



**Spare Animals by  
Choosing Delicious  
Alternatives to Meat,  
Eggs, and Dairy**

# **Guide to Cruelty- Free Eating**



- **Easy Recipes**
- **Substitution Tips**
- **Simple Meal Ideas**
- **Nutrition Info**
- **Helpful Resources**
- **Q&A and more!**



**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 nutrition information, to vegans interested in more ways to help end cruelty to animals.

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This guide is produced and published by Vegan Outreach, a 501(c)(3) nonprofit dedicated to reducing the suffering of farmed animals by promoting informed, ethical eating.

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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 of 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 from 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 a few vegetarian cookbooks, or just follow some of the suggestions in this booklet, you'll soon become familiar with a wide variety of options that were not part of your previous diet. And you'll find you can follow almost any recipe—old or new—by substituting ingredients.

For those who prefer not to cook, vegan meals are usually offered at Chinese, Indian, Italian, Thai, and other ethnic restaurants, as well as at several nationwide chains, such as Denny's, Subway, Johnny Rockets, Little Caesars, Papa John's, Chevys, Taco Bell, Chipotle and many other southwest grills and taquerias. Plus, there are lots of cruelty-free convenience foods: frozen dinners; canned and dehydrated soups, stews, and chilies; and an assortment of faux meats. Some health food stores even have deli counters, stocked with prepared foods.

To check out the vegan options in your area or to order products online, please see page 15.



**“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 18 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 seitan 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 dips, sauces, spreads, and dressings.

**Tempeh** Whole soybeans, sometimes mixed with grains, are fermented to produce tempeh [TEM-pay]. In comparison with 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 called bean curd, tofu is produced by coagulating soymilk and pressing the curds. 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 WestSoy) 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.

The custardlike texture of silken tofu makes it a wonderful substitute for dairy products. It's best for dressings, dips, 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, grilled, or stewed. (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 WestSoy's baked tofu in lemon pepper, tomato basil, Thai, Mexican, 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 supermarkets, health food stores, and co-ops:

**Cold Cuts** **Field Roast** Vegetarian Deli Slice (Lentil Sage, Smoked Tomato, Wild Mushroom)  
**Lightlife** Smart Deli (Baked Ham, Roast Turkey Pepperoni, Bologna) **Tofurky** Deli Slices (Oven Roasted [shown], Hickory Smoked, Peppered, Roast Beef Style, Bologna, Pepperoni, Italian Deli) **Yes** The Good Slice (Turkey, Salami, Ham)



**Hamburgers** **Amy's** Veggie Burger (Sonoma, Bistro, Black Bean, All American, Quarter Pound, Texas, California) **Boca** Original Vegan Burgers  
**Gardein** The Ultimate Beefless Burger and Sliders  
**Gardenburger** Veggie Burgers (Veggie Medley, Black Bean Chipotle) **MorningStar Farms** Grillers Vegan Burger **Quorn** Vegan Burgers **Sol Cuisine** Burger and Sliders (Original, Spicy Black Bean)  
**Yes** Meatless Beef Burgers

**Hot Dogs** **Cedar Lake** Deli-Franks, Tofu Links  
**Field Roast** Frankfurters **Lightlife** Smart Dogs, Tofu Pups **SoyBoy** Not Dogs, Vegetarian Franks  
**Tofurky** Hot Dogs **Yes** Meatless Hot Dog, Good Dog, Tofu Dog

**Sausage** **El Burrito** SoyRizo **Field Roast** Sausages (Italian, Mexican Chipotle, Smoked Apple Sage) **Gardein** Breakfast Patties **Lightlife** Gimme Lean Ground Sausage **Sol Cuisine** Veggie Breakfast Patties **SoyBoy** Tofu Breakfast Links  
**Tofurky** Beer Brats (shown), Kielbasa, Italian Sausage, Artisan Sausage (Spinach Pesto, Chick'n & Apple, Andouille), Chorizo Style Ground, Breakfast Links **Yes** Meatless Breakfast Patties, Veggie Brats (Classic, Zesty Italian) and Chorizo



**Bacon** **Frontier** Bac'Uns Vegetarian Bits  
**Lightlife** Fakin' Bacon Smoky Tempeh Strips, Smart Bacon  
**Phoney Baloney's** Coconut Bacon  
**Turtle Island** Smoky Maple Bacon  
 Marinated Tempeh **WayFare** Pig Out Whole Grain Bacony Bits  
**Yes** Meatless Canadian Bacon

