



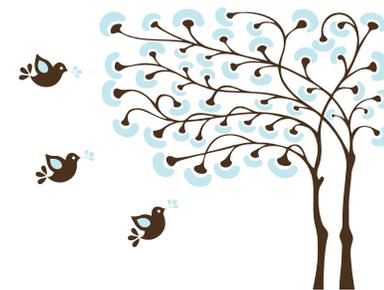
THE SUPREME MASTER CHING HAI INTERNATIONAL ASSOCIATION

VEG STARTER GUIDE



EVERYTHING YOU NEED TO KNOW
TO EAT RIGHT FOR YOUR HEALTH,
FOR THE ANIMALS, AND FOR THE

EARTH



**BE VEG.
GO GREEN.**
AND PRESERVE
A FUTURE FOR
OUR CHILDREN
AND OURSELVES.

CONGRATULATIONS!

By opening this guide, you've just taken the first step toward one of the best choices that you can make for yourself, animals, and the planet. The pages that follow will give you everything needed to know on how to adopt a healthy and compassionate diet. It's packed with important information, tips, and recipes to help you establish eating habits that you'll feel great about.

It's easy to live and let live, and this guide will show you how. Dig in!



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CLIMATE CHANGE AND MEAT CONSUMPTION

A recent authoritative report published by the World Watch institute, authors Goodland and Anhang concluded that over 51% of greenhouse gases (GHGs) emissions come from Livestock.

A widely cited 2006 report by the United Nations Food and Agriculture Organization, Livestock's Long Shadow, estimates that 18 percent of annual worldwide greenhouse gas (GHG) emissions are attributable to livestock; however, recent analysis by Goodland and Anhang co-authors of "Livestock and Climate Change" in the latest issue of World Watch magazine found that livestock and their byproducts actually account for at least 32.6 billion tons of carbon dioxide per year, or 51 percent of annual worldwide GHG emissions!

THE MAIN SOURCES OF GHGS FROM ANIMAL AGRICULTURE ARE:

1. Deforestation of the rainforests to grow feed for livestock.
2. Methane from manure waste.
 - Methane is 72 times more potent as a global warming gas than CO2
3. Refrigeration and transport of meat around the world.
4. Raising, processing and slaughtering of the animal.

Meat production also uses a massive amount of water and other resources which would be better used to feed the world's hungry and provide water to those in need.

Based on their research, Goodland and Anhang conclude that replacing livestock products with soy-based and other alternatives would be the best strategy for reversing climate change. They say "This approach would have far more rapid effects on GHG emissions and their atmospheric concentrations and thus on the rate the climate is warming than actions to replace fossil fuels with renewable energy."

MITIGATION EFFORTS BASED ON DIETARY CHANGES SCENARIOS*

- Dietary Changes already lowers 31-47% of the total greenhouse gas emissions reduction target
- Less emission reduction is needed in the Energy Sector
- Net Present Value of Mitigation Cost of over 2000-2005
 - No Meats can reduce GDP cost by 70%
 - **Non Animal Products can reduce GDP cost by 80%**
- Healthy Diet is a more Realistic Scenario

BENEFITS OF DIETARY CHANGES*

- More Land Available
 - Due to the abandonment of crop and pasture land
 - Increase from 170 EJ to 450 EJ
- Reduction in Agricultural Land that leads to more land available for other purposes such as energy crops or nature reserve

** From "Climate benefits of changing diet" publication from Netherlands Environmental Assessment Agency by Elke Stehfest, Lex Bouwman, Detlef P. van Vuuren, Michel G. J. den Elzen, Bas Eickhout, Pavel Kabat*

The fact is that we are being informed of the dangerous path we are on by depending greatly on animal flesh for human consumption. We still have the opportunity to make the most effective steps in saving ourselves and this planet. By simply choosing a plant based diet we can reduce our carbon foot print by a huge amount.

We are gambling with our lives and with those of our future generations to come. It's madness to know we are fully aware of the possible consequences but yet are failing to act.

Please make a truly environmental, healthy and compassionate choice, choose to drastically reduce your meat intake or simply go vegan. This is the single most powerful action for preventing climate change as it is the single largest source of greenhouse gas emissions.



WHAT WORLD LEADERS AND TOP SCIENTISTS SAY ON CLIMATE CHANGE AND A PLANT-BASED DIET

AUSTRALIA

FORMER SENATOR ANDREW BARTLETT (1997-2008) AND PARLIAMENT Member Ronan Lee have called on all Australians to urgently change to a plant-based diet, in response to Australia's prolonged water shortage and high levels of methane emissions from livestock.

BULGARIA

CO-FOUNDER OF BULGARIAN DEMOCRATIC PARTY, MR. EDVIN SUGAREV: "Producing meat requires a lot of resources. For example from water, big quantities are needed to make meat into an alimentary product, whereas that's not the case with plants. So it's no doubt that we save resources in this respect. And perhaps ecology will be one of the factors that will lead more people into preferring the vegetarian diet."

(Interview with Supreme Master Television - 18 September 2008)

INDIA

PARLIAMENTARIAN AND FORMER INDIAN ENVIRONMENT MINISTER, MANEKA GANDHI: Unless we change our food choices nothing else matters because it is meat that is destroying most of our forests, it is meat that pollutes the waters, it is meat that is creating disease which leads to all our money being diverted to hospitals, so it's the first choice for anybody who wants to save the Earth."

"We are so, so close to the red light, that we may wake up tomorrow and find there is nothing to save after all."

KOREA

DEMOCRATIC LABOUR PARTY LEADER AND SENATOR GANG GI-GAP HAS CALLED FOR A SWITCH TO A PLANT-BASED DIET. "In the case of the meat diet, a comparatively great deal of CO2 gas is generated from animal raising as well as the excretions of animals, and this amount is extremely serious. So, at least starting now, we humans need to make a great change in our lives."

NORWAY

ENVIRONMENT AND DEVELOPMENT MINISTER, ERIK SOLHEIM: " We have to reduce the meat consumption and one way of doing it is of course that a larger amount of what we eat is vegetarian and everything else other than meat."

(Interview with Supreme Master Television - 17 September 2008)

SWEDEN

JENS HOLM (MEP): Probably the biggest step a person could take is to reduce the consumption of meat and other animal products. And if you really want to become climate-friendly, well then you should become vegetarian and stop eating meat totally.

But also, we should be active in politics and in organizations, and make sure that our governments and political parties do what they have to do, and that is not to subsidize the meat industry, promote vegetarian food, for instance.

TAIWAN

PRESIDENT MAYING-JEOU AND VICE PRESIDENT VINCENT SIEW led the entire presidential office in the signing of a declaration of measures to reduce CO2 and save energy, which includes eating locally and partaking of more vegetables and less meat.

More than one million Formosans (Taiwanese) pledge to go veg to save the Earth as a result of the "No Meat No Heat" campaign. More than 1.2 million people in Formosa, including government officials, have promised to help reduce carbon emissions by converting to vegetarianism, meaning an animal free diet, which will remove at least 1.5 million tons of carbon emissions from the atmosphere each year.

USA

PROFESSOR OF GEOPHYSICAL SCIENCES AT UNIVERSITY OF CHICAGO, DR. DAVID ARCHER: "It's very clear that when you grow grain and then feed it to animals and then eat the animals, you lose 90% of the energy from the original grain, and so not only can you feed fewer people on the agriculture that you have but as they discovered, it also requires a lot more fossil fuel energy to make that happen."

UNITED NATIONS

CHAIRMAN OF INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE, DR. RAJENDRA PACHAURI, has said on many occasions: "Please eat less meat; meat is a very carbon intensive commodity."

"I would say it's probably far better to impose a tax on all products, including meat, that lead to emissions of greenhouse gases."

... I think we have to raise our voices as a scientific community certainly, civil society, academia, to highlight this as an area where there are multiple benefits from reducing meat consumption."

