractures than those consuming little or no dairy.[63] There are many excellent sources of calcium other than dairy, including kale, broccoli, collard greens, fortified non-dairy milks, & fortified orange juice.

Did You Know?

Cows are extremely gentle and affectionate animals, forming strong bonds with one another, particularly between mother and calf. As Dr. Michael Klaper recalls "The very saddest sound in all my memory was burned into my awareness at age five on my uncle's dairy farm in Wisconsin. A cow had given birth to a beautiful male calf...On the second day after birth, my uncle took the calf from the mother and placed him in the veal pen in the barn—only ten yards away, in plain view of his mother. The mother cow could see her infant, smell him, hear him, but could not touch him, comfort him, or nurse him. The heartrending bellows that she poured forth—minute after minute, hour after hour, for five long days—were excruciating to listen to. They are the most poignant and painful auditory memories I carry in my brain."

a steer's life

Cattle are branded with a red hot-iron, causing third degree burns to the skin.

On overcrowded feedlots, cattle are often forced to live in mud and manure.

A downed cow is left to die at a stockyard as her calf huddles behind her.

At the slaughterhouse, some cattle have their throats slit while fully conscious.

— the beef on beef —

Cattle raised for beef are subjected to numerous painful procedures during their lives, such as repeated infliction of third degree burns to their skin (branding), having their testicles ripped out, and their horns cut off. To minimize costs, all of these practices are routinely conducted without any painkillers.[64]

The majority of cattle's lives are spent on overcrowded feedlots, "standing ankle deep in their own waste eating a diet that makes them sick", as Michael Pollen writes in *The New York Times*.

Typical cattle feed includes corn, which the animals cannot properly digest, and "fillers" such as sawdust or chicken manure. This unnatural diet can lead to an array of health problems, such as bloat, acidosis (bovine heart burn), diarrhea, ulcers, liver disease, and general weakening of the immune system.[65]

During transport to feedlots, auctions, and slaughterhouses, cattle also endure extreme cruelty. Food is not given to the animals the day before or during transport since it will not be converted into profitable flesh. Some cattle succumb to pneumonia, dehydration, heat exhaustion, or freezing to the sides of transport vehicles during long trips, through all weather extremes.

Dr. Lester Friedlander, a former USDA veterinarian, put it this way: "In the summertime, when it's 90, 95 degrees, they're transporting cattle from 12 to 15 hundred miles away on a trailer, 40 to 45 head crammed in there, and some collapse from heat exhaustion. This past winter, we had minus-50-degree weather with the wind chill. Can you imagine if you were in the back of a trailer that's open and the wind-chill factor is minus 50 degrees, and that trailer is going 50 to 60 miles an hour?" [66]

> **"They'll go through the skinning process alive. I saw that myself, a bunch of times."**
>
> *Texas USDA Inspector*

Those who make it to the slaughterhouse alive are often electrically prodded off the truck. Federal law requires that cattle be stunned (rendered insensible to pain) prior to slaughter. Most cattle are shot in the head with a "pistol" that thrusts a metal rod through the skull and into the brain. However, the law is rarely enforced and routinely violated since shooting a struggling animal is difficult and production lines move at an alarming pace.[67] As a result, some animals go through the slaughter process kicking and screaming as they are skinned and dismembered while fully conscious.

An April 10, 2001 *Washington Post* exposé revealed: "It takes 25 minutes to turn a live steer into steak at the modern slaughterhouse where Ramon Moreno works… The cattle were supposed to be dead before they got to Moreno. But too often they weren't. 'They blink. They make noises,' he said softly. 'The head moves, the eyes are wide and looking around.' Still Moreno would cut. On bad days, he says, dozens of animals reached his station clearly alive and conscious. Some would survive as far as the tail cutter, the belly ripper, and the hide puller. 'They die,' said Moreno, 'piece by piece.'"

— sealife to seafood —

Fish suffer greatly when caught, farmed and killed for their flesh. While fisheries would like you to believe otherwise, numerous studies, including a recent study by the Roslin Institute and the University of Edinburgh, have found conclusive evidence that fish do feel pain.[68]

> **"The argument that fish do not feel pain is an argument of convenience."**
>
> *Microbiologist Frank Hurd*

Fish, as well as unintended victims of the fishing industry, including dolphins, birds, and turtles, are captured in huge trawlers' nets, and squeezed for hours along with any netted rocks and other debris. Dragged from the ocean depths, fish undergo excruciating decompression. The intense internal pressure ruptures their swim bladders, pops out their eyes, and pushes their stomach through their mouth. They are then tossed onboard where many slowly suffocate or are crushed to death. Others are still alive when their throats and bellies are cut open.[69]

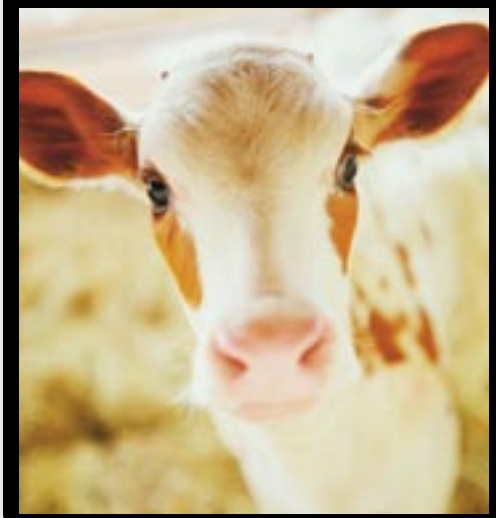
Dragged from the ocean depths, fish suffer from decompression, suffocation, & being crushed.

