

PETA Vegan Starter Kit



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**“I am not bacon.
I am a living being, just like you.”**

Please try vegan. PETA.org.uk



**Tasty
Clip
& Keep
Recipes!**



**Fight Climate
Change With
Your Fork**



**Live
Longer,
Live Better**



**Save Animals
Every Time You
Sit Down to Eat**



Why Should I Go Vegan?

There are so many excellent reasons for going vegan – more than can fit in this starter kit. Why not make the switch? Why not stop paying to have animals killed, just for the fleeting taste of their flesh? Why not stop clogging our arteries with saturated fat and cholesterol? Why not stop supporting water and air pollution and the waste of resources caused by factory farms? Let's just do it!



The Irish playwright George Bernard Shaw, when asked by an impertinent inquisitor why he was a vegetarian, spiritedly replied, “Oh, come ...! That boot is on the other leg. Why should you call me to account for eating decently? If I battered on the scorched corpses of animals, you might well ask me why I did that”.

>> One and Done

If there were one thing you could do to save animals, protect the environment and slash your risk of falling victim to many of the UK's top killers, would you do it? Going vegan will do all that – and more. It may also help you save money on your supermarket bill and expand your culinary horizons as you explore exotic new cuisines. Oh, yeah, and it tastes great, too!

So are you ready to head out to the supermarket? Read this starter kit first: it's packed with recipes, nutrition information, shopping tips and other advice on how and why to embrace kind cuisine.

>> Nothing New Under the Sun

Vegan eating might be a new idea to you, but it's old hat to millions of people around the world who can attest to the delights of a plant-based diet. Vegetarian traditions go back thousands of years – a number of ancient Greek philosophers, including Pythagoras and Plutarch, were vegetarian, as was the original Renaissance man, Leonardo da Vinci, and the modern genius Albert Einstein. The first vegetarian society in the UK was founded in 1847. Buddhists and Hindus have been eating vegetarian for millennia, and Buddhists are credited with inventing tofu, soya milk and mock meats thousands of years ago – these foods have stood the test of time and graced emperors' tables.

>> What Do Vegans Eat?

Vegans eat pretty much anything and everything as long as it didn't come from an animal (ie, meat, eggs and dairy products). Think about it – there are only a handful of meats that most people eat: chicken, fish, beef, turkey and pork. Then consider all the plant-based foods out there: beans, tomatoes, avocados, peas, pineapples, rice, almonds, blueberries, chickpeas, peppers, oats, pumpkins, potatoes, spinach, oranges, corn, mangoes, beets, carrots, broccoli, cauliflower, eggplant, peanuts, grapes, lentils, courgettes, walnuts, olives, bananas, coconuts, cashews, peaches, chocolate (!) and on and on and on.

Think about the foods that you eat every day. Then think about how they could be “veganised”. Beef burritos become bean burritos, pasta with meat sauce becomes pasta with marinara sauce, chilli con carne becomes chilli non carne, etc. Lots of foods can easily be veganised with simple substitutions of soya milk, vegan margarine, tofu or faux chicken or beef. You're probably already eating lots of vegan foods, such as oatmeal, guacamole, hummus, chips and salsa, vegetable soups, fruit smoothies, Italian and Thai dishes and many others, without realising it.

Do It for



animals



your health



the planet

6

Easy Ways to Make the Transition

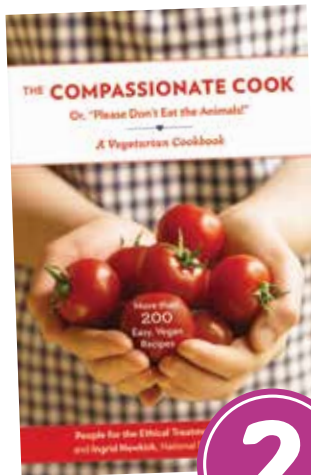


1

Veganise your favourite dishes.

Any recipe can be made vegan. Really! Usually, all it takes is a simple swap, such as using beans or faux minced beef instead of meat or using puréed bananas in place of eggs in baked goods.

To get started, think about what you currently eat. Many of your favourite foods are probably already vegan, such as hummus, bean burritos and marmite on toast. If you enjoy spaghetti and meatballs, try spaghetti and mock meatballs. If chicken salad is one of your lunchtime staples, “veganise” it with faux chicken and vegan mayonnaise.



2

Check out new vegan recipes.

If you Google “vegan recipes”, you’ll get millions of hits. PETA.org/Recipes alone has thousands of kitchen-tested recipes – everything from classic British dishes to exotic Thai cuisine.

Or treat yourself to a new vegan cookbook

(or two or three). Whether you prefer a quick shepherd’s pie or you’re a dedicated foodie, there’s a vegan cookbook that will fit the bill. Have fun experimenting with new ingredients and recipes.

3

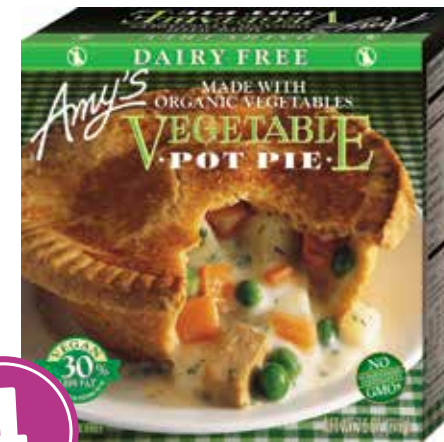


Try faux meats and non-dairy products.

