

Veg 
For Life
A FARM SANCTUARY CAMPAIGN



Guide to Veg Living





Welcome to Veg Living!

From former cattle ranchers to Hollywood celebrities, more and more people from every corner of America are recognizing that vegetarianism is good for our health, the Earth and all animals. Fortunately, transitioning to a plant-based diet has never been easier and our *Guide to Veg Living* is specifically designed to help you get started.



What is a Vegetarian?

The definition of “vegetarianism” differs from person to person. Most people who call themselves vegetarians do not consume the flesh of any animal, but may eat eggs and dairy products. These people are called lacto-ovo vegetarians. Strict vegetarians, or vegans, are people who do not consume animal products of any kind, including dairy, eggs, honey, gelatin, or other animal-derived products. Many of these vegetarians also refrain from wearing leather, fur, wool, or other products made from animals.



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Vegetarians are in Good Company

Vegetarianism is fit for the stars! Among the many famous friends of farm animals, you will find...



Alicia Silverstone



James Cromwell

Shania Twain

Joaquin Phoenix

Prince

Emily Deschanel



Debra Wilson Skelton



Kim Basinger

Persia White

Mary Tyler Moore

Paul McCartney

Moby

Think About It... Many of the world’s most progressive and renowned thinkers, humanitarians, writers, artists, and leaders—past and present—have also advocated for vegetarian and compassionate living. Coincidence? Maybe not!

Cesar Chavez

“Kindness and compassion towards all living things is a mark of a civilized society...Only when we have become nonviolent towards all life will we have learned to live well ourselves.”



Jane Goodall

“The more we learn of the true nature of non-human animals...the more ethical concerns are raised regarding their use in the service of man.”



The Dalai Lama

“Life is as dear to a mute creature as it is to man. Just as one wants happiness and fears pain, just as one wants to live and not die, so do other creatures.”

Dick Gregory

“Animals and humans suffer and die alike. Violence causes the same pain, the same spilling of blood, the same stench of death, the same arrogant, cruel and brutal taking of life.”

Albert Einstein

“If a man aspires towards a righteous life, his first act of abstinence is from injury to animals.”

Albert Schweitzer

“While so much ill-treatment of animals goes on...while so much brutality prevails in our slaughterhouses...we all bear guilt.”

Mohandas Gandhi

“Spiritual progress does demand at some stage that we should cease to kill our fellow creatures for the satisfaction of our bodily wants.”



Harriet Beecher Stowe

“Concern for animals is a matter of taking the side of the weak against the strong, something the best people have always done.”

Henry David Thoreau

“I have no doubt that it is a part of the destiny of the human race, in its gradual improvement, to leave off eating animals.”



A Recipe for Health ♥

A growing number of studies indicate that animal products can increase the risk of obesity, heart disease, cancer, diabetes, and other afflictions, while many plant foods can actually protect us from these same conditions.

Avoid Heart Disease

- **Heart disease is the leading cause of death** in the United States. The American Heart Association reports that “nearly 2,600 Americans die of cardiovascular disease each day, an average of 1 death every 34 seconds.”
- Some of **the most prevalent risk factors for heart disease include high blood cholesterol**, high blood pressure and obesity.
- Since **animal products are the most common sources of saturated fat and the only sources of cholesterol in the diet**, trading in meat, eggs and dairy for plant-based foods can be an optimal decision for health-conscious individuals.
- Plant-based diets are typically lower in fat and cholesterol and higher in heart-healthy fiber than meat-based ones. As a result, **vegetarians are often more successful at avoiding cardiovascular disease and high blood pressure** than those who consume animal products.

Prevent Diabetes

- Of the **13 million diagnosed cases of diabetes in the United States**, 90 to 95 percent of them are classified as type 2 (adult-onset diabetes).
- **The onset of type 2 diabetes can be prevented or delayed.** The American Diabetes Association advises that lifestyle changes, including increased consumption of vegetarian staples such as **fruits, vegetables and whole grains can help protect individuals from this potentially fatal disease.**
- Low-fat **vegetarian diets** that are high in fiber and complex carbohydrates **can actually make the body more responsive to insulin.**
- The Seventh Day Adventist Health Study, a major body of research on the health and mortality of vegetarians in the United States, reveals that **vegetarians have nearly one half the incidence rate of adult-onset diabetes as compared with non-vegetarians.**



Overcome Obesity

- Next to cigarette smoking, **obesity is the second most preventable cause of death in the United States.**
- According to the World Health Organization, **“obesity and overweight pose a major risk for chronic diseases**, including type 2 diabetes, cardiovascular disease, hypertension and stroke, and certain forms of cancer.”
- Unlike the typically fat-laden American diet, **a low-fat vegetarian diet**, paired with exercise, **can promote weight loss and overall better health.**
- The American Dietetic Association reports that **“vegetarians, especially vegans, often have weights that are closer to desirable weights than do non-vegetarians.”**



Beat Osteoporosis

- According to the National Osteoporosis Foundation, **“osteoporosis is a major public health threat for an estimated 44 million Americans.”** Ten million men and women already suffer from the disease.
- Several **studies suggest a connection between osteoporosis and diets that are rich in animal protein.** Calcium can actually be leached out of the bones by animal protein and excreted from the body in the urine.
- By eliminating calcium-depleting animal proteins from the diet, **individuals may be able to lower their risk of developing osteoporosis.**
- **Calcium can be absorbed from vegetables just as well as, if not better, than it can from dairy foods.**

Evade Cancer

- The American Cancer Society reports that **of the 559,650 cancer deaths expected to occur in 2007, approximately one third of them “will be related to nutrition**, physical inactivity, and **overweight or obesity**, and thus could also be prevented.”
- The excessive fat derived from animal products is known to contribute to poor health in several ways. **Recent research has uncovered links between animal food consumption and many forms of cancer**, such as that of the colon, breast, ovary, and prostate.
- **A vegetarian diet** that is low in saturated fat, high in fiber and packed with phytochemicals **can aid in cancer prevention.**
- **The primary recommendation of the American Institute for Cancer Research, the World Cancer Research Fund, the American Cancer Society, and the World Health Organization is for individuals to increase their intake of plant foods.**



Disease-causing pathogens and other contaminants in the animal-based food supply pose even more threats to our general health and well-being. Why take the risk? Go vegetarian!

Fight Food-borne Illness

- The Centers for Disease Control and Prevention (CDC) estimates that **food-borne diseases cause approximately 76 million illnesses, 325,000 hospitalizations and 5,200 deaths** in the United States each year.
- **Factory farms**, which crowd animals and render them more susceptible to illness, **are a breeding ground for Campylobacter, Salmonella and E.coli.** These pathogens are not only the three most common causes of foodborne illness, but are also typically transmitted to humans via animal products.
- More recent studies reveal that **food-borne pathogens can contribute to chronic complications, including heart disease, inflammatory bowel disease, neurological problems, autoimmune disorders, and kidney disease.**

Antimicrobial Overuse

- Further exacerbating the problem of foodborne illness, **the rampant use of antimicrobials on factory farms has led to an increase in resistant bacteria, or “super bugs” that can withstand medical treatment in humans.**
- According to the World Health Organization, **“about half of the total amount of antimicrobials produced globally is used in food animals.”** And although many scientists find the practice ineffective, the industry continuously feeds antibiotics to livestock, mainly to promote growth rather than to treat illness. Alarming, some of these “growth-promoters” are the same drugs used to treat serious diseases in humans.
- **The non-therapeutic overuse of antimicrobials in “food animals” has become a serious public health issue**, and disease experts like the CDC believe it has led to an increase in illness and “treatment failures.”