(Interview with Supreme Master Television - 12 September 2008)

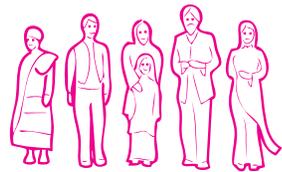
UN Framework Committee on Climate Change Executive Secretary, Yvo de Boer, has pointed out that a bigger part of higher food price increases comes from feeding grain to animals being raised for meat. Secretary de Boer stated, "The best solution would be for us all to become vegetarians."

SURVIVAL OF THE WORLD IN YOUR HANDS

GLOBAL WARMING IS CAUSING CATASTROPHIC DISASTERS WITH HEAVY LOSS OF HUMAN LIVES. AND THE RISING TEMPERATURES COULD SEND MORE THAN A MILLION OF PLANTS AND ANIMALS TO EXTINCTION.

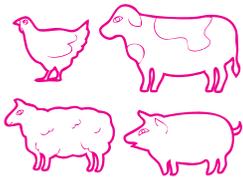
SAVE HUMAN'S LIVES

- 20% of the world's population, or 1.4 billion people, could be fed with the grain and soybeans fed to U.S. cattle alone.
- Millions of people across the globe are faced with hurricanes, heat waves, droughts, floods, wildfires and water shortages.
- Scientists predict that global warming would displace 150 million people over the next 50 years.



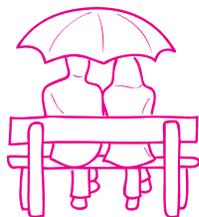
SAVE FARM ANIMALS' LIVES

- In the United States, 10 billion animals are slaughtered every year.
- In the European Union, the annual figure is 300 million cattle, sheep, and pigs, and 4 billion chickens.
- In Canada, 650 million are killed annually.



SAVE OUR OWN LIVES

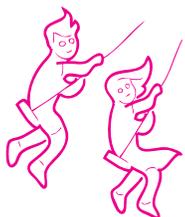
- Increases life expectancy by up to 15 years
- Reduces heart disease risk by 50%
- Reduces heart surgery risk by 80%
- Lowers blood pressure
- Lowers cholesterol levels
- Reduces Type 2 diabetes
- Prevents stroke conditions
- Reverses atherosclerosis
- Prevents many forms of cancer
- Stronger immune system



SAVE OUR CHILDREN'S LIVES

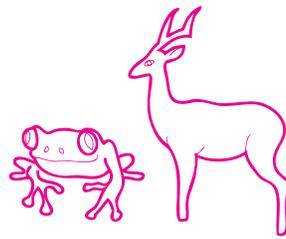
"We hold the future in our hands. Together, we must ensure that our grandchildren will not have to ask why we failed to do the right thing, and left them to suffer the consequences."

— UN Secretary-General, Ban Ki-moon



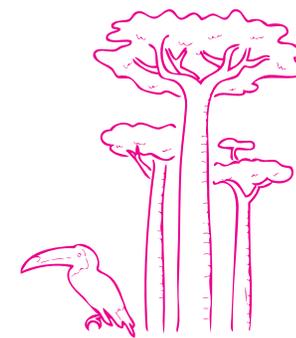
SAVE WILD ANIMALS' LIVES

- The disappearance of 65 amphibian species in Central and South America has a direct correlation to global warming.
- Animal species like antelopes; tortoises and birds found only on the southern tip of Africa cannot move farther south when warming becomes unbearable.
- Over two-thirds of bird species in Australia and more than one-third of those in Europe could simply be wiped off the face of the Earth.



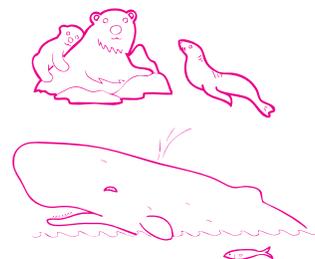
SAVE RAINFORESTS SPECIES' LIVES

- Livestock grazing leads to the destruction of rainforests. And with it, the extinction of over half of the world's animal and plant species.



SAVE OCEAN SPECIES' LIVES

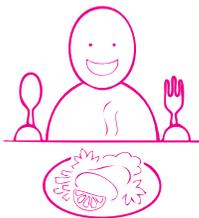
- Pollution from animal farms is destroying the world's oceans. Nitrogen from animal feces and fertilizer causes massive increase in algae, leaving little oxygen for other sea lives. In many areas, virtually all the sea animals and plants have died.
- Fish farms creates massive amounts of feces, fish carcasses and antibiotic is causing the ocean floor to rot and toxify.
- Pollution and over-fishing causes diminished food supply for sea animals. Whales are losing weight.



"The diversity of life on Earth is undergoing an "immense and hidden" tragedy that requires the scale of global response now being deployed to tackle climate change, according to one of the world's most eminent biologists. Prof Edward Wilson, an ecologist who has been described as "Darwin's natural heir" and hailed by novelist Ian McEwan as an "intellectual hero" and "inspirational" writer, told the Guardian that the threat was so grave he is pushing for the creation of an international body of experts modeled on the UN's Intergovernmental Panel on Climate Change (IPCC)."

— James Randerson, *The Guardian*, Nov. 20, 2009

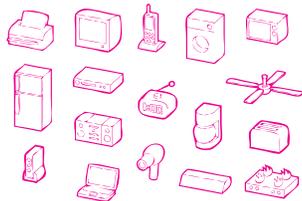
1 PERSON GOING VEG FOR 1 YEAR



REDUCES

3,267 POUNDS OF CO2 EMISSIONS

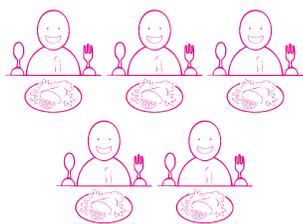
Equivalent to savings from not using all these equipments for 1 year:



STOPS

5 PEOPLE FROM STARVING

We can feed 5 times more people if we use the land to grow crops directly for humans instead of growing crops for livestock and then eating their meat.



SAVES

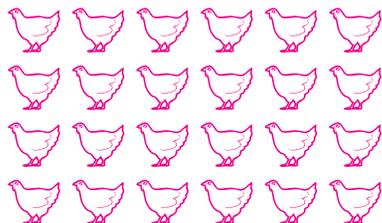
25 LIVES

0.4 cow

0.5 pig

0.1 sheep

24 chickens

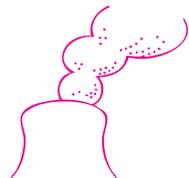


If the whole population of United States of 301 million people eat 2/3 less meat:



655 BILLION POUNDS

of CO2 emissions could be reduced.



1 BILLION of starving people could be fed.

Enough to stop world hunger!



5 BILLION of animal lives could be spared.

SAVE OUR PLANET THE SMART WAY

EFFECTIVENESS VS. CONVENIENCE

(Ratings take into consideration how much an individual can do on the average)

•••• HIGH
•••
••
• LOW



Going Veg is something everyone of us can do easily every day to save our planet. And it's much healthier too.

The World Cancer Research Fund says: "Eat mostly foods of plant origin."

"Refusing meat is the single most effective thing you can do to reduce your carbon footprint."

The official handbook of the Live Earth concerts that Al Gore helped organize.

GO VEG

EFFECTIVENESS ••••
CONVENIENCE ••••

- Install alternative energy like solar panel and windmill.
- Change to compact fluorescent bulbs.
- Take a shower instead of a bath.

You save more water by not eating 1 pound of beef than by not showering for at least 6 months!



SAVE RESOURCES

EFFECTIVENESS ••
CONVENIENCE •••



- Use public transportation, ride a bike or share a car.
- Buy hybrid model if you are shopping for a car.

Producing 1 fast-food hamburger uses enough fuel to drive a car for 20 miles! Vegetarians do much more for the planet than meat-eaters who recycle!

TRAVEL EFFICIENTLY

EFFECTIVENESS ••
CONVENIENCE ••



Trees revive the atmosphere by replenishing oxygen while removing carbon dioxide, methane, and other greenhouse gases. **The livestock sector drives 1/3 of the world's deforestation and uses up 3.4 billion hectares of land!**

PLANT TREES
EFFECTIVENESS • •
CONVENIENCE •

- Be a frugal shopper.
- Reduce
- Reuse
- Recycle.

