

# **PETA** Vegan Starter Kit



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

Please try vegan. [PETA.org.uk](http://PETA.org.uk)



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**Tasty**  
Clip-  
and-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 contributing to water and air pollution and the waste of resources caused by factory farms? **Let's just do it!**



When asked by an impertinent inquisitor why he was a vegetarian, the Irish playwright George Bernard Shaw 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 regarding 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 the 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 (i.e. meat, eggs, and dairy “products”). Think about it – there are only a handful of meats that most people eat: chicken, fish, beef, lamb, turkey, and pork. Then, consider all the plant-derived foods out there: beans, tomatoes, avocados, peas, pineapples, rice, almonds, blueberries, chickpeas, peppers, oats, pumpkins, potatoes, spinach, oranges, corn, mangoes, beetroots, carrots, broccoli, cauliflowers, aubergines, 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, imagine ways that they could be “veganised”. Beef burritos become bean burritos, pasta with meat sauce becomes pasta with tomato 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 vegan chicken or beef. You're probably already eating lots of vegan foods, such as porridge, guacamole, houmous, tortilla chips and salsa, vegetable soups, fruit smoothies, some 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

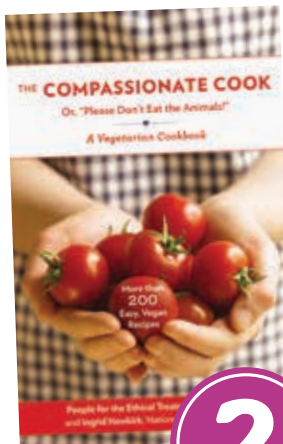


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### Veganise your favourite dishes.

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

Many of your favourite foods are probably already vegan, such as houmous, bean burritos, and Marmite on toast. If you enjoy spaghetti and meatballs, try spaghetti and vegan meatballs. If chicken salad is one of your lunchtime staples, make it with vegan chicken and egg-free mayonnaise.



2

### Check out new vegan recipes.

[PETA.org.uk/Recipes](http://PETA.org.uk/Recipes) features delicious kitchen-tested recipes for healthy, easy, and indulgent vegan dishes – everything from classic British fare to exotic Thai cuisine. If you Google “vegan recipes”, you’ll get millions of hits.

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 title that will fit the bill. Have fun experimenting with new ingredients and recipes.

3



### Try vegan meats and dairy-free products.

As the interest in animal-friendly, good-for-you foods has grown, the availability of meat and dairy alternatives has soared. You can now find vegan-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 chilled and frozen aisles) and health-food shop. Dairy-free options, such as soya, almond, oat, 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.

Vegan ready meals such as Clive’s Creamy Mushroom Pie, BOL Foods’ Mexican Sweet Potato Chilli veg pot, and Wicked Kitchen’s Muay Thai Curry can be heated up in minutes. Keep some in the office fridge for a quick lunch, or serve one with a salad when you’re too tired to cook dinner. Many tinned 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 main meal. Or cook some penne pasta and mix it with Zest’s Vegan Basil Pesto for dinner in a flash.



4



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### Explore ethnic foods.

Try houmous, falafel, baba ganoush, and other meat-free Middle Eastern treats. Asian standards include Thai coconut curry, tofu pad Thai, Chinese spring rolls, and sushi made with avocado, carrots, and cucumber. Vegan Indian foods include vegetable samosas, pakoras, and chana masala. Ethnic markets often have an extensive selection of vegan foods.

### Discover vegan-friendly restaurants.

Ethnic restaurants are a great bet for finding vegan food when you’re eating out, but don’t stop there. Wagamama, JD Wetherspoon, Zizzi, and Vintage Inns are just a few of the high-street eateries offering delicious vegan menus. A variety of vegan sandwiches and other on-the-go options can be found at shops like Pret A Manger, EAT, Costa, and Starbucks. Many independent restaurants also offer a variety of vegan options – if none of the mains are vegan, be sure to check the soups, salads, side dishes, and starters. Before heading out, do a quick internet search for vegan-friendly establishments in your area.