Now that you know about the health advantages of a plant-based diet, it is also important to learn more about vegetarian nutrition basics. Remember, the more you know about maintaining a healthy diet, the more you will enjoy its many benefits!

Protein

- Food combination planning is not necessary to ensure that protein needs are met on a vegetarian diet. **A normal and varied plant-based diet can provide more than enough protein for an individual to maintain a healthy lifestyle.**
- **Regular consumption of animal products may lead to a protein excess** that has been linked to kidney disease, osteoporosis and other serious ailments.
- **Excellent sources of plant protein include legumes** (beans, peas, lentils), **nuts and seeds, and whole grains.**

Calcium

- **Far from being a “natural” source of calcium in the diet, cow’s milk is not necessary for complete health.** Think about it: Humans are the ONLY animals who drink the milk of another species and do so beyond infancy.
- Dairy products do provide calcium, but they also **contain lactose, which is difficult for many people to digest, harmful cholesterol and fat, allergy-causing proteins, and other undesirable contaminants.**
- Many **vegetarian sources of calcium are absorbed just as easily as calcium from cow’s milk.** Good sources of calcium are kale, broccoli and fortified foods, like plant milks.
- **Unlike dairy calcium sources, plant-derived calcium sources have many beneficial properties.** Leafy greens, for example, contain vitamin K, and calcium-fortified orange juice contains important nutrients, such as vitamin C, potassium and magnesium.

Iron

- Although iron from plant sources is more difficult to absorb than iron from meat, the American Dietetic Association reports that **“studies typically show iron intake by vegans to be higher than that of lacto-ovo vegetarians and of non-vegetarians.”**
- **Vitamin C and organic acids** found in the large amounts of fruits and vegetables that vegetarians typically consume **can aid in iron absorption.**
- **Good plant sources of iron include legumes, green leafy vegetables** (excluding spinach, chard and beet greens), **dried fruits, and iron-fortified cereals.**

B-12

- **Vitamin B-12** does not naturally exist in significant amounts in plant foods; therefore, it **is worth special consideration by vegetarians.**
- With a little extra attention and planning, **satisfying vitamin B-12 requirements on a vegetarian diet can be very simple.**
- **Fortified soymilk and cereal, as well as other products like Red Star Vegetarian Support Formula Nutritional Yeast (T6635+), are reliable sources of B-12.** Those who are particularly concerned about their B-12 intake may consider taking a supplement.



The New Four Food Groups



Whole Grains

 (breads, cereals, whole grains, and pasta)

- 6 or more daily servings
- Serving sizes: 1 slice of bread; 1/2 cup cooked grains, cereal or pasta; 1 cup uncooked cereal
- Good sources of energy, protein, complex carbohydrates, fiber, iron, and B-vitamins

Vegetables

 (fresh, frozen, raw, or cooked)

- 3 or more daily servings
- Serving sizes: 1/2 cup cooked vegetables; 1 cup raw vegetables
- Good sources of vitamin C, beta-carotene, calcium, iron, riboflavin, and fiber

Legumes, Nuts, and Other Protein Foods

 (beans, lentils, dried peas, soybean products, nuts and seeds, and non-dairy milks)

- 2 or more daily servings
- Serving sizes: 1/2 cup cooked legumes; 1/2 cup tofu or tempeh; 1 oz. veggie “meat”; 2 tablespoons nut or seed butter; 1/4 cup nuts and seeds; 1/2 cup fortified soymilk
- Good sources of protein, iron, calcium, zinc, fiber, and B vitamins

Fruits

 (fresh, frozen, raw, or cooked)

- 2 or more daily servings
- Serving sizes: 1 medium piece of fruit; 1/2 cup cooked; 1/2 cup fruit juice; 1/4 cup dried fruit
- Good sources of fiber, vitamin C and beta-carotene

Expert Opinion

Still not convinced that veggies, fruits, whole grains, and other plant foods are enough to do your body good? Here’s some more food for thought:

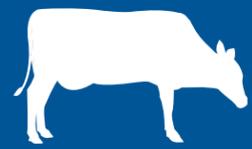
“I don’t understand why asking people to eat a well-balanced vegetarian diet is considered drastic, while it is medically conservative to cut people open and put them on cholesterol-lowering drugs for the rest of their lives.”

– **Dean Ornish, M.D.**

“Each year over \$33 billion in medical costs and \$9 billion in lost productivity due to heart disease, cancer, stroke and diabetes are attributed to diet.” – **The American Heart Association**

“Documented benefits of a pure vegetarian (vegan) lifestyle include permanent reduction in weight, blood pressure, serum cholesterol, and blood sugar, as well as risk reduction for cardiovascular disease and half a dozen common forms of cancer. Allergies, arthritis, and asthma also respond to vegan nutrition, which means no meat, fish, chicken, dairy, eggs, or even honey.” – **William Harris, M.D.**

“Protein is not difficult to get in any vegetarian or vegan diet containing a variety of plant foods. Even elite athletes can meet all of their protein needs without a drop of animal protein.” – **Brenda Davis, R.D.**



How We Treat the Animals We Eat

Animals used for food production are not protected from inhumane treatment. Most states specifically exclude farm animals from anti-cruelty laws and the Federal Animal Welfare Act fails to include them. Consequently, every year in the United States, approximately 10 billion farm animals are raised and slaughtered using methods so cruel, they have been banned in other countries.

On the Factory Farm

- The majority of farm animals in the United States are now raised on large-scale, industrialized farms. Treated as mere production units, these “food animals” **are forced to endure months, even years, of confinement or overcrowding.**
- Confined in small cages or crates, laying hens, veal calves and breeding sows are **prevented from even turning around or stretching their limbs.**
- Barely given enough room to move, turkeys and chickens are **crammed by the tens of thousands into large, filthy warehouses.**
- During their exhausting lives as milk producers, **dairy cows are made to endure confinement, forced births, unnatural feeds, and painful infections.**
- **Crowded by the thousands into dusty, manure-laden holding pens,** most beef cattle spend the last few months of their lives at feedlots.



A Glimmer of Hope

Most people are unaware of the enormous suffering farm animals endure to produce meat, milk and eggs. When Americans do learn about the ways in which animals are raised for food, they are often appalled by the cruelty these beings are forced to endure. In fact, statewide polls on factory farming practices consistently reveal that roughly **70 percent of Americans are opposed to intensive confinement operations.** Every year, more and more people are directly stopping farm animal suffering by choosing a vegetarian diet.

During Transport

- **Farm animals** who survive their time “in production” **suffer even more torment during transportation and marketing.**
- During transport, **animals are severely overcrowded and endure stress, inadequate ventilation and injuries;** thousands also die every year in transport-related accidents.
- Farm animals can be legally **confined on trucks for up to 36 hours without food or water** and are exposed to all weather conditions.
- Every year, **tens of thousands of animals become so sick or injured that they cannot even walk.** Called “downers” by the industry, these animals are dragged to slaughter or abandoned and left to suffer on stockyard “dead piles.”