Vegetarians do much more for the planet than meat-eaters who recycle!



RECYCLE THINGS
EFFECTIVENESS •
CONVENIENCE • • •

GO VEG. FOR HEALTHY PLANET & HEALTHY LIFE.

STOP GLOBAL WARMING:

- Stop 80% of global warming
- Save 4.5 tons of emissions per US household per year

SAVE RESOURCES:

- Conserve up to 70% clean water
- Save over 70% of the Amazonian rainforest (3,433 billion hectares of land)
- Free up 760 million tons of grain every year (half the world's supply)
- Free up 85% of the world's soy
- Free up 43% of the world's cereal
- Consume 2/3 less fossil fuels of those for meat product

STOP POLLUTION:

- Stop deforest the lungs of the Earth
- Reduce pollution from untreated animal waste
- Maintain cleaner air
- Maintain cleaner water bodies

SOLUTION FOR WORLD

Problems:

- Stop world hunger
- Revive world economy

LEADING HEALTH EXPERTS AGREE THAT GOING VEG IS THE SINGLE BEST THING THAT WE CAN DO FOR OURSELVES AND OUR FAMILIES. PLANT-BASED DIET PROVIDES US WITH ALL THE NUTRIENTS THAT WE NEED, MINUS THE SATURATED FAT, CHOLESTEROL, HORMONES, ANTIBIOTICS, AND CONTAMINANTS FOUND IN MEAT AND DAIRY PRODUCTS.



- Increases life expectancy by up to 15 years
- Lowers blood pressure
- Lowers cholesterol levels
- Prevents stroke conditions
- Reverses atherosclerosis
- Prevents Infertility
- Stronger immune system
- Prevent animal diseases, 75% of new diseases come from animals.

Meat risks contamination with animal diseases like the H1N1 (Swine flu), Bird flu, Mad cow disease, Blue tongue disease, E coli, Salmonella, etc.

REDUCE HEART DISEASE

- Reduces heart disease risk by 50%
- Reduces heart surgery risk by 80%
 - Over 17 million lives lost globally each year
 - Cost of cardiovascular disease is at least US\$1 trillion a year

PREVENT CANCER

- PREVENTS MANY FORMS OF CANCER
 - Over 1 million new colon cancer patients diagnosed each year
 - More than 600,000 colon cancer-related mortalities annually
 - In the United States alone, colon cancer treatment costs about US\$6.5 billion
 - Millions of people are newly diagnosed with other meat-related cancers every year.

REDUCE DIABETES

- REDUCES TYPE 2 DIABETES
 - 246 million people are affected worldwide
 - An estimated US\$174 billion spent each year on treatment just in the United States

PREVENT OBESITY

- AT LEAST 2.6 MILLION PEOPLE DIE ANNUALLY FROM PROBLEMS RELATED TO BEING OVERWEIGHT

OUR EARTH

HOW EVERY BITE AFFECTS MOTHER NATURE

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

FOOD FOR THOUGHT



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



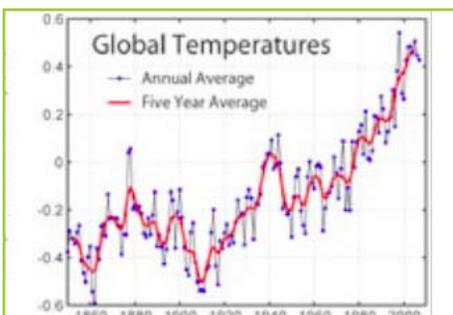
Feces runoff from factory farms often pollutes local groundwater.



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



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



Scientists agree that human activities are causing our planet to warm up.

NATURAL DISASTERS HAVE DOUBLED IN THE LAST 20 YEARS. AND MOST ARE LINKED TO GLOBAL WARMING.

— UNITED NATIONS

LIVESTOCK: A MAJOR CAUSE OF GLOBAL WARMING



1 Livestock raising drives 1/3 of the world's deforestation. It uses up 3.4 billion hectares of land for animal grazing and for growing crops to feed the animals.



2 Livestock's gas and waste produces the no.1 source of nitrous oxide and methane, which are 310 times and 72 times more power than carbon dioxide respectively.



Livestock industry produces more carbon dioxide than all the world's cars, trains and planes combined - by raising the animals, transporting them to the slaughterhouses, the slaughtering process, refrigerating and transporting their carcasses all over the world.

GLOBAL WARMING

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

This is due to a number of factors, including the greenhouse gases emitted from the manure, belches, and flatulence of billions of farmed animals.

Deforestation caused by the expansion of grazing and the growing of animal feed also causes global warming, since the trees are no longer there to absorb the CO₂. The burning of fossil fuels used to produce the massive amount of feed crops, to heat and cool the buildings that house the animals, and to transport, process, and refrigerate the meat also contributes to the problem.¹

Researchers at the University of Chicago calculated that eating a vegan diet prevents the equivalent of 1.5 tons of CO₂ emissions every year — even more than the 1 ton of CO₂ emissions prevented by switching from a large sedan to a Toyota Prius.² They also determined that switching to a vegan diet is 50 percent more effective than switching from a regular car to a hybrid in reducing your impact on global warming.

“THE LIVESTOCK SECTOR EMERGES AS ONE OF THE TOP TWO OR THREE MOST SIGNIFICANT CONTRIBUTORS TO THE MOST SERIOUS ENVIRONMENTAL PROBLEMS, AT EVERY SCALE FROM LOCAL TO GLOBAL.”

— UNITED NATIONS
LIVESTOCK'S LONG SHADOW REPORT 11/06

WASTING RESOURCES

Feeding large amounts of grain to farmed animals in order to produce a small amount of meat is a waste of limited resources. A July 7, 2002 Time magazine article reported on the findings of Cornell ecologist David Pimentel: “Pimentel argues that vegetarianism is much more environment-friendly than diets revolving around meat. ‘In terms of caloric content, the grain consumed by American livestock could feed 800 million people’... Animal protein also demands tremendous expenditures of fossil-fuel energy – eight times as much for a comparable amount of plant protein.”

“THE COSTS OF MASS-PRODUCING CATTLE, POULTRY, PIGS, SHEEP AND FISH TO FEED OUR GROWING POPULATION... INCLUDE HUGELY INEFFICIENT USE OF FRESHWATER AND LAND, HEAVY POLLUTION FROM LIVESTOCK FECES... AND SPREADING DESTRUCTION OF THE FORESTS ON WHICH MUCH OF OUR PLANET’S LIFE DEPENDS.”

TIME MAGAZINE, 11/8/99

The meat industry is a major cause of fresh water depletion. According to Ed Ayres of the World Watch Institute, “Around the world, as more water is diverted to raising pigs and chickens instead of producing crops for direct consumption, millions of wells are going dry. India, China, North Africa and the U.S. are all running freshwater deficits, pumping more from their aquifers than rain can replenish.” Ayres states, “Pass up one hamburger, and you’ll save as much water as you save by taking 40 showers with a low-flow nozzle.”³

EXTINCT IS FOREVER

The United Nations reports that, “the livestock sector may well be the leading player in the reduction of biodiversity, since it is the major driver of deforestation, as well as one of the leading drivers of land degradation, pollution, climate change, overfishing, sedimentation of coastal areas and facilitation of invasions by alien species.”¹

In the United States, grazing has contributed to the demise of 26% of federally listed threatened and endangered species.⁴ The situation is no better in South America where ranching-induced deforestation is one of the main reasons for the loss of plant and animal species in tropical rainforests.¹

AIR & WATER POLLUTION

According to the United Nations, animal agriculture “is probably the largest sectoral source of water pollution, contributing to eutrophication, ‘dead’ zones in coastal areas, degradation of coral reefs, human health problems, emergence of antibiotic drug resistance and many others. The major sources of pollution are from animal wastes, antibiotics and hormones, chemicals from tanneries, fertilizers and pesticides used for feed crops, and sediments from eroded pastures.”¹

THE TIME TO ACT IS NOW!