**Beef** **Amy's** Veggie Meatballs  
**Boca** Ground Crumbles  
**Field Roast** Classic Meatloaf  
**Gardein** BBQ Riblets (shown) and Skewers, Home Style Beefless Tips, Sizzling Szechuan Beefless Strips, Meatless Ground (Original, Sloppy Joes), Classic Meatless Meatballs **Lightlife** Smart Strips Steak, Smart Ground (Original, Mexican), Gimme Lean Ground Beef **MorningStar Farms** Hickory BBQ Riblets **Nate's** Meatless Meatballs (Classic, Zesty Italian, Savory Mushroom) **Sol Cuisine** Veggie Crumbles, BBQ Tofu Ribs **Tofurky** Ground Beef Style **Yes** Classic Veggie Meatballs, Meatless Ground (Original, Taco Stuffers)



**Chicken/Turkey** **Beyond Meat** Chicken-Free Strips (Grilled [shown], Lightly Seasoned, Southwest Style) **Boca** Chik'n Patties (Original, Spicy), Original Chik'n Nuggets **Field Roast** Celebration Roast, Hazelnut Cranberry Roast En Croute **Gardein** Chik'n Filets, Chik'n Strips (Original, Teriyaki), Wings (Sweet and Tangy Barbecue, Classic Style Buffalo), Breasts (Herb Dijon, Tuscan), BBQ Pulled Shreds, Chik'n Marsala, Lightly Seasoned Chik'n Scallopinini, Zesty Marinara Crispy Chik'n Filets, Seven Grain Crispy Tenders, Crispy Chik'n Patty and Sliders, Mandarin Orange Crispy Chik'n, Chipotle Lime Crispy Fingers, Holiday Roast, Turk'y with Gravy (Savory Stuffed, Lightly Breaded Cutlet) **Health is Wealth** Chicken-Free Patties, Nuggets, and Buffalo Wings **Lightlife** Smart Strips Chik'n **MorningStar Farms** Meat Starters Chik'n Strips **Tofurky** Roast & Gravy **Yes** Meatless Chicken Burgers and Ground Turkey





**Eggs** **Ener-G** Egg Replacer (for baking only; see page 9 for more tips) **The Vegg** Vegan Egg Yolk

**Milk/Creamer** **Earth Balance** Soymilk **Eden** Edensoy Soymilk **Good Karma** Flax Milk, Whole Grain Ricemilk **Silk** Soymilk and Creamer, Pure Coconut Coconutmilk, Pure Almond Almondmilk **So Delicious** Coconut Milk and Creamer, Almond Plus 5X Almond Milk **Taste the Dream** Soy Dream Soymilk; Rice Dream, Almond Dream, Coconut Dream, and Dream Blends Drinks **WestSoy** Rice Beverage, Soymilk **ZenSoy** Soymilk

**Cheese** **Daiya** Shreds, Slices, Wedge, Cream Cheese Style Spread **GO Veggie!** Vegan Slices, Shreds, and Block; Cream Cheese and Grated Parmesan Alternatives **Teese** Vegan Cheese **Tofutti** Soy Slices, Better than Cream Cheese, Better than Ricotta Cheese **Vegan Gourmet** Cheese and Cream Cheese Alternatives **WayFare** We Can't Say It's Cheese

**Mayonnaise** **Earth Balance** MindfulMayo **Follow Your Heart** Vegenaïse **Nasoya** Nayoïse, Nayo Whipped **Spectrum** Light Canola Mayo

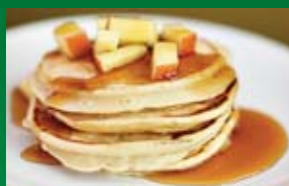
**Butter** **Earth Balance** Buttery Spread and Sticks **Smart Balance** Organic Whipped Buttery Spread

**Sour Cream** **Tofutti** Better than Sour Cream **Vegan Gourmet** Sour Cream Alternative **WayFare** We Can't Say It's Sour Cream

**Yogurt** **Almond Dream** Non-Dairy Yogurt **Amande** Cultured Almondmilk **Silk** Fruity & Creamy Cultured Soymilk **So Delicious** Cultured Coconut Milk, Greek Style Cultured Almond Milk **WholeSoy** Soy Yogurt **Wildwood** Soyogurt

**Ice Cream** **Luna & Larry's** Coconut Bliss **Taste the Dream** Soy Dream, Rice Dream, Almond Dream **Temptation** Vegan Ice Cream **Tofutti** Desserts **Turtle Mountain** So Delicious, Purely Decadent **WayFare** We Can't Say It's Ice Cream

Vegan milks come in various flavors and fortified styles, cheeses range from American and Swiss to nacho and provolone, and there are far too many yogurt and ice cream flavors to list! Store-brand nondairy milks are widely available; Trader Joe's and Whole Foods produce a variety of substitutes.