At the Slaughterhouse

- **Frightened animals are kicked, hit with canes or shocked with electric prods as they are herded to the kill floor.**
- **Stunning is not legally required for most farm animals.** (Poultry, who comprise over 90 percent of “food animals,” are not covered under The Humane Slaughter Act.) **Even when stunning is required, industry reports indicate an alarming failure rate.** Standard slaughter practices, combined with gross negligence, result in immense pain and suffering for millions of animals.
- Speed, not humane consideration, guides the slaughter process. **Thousands of animals are dismembered or dropped into a scalding tank while conscious.**

Chickens

- **Egg-laying hens are among the most abused of all farm animals.**
- On factory farms, four or more hens are forced to live inside tiny wire enclosures called **battery cages.** In these confines, the **hens are unable to stretch their wings or legs, fulfill social needs or engage in natural behaviors.**
- Constantly rubbing against the wire of battery cages, hens **suffer severe feather loss and are covered with bruises and abrasions.**
- To prevent injuries caused by excessive pecking, a result of unnatural, overcrowded conditions, chickens’ **beaks are seared off with a hot blade.**
- In order to shock their bodies into another egg-laying cycle when production declines, **the hens are denied food, water and light for up to two weeks.** This cruel process is known as **forced molting.**
- Considered “spent” after egg production declines, **laying hens are typically slaughtered after only one year in production.**



Marmalade

Rescued from a life of suffering and neglect, Marmalade and dozens of other birds were weak and ailing when they first arrived at Farm Sanctuary. Lucky to have survived exposure to freezing temperatures, as well as a severe upper-respiratory infection, Marmalade thrived beyond anyone’s expectations. With the help of a devoted caregiver who spent time acclimating Marmalade to sanctuary life, this timid, yet curious hen not only regained her health, but also learned about the joys of friendship. Anticipating her caregiver’s daily visits and recognizing her pal or even the sound of her voice from a distance, Marmalade would run to greet her, following her friend everywhere and running to catch up if she became distracted by insects and fell behind.

Kari



Kari was rescued from a broken-down transportation truck that would have taken her to slaughter. Abandoned by the driver, Kari and the other pigs on the truck were left to suffer in 90 degree temperatures. Now enjoying her life at Farm Sanctuary, Kari is well-known for “talking to” passersby with loud, joyful grunts. Shelter visitors who cry out, “Kari! Kari!” are almost always greeted by a talkative pig who likes to answer back. We’re pretty sure she’s saying, “Go veg!”

Pigs

- Every year, approximately **81 million pigs in the United States are forced to spend their lives behind bars, packed into small concrete or metal pens or crowded by the thousands into enormous warehouses.**
- Breeding **sows** commonly **endure three to four years of intensive confinement** and live most of their lives in two-foot wide steel “gestation” crates.
- Immobilized and separated from her babies, **a breeding sow’s only contact with her young is through the bars of a crate.**
- After two to three weeks, **the piglets are taken away from their mothers. Their tails are docked, their ears are notched and they are raised in crowded “finishing” pens until they reach slaughter weight at about six months of age.** The sow is then re-impregnated and the cruel and exhausting cycle continues.



Travolta



Too sick or weak to stand at the time of his rescue, the onctiny Travolta beat the odds and survived the veal auction. Grateful for his second chance at life, the happy Farm Sanctuary resident was routinely spotted kicking up his heels, frolicking through the pastures and reveling in the carefree playfulness of youth. Although he is all grown up now, Travolta continues to enjoy each day to the fullest.



Dairy Cows

- Forced to produce ten times more milk than they would in nature, **most dairy cows endure an exhausting existence of continuous breeding and milk production.** As a result, **dairy cows frequently suffer from painful udder infections, lameness and other ailments.**
- In the name of increased milk production and profit, **many dairy cows are injected with Bovine Growth Hormone (BGH), a genetically engineered hormone known to cause birth defects in calves.** The drug, which was approved by the FDA, was banned in Europe and Canada.
- Although they can live for more than 20 years in a healthy environment, **dairy cows are sent to slaughter when their milk production declines** at four or five years of age.
- Depleted of calcium after years of heavy milk production, worn-out dairy cows often slip and fall en route to slaughter, or are so badly injured, diseased or weak they are unable to walk. Every year, **thousands of dairy cows become "downers,"** animals too sick or injured to even stand.



Veal Calves

- Dairy cows must be pregnant or have recently given birth to produce milk. Female calves of dairy cows often grow up to become dairy herd replacements. **Males cannot produce milk, so they are typically unwanted by dairy farmers.**
- **Some male dairy calves are slaughtered at just a few days old; others are raised for beef or sent to veal farms where they often spend their short, miserable lives** in intensive confinement.
- Raised for 18 to 20 weeks in small, individual crates, **veal calves are prevented from turning around or lying down comfortably.** They are tethered by the neck to restrict movement and fed a liquid, iron and fiber-deficient diet to create the tender and pale flesh that sells as "milk-fed," "white" or "fancy" veal.
- **Suffering from extreme discomfort, stress and disease, sick and dying calves are a common sight at veal farms.** Those who are too weak to walk are dragged to slaughter by their legs, ears or tails.

Phoebe



Rescued from a dairy operation and brought to safety at Farm Sanctuary, Phoebe went on to touch many hearts with her loving presence and motherly ways. Revealing her generous, kind and maternal nature by caring for a sick and recovering sheep named David, Phoebe spent long hours grooming the sheep and would "moo" loudly for him if he strayed too far away from her.

Farm Animals Have Feelings, Too...

A growing body of research on animal sentience reveals that farm animals not only experience pain when they are mutilated, mistreated, injured, or ill, but can also become stressed and frustrated when forced to live under conditions that prevent them from carrying out natural behaviors. With an equal capacity to feel pleasure, farm animals also have the ability to develop complex relationships with others and understand the world around them. Capable of suffering, feeling and awareness, cows, pigs, chickens, and other animals commonly exploited by agribusiness clearly deserve our protection.

"The question is not, Can they reason? nor, Can they talk? but, Can they suffer?"

– Jeremy Bentham

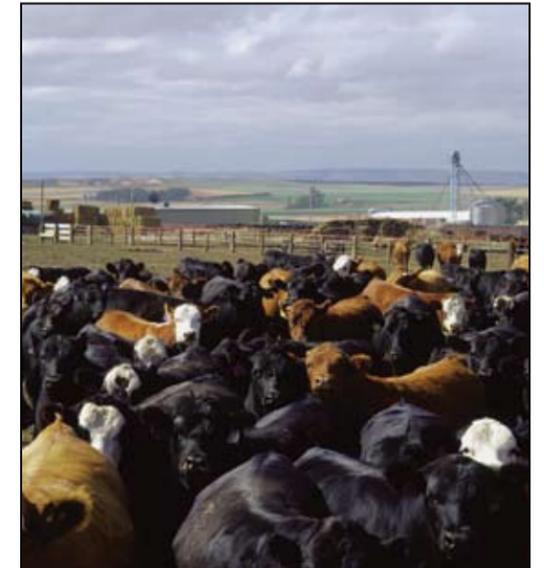
Protect the Earth, One Bite at a Time



The environment is also greatly affected by our dietary choices. Right now, intensive animal agricultural practices are so severely degrading the land, water and air that a change in our diets must be swift, or the valuable resources on which our lives depend will continue to be eroded, depleted and polluted beyond repair.