Our planet is well on the way to 1°C rise in temperature and beyond. Earth’s temperature hasn’t varied by more than 1.8°F (1°C) in the past 10,000 years. But in the last 100 years alone, it has increased by 1.1°F (0.6°C). And it leads to catastrophic disasters all over the world.



Global temperatures are expected to rise a further 1.8 - 4.0°C (3.2 - 7.2°F). IPCC, United Nations

WHAT EXACTLY IS GOING TO HAPPEN AS EARTH HEATS UP? HERE IS THE DEGREE-BY-DEGREE GUIDE:

1°C increase

Ice-free sea absorbs more heat and accelerates global warming; fresh water loss from a third of the world’s surface; low-lying coast-lines flooded...

2°C increase

Europeans dying of heatstroke; forests ravaged by fire; stressed plants beginning to emit carbon rather than absorbing it; a third of all species face extinction...

3°C increase

Carbon release from vegetation and soils speeds global warming; death of the Amazon rainforest; super-hurricanes hit coastal cities; starvation in Africa...

4°C increase

Runaway thaw of permafrost makes global warming unstoppable; much of Britain made uninhabitable by severe flooding; Mediterranean region abandoned...

5°C increase

Methane from ocean floor accelerates global warming; ice gone from both poles; humans migrate in search of food and try vainly to live like animals off the land...

6°C increase

Life on Earth ends with apocalyptic storms, flash floods, hydrogen sulphide gas and methane fireballs racing across the globe with the power of atomic bombs; only fungi survive...

‘Six Degrees: Our Future on a Hotter Planet’ by Mark Lynas. Based on authoritative scientific articles, the latest computer models, and information about past warm events in Earth history.

CONSIDER THIS

AMOUNT OF U.S. GRAIN FED TO FARM ANIMALS: **70%**

POUNDS OF CORN AND SOY REQUIRED TO PRODUCE JUST ONE POUND OF PORK: **NEARLY 7**

WATER NEEDED TO PRODUCE A POUND OF WHEAT: **14 GALLONS**

WATER NEEDED TO PRODUCE A POUND OF MEAT: **441 GALLONS**

OF ALL WATER USED FOR ALL PURPOSES IN THE UNITED STATES,

MORE THAN HALF GOES TO: LIVESTOCK PRODUCTION

THREATENED AND ENDANGERED SPECIES IMPERILED BY LIVESTOCK GRAZING: **161**

AMOUNT OF FARMED ANIMAL MANURE PRODUCED IN THE UNITED STATES: **5 TONS OF WASTE FOR EVERY PERSON**

“RAISING ANIMALS FOR FOOD IS “ONE OF THE TOP TWO OR THREE MOST SIGNIFICANT CONTRIBUTORS TO THE MOST SERIOUS ENVIRONMENTAL PROBLEMS, AT EVERY SCALE FROM LOCAL TO GLOBAL.”

—UNITED NATIONS

Sources for above statistics: USDA^{81,85}, Cattle-Fax⁸², Journal of Animal Science⁸³, National Audubon Society⁸⁴, U.S.

1: F.A.O., United Nations. (2006). *Livestock's long shadow*.

2: NewScientist.com (2005, Dec 17). *It's better to green your diet than your car*.

3: Ayres, E. (1999, Nov. 8). *Will we still eat meat?* Time.

4: USDA-NRCS. (1997). *America's private land: a geography of hope* (p. 54). Program Aid 1548.



“IF ANYONE WANTS TO SAVE THE PLANET, ALL THEY HAVE TO DO IS JUST STOP EATING MEAT. ... IT'S STAGGERING WHEN YOU THINK ABOUT IT. VEGETARIANISM TAKES CARE OF SO MANY THINGS IN ONE SHOT: ECOLOGY, FAMINE, CRUELTY.”

—SIR PAUL MCCARTNEY

MEAT THE FACTS

MORE THAN 30 BILLION ANIMALS ARE KILLED BY THE AMERICAN MEAT INDUSTRY EACH YEAR — IN WAYS THAT WOULD HORRIFY ANY COMPASSIONATE PERSON AND THAT WOULD BE ILLEGAL IF CATS OR DOGS WERE THE VICTIMS.



Chicks have their sensitive beaks cut off without any painkillers.

CHICKENS

WHAT HAPPENS TO CHICKENS?

Most small farms have been replaced by massive corporate-run “factory farms” in which chickens, pigs, turkeys, and cows are treated like machines instead of living, feeling individuals. Now, virtually all the meat, eggs, and dairy products purchased in supermarkets and restaurants come from animals raised on such farms. The giant corporations that profit from factory

farming spend millions trying to obscure reality with images of animals who are living peacefully in an idyllic barnyard. Unfortunately, this pretty picture couldn't be any further from the truth.

More chickens are raised and killed for food than every other farmed animal combined, yet not a single federal law protects chickens from abuse—even though two-thirds of Americans say that they would support such a law.

Chickens raised and killed for their flesh spend their entire lives in filthy, ammonia-laden sheds with tens of thousands of other birds. They are dosed with a steady stream of drugs and bred to grow so large so fast that many become crippled under their own weight or suffer organ failure.

A New Yorker writer who visited a major chicken factory farm wrote, “I was almost knocked to the ground by the overpowering smell of feces and ammonia. My eyes burned and so did my lungs, and I could neither see nor breathe.”

Many chickens suffer from chronic respiratory diseases, weakened immune systems, and bronchitis. According to a report by the USDA, more than 99 percent of chicken carcasses are contaminated with E. coli bacteria by the time they reach the market, largely because of the filthy conditions in the sheds in which they are raised.

After six weeks in these horrible conditions, the birds are roughly thrown into cages that are stacked on the back of a truck, and then they are shipped through all weather extremes to the slaughterhouse.

At slaughter, workers violently grab them and hang them upside-down by their legs, which they force into shackles, breaking many of them in the process. Then, the chickens' throats are slit, and they are dragged through tanks of scalding-hot water, often while they are still conscious.

Birds who are raised for their eggs are packed, five to 11 at a time, into wire cages that are so small that they don't have enough room to spread even a single wing. Their wings and legs atrophy from disuse, and their legs and feet become deformed from standing on slanted wire cage bottoms. The tip of each hen's sensitive beak is cut off with a burning-hot blade. It takes 34 hours to produce just one egg. After about two years of confinement, they are violently pulled from their cages and shipped to slaughter. Their bodies are already so battered and emaciated that they can only be used for soup or companion animal food.

Male chicks are worthless to the egg industry because they don't lay eggs and because their breed is too small to be raised for flesh. The egg industry kills millions of newborn male chicks every year by suffocating them to death in bags or by dropping them alive into high-speed grinders.



Ammonia levels in chicken farms are so high that the corrosive substance burns the birds' lungs and skin.



Hens are crammed by the tens of thousands into filthy sheds, with 5 to 11 hens per cage—the cages are so small that the birds can't spread even one wing.



Chickens are genetically manipulated and dosed with antibiotics to make them grow so large so quickly that they become crippled under their own weight.



Turkeys and chickens have their wings and legs broken when they are shoved into transport trucks, and they are shipped through all weather extremes with no food or water.

AMAZING ANIMALS: CHICKENS

Research has proved that chickens are smarter than dogs, cats, and even some primates. In a natural setting, a mother hen begins to teach her chicks various calls before they even hatch—she clucks softly to them while sitting on the eggs, and they chirp back to her and to each other from inside their shells. Unfortunately, chickens in factory farms never meet their mothers.