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## What to Buy

Look in your cupboards and fridge – 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 stock, wholemeal bread, pasta sauce, porridge oats, and tinned and frozen vegetables. Salsas, spices, and condiments add zing and flavour. Most salty snacks are vegan, including nuts, crisps, pretzels, popcorn, and many crackers.

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

## Where to Buy

Most supermarkets carry an array of vegan products. Also check your local corner shop, and if it doesn't have what you're looking for, just ask! Most stores will order products at your request. Ethnic markets (e.g. Asian, Middle Eastern, and Indian) and health-food shops such as Holland & Barrett and Whole Foods Market are also great resources.

# Try These Tasty Options

(and Many More!)

### Sweet Treats

- » **Alpro** Deliciously Dairy Free Custard
- » **Swedish Glace** Dairy-Free
- » **Cornetto** Veggy
- » **Tesco** Free From Strawberry & Vanilla Cones
- » **Almond Dream** Salted Caramel Ice Cream
- » **Ben & Jerry's** Chunky Monkey Non-Dairy
- » **Pudology** desserts
- » **Alpro** Sweet Creamy Caramel dessert
- » **Booja-Booja** chocolate truffles
- » **Livia's Kitchen**  
Salted Date Caramel Millionaire Bites



### Vegan Meats

- » **Fry Family Food** Chicken-Style Strips
- » **Quorn** Vegan Hot & Spicy Burgers
- » **Linda McCartney Foods**  
Vegetarian Sausage Rolls
- » **VBites** Making Waves Fish Style Steaks
- » **Tesco** Meat Free Vegetarian Mince
- » **Beyond Meat** The Beyond Burger
- » **Iceland** No Bull Burgers
- » **Veggie Kitchen** Meat Free Meatballs
- » **Asda** Meat Free Popcorn Chicken
- » **Tofurky** Smoky Maple Bacon
- » **Veggie World** Vegan Prawns



### Dairy-Free Delights

- » **Fry Family Food** Chicken-Style Strips
- » **Alpro** non-dairy milks
- » **Tesco** Free From Almond Drink
- » **Rice Dream** Rice + Calcium
- » **Oatly** Oat Drink Chocolate
- » **Violife** "cheese" slices
- » **Tesco** Free From Grated Mozzarella
- » **Sainsbury's** Deliciously Free From Cheddar-Style
- » **Bute Island Foods** Creamy Sheese
- » **Pure** Sunflower Spread
- » **Plamil** Egg Free Mayo
- » **COYO** Coconut Milk Yoghurt
- » **Alpro** yogurts





# What to Make

Now that you know what to buy, here are some ideas for dishes to rustle up. Start with this one-week sample meal plan. Recipe cards for underlined dishes are on the following pages. Other recipes can be found at [PETA.org.uk/Recipes](https://peta.org.uk/Recipes).