Ruin on the Range

- Legally permitted within the National Wilderness Preservation and National Park Systems and subsidized by taxpayer dollars to the tune of \$100 million a year, **livestock grazing is one of the most ecologically destructive forces of the modern era.**
- The main contributor to desertification in the Western United States, **livestock grazing transforms fertile land into desert** by decimating native vegetation and accelerating soil erosion.
- In the United States alone, **livestock grazing adversely affects 22 percent of federal threatened and endangered species,** including the desert tortoise, pronghorn and numerous bird species.
- Perceived as "threats" to human activity, **vast numbers of coyote, prairie dogs and other wild animals who "interfere" with livestock are killed every year** by the Federal Government.
- **More than 50 percent of forests and rainforests worldwide,** including 300 million acres on American soil, **has already been cleared for livestock grazing or animal feed crops.**



Contaminated Water



- American factory farms produce nearly **788,000 tons of manure per day.**
- **Manure** from these operations **contains multiple pollutants, such as heavy metals, antibiotics, pathogens, and nitrogen and phosphorous.**
- Through lagoon leaks or spills and run-off from saturated fields, **contaminants enter into the environment and threaten water quality across the country.**
- Often finding its way into the groundwater supply, **manure can cause nitrate levels in drinking water to rise to dangerous levels.**
- By robbing water of oxygen and killing off aquatic life, **nitrogen and phosphorous found in manure can also harm river and stream ecosystems.** Currently, 60 percent of rivers and streams are affected by agricultural run-off.
- **Agricultural runoff introduces disease-causing pathogens, including parasites, bacteria and viruses, into surface waters often used as drinking water sources for humans and animals.**



Compromised Air



- When re-deposited into the environment, **atmospheric ammonia from factory farms adversely affects aquatic ecosystems, soil quality and several species of trees and plants.**
- **Particulate matter**, formed when gases like ammonia react with other compounds, **can lead to respiratory and cardiovascular complications, even premature death and increased hospitalizations.**
- **Volatile organic compounds (VOCs) from factory farms can lead to the formation of ozone.** Responsible for decreased visibility, ozone can affect both humans and the environment by harming forests, crops and respiratory tissue.
- Released from manure lagoons, **hydrogen sulfide is another toxic gas that can irritate the eye, nose and throat, cause headaches and lead to other health complications or death.**
- **Livestock rearing also results in the production of methane and nitrous oxide, two gases known to contribute significantly to global warming.** The Environmental Protection Agency estimates that one fourth of the nation's methane emissions come from animals raised for food.

Mismanaged Resources

- Over 70 percent of American grain and 80 percent of American corn is fed to farm animals. According to a Cornell University study, **the amount of grain consumed by animals could feed approximately 800 million hungry people.**
- Valuable water resources are also squandered for meat production. **Generating just ten pounds of steak requires the same amount of water used by an average household for an entire year.**
- **An estimated 4,000 gallons of water is needed to produce just one day of an animal-based food supply for an average American.** A one day, plant-based food supply requires only about 300 gallons of water.
- Intensive animal agriculture utilizes vast amounts of fossil fuel, mainly for the production of feed. **A grain-fed steer who ingests 25 pounds of corn a day and lives to reach a weight of approximately 1,250 pounds utilizes almost 284 gallons of fossil fuel throughout his life.**

University of Chicago geophysicists conclude that switching from a “standard American diet” to a vegetarian menu “does more to fight global warming than switching from a gas-guzzling SUV to a fuel-efficient hybrid.”

Ransacked Oceans

- **Seafood consumption is now driving species to extinction.** In fact, over-fishing is responsible for the depletion of about 70 percent of fish populations worldwide.
- Referred to as “bycatch” by the fishing industry, **tens of thousands of dolphins, turtles and other marine animals become entangled in fishing nets and are killed annually by wasteful and devastating fishing practices.**
- **Fish farming**, or aquaculture, for which thousands of crowded, disease-susceptible and antibiotic-treated animals are raised in confinement, **has caused further damage to delicate aquatic ecosystems.**
- Like livestock farming, **aquaculture pollutes bodies of water with run-off containing potentially hazardous chemicals, drugs and pathogens.**
- Fish farmers typically feed wild fish, most of which come from our already ravished oceans, to farmed fish. **It takes approximately two to three pounds of wild fish to grow only one pound of “farmed” shrimp or salmon.**



Get Ready, Get Set... Go Veg



Transitioning to a plant-based diet is now easier than ever before. As American shoppers become increasingly smitten with soy and other vegetarian products, cruelty-free options have become more varied and readily available. In fact, consumer demands for dairy-free beverages, meat alternatives and tofu have caused vegetarian food sales to soar. After years on the fringe, meat-, egg- and dairy-free fare has earned a well-deserved place in the American food culture. To join with the millions of Americans who have already embraced vegetarianism, read on.

Making the Switch

Some people “go veg” all at once, but most make a gradual transition. Going vegetarian doesn't have to be a race to the finish. Old habits are hard to break and it takes a little time to become well acquainted with new foods, so go ahead and move at your own pace, explore all your options, seek out good advice, and keep an open mind. To begin your journey, you may want to try taking the following steps.

1. Eat veg one day a week.

Ease on down the road to vegetarianism by eating veg one day a week. Turn to animal-free foods you already enjoy, like veggie stir-fry or bean burritos, and consider taste-testing some new products like non-dairy milk, fake meat and soy ice cream.

Quick Tip: Transitioning to a vegetarian diet should be pleasurable and fulfilling. So, just relax, be positive and focus on the good you're already doing for your body, the Earth and suffering farm animals.

2. Find some new favorites.

Once you get more used to incorporating new foods into your daily regime, try making animal-free versions of your favorite dishes. Add soy meatballs to your pasta or veggie mayo to your potato salad, and you just may be surprised how far a little ingredient substitution can take you.

Quick Tip: Depending on whether or not you have an existing support system, being a new vegetarian may feel a little lonely. Seek out the community you need to keep going strong by joining a veg-friendly meet-up group or an online discussion forum for new vegetarians.

3. Have fun and experiment with your food.

Really starting exploring and enjoying the wide, incredible world of vegetarian cuisine by purchasing a new cookbook, attending a cooking class or searching for some new, exciting recipes online.

Quick Tip: Give yourself a break. Don't expect every move you make to be perfect, and remember that every step you take to reduce suffering, exploitation and injustice is always a step in the right direction.





A Trip to the Market

Due to consumer demand, commercial supermarkets are now devoting aisles and whole departments to “natural” foods. You can often find many indispensable and convenient vegetarian items in these areas. If your supermarket hasn’t yet jumped on the “natural” foods bandwagon or if these offerings are too pricy for your budget, it’s still possible to find many of the items you need in regular grocery stores. If you can’t find what you are looking for, try placing requests for specific products with your store’s manager, find an alternative grocery store near you, or simply order the items you desire from a veg-friendly vendor online.

Navigating the Grocery Store Aisles

The Produce Section

Vegetables can play a prominent role in any meal, so it is good to have a lot of them around. While maintaining a stock of frozen and canned vegetables like corn, peas and green beans is important, it’s also ideal to have versatile, fresh veggies like potatoes, carrots, celery, and onions available at all times. Several types of vegetables can also work well as meat substitutes, especially eggplant, zucchini, squash, and mushrooms. Fruits are also an important part of any diet and can add flavor to many recipes, including those for chutneys, salsas, stir-fries, and salads.