COWS

DOWN ON THE DAIRY FARM

The corporate-owned dairy factories that have replaced most small farms treat cows like milk machines. To boost production, many farmers inject cows with synthetic growth hormones, which increase the cows' risk of developing mastitis, a painful infection. Cows produce milk for the same reason that humans do: to nourish their babies. Their calves are traumatically taken from them shortly after birth. Female calves are added to the dairy herd or are slaughtered for the enzyme rennet in their stomachs (used to make cheese). When their milk production wanes after about four or five years, the mother cows are killed and ground up to make burgers.

The Link Between Dairy Products and Veal

Even on small family dairy farms, unwanted male calves are sold to the veal industry. Chained by their necks inside tiny stalls that reek of ammonia from accumulated waste, they are unable to take even one step in any direction, turn around, or lie down comfortably. Calves raised for veal are killed when they're just a few months old.

What Happens to 'Beef Cattle'?

"Beef cattle" spend most of their lives on extremely crowded feedlots. Ranchers have found that they can maximize profits by giving each steer less than 20 square feet of living space—the equivalent of putting a dozen half-ton steers in a typical American bedroom! Steers undergo painful procedures like branding, castration, and dehorning without pain relief. They often die of pneumonia, dehydration, or heat exhaustion from spending long periods without food or water in crowded trucks while being transported to feedlots or slaughterhouses.



Cows spend their lives in cramped sheds and fenced-in enclosures, mired in mud and their own waste.



Veal calves are confined to crates so small that they can't even turn around.

AMAZING ANIMALS: COWS

Scientists in the United Kingdom discovered that cows enjoy solving problems and even experience "Eureka!" moments (in which their heart rate speeds up, their adrenaline flows, and they jump) when they are successful—just like human beings. Cows also interact in socially complex ways, so that a herd of cows is very much like a pack of wolves, with alpha animals and complex social dynamics, including friendships that develop over time.

PIGS

WHAT HAPPENS TO PIGS?

Pigs in factory farms are castrated and have hunks of flesh cut from their ears, bits of their teeth cut off with wire cutters, and their tails chopped off—all without any painkillers.

Sometimes, the stalls that they are confined to are stacked, and excrement from the pigs in the upper tiers falls onto those below. “Breeding” pigs in factory farms are artificially impregnated several times during their short lives and are confined to stalls that are barely larger than their own bodies; they literally go insane from being unable to turn around their entire lives. These crates have been banned in many countries and will be totally banned across the European Union as of 2013.

The accumulation of filth, feces, and urine in the sheds causes more than one-quarter of pigs to suffer from agonizing mange, and three-fourths of pigs have pneumonia by the time they reach the slaughterhouse. Drugs and genetic breeding cause pigs to become so lame that they are crippled or, at best, can barely walk—420,000 pigs a year arrive crippled at the slaughterhouse, and another 1 million arrive dead from the journey.

The sheer number of animals killed makes it impossible for them to be given humane, painless deaths. Because of improper stunning, many pigs drown or are scalded to death when they are put, still alive, in the scalding-hot water tanks that are intended to soften their skin and remove their hair.



Many pigs go insane from extremely crowded conditions in factory farms and compulsively chew on the bars of their pens.



Pigs spend their lives in crates so small that they can't even turn around.



Pigs do not receive any pain relief when they have the ends of their teeth cut off with wire cutters.

AMAZING ANIMALS: PIGS

Pigs are smarter than dogs and every bit as friendly, loyal, and affectionate. Pigs can play video games far more successfully than dogs can and even better than some primates can (watch a video about this at PETA.org).

Asked to compare a pig's cognitive development to that of a 3-year-old human child, professor Donald Broom of Cambridge University Veterinary School says, “[Pigs] have the cognitive ability to be quite sophisticated. Even more so than dogs and certainly [more so than] 3-year-olds.”

FISH

WHAT HAPPENS TO FISH?

Like other animals, fish feel pain and experience fear. Dr. Donald Broom, animal welfare advisor to the British government, says, “Anatomically, physiologically, and biologically, the pain system in fish is virtually the same as in birds and mammals.” When they are dragged from the ocean depths, fish undergo excruciating decompression—the rapid pressure change often ruptures their swim bladders, pops out their eyes, and pushes their stomachs through their mouths. Then they're tossed onboard ships, where many slowly suffocate or are crushed to death. Others are still alive when their throats and bellies are cut open.

Now that commercial fishing has basically emptied the oceans of “target” fish, the seafood industry has turned to raising fish in contained fish farms, a practice known as “aquaculture,” which uses either tanks on land or cages in the ocean. The fish are packed so tightly together that they constantly bump into each other and the walls of the enclosure, causing painful sores and damage to their fins. The enormous amount of feces in the enclosures leads to rampant outbreaks of parasites and disease. In order to keep the fish alive in such unhealthy conditions, large quantities of antibiotics and other chemicals are poured into the water. When the fish are fully grown, they are killed by having their stomachs cut open or die of suffocation when the water in their tank is simply drained away.



The thin mesh of commercial fishing nets slices into the flesh of many fish, causing blood loss and strangling them in the water or in the net as it is dragged aboard.



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



VEG FOODS

POWERFUL TOOL FOR HEALTH

A HEALTHY HEART

Vegetarians have much lower cholesterol levels than meat eaters, and heart disease is less common in vegetarians. The reasons are not hard to find. Vegetarian meals are typically low in saturated fat and usually contain little or no cholesterol. Since cholesterol is found only in animal products such as meat, dairy, and eggs, vegans consume a cholesterol-free diet.

The type of protein in a veg diet may be another important advantage. Many studies show that replacing animal protein with plant protein lowers blood cholesterol levels — even if the amount and type of fat in the diet stays the same. Those studies show that a low-fat, veg diet has a clear advantage over other diets.

CANCER PREVENTION

A veg diet helps prevent cancer. Studies of vegetarians show that death rates from cancer are only about one-half to three-quarters of the general population's cancer-death rates. Breast cancer rates are dramatically lower in countries where typical diets are plant-based. When women from those countries adopt a Western, meat-based diet, their rates of breast cancer soar. Vegetarians also have significantly lower rates of colon cancer than meat eaters. Colon cancer is more closely associated with meat consumption than any other dietary factor.

Why do veg diets help protect against cancer? First, they are lower in fat and higher in fiber than meat-based diets. But other factors are important, too. Plants contain other cancer-fighting substances called phytochemicals. For example, vegetarians usually consume more of the plant pigments beta-carotene and lycopene. This might help to explain why they have less lung and prostate cancers. Also, some studies have suggested that diets that avoid dairy products may reduce the risk of prostate and ovarian cancers.

Some of the anticancer aspects of a veg diet cannot yet be explained. For example, researchers are not quite sure why vegetarians have more of certain white blood cells, called natural killer cells, which are able to seek and destroy cancer cells.

CONTROLLING DIABETES

The latest studies on diabetes show that a veg diet high in complex carbohydrates and fiber (which are found only in plant foods) and low in fat is the best dietary prescription for controlling diabetes. A diet based on vegetables, legumes, fruits, and whole grains, which are also low in fat and sugar, can lower blood sugar levels and often reduce or even eliminate the need for medication. Since individuals with diabetes are at high risk for heart disease, avoiding fat and cholesterol is important, and a veg diet is the best way to do that.

LOWER BLOOD PRESSURE

An impressive number of studies, dating back to the early 1920s, show that vegetarians have lower blood pressure than non-vegetarians. In fact, some studies have shown that adding meat to a veg diet raises blood pressure levels rapidly and significantly. A veg diet also reduces sodium intake: When patients with high blood pressure begin a vegetarian diet, many are able to eliminate the need for medication.

THE CALCIUM CONNECTION

Vegetarians are less likely to form either kidney stones or gallstones. In addition, vegetarians may also be at lower risk for osteoporosis because they eat little or no animal protein. A high intake of animal protein encourages the loss of calcium from the bones. Replacing animal products with plant foods reduces the amount of calcium lost. This may help to explain why people who live in countries where the typical diet is plant-based have little osteoporosis, even when calcium intake is lower than that in dairy-consuming countries.