## 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 vegan milk or 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 (recipe on page 11) • Fruit-filled toaster pastry

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

**Dinner** Faux meat tacos, burritos, or enchiladas • Veggie chili (tips on page 9)  
Faux meat with gravy and mashed potatoes • Vegetable tofu lasagna • Pasta with faux meat sauce • Stir-fry with tofu, tempeh, or faux meat (tips on page 10)

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

Above are vegan pancakes; at right is pasta topped with Tofurky Italian sausage.





# Cooking Cruelty-Free

## Do You Really Need a Recipe?

It's fun to find a new recipe to add 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 then sauce it up! Simply pick one or more of each of the following:

### Protein source

Beans, TVP, seitan, tempeh, tofu, faux meat (Gardein chick'n strips [above] or crispy tenders [below], veggie burger, etc.)



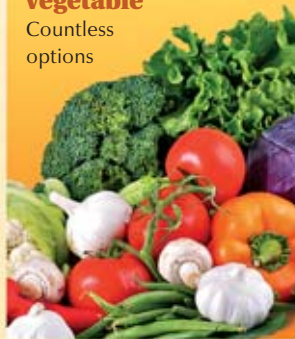
### Carbohydrate source

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



### Vegetable

Countless options



**Sauce** Nearly all supermarkets carry a wide array of canned and bottled sauces, dressings, glazes, marinades, salsas, etc.—ranging from the mundane (basic tomato or barbecue sauce, for example) to the exotic (such as spicy Thai chili or peanut satay sauce).



Use sauce to marinate and cook your protein source or to cover your carbohydrate source and veggies. To make sauces more nutritious, add nuts, seeds, and/or oils such as flaxseed oil (see page 19), 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 get at revitalizing old favorites and creating 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: TVP, tofu or tempeh (crumbled or cubed), other brands of faux ground meat, or other styles of faux meat—even crumbled veggie burgers will do. You can skip the V8 juice and just use water. Use another brand of seasoning mix, or try salsa or your own combination of spices (cumin, chili powder, garlic, etc.) instead.



Many faux meat products can be used to prepare vegan tacos and chili. At right are beefless soft tacos made with Gardein beefless tips, avocado, corn, and green salsa (see [VeganOutreach.org/guide](http://VeganOutreach.org/guide) for this and other product recipes).

## Baking without Eggs

If a recipe calls for only one egg, it can usually be omitted—just add a little extra liquid to the batter. Other baked goods can be made by substituting each egg with one of the following:

- 1½ tsp Ener-G Egg Replacer + 2 T water
- 1 T vinegar + 1 tsp baking soda
- ¼ C unsweetened applesauce, mashed banana, soy yogurt, or blended silken tofu
- 2 T cornstarch + 2 T water
- 1 T ground flaxseeds + 3 T warm water



Short on time? Chorizo-style ground Tofurky, Lightlife Smart Ground Mexican-style crumbles, and Yves Meatless Taco Stuffers come already spiced. From a base of fried and seasoned Gimme Lean or other faux meat, you can do just about anything: add a can of drained black beans and/or corn; stir in a can of diced tomatoes, with or without spicy jalapeños or green chilies.

Taco meat or chili can be served in just about any fashion: in flour or corn tortillas or taco shells, with chips or hot bread, over rice or baked potatoes, etc. Shredded vegan cheese and tofu sour cream are good complements. Or serve chili *Cincinnati style*, 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, tempeh, or faux chicken; onions, garlic, mushrooms, peas, carrots, 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 vegetables, generally in 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 store—or any 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 let 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 (e.g., chickpea hummus, shown below; recipe available at [VeganOutreach.org/guide](http://VeganOutreach.org/guide)), or prepared with vegan sour cream (yogurt, etc.) or silken tofu.

Starting with 12 ounces of Mori-Nu extra-firm silken tofu in a food processor, add  $\frac{1}{2}$  cup of rice milk and  $\frac{1}{8}$ – $\frac{1}{4}$  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 a package of vegan onion soup mix; then blend at a high speed for 3 to 5 minutes, stopping once or twice to scrape down the sides. For new dips, stir in a package of frozen spinach (thawed and drained), substitute the soup mix with whatever seasonings you're in the mood for, or replace the liquid ingredients with your favorite salad dressing.