As the interest in animal-friendly, good-for-you foods has grown, the availability of mock meats and dairy-free products has soared. You can now find faux-meat products – such as veggie burgers and hot dogs as well as vegan bacon, sausages, turkey slices, chicken patties and chicken nuggets – at almost every supermarket (look in the refrigerated and freezer cases) and health-food shop. Non-dairy options, such as soya, almond and coconut milk as well as vegan cheese, cream cheese, ice cream and yogurt, are also widely available. Not only will these delicious products help you make the transition to vegan eating, they also tend to be high in healthy plant protein and contain zero cholesterol.

Cut cooking time with convenience meals.

Eating on the go? Vegan meals, such as Amy’s Non-Dairy Vegetable Pot Pie or Innocent’s Mexican Sweet Potato Chilli Veg Pot, can be heated up in minutes. Keep some in the office freezer for a quick lunch or serve them with a salad when you’re too tired to cook dinner. Many canned soups, such as lentil, split pea and minestrone, are vegan. Add chickpeas or other beans to a flavoured rice or grain mix, and you’ve got an easy entrée. Or cook some penne pasta and mix it with Zest’s Vegan Pesto for dinner in a flash.



4

Explore ethnic foods.

Try hummus, falafel, baba ghanoush and other meat-free Middle Eastern treats. Asian standards include Thai coconut curry, tofu pad Thai and Chinese spring rolls and sushi made with avocado, carrots or cucumber. Vegan Indian foods include vegetable samosas (dumplings filled with curried vegetables), pakoras (deep-fried fritters) and chana masala (a spicy chickpea dish). Ethnic markets often have an extensive selection of vegan foods.



5

Discover vegan-friendly restaurants.

Ethnic restaurants are also great bets for finding vegan foods when you’re eating out, but don’t stop there. Wagamama, Wetherspoon, PizzaExpress and Pret A Manger are just a few of the high-street shops selling meat-free options, such as veggie burgers and pasta. Many locally owned restaurants also offer a variety of vegan options – check out the soups, salads, side dishes and appetisers. Or ask the chefs to make something special from items that you see on the menu – they’ll usually oblige. Before heading out, do a quick Internet search for vegan-friendly eateries in your area.



6

What to Buy

Look in your cupboards and refrigerator – you likely already have lots of vegan foods, such as beans, rice, pasta, peanut butter, cereal, fruit and margarine. Stock up on staples such as soya or almond milk, vegetable broth, whole-grain breads, spaghetti sauce, oatmeal and canned and frozen vegetables. Salsas, spices and condiments add zing and flavour. Most salty snacks are vegan, including nuts, chips, pretzels, popcorn and many crackers.

Check out the lists on the right – the variety of vegan substitutes is extensive. To satisfy your sweet tooth, dark chocolate is divine, and old favourites such as Starburst and Skittles candies never disappoint. You've already been eating and enjoying vegan foods!

Where to Buy

Many vegan products are readily available at your local supermarket. If not, just ask! Most stores will order products at your request. Ethnic markets (Asian, Hispanic, Indian), kosher delis, health-food stores and chains such as Holland & Barrett and Whole Foods – even Tesco and Asda – are also great resources.

Try These Tasty Options

(and Many More!)

- » VBites Cheatin' Turkey Style Roast
- » VBites Chicken Style Nuggets
- » VBites Chicken Style Pieces
- » VBites Cheatin' Turkey Style Slices
- » Fry's Meat Free Chicken-Style Strips
- » Fry's Chicken-Style Burgers
- » Realeat Chicken Style Pieces

Faux Chicken & Turkey



Pig-Free Pork

- » VBites Cheatin' Rashers
- » VBites Cheatin' Ham Style Slices
- » VBites Cheatin' Chorizo Style Chunks
- » Fry's Meat Free Original Hot Dogs
- » Sainsbury's Love Soya Meatfree Sausages
- » Vegetarians Choice Lincolnshire Sausages
- » Goodlife Glamorgan Sausages
- » Linda McCartney Sausages



- » Linda McCartney Vegemince
- » Sainsbury's Love Soya Meatfree Mince
- » Fry's Meat Free Traditional Burgers
- » VBites Cheatin' Beef Style Roast
- » VBites VegiDeli Meat Free Meatballs
- » Fry's Meat Free Thick Cut Chunky Strips
- » Morrisons Meat Free Mince

Mock Beef



Non-Dairy Delights

- » Vegusto No-Moo Melty Dairy-Free Cheese
- » VBites Cheezly White Cheddar Style
- » Pure Sunflower Spread
- » Plamil Egg Free Mayo
- » Alpro Silky Smooth Chocolate Dessert
- » Swedish Glace Non-Dairy Frozen Dessert
- » Alpro Dairy-Free Custard
- » Tofutti Creamy Smooth Dairy-Free Cream Cheese
- » Vivesoy Cappuccino Soy Drink
- » Provamel Soya Yogurt
- » COYO Coconut Milk Yogurt
- » Benecol Dairy-Free Yogurt Drinks



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What to Make

Now that you know what to buy, here are some ideas for what to fix. Start with this one-week sample meal plan. Recipe cards for underlined dishes are on the following pages. All other recipes can be found at PETA.org/Recipes.

