

WHY VEGAN?



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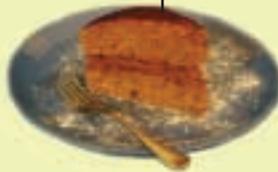
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WHY VEGAN?



If you want to prevent animals from suffering unnecessarily, to help reduce deforestation, water pollution and global warming, to avoid contributing to the hunger of the world's poorest people, and to look after your health and that of your family now and in the future, then it's time to make some positive choices.

You have the choice to use the power of your purse to take control – to raise your hand and say 'enough is enough'. What you buy and the way you live has a direct impact on the way the world works, and it's time to make a conscious decision that that impact will be a positive one.

Do you care about animals?
Do you care about the environment?
Do you care about other people?
What about your family's health?
If the answer to any (or hopefully all) of these questions is 'YES' then we've got another question for you:

DO YOU REALISE HOW EASY IT IS TO MAKE A DIFFERENCE IN ALL OF THESE AREAS?

By choosing to live a life free from animal products you choose a path that is kinder to people, animals and the environment. In fact, there are so many good reasons to reject meat, eggs and dairy products and so many delicious animal free alternatives that the real question is not 'why vegan?' but 'why not?'



CHOOSE TO BE KINDER TO ANIMALS

All over the world, farmed animals are kept in the most appalling conditions, exploited to the limits of their endurance and slaughtered at a fraction of their natural lifespan. You can choose to contribute to their suffering by continuing to finance the meat and dairy industries, or you can choose to boycott animal products and make a powerful statement that it's time to stop treating animals as commodities.

MEAT IS MURDER

Every year a billion animals, most of them from factory farms, meet a cruel and early death to satisfy the demand for meat in the UK.¹ Chickens raised for meat live just a few weeks and pigs a mere six months, while sheep average about two years and cattle about four. Fish suffer too, dragged from the deep in their millions to suffocate slowly in the air or be crushed to death by the weight of their dying companions. Choosing not to eat meat, poultry and fish is an important step in showing compassion towards animals and helping to reduce their suffering. Now why not take the next step?



POOR CALF

Dairy calves are taken from their mothers within days of birth, causing immense distress to both. Mere by-products of milk production, they are of little value for meat. About a quarter go to replace worn out dairy cows in the relentless cycle of milk production. The rest, including all the males, are killed – often when just a few days old.



POOR COW

Like people, cows produce milk only after giving birth. To provide a constant stream of milk, cows are kept in a perpetual cycle of pregnancy and lactation. It is not true that humans just 'use up' the spare milk that the calf doesn't want. Dairy cows are deliberately bred to produce ten times more milk than a calf would naturally drink. This pushes the poor cow to the very limits of her endurance – forcing her to work as hard as a human made to jog for six to eight hours every day.² The strain of this is such that after just a few years her milk yield drops and she is replaced with a more profitable animal. As with all farmed animals, she is destined for the slaughterhouse. **The white stuff is inseparable from the red stuff.**



THE SHORT MISERABLE LIFE OF THE LAYING HEN

The vast majority of laying hens are kept in cages so small they can't even stretch their wings, peck or scratch the ground. After a year of egg production, output decreases and most are sent for slaughter. Worth as little as 2p per bird, they end up in soups, pasties and pies where the pathetic condition of their bodies will not put consumers off their meal.

To replace the 'spent' hens, a new generation of laying hens is needed. Male chicks are treated as waste and killed at just one day old. Common slaughter methods include gassing, neck dislocation and the 'homogeniser', which minces the chicks alive.



FREE RANGE?

People who are sickened by the cruelty of factory farming sometimes think that free range or organic farming is the answer. It is not. Male offspring are equally worthless in all types of milk and egg production and share the same fate whichever system they are born into: there is no system of production that does not involve the exploitation and suffering of animals.

HONEY – NOT SO SWEET FOR THE BEES

As with all animal products, honey comes at a cost. In commercial honey production, bees are subjected to procedures similar to those of factory farming. Queen bees have their wings clipped and are artificially inseminated with sperm from decapitated males. They are killed off when their fertility decreases. Indeed, whole colonies may be killed off to save feeding them over the winter.

Help stop animal suffering – Go Vegan!