# Recipes



## Blueberry Muffins

### Muffin ingredients

- 1 1/2 C flour
- 3/4 C sugar
- 2 tsp baking powder
- 1/2 tsp salt
- 2/3 C vegan milk (soy, rice, almond, etc.)
- 1/3 C oil
- 1 C fresh blueberries

### Crumb topping

- 1/2 C brown sugar
- 1/3 C flour
- 1/4 C margarine
- 1 1/2 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

- 1/2 C nutritional yeast
- 2 tsp onion powder
- 1 tsp garlic powder
- 1 tsp parsley flakes
- 1/2 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 three convenient options: a complete breakfast with hash browns and veggies, as well as a pocket sandwich and a breakfast wrap (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 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

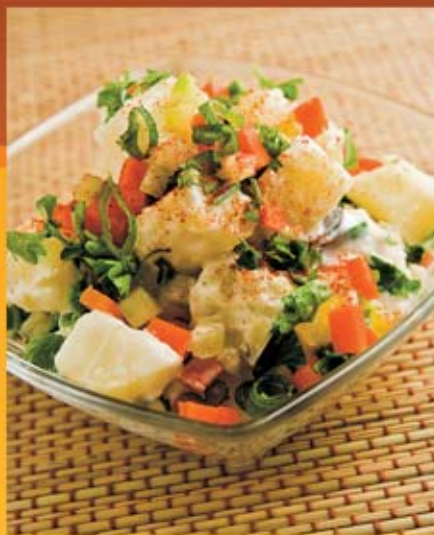
- ½ C chopped peanuts
- ½ C chopped green onions
- 1 lime, cut into wedges

Cook the noodles; then 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 to 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
- 1/2 tsp pepper
- 2 C water
- 1/2 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
- 1/2 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

- 1/2 lb firm regular tofu, mashed (about 1 C)
- 2 green onions, finely chopped
- 2 T pickle relish
- 1 T vegan mayonnaise
- 1 tsp mustard
- 1/4 tsp cumin
- 1/4 tsp turmeric
- 1/4 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 nondairy milk, or 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 to 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.



Look for nondairy chocolate chips at your local supermarket, health food store, or co-op; or order online (see catalogs on page 15). Vegan marshmallows, gelatins, pudding and baking mixes are also available.

## 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.

# Resources



## Vegan Cookbooks

*How It All Vegan!* by Sarah Kramer and Tanya Barnard

*Vegan with a Vengeance* by Isa Chandra Moskowitz

*Veganomicon* by Isa Chandra Moskowitz and Terry Hope Romero

## Local Dining & Food Shopping

**VegGuide.org** Search this site for veg-friendly restaurants, bakeries, and grocers near you.

## 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** 860-519-1918; 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:

**Compassionate Choices**

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

**Why Vegan?**

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

**Would Jesus Eat Meat Today?**

from the Christian Vegetarian Association

To order, please see [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 blog and free weekly newsletter for tips, product reviews, recipes, news items, and other interesting links.



# Staying Healthy on Plant-Based Diets

by Jack Norris, Registered Dietitian and Vegan Outreach President

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

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 nutrition 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.

From the “Position of the American Dietetic Association: Vegetarian Diets” (*Journal of the American Dietetic Association*, July 2009):

It is the position of the American Dietetic Association that appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases. Well-planned vegetarian diets are appropriate for individuals during all stages of the life cycle, including pregnancy, lactation, infancy, childhood, and adolescence, and for athletes.

Right: Natural bodybuilding champion Robert Cheeke and friend; read about vegan athletes on page 30.





## Daily Recommendations for Vegan Adults

<b>Vitamin B12</b>	25–100 mcg ( $\mu\text{g}$ )	In one daily dose; covered by a good multivitamin
<b>Calcium</b>	1,000 mg	At least six servings of high-calcium foods (see page 19)
<b>Vitamin D</b>	25 mcg (1,000 IU)	If exposed to 10 to 15 minutes (20 minutes if dark-skinned, 30 minutes if over 65 years old) 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 don't need any dietary vitamin D. On all other days, you should take 25 mcg (1,000 IU) of vitamin D (requires a supplement).
<b>Iodine</b>	75–150 mcg	Every few days; covered by a good multivitamin
<b>Protein</b>	2–3 servings of high lysine foods	$\frac{1}{2}$ C cooked lentils, peas (green or split), edamame, tofu, tempeh, or garbanzo, kidney, pinto, navy or other beans; $\frac{1}{4}$ C peanuts or pistachios; 3 oz soy meat; or 1 C soy milk or cooked quinoa
<b>Vitamin A</b>	900 RAE for males 700 RAE for females	Plenty of yellow vegetables (see table on page 21 for amounts)
<b>Omega-3 fats</b>	200–300 mg DHA and .5 g uncooked ALA	Take a supplement every 2–3 days if under 60 years old; daily if 60 years old or over $\frac{1}{5}$ oz walnuts (3 halves), $\frac{1}{4}$ tsp flaxseed oil, 1 tsp canola oil, or 1 tsp ground flaxseeds
<b>General health</b>		Plenty of whole grains, legumes, nuts, fruits, and vegetables

### “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. Nutrition myths range from one extreme to the other, while the truth usually lies somewhere in the middle.