Breakfast

Lunch

Dinner

Monday

- Bagel with vegan cream cheese
- Pineapple, mango and papaya fruit salad

- Pita bread stuffed with hummus, cucumber, tomatoes and parsley
- Carrot sticks and olives

- Spaghetti with faux meatballs
- Vegan Caesar salad
- Apple Bavarian Torte

Tuesday

- Oatmeal with dried fruit and nuts

- Burrito with canned refried beans, non-dairy cheese, lettuce, tomatoes and guacamole
- Sliced apple

- Corn Chowder
- Field greens salad with candied walnuts, diced pears and Dijon-balsamic vinaigrette
- Crusty French bread

Wednesday

- Non-dairy yogurt
- Whole grain toast with peanut butter

- Canned vegetarian chilli topped with non-dairy sour cream
- Tortilla chips
- Peach

- Asian stir-fry with tofu and peppers
- Brown rice

Thursday

- Cereal with soya, rice, coconut or almond milk; sliced bananas and fresh mixed berries

- Curried quinoa with apricots, cashews and green onions
- Clementines

- Sage-Seared Tempeh With Red-Wine Cranberry Sauce
- Mashed potatoes
- Steamed green beans

Friday

- Smoothie with raspberries, bananas, baby carrots and orange juice
- Cinnamon toast

- Veggie burger with all the trimmings
- Baked sweet potato fries

- Walnut-Dusted Tagliatelle With Caramelised Vegetables
- Rocket and asparagus salad

Saturday

- Blueberry Pancakes
- Vegan sausage

- Faux chicken salad sandwich
- Watermelon cubes

- Farfalle with sun-dried tomatoes and toasted pine nuts

- Sautéed spinach with garlic and fresh lemon

Sunday

- Tofu Scramble With Mushrooms and Spinach
- Cantaloupe wedge

- Southwestern salad

- Beefless Stew
- Garlic bread
- Mini Chocolate Bundt Cakes



>> Corn Chowder



>> Apple Bavarian Torte



>> Sage-Seared Tempeh With Red-Wine Cranberry Sauce



>> Walnut-Dusted Tagliatelle With Caramelised Vegetables

Follow **PETA** at [Twitter.com/PETAUK](https://twitter.com/PETAUK) and receive weekly tweets with vegan recipes.

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>> Apple Bavarian Torte

125 ml plus 1 Tbsp vegan margarine, chilled (try Pure)
 3 apples, peeled, cored, cut in half and thinly sliced
 80 ml brown sugar
 ½ tsp ground cinnamon
 130 ml white sugar, chilled

¼ tsp. vanilla extract
 250 ml flour, chilled
 1 225-g package non-dairy cream cheese (try Tofutti)
 1 Tbsp fresh lemon juice
 1 Tbsp cornstarch
 60 ml sliced almonds

- Preheat the oven to 200°C. Oil a medium springform pan.
- In a frying pan over medium heat, melt 1 tablespoonful of the vegan margarine. Toss the apples with the brown sugar and cinnamon and sauté for 2 to 3 minutes. Drain off and reserve the liquid.
- To make the crust, cream together the remaining margarine, 80 ml of the white sugar, ¼ teaspoonful of the vanilla and the flour. Press the crust mixture into the bottom of the springform pan. Set aside.
- In a food processor, blend together the non-dairy cream cheese, the lemon juice, the remaining vanilla, the cornstarch and the remaining sugar. Pour over the crust and spread the apples on top.
- Bake for 10 minutes. Drizzle with 2 tablespoonfuls of the reserved apple liquid, avoiding the edges of the pan, and continue baking for 25 minutes.
- Sprinkle the almonds over the top. Continue baking until lightly browned. Cool before removing from the pan.

Makes 6 to 8 servings

>> Walnut-Dusted Tagliatelle With Caramelised Vegetables

Adapted from a recipe by chef Robin Robertson

1 sweet onion, diced
 3 Tbsp olive oil
 3 cloves garlic, minced
 1 tsp dried thyme
 ½ tsp dried sage
 ½ tsp salt
 ¼ tsp pepper
 80 ml apple cider vinegar
 80 ml light brown sugar
 250 ml vegetable stock
 1 green pepper, diced

1 butternut squash, peeled, halved, seeded and cubed
 225 g white mushrooms, quartered
 450 g tagliatelle, cooked according to package directions
 2 Tbsp minced fresh parsley
 80 ml ground toasted walnuts

- In a frying pan, fry the onion in 2 tablespoonfuls of the olive oil over medium heat until softened. Stir in the garlic, thyme, sage, salt and pepper. Reduce the heat, stir in the vinegar and brown sugar and simmer for 5 minutes. Add the stock, pepper and squash. Cover and cook for 15 minutes. Add the mushrooms and cook for 5 more minutes.
- Add the cooked pasta and the remaining olive oil and toss together. Sprinkle with the parsley and walnuts.

Makes 4 servings



>> Corn Chowder

Adapted from a recipe by chef Tal Ronnen

60 ml olive oil
 500 ml diced onions
 2 large carrots, diced
 1 celery stalk, diced
 1 red pepper, diced
 1 dried chipotle pepper
 2 pints vegetable stock
 2 Yukon gold potatoes, diced

2 sprigs thyme
 6 ears corn, husked and kernels removed
 Cashew Cream (see recipe)
 Sea salt, to taste
 Cracked black pepper, to taste

- Heat the oil in a stockpot over medium heat. Add the onions, carrots, celery, red pepper and chipotle pepper. Sauté for 10 minutes, stirring often. Add the stock, potatoes and thyme, then bring to a simmer and cook for 20 minutes.
- Smash some of the potatoes against the side of the pot. Add the corn kernels and Cashew Cream, season with salt and pepper, and simmer for 15 minutes. Remove the chipotle pepper and thyme sprigs before serving.

For the Cashew Cream: Place 375 ml of whole raw cashews in a bowl, cover with water and refrigerate overnight. Drain, rinse and place in a blender. Add just enough fresh cold water to cover the cashews, then blend on high until very smooth.