PLANNING VEG DIETS

Grains, beans, and vegetables are rich in protein and iron. Green leafy vegetables, beans, lentils, tofu, corn tortillas, and nuts are excellent sources of calcium, as are enriched soymilk and fortified juices. Vitamin D is normally made in the body when sun shines on the skin. People who are dark-skinned or live at northern latitudes have some difficulty producing vitamin D year-round. Vitamin D can easily be obtained from fortified foods.

Regular intake of vitamin B12 is important. Good sources include all common multiple vitamins (including vegetarian vitamins), fortified cereals, some brands of nutritional yeast, and fortified soymilk. When reading food labels, look for the word cyanocobalamin in the ingredients list. This is the form of vitamin B12 that is best absorbed by the body.



THE 3-STEP WAY TO GO VEG

If you are making the switch to a veg diet for its health benefits, you'll be pleased to find that there is a wonderful additional benefit to eating veg: it's a delicious and fun way to explore new foods. A veg meal can be as familiar as spaghetti with marinara sauce, as comforting as a bowl of rich, potato soup, or as exotic as grilled polenta with portobello mushrooms.

The switch to a veg diet is easier than you might think. Most people, whether vegetarians or meat eaters, typically use a limited variety of recipes; the average family eats only eight or nine different dinners repeatedly. You can use a simple, three-step method to come up with nine veg dinner menus that you enjoy and can prepare easily.

28 After that, coming up with veg options for breakfast and lunch is easy. Try muffins with fruit spread, cholesterol-free french toast, or cereal for breakfasts. Sandwiches with spreads like hummus or white bean pate with lemon and garlic, or dinner leftovers all make great lunches.

First, think of three veg meals that you already enjoy. Common ones are tofu and vegetable stir-fries, vegetable stew, or pasta primavera.

Second, think of three recipes you prepare regularly that can easily be adapted to a veg menu. For example, a favorite chili recipe can be made with all of the same ingredients; just replace the meat with beans or texturized vegetable protein. Enjoy bean burritos (using canned vegetarian refried beans) instead of beef burritos, veggie burgers instead of hamburgers, and grilled eggplant and roasted red peppers instead of grilled chicken in sandwiches. Many soups, stews, and casseroles also can be made into veg dishes with a few simple changes.

Third, check out some veg cookbooks from the library and experiment with the recipes for a week or so until you find three new recipes that are delicious and easy to make. Just like that, with minimal changes to your menus, you will have nine veg dinners.

1

2

3

TIPS FOR MAKING THE SWITCH

Convenience foods cut cooking time. Cut cooking time. Supermarkets and natural foods stores stock a huge array of instant soups and main-dish veg convenience items. Many canned soups, such as minestrone, black bean, or vegetable, are veg-friendly. Flavored rice or other grain mixes, like curried rice or tabbouleh salad, can be stretched into an entrée with a can of beans. Visit the frozen food section for internationally inspired veg frozen entrées such as corn and bean enchiladas, lentil curry, or veg pad thai. Or try vegetarian baked beans, refried beans, sloppy joe sauce, and meatless spaghetti sauce from the canned goods aisle.

Ask for it! Even restaurants that don't offer veg entrées can usually whip up a meatless pasta or vegetable plate if you ask. If attending a catered affair, catch the waiter before you are served and ask him or her to remove the chicken breast from your plate and slip on an extra baked potato. Some airlines offer veg meals if you ask in advance; or you can always bring a meal on board with you.

Order your next pizza without cheese but with a mountain of vegetable toppings.

Find vegetarian cookbooks at your local library or bookstore and have fun experimenting with new foods and recipes.

International restaurants are the best bets for finding veg food when dining out. Italian, Chinese, Mexican, Spanish, Thai, Japanese, and Indian restaurants all offer a wide variety of veg dishes.

Texturized vegetable protein (TVP) is fat-free, has a texture like ground beef, and is wonderful in tacos, chili, and sloppy joes. Look for it in the bulk food section of the grocery store.

Summer barbecues are healthful and fun with meatless hot dogs and burgers. Or, for a real change of pace, grill thick slices of marinated vegetables like eggplant, zucchini, or tomatoes.

Check out ethnic groceries for special veg foods. Middle eastern delis offer stuffed grape leaves, falafel, and eggplant spreads. Italian markets are a wonderful place to find hearty homemade breads, sun-dried tomatoes, and fresh pasta. Indian and Asian markets offer many veg delicacies also.

The simplest dishes are often the most satisfying. Brown rice, gently seasoned with herbs and lemon and sprinkled with chopped nuts or sunflower seeds, is a perfect dish.

When traveling, pack plenty of veg snacks like instant soups, fresh fruit, raw vegetables, trail mix, granola bars, and homemade oatmeal cookies. Fill a cooler with sandwiches and individual containers of juice and soymilk.

THE NEW FOUR FOOD GROUPS

* BE SURE TO INCLUDE A GOOD SOURCE OF VITAMIN B12, SUCH AS FORTIFIED CEREALS OR VITAMIN SUPPLEMENTS.

Many of us grew up with the USDA's old Basic Five food groups, first introduced in 1956. The passage of time has seen an increase in our knowledge about the importance of fiber, the health risks of cholesterol and fats, and the disease-preventive power of many nutrients found exclusively in plant-based foods. We also have discovered that the plant kingdom provides excellent sources of the nutrients once only associated with meat and dairy products — namely, protein and calcium.

The USDA revised its recommendations with the Food Guide Pyramid, a plan that reduced the prominence of animal products and vegetable fats. But because regular consumption of such foods — even in lower quantities — poses serious health risks, PCRM developed the New Four Food Groups in 1991. This no-cholesterol, low-fat plan supplies all of an average adult's daily nutritional requirements, including substantial amounts of fiber.

The major killers of Americans — heart disease, cancer, and stroke — have a dramatically lower incidence among people consuming primarily plant-based diets. Weight problems — a contributor to a host of health problems — can also be brought under control by following the New Four Food Group recommendations.

Try the New Four Food Groups and discover a healthier way to live!

FRUIT

3 OR MORE SERVINGS A DAY

Fruits are rich in fiber, vitamin C, and beta-carotene. Be sure to include at least one serving each day of fruits that are high in vitamin C — citrus fruits, melons, and strawberries are all good choices. Choose whole fruit over fruit juices, which do not contain very much fiber.



Serving size:

- 1 medium piece of fruit
- 1/2 cup cooked fruit
- 4 ounces juice



LEGUMES

2 OR MORE SERVINGS A DAY

Legumes, which is another name for beans, peas, and lentils, are all good sources of fiber, protein, iron, calcium, zinc, and B vitamins. This group also includes chickpeas, baked and refried beans, soymilk, tempeh, and texturized vegetable protein.

Serving size:

- 1/2 cup cooked beans
- 4 ounces tofu or tempeh
- 8 ounces soymilk

WHOLE GRAINS

5 OR MORE SERVINGS A DAY

This group includes bread, rice, pasta, hot or cold cereal, corn, millet, barley, bulgur, buckwheat groats, and tortillas. Build each of your meals around a hearty grain dish — grains are rich in fiber and other complex carbohydrates, as well as protein, B vitamins, and zinc.



Serving size:

- 1/2 cup hot cereal
- 1 ounce dry cereal
- 1 slice bread



VEGETABLES

4 OR MORE SERVINGS A DAY

Vegetables are packed with nutrients; they provide vitamin C, beta-carotene, riboflavin, iron, calcium, fiber, and other nutrients. Dark green leafy vegetables such as broccoli, collards, kale, mustard and turnip greens, chichory, or bok choy are especially good sources of these important nutrients.

Dark yellow and orange vegetables such as carrots, winter squash, sweet potatoes, and pumpkin provide extra beta-carotene. Include generous portions of a variety of vegetables in your diet.