More than 2 billion fish (mainly catfish and trout) are raised on factory farms every year. On such "farms," a 15-inch catfish is allowed only one cubic foot of living space. Rainbow trout are confined in shallow concrete troughs.[70] According to author Joan Dunayer, "Because of crowding and filth, infections and parasite infestations plague intensively reared fishes, whose symptoms include scattered hemorrhages; red, swollen, and oozing gills; eroded skin, tails, and fins; and degeneration of internal organs. Fifty or more skin lice may latch onto a caged salmon from head to tail and eat into the salmon's flesh. Afflicted fishes scrape themselves against their cage in a futile effort to relieve the intense irritation." [71]

At slaughter, most salmon are dumped into water infused with carbon dioxide, making it painful for them to breathe. The carbon dioxide paralyzes them, but most are still conscious when their gill arches are slit for bleeding. Catfish are shocked with electricity. If the current is too weak, they are conscious when their heads are cut off.[72]

The Power of One

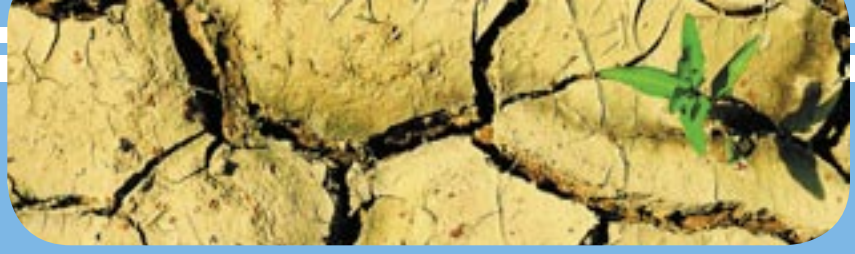
Choosing to go vegetarian is simply a matter of living according to the values so many of us hold dear, such as being fair and kind to others. Most people would never dream of cramming up to 11 egg-laying hens into a file drawer-sized cage, ripping the testicles out of a screaming baby piglet, or cutting the throat of a cow as she stares back at you with her big brown eyes. How then, as compassionate individuals, can we justify paying others to carry out these atrocities on our behalf?



The average vegetarian saves the lives of approximately 95 animals each year. That adds up to thousands during a lifetime. Every time we eat, we are making a powerful choice that has profound consequences on the lives of animals. At each meal, we decide between supporting cruelty or living compassionately.

> **"How wonderful it is that nobody need wait a single moment before starting to improve the world."**
>
> *Anne Frank, Nazi Holocaust victim*

our earth



how every bite affects mother nature

Becoming vegetarian is one of the most important and effective actions you can take to help stop global warming, conserve natural resources, prevent water and air pollution, and save species from extinction. According to Dr. David Brubaker, PhD, at Johns Hopkins University's Center for a Livable Future, "The way that we breed animals for food is a threat to the planet. It pollutes our environment while consuming huge amounts of water, grain, petroleum, pesticides and drugs. The results are disastrous." As the Sierra Club put it in their 2002 report on animal factories, "environmental violations by the meat industry add up to a rap sheet longer than *War and Peace*."

food for thought

Growing grain for animal feed is extremely resource intensive and wasteful.

Feces runoff from factory farms often pollutes local groundwater.

Between 1990 and 1997, manure spills killed more than one billion fish.

global warming

According to *Livestock's Long Shadow*, a groundbreaking 2006 United Nations report, raising animals for food causes more global warming than all the cars and trucks in the world *combined*.

This is due to a number of factors, including the greenhouse gases emitted from the manure, belches, and flatulence of billions of farmed animals. Deforestation caused by the expansion of grazing and the growing of animal feed also causes global warming, since the trees are no longer there to absorb the CO_2. The burning of fossil fuels used to produce the massive amount of feed crops, to heat and cool the buildings that house the animals, and to transport, process, and refrigerate the meat also contributes to the problem.[73]

Researchers at the University of Chicago calculated that eating a vegan diet prevents the equivalent of 1.5 tons of CO_2 emissions every year - even more than the 1 ton of CO_2 emissions prevented by switching from a large sedan to a Toyota Prius.[74]

> "The livestock sector emerges as one of the top two or three most significant contributors to the most serious environmental problems, at every scale from local to global."
>
> *United Nations*
> *Livestock's Long Shadow Report 11/06*

wasting resources

Feeding large amounts of grain to farmed animals in order to produce a small amount of meat is a waste of limited resources. A July 7, 2002 *Time* magazine article reported on the findings of Cornell ecologist David Pimentel: "Pimentel argues that vegetarianism is much more environment-friendly than diets revolving around meat. 'In terms of caloric content, the grain consumed by

American livestock could feed 800 million people'... Animal protein also demands tremendous expenditures of fossil-fuel energy—eight times as much for a comparable amount of plant protein."

> **The costs of mass-producing cattle, poultry, pigs, sheep and fish to feed our growing population... include hugely inefficient use of freshwater and land, heavy pollution from livestock feces...and spreading destruction of the forests on which much of our planet's life depends.**
>
> *Time Magazine, 11/8/99*

Countless acres of rainforest have been destroyed to create land for cattle grazing.

The meat industry is a major cause of fresh water depletion. According to Ed Ayres of the World Watch Institute, "Around the world, as more water is diverted to raising pigs and chickens instead of producing crops for direct consumption, millions of wells are going dry. India, China, North Africa and the U.S. are all running freshwater deficits, pumping more from their aquifers than rain can replenish." Ayres states, "Pass up one hamburger, and you'll save as much water as you save by taking 40 showers with a low-flow nozzle." [75]

— extinct is forever —

The United Nations reports that, "the livestock sector may well be the leading player in the reduction of biodiversity, since it is the major driver of deforestation, as well as one of the leading drivers of land degradation, pollution, climate change, overfishing, sedimentation of coastal areas and facilitation of invasions by alien species." [76]

In the United States, grazing has contributed to the demise of 26% of federally-listed threatened and endangered species.[77] The situation is no better in South America where ranching-induced deforestation is one of the main reasons for the loss of plant and animal species in tropical rainforests.[78]

— air & water pollution —

According to the United Nations, animal agriculture "is probably the largest sectoral source of water pollution, contributing to eutrophication, 'dead' zones in coastal areas, degradation of coral reefs, human health problems, emergence of antibiotic drug resistance and many others. The major sources of pollution are from animal wastes, antibiotics and hormones, chemicals from tanneries, fertilizers and pesticides used for feedcrops, and sediments from eroded pastures." [79]

Manure lagoons and spray fields from animal agriculture also pollute the air by emitting ammonia, methane, and hydrogen sulfide. According to a May 2003 article in *The New York Times*, "Around industrial hog farms across the country, people say their sickness rolls in with the wind. It brings headaches that do not go away and trips to the emergency room for children whose lungs suddenly close up. People young and old have become familiar with inhalers, nebulizers and oxygen tanks. They complain of diarrhea, nosebleeds, earaches and lung burns." [80]