Makes 6 servings



>> Sage-Seared Tempeh With Red-Wine Cranberry Sauce

1 kg tempeh, cut into thin, diagonal slices
 500 ml vegetable broth
 225 ml water
 ¼ onion, chopped
 1 carrot, peeled and chopped
 1 stalk celery, chopped
 2 bay leaves
 4 sprigs thyme

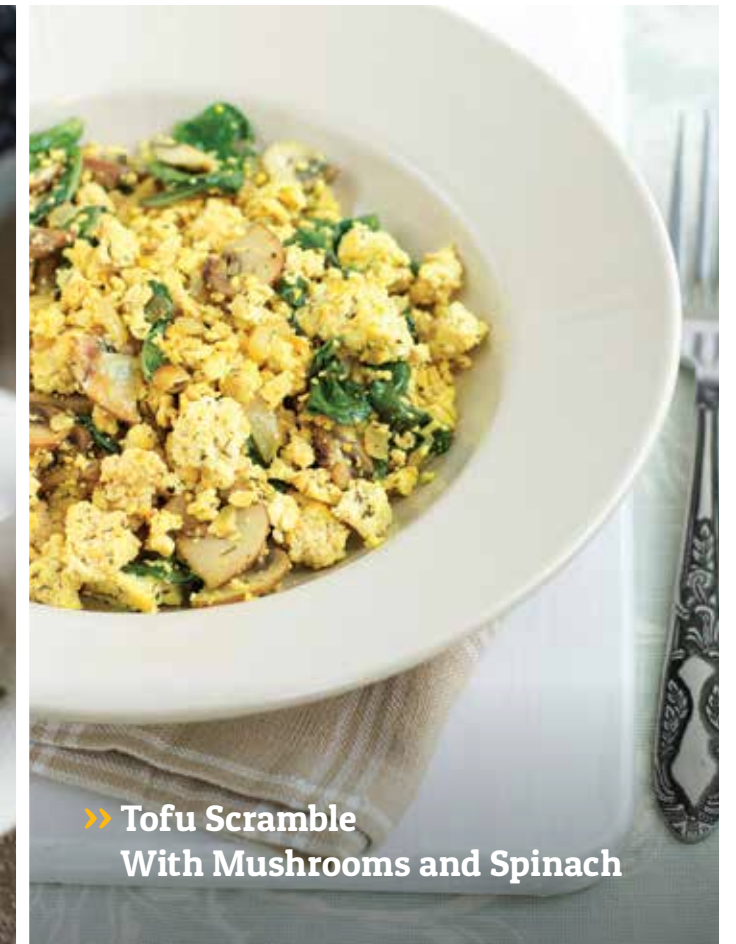
1 Tbsp whole black peppercorns
 ½ tsp sea salt
 ¼ tsp cracked black pepper
 2 Tbsp chopped sage
 3 Tbsp vegetable oil
 Red-Wine Cranberry Sauce (see recipe)

- Place the tempeh, vegetable broth, water, onion, carrot, celery, bay leaves, thyme and peppercorns in a large pot. Bring to a simmer and cook for 1 hour.
- Remove the tempeh, reserving the liquid. Sprinkle the tempeh with the salt, pepper and sage.
- In a sauté pan, sear the tempeh in the oil for 2 minutes on each side. Add the Red-Wine Cranberry Sauce and toss gently to coat.

For the Red-Wine Cranberry Sauce: Place the strained cooking liquid from the tempeh, 500 ml dry red wine, 1 cinnamon stick, 225 ml agave nectar and 500 ml fresh or frozen whole cranberries in a pot. Bring to a simmer and cook for 30 minutes. Swirl in 60 ml of non-dairy margarine (try Pure) and season with salt and pepper.

Makes 8 servings

>> Blueberry Pancakes



>> Tofu Scramble With Mushrooms and Spinach



>> Beefless Stew



>> Mini Chocolate Bundt Cakes

>> Tofu Scramble With Mushrooms and Spinach

2 Tbsp olive oil
250 ml sliced white mushrooms
500 g extra-firm tofu
250 ml packed baby spinach
½ Tbsp soy sauce
1 clove garlic, minced

½ Tbsp onion powder
½ tsp turmeric
Sea salt and cracked black pepper, to taste
Juice of ½ lemon
60 ml nutritional yeast

- Heat the oil in a large pan over medium-high heat. Add the mushrooms and crumble in the tofu by hand. Cook, stirring occasionally, for 10 minutes.
- Reduce the heat, add the remaining ingredients and cook several more minutes until heated through.

Makes 3 to 4 servings



>> Mini Chocolate Bundt Cakes

750 ml unbleached all-purpose flour
500 ml sugar
150 ml unsweetened cocoa powder
2 tsp baking soda

2 tsp vanilla extract
150 ml vegetable oil
2 Tbsp white vinegar
2 cups water
Chocolate Ganache (see recipe)
125 ml fresh raspberries

- Preheat the oven to 180°C. Grease and flour six mini Bundt cake molds.
- In a bowl, sift together the flour, sugar, cocoa and baking soda. Whisk or blend in the vanilla, oil, vinegar and water.
- Immediately pour the mixture into the Bundt molds, dividing evenly
- Bake for 30 minutes, or until a toothpick inserted in the centre comes out clean. Cool completely. Remove from the molds, drizzle with the Chocolate Ganache and garnish with the raspberries.

For the Chocolate Ganache: In a saucepan, bring 250 ml of sugar, 125 ml of non-dairy margarine (try Pure), 50 ml of soya milk and 50 ml of unsweetened cocoa powder to a boil, whisking constantly. Reduce the heat and continue whisking for 2 minutes. Remove from the heat, stir in ½ teaspoonful of vanilla and immediately drizzle over the Bundt cakes.