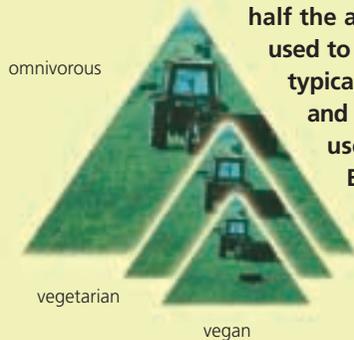
CHOOSE TO TREAD LIGHTLY ON THE EARTH AND HELP ITS POOREST PEOPLE

You can choose to limit your environmental impact by cutting car use, being energy efficient, reducing, re-using and recycling, or buying local produce - actions that are neither difficult nor time-consuming. Choosing a vegan diet is among these. Meat-intensive diets contribute to worldwide environmental degradation - to global warming, deforestation, desertification, water pollution and the malnourishment of millions of people. You can choose to minimise your contribution to environmental destruction by living a life free from animal products.

LAND AND LIFE

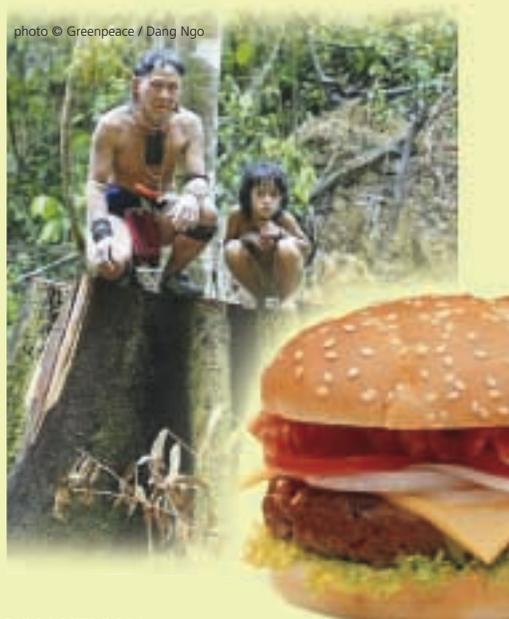
The raising of livestock takes up more than two-thirds of agricultural land.³ The world's 21 billion livestock animals are increasingly fed with grains and cereals that could have been directly consumed by humans, or that were grown on land that could have been used to grow food rather than feed. The developing world's undernourished millions are now in direct competition with the world's livestock - and they are losing.

A varied vegan diet uses half the amount of land used to produce a typical vegetarian diet and one fifth of that used for a typical omnivorous diet.⁴



HAMBURGERISATION

Forests are being destroyed not only to provide wood, paper and fuel, but also to provide land for grazing cattle and for growing crops to feed to animals. Estimates suggest that the expansion of agricultural land accounts for more than 60 percent of worldwide deforestation.⁵ This process has become known as the 'hamburgerisation' of the forests.



POLLUTION⁶

Every year farmers in the UK spread about 80 million tonnes of animal manure and other farm waste on to the land as fertiliser. The run off from this can pollute nearby rivers and streams, causing serious environmental damage.

WASTED WATER

Over-exploitation of limited fresh water resources has serious consequences for future food production and global health. Plant-based diets use much less water than diets based on animal products. A large percentage of the crops fed to farmed animals are grown in developing countries, where drinking water is most scarce.



1kg wheat = 120 litres



1kg beef = 3,700 litres

These figures are derived from a study partly funded by the California Beef Association⁷ - other research suggests that the difference may be even more dramatic.⁸

GLOBAL WARMING

The burning of fossil fuels creates carbon dioxide, the main contributor to human-induced climate change. In terms of fossil fuel input, **corn production is around 15 times more efficient than beef production.**⁹ Continuing to waste energy by channelling it into livestock production is unsustainable and unjustifiable.



photo © Greenpeace / Lu Tongjing



We should all be aware of the effect our lifestyles have on the world around us. Switching to a vegan diet is a significant step towards limiting your individual environmental impact.

Livestock production is also the main source of man-made methane emissions. Methane is produced by bacteria in the stomachs of sheep, cattle and goats and is farted and belched out by the animals. It is one of the main gases contributing to global warming.

“Within as little as ten years, the world will be faced with a simple choice: arable farming either continues to feed the world's animals or it continues to feed the world's people. It cannot do both.”¹⁰
George Monbiot,
leading global justice campaigner.

CHOOSE TO BE HEALTHY

A well balanced wholefood vegan diet can improve your quality of life and decrease your chances of succumbing to many of the 'diseases of civilisation' – including heart disease, stroke, diabetes and some cancers.

WHO SAYS...¹¹

The World Health Organisation recommends:

- increasing fibre and potassium intake by eating more fruit, vegetables and whole grains
- cutting saturated fat intake by reducing consumption of fat from dairy products and meat

SATURATED FAT

The average UK diet contains unhealthy levels of saturated fats, with dairy products being the main source of the problem.