Consider this

Amount of U.S. grain fed to farm animals: **70%**
Pounds of corn and soy required to produce just one pound of pork: **nearly 7**
Water needed to produce a pound of wheat: **14 gallons**
Water needed to produce a pound of meat: **441 gallons**
Of all water used for all purposes in the United States, more than half goes to: **livestock production**
Threatened and endangered species imperiled by livestock grazing: **161**
Amount of farmed animal manure produced in the United States: **five tons of waste for every person**

Sources for above statistics: USDA[81,85], Cattle-Fax[82], Journal of Animal Science[83], National Audubon Society[84], U.S. Senate Report[86]

heart smart

eating for a long and healthy life

According to the American Dietetic Association's June 2003 position paper, "Vegetarian diets offer a number of nutritional benefits, including lower levels of saturated fat, cholesterol, and animal protein, as well as higher levels of carbohydrates, fiber, magnesium, potassium, folate, and antioxidants such as vitamins C and E and phytochemicals. 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."

— 1 out of 2 —

Heart disease claims the life of nearly one out of every two Americans. Adopting a vegetarian diet is a powerful way to prevent heart attacks. Animal foods are high in saturated fat, but plant foods are low in saturated fat. Since cholesterol is found only in animal products, such as meat, dairy, and eggs, a plant-based diet is cholesterol-free. The most powerful cholesterol-lowering agents are soluble fiber, unsaturated fats, and phytochemicals, all of which are found almost exclusively in plant foods.[87] In the seventeen studies conducted between 1978 and 2002, the average vegan's cholesterol level was a mere 160 mg/dl, while the average non-vegetarian's cholesterol was 202 mg/dl.[88] It's not surprising that vegetarians have been shown to have a 24% reduced risk of dying of heart disease.[89] It is likely that vegetarians could cut their risk of heart disease even further by increasing their intake of omega-3 fatty acids and Vitamin B12.

> **"I now consider veganism to be the ideal diet. A vegan diet—particularly one that is low in fat—will substantially reduce disease risks."**

T. Colin Campbell, Ph.D.
Professor of Nutritional Biochemistry at Cornell University

Physicians such as Dr. Dean Ornish and Dr. Caldwell Esselstyn have actually stopped and even reversed heart disease in patients by putting them on programs that include plant-based diets.

Omega-3 Fatty Acids

Most people consume too much fat, but few people get enough of the healthy Omega-3 fatty acids. These essential fats can be found in walnuts, canola oil, and flax seeds. For maximum absorbtion, flax seeds should be ground up in a blender or coffee grinder, then added to smoothies or sprinkled on top of other foods. Flax seeds are also rich in protein, potassium, magnesium, boron, and lignans, which may help prevent cancer.

Learn more

Check out these sites for more information on vegan nutrition:

VeganHealth.org
VeganMD.com
PCRM.org
VRG.org

Veg
Fo
Pyra

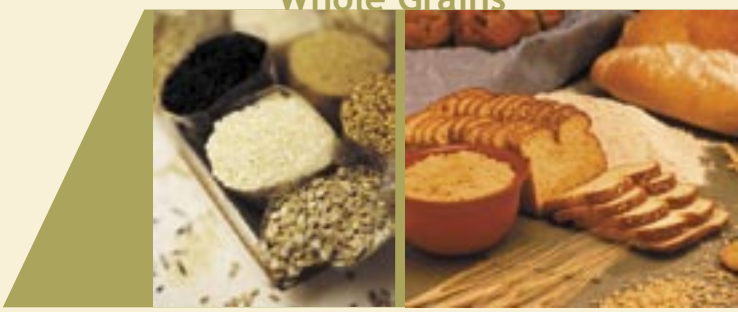
Legumes

group includes beans, peas, lentils,
tutes. source of fiber, protein, ir

Vegetables 3 or more

group includes broccoli, collards, kale, carrots, & sweet potatoes. source of vitamin C, beta-carotene, riboflavin, iron, calcium, & fiber.

Whole Grains



group includes bread, rice, pasta, hot or cold cereal, corn, millet,
plex carbohydrates, pro

Q: What about protein?

A: The average American consumes almost twice as much protein as needed. If vegans eat an adequate number of calories per day and include a variety of plant foods, getting enough protein should be simple. High protein plant foods include: lentils, black beans, veggie burgers, vegan deli slices, tofu, tempeh, peanut butter, pumpkin seeds, wheat, oatmeal, seitan, and soymilk.

Q: Can I raise my kids vegan?

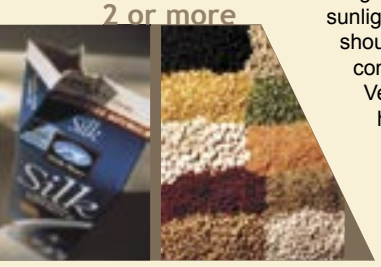
A: The American Dietetic Association states, "Well-planned vegan and other types of vegetarian diets are appropriate for all stages of the life cycle, including during pregnancy, lactation, infancy, childhood, and adolescence." For more information on raising vegan children, pick up a copy of *Raising Vegetarian Children* by Vesanto Melina, R.D. and Joanne Stepaniak.

Q: Isn't fish a health food?

A: Eating fish is cruel and unhealthy. Farmed salmon contain such high levels of PCBs, dioxins, and other toxic chemicals that a study in the journal of *Science* recommends that people should not eat it more than once a month.[93] The EPA estimates that over 600,000 children are born each year at risk for lowered intelligence and learning problems from exposure to mercury because their mothers ate fish.[94]

gan
od
amid

2 or more



, tempeh, tofu, & meat/dairy substi-
on, calcium, zinc, and B vitamins.

Vitamin D & Calcium

Vitamin D and calcium are important in bone formation. Vitamin D can be obtained from sunlight exposure. Vegans who get little sunlight, or those who live at high latitudes, should take a vitamin D supplement,or consume fortified soymilk or rice milk. Vegans should also get 3 servings of high calcium foods each day, such as kale, broccoli, collard greens, and fortified soymilk & orange juice.

Vitamin B12

Vitamin B12 is produced by bacteria commonly found in the bodies of animals. Vegetables are not reliable sources of B12. Vegetarians should include reliable sources of B12 in their diet by consuming a multivitamin, a B12 supplement, or foods fortified with B12.