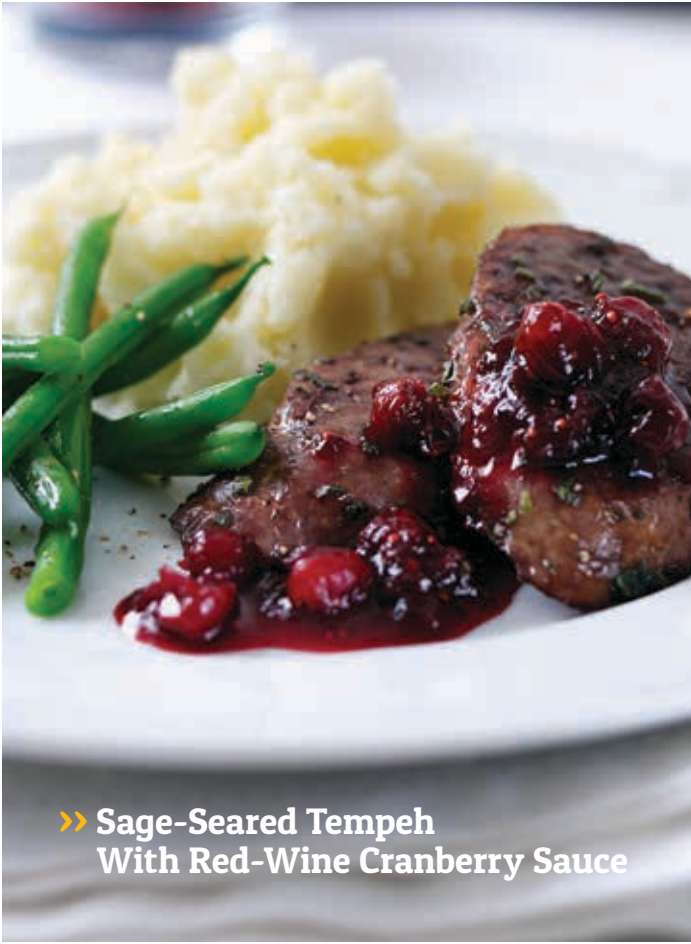
	Breakfast	Lunch	Dinner
Monday	<ul style="list-style-type: none"><li>• Bagel with vegan cream cheese</li><li>• Pineapple, mango and papaya fruit salad</li></ul>	<ul style="list-style-type: none"><li>• Pita bread stuffed with houmous, cucumber, tomatoes and parsley</li><li>• Carrot sticks and olives</li></ul>	<ul style="list-style-type: none"><li>• Spaghetti with vegan meatballs</li><li>• Vegan Caesar salad</li><li>• <u>Apple Bavarian Torte</u></li></ul>
Tuesday	<ul style="list-style-type: none"><li>• Porridge with dried fruit and nuts</li></ul>	<ul style="list-style-type: none"><li>• Burrito with tinned refried beans, dairy-free cheese, lettuce, tomatoes, and guacamole</li><li>• Sliced apple</li></ul>	<ul style="list-style-type: none"><li>• <u>Corn Chowder</u></li><li>• Field greens salad with candied walnuts, diced pears and Dijon-balsamic vinaigrette</li><li>• Crusty French bread</li></ul>
Wednesday	<ul style="list-style-type: none"><li>• Dairy-free yogurt</li><li>• Whole grain toast with peanut butter</li></ul>	<ul style="list-style-type: none"><li>• Tinned vegetarian chilli topped with dairy-free sour cream</li><li>• Tortilla chips</li><li>• Peach</li></ul>	<ul style="list-style-type: none"><li>• Asian stir-fry with tofu and peppers</li><li>• Brown rice</li></ul>
Thursday	<ul style="list-style-type: none"><li>• Cereal with sliced bananas, fresh mixed berries, and soya, oat, coconut, or almond milk</li></ul>	<ul style="list-style-type: none"><li>• Curried quinoa with apricots, cashews and green onions</li><li>• Clementines</li></ul>	<ul style="list-style-type: none"><li>• <u>Sage-Seared Tempeh With Red-Wine Cranberry Sauce</u></li><li>• Mashed potatoes</li><li>• Steamed green beans</li></ul>
Friday	<ul style="list-style-type: none"><li>• Smoothie with raspberries, bananas, baby carrots, and orange juice</li><li>• Cinnamon toast</li></ul>	<ul style="list-style-type: none"><li>• Veggie burger with all the trimmings</li><li>• Baked sweet potato fries</li></ul>	<ul style="list-style-type: none"><li>• <u>Walnut-Dusted Tagliatelle With Caramelised Vegetables</u></li><li>• Rocket and asparagus salad</li></ul>
Saturday	<ul style="list-style-type: none"><li>• <u>Blueberry Pancakes</u></li><li>• Vegan sausage</li></ul>	<ul style="list-style-type: none"><li>• Vegan chicken-salad sandwich</li><li>• Watermelon cubes</li></ul>	<ul style="list-style-type: none"><li>• Farfalle with sun-dried tomatoes and toasted pine nuts</li><li>• Sautéed spinach with garlic and fresh lemon</li></ul>
Sunday	<ul style="list-style-type: none"><li>• <u>Tofu Scramble With Mushrooms and Spinach</u></li><li>• Cantaloupe wedge</li></ul>	<ul style="list-style-type: none"><li>• South-western salad</li></ul>	<ul style="list-style-type: none"><li>• <u>Beefless Stew</u></li><li>• Garlic bread</li><li>• <u>Mini Chocolate Bundt Cakes</u></li></ul>



