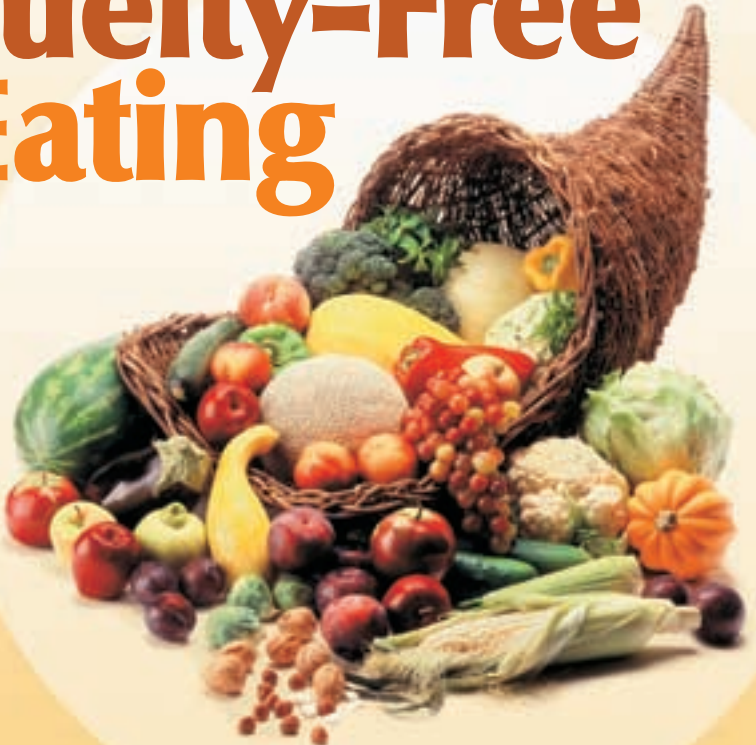




*Recipes and
Cooking Tips,
How to Stay Healthy,
Resources, Q&A,
and more!*

Guide to Cruelty-Free Eating





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

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This guide was produced by Vegan Outreach, a 501(c)(3) nonprofit organization dedicated to reducing animal suffering by promoting a vegan lifestyle.

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Choosing Compassion

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

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



Opposing Cruelty: A Results-Based Approach

When you first discover the reality of modern animal agriculture, avoiding all products from factory farms might seem too big a change. But don't be overwhelmed—just take small steps. For example, you could eliminate meat 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.

At some point, you might decide to try to root out every product associated with modern 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).

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 should guide our choices. 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 lead others to believe that compassionate living is impossible. This defeats our purpose: ending cruelty to animals!



“All the arguments to prove human superiority cannot shatter this hard fact: in suffering, the animals are our equals.”

—Peter Singer, author of *Animal Liberation*



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?"

Dealing with Others

When you share your new discoveries and ideas, some people may not only show resistance, but might even react with mockery or anger. In order to prevent suffering, however, we must let the compassion we feel for animals shine through the pain and anger we feel about the atrocities of factory farming. Unless others can respect us—as opposed to finding us cold and judgmental—they will have little interest 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 farms at their own pace and within their unique situations. 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 argue over related topics (such as what our prehistoric ancestors ate), 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.



Eating Cruelty-Free

What's on the Menu?

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

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

If there aren't many vegan offerings in your area, you may want to order from The Mail Order Catalog (see page 29), a great source for meat and dairy substitutes.



“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. It is available ready-made (refrigerated or frozen) or as a mix. Seitan is also relatively easy to make from scratch (see recipe on page 13). And, given that it keeps well, you can make a lot to have on hand.

The main ingredient is vital wheat gluten, also called instant gluten flour. This 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 *Vegan Vittles* has an excellent section on seitan, including recipes for ground seitan, sausage-style seitan, and seitan salami, pepperoni, and pastrami.

Tahini A staple in Middle Eastern cooking, tahini is a versatile paste made from ground, hulled sesame seeds. (Sesame butter, from unhulled seeds, is thicker and more bitter.) Tahini made from roasted seeds has a stronger



flavor than the variety made from raw seeds. Tahini is calcium-rich, and its nutty taste and creamy consistency are great for sauces, dips, spreads, and creamy dressings.

Tempeh Whole soybeans, sometimes mixed with grains, are fermented to produce tempeh [TEM-pay]. Compared to tofu, tempeh is richer both in absorbable nutrients and in flavor. You can use plain tempeh in recipes that call for meat, or try flavored products such as Lightlife's Lemon Grilles.

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

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



Meat Analogues Today's mock meats include burgers, franks, sandwich slices, bacon, sausage, chicken-style cutlets and nuggets, and ground meat. There are imitation chicken and tuna salads—even jerky! Sample as many brands/flavors as you can to find those you like most.



Dairy Alternatives Almonds, oats, potatoes, rice, or soybeans are used to make vegan milks, many of which are fortified with calcium and vitamins D and B12. Taste and richness vary widely from brand to brand, so experiment to find your favorite. You'll find vegan milks in the dairy case, as well as in shelf-stable aseptic packages, which require refrigeration after opening. Nondairy milk can be used in recipes, poured over cereal, or enjoyed straight from the carton. There are vegan creamers available for your coffee, too.

Soy margarine is a great substitute for butter when baking cakes and other desserts. Earth Balance's buttery spreads are not only tasty on bread but also excellent for all types of cooking.

Other dairy alternatives include soy- and rice-based frozen desserts, tofu sour cream, and a wide assortment of vegan cheeses.



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

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

Tofu's neutral taste makes it extremely versatile, allowing it to pick up flavors from herbs, spices, and other ingredients. You can marinate tofu before cooking it, or buy ready-to-eat products

such as White Wave's baked tofu in barbeque, Thai, and Italian styles.

TVP Textured vegetable protein (also known as textured 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.

Egg Substitutes Breakfast scrambles and mock egg salads, made from crumbled and seasoned tofu (recipes on page 11), and egg-less mayonnaise can be prepared at home or purchased ready-made. Ener-G's Egg Replacer, found in most health food stores, can be used for any baking recipe that calls for a few eggs as a leavening and binding agent (see page 9 for more tips on egg-free baking).