Serving size:

- 1/2 cup cooked beans
- 4 ounces tofu or tempeh
- 8 ounces soymilk

DAIRY-FREE

If you are curious whether dairy foods are contributing to your allergies, skin problems, asthma, stomach upset, gas, diarrhea, or constipation, or you'd like to see how your body feels when it is dairy-free, just give it a try for three weeks. It takes about three weeks to break or create a habit. And in that short time, many people experience major benefits, such as a drop in blood cholesterol levels, weight loss, relief from allergies, asthma, indigestion, or chronic stomach problems. Here are some simple ideas to get you started:

- Top your oats or cold cereal with fortified **rice or almond milk**.
- Make smoothies with **enriched vanilla soymilk** or drink an ice-cold glass of your favorite soymilk with your meal or snack.
- **“Leave off the cheese, please.”** Order your entrée or salad with no cheese. Many dishes can be easily made cheese-free. Ask for guacamole, rice, or extra salsa in your burrito or on your tostada instead of the cheese. Put more vegetables on a dinner salad or add some beans, nuts, or baked tofu chunks instead of cheese.
- Most recipes calling for milk can be made with **soymilk** instead. If it's a soup or other savory dish, be sure to purchase plain soymilk for cooking.
- Make creamy dips and desserts using **silken tofu** in place of sour cream or cream cheese.
- **Sprinkle nutritional yeast** on pop-corn or pasta for a cheesy flavor instead of parmesan.



WHAT ABOUT MILK?

- **Calcium:** green vegetables, such as kale and broccoli, are better than milk as calcium sources.
- **Fat content*:** dairy products—other than skim varieties—are high in fat, as a percentage of total calories.
- **Iron deficiency:** milk is very low in iron. To get the U.S. recommended dietary Allowance of 11 milligrams of iron, an infant would have to drink more than 22 quarts of milk each day. Milk also causes blood loss from the intestinal tract, depleting the body's iron.
- **Diabetes:** in a study of 142 children with diabetes, 100 percent had high levels of an antibody to a protein in cow's milk. It is believed that these antibodies may destroy the insulin-producing cells of the pancreas.
- **Contaminants:** milk is frequently contaminated with antibiotics and contains excess vitamin D. In one study of 42 milk samples tested, only 12 percent were within the expected range of vitamin D content. Of ten samples of infant formula, seven had more than twice the vitamin D content reported on the label, and one had more than four times the label amount.
- **Lactose:** three out of four people from around the world, including an estimated 25 percent of individuals in the United States, are unable to digest the milk sugar lactose, which then causes diarrhea and gas. The lactose, when it is digested, releases galactose, a simple sugar that is linked to ovarian cancer and cataracts.
- **Allergies:** milk is one of the most common causes of food allergy. Often the symptoms are subtle and may not be attributed to milk for some time.
- **Colic:** milk proteins can cause colic, a digestive upset that bothers one in five infants. Milk-drinking mothers can also pass cow's milk proteins to their breast-feeding infants.

FAT CONTENT OF DAIRY PRODUCTS*

* BASED ON PERCENTAGE OF CALORIES FROM FAT

SOURCE	PERCENTAGE
Butter	100%
Cheddar cheese	74%
Whole milk	49%
“2%” milk <i>(it is 2% fat only by weight)</i>	35%

THE VEGANIZER

HOW TO CHANGE YOUR REGULAR MEALS INTO LOW-FAT VEGAN MEALS

IF YOUR REGULAR BREAKFAST IS:

TRY THIS BREAKFAST INSTEAD:

Cereal with milk	Cereal with nonfat soy- or rice milk
Orange juice	Orange juice
Strawberries	Strawberries
Donut	Cinnamon raisin toast with jam
Coffee with cream	Coffee with nonfat, nondairy creamer
Banana	Banana
Scrambled eggs	Scrambled low-fat tofu
Home fries	Oven-roasted potatoes
English muffin	English muffin
Sausage	Gimme lean fat-free sausage
Hot tea	Hot tea
Bagel with cream cheese	Bagel plain or with fruit spread
Latte	Soy latte made with nonfat soymilk

IF YOUR REGULAR LUNCH IS:

TRY THIS LUNCH INSTEAD:

Turkey sandwich with lettuce, Tomato, and mayo Yogurt Potato chips	Sandwich with hummus or black bean spread, lettuce, and tomato Applesauce Fat-free chips or crackers
Chicken noodle soup Bread Green salad with russian dressing Last night's leftovers (roast beef, Mashed potatoes, gravy, and peas)	Vegetable soup or minestrone Bread Green salad with fat-free dressing Last night's leftovers (veggie burger, mashed potatoes, mushroom gravy, corn, and peas)
Orange Chicken burrito Rice Refried beans	Orange Seasoned tofu and sweet potato burrito with lettuce, tomato, and onion (hold the cheese) Rice Vegetarian black beans



IN THE KITCHEN

THE NEXT FEW PAGES ARE PACKED FULL OF EASY, HEALTHY, AND MOUTH-WATERING MEAT-, EGG-, AND DAIRY-FREE BREAKFAST, LUNCH, AND DINNER RECIPES. BON APPÉTIT!

BREAKFAST

BLUEBERRY PANCAKES

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



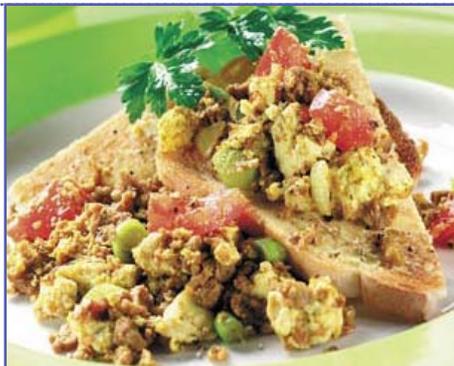
Combine the dry ingredients in a bowl and mix together. Add the soy milk and oil and mix until the batter is smooth. Ladle the batter onto the hot pancake griddle. Add frozen blueberries. Cook for 2 to 3 minutes on each side. Serve with fresh blueberries.



FRENCH TOAST

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

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



BREAKFAST SCRAMBLE

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

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

LUNCH

ZITI WITH SUN-DRIED TOMATO CREAM

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

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



CRUNCHY VEG WRAPS

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

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

SPINACH LASAGNA

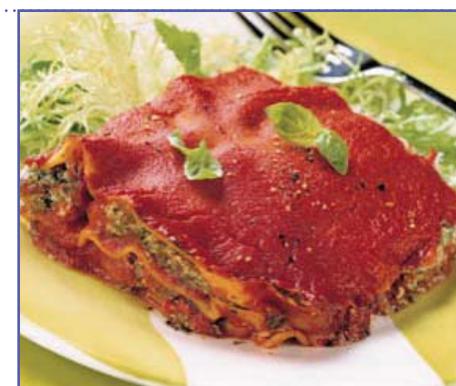
- 1/2 lb. lasagna noodles
- 2 10-oz. packages frozen chopped spinach, thawed and drained
- 1 lb. soft tofu
- 1 lb. firm tofu
- 1 Tbsp. sugar
- 1/4 cup soy milk
- 1/2 tsp. garlic powder
- 2 Tbsp. lemon juice
- 3 tsp. minced fresh basil
- 2 tsp. salt
- 4 cups tomato sauce

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

Preheat the oven to 350° F.