A diet high in saturated fat greatly increases the risk of heart disease. Low fat skimmed milk might seem like a healthier option, but the fat that's skimmed off one product just ends up in another. Whether it's in cheese, ice cream, pies or pastries, milk fat is an unhealthy addition to any diet.

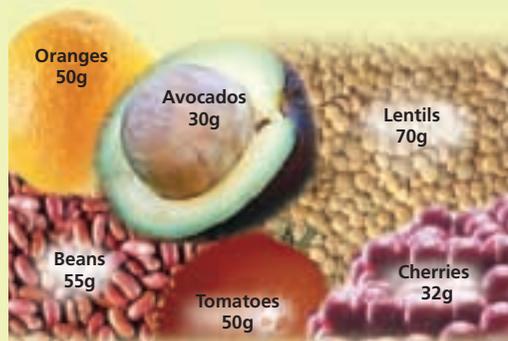


Saturated fat per 250ml serving

WHO says
– cut it down

FIBRE

Dietary fibre offers protection against many major diseases. Average UK intake is well below the recommended 20 grams per day. Fibre is *only* available from plant foods – some of the best sources are illustrated below.

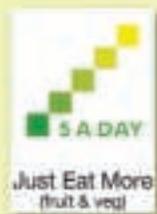


Fibre content of selected foods in grams per 1000 calories

WHO says – top it up

JUST EAT MORE

The UK Department of Health is encouraging people to 'just eat more (fruit & veg)' with their 5 a day programme because 'fruit and vegetables are the key to a healthier lifestyle. What's more, they taste great and add variety to any meal...'¹²



We couldn't have put it better ourselves!

BE ALL YOU CAN BE – MAKING THE MOST OF THE VEGAN DIET

White bread and chips are usually vegan, but no one's suggesting that chip butties are healthy. By cutting out animal products you're getting rid of a lot of bad habits, but it pays to pick up some good ones at the same time. Choose the healthy option by following a few basic guidelines:

- Eat a varied diet including plenty of brightly coloured fruit and vegetables – they not only look good, but are usually the best for you.
- Go easy on highly processed foods – especially those containing hydrogenated fats. Instead, find yourself a really good vegan recipe book (see www.vegansociety.com/shop) and rediscover delicious homemade food.

- Consume reliable sources of:
 - B12** - get 3 micrograms a day by eating fortified foods or taking a supplement
 - Omega-3 fatty acids** - add a daily teaspoon



of flaxseed oil or a tablespoon of hempseed oil to salad dressings or pour over cooked food

Selenium - just eat about ten brazil nuts a week – they're lovely in salads or breakfast cereals or as a snack

Iodine - kelp is a delicious and unusual addition to many dishes. You only need 15g of it a year so a tiny amount is needed about twice a week - more isn't better, so don't go mad

Vitamin D2 - if your sun exposure is fairly limited, fortified foods and supplements are available



This list might look daunting, but most of the suggestions would also be of great benefit to the whole population. We're just trying to create lots of super-healthy vegans whose glowing health is a fantastic advertisement for plant-based diets.

STILL WORRIED ABOUT...

Protein?

We can easily meet all our protein needs from plants, particularly beans, vegetables, nuts and grains. Protein deficiency is extremely rare in wealthy countries, where many people eat quite a bit more than is necessary.

Calcium?

Calcium is found in many plant foods, but particularly in green vegetables, which also help protect your bones against calcium loss by providing potassium and vitamin K.

Iron?

Adequate amounts of iron are found in most plant foods and its absorption is boosted by healthy levels of vitamin C from fruit and vegetables.

A good vegan diet provides all the nutrients we need. For full details see *Plant Based Nutrition and Health*, published by The Vegan Society. Animal products are neither necessary nor desirable. Choose to eat healthy. Choose to eat vegan.

CHOOSE MOUTH WATERING MEALS MORNING, NOON AND NIGHT

THE FULL BRITISH SUNDAY BREAKFAST - have a lie in, then treat yourself!

Choose vegan sausages or slices of smoked tofu, marinated tempeh, vegan bacon, tomatoes, mushrooms, vegan haggis, potato waffles, potato scones, bagels, corn fritters, falafels and bean burgers. Paint lightly with oil to prevent drying out and bake in the oven at 180°C (350°F) gas mark 4 for about 20 minutes (sausages may take longer, especially if they are frozen)

You can make vegan **scrambled veg** by mashing sweetcorn and steamed cauliflower till they're smooth, fry the mixture with some salt and turmeric and then crumble some tofu into it with a knob of vegan margarine. (Use about a 1/3 each sweetcorn/cauliflower/tofu)

Spread vegan cream cheese or cheezy topping on a crumpet and pop it in the oven with the rest of your breakfast.