Cooking Cruelty-Free

Do You Really Need a Recipe?

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

Protein source

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



Carbohydrate source

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



Vegetable

Countless options



Sauce

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



Use sauce to marinate and cook your protein source or to cover your carbohydrate source and veggies. Sauces can be made more nutritious by adding nuts, seeds, and/or oils, such as flaxseed oil (see page 20), which is best in

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

Substitution Tips

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

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

Vegan Tacos & Chili

Any number of meals can be centered around Lightlife's 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's 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: imitation ground meat (Boca, Lightlife, or Yves brand, for example), reconstituted TVP, or even crumbled veggie burgers, tofu, or tempeh. You can skip the V8 and just use water. Use another brand of seasoning, or try salsa or your own combination of spices (cumin, chili powder, garlic, etc.) instead.



Baking without Eggs

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

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



From a base of fried Gimme Lean (or whatever), you can do just about anything. Add a can of drained black beans or chickpeas. Add a can of diced tomatoes, including those with 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, over baked potatoes or rice, with chips or hot bread, etc.

Shredded vegan cheese and/or tofu-based sour cream are good compliments. You can also eat chili *Cincinnati style*—that is, over spaghetti with chopped raw onions and oyster crackers. For a sample chili recipe, see page 13.



On-the-Fly Stir-Fries

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

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

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



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

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

Tofu as a Meat Replacer

Select firm or extra-firm regular tofu.

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

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

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

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



Creamy Nondairy Dips

Although you can use any variety of beans as the basis for a dip, such as chickpeas for hummus (see opposite page for recipe), many dips can be prepared using silken tofu.

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

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



Recipes



Tofu Breakfast Scramble

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

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

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

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

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

Fluffy Pancakes

1½ C flour
1 T sugar
1 tsp baking powder
½ tsp baking soda
1½ C soymilk or water
2 T vegetable oil

Mix the dry ingredients and then stir in the wet ingredients. If the batter is too thick, add water a tablespoon at a time until desired consistency is reached.

Pour batter onto a nonstick pan and cook over medium heat, turning once when the edges begin to bubble and brown.

Hummus

1 15-oz can chickpeas (garbanzos), drained
½ C water (¼ C or less for a stiffer texture)
3 T tahini
1 T toasted sesame oil (or olive or canola oil)
½ lemon, juiced
1 large garlic clove, mashed
salt & pepper, to taste

Place all the ingredients in a blender or food processor and blend to desired consistency.

Serve with raw vegetables or chips as a dip, on crackers as a spread, or stuff into warmed pita bread halves with grated carrots, chopped tomato, shredded lettuce, and/or fresh alfalfa sprouts on top.

Variations Blend in vegetables (such as red pepper), add spices (such as cumin), and/or stir in chopped olives or sun-dried tomatoes.



Recipes *continued*

Gee Whiz Spread

from *The Uncheese Cookbook* by J. Stepaniak

- 1 15½-oz can Great Northern beans
(about 1½ C), rinsed well and drained
- ½ C pimiento pieces, drained
- 6 T nutritional yeast flakes
- 3 T fresh lemon juice
- 2–3 T tahini
- ½ tsp onion granules
- ½ tsp prepared yellow mustard
- ½ tsp salt

Process all the ingredients in a blender until completely smooth. Transfer to a storage container and chill thoroughly before serving.



Tofu Ricotta

from *The Uncheese Cookbook* by J. Stepaniak

- 1½ lb firm regular tofu, well mashed
- ¼ C fresh lemon juice
- 2 tsp dried basil leaves
- ½–1½ tsp sweetener of your choice
- ¾ tsp salt
- ½ tsp garlic granules

Mash all the ingredients together until mixture has a fine, grainy texture. Use in veggie lasagna or any savory dish that calls for ricotta cheese.

Oven-Cooked Brown Rice

Do you constantly have trouble getting your rice to come out as well as it does when you order it from a restaurant? If so, try this foolproof method:

Preheat oven to 350° F. Place 2 C brown rice in a casserole dish. Boil 4 C water, pour it over the rice, and stir. Cover dish and bake for 50 to 60 minutes, until water is fully absorbed.

Makes perfect rice every time!

Creamy Potato Salad

- 6 medium potatoes, boiled until tender,
and cut into cubes
- 1 large onion, chopped
- 1 C chopped celery
- ½ C vegan mayonnaise
(such as Vegenaïse or Nayonaïse)
- ¼ C distilled white vinegar
- salt & pepper, to taste
- paprika (optional)

Combine all ingredients in a bowl and season to taste. Sprinkle paprika on top, if desired.

Missing Egg Sandwiches

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

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

Spread on bread and garnish with lettuce and tomato. Makes four sandwiches.

You'll find a list of classic cookbooks and other resources on page 29.



Seitan (Basic Boiling Recipe)

from *Vegan Vittles* by J. Stepaniak

Dry ingredients

- 1½ C instant gluten flour (vital wheat gluten)
- ¼ C nutritional yeast flakes (optional; adds a deeper flavor)
- ½ tsp garlic granules (optional or to taste)
- ½ tsp onion granules (optional or to taste)
- herbs & spices, as desired (optional)

Liquid ingredients

- 1 C water, vegetable broth, tomato juice, or a combination (juice adds a “beefier” flavor)
- 3 T soy sauce
- 1 T olive oil (optional)

Simmering broth

- 10 C water or vegetable broth
- ½ C soy sauce (optional)

Combine the dry ingredients in a medium mixing bowl.

Combine liquid ingredients in a small mixing bowl. Pour into dry ingredients, and mix well. If there is still flour around the edges, add a small amount of additional water.

Knead the gluten directly in the mixing bowl for about a minute. Slice the gluten into three relatively equal pieces, and set aside.