Additionally, there are a number of nutrition 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; in rare cases, a premenopausal woman can become iron deficient (there are steps to prevent or cure this problem).

- 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 this is not the case. However, some vegans might 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, and B12 supplements and fortified foods are made from bacteria cultures. There are no reliable, unfortified plant sources of vitamin B12. Do not rely on any seaweed (e.g., algae, nori, spirulina), brewer's yeast, fermented food, or a "living" vitamin supplement that claims to use plants as a source of B12. Supplements or fortified foods 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

Vitamin 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. If caught early, it is fully reversible.

### Mild Vitamin B12 Deficiency

By lowering homocysteine levels, B12 also reduces the risk of heart disease, stroke, and dementia. Vegans and near-vegans who do

not supplement with B12 have consistently shown elevated homocysteine levels.

### Vitamin B12 Recommendations

- The Dietary Reference Intake for B12 is 2.4 micrograms per day for adults (abbreviated as mcg or  $\mu\text{g}$ ;  $1,000 \mu\text{g} = 1 \text{mg}$ ). In fortified foods, the amount of B12 listed on the nutrition label is based on  $6 \mu\text{g}$  per day. For example, 25% of the Daily Value is  $1.5 \mu\text{g}$  ( $.25 \times 6 \mu\text{g} = 1.5 \mu\text{g}$ ).
- 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 chewable vitamin B12 and take 2,000 mcg once a day for two weeks. (The remaining tablets can be broken into smaller doses for step 2; 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 a supplement or multivitamin containing 25–100 mcg (or more) of vitamin B12.

*Many breakfast cereals and nondairy milks are fortified with vitamin B12.*



## Omega-3 Fats

• There are three important omega-3 fats: ALA, EPA, and DHA.

- ALA is found in a number of plant foods. Eat a serving each day from the table on page 17.

- EPA and DHA are found mainly in fish.

There is not enough research to know if vegetarians need a dietary source, but we encourage taking a modest DHA supplement because it could prevent depression and dementia. See table on page 17 for amounts.

- Because our bodies are efficient at converting both ALA and DHA into EPA, following the above advice should lead to healthy EPA levels. Limiting omega-6 fats, which are found in most vegetable oils, helps this conversion process. See table at right for oils to prepare food with.

## Nutrients That Need Attention in Vegan Diets

### Calcium

- Research has shown that vegans who get less than 525 mg of calcium per day have higher bone fracture rates than nonvegans, while vegans who get more calcium have the same fracture rates.

- Vegan adults should eat at least six servings of high-calcium foods per day:

Food	Serving
Cooked greens (bok choy; kale; mustard, turnip, or collard greens)*	½ C
Calcium-fortified nondairy milk or orange juice	½ C
Calcium-set tofu (check label for calcium sulfate)	½ C
Calcium supplement (rely on no more than two per day)	250 mg

\*Other greens don't have as much calcium or it isn't absorbed well.

- Greens are ideal sources of calcium because they contain vitamin K, magnesium, and potassium, which are good for bones. Getting enough protein is also important for bones (see page 20).

## Healthy Fats



- Earth Balance offers buttery spreads that contain 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.



“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.

- There are two forms of supplemental vitamin D: D2 and D3. D3 typically comes from animal products, though there is a vegan version of D3 on the market. Although some people claim D3 is better than D2, studies show that when taken on a daily basis in the amounts recommended here, D2 is as effective as D3.

- On average, vegans have vitamin D levels that are within the healthy range. Like many non-vegans, some vegans occasionally come down with severe vitamin D deficiency (fatigue, and muscle and bone pain are typical symptoms), which has been effectively alleviated with vitamin D supplements.

- 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 D Recommendations

See table on page 17 for recommendations.

## 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.

- Besides legumes, the only plant foods high in the amino acid lysine are pistachios, quinoa, seitan, and pumpkin seeds. Since vegan diets that don't include legumes may be low in lysine, you should be sure to eat some high-lysine foods each day.

- If you avoid high-protein foods by eating mainly junk foods (such as French fries, soda, etc.), or if you don't eat enough calories (such as in illness, depression,



or dieting), you could find your immunity or muscle mass decreasing.

- People over 60 years old should be especially sure to eat plenty of high-protein foods, as there is evidence they could suffer bone loss from low protein intakes.
- In addition to providing protein, legumes and nuts are the best plant sources of zinc, which can otherwise be low in vegan diets.