Serve with hot baked beans, a sprig of parsley, brown sauce, wholemeal bread for mopping up and a glass of freshly squeezed orange juice.

BLACK FOREST CHOCOLATE CAKE WITH HOT CHOCOLATE SAUCE

Light fluffy cakes don't have to contain eggs. Instead use: soya or rice milk and oil; soya flour; soya yoghurt; bananas; soyannaise; tofu; or rice milk combined with baking powder and vinegar.

Cake Ingredients

250 g (8 oz) self-raising wholemeal flour
250 g (8 oz) soft brown sugar
3 tbs cocoa powder
125 ml (4 fl oz) rapeseed or other vegetable oil
150 ml (1/4 pint) soya milk
1 dessertspoon cider vinegar or lemon juice
2 tbs soya yoghurt or soya milk
Pinch of salt

For the filling

4 tbs vegan cream cheese
1 tsp finely grated zest (rind) of unwaxed lime
4 tbs morello cherry or berry jam

Method

1. Blend all cake ingredients thoroughly with a whisk or fork and pour mix equally into two 20cm (8") diameter baking tins.
2. Cook in a preheated oven at 180°C (350°F) gas mark 4 for 25 - 30 minutes or until a knife pierced through the centre comes out cleanly.
3. Mix the lime zest into the vegan cream cheese.
4. Once the cakes are completely cool, spread one side with lime cream cheese and the other with cherry jam. Sandwich together and serve.



To make this even yummier, melt a bar of vegan chocolate and mix in soya cream or milk, maple syrup and some cherry or orange liqueur. Pour it over the cake and serve hot or cold with vegan ice cream
mmm mmm mmmmm...

SAVOURY PANCAKES WITH CHEEZY TOPPING - Serves 4

Pancakes

Mix soya or rice milk with self-raising flour until it resembles thick (but not lumpy!) custard then fry in olive oil to make 4 plate sized pancakes - or just buy 4 chapattis or tortillas.

For a Savoury Filling

Whatever takes your fancy - we like: chilli-non-carne, vegan bolognaise, Thai vegetable stir fry, baked marinated Cheatin' Chicken or tofu, nut loaf, scrambled veg, risotto, or lentil dhal.

For Cheezy Topping

Mix together:
1 jar (315g) vegan mayonnaise
1 tbs vegan bouillon powder or 2 tbs nutritional yeast flakes with 1/2 tsp sea-salt
1 tbs vegan Dijon mustard
2 tbs tomato sauce
3 heaped tbs vegan yoghurt or soya milk

Method

1. Heat savoury filling and put 2 tbs of mix in each pancake, roll up and place on an oiled baking tin.
2. Cover completely with the cheezy topping.
3. Bake in the oven at 200°C (400°F) gas mark 6 for 20 minutes until they crisp and bubble on top.
4. Garnish with jalapeno peppers and serve with brightly coloured salad dressed with hemp oil and balsamic vinegar.

SO... WHY NOT?

Soya and other plant-based milks are available in all major supermarkets and local health food shops. They come in a range of brands and flavours, so just experiment until you find the one you like best. Plant milk can be used on its own, on cereal, in cooking and in hot drinks. The acidity of coffee can make soya milk curdle, so if you're partial to a café latte we recommend pouring loads of soya milk in very quickly - this can take a bit of practice!

Finding vegan products is easier than it's ever been. More and more companies are labelling their animal free products as 'suitable for vegans' and The Vegan Society encourages this with our trademark sunflower logo. We also publish the *Animal Free Shopper* - a pocket guide to vegan products - to help you avoid hidden ingredients such as gelatine, lactose, casein, whey, shellac and cochineal.

Not quite, but some wines and beers are fined using isinglass, made from the swim bladders of fish. Egg, milk protein, gelatine and blood are also commonly used. Some companies - including the Co-op - now state which of their drinks are vegan, and you'll also see our sunflower logo on a number of brands. Have a look in the drink section of the *Animal Free Shopper* - there's plenty to choose from!

Don't worry - you *can* get vegan chocolate, as well as vegan ice cream, vegan mayonnaise, vegan sausages, vegan yoghurt, vegan haggis... Just pop into your local health food shop - you'll be amazed by the wide array of delicious foods and luxurious toiletries and cosmetics. If you spot something you fancy in your *Animal Free Shopper* and it's not on the shelves just ask the shopkeeper if they can order it in for you - they're usually more than happy to oblige. Some supermarkets also have a wide range of well labelled items.

What can I have on my breakfast cereal?

How will I know what's vegan?

I've heard that some wines and beers aren't vegetarian, never mind vegan - surely they don't add meat to Merlot?