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

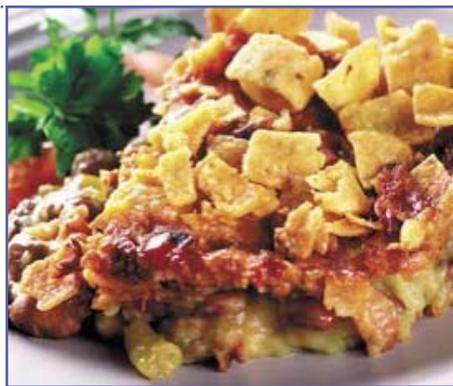
Cover the bottom of a 9" x 13" baking dish with a thin layer of tomato sauce, then a layer of noodles (use about one-third of the noodles). Follow with half of the tofu filling. Continue in the same order, using half of the remaining tomato sauce and noodles and all of the remaining tofu filling. End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



LUNCH

ENCHILADA BAKE

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



In a bowl, mix the burger crumbles with the taco seasoning and toss to coat. Set aside. Heat the oil in a skillet over medium heat. Add the scallions and cook about 3 minutes or until softened. Stir in the flour and cook 1 minute. Add the stock and cook, stirring, to achieve a smooth consistency, about 1 minute. Add the pinto beans and set aside. Preheat the oven to 375° F. Spray a 9" x 13" baking pan with oil. Cover the bottom of the pan with a layer of enchilada sauce. Layer in 4 corn tortillas and all of the pinto bean mixture. Follow with part of the soy cheese and green chilies, more enchilada sauce, and 4 more tortillas. Add the burger crumbles mixture, more soy cheese, more green chilies, and more enchilada sauce. End with the remaining 4 tortillas, enchilada sauce, and soy cheese. Cover with foil and bake for 30 minutes. Remove the foil, top the entire casserole with crumbled Fritos, and bake another 10 to 15 minutes until bubbly and browned.



SHEPHERD'S PIE

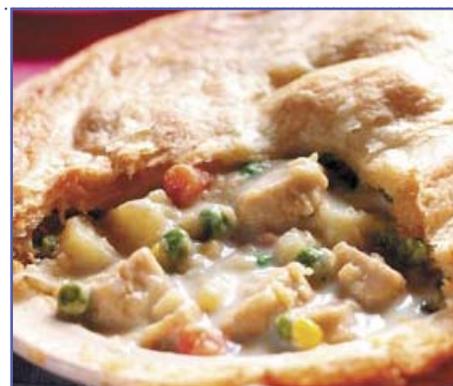
- 4 medium potatoes, diced
- 2 Tbsp. margarine
- 1/2 cup soy milk or liquid nondairy creamer
- 1 12-oz. bag Morningstar Farms burger crumbles (or your favorite brand)
- 1 can vegetarian mushroom gravy
- 1 small can mixed peas and carrots, drained
- salt, garlic powder, pepper, and cayenne pepper, to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

Preheat the oven to 350° F.

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

SAVOURY POT PIE

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



Preheat the oven to 400° F. Mix the vegetable or faux chicken bouillon with the hot water to make a stock. Set aside. Combine the yeast and flour in a large pot and stir constantly over low heat, until lightly toasted. Add the oil, stirring to make a roux. Slowly whisk in the stock, the garlic salt, and the pepper. Add the vegetables and faux chicken. Cook for 10 minutes. Roll out one sheet of puff pastry and place in a 9" pie dish; trim to fit. Pour in the filling and cover with the other sheet, cutting and crimping the edges and making several 1-inch slices on top. Bake for 20 minutes or until the pastry is golden and puffed.



BEST-EVER GREEN BEAN BAKE

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

Preheat the oven to 350° F.

In a saucepan, melt the margarine over low heat. Add the flour and whisk it until it forms a roux. Add the mushroom soup or faux chicken broth, soy sauce, and garlic powder, whisking until the sauce is thick and bubbly. Add the vegetable oil and nutritional yeast. Whip until smooth. Pour the sauce into a small casserole dish, add the green beans, and stir to coat. Bake for 10 minutes, then top with the French-fried onions and bake for 10 more minutes, until browned and bubbly.



DESSERT

GOLDEN APPLE TURNOVERS

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

Place 4 cups of pastry flour into a bowl, then cut in 2 cups plus 5 tablespoons of vegetable shortening until the mixture resembles cornmeal. Make a well in the center. Dissolve 1/4 teaspoonful of fine sea salt in 5/8 cups ice-cold water and pour this into the well. Mix until the mixture forms a dough. If dough is being used for Golden Apple Turnovers, divide the dough into six pieces, wrap each in plastic wrap, and refrigerate overnight.

Peel and dice the apples. Cook over medium heat with the remaining ingredients, except the pie dough. Puree half of the cooked apples. Mix the puree with the remaining apples and let cool completely. Roll the dough out very thin and cut into squares of the desired size. Spoon some of the apple filling on one-half of each square, then fold the other half over to create a triangle. Moisten the dough with water and seal. Bake at 400° F for 15 to 20 minutes.

STRAWBERRY MANGO CRISP

Fruit mixture:

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

Topping:

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



Preheat the oven to 400° F.

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

PUMPKIN PATCH “CHEESECAKE”

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



Preheat the oven to 350° F.

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

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



APPLE PIE COFFEE CAKE

- 2 1/2 cups flour
- 1 cup sugar
- 1 tsp. baking powder
- 3/4 tsp. salt
- 1/2 tsp. cinnamon
- 2/3 cup canola oil
- 2/3 cup soymilk + 2 tsp. apple cider vinegar (or lemon juice)
- 2 Tbsp. cornstarch mixed with 1/2 cup water
- 2 tsp. vanilla extract
- 1 20 to 25 oz. of apple pie filling
- 1 Tbsp. sugar mixed with 1 tsp. cinnamon (for topping)

Preheat oven to 350° F.

Combine all dry ingredients of the cake and mix well. Add all the liquid ingredients and fold the batter until combined. The batter should be thick and nearly dough-like, this will prevent the filling from sinking to the bottom of the pan. Spread 1/2 of the batter in the bottom of a 9x11” greased baking dish. Add apple pie filling evenly over the top. Spoon the rest of the batter over the top in clumps, leaving some of the apple filling showing through. Sprinkle with cinnamon sugar mixture.

Bake for 80 to 90 minutes or until tester comes out clean, cover coffee cake with aluminum foil for the last 20-30 minutes to prevent over-browning. Be sure not to under bake. Remove coffee cake from oven and let cool before serving.

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THE SURVIVAL OF THE WORLD IS IN YOUR HANDS. SO IS THE SOLUTION.



"We have a climate crisis that is a planetary emergency."

— **Al Gore**

Environmental activist and former Vice President of the United States



"It (Climate Change) is the only thing that I believe has the power to fundamentally end the march of civilization as we know it."

— **Bill Clinton**

Former President of the United States



"The hour is late, it's time to decide. I'm quite confident that you will make the choice wisely."

— **Ban Ki-moon**

Secretary-General, United Nations



"The doomsday clock of climate change is ticking ever faster towards midnight; we are simply not reacting quickly enough."

— **Prince Charles**

Prince of Wales



"80% of the global warming will be stopped if all people begin to be vegetarian. ...if they don't fix it, 4-5 years time, finito. No more. It's really that urgent."

— **Supreme Master Ching Hai**

World-renowned humanitarian and respected spiritual teacher

- It takes decades to change our massive infrastructure of cars and power plants. Whereas cutting back on meat consumption is some thing every person can do every day to effectively combat global warming.
- Leading medical organizations agree that balanced plant-based diets provide the best protection against the three biggest killers: heart disease, cancer and strokes.

THE CRISIS

"THE ARCTIC OCEAN COULD BE NEARLY ICE-FREE AT THE END OF SUMMER BY 2012."

— **DR. JAY ZWALLY** NASA CLIMATE SCIENTIST



THE CONSEQUENCES

"THIS NEXT YEAR OR TWO YEARS ARE THE CRITICAL TIME PERIODS... BEYOND WHICH IT WILL BE IMPOSSIBLE TO AVOID CLIMATE CHANGE WITH FAR-RANGING UNDESIRABLE CONSEQUENCES."

— **DR. JAMES HANSEN** DIRECTOR OF NASA

Just 1°C increase alone can flood the low-lying coastlines, which include many major cities. And further increase may trigger the release of massive amounts of poisonous methane gas in the deep oceans.



THE SOLUTION

"PLEASE EAT LESS MEAT - MEAT IS A VERY CARBON INTENSIVE COMMODITY."

— **DR. RAJENDRA PACHAURI** CHIEF OF IPCC (UNITED NATIONS' PANEL OF 2,500 SCIENTISTS ON CLIMATE CHANGE)

One person eating plant-based diet reduces 1.5 tons of carbon emission per year: equivalent to reducing an average household's electricity by 50%.



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