## Iron

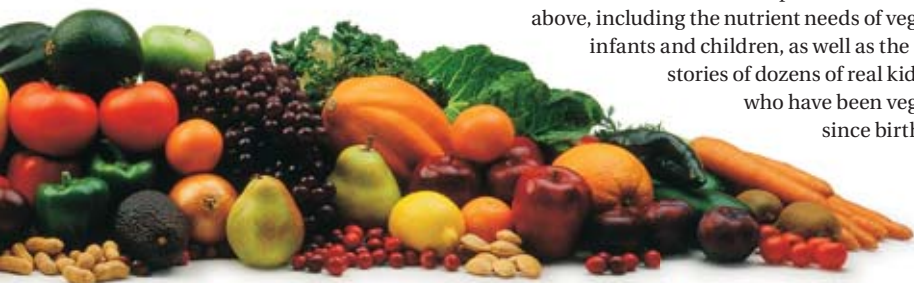
- Iron-deficiency symptoms include pale skin, brittle fingernails, fatigue, weakness, difficulty breathing upon exertion, inadequate temperature regulation, loss of appetite, and apathy.
- Vegans tend to have iron intakes that are at least as high as those of nonvegetarians. However, iron from plants 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 meal.

### 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 common blood test.

## Vitamin A

Preformed vitamin A (aka retinol) exists only in animal products. However, the body can convert beta-carotene into vitamin A.



## 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 zinc, riboflavin (vitamin B2) or pyridoxine (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

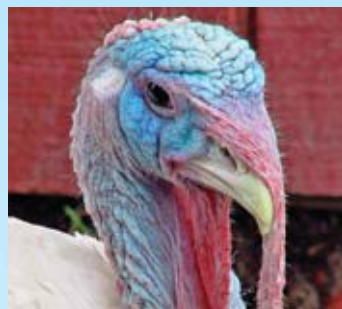
- The vitamin A content of foods is now stated as *retinol activity equivalents (RAE)*. The daily Dietary Reference Intake of 900 RAE for men and 700 RAE for women can be met with any of the following foods:

Food	Serving	RAE
Carrot juice, canned	1 C	2,256
Sweet potato, cooked	1 medium	1,096
Pumpkin, canned	½ C	953
Carrot	1 medium	509
Cantaloupe	½ medium	467

- Other good sources of beta-carotene include butternut squash, spinach, and kale.

## 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 the stories of dozens of real kids who have been vegan since birth.



# Advocating for Animals

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

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.

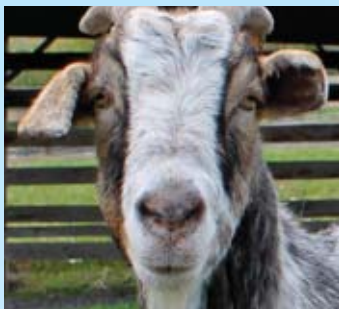
Our experience has shown us that the most effective way to accomplish this is through understanding and constructive outreach, rather than expressions of anger. Although positive outreach takes patience and can be frustrating, it's well worth the effort.

Some specific activities are

- leafleting schools (especially colleges), concerts, festivals, and other events;
- stocking literature displays at natural food stores, restaurants, libraries, record shops, etc. (with the permission of management);
- wearing message shirts, hats, buttons, etc. (items printed with "Ask Me Why I'm Vegan," for example, can create opportunities for discussion or for offering literature);
- including banner ads and videos on your web pages, or links in your email signature.



*Above: Some of Vegan Outreach's various advocacy booklets are displayed by Ellen Green—a lifelong vegan who is currently a National Merit Scholar, Dean's List student, and two-sport varsity athlete at Pomona College. For more on effective advocacy, please see *The Animal Activist's Handbook* (available at [VeganOutreach.org/catalog](http://VeganOutreach.org/catalog)).*



## 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 [AdoptaCollege.org](http://AdoptaCollege.org)

## 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 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.

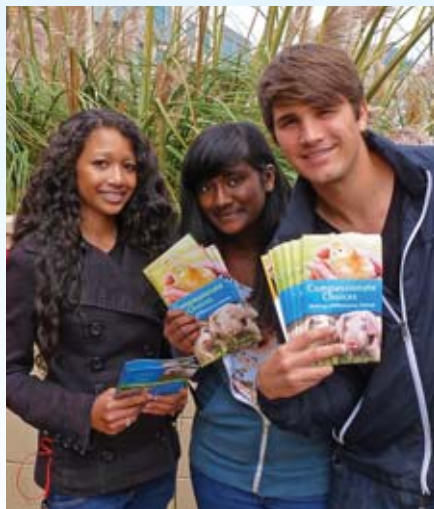


## Countering the Stereotype

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 consuming milk and other dairy products hurt cows?