The Refrigerator Section

The refrigerator section is a good place to look for purely vegetarian meat and dairy substitutes, as well as the following:

- Mock meats, like veggie hot dogs, ground beef substitute, faux deli slices and sausages, can be used to replace animal protein in almost any recipe.
- Soymilk (see Page 18) can be used on cereal, in coffee or hot chocolate, for baking and cooking, or straight from the glass.
- Baked tofu in flavors ranging from barbecue and teriyaki to lemon pepper and curry can almost always be found here, and can be diced for stir-fries, pasta dishes or casseroles, or sliced for sandwiches.
- Seitan and tempeh (see Page 18) are excellent, high-protein meat substitutes and, although less ubiquitous, may be found in this section.
- Other items to look for include: sour cream, yogurt, mayonnaise (see Page 18), margarine, and cheeses made from soy or rice. These products can be used exactly like their dairy counterparts, and often taste comparable to and are healthier than the “real deals.”

Also keep your eye out for prepared items like hummus, bean dips, fresh salsa, guacamole, and other naturally vegetarian dips and spreads.

The Frozen Food Section

The frozen food section is another good place to look for egg-, dairy- and meat-free foods, such as veggie burgers, faux chicken and beef strips, microwavable meals (frozen entrees, burritos, pot pies), and non-dairy ice cream. Also check labels and look for veg waffles, pie crusts, pizza shells, and breads and rolls, as well as fruit bars and sorbets. Frozen vegetable mixes are also great for quick stir-fries, curries, soups, and stews.



Canned Food Aisles

Fresher is better, but popular veg ingredients like olives, artichoke hearts, beets, broth, beans, tomato pastes, and sauces do come in cans. The canned food aisles are also great places to look for prepared soups and chili.



Ethnic Food Aisles

Most grocery stores now have ethnic food aisles that offer a variety of Asian, Indian, Mexican, Italian, and other specialty foods. Here, you can find coconut milk (a unique alternative to dairy milk or cream that can be added to curry sauces, mashed potatoes, smoothies, or soups), stir-fry sauces, soy and tamari sauces (often used to flavor vegetarian sauces and gravies), soba noodles, rice paper wraps, nori (for sushi rolls), pickled ginger, dried mushrooms, silken tofu (see Page 18), pre-made meat- and dairy-free curries, noodle bowls and soups, refried beans, taco shells, and polenta.

Packaged Food Aisles

The packaged food aisles contain a wealth of inexpensive, versatile and nutritious foods that make up the basis of a well-rounded veg diet.

- A variety of rice and grains is available in every grocery store. Grains come in many varieties, including rice (Arborio, basmati, brown, jasmine, sushi, and wild), millet, barley, bulgur, couscous, and quinoa. Grains can be used to make all sorts of complete meals, including paella, risotto, pilaf, casserole, and stir-fry.
- Dried beans are usually located close to the grains. Popular bean types include kidney, pinto, black, Great Northern, chickpeas, and lentils. Try using them for big-batch recipes like soups, chilis and curries.
- Pastas come in all sorts of shapes, sizes and flavors. Combine pasta and noodles with vegetables, plant proteins and any kind of sauce for a hearty and comforting meal like veggie lasagna, stroganoff, Pad Thai, or lo mein.

Also peruse packaged food aisles for meat-free, pre-made mixes for beans and rice, pilaf, falafel, hummus, and gravy.

Baking Supply Aisles

A more commonly used egg substitute is a ready-made, powdered product made by Ener-G. It replaces eggs when used as a binding agent in baked goods and other recipes, and can now be found in many grocery stores. Popular sources of protein, nuts and seeds not only make great hunger-fighting snacks, but also are nice additions to salads, pilafs, casseroles, stir-fries, and other dishes. Nuts more commonly used in cooking include almonds, cashews, peanuts, pecans, pine nuts, walnuts, and sesame and sunflower seeds. The baking supply aisles also house healthy, honey-free sweeteners like maple and brown rice syrups, as well as different types of whole-grain flours, vital wheat gluten (used to make seitan) and cornmeal.

The Bakery

Many freshly baked, whole grain bread products are vegetarian, including bagels, flat-breads, tortillas, and pitas. Many sliced breads, English muffins and rolls contain dairy products, so double-check the labels. Bakery sweets almost always contain animal products (with the exception, at times, of fruit pies), but there is no need to despair. Surprisingly, there are several sweet treats in the cookie and candy aisle that aren’t necessarily healthy, but are suitable for vegetarians.



Kind Dining



More and more vegetarian restaurants are sprouting up in cities and towns across the nation, making dining out a less stressful and disappointing experience for vegetarians. The “mainstream” food service industry has also begun to recognize the need for substantial plant-based menu options. However, veg-friendly establishments are not always accessible to everyone, and many restaurants and franchises still have improvements to make. With a little effort, we can do our part to promote kind dining by educating the food service industry about the needs of vegetarians and encouraging them to incorporate more friendly fare into their regular menus.

“Mainstream” Restaurants

If you find yourself in an establishment with inadequate or nonexistent vegetarian options, don’t despair. Instead, consider taking the following steps.

1. Most chefs are happy to accommodate special requests, so ask the wait staff if the kitchen can prepare a veg dish for you. If the need arises, you can even try making some helpful suggestions of your own. For example, if the restaurant offers a salad topped with grilled portabella mushrooms, you might ask if the chef can use the mushrooms to make you a sandwich. In fact, simple dishes like grilled mushroom and veggie sandwiches, pasta primavera dressed with olive oil, and cheese-free pizzas heaped with extra toppings and sauce can be easily prepared at most restaurants. As long as you order with a big smile on your face, you’ll probably find that even the staunchest meat and potatoes chef will enjoy the challenge of preparing you a delicious and interesting meal!
2. After your meal, consider speaking with the wait staff, chef or manager about your dining experience. Let the individual you speak to know you are vegetarian and offer some honest, friendly feedback about the accommodations you received. You might say something like, “That grilled portabella sandwich was great. If you put it on the regular menu, lots of folks would order it.” Or, “Thanks for offering me a veg option. I’ll be back, and I’ll also tell my friends what a great job you’re doing.” By sharing your thoughts, you may just give the restaurant the incentive they need to expand their regular offerings.

Fast Food Franchises

There isn’t yet a worldwide vegetarian restaurant chain, but there has been an increase in the amount of veg options offered by fast food establishments. Whether you’re on a road trip or at the shopping mall, some your best bets include: Mexican fast food (bean burritos without cheese), Asian fast food (steamed rice and veggies), sandwich, sub and bagel shops, and pizza parlors (pies without cheese). The availability and suitability of these items is not a given, so always indicate that you want strictly veg options.

To locate a veg-friendly restaurant in your area, access more kind dining tips, or to get involved in our efforts to promote vegetarian menu options at establishments throughout the nation, please visit www.VegForLife.org.

Recipes for Life



Ready to tantalize your taste buds? Nourish your body and soul with the following simple, yet palate-pleasing vegetarian recipes...

For breakfast, try...



Banana Flapjacks

Makes 8 to 10 pancakes (about 2 servings)

- ¾ cup whole wheat pastry flour
- 1 teaspoon baking powder
- 1 small ripe banana
- ½ cup vanilla soymilk or rice milk

1. Place the flour and baking powder in a medium bowl, and stir with a dry whisk until well combined.
2. Place the banana in a separate bowl, and mash it well using a fork or your hands. Measure out 1/3 cup (set aside any additional banana to eat separately or use in another recipe) and return it to the bowl. Stir in the milk. Pour into the dry ingredients and stir until well combined.
3. Mist a large, heavy skillet (nonstick will work best) with nonstick cooking spray, or coat it with a thin layer of vegetable oil. Place over medium-high heat. When hot, spoon in the batter using 2 level tablespoonfuls for each pancake. You will need to cook the pancakes in several batches depending on the size of your skillet. Add a layer of oil between each batch (this is essential to prevent sticking, even if you are using a nonstick skillet). Cook until golden brown on both sides, turning once.