Fruit 3 or more

group includes citrus fruits, melons, berries,
bananas & apples. source of fiber, vitamin C, and
beta-carotene.

6-11 servings

barley, bulgur, buckwheat, oats, and tortillas. source of fiber, com-
tein, B vitamins and zinc.

> **"My best year of track competition was the first year I ate a vegan diet."**
>
> *Carl Lewis, Olympic Champion*

diabetes

In a study of over 25,000 Seventh Day Adventists, vegetarians were found to have significantly lower rates of diabetes. Among men in the study, risk for diabetes was a whopping 80% higher in men who ate meat, after adjusting for weight.[90]

obesity

Approximately 65% of the U.S. population is overweight and 31% is obese. Vegans have much lower rates of obesity, and on average weigh 10% less than non-vegetarians.[91] In addition to looking slimmer, being lighter reduces the risk of a myriad of health problems including respiratory problems, type 2 diabetes, and cardiovascular disease.

cancer

Vegetarians have considerably lower rates of several types of cancer than non-vegetarians. The Adventist Health Study found that non-vegetarians had a 54% increased risk for prostate cancer and an 88% increased risk for colorectal cancer, even after controlling for age, sex, and smoking.[92] Numerous studies show much lower cancer rates in countries which have largely plant-based diets.

the switch

five helpful tips to going and staying veg

tip 1

Enjoy vegan versions of your favorite foods!

Becoming vegetarian doesn't mean you have to give up the tastes you love. There are now delicious vegan versions of almost every meat, dairy, and egg product with all the flavor but without causing animal suffering and environmental degradation. Next time you are at the grocery store, fill your cart with these healthy and humane alternatives.

cow's milk

vanilla, chocolate, and plain soy milk • rice milk & almond milk from brands such as: *Silk* • *Vitasoy* • *Edensoy* • *WholeSoy* • *WestSoy* • & *Rice Dream*

ice cream

dairy-free pints, bars, & "nice" cream sandwiches in a variety of flavors from brands such as: *Soy Delicious* • *Soy Dream* • *Rice Dream* • *Tofutti* • *WholeSoy* • & *Edy's Sorbet*

hamburgers

veggie burgers such as: *Boca's* Vegan Original • *Gardenburgers* GardenVegan • *Amy's* California Burger and Texas Burger • & *Yves* Veggie Original

hot dogs & brats

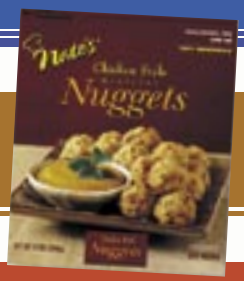
meat-free hot dogs such as: *Lightlife's* Tofu Pups • *SoyBoy's* Not Dogs • *Tofurky's* Beer Brats • & *Yves* Hot & Spicy Chili Dogs, Good Dogs, and Original Veggie Dogs

cold cuts

meatless deli slices such as: *Lightlife's* Smart Deli • *Yves* Veggie Turkey, Salami, Bologna, and Ham • & *Tofurky's* Original, Peppered, and Hickory Smoked styles

chicken

meat-free chicken products such as: *Boca's* Chik'n Nuggets & Chik'n Patties • *Health Is Wealth's* Chicken-Free Nuggets & Buffalo Wings • *Gardenburger's* Meatless Flame Grilled Chicken • & *Nate's* Chicken Style Nuggets



ground beef

beef alternatives such as: *Boca's* Ground Burger • *Morningstar Farms'* Grillers Burger Style Crumbles • *Lightlife's* Smart Menu Crumbles • & *Yves* Ground Round

eggs

Fantastic Foods' Tofu Scrambler. When baking, for one egg, substitute: 1 tbsp. cornstarch plus 2 tbsp. water • or 1 ounce of mashed tofu • or 1 tbsp. of ground flax seeds plus 3 tbsp. water • or 1/2 a banana • or *Ener-G* Egg Replacer (Ener-G.com)

yogurt

vegan yogurts such as: *WholeSoy's* Creamy Cultured Soy • *Stonyfield Farm's* O'Soy • and *Silk's* Cultured Soy in Vanilla, Strawberry, Apricot-Mango and other flavors

cheese

soy cheeses by *Soymage*, *Vegan Rella*, *Veggie Kaas*, *Tofutti*, and *Follow Your Heart*, "Macaroni and Chreese" by *Road's End Organics*

butter & mayonnaise

dairy-free margarines such as Willow Run, Earth Balance, Smart Balance, Soy Garden, Spectrum Naturals, and Tree of Life • vegan mayonnaise such as *Follow Your Heart's* Vegenaise and *Nasoya's* Nayonaise

tip 2

Think globally, eat locally

After exploring foods from other cultures, most new vegetarians find that they really have more food choices – not fewer. Here are just a few offerings from around the world: **Chinese** - veggie stir-fry, garlic eggplant, fried tofu **Thai** - veggie pad thai, tofu coconut curry **Japanese** – veggie sushi (avocado, carrot, cucumber, mushroom, tofu, inari), edamame, miso soup **Ethiopian** - lentils, collard greens, yellow split peas, injera **Indian** - chana masala, aloo gobi, dal, veggie samosas **Mediterranean** – hummos, falaffel, baba ganoush, mujadara, stuffed grape leaves, jasmine rice **Mexican** – bean burritos, tacos

tip 3

Visit veg-friendly establishments

As the number of people requesting vegetarian meals increases, so too, does the number of establishments catering to those requests. Visit **VegDining.com** or **VegGuide.org** for a global listing of veg-friendly restaurants. Most chefs are happy to show off their skills by making you a tasty vegetarian dish that will make your dining companions green with envy. Explore your local health food store. You will be amazed at all the wonderful canned, frozen, and fresh vegetarian foods that are available.

tip 4

Grab a veggie cookbook

Countless vegetarian cookbooks, offering mouthwatering recipes ranging from grandma's traditional "meat and potato" type meals to colorful and exotic foods from around the world are just a bookstore or library away. Literally thousands of recipes are just a mouse click away on such websites as **CookVeg.com** and **Vegan-Food.net**.

tip 5

Attitude, attitude, attitude

Becoming vegetarian is a process. Give yourself time to develop new eating habits. Soon your new diet will become second nature as you learn where to find wonderful vegetarian choices. Having other vegetarians in your life will make your new compassionate way of eating easier. Get involved with local vegetarian and animal rights groups to meet like-minded friends. Remember you are making a big difference in your own life as well as in the lives of countless animals.