Makes 6 servings

>> Blueberry Pancakes

500 ml unbleached all-purpose flour
3 Tbsp sugar
3 Tbsp baking powder
1 tsp sea salt

500 ml soya milk
3 Tbsp rapeseed oil, plus more for cooking
250 ml fresh or frozen blueberries

- Sift the flour, sugar, baking powder and sea salt together into a large bowl. Add the soya milk and 3 tablespoons of oil and mix until the batter is smooth. Gently stir in the blueberries.
- Ladle a small amount of batter onto a hot, oiled pancake griddle for each pancake. Cook for 2 to 3 minutes on each side.

Makes 4 servings



>> Beefless Stew

Adapted from a recipe by chef Tal Ronnen

500 g faux beef (try Fry's Meat Free Thick Cut Chunky Strips)
3 Tbsp vegetable oil
125 ml shallots, halved or quartered
2 cloves garlic, minced
2 celery stalks, thinly sliced
2 medium carrots, diced

1/2 tsp dried thyme
1/2 tsp dried rosemary
3 Tbsp flour
3 cups roasted-vegetable broth
750 ml dry red wine
Sea salt and cracked pepper, to taste

- In a large saucepan on medium-high heat, brown the faux beef in the oil, then remove and set aside.
- Add the shallots, garlic and celery to the saucepan and cook for 3 minutes. Add the carrots, thyme and rosemary and cook for 3 more minutes.
- Sprinkle in the flour, then slowly stir in the broth and wine. Add the potatoes, bring to a simmer, cover and cook for 30 minutes.
- Add the faux beef back in and season with salt and pepper.

Makes 4 servings



Eating Away From Home

From fast food to fine dining, restaurants all over are recognising that more and more patrons are looking for vegan meals.



J D Wetherspoon offers a delicious vegan sweet potato, chickpea and spinach curry which you can complement with vegetable samosas or onion bhajis.

West Cornwall Pasty Company offers a wholesome, hearty vegetable pasty.

Many places, from **Burger King** to the **Hard Rock Cafe**, offer fab veggie burgers. And **Pret A Manger** has a wide variety of vegan sandwiches, wraps and soups perfect for when you're on the go.

Need a pizza fix? **Basilico** and **Village Pizza** offer vegan cheese pizzas. **PizzaExpress** also lets you

bring in your own vegan cheese to add to your pizza.

Wagamamas has a whole menu section of vegan-friendly dishes. **Yo Sushi** offers not only various vegan sushi rolls but also vegetable gyozas and flavourful firecracker rice. Indian, Italian, Mexican, Thai and other ethnic restaurants offer many vegan options, from pasta pomodoro to chickpea curry.

Need some sweets? **ShakeAway** has a whole range of yummy milkshakes that can be made vegan, while **Le Pain Quotidien** offers a cocoa-and-pear cake by the slice.

And that's just the tip of the iceberg. For a list of restaurants with vegan options around the world, visit PETA.org/HappyCow or download the **HappyCow app** at HappyCow.net.

A Vegan Walks Into a Party ...



Going to a party or family get-together? Give folks a heads-up about your new diet before the event. Offer to make a dish for everyone to try. When asked why you are vegan, simply say something like, "I'm trying to eat healthier" or "I decided that I no longer want to support cruelty to animals on factory farms". If people seem annoyed by the conversation, remember that very few of us were raised vegan and that some defensive comments are likely a reflection of an otherwise kind person's conflicted feelings about eating animals. Smile, laugh off jokes and be ready to discuss why you made the switch to a healthy, compassionate lifestyle.

An Apple a Day

Keeps the Doctor Away



An apple a day – along with some spinach, strawberries and soya beans – really can keep the doctor away. Plant-based foods are all 100 per cent cholesterol-free, generally low in saturated fats and high in fibre, complex carbohydrates and other essential nutrients. Wholesome vegan foods have the power to help prevent – and even reverse – many chronic health problems. The following are just a few of the health benefits of going vegan.

>> Unclog Your Arteries

The average vegan has a cholesterol level of 133 – which is 77 points lower than the average meat-eater's and 28 points lower than the average vegetarian's – and a landmark study found no heart attacks in people with cholesterol levels below 150. Dr Dean Ornish has actually been able to reverse heart disease in patients by putting them on a low-fat vegetarian diet and exercise programme.

Another key may be the non-essential amino acid carnitine, which is naturally found only in meat. New research indicates that carnitine is metabolised by intestinal bacteria into trimethylamine-N-oxide, which is linked to atherosclerosis. This may be one reason why meat-eaters have much higher rates of heart disease than vegans and vegetarians do.

>> Protect Your Brain

Research shows that people who avoid "bad fats" – the kind found in meat, eggs and especially dairy products – cut their risk of developing Alzheimer's disease by about two-thirds. "Bad fats" are only part of the problem, though. Meat, including lobster, shrimp and some other kinds of "seafood", is often high in metals – such as iron, copper and zinc – which have been found in the brains of Alzheimer's patients. Although we need traces of these metals for health – and we get them from vegetables, legumes and whole grains –

meats tend to overdose us. Eating plant-based foods, which are rich in vitamin E, vitamin B₆, folic acid and other nutrients, can reduce your risk of developing Alzheimer's by as much as 70 per cent.

>> Fight Cancer With Plants

Plant-based foods contain antioxidants and other phytochemicals, which fight inflammation and knock out carcinogens. Research shows that vegans are about 40 per cent less likely to get cancer than meat-eaters are.