Phenomenal French Toast

Makes 4 slices

- ⅔ cup plain or vanilla soymilk or rice milk
- 4 teaspoons flour (any kind)
- 1½ teaspoons nutritional yeast flakes
- Pinch of salt
- 4 slices whole grain bread

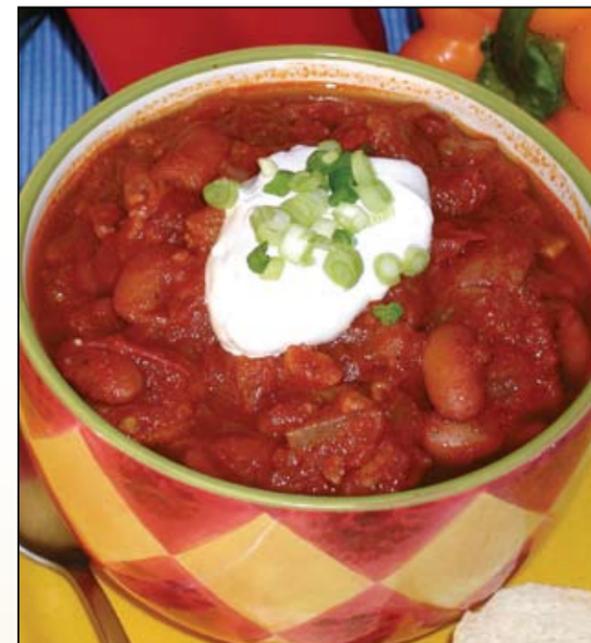
1. Combine the soymilk, flour, nutritional yeast, and salt in a small bowl, and beat with a whisk to make a smooth, thin batter. Pour into a wide, shallow bowl.
2. Dip the bread slices, one at a time, into the batter, making sure that both sides are well saturated. Mist a large, heavy skillet (nonstick will work best) with nonstick cooking spray or coat it with a thin layer of vegetable oil. Place over medium-high heat. When hot, add the soaked bread slices in a single layer. If all four slices will not fit in the skillet comfortably, cook them in batches, adding a layer of oil between each batch (this is essential to prevent sticking, even if you are using a nonstick skillet). Cook until golden brown on both sides, turning once.

Fowl Play Tempeh Salad (Vegan Chicken Salad)

Makes 4 servings

- 1/2 pound (8 ounces) tempeh, cut into 1/4 -inch cubes
- 1 cup diced celery or grated carrots
- 1/2 cup vegan mayonnaise
- 1/4 cup thinly sliced green onions (optional)
- 3 to 4 tablespoons minced fresh parsley
- 1/4 teaspoon poultry seasoning, or 1/2 to 1 teaspoon curry powder (optional)
- Salt
- Ground black pepper

1. Steam the tempeh for 20 minutes. Transfer to a medium bowl and add the celery, mayonnaise, optional green onions, parsley, optional poultry seasoning, and salt and pepper to taste. Mix gently but thoroughly. Serve warm or thoroughly chilled. Stored in a covered container in the refrigerator, Fowl Play Tempeh Salad will keep for up to 3 days.



Stick-To-Your-Ribs Chili

Makes about 1 quart

- 2 teaspoons olive oil
- 1 cup finely chopped onion
- 1/2 cup finely chopped celery
- 2 cloves garlic, minced or pressed
- 2 ripe, medium tomatoes, peeled, seeded and coarsely chopped
- 1 15-ounce can red kidney beans, pinto beans or black beans (about 1 1/2 cups, rinsed well and drained)
- 1 8-ounce can tomato sauce (1 cup) or 1/3 cup tomato paste mixed with 2/3 cup water
- 1 cup water
- 1/3 cup bulgur wheat
- 2 Tablespoons tomato paste
- 1 Tablespoon sweetener of your choice
- 1 Tablespoon chili powder
- 1/2 teaspoon dried oregano leaves
- 1/4 teaspoon ground black pepper
- 1/4 teaspoon ground cumin
- 1/8 teaspoon ground allspice or cinnamon
- pinch of cayenne pepper, to taste
- Salt, to taste

1. Place the olive oil in a 4 1/2- quart saucepan or Dutch oven and heat it over medium-high. When the oil is hot, add the onion, celery and garlic. Reduce the heat to medium and cook, stirring occasionally, for 10 to 15 minutes or until the onion is tender.
2. When the onion is tender, stir in the remaining ingredients except the salt and bring the mixture to a boil. Reduce the heat to low, cover the saucepan with a lid and simmer the chili for 20 minutes, stirring occasionally.
3. Season the chili with salt, to taste. Serve hot.

Seitan & Mushroom Stroganoff

Makes 4 servings

Creamy Gravy

- 2 tablespoons arrowroot, kuzu, or cornstarch
- 3 tablespoons reduced-sodium soy sauce
- 1 1/3 cups dark vegetable broth or water
- 1/2 teaspoon garlic powder
- 2 tablespoons tahini

Onions, Mushrooms and Seitan

- 2 teaspoons vegetable oil
- 2 cups thinly sliced onions
- 1/2 to 1 teaspoon crushed garlic
- 4 cups sliced mushrooms
- 2 cups thinly sliced seitan strips
- Ground black pepper

1. **For the gravy:** Combine the arrowroot and soy sauce in a medium saucepan and stir well to make a thin, smooth paste. Gradually whisk in the vegetable broth and garlic powder. Place over medium-high heat and cook, stirring constantly with a whisk, until the mixture thickens and comes to a boil. Remove from the heat and beat in the tahini using the whisk. Cover and set aside.
2. **For the onions, mushrooms, and seitan:** Pour the oil into a large skillet, and place over medium-high heat. When hot, add the onions and garlic and cook and stir for 10 minutes.
3. Add the mushrooms and cook, stirring often, for 5-7 minutes. Add the seitan strips and the reserved gravy. Turn the heat down to low, and cook, stirring often, for 5-10 minutes, just until the seitan is heated through. Season with ground black pepper to taste. Serve at once over noodles or rice.



Southern-Fried Tofu

Makes 12 pieces (3 to 4 servings)

Tofu

- 1 pound (16 ounces) firm regular tofu, rinsed and patted dry

Seasoning Mix

- 1 1/2 cups nutritional yeast flakes
- 2 teaspoons salt
- 1 teaspoon garlic powder
- 1 teaspoon onion powder
- 1 teaspoon dried parsley flakes
- 1/2 teaspoon paprika
- 1/2 teaspoon dried tarragon
- 1/2 teaspoon dried dill weed
- 1/2 teaspoon dried basil
- 1/2 teaspoon dried oregano
- 1/2 teaspoon curry powder
- 1/2 teaspoon dry mustard
- 1/2 teaspoon ground rosemary
- 1/2 teaspoon ground celery seeds



Coating

- 2/3 cup plain soymilk
- 2 teaspoons freshly squeezed lemon juice
- 2/3 cup flour (any kind), as needed
- 1 tablespoon vegetable oil, more or less as needed for browning

1. **For the tofu:** Cut the tofu horizontally into three equal slabs.
2. **For the seasoning mix:** Combine all the ingredients in a wide, shallow bowl. Stir until well blended.
3. **For the coating:** Combine the soymilk and lemon juice in a small bowl, and stir well. Place the flour in a separate small bowl.
4. **To assemble and cook:** Cut each slab of the pressed tofu into 4 triangles, making a total of 12 in all. Working with one piece at a time, dredge the tofu in the flour. Shake off any excess. Next, dip the tofu in the soured soymilk, submerging it completely. Immediately dredge the tofu in the seasoning mix, making sure it is well coated all over.
5. Coat a large, heavy skillet with a layer of vegetable oil, and place it over medium-high heat. When hot, add the tofu pieces in a single layer. Cook until the bottoms are well browned. Turn the pieces over and cook the other side until well browned. You will need to cook the tofu in several batches depending on the size of your skillet. Add a little more oil to the skillet between each batch, and adjust the heat as necessary.
6. As soon as you remove the tofu from the skillet, place it on a plate lined with a double thickness of paper towels to blot off any excess oil and keep the surface of the tofu crisp.