Meal Ideas

breakfast

Tofu scramble and soy sausage • Vegan Pancakes • Soy yogurt • Fruit smoothie • Bagel or toast with peanut butter and jelly • Oatmeal or other hot cereal • Cereal or granola with soy, rice, or nut milk

lunch

Bean burrito • Grain or soy burger • Vegetarian hot dog • Vegetarian lunchmeat sandwich • Baked tempeh or tofu sandwich • Tofu, tempeh, or seitan stir-fry • Tofu lasagna • Pasta and tomato sauce • Lentil soup

dinner

Falafel wrap with lemon tahini dressing • Cajun-style beans and rice • Vegetarian chili with mixed green salad • BBQ tofu with corn on the cob • Vegetable shish kabobs

in the kitchen breakfast

The next ten pages are packed full of easy, healthy, and mouth-watering meat-, egg-, and dairy-free breakfast, lunch, and dinner recipes. Dig in!

wonderful waffles

get:

- 1 ripe banana, mashed
- 2 cups water
- 1/2 cup uncooked oatmeal
- 1 1/2 cups whole-wheat flour
- 2 tsp. baking powder
- 1 tsp. cinnamon
- 1 tsp. nutmeg
- vanilla extract to taste (optional)

then:

Mix together the mashed banana and water. Add dry ingredients and mix, leaving lumps in the batter. Cook on a waffle iron, according to the manufacturer's instructions.

The batter also works well for pancakes, and is especially tasty when you add small berries (blueberries, raspberries, blackberries, etc.) to the mix. To make pancakes, pour 1/2 cup of batter into a hot, lightly oiled frying pan. When bubbles rise through the middle of the pancake, flip and cook until browned underneath.

Top with margarine, syrup, fruits, or preserves.

blueberry pancakes

get:

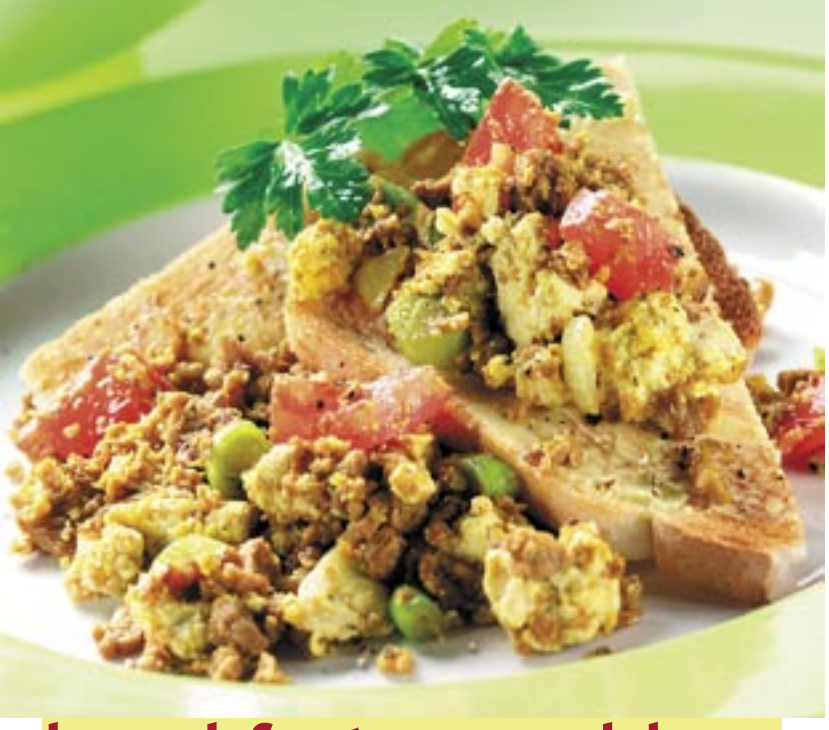
- 2 cups white flour, preferably unbleached
- 3 Tbsp. sugar, preferably Sucanat
- 3 Tbsp. baking powder
- 1 tsp. salt
- 2 cups vanilla soy milk
- 3 Tbsp. canola oil
- 1/2 cup frozen blueberries
- 1/2 cup fresh blueberries

then:

Combine the dry ingredients in a bowl and mix together. Add the soy milk and oil and mix until the batter is smooth.

Ladle the batter onto the hot pancake griddle. Add frozen blueberries. Cook for 2 to 3 minutes on each side.

Serve with fresh blueberries.



breakfast scramble

get:

- 1 Tbsp. vegetable oil
- 1/2 lb. sausage substitute
- 1/2 onion, diced
- 2 cloves garlic, minced
- 1 lb. firm tofu, drained and crumbled
- 1 tomato, diced
- 1 tsp. turmeric
- 1/2 tsp. garlic salt
- 2 green onions, minced

then:

Heat oil in a skillet. Add the sausage substitute, onion, and garlic and fry until browned. Add the tofu, tomato, turmeric, and garlic salt and saute for 5 minutes. Add green onions during last minute of cooking.

french toast

get:

- 12-oz. package silken tofu
- 1/2 cup soy milk
- 2 Tbsp. maple syrup
- 1 tsp. cinnamon
- 1/2 tsp. salt
- 2 Tbsp. vegetable oil
- 4 to 6 slices of bread
- Strawberries, sliced

then:

Combine everything but the bread and strawberries in a blender and blend until smooth. Pour mixture into a bowl and dip each slice of bread into it until coated. On a lightly oiled griddle, brown the battered bread on each side. Serve hot, topped with strawberries, nuts, and maple syrup.

blueberry muffins

get:

- 3/4 cup whole wheat pastry flour
- 3/4 cup unbleached white flour
- 1/2 cup cornmeal
- 1 Tbsp. baking powder
- 1/4 tsp. sea salt
- egg replacer (equivalent to 1 egg)
- 1 cup rice or soy milk
- 1/3 cup maple syrup
- 1 cup fresh or frozen blueberries

then:

Preheat oven to 350° F.