Place the ingredients for the simmering broth into a 4½-quart saucepan or Dutch oven, add the gluten pieces, and bring to a gentle boil. Reduce heat to medium low. Simmer with pot partially covered for one hour. Maintain the heat so that the liquid barely simmers; turn the gluten over during cooking. Let cool in broth uncovered.

Transfer to storage containers, adding enough of the broth to keep the seitan immersed. Seal containers tightly and store in refrigerator for up to ten days or in freezer for up to six months.

Best and Fastest Chili

from *The Convenient Vegetarian* by V. Messina & K. Schumann

- just under 1 C boiling water
- 1 C TVP (textured vegetable protein)

- 1 T canola or olive oil
- 1 onion, coarsely chopped
- 1 green bell pepper, diced
- 2 15-oz cans diced or crushed tomatoes
- 1 15-oz can pinto, kidney, or black beans
- 1 3-oz can tomato paste
- 1 2-oz can diced jalapeño chilies; or 2 fresh hot chilies, diced
- 2 T chili powder
- 2 tsp ground cumin
- 2 tsp garlic powder
- 2 tsp dried oregano
- ¼ tsp allspice (optional)

In a small bowl, pour boiling water over the TVP. Set aside.

In a large skillet, heat oil over medium heat. Sauté the onion and bell pepper until tender (about 8 minutes). Add TVP and the remaining ingredients; mix thoroughly. Simmer 30 minutes. Serve alone or over a cooked grain of your choice.

Variation Substitute two thawed and crumbled veggie burgers for the reconstituted TVP.

Staples for a Vegan Pantry

Vegan broth mixes are great to have on hand for any recipe that calls for stock.

For a nutritious alternative to soy sauce and tamari, try **Bragg's Liquid Aminos**.





Mac & “Cheese” Casserole

from *The New Farm Vegetarian Cookbook* by L. Hagler & D. Bates

Have ready

3½ C (dry) elbow macaroni, cooked

Sauce

½ C vegan margarine

½ C flour

3½ C boiling water

2 T soy sauce (or Bragg’s Liquid Aminos)

1½ tsp salt

1½ tsp garlic powder (or crushed fresh garlic)

pinch of turmeric

¼ C vegetable oil

1 C nutritional yeast flakes

paprika (optional)

Preheat oven to 350° F. In a saucepan, melt margarine over low heat. Beat in flour with a wire whisk and continue to beat over a medium flame until mixture is smooth and bubbly.

Whip in boiling water, soy sauce, salt, garlic powder, and turmeric, beating well.

Cook the sauce until it thickens and bubbles; then whip in the oil and nutritional yeast flakes.

Mix part of the sauce with the noodles and put in a casserole dish. Then pour a generous amount of sauce on top.

Sprinkle the top with paprika, and bake for 15 minutes. Then put under broiler for a few minutes until the top is crisp.

Variations Serve sauce over steamed veggies, baked potatoes—anything you like!

Chuckwagon Stew

from *Vegan Vittles* by J. Stepaniak

3 C water or vegetable broth

1 8-oz package tempeh, cut into ½-inch cubes

4 medium carrots, peeled and sliced

2 medium potatoes, peeled and cut into bite-size chunks

2 medium onions, cut into wedges

½ C ketchup

¼ C soy sauce

2 tsp olive oil (optional)

1 tsp garlic granules

1 tsp dried tarragon leaves

¼ tsp ground black pepper

¼ C whole wheat pastry flour

⅓ C cold water

1–2 T minced fresh parsley (optional)

Place the first 11 ingredients in a 4½-quart saucepan or Dutch oven. Bring stew to a boil. Reduce heat to medium low, and cover the pan. Simmer until the vegetables are tender (about 30 minutes), stirring occasionally.

Place flour in a small bowl or measuring cup. Gradually stir in the water, beating vigorously with a fork until the mixture is smooth.

Stir the flour-water mixture into the stew. Cook, stirring constantly, until the gravy is thickened and bubbly.

Ladle into soup bowls to serve. Garnish each serving with the parsley, if desired.



For more information on vegan cooking, including dozens of links to *thousands* of recipes, visit VeganOutreach.org/guide



Pumpkin Pie

2 10½-oz packages firm silken tofu, drained

1 16-oz can solid-pack pumpkin

¾ C granulated sugar

½ tsp nutmeg

¼ tsp ginger

¼ tsp ground cloves

¼ tsp allspice

1 9-inch piecrust

Preheat oven to 375° F. Blend tofu in a food processor until creamy and smooth. Add the remaining ingredients except the piecrust and blend well.

Pour mixture into crust. Bake about one hour or until a toothpick inserted in the center comes out almost clean.

Chocolate Pudding

from *Vegan Vittles* by J. Stepaniak

1 10½-oz package firm silken tofu, crumbled

⅔ C unbleached cane sugar

⅓ C unsweetened cocoa powder

2 tsp vanilla extract

pinch of salt

Place all the ingredients in a food processor fitted with a metal blade, and process until smooth, creamy, and thick. Chill in refrigerator until serving time.

Variation For pudding pie, double the recipe and chill pudding in a baked pie shell.

Chocolate Cake

1½ 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.



Below is an abridged version of “Staying Healthy on Plant-Based Diets.” For more details, including a list of references, please see the full article at VeganHealth.org/sh

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

Staying Healthy on Plant-Based Diets

by Jack Norris, Registered Dietitian and Vegan Outreach President

Introduction: Research on Vegetarian and Vegan Diets

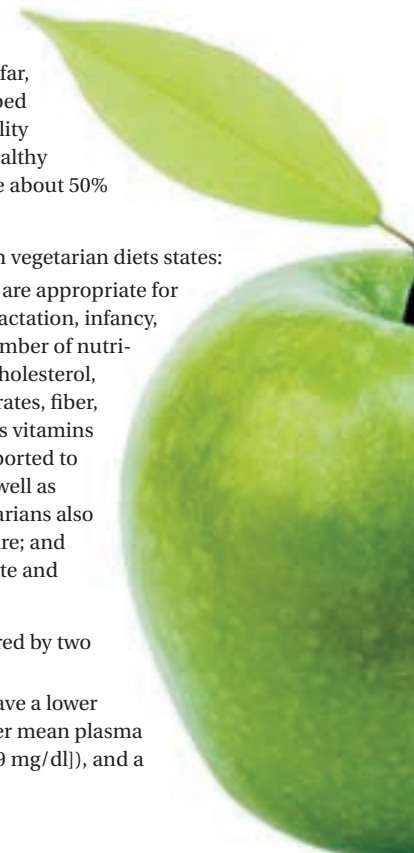
Although lacto-ovo vegetarianism has been around for most of human history, the vegan diet appears to be a relatively new experiment—only since the mid-1940s has it been practiced in an organized fashion in the Western world. So far, the experiment appears to be successful: vegans in developed countries 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).² These rates are about 50% lower than those of the general population.²