For many people, dairy farming brings to mind small herds of cows leisurely grazing on open pastures. However, in the United States, most milk is produced by cows raised in intensive production systems.<sup>1</sup> Some cows are housed indoors year-round,<sup>1</sup> and lactating cows are often kept restrained in tie stalls or stanchions.<sup>2</sup>

Although they don't reach mature size until 4 years old, today's factory-farmed dairy cows are first impregnated to give birth at about 2 years of age.<sup>1</sup> To maintain milk production, they're usually impregnated again about 60 days after giving birth.<sup>1</sup> Cows can live more than 20 years, however they're usually slaughtered and used to produce ground beef at about 5 years of age, after two to three births.<sup>1</sup>



*At this California drylot operation, the cows are forced to stand in a mixture of storm water, mud, and manure. Right: Male calves used to produce "special-fed veal" are typically kept tethered in individual stalls until slaughtered at about 16 to 20 weeks of age.<sup>6</sup>*

From 1940 to 2012, genetic selection and feeding changes led the average amount of milk produced per cow to rise from 2 tons per year to 10 tons.<sup>4,5</sup> Because of this level of production, metabolic disorders are common, and millions of cows suffer from mastitis (a very painful infection of the udder), lameness, and infertility problems.<sup>1,2,5</sup>



Most calves are removed from their mother immediately after birth.<sup>2</sup> The males are mainly sold for veal or castrated and raised for beef.<sup>1</sup> The female calves are commonly subjected to tail docking, dehorning, and the removal of "extra" teats.<sup>1,3</sup> Until weaned, most female calves are fed colostrum, then a milk replacer or unsaleable waste milk.<sup>2</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>2</sup>



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

Peter Singer and Jim Mason address this as it relates to chickens raised for meat (broilers):

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>8</sup>



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

See also <http://bit.ly/factoryfarmmortality>



The term "downer" refers to an animal who is too sick or injured to stand. The exact number of U.S. downer cattle is unknown, but estimates come close to 500,000 animals per year.<sup>7</sup> Most are dairy cows, and the condition most often occurs within one day of giving birth.<sup>7</sup>

Mistreatment of downer dairy cows hit the news in 2008, when an HSUS undercover investigation of a California slaughter plant showed workers kicking cows, ramming them with the blades of a forklift, jabbing them in the eyes, applying painful electrical shocks, and torturing them with a hose. In 2009 and 2010, Mercy For Animals exposed similar abuse on dairy farms in New York and Ohio, including workers brutally beating cows and calves, and leaving downers to suffer for weeks. See footage from these and other investigations at [VeganOutreach.org/video](http://VeganOutreach.org/video)

1. US EPA, Ag 101: Dairy Production, <http://www.epa.gov/oceaagct/ag101/printdairy.html>, 6/27/12; retrieved 5/27/13.

2. USDA APHIS VS, *Dairy 2007, Part I: Reference of Dairy Cattle Health and Management Practices in the United States*, 10/07.

3. USDA APHIS VS, *Dairy 2007: Heifer Calf Health and Management Practices on U.S. Dairy Operations*, 1/10.

4. USDA NASS, Quick Stats 2.0, <http://quickstats.nass.usda.gov/>; retrieved 5/29/13.

5. 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).

6. AVMA, *Welfare Implications of the Veal Calf Husbandry*, 10/13/08.

7. JAVMA, 2007; 231(2): 227-34.

8. *The Ethics of What We Eat: Why Our Food Choices Matter* (Rodale Books, 2006). Quoting "Broiler Nutrition, Feed Intake and Grower Economics," *Avian Advice*, 2003; 5(4): 9.



## 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>9</sup> As a result, thousands of birds crowded in a shed with a single exit leading to a small dirt area can be considered “free-range.”

The USDA doesn’t regulate the free-range label for eggs. The cage-free label is also unregulated, and does not guarantee the hens were provided access to the outdoors. Neither label requires third-party certification.<sup>9</sup>



*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 USDA Organic—the most extensively regulated label—does not set minimum levels of outdoor access, nor does it specify stocking density or flock size.<sup>9</sup>

Virtually all commercial eggs farms, including free-range and organic, use hatcheries that kill the male chicks at birth, and typically debeak the females.<sup>10</sup> Although hens can live more than 10 years, they’re slaughtered after 1 to 2 years.<sup>10</sup>

Free-range, cage-free, and organic farms may be an improvement over conventional factory farms, but they are by no means free of suffering. For more details and examples, please see [VeganOutreach.org/freerange](http://VeganOutreach.org/freerange)

9. USDA ERS, Outlook Report No. LDP-M-150-01, 12/06.

10. UEP, *Animal Husbandry Guidelines 2010 Edition*.

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

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

## What about fish?

An article 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...