>> Slim Down by Going Vegan

Studies show that vegans tend to have a lower body mass index than their meat-eating counterparts do. On average, vegans weigh 18 per cent less than meat-eaters, and they are nine times less likely to be obese.

>> Help Prevent, Even Reverse Diabetes

Both the National Institutes of Health and the Centers for Disease Control and Prevention in the US advise people to eat more vegetables, beans and whole grains and less animal flesh in order to ward off diabetes. Research even shows that diabetics who eat low-fat vegan foods are able to take less medication to manage the disease – or even stop taking it altogether.

Protein Powerhouses



Most foods contain some protein, and some vegetables, including spinach, broccoli, avocados, corn and artichokes, provide a significant amount. Protein powerhouses include soya foods such as tofu, tempeh, edamame, miso and soya milk as well as peas, beans, lentils, whole-grain bread, oatmeal, quinoa, mushrooms, nuts and seeds. Unlike animal protein, plant-based protein sources won't overload your body. Too much animal protein has been linked to kidney stones, osteoporosis and cancers of the colon and liver.



A Vegan's Guide to

Good Nutrition



Pumping Iron and Catching B's

Iron is abundant in black beans, lentils, oatmeal, dried fruits, soybeans, spinach, sunflower seeds, chickpeas, nutritional yeast, tempeh, blackstrap molasses, quinoa and other vegan foods. Everyone – vegans and meat-eaters alike – can benefit from a B₁₂ supplement. Neither plants nor animals produce vitamin B₁₂ – it comes from bacteria. B₁₂ can also be found in some brands of nutritional yeast and fortified cereals, mock meat, and soya, almond and rice milk. Tempeh, miso and sea vegetables may contain vitamin B₁₂, but don't rely exclusively on these foods for it.



Building Strong Bones



Almonds, broccoli, collard greens, kale, sesame tahini, blackstrap molasses, beans, some types of tofu and calcium-fortified soya, almond and rice milk are plentiful in calcium, and it's often more easily absorbed than calcium from cows' milk is.

Your body will usually manufacture enough vitamin D if you're exposed to sunlight for 20 minutes a day. You can get additional vitamin D from certain mushrooms, fortified vegan foods or a vitamin supplement.



If you want to reap the benefits of a plant-based diet – and get all the nutrients you need – eat a variety of wholesome vegan foods.

Fish-Free Omega-3s

You can get omega-3 fatty acids – without all the saturated fat, cholesterol and toxins found in fish – from walnuts, broccoli, spinach, soya beans, canola oil, chia seeds, flaxseeds and microalgae supplements.



Vegan Kids

»» Fit for Life!

Responsible parents are anxious to instil in their children healthy eating habits that will last a lifetime. A vegan diet fits the bill perfectly since vegan foods are naturally cholesterol-free and generally low in saturated fat and high in fibre, complex carbohydrates, vitamins, minerals and other essential nutrients. According to the Academy of Nutrition and Dietetics, "Appropriately planned vegan ... diets satisfy nutrient needs of infants, children, and adolescents and promote normal growth".

Giving Your Child a Healthy Start in Life

Healthy vegan foods are ideal if you're pregnant or planning to become pregnant. After all, most of the foods that you're told to avoid during pregnancy and while you're nursing – mercury-laden fish and shellfish, undercooked meats and eggs and unpasteurised milk and cheeses – are animal-derived. And physicians encourage all women – pregnant or otherwise – to eat a lot of fruits, vegetables and whole grains and to choose healthy, low-fat sources of protein. Folic acid, which helps prevent birth defects, is naturally abundant in spinach, broccoli, carrots, beetroot, corn, peanuts, beans, oranges, avocados and other plant foods.



Cows' Milk Is for Calves, Not Kids

Obviously, breast milk is meant for human babies. Cows' milk is best for calves, not human babies. The American Academy of Pediatrics recommends against giving cows' milk to children under a year old. Dr Walter Willett, chair of the department of nutrition at the Harvard School of Public Health, and the late Dr Frank Oski, former director of paediatrics at Johns Hopkins University, have gone even further. Says Dr Willett: "Humans have no nutritional requirement for animal milk, an evolutionarily recent addition to the diet". And Dr Oski once said: "There is no reason to drink cow's milk at any time in your life. It was designed for calves, it was not designed for humans, and we should all stop drinking it today, this afternoon".



Mom's Right: Eat Your Veggies!

Kids can get all the nutrients they need from fruits, vegetables, nuts, seeds, whole grains, legumes and fortified bread, cereal and plant-based milk. The late Dr Benjamin Spock, in *Dr. Spock's Baby and Child Care*, writes, "Children who grow up getting their nutrition from plant foods rather than meats have a health advantage. They are less likely to develop weight problems, diabetes, high blood pressure, and some forms of cancer".

Foods Kids Love

What kid doesn't love peanut butter? Other kid-friendly vegan foods include spaghetti with tomato sauce, fruit smoothies, vegan pizza, bean burritos, vegetable soups, hummus, falafel, mashed or baked potatoes, guacamole, faux-chicken nuggets, veggie burgers, veggie dogs and just about any vegetable that is roasted (it brings out the sweetness) or puréed. For more tips, visit PETA.org/Living.



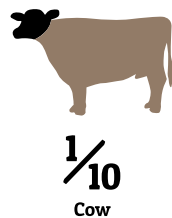
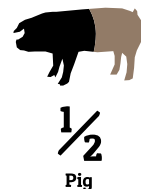
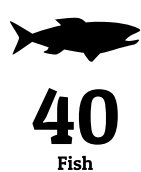
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Look at All You'll Save

You'll save animals.

A vegan saves more than 100 animals a year – by not eating them.