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

Well-planned vegan and other types of vegetarian diets are appropriate for all stages of the life cycle, including during pregnancy, lactation, infancy, childhood, and adolescence. Vegetarian diets offer a number of nutritional benefits, including lower levels of saturated fat, cholesterol, and animal protein as well as higher levels of carbohydrates, fiber, magnesium, potassium, folate, and antioxidants such as vitamins C and E and phytochemicals. Vegetarians have been reported to have lower body mass indices than nonvegetarians, as well as lower rates of death from ischemic heart disease; vegetarians also show lower blood cholesterol levels; lower blood pressure; and lower rates of hypertension, type 2 diabetes, and prostate and colon cancer.³⁰

“Health Benefits of a Vegetarian Diet,” a 1999 paper coauthored by two experts on the mortality rates of vegetarians, concludes:

Compared with nonvegetarians, Western vegetarians have a lower mean BMI [body mass index] (by about 1 kg/m²), a lower mean plasma total cholesterol concentration (by about 0.5 mmol/l [19 mg/dl]), and a



lower mortality from IHD [ischemic heart disease] (by about 25%). They may also have a lower risk for some other diseases such as diverticular disease, gallstones and appendicitis. No differences in mortality from common cancers have been established. There is no evidence of adverse effects on mortality. Much more information is needed, particularly on other causes of death, osteoporosis, and long-term health in vegans.¹²

In 2001, a study of 34,192 members of the Seventh-Day Adventist (SDA) church living in Southern California¹ showed them to be the longest-lived formally studied population in the world at the time (with an average life span of 78.5 years for men and 82.3 for women).²⁷ Twenty-nine percent were vegetarian, 7–10% of which were vegan. Compared to the nonvegetarians, SDA vegetarians

- had a 38% lower heart disease rate for men (no difference for the women);
- lived 2–3 years longer;
- had half the high blood pressure, diabetes, and colon cancer;
- had two-thirds the rheumatoid arthritis and prostate cancer.

“I Was Vegan for a While, But...”

There are a number of nutritional issues that, if not attended to, could make someone feel less than optimal on a vegetarian or vegan diet. Some examples include not consuming enough calories, protein, vitamin B12, calcium, or vitamin D; or eating too much dairy, soy, or wheat (“too much” will differ greatly from person to person).

Consuming an adequate amount of calories can be a challenge for a new vegan. Those on the standard Western diet may only be aware of vegan foods that are low in calories (e.g., salads, vegetables, fruits). Eating only these foods will likely leave them unsatisfied and thinking the vegan diet is to blame, when all they need to do is eat more high-calorie foods.

People once believed that vegetarians had to combine particular foods at every meal to get the proper balance of amino acids (the building blocks of protein). We now know that this is not the case. However, some vegans may not get enough total protein (see page 23).

Some vegan advocates emphasize that humans need only small amounts of B12, and that it can be stored in the body for years. Certain individuals do have enough B12 stored in their liver to prevent overt B12 deficiency for many years.

However, people often misinterpret this to mean that one need only consume a tiny amount of B12 once every few years. Actually, to build up such stores, it takes many years of consuming B12 beyond one's daily needs. Many people do not have such stores. This problem is easily solved by eating B12-fortified foods or taking a supplement.

One can find certain studies that seem to support the idea that meat, eggs, and/or dairy are the cause of osteoporosis. Selectively choosing such studies leaves out the majority of research published on the subject, which concludes that vegans, like nonvegans, should ensure daily sources of calcium and vitamin D.

There are real differences in how people respond to various diets.

Although many people thrive on a vegan diet, it may not be so easy for others. Affirming everyone's experience is the first step in working towards a more humane diet. With commitment to reducing animal suffering, there are generally solutions to any dilemmas that arise.

Nutrients That Need Attention in Vegetarian and Vegan Diets

Vitamin B12 There are no reliable, unfortified plant sources of vitamin B12. Do not rely on any seaweed (e.g., algae, nori, spirulina), brewer's yeast, tempeh, or a "living" vitamin supplement that uses plants as a source of B12. Nor should you rely solely on one type of fortified food, such as Red Star's Vegetarian Support Formula nutritional yeast. Fortified foods and/or supplements are necessary for the optimal health of all vegans and many vegetarians. Vegan infants need B12 through breast milk (mothers must have a consistent B12 intake) or formula.

Overt Vitamin B12 Deficiency

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

Mild Vitamin B12 Deficiency

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

Vitamin B12 Recommendations

- The Dietary Reference Intake for vitamin B12 is 2.4 micrograms per day for adults (abbreviated as mcg or μg ; $1,000 \mu\text{g} = 1 \text{ mg}$).



Many cereals and plant milks are B12 fortified.

- In fortified foods, the amount of vitamin B12 listed on the nutrition label is based on $6 \mu\text{g}/\text{day}$. For example, 25% of the Daily Value is $1.5 \mu\text{g}$ ($.25 \times 6 \mu\text{g} = 1.5 \mu\text{g}$).