Mix all dry ingredients. In another bowl, mix all the wet ones. Stir the wet into the dry without over-mixing. Oil a muffin tin and spoon in the batter, filling the cups 2/3 full. Bake for 20 to 25 minutes.

lunch

ziti with sun-dried tomato cream

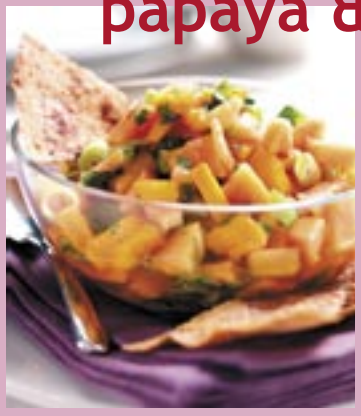
get:

- 1 lb. ziti pasta
- 1 cup chopped oil-marinated sun-dried tomatoes
- 1 cup firm silken tofu, drained and crumbled
- 3 cloves garlic, chopped
- 4 Tbsp. chopped fresh basil or
- 1 Tbsp. dried basil
- 2 Tbsp. balsamic vinegar
- 1 tsp. salt
- 1/8 tsp. pepper
- 2 Tbsp. olive oil
- 1 small can marinated artichokes, drained and chopped
- 2 Tbsp. minced fresh parsley

then:

Cook the ziti al dente. Meanwhile, in a food processor, combine the tomatoes, tofu, garlic, basil, vinegar, salt, pepper, and olive oil. Process to smooth consistency. Drain the pasta and toss with the sauce and artichokes. Sprinkle with the parsley.

papaya & mango salsa



get:

- 1 small diced mango
- 1 small diced golden papaya
- 1/2 tsp. minced Scotch Bonnet peppers
- 2 tsp. maple syrup
- 1/2 cup bias-cut cilantro
- 1/4 cup chopped fresh cilantro
- 1/2 tsp. fine sea salt

then:

Stir together all the ingredients, except for the salt, mix very well. Add the salt. Refrigerate the salsa until ready to use.

crunchy veg wraps

get:

- 4 Tbsp. nondairy cream cheese (try *Tofutti* brand)
- 4 10-inch flour tortillas
- 1 cup shredded spinach
- 1/4 cup alfalfa sprouts
- 1/2 cup shredded red cabbage
- 1/2 cup sliced avocado
- 1/4 cup chopped tomatoes
- 1/2 cup diced cucumbers
- 2 Tbsp. finely diced red onion
- salt and pepper, to taste

then:

Spread 1 tablespoon of cream cheese over each tortilla. Sprinkle an even amount of the remaining ingredients on each wrap and roll up.

spinach lasagna

get:

- 1/2 lb. lasagna noodles
- 2 10-oz. packages frozen chopped spinach, thawed and drained
- 1 lb. soft tofu
- 1 lb. firm tofu
- 1 Tbsp. sugar
- 1/4 cup soy milk
- 1/2 tsp. garlic powder
- 2 Tbsp. lemon juice
- 3 tsp. minced fresh basil
- 2 tsp. salt
- 4 cups tomato sauce

then:

Cook the lasagna noodles according to the package directions. Drain and set aside.

Preheat the oven to 350° F.

Squeeze the spinach as dry as possible and set aside.

Place the tofu, sugar, soy milk, garlic powder, lemon juice, basil, and salt in the food processor or blender and blend until smooth. Stir in the spinach.

Cover the bottom of a 9" x 13" baking dish with a thin layer of tomato sauce, then a layer of noodles (use about one-third of the noodles). Follow with half of the tofu filling. Continue in the same order, using half of the remaining tomato sauce and noodles and all of the remaining tofu filling. End with the remaining noodles, covered by the remaining tomato sauce. Bake for 25 to 30 minutes.

"cheese steak" sandwiches

get:

- 1 Tbsp. olive oil
- 1 medium-sized yellow onion, halved and thinly sliced
- 1 medium-sized red bell pepper, seeded and cut into thin strips
- 8 oz. seitan (available at health food stores), sliced thin
- 1 Tbsp. vegetarian Worcestershire sauce (available at health food stores)
- salt and freshly ground black pepper, to taste
- 4 oz. soy mozzarella cheese, shredded
- 2 6-to-7-inch sub rolls

then:

Heat oil in a large skillet over medium heat. Add the onion and bell pepper, cover, and cook, stirring a few times, until softened, about 5 minutes. Add the seitan and cook, turning once, until lightly browned on both sides, about 5 minutes. Add Worcestershire sauce and season to taste with salt and pepper. Sprinkle with the soy cheese and allow it to melt.

Split the rolls lengthwise and fill with the seitan-and-cheese mixture. Serve hot.

fried "chicken"

get:

- 1 tsp. salt
- 1/2 tsp. onion powder
- 1 tsp. pepper
- 1 tsp. garlic powder
- 2 cups unbleached flour
- 4 Tbsp. nutritional yeast (optional)
- 3 Tbsp. yellow mustard
- 1/2 cup water
- 2 Tbsp. baking powder
- 1 lb. mock chicken (try *Worthington Foods* Chic-Ketts or *White Wave* wheat meat)
- 3 1/2 cups vegetable oil

then:

Mix together the salt, onion powder, pepper, garlic powder, flour, and nutritional yeast in a deep bowl. In a separate bowl, dilute the mustard with 1/2 cup water. Add 1/3 cup of the flour mixture to the mustard mixture and stir. Add the baking powder to the dry flour mixture and mix.

Dip chunks of the mock chicken into the mustard batter, then drop each chunk into the flour mixture and coat with the desired amount of "crust." Fry the chunks in hot oil on medium-high heat in a large skillet or deep fryer until crispy and golden brown, turning as needed.

home-style noodle soup

get:

- 1 Tbsp. olive oil
- 1 large onion, chopped
- 2 medium-sized carrots, chopped
- 1 celery stalk, diced
- 6 cups vegetable stock
- pinch of turmeric
- salt and freshly ground pepper, to taste
- 6 oz. fettuccine, broken into thirds
- 1 Tbsp. minced fresh parsley leaves

then:

In a large saucepan, heat the oil over medium heat. Add the onion, carrots, and celery, cover, and cook, stirring occasionally for 5 minutes. Add the stock, turmeric, and salt and pepper to taste. Bring to a boil, then reduce the heat to low and simmer, uncovered, for 20 minutes. Add the noodles to the soup and cook another 10 minutes, or until tender.