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>11</sup>



Aquaculture is the fastest growing food-producing sector in the world; one of two fish consumed as food is now raised on a farm rather than caught in the wild.<sup>12</sup> As with other forms of modern animal agriculture, the practices employed by fish farmers are designed only to increase profitability, regardless of the well-being of the fish. Welfare concerns include: poor water quality, 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>11</sup>

A *UN Chronicle* article 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>13</sup> It is estimated that each year, hundreds of thousands of dolphins, seals, and other marine mammals die in fishing nets worldwide.<sup>14</sup>

## What about invertebrate animals?

While bivalve mollusks—clams, mussels, oysters, and scallops—have simple nervous systems, cephalopod mollusks—octopuses, squids, and cuttlefish—have structured brains and are thought to be the most intelligent of all the invertebrates. Arthropods—insects and crustaceans—also have somewhat complex nervous systems.

However, it is unknown what, if anything, these animals feel; it is an open question which nervous systems are developed enough for actual consciousness and the subjective 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 modern 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.



11. “Current issues in fish welfare,” *J Fish Biol*, 2006; 68: 332–72.

12. *FAO Aquaculture Newsletter*, No. 45, 8/10.

13. Udy Bell, “Overfishing,” *UN Chronicle*, 2004; 41(2): 17.

14. *Conserv Biol*, 2006 Feb; 20(1): 163–69.

## Can vegans build strong muscles?

Professional mixed martial artist Mac 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.

VeganBodybuilding.com has pictures of dozens of vegan athletes, including Lisa Koehn (above) and natural bodybuilding champion Robert Cheeke (shown on page 16). For more on vegetarian/vegan athletes, please see [VeganHealth.org](http://VeganHealth.org) or just key "vegan athlete" into Google!



## 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. Nearly every longtime vegan will tell you how easy it is to be vegan, once you learn more, discover new foods, and establish different habits.

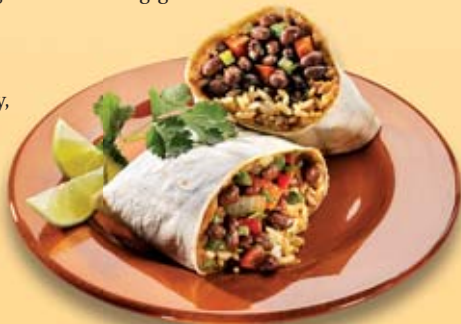


## How can I give up the taste of milk, cheese, and ice cream?

It's important to remember that avoiding meat and eggs does much more good than scrapping the whole idea because you don't think you can be entirely vegan. That said, there are many tasty substitutes for dairy; see examples on page 7—and for more, including Chef Tal's cheesecake (shown at left), please see the recipe section at [VeganOutreach.org/guide](http://VeganOutreach.org/guide)

## Isn't being vegan expensive?

While some meat and dairy substitutes can be pricey, a vegan diet comprised of oatmeal, peanut butter, bagels, bread, pasta, tomato sauce, tortillas, rice, beans, potatoes, and common produce can be quite inexpensive. As the vegan market grows, innovation and competition are increasing availability and driving down costs!



Moreover, simply comparing supermarket prices doesn't take into account the true costs of modern agribusiness, as described in the *New York Times*:

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....

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>15</sup>

For a more detailed discussion of factory farming and its impacts, please see [WhyVegan.com](http://WhyVegan.com)

## Do my choices really make a difference?

In our capitalist economy, animals are bred and slaughtered to meet demand. Every day, more and more people are making thoughtful, compassionate choices—choosing cruelty-free items instead of products from factory farms. "Vegan," "vegetarian," and "meat free" are everywhere these days. As this trend continues to grow, fewer animals are being killed in the United States.<sup>4</sup>

And as seen earlier in this booklet, there are many incredible vegetarian options on the market—and more coming all the time—because of our choices in the grocery store, at restaurants, and in cafeterias. Supply and demand really does work!

Things actually are changing because of our choices—and far faster than anyone imagined even just 10 years ago. Just look at the news and the numbers and know we're making a difference!

For answers to other frequently asked questions, please see [VeganOutreach.org/guide/qa](http://VeganOutreach.org/guide/qa)



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

15. 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 →

Write POB 30865, Tucson, AZ 85751-0865 Phone 520-495-0503 Contact us online [VeganOutreach.org/contact](http://VeganOutreach.org/contact)