- Follow steps 1 and 2 below if you have not had a regular source of B12 for some time; if you have, go directly to step 2:

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

Step 2. To maximize your B12 status, follow one of these daily recommendations:

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

Some Benefits of Selected Vegan Foods

Beans & Nuts In addition to being good sources of protein, beans and nuts have many other benefits, such as vitamins, minerals, fiber, and other chemicals that may prevent cancer and heart disease.^{28,29} Nuts also contain monounsaturated fats, which are healthy for the heart. In one study, eating nuts (including peanuts)³⁴ five or more times per week reduced heart disease by about 50%!¹



Fats The following is a quick summary about fats, intended simply to give basic recommendations. For a more comprehensive discussion, see “The Challenge of Defining Optimal Fat Intake” by Virginia Messina, MPH, RD (available at www.andrews.edu/NUFS/vndpg.html).

Saturated Fats

- Many saturated fats raise the risk of heart disease.
- Saturated fats are found in high amounts in many animal products.
- Because saturated fats are stable at high temperatures, they are often used for deep-frying. You should limit deep-fried foods, but if you are going to fry foods at high temperatures, palm oil (which is mostly saturated) may be the best choice for its stability.

Trans Fats

- Trans fats are found mostly in foods made with *hydrogenated* and/or *partially hydrogenated* oils, including many margarines, shortenings, commercial frying fats, crackers, cookies, and other snacks. (Read the label to determine whether the product contains hydrogenated oils.)
- Butter and animal fat can also contain trans fats from bacterial fermentation.³³
- The consensus among nutrition professionals is that trans fats increase the risk of heart disease and many other diseases.

- Soy Garden and Earth Balance are two vegan margarines with no hydrogenated oils.



Monounsaturated Fats (MUFA)

- MUFA improve cholesterol levels.
- MUFA are abundant in olive oil, canola oil, *high oleic* sunflower oil, hazelnut oil, *high oleic* safflower oil, and almond oil.
- Olive may be the best oil for cooking at moderate temperatures. It is not as refined as other oils, making it a reliable source of vitamin E. It has stood the test of time as the primary oil used in the healthy Mediterranean diet. If you do not like the taste of olive oil in some dishes, try other oils high in MUFA.
- Avocados and many nuts (almonds, cashews, filberts/hazelnuts, macadamias, peanuts, pecans) are high in MUFA. Since nuts are high in nutrients and other protective compounds, you can benefit from eating them on a daily basis.

Polyunsaturated Fats (PUFA)

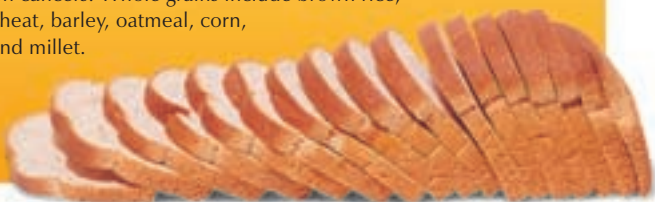
There are two main families of PUFA: omega-6s and omega-3s.

Omega-6 Fatty Acids

- Omega-6s are building blocks for hormones that increase inflammation and blood clotting.
- Linoleic acid is the most prevalent omega-6 in plant foods.

Fruits & Vegetables High fruit and vegetable consumption has been associated with a reduced risk for cardiovascular disease, several common cancers, and other chronic diseases (such as macular degeneration and cataracts).

Whole Grains Whole-grain consumption has been associated with a reduced risk for heart disease, diabetes, hypertension, and stomach and colon cancers. Whole grains include brown rice, whole wheat, barley, oatmeal, corn, quinoa, and millet.



- Omega-6s are prevalent in corn, sunflower, safflower, and “vegetable” oils. Since most vegetarians get too many omega-6s, they should consume a limited amount of these oils.³⁸

Omega-3 Fatty Acids

- There are three important omega-3s:
 - **Alpha-linolenic acid (ALA)** is found mainly in flaxseeds, hemp seeds, walnuts, soybeans, and their oils, as well as in canola oil. It reduces blood clotting, improves artery flexibility, and may also reduce heart arrhythmias. ALA shows a strong association with reduced cardiovascular mortality rates, including those from heart attack and stroke.
 - **Eicosapentaenoic acid (EPA)**, found mainly in fatty fish, serves as a precursor for the *eicosanoids* (hormonelike substances that act on local tissues) that reduce inflammation, blood clotting, and cholesterol.
 - **Docosahexaenoic acid (DHA)**, found mainly in fatty fish and seaweed, is a major structural component of the gray matter of the brain, the retina of the eye, and cell membranes. Low DHA levels are associated with depression.

- For some of its benefits, ALA must first be converted by the body into EPA, then into DHA. Most people’s bodies will naturally convert ALA from supplements at an adequate rate, but others’ might not. The body can also turn DHA into EPA.

About Flaxseeds

- Flaxseed oil is the most concentrated source of ALA.
- One teaspoon of flaxseed oil contains 2.5 g of ALA. Cooking flaxseed oil damages the ALA, but it can be put on warm food such as toast. Flaxseed oil should be kept refrigerated.
- One tablespoon of flaxseeds contains 2.1 g of ALA. If flaxseeds are not ground, they may not be digested. They can be ground in a blender (works best with a large amount) or coffee grinder and then stored in the freezer.



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



PUFA Recommendations

- Be sure to follow the table below, as many vegetarians do not get enough omega-3s.¹⁵

Age (years)	ALA (g/day)	Flaxseed Oil (rounded tsp)
.5–6	.9–2.0	½
>7	2.2–3.3	1
Pregnant* (trimesters 2 & 3)	extra .3	extra ½
Lactating*	extra .6	extra ½

* Pregnant and breast-feeding women should consider replacing the extra ½ tsp of flaxseed oil with 300 mg (.3 g) of DHA because infants have more difficulty converting omega-3s.

- Limiting omega-6 intake is important for maximizing the conversion of omega-3s. Aim for an omega-6 to omega-3 ratio of 4:1.

Source of Omega-3	Omega-6:Omega-3*
Flaxseed oil	1:4
Canola oil	2:1
English walnuts	4:1–5:1
Walnut oil	5:1
Soybean oil	7.5:1
Black walnuts	10:1

* Approximate.