I'll miss chocolate too much!

There are a growing number of vegetarian and vegan restaurants, and a number of guidebooks are available to tell you where these are located. Visit www.vegansociety.com/shop or call us for a catalogue. Many omnivorous restaurants now serve vegan meals - if they don't, then tell them to contact us and we'll vegducate them!

What about eggs and cheese?

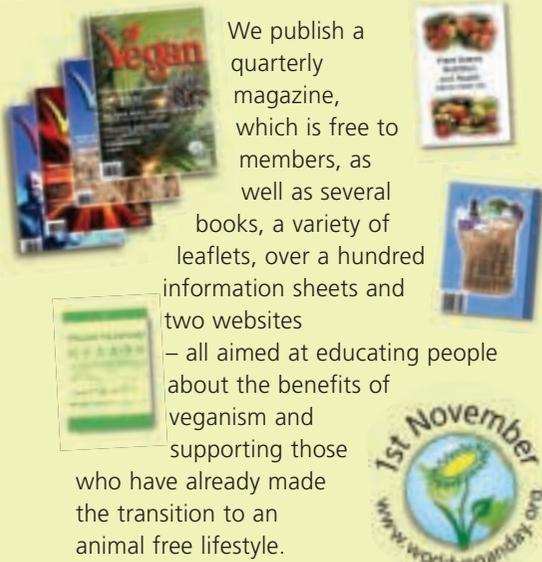
What about eating out?

Not a problem. There are lots of vegan alternatives to dairy cheese, with flavours ranging from mild cheddar to Edam style. As yet, there are no vegan fried eggs, but try scrambled tofu or our delicious scrambled veg with your breakfast. When baking cakes, try egg replacement powders or one of the alternatives featured in our mouth-watering Black Forest chocolate cake recipe.

There are so many good reasons for eating vegan, and not a single sustainable argument against. In terms of animal welfare, the environment, natural resources and your own health, a well balanced vegan diet comes up tops every time. So what are you waiting for?

CHOOSE TO MAKE A DIFFERENCE

Please help The Vegan Society continue to promote ways of living free from animal products – for the benefit of people, animals and the environment.



We publish a quarterly magazine, which is free to members, as well as several books, a variety of leaflets, over a hundred information sheets and two websites – all aimed at educating people about the benefits of veganism and supporting those who have already made the transition to an animal free lifestyle.



Our strength lies in your membership.



By joining us, you not only have access to the most comprehensive information on all aspects of veganism, you also support the Society's work persuading more people to go vegan and encouraging manufacturers, caterers and healthcare professionals to provide improved services for those choosing to follow an animal free lifestyle.



The more members we have, the stronger and more authoritative our voice becomes – allowing us to speak out on your behalf about the things you care about.

You don't have to be vegan to support the work of The Vegan Society – you just have to be willing to help make a difference.

Choose to care – join today!

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- 10) George Monbiot, 'Why vegans were right all along,' *The Guardian* December 24th 2002
- 11) WHO, 'Diet, Nutrition and the Prevention of Chronic Diseases,' Technical Report Series 916, 2003
- 12) UK Department of Health, 'Just Eat More (fruit & veg),' 2003



MEMBERSHIP

- I wish to become a member and support the work of The Vegan Society.
- I wish to renew my membership.
Membership No. (if known).....
Name:.....

Address:.....
Postcode:.....Tel:.....email:.....
Date of Birth:...../...../.....Occupation:.....

- Please tick this box if you are a dietary vegan. This entitles you to voting rights in the Society's elections if aged 18+.
- Please treat my membership subscription as Gift Aid. I have paid UK income or capital gains tax equal to the amount the Society reclaims.
- My income is less than £8000 per year and I qualify for the low income discount of 33%.*
- I wish to enrol other members of my household for an additional £7 each.**

A copy of the Society's rules (Memo & Articles of Association) can be viewed on our website or at our office. Alternatively you may buy a copy for £5.

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Please give full names of additional members and specify if dietary vegan and / or under 18. (If more than four additional members please attach separate sheet.)

Membership

Individual	£21	
*Less £7 low-income deduction (if applicable)		
** Add £7 per additional household member		
Life	£350	
Memo & Articles of Association	£5	
Overseas: Europe	+£5 / Rest of World	+£7
Donation		
Total:		

How to pay

Cheque / PO payable to *The Vegan Society*
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Website: www.vegansociety.com

Payment may be made by credit card, sterling International money order or sterling cheque drawn on a British bank.

- Please debit my Visa / Mastercard / Access / Eurocard / Visa Delta / Connect / Switch / Solo card number

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