Number of Animals Slaughtered in the UK: 1700 per minute • 102,000 per hour • 2,500,000 per day • More than a billion per year

You'll save money at the supermarket.

Some of the most versatile vegan foods – including beans, rice, vegetables, tofu and pasta – cost relatively little compared to animal products. Even vegans who buy costlier products such as soya sausage and non-dairy ice cream can still spend less than people who load up on beef, chicken and fish.



You'll save money on medication.

Studies show that vegans are less likely to be obese or suffer from heart disease, diabetes, cancer, strokes and other health problems. If you factor in all the money you can save on medications and weight-loss plans by avoiding unhealthy, artery-clogging animal products, you'll see why a vegan diet is downright economical.

You'll save human lives. Going vegan helps alleviate hunger.



resulting in just 1 lb of meat.

OR



providing 10 people with food for an entire day.

Approximately 925 million people worldwide do not have enough to eat – yet the world's cattle alone consume enough food to meet the caloric needs of 8.7 billion people. According to a 2010 United Nations report, more than half of the world's crops are used to feed farmed animals, not people. With millions of people going hungry, it's wasteful to funnel edible food through farmed animals.

Eating Animals Harms the Environment

According to the United Nations, going vegan is one of the most important ways to reduce greenhouse gases, lower pollution, stop deforestation and conserve resources.

A Mammoth Carbon Footprint

Researchers from the University of California–Riverside calculate that grilling just one burger causes as much pollution as driving an 18-wheeler for 143 miles. A Loma Linda University study shows that vegans have the smallest carbon footprint, generating a volume of greenhouse gases 41 per cent smaller than that of meat-eaters and 13 per cent smaller than that of vegetarians.

Up to Our Necks in Ick

Animal waste from factory farms is usually put into a pit to be disposed of later. These pits can be vast – large-scale dairy farms can generate as much as 187,000 cubic metres of manure per year – enough to fill 75 Olympic swimming pools. Just one cow can produce 140 pounds of manure each day. Factory-farm waste seeps into our waterways, sickening people and killing aquatic life.

Razing Paradise to Make Hamburgers

In Brazil, the world's largest beef exporter, the amount of Amazon rain forest slashed and burned to create grazing land for cows grew by approximately 10 million hectares – an area the size of Portugal – during a 10-year period, according to a Greenpeace report. In 2006, the Brazilian government estimated that there were three head of cattle in the Amazon for every human inhabitant.





>> Would You Eat Your Dog?

Years ago, actor James Cromwell stopped eating pigs while filming the movie *Babe*. "If you love a dog, you have to love a pig. It's the same", he told a reporter. "The pig has the same life cares – nurtures, avoids pain, suffers loss – all exactly the same."

Pigs are actually smarter than dogs and can learn to sit, jump, fetch and respond to other commands. They are so smart that they can learn to play video games, even performing better at them than some primates. But that doesn't stop factory farmers from confining mother pigs for most of their lives to cramped "gestation" crates so small that they can't even turn around or take a single step in any direction. Piglets are castrated and have their tails and parts of their teeth chopped off without being given any painkillers whatsoever. Can you imagine doing that to a dog? You'd be slapped with cruelty-to-animals charges.

>> Fish Are Just Like Us

Studies have shown that fish are fast learners and form complex relationships. Fish "talk" to one another in low frequencies that are inaudible to the human ear. They can count, tell time and "garden" (eg, damselfish tend to and harvest algae gardens). Some fish even use tools. The blackspot tuskfish, for example, has been photographed smashing a clam on a rock until the clam cracks open. And contrary to industry propaganda, lobsters and crabs do feel pain – and studies have clearly shown that they are able to recall an unpleasant experience and take action to avoid repeating it.

Yet PETA's affiliate documented live lobsters and crabs who were being torn limb from limb at a US slaughterhouse, and billions of fish are vacuumed up by huge fishing trawlers, often suffocating to death if they aren't killed first by decompression. In addition to fish, millions of birds, turtles and marine mammals are killed every year "by mistake" in enormous fishing nets.



Meet Your Meat

The billions of animals killed for food in the UK each year aren't just walking and swimming entrées – they are individuals with feelings, families and friendships.

>> Cows Get a Kick out of Solving Puzzles

Pigs aren't the only animal Einsteins out there. Cows can learn how to push a lever to operate a drinking fountain when they're thirsty or to press a button with their heads to release grain when they're hungry. Researchers at the University of Cambridge found that when cows figured out how to open a gate to obtain food, they got so excited that some even jumped in the air. But cows on factory farms have nothing to celebrate. They are often confined by the thousands to filthy sheds that prohibit their natural social structure, causing them tremendous stress and frustration, just as you or I would feel living in such miserable, depressing conditions.

Calves on dairy farms are torn away from their loving mothers within hours of birth so that humans can drink the milk that nature intended for them. The sounds of distraught mother cows crying out for their calves, who have just been dragged away, are regularly heard coming from dairy farms.



>> Brainy Birds

Chickens are so smart that within hours of hatching, they're able to perform mental feats that would baffle a human child. Newborn chicks can count to five, and by the time they're 2 weeks old, they can navigate using the sun, which requires mathematical calculations. Very young chicks are able to understand that objects hidden from view still exist, a concept that human babies don't grasp until they are a year old. "As a trick at conferences, I sometimes list [chickens'] attributes, without mentioning chickens, and people think I'm talking about monkeys", says animal behaviourist Dr Chris Evans of Australia's Macquarie University.