>> 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 g vegan margarine, chilled (try Pure)	¾ tsp vanilla extract
3 apples, peeled, cored, halved, and thinly sliced	1 225-g tub dairy-free cream cheese
70 g brown sugar	1 Tbsp fresh lemon juice
½ tsp ground cinnamon	1 Tbsp cornflour
110 g white sugar, chilled	20 g sliced almonds

- Preheat the oven to 200°C. Grease a medium springform cake tin.
- 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, 65 g of the white sugar, ¼ teaspoonful of the vanilla, and the flour. Press into the bottom of the tin. Set aside.
- In a food processor, blend together the dairy-free cream cheese, the lemon juice, the remaining vanilla, the cornflour, 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 tin.

Makes 6 to 8 servings

>> Walnut-Dusted Tagliatelle with Caramelised Vegetables

1 sweet onion, diced	1 butternut squash, peeled, halved, seeded, and cubed
3 Tbsp olive oil	225 g white mushrooms, quartered
3 cloves garlic, minced	450 g tagliatelle, cooked according to packet instructions
1 tsp dried thyme	2 Tbsp minced fresh parsley
½ tsp dried sage	5 Tbsp ground toasted walnuts
½ tsp salt	
¼ tsp pepper	
80 ml apple cider vinegar	
70 g light brown sugar	
250 ml vegetable stock	
1 green pepper, diced	

- In a frying pan, sauté 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, green 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

4 Tbsp olive oil	2 sprigs fresh thyme
2 medium onions, diced	6 ears corn, husked and kernels removed
2 large carrots, diced	Cashew Cream (see recipe)
1 stalk celery, diced	Sea salt, to taste
1 red pepper, diced	Cracked black pepper, to taste
1 dried chipotle pepper	
1 litre vegetable stock	
2 Yukon gold potatoes, diced	

- 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 240 g 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, then blend on high until very smooth.

Makes 6 servings



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

Adapted from a recipe by chef Robin Robertson

1 kg tempeh, cut into thin slices	4 sprigs thyme
500 ml vegetable stock	1 Tbsp whole black peppercorns
225 ml water	½ tsp sea salt
¼ onion, chopped	¼ tsp cracked black pepper
1 carrot, peeled and chopped	2 Tbsp chopped sage
1 stalk celery, chopped	3 Tbsp vegetable oil
2 bay leaves	Red-Wine Cranberry Sauce (see recipe)

- Place the tempeh, vegetable stock, water, onion, carrot, celery, bay leaves, thyme, and peppercorns in a large pot. Bring to a simmer and cook for 1 hour.
- Reserving the liquid, remove the tempeh. Sprinkle with the salt, pepper, and sage.
- In a frying pan, sear 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 200 g fresh or frozen whole cranberries in a pot. Bring to a simmer and cook for 30 minutes. Swirl in 4 tablespoonfuls of dairy-free margarine (try Pure) and season with salt and pepper.

Makes 8 servings

>> Blueberry Pancakes



>> Beefless Stew



>> Tofu Scramble With Mushrooms and Spinach



>> Mini Chocolate Bundt Cakes



>> Tofu Scramble with Mushrooms and Spinach

- 2 Tbsp olive oil

80 g sliced white mushrooms

500 g extra-firm tofu

2 handfuls baby spinach

½ Tbsp soy sauce
- 1 clove garlic, minced

½ Tbsp onion powder

½ tsp turmeric

Sea salt, to taste

Cracked black pepper, to taste

Juice of ½ lemon

- Heat the oil in a large frying 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 for several more minutes until heated through.

Makes 3 to 4 servings



>> Mini Chocolate Bundt Cakes

- 375 g unbleached plain flour

400 g caster sugar

55 g unsweetened cocoa powder

2 tsp bicarbonate of soda

2 tsp vanilla extract
- 150 ml vegetable oil

2 Tbsp white vinegar

500 ml water

Chocolate Ganache (see recipe)

60 g fresh raspberries

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

**For the Chocolate Ganache:** In a saucepan, bring 200 g of sugar, 115 g of dairy-free margarine (try Pure), 50 ml of soya milk, and 3 heaped tablespoonfuls of unsweetened cocoa powder to the 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