For dessert, try...

Oatmeal Chocolate Chip Cookies

Makes 36 cookies

- 1 cup whole wheat pastry flour
- 1 cup quick-cooking rolled oats (not instant)
- 1 cup granulated sugar
- ½ teaspoon baking powder
- ¼ teaspoon salt
- ⅓ cup water
- ¼ cup vegetable oil
- 1½ teaspoons vanilla extract
- ½ cup vegan semisweet chocolate chips
- ⅓ cup coarsely chopped walnuts



1. Preheat the oven to 350 degrees F. Coat one or two baking sheets with nonstick cooking spray, or line them with parchment paper (for the easiest cleanup), and set aside.
2. Place the flour, oats, sugar, baking powder, and salt in a medium bowl, and stir with a dry whisk.
3. Place the water, oil, and vanilla extract in a separate small bowl, and stir until well blended. Pour into the flour-oat mixture, and mix well to make a stiff dough. Stir in the chocolate chips and walnuts, and mix until they are evenly distributed.
4. Drop the dough by small rounded spoonfuls onto the prepared baking sheet(s), about 12-15 per sheet, spacing the cookies at least 2 inches apart. Do not flatten the cookies, as they will spread out when they bake. Bake for 15-18 minutes, or until lightly browned. Let the cookies rest on the baking sheet for 5 full minutes. Then carefully loosen them and transfer them to a cooling rack using a metal spatula. Cool completely before storing.



Chocolate Peanut Butter Crême Pie

Makes 8 servings

- 1 pre-made vegan piecrust
- 1 cup peanut butter

Filling:

- 2 boxes silken tofu
- 12 ounces non-dairy chocolate chips
- 3 Tablespoons maple syrup
- 1 teaspoon vanilla extract

1. Place silken tofu into a food processor and blend until smooth.
2. Melt chocolate chips in a double boiler.
3. Add melted chocolate chips to tofu and stir to combine.
4. Add maple syrup and vanilla extract and stir until blended.
5. Spread the peanut butter in the bottom of the pie shell.
6. Top with the chocolate tofu mixture.
7. Chill pie until ready to serve.

All recipes (except Chocolate Peanut Butter Crême Pie) are from *Vegan Vittles* by Joanne Stepaniak.

Glossary of Special Ingredients

Bulgur wheat: This quick-cooking form of whole wheat contains beneficial fiber, protein, vitamin E, and several important minerals. Often used in Mediterranean dishes, bulgur is best known as the main ingredient in tabbouleh salad.

Egg and Dairy-free mayonnaise: Natural foods co-ops and a growing number of supermarkets carry a few varieties of vegan mayonnaise. A popular brand is Vegenaïse, a great-tasting egg and dairy-free option.

Non-dairy milk: Soy and rice milks are the most common and can be found in nearly all supermarkets. Some are enriched with calcium, vitamin D or vitamin B-12; others are flavored with vanilla, chocolate, strawberry, or coffee.

Nutritional yeast: This inactive yeast is rich in minerals and vitamins and lends a “cheesy” flavor to soups, pasta dishes, gravy, and vegetables.

Silken tofu: This “silky” variety is more smooth and creamy than regular tofu and is commonly used for sauces, soups, dips, dressings, and puddings. Although it can be purchased fresh, it’s more commonly available in shelf-stable aseptic packages.

Tahini: This sesame seed butter has a texture that is thicker than peanut butter and is very high in protein. An ingredient in many recipes, especially sauces in Middle Eastern and Asian cuisine, tahini has a rich, nutty taste.

Tempeh: This cultured soy product sometimes includes other grains or beans and has more taste and zing than tofu. Tempeh works well in stir-fries and can be used as a substitute in nearly any recipe that calls for meat.

Seitan: Pronounced “say-TAN,” this wheat gluten protein product has a wide range of mock meat applications and works especially well as a stand-in for beef.



Veg Diets for Kids

Start Young Ones Off on the Right Hoof

Accompany the young animal lovers in your life on a visit to www.FarmSanctuaryKids.org, a virtual sanctuary where kids can indulge in everything “farm animal.” Browse through the site’s entertaining, yet educational pages and find an extensive “Learn” section with farm animal facts and quizzes, a “Meet the Animals” page with inspiring rescue stories and critter diaries, a “Creation Station” that showcases children’s artwork and poetry, a “Veg Out” section with kid-friendly recipes, and much more. With a welcoming homepage that changes monthly to feature empowering stories about young activists and new “hot topics,” as well as places to submit “burning questions” and “talk back,” Farm Sanctuary Kids invites kids to learn, ask questions and share their thoughts in an environment designed just for them. So, what are you waiting for? Show your kids that animals are smart, unique and a ton of fun—just like them.



There are many useful resources available to help you raise healthy, happy and compassionate kids. Request books about raising vegetarian children from your local library or bookstore or click on the “Kids” button at www.vegforlife.org for a list of helpful websites, books and other resources.

It wasn’t so long ago when American children were likely to be underfed and underweight. As recently as the 1940s, malnourished and emaciated children were a common sight in the United States. These days, the country’s heavy reliance on animal foods in the National School Lunch Program and other federal food assistance programs, alongside the proliferation of fast food franchises, has yielded a nation of unhealthy and obese children.

A Modern Epidemic

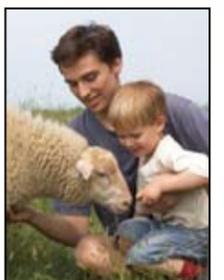
- The World Health Organization reports that **approximately “22 million children under five are estimated to be overweight worldwide.”**
- Since the 1970s, **the number of obese children in the United States has quadrupled and the prevalence of obesity has increased in adolescents by more than 50 percent.**
- According to the American Obesity Association, **“excess weight in childhood and adolescence has been found to predict overweight in adults.”**
- **An unhealthy start can increase a child’s risk for diabetes, heart disease, stroke, cancer, and other obesity-related complications in adulthood.**

“Children who grow up getting their nutrition from plant food rather than meats have a tremendous health advantage. They are less likely to develop weight problems, diabetes, high blood pressure and some forms of cancer.”