Stir the parsley into the soup, taste to adjust the seasonings, and simmer for 5 minutes to blend the flavors before ladling into bowls.

enchilada bake

get:

- 1 12-oz. bag *Morningstar Farms* burger crumbles
- 1 packet taco seasoning
- 2 Tbsp. vegetable oil
- 1/2 cup minced scallions
- 2 Tbsp. all-purpose flour
- 1 cup vegetable stock
- 2 cans pinto beans, drained
- 2 cans enchilada sauce
- 12 corn tortillas
- 1 bag shredded cheddar soy cheese
- 1 4.5-oz. can diced green chilies
- 1 bag Fritos, crushed

then:

In a bowl, mix the burger crumbles with the taco seasoning and toss to coat. Set aside.

Heat the oil in a skillet over medium heat. Add the scallions and cook about 3 minutes or until softened. Stir in the flour and cook 1 minute. Add the stock and cook, stirring, to achieve a smooth consistency, about 1 minute. Add the pinto beans and set aside.

Preheat the oven to 375° F.

Spray a 9" x 13" baking pan with oil. Cover the bottom of the pan with a layer of enchilada sauce. Layer in 4 corn tortillas and all of the pinto bean mixture. Follow with part of the soy cheese and green chilies, more enchilada sauce, and 4 more tortillas. Add the burger crumbles mixture, more soy cheese, more green chilies, and more enchilada sauce. End with the remaining 4 tortillas, enchilada sauce, and soy cheese. Cover with foil and bake for 30 minutes. Remove the foil, top the entire casserole with crumbled Fritos, and bake another 10 to 15 minutes until bubbly and browned.

savory pot pie

get:

- 4 cubes or 4 Tbsp. vegetable or faux chicken bouillon
- 2 1/2 cups hot or boiling water
- 1/2 cup nutritional yeast flakes (available at health food stores)
- 1/2 cup flour
- 1/2 cup oil
- 1 tsp. garlic salt
- 1/2 tsp. pepper
- 1 15.5-oz. can potatoes, diced
- 1 1/2 cups frozen or canned/drained mixed corn kernels, peas, and diced carrots
- 1/2 lb. faux chicken, cut into tiny cubes (try *Worthington Food's* Chic-ketts)
- 1 box puff pastry sheets

then:

Preheat the oven to 400° F. Mix the vegetable or faux chicken bouillon with the hot water to make a stock. Set aside.

Combine the yeast and flour in a large pot and stir constantly over low heat, until lightly toasted. Add the oil, stirring to make a roux. Slowly whisk in the stock, the garlic salt, and the pepper. Add the vegetables and faux chicken. Cook for 10 minutes.

Roll out one sheet of puff pastry and place in a 9" pie dish; trim to fit. Pour in the filling and cover with the other sheet, cutting and crimping the edges and making several 1-inch slices on top. Bake for 20 minutes or until the pastry is golden and puffed.

dinner

sweet-and-sour "meatballs"

get:

- 1 lb. ground beef substitute (try *Lightlife* Gimme Lean)
- 1/2 green pepper, finely chopped
- 1 small onion, finely chopped
- 1-2 cloves garlic, crushed
- 2 slices white bread
- egg replacer, equivalent to 2 eggs
- salt and pepper, to taste
- oil, for frying
- 6 oz. chili sauce
- 5 oz. red currant jelly

then:

Combine all the ingredients, except the oil, chili sauce, and jelly in a bowl and stir until well mixed. Heat the oil in a skillet, using enough to coat the bottom of the pan. Form "beef" mixture into 1-inch balls and fry in the oil until browned.

Meanwhile, place the chili sauce and jelly in a saucepan. Heat and stir until smooth. When the mock meatballs are finished cooking, add them to the sauce and stir to coat well. Simmer over low heat for 5 to 10 minutes.

best-ever green bean bake

get:

- 1/4 cup (1/2 stick) margarine
- 1/4 cup flour
- 1 1/2 cups vegan mushroom soup (try *Imagine Foods'* Creamy Portobello Mushroom) or faux chicken broth, warmed (try *Osem* or *Telma* brands, available in the kosher section of supermarkets)
- 1 Tbsp. soy sauce
- 1/2 tsp. garlic powder
- 2 Tbsp. vegetable oil
- 1/4 cup nutritional yeast flakes
- 2 14.5-oz. cans French-style green beans, drained
- 1 2.8-oz. can French-fried onions

then:

Preheat the oven to 350° F.

In a saucepan, melt the margarine over low heat. Add the flour and whisk it until it forms a roux. Add the mushroom soup or faux chicken broth, soy sauce, and garlic powder, whisking until the sauce is thick and bubbly. Add the vegetable oil and nutritional yeast. Whip until smooth.

Pour the sauce into a small casserole dish, add the green beans, and stir to coat. Bake for 10 minutes, then top with the French-fried onions and bake for 10 more minutes, until browned and bubbly.

shepherd's pie

get:

- **4 medium potatoes, diced**
- **2 Tbsp. margarine**
- **1/2 cup soy milk or liquid nondairy creamer**
- **1 12-oz. bag *Morningstar Farms* burger crumbles (or your favorite brand)**
- **1 can vegetarian mushroom gravy**
- **1 small can mixed peas and carrots, drained**
- **salt, garlic powder, pepper, and cayenne pepper, to taste**

then:

Preheat the oven to 350° F.

Boil the potatoes for 20 minutes or until tender. Drain and mash with the margarine and soy milk or nondairy creamer. Add salt and pepper, to taste. In a medium bowl, mix the crumbles, mushroom gravy, peas, carrots, and spices. Pour into a pie pan. Top with the potatoes, spreading the potatoes to the edges of the pan. Bake 30 to 40 minutes, until the potatoes are browned.

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vegan protein powerhouses

Many vegan foods are packed full of muscle-building protein, while being low in saturated fat and free of cholesterol. Try these versatile and delicious high-protein foods in your next dish:

Textured Vegetable Protein (TVP) - a dried soy product that can be used in place of ground beef in stews, chili, tacos, pasta sauce, etc.