- 250 g unbleached plain flour

3 Tbsp caster sugar

3 Tbsp baking powder

1 tsp sea salt
- 500 ml soya milk

3 Tbsp rapeseed oil, plus more for cooking

170 g fresh or frozen blueberries

- Sift the flour, sugar, baking powder, and sea salt together into a large bowl. Add the soya milk and 3 tablespoonfuls 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 vegan beef (try Fry Family Food's Thick Cut Chunky Strips)

3 Tbsp vegetable oil

3 shallots, halved or quartered

2 cloves garlic, minced

2 stalks celery, thinly sliced

2 medium carrots, diced
- ½ tsp dried thyme

½ tsp dried rosemary

3 Tbsp flour

3 cups roasted-vegetable stock

750 ml dry red wine

2 medium potatoes, diced

Sea salt, to taste

Cracked pepper, to taste

- In a large saucepan over medium-high heat, brown the vegan 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 stock and wine. Add the potatoes, bring to a simmer, cover, and cook for 30 minutes.
- Add the vegan beef back in and season with salt and pepper.

Makes 4 servings



Eating Away From Home

From fast food to fine dining, restaurants everywhere 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.

Many eateries – from **Sizzling Pubs** to **Beefeater** – offer fab veggie burgers. And **Pret A Manger** has a wide variety of vegan sandwiches, wraps, and soups that are perfect for when you're on the go.

Need a pizza fix? Many chains – including **Zizzi**, **PizzaExpress**, and **Pizza Hut** – offer vegan cheese pizzas.

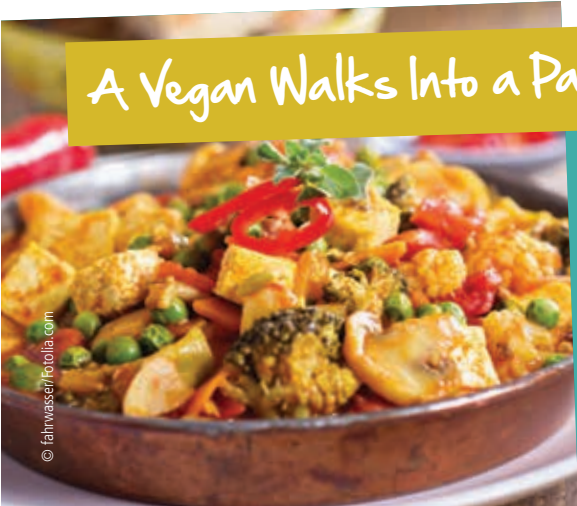
**Wagamama** has a whole section of vegan-friendly

dishes on its menu. **YO!** Sushi offers not only various vegan sushi rolls but also vegetable gyoza anda pumpkin katsu curry.. Indian, Italian, Middle Eastern, Thai, and other ethnic restaurants serve many vegan options, from pasta pomodoro to chickpea curry.

**Vintage Inns** offers a variety of vegan options, including a chickpea and spinach burger and a treacle and pecan tart.

After something sweet? **Shakeaway** has a large range of yummy milkshakes that can be made vegan, while **Bella Italia** offers a vegan lemon cheesecake.

And that's just the tip of the iceberg. For a list of chain restaurants with vegan options, visit [PETA.org.uk/ Restaurants](https://peta.org.uk/restaurants). Or for help finding vegan-friendly eateries worldwide, download the [HappyCow](https://peta.org.uk/happycow) app or visit [HappyCow.net](https://peta.org.uk/happycow.net).



A Vegan Walks Into a Party ...

Going to a party or get-together? Before the event, give the hosts a heads-up that you're eating vegan. Offer to make a dish for everyone to try. When asked why you're vegan, simply say something like, "I'm trying to eat more healthily" 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-derived 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 mg/dl – 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 an 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, the build-up of plaque in the arteries. 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 kinds found in meat, eggs, and especially dairy “products” – cut their risk of developing Alzheimer's disease by about two-thirds. “Bad fats” are only one 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 – high levels of 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, pulses, and whole grains – meats tend to overdose us. Eating plant-derived 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

Vegan 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're nine times less likely to be obese.

## >> Help Prevent, Even Reverse Diabetes

Both the NHS and the US National Institutes of Health 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 can even stop taking it altogether.