Naturalist Joe Hutto, star of the PBS documentary *My Life as a Turkey*, raised a flock of turkeys from birth and learned how curious, alert, affectionate and attentive they are. Turkeys possess "an extraordinary intelligence characterised by true problem solving reason, and a consciousness that was undeniable, at all times conspicuous, and for me, humbling", says Hutto. He also noted that they had an extensive vocabulary, with specific vocalisations for individual animals – he identified more than 30 specific calls. One turkey, named Sweet Pea, used to love to climb into Hutto's lap and snuggle like a contented puppy.

And that's not all ...

» A Wing and a Prayer

Millions of birds die every year before they even reach the abattoir – from heart failure, dislocation of the hip or having their skulls crushed when the drawers on the transporter are closed.

What's more, it is common for chickens, turkeys and other animals to have their throats cut without prior stunning, and some are conscious when they're dropped into scalding-hot defeathering tanks. Can you imagine scalding to death an animal who has the playfulness of a puppy or the curiosity of a toddler?

» Taking Everything From a Baby

Most animals are still just babies when they're slaughtered for food. Because of "modern innovations", such as selectively breeding them so that they'll grow larger more quickly, pigs and turkeys are, on average, just 6 months old when they're killed and chickens are just 7 weeks old. Cows who are raised for beef and hens raised for eggs are killed when they are just 1 to 2 years of age. Even cows raised for milk are just 5 years old, on average, when their production wanes, their throats are cut and they're ground up into hamburger meat. These are all animals with natural life spans of 10 to 25 years who are being slaughtered by the billions before they've even had a chance to live.

All they've ever known in their drastically abbreviated lives is the overpowering stench of ammonia from their accumulated waste, excruciatingly painful and crippling bone disorders caused by their unnatural growth rate, the deafening squawks and squeals of thousands of other animals crammed into a single windowless shed and the trauma of being poked, prodded, jabbed, burned, trampled, beaten, kicked, thrown, slammed to the ground and screamed at.



Saving Lives One Bite at a Time

There is only one way to help these animals, and that is to stop eating them. When we buy meat, eggs or dairy products, we pay farmers to replace the animal whose body parts or whose milk we have just consumed with another unfortunate animal. It's simple economics – supply and demand. We must cut off the demand if we want to dry up the supply.

In fact, this is already happening. The sales of vegetarian and vegan foods are booming, with the meat-free and "free-from" foods market expected to grow by 44 per cent by 2016. That's millions of lives saved, simply because people opted for the pasta primavera instead of the steak.

You have the power to save even more lives, simply by choosing healthy, humane *vegan* meals every time you sit down to eat. The choice is yours – do you feel like changing the world today?



**Get
Active!
Visit
PETA.org.uk**
to view PETA's factory farming exposé "Glass Walls", narrated by Paul McCartney, and sign up to receive news of events in your area and information about more ways to help animals.

The Pig

By Alistair Currie

A few years ago, a friend and I visited a pig farm in the south of England. It was a spring morning, and we crossed a freshly ploughed field between budding fruit trees to reach the farm as the birds were just waking and beginning to sing. The farm was a large breeding unit, where hundreds of sows are kept in concrete pens, churning out litter after litter of piglets. It was filthy, decrepit and squalid – from the main sheds, festooned with cobwebs and stinking of waste, to the farrowing units, where sows were lined up in row after row of metal cages.

In every shed, we came across dead and dying piglets, some just tossed into piles in the corner like broken toys. In sad contrast was the enthusiasm of the surviving piglets: They rushed up to the gates of their pens – bundles of energy, eager to investigate us with all the curiosity of puppies. Inquisitive and bright-eyed, these piglets would be taken away from their mothers at just 3 weeks of age and sent off to be fattened for slaughter. Within days of having their babies taken away, the mothers would be impregnated again, and the cycle would continue. In five months' time, they would be back in their metal cages, where they would be denied the room to nuzzle their babies, turn around or even take more than a single step in any direction.

We crossed a muddy courtyard and opened a sliding door to another damp, cold shed – the pigs' "home". We walked down the corridor to find a sequence of barren pens, each about 3 metres square. In the first two pens, small groups of young pigs were lying on the cold, bare concrete without even a scrap of straw bedding. In the third pen was a lone sow. She was lying down in the back, facing away from us, and we could just barely make out some strange blue lines on her skin.

Hearing our footsteps, she turned to look at us and slowly rose to her feet. Because pigs raised for food are bred to put on weight quickly, they become huge, unnaturally heavy animals. They are slaughtered for their flesh just before they are fully mature, so they normally don't carry that much weight around for very long. Breeding sows, however, live for several years. Most spend their entire lives on hard concrete or metal floors, and the result is chronic lameness. This "old" sow had to ease herself up painfully, unsteadily, one foot at a time. When she'd



finally gotten up, she crossed the couple of metres between us slowly, limping with every step.

As she got closer, the marks on her back suddenly made sense: in blue spraypaint, someone had scrawled the word "CULL". After years of being treated like a machine, churning out litter after litter of piglets, never seeing the light of day or feeling the earth beneath her feet, she had finally stopped being "productive", and so she was off to the abattoir. She would be processed into cheap meat pies so that the farm owners could squeeze the very last penny out of her broken body. Yet still she came up to investigate us, to nuzzle our hands and look us in the eye, even though it was humans like us who had done this to her and who would, within days, cut her throat.

As we were leaving, my friend said, "I wish we'd brought an apple with us, so just once in her life she could taste something fresh and sweet". Sadly, we had nothing to give her, but if telling her story causes one person to stop eating the flesh of others like her, some good will have come of our visit.

She was lying down in the back, facing away from us, and we could just barely make out some strange blue lines on her skin.