- Flaxseed oil goes a long way in correcting the imbalance in a typical vegetarian diet, but you should only take the recommended amounts. If you prefer oils on foods such as bread, raw olive or raw canola oil will minimize your omega-6 to omega-3 ratio.
- People with diabetes do not efficiently convert ALA to EPA and DHA. Therefore, diabetic vegetarians should replace .3 g of ALA with 300 mg of DHA per day.
- Although there is no clear evidence that vegans generally require them, DHA supplements can be ordered online from many vegan companies (see resources on page 29). It would be prudent to get a bottle once a year and take 300 mg per day until it’s gone.

Nutrients That Need Attention in Vegan Diets

Calcium

Recent small studies have shown vegans to have the same or slightly less bone mineral density than nonvegans.^{5,6,7,8,9} Factors that can prevent osteoporosis include

- weight-bearing exercise throughout one's lifetime (one of the most important);
- adequate intake of calcium, vitamin D, vitamin K, protein, potassium, magnesium, and boron;
- adequate estrogen levels (for women).

Factors that can contribute to osteoporosis include

- high intake of sodium and caffeine;
- smoking;
- too much or too little protein.
- Plant foods that provide calcium offer other nutrients that are good for bones: vitamin K in leafy greens; vitamin C, potassium, and magnesium in calcium-fortified orange juice; boron in beans, nuts, leafy green vegetables, and non-citrus fruits.¹⁰



Food	Serving	Calcium (mg)
Orange juice, fortified	1 C	250–300
Soy milk, fortified	1 C	200–300
Tofu (if “calcium-set”)*	½ C	120–300
Blackstrap molasses	1 T	187
Collard greens†	½ C	178
Sesame seeds	2 T	176
Vegetarian baked beans†	1 C	128
Navy beans†	1 C	128
Broccoli†	½ C	50
Almonds	2 T	50
Kale†	½ C	47

* Read the label for calcium amounts.
† Cooked.

● The absorbability of the calcium in kale, broccoli, collard greens, and soy milk is about the same as that in cows' milk, which contains 300 mg per cup.

● The calcium in spinach, Swiss chard, and beet greens is not well absorbed, due to their high content of *oxalates*, which bind calcium.

● Many nondairy milks are now fortified with calcium, vitamin D, and/or vitamin B12.

● Many orange juices are calcium-fortified.

Calcium Recommendations

● The Daily Value for calcium on food labels is 1,000 mg. If a label says 25% of the Daily Value, it has 250 mg of calcium per serving.

● Dietary Reference Intake for calcium:

Age (years)	DRI (mg/day)	Upper Limit* (mg/day)
1–3	500	2,500
4–8	800	2,500
9–18	1,300	2,500
19–50	1,000	2,500
>50	1,200	2,500

* Do not exceed the upper limit.

Multivitamins

Some people may have specific problems absorbing or utilizing particular nutrients regardless of their diets. And some vegans' diets might be low in certain nutrients, such as riboflavin (vitamin B2) or pyridoxine (vitamin B6). For these reasons, it might be prudent to take a modest multivitamin supplement each day. See full article at VeganHealth.org/sh for a list of vegan multivitamins.



Pangea's VeganLife multivitamins can be ordered online (see resources on page 29).



Young Vegans

Infants The American Dietetic Association and the American Academy of Pediatrics agree that well-planned vegan diets can satisfy the nutrient needs and normal growth of infants.²⁵

For more information on the needs of vegan infants, please refer to *Becoming Vegan* (see sidebar on page 24).

Children & Fiber Vegan children can easily exceed the upper limit for fiber. Therefore, it is recommended they eat half of their servings of grains as refined (e.g., white pasta, white rice, white bread).²⁶ Vegan children may benefit from some other low-fiber foods such as peeled fruits and vegetables, nut butters, and added oils.²⁶

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. Light-skinned non-elderly adults exposing their hands and faces to sunlight for 10 to 15 minutes two to three times per week can get enough vitamin D.

- Vitamin D is not synthesized during the winter in northern climates.¹⁰ Vegans who do not get much sunlight exposure should supplement with vitamin D, especially during the winter or cloudy months.

- One small recent study found an increase in lumbar spine density in four out of five vegans in Finland (a northern country where sunlight does not activate vitamin D during the winter) who took 5 mcg of vitamin D2 per day for 11 months.⁴

- Elderly people may need up to four times the amount of sunlight exposure listed above,¹⁸ and dark-skinned people may need up to six times this amount in order to meet vitamin D needs through sunshine alone.

- According to some experts, dark-skinned breast-fed babies should have vitamin D supplements.¹⁸

Vitamin D Recommendations

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

- Vitamin D of *ergocalciferol*, which comes from plants, can be found in health stores or ordered online (see resources on page 29).

- Dietary Reference Intake for vitamin D:

Age (years)	DRI (mcg [†] [IU]/day)	Upper Limit* (mcg [IU]/day)
< 1	5 (200)	25 (1,000)
1–50 [‡]	5 (200)	50 (2,000)
51–70	10 (400)	50 (2,000)
> 70	15 (600)	50 (2,000)

* Do not exceed the upper limit.
[†] mcg = microgram = μg.
[‡] Including during pregnancy.

Iodine

- Iodine is needed for healthy thyroid function, which regulates metabolism.

- Receiving an adequate amount of iodine through foods is not as much of a problem for U.S. vegans as it is for European vegans,^{19,20} whose food supply contains less iodine due

to the lower iodine content of the soil used to grow food.

Iodine Recommendations

● Since it's very hard to predict how much iodine is in any given person's food supply, North American vegans should take a modest supplement on a regular basis to ensure they are meeting requirements; 75–150 mcg every few days should be ample.

● Dietary Reference Intake for iodine:

Age (years)	DRI (mcg [†] /day)	Upper Limit* (mcg/day)
1–3	90	200
4–8	90	300
9–13	120	600
14–18	150	900
>18	150	1,100
Pregnant		
≤ 18	220	900
>18	220	1,100
Lactating		
≤ 18	290	900
>18	290	1,100

* Important: Do not exceed the upper limit.
[†] mcg = microgram = μg.