## Protein Powerhouses

Most foods contain some protein, and certain 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, wholemeal bread, oats, quinoa, mushrooms, nuts, and seeds. Unlike animal protein, plant-based protein sources won't overload your body. The consumption of too much animal protein has been linked to kidney stones, osteoporosis, and cancer of the colon and liver.

## A Vegan's Guide to

# Good Nutrition

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

## Pumping Iron and Catching B's

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

## Building Strong Bones

Almonds, broccoli, chard, kale, sesame tahini, blackstrap molasses, beans, some types of tofu, and calcium-fortified non-dairy milks are rich 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.

## 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 it's 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 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, whereas cows' milk is best for calves. The American Academy of Pediatrics recommends against giving cows' milk to children under a year old. Dr Walter Willett, professor of epidemiology and nutrition at the Harvard TH Chan School of Public Health, and the late Dr Frank Oski, former director of paediatrics at Johns Hopkins University, have gone even further. Dr Willett says, "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."



## Mum's Right: Eat Your Veggies!

Kids can get all the nutrients they need from fruits, vegetables, nuts, seeds, whole grains, pulses, and fortified bread, cereal, and non-dairy 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're 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 child-friendly vegan foods include spaghetti with tomato sauce, fruit smoothies, vegan pizza, bean burritos, vegetable soups, houmous, falafel, mashed or baked potatoes, guacamole, vegan chicken nuggets, veggie burgers, veggie hot dogs, and just about any vegetable that is roasted (it brings out the sweetness) or puréed. For more tips, visit [PETA.org.uk/living](http://PETA.org.uk/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.

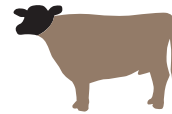
  
**130**  
Shellfish

  
**40**  
Fish

  
**26**  
Chickens

  
**1**  
Turkey

  
**1/2**  
Pig

  
**1/10**  
Cow

**Number of Animals Slaughtered in the UK:** 1,700 per minute • 102,000 per hour • 2.5 million 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-derived foods. Even vegans who buy costlier products such as soya sausages and dairy-free ice cream can still spend less than people who load up on beef, chicken, and fish.



## You'll save money on health care.

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 prescriptions and weight-loss plans by avoiding unhealthy, artery-clogging animal-derived foods, you'll see why eating vegan is downright economical.

## You'll save human lives – going vegan helps alleviate hunger.

**7 kilograms**  
of grain can ...



be fed to a cow  
providing just one person with one meal

OR



be fed directly to humans  
providing 10 people with food for an entire day.

Approximately 925 million people worldwide don't 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 humans. 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-gas emissions, 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 articulated lorry 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 65 kilograms 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 rainforest 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’re 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 their tails and parts of their teeth are chopped off – all without 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” (e.g. 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’re able to recall an unpleasant experience and take action to avoid repeating it.

Yet PETA’s affiliate documented that live lobsters and crabs were torn limb from limb at a US abattoir, 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

## >> Cows Get a Kick out of Solving Puzzles

Pigs aren’t the only animal Einsteins out there. Cows can learn 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’re 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’re 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 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 characterized by true problem solving reason, and a consciousness that was undeniable, at all times conspicuous, and for me, humbling”, he says. 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 his 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 – of heart failure, as a result of hip dislocation, or because their skulls are crushed when the drawers on the transporter are closed.

What's more, it's common for workers to cut the throats of chickens, turkeys, and other animals without prior stunning, and some birds 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 when they're slaughtered for meat. Cows raised for their flesh and hens used for eggs are killed when they're 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 lifespans 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

The best way to help these animals is to stop eating them. When we buy meat, eggs, or dairy "products", we pay farmers to replace the animal whose body parts, milk, or eggs we're consuming 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. Sales of vegan foods are booming, with the meat-free and "free-from" market expected to grow by 50 per cent by 2021. That's millions of lives spared, simply because people opted for the pasta primavera instead of the steak.

You have the power to save even more lives just 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 were 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. Mere days after their babies were taken away, the mothers would be impregnated again, and the cycle would continue. In five months' time, they would be back in the 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're slaughtered for their flesh just before they're 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 got 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 spray paint, 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.

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