Lentils - a small but nutritionally mighty member of the legume family, loaded with minerals, B vitamins, and protein--all with virtually no fat. Lentils are excellent in soups, stews, and curries.

Tofu - a product made from soybeans, is the king of versatility. It has a bland taste on its own but it absorbs the flavors of the other foods and seasonings cooked with it. Firm tofu can be marinated and baked or used in place of meat in stir-fries, while soft tofu can be used in dips and deserts like pudding, pie, and smoothies.

Seitan - also known as "wheat gluten", is a chewy meat-substitute that is the protein part of wheat which is left after the starch and bran are removed.

Tempeh - a fermented soy product with a slightly nutty flavor and a firm texture similar to meat.

Preparation Ideas

Tofu, tempeh, and seitan are particularly good when marinated. Experiment with the following ingredients to make your own tasty marinades: lemon juice, soy sauce, olive oil, freshly grated ginger root, minced garlic, balsamic vinegar, toasted sesame oil, *Tabasco* sauce, red wine vinegar, dried mustard, and barbecue sauce. After marinating, sauté, bake, broil, or grill.

dessert

vegan pie dough

This easy dough recipe makes baking vegan pies as easy as...well, pie.

Place 4 cups of pastry flour into a bowl, then cut in 2 cups plus 5 tablespoons of vegetable shortening until the mixture resembles cornmeal. Make a well in the center. Dissolve 1/4 teaspoonful of fine sea salt in 5/8 cups ice cold water and pour this into the well. Mix until the mixture forms a dough.

If dough is being used for Golden Apple Turnovers, divide the dough into six pieces, wrap each in plastic wrap, and refrigerate overnight.

chocolate mousse

get:

- **1 1/4 lbs. silken tofu**
- **3/4 cup semisweet chocolate chips, melted**

then:

In a blender, puree the tofu to a smooth paste. Add the melted chocolate and blend thoroughly. Pour the mousse into six individual dessert bowls and chill.

golden apple turnovers

get:

- **6 Granny Smith apples**
- **1 cup brown sugar**
- **1/4 cup water**
- **2 tsp. cinnamon**
- **1/4 tsp. freshly ground nutmeg**
- **1 tsp. nonhydrogenated shortening**
- **1 tsp. apple cider vinegar**
- **1 lb. vegan pie dough (see recipe)**

then:

Peel and dice the apples. Cook over medium heat with the remaining ingredients, except the pie dough.

Puree half of the cooked apples. Mix the puree with the remaining apples and let cool completely.

Roll the dough out very thin and cut into squares of the desired size. Spoon some of the apple filling on one-half of each square, then fold the other half over to create a triangle. Moisten the dough with water and seal.

Bake at 400° F for 15 to 20 minutes.

pumpkin patch "cheesecake"

get:

- 12-oz. firm silken tofu, pureed
- 8 oz. nondairy cream cheese (try *Tofutti* brand)
- 1 cup canned pumpkin
- 1 cup granulated sugar
- 3 Tbsp. flour
- 1/2 tsp. ground ginger
- 1/2 tsp. nutmeg
- 1 1/2 tsp. cinnamon
- 1/2 tsp. salt
- 1/4 tsp. baking soda
- 1 prepared graham cracker crust

then:

Preheat the oven to 350° F.

Puree all the ingredients (except pie crust) in food processor. Pour the filling into the graham cracker crust and bake for 50 minutes.

Allow to cool for 30 minutes, cover with plastic wrap or the top of the pie container and refrigerate for 6 hours or overnight before serving.

strawberry mango crisp

get:

Fruit mixture:

- 4 cups quartered strawberries
- 2 cups mango, diced
- 4 Tbsp. sugar
- 4 Tbsp. flour

Topping:

- 1 cup flour
- 1/2 cup rolled oats
- 1 cup brown sugar
- 1/2 cup (1 stick) margarine

then:

Preheat the oven to 400° F.

Mix the ingredients for the fruit mixture together in a large bowl. Spread evenly into a 2-quart casserole dish. Set aside. Mix the dry ingredients for the topping together in a medium bowl. Cut in the margarine until the mixture resembles small peas. Spread the topping evenly over the fruit mixture. Bake for 35 to 45 minutes, until bubbly. Serve warm with nondairy "ice cream" (see pg. 18).

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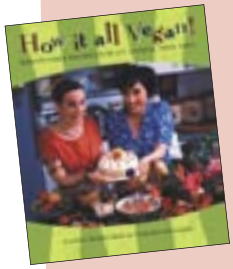

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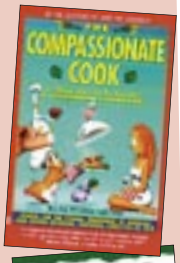

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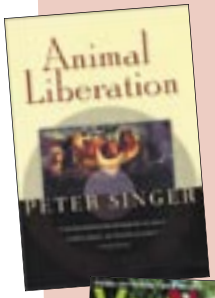

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about Mercy For Animals

Mercy For Animals is a national 501(c)(3) non-profit animal advocacy organization. Founded in 1999 and over 12,000 members strong, MFA works to create a society where animals are treated with the respect and compassion they so rightly deserve.

MFA believes

non-human animals are irreplaceable individuals with morally significant interests and hence rights. This includes the right to live free from unnecessary suffering and exploitation.

MFA works

to be a voice for animals through proactive consumer education and advertising campaigns, research and undercover investigations, rescues, working with news media, and grassroots activism.

MFA is dedicated

to establishing and defending the rights of all animals. Over 99% of cruelty to animals in the United States occurs at the hands of the meat, dairy, and egg industries - which confine, mutilate, and slaughter billions of animals each year. As such, MFA primarily focuses on farmed animal advocacy and promoting cruelty-free food choices.

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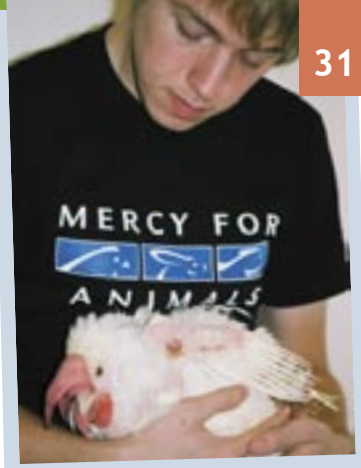

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