Other Important Nutrients

Protein

● The plant foods highest in protein are legumes (beans, peanuts, soyfoods such as tofu) and nuts, but grains and vegetables also contain significant amounts. Here are some high-protein plant foods:

Food	Serving	Protein (g)
Tofu	½ C	10–20
Veggie dog/burger	1	6–18
Soybeans*	½ C	14.3
Textured soy protein	½ C	11
Soymilk	1 C	5–10
Lentils*	½ C	8.9
Peanut butter	2 T	8.0
Chickpeas*	½ C	7.5
Sunflower seeds	2 T	5.0
Brown rice*	1 C	4.9
Potato*	1 medium	4.5

* Cooked.

● Vegans may not meet their protein needs, resulting in loss of muscle mass and/or reduced immunity, if

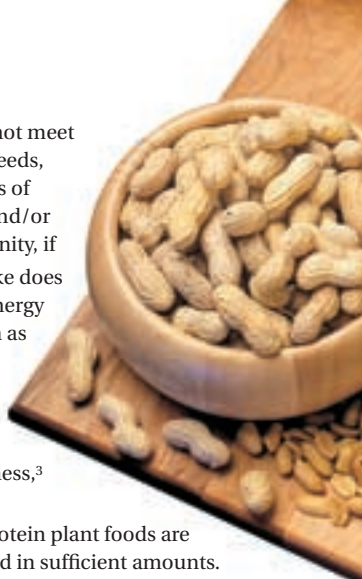
● food intake does not meet energy needs, such as in cases of anorexia nervosa, depression, poverty, illness,³ or dieting;

● higher-protein plant foods are not included in sufficient amounts. This can happen when

● most food eaten is junk food such as French fries, soda, etc.;

● beans are avoided³ (in which case, other high-protein foods should be consumed instead);

● protein is believed to be unimportant or higher-protein foods are avoided (as in some fruitarian or raw-food diets).

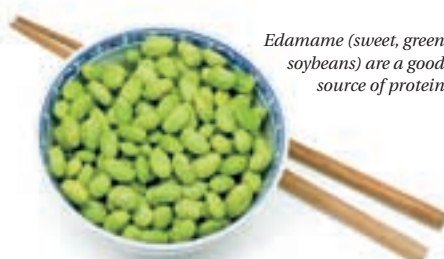


Protein Recommendations

● Recommended protein for young vegans:²⁶

Age (years)	Females (g/day)	Males (g/day)
1–2	18–19	18–19
2–3	18–21	18–21
4–6	26–28	26–28
7–10	31–34	31–34
11–14	51–55	50–54
15–18	50–55	66–73

● Experts recommend that adult vegans eat .4 g of protein per day for every pound of healthy body weight.²²



Edamame (sweet, green soybeans) are a good source of protein.

Amino Acids

Taurine, carnitine, and creatine are found either primarily or only in animal products. However, since the body can make these molecules, extra supplementation isn't generally needed for vegans.

Iron

- Iron-deficiency symptoms include pale skin, brittle fingernails, fatigue, weakness, difficulty breathing upon exertion, inadequate temperature regulation, loss of appetite, and apathy.

- Iron-deficient anemia is probably one of the most inaccurately self-diagnosed illnesses. Those who think they may be suffering from it should see a doctor.

- Iron in vegetarian diets is a somewhat controversial topic for a number of reasons:

- Although vegetarians' *ferritin* (the storage form of iron) levels are normally lower than nonvegetarians, they have not been found to have more iron-deficiency anemia.

- Low iron stores are associated with higher glucose tolerance and could help prevent diabetes.

- High iron stores are associated with cancer and, to a lesser extent, heart disease.

- Vegans tend to have iron intakes at least as high as nonvegetarians. However, iron from plants is generally not absorbed as well as iron from meat.



Iron-rich plant foods include beans, bran flakes, blackstrap molasses, and pumpkin seeds.

- Vitamin C significantly aids in plant-iron absorption (they must be eaten at the same meal). A $\frac{3}{4}$ -cup serving (six fluid ounces) of orange juice contains 93 mg of vitamin C.

- In one study, vegetarian children with iron-deficiency anemia were given 100-mg tablets of vitamin C at both lunch and dinner for 60 days. They saw a drastic improvement in their anemia, with most making a full recovery.³⁹

- Calcium supplements, coffee, and tea inhibit iron absorption if eaten at the same time.²³

Iron Recommendations

You do not need to worry about iron if you are otherwise healthy and eat a varied vegan diet. If you suspect an iron deficiency, see a doctor. If the doctor thinks your iron stores are too low, eating meat (which is unnecessary) or taking an iron supplement may be suggested. Taking a 100-mg tablet of vitamin C with two meals a day for 60 days should improve the anemia.

Further reading for staying healthy on plant-based diets...



Articles available via VeganHealth.org

- "Vitamin B12: Are You Getting It?" by Jack Norris, RD
- "What Every Vegan Should Know about Vitamin B12: An Open Letter from Health Professionals and Vegan Organizations"
- "Vegetarian Diet for Exercise and Athletic Training and Performing: An Update" by D. Enette Larson, MS, RD, LD

Books available via VeganOutreach.org/catalog

- *Becoming Vegan* by Brenda Davis, RD & Vesanto Melina, MS, RD
- *Plant Based Nutrition and Health* by Stephen Walsh, PhD

Zinc

● Symptoms of zinc deficiency include poor growth and delayed sexual maturation in children, poor wound healing, hair loss, impaired immune function, and dermatitis (especially around body orifices).²³

● Zinc is not found in large amounts in plant foods, but vegetarians tend to have adequate zinc status.



● Sources of zinc include corn, peas, cashews, peanuts, pumpkin seeds, and sunflower seeds; cereals are often fortified with zinc.