– Benjamin Spock, MD

A Healthy Start

- Since **the lifetime eating habits of children are typically determined in early childhood**, there is no better time to introduce them to a healthy, plant-based diet centered on fruits, vegetables and whole grains.
- **Vegetarian children and adolescents take in less cholesterol, saturated fat and total fat than those who consume animal products.**
- **Plant foods** are also the best sources of essential nutrients for children. They not only **supply an adequate amount of energy and protein** to sustain the body, but are also packed with health-promoting fiber, antioxidants, vitamins, minerals, and phytochemicals.
- Scientific studies reveal that **vegetarian kids not only tend to become healthier adults with lower risk of life-threatening illnesses and obesity**, but may also live longer than those who were raised on animal foods.
- The American Dietetic Association attests to the fact that **“appropriately planned vegan [...] diets satisfy nutrient needs of infants, children, and adolescents and promote normal growth.”**





Put Compassion in Your Fashion

Most people are astonished to learn that many of the clothing fibers they consider harmless actually involve the mistreatment, pain and death of farm animals. Sadly, just as purchasing meat, milk and eggs contributes to the unconscionably cruel treatment of animals on factory farms, the demand for leather, wool, down, or any other animal-derived fiber leads to the needless suffering of innocent animals.

Leather

- **Cattle hides** are valuable products of cattle slaughter and **contribute significantly to the income of the meat industry.**
- **The leather industry is solely responsible for cruelty** when “downed” cattle are kept alive and forced to suffer without basic care because their hides are salable.
- **Calves, lambs and other young animals are utilized for expensive leather products.** These animals are torn from their mothers soon after birth and transported to the slaughterhouse, where they are not easily stunned and often fully conscious when they are killed for their hides.



Tess and Christopher

Down

- **Down**, the very soft feathers from the breasts of geese and ducks, is **plucked from birds slaughtered for food or from forcibly restrained live animals.**
- No matter how they are removed, feathers normally come from birds who **live miserable lives of confinement** inside large warehouses. Those who undergo de-feathering may be plucked three to five times during their short lives.
- After a tortuous life of being utilized for their feathers or raised for meat or foie gras, the diseased fatty liver of force-fed birds, **ducks and geese are sent to slaughter after living out only a fraction of their lives.**



Bing

Wool

- Sheep are bred to produce excessive wool. As a result of having so much wool, many **sheep suffer from fly and parasite infestations, as well as skin sores.**
- **During shearing, the majority of animals are handled roughly** and their fleece is removed as quickly as possible, resulting in the frequent injury of the sheep.
- When the **sheep** are no longer producing prime wool, they **are commonly transported to slaughterhouses** in overcrowded trucks. Many sheep become “downers” and are left to suffer and die slowly from neglect.



Hilda

Fortunately, cruelty-free clothing, footwear and other accessories made from plant-based and synthetic materials are now so popular, it's impossible to go shopping without coming across them. Faux fibers are not only trendy, but are usually more versatile, easier to care for and cheaper to buy. Best of all, they allow people to support farm animals and feel good about their purchases at the same time. So, when you're out shopping for clothing, shoes and other accessories, look for these synthetic superstars!

Faux Leather Look for goods made with **microfiber, pleather, imitation leather, artificial leather, PU or PVC leather, or all man-made materials.**

Imitation Down Look for products made from hypoallergenic **synthetic down, down alternative, polyester fill, or high-tech fabrics** like Primaloft or Polarguard.

Wool Alternative Look for items made with more lightweight and colorfast materials, such as **nylon, acrylic, orlon, polyester fleece, and cotton flannel.**

For a comprehensive list of easily accessible vendors that offer cruelty-free, fashionable and high-quality clothing, footwear and accessories, check out the “Wears” section of www.VegForLife.com.

Veg FAQs



Q: Animals eat other animals, why shouldn't we?

A: Animals who consume other animals are carnivores who live in the wild and need to kill to survive. Humans, on the other hand, can choose kindness over killing. It is not only unnecessary for us to eat meat to survive, but we can also fare better on a vegetarian diet.



Danny

Q: We don't kill animals for dairy and eggs, do we?

A: Actually, billions of chickens and cows die every year as a direct result of the egg and milk industries. Typically forced to endure inhumane treatment throughout their entire lives, “spent” laying hens and dairy cows are sent to slaughter when production declines. Male chicks, useless to the egg business, are killed at the hatchery. Unable to produce milk, male dairy calves are sold and raised for veal or beef.

Q: Meat-eaters may kill animals, but vegetarians kill plants. What's the difference?

A: Unlike mammals, birds and fish, plants do not have a central nervous system and do not share the same ability to suffer. Further, it takes far more plant food to feed animals raised for human consumption than it does to feed vegetarians.

Q: Humans have always eaten animals. Why should we change?

A: As humankind progresses, we are bound to extend our circle of compassion to include animals now that we can no longer deny that they are as capable of feeling pain and fear as we are.

Q: What about “free-range” meat and eggs?

A: At this time, there are no uniform standards or regulations dictating what constitutes as “free range.” Often, so-called “free-range” producers utilize industrialized farming methods and confine and crowd animals in unhealthy, indoor environments. Like all other “food animals,” animals raised on “free-range” farms often become victims of horrific cruelty during transport and slaughter.

Q: Isn't it hard to give up meat, dairy and eggs?

A: Vegetarians may face challenges because of their dietary choices; however, the benefits can certainly outweigh any negatives. In fact, many new vegetarians claim to enjoy better physical and mental health and feel good knowing they are working toward improved health and well-being for themselves, animals and the environment.

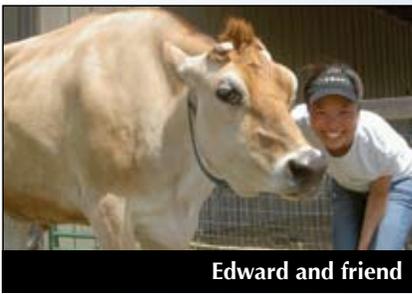


Hazel



Charlotte

Thank you to the following:
Designed by monkeyswithcrayons.com
Photography by Derek Goodwin, JoAnne McArthur and Farm Sanctuary Staff



Edward and friend



Solutions for You

Want more tips and information on adopting a cruelty-free lifestyle? Our *Veg for Life* website has all the resources you'll need to make the transition.

- Discover more health and nutrition news.
- Find the perfect vegetarian recipe for any occasion.
- Locate a vegetarian restaurant anywhere in the world.
- Access information about veg-friendly vacation spots.
- Explore links to compassionate virtual companies.
- Get tips on how to promote plant-based diets.
- Network with others who share your beliefs.

Make New Friends at Farm Sanctuary

Visit Farm Sanctuary's *New York* or *California Shelter* and come face to face with curious cows, playful pigs, talkative turkeys, and hundreds of other spirited and social farm animals. Always memorable and moving, encounters with these extraordinary survivors are known to inspire and open the hearts and minds of countless guests. So, why not come and see us? One visit may change your life! For more information on visiting our sanctuaries or staying overnight in one of our cozy country cabins, please call 607-583-2225 or visit www.farmsanctuary.org.

Farm Sanctuary is the nation's leading farm animal protection organization. Since incorporating in 1986, we have worked to expose and stop cruel practices of the "food animal" industry through research and investigations, legal and legislative actions, public awareness projects, youth education, and direct rescue and refuge efforts. Our shelters in Watkins Glen, NY and Orland, CA provide lifelong care for hundreds of rescued animals, who have become ambassadors for farm animals everywhere by educating visitors about the realities of factory farming. For information on what YOU can do to help, please contact us.

P.O. BOX 150 • WATKINS GLEN, NY 14891 • 607-583-2225
P.O. BOX 1065 • ORLAND, CA 95963 • 530-865-4617
www.farmsanctuary.org

For a list of sources used to write our *Guide to Veg Living*, email veginfo@farmsanctuary.org or call 607-583-2225.



Julia and Sophie

www.VegForLife.org



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Stamp
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