● The leavening of breads (most are leavened) and fermenting of soyfoods (tempeh and miso) enhance zinc absorption.²⁶

Selenium

● Selenium intake is more related to the selenium content of the soil than to dietary pattern. U.S. and Canadian soil appears to be adequate in selenium. Studies of vegetarians and vegans in the United States have shown them to have adequate intakes.



● Other sources of vitamin A include kale, mango, spinach, butternut squash, and various greens.



● Selenium is found in many foods, but in higher amounts in Brazil nuts, whole grains (whole-wheat bread, oatmeal, barley), white rice, and beans.²²

Vitamin A

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

● 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 one of the following foods:

Food	Serving	RAE
Pumpkin*	1 C	1,345
Cantaloupe	2/3 medium	1,290
Sweet potato*	1 medium	1,244
Carrot	1 medium	1,012

* Cooked.

Summary of Daily Recommendations for Vegan Adults

Dietary Reference Intake*

Vitamin B12	3–100 mcg (μg)
Omega-3 fats	2.2–3.3 g [†]
Calcium	1,000–1,200 mg
Vitamin D	5–15 mcg (200–600 IU)
Iodine	75–150 mcg every few days
General health	Plenty of green and yellow vegetables, other vegetables, fruits, nuts, legumes, and whole grains

* Please see specific sections above for the needs of other age groups.

[†] Easily obtained through 1 tsp of flaxseed oil.





Advocating for Animals

excerpts from essays at 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.

Vegan Outreach promotes veganism through the widespread distribution of our illustrated booklets (above). This form of outreach allows interested individuals to consider the animals' plight on their own terms and at their own pace, without confrontation.

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

Some specific activities are

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





Leafletting

Leafletting 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 veganism—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 leafletting program, visit VeganHealth.org/colleges

Honest Advocacy Is Powerful Advocacy

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

In the long run, however, this can do more harm than good. When it comes to advocating for the animals, most people are looking for a reason to ignore us—no one sits around thinking, "I want to give up my current favorite foods and create tension with my friends and family!" Therefore, we can't give anyone any excuses to ignore the terrible and unnecessary suffering endured by today's farmed animals. For this reason alone, it is imperative that we present information that the public will not regard as ludicrous nor dismiss as drawn from biased sources.

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





Countering the Stereotype

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

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

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 choose to add our own fury and misery to the rest, or we can set an example by working constructively to alleviate suffering while still taking part in society.

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.

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 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!

Resources



Advocacy Brochures

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

Why Vegan?

Try Vegetarian!

Even If You Like Meat...

¿Por Qué Vegano? Why Vegan? en Español

Honoring God's Creation from the Christian Vegetarian Association

The suggested donation is 20¢ per booklet. To order, visit VeganOutreach.org/catalog or write to us at Vegan Outreach, POB 38492, Pittsburgh, PA 15238-8492.

Online/Mail Order Catalogs

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

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

Pangea 800-340-1200; VeganStore.com

Vegan Essentials 866-88-VEGAN; VeganEssentials.com

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

Leather Alternatives

Nonleather belts, bags, and shoes can also be found in many mainstream stores, and most athletic shoe companies offer leather-free options. For more information, see VRG.org/nutshell/leather.htm



Classic Cookbooks

The New Farm Vegetarian Cookbook

edited by Louise Hagler & Dorothy R. Bates

Tofu Cookery by Louise Hagler

The Uncheese Cookbook

by Joanne Stepaniak



Products Not Tested on Animals

Most products sold in natural food stores are made by companies that do not test on animals; check the packaging for information. Major super-market chains also carry products that haven't been tested on animals (e.g., Safeway's and Pathmark's house brands, Tom's of Maine).

For more information...

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



Questions & Answers



Isn't it hard to be vegan?

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

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

First of all, remember that continuing to eat cheese while avoiding meat and eggs does much more good than scrapping the whole idea because you cannot be completely consistent.

That said, there are a lot of tasty substitutes for cows' milk. Silk, a very popular brand, is now found in most grocery stores. There are also several good ice cream substitutes (e.g., Soy Delicious and Tofutti). Ice cream shops often have vegan sorbet. Some of the better cheese substitutes are Follow Your Heart's Vegan Gourmet (a mozzarella that's perfect for pizza), Soymage (cheddar block and parmesan), and Tofutti (American cheese slices that melt and a cream cheese that's great on bagels). There are even a few vegan yogurts (e.g., Whole Soy and Silk). Your local natural food store will have many options with which to experiment.



Isn't being vegan expensive?

There is nothing inherently more expensive about a vegan diet. Trying to replicate the standard American diet with mock meats and dairy products can be costly. But pasta, beans, potatoes, and breads are all generally less expensive than animal products of similar nutritional value.



What about invertebrate animals?

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

However, what these animals feel is unknown, and questions remain as to whether their nervous systems are developed enough for the consciousness of pain and the experience of suffering.

Although you may choose to err on the side of caution and avoid eating invertebrate animals and their products, most people have yet to face the blatant cruelty involved in meat, dairy, and egg production. So it's important to remember that equating meat with honey 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.



Doesn't the Bible say we should eat meat?

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

What do you think about abortion?

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

What about free-range products?

Meat, eggs, and dairy may be labeled “free-range” if the animals had USDA-certified access to the outdoors. However, no other criteria—such as environmental quality, size of the outside area, number of animals, or space per individual—are included in this term.

Free-range laying hens, for example, often have only one to two square feet of floor space per bird and must compete with many others for access to a small exit from the shed. While these chickens can live an average of seven to eight years, they are taken to slaughter after a year or two. Also, both free-range and commercial laying hens generally come from the same hatcheries, where the baby hens' beaks are painfully trimmed and the unwanted male chicks are commonly gassed, ground up alive, or thrown into trash bags to suffocate or starve.



Although some of these farms may be an improvement over standard factory-farm conditions, free-range does not mean cruelty-free.

Unless you investigate a farm to see the conditions yourself, do not put much trust in the term “free-range.” For more information, see COK.net/lit/freerange.php



Why should I concern myself with 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.

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