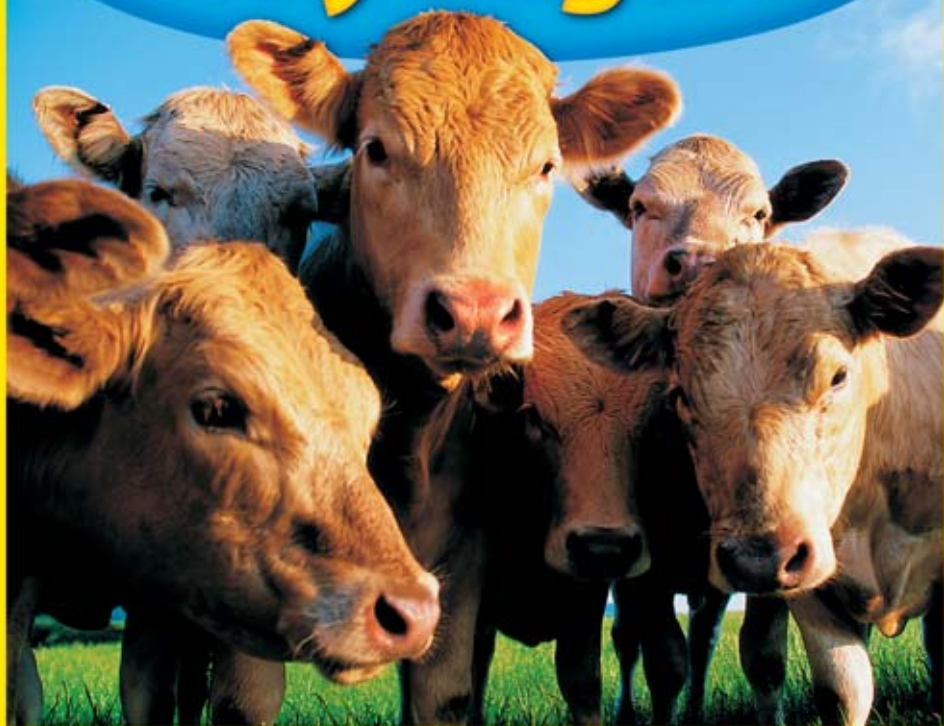


Why Vegan?



Help Stop Animal Cruelty!

THE TRANSFORMATION OF ANIMALS INTO FOOD

Many people believe that animals raised for food must be treated well because sick or dead animals would be of no use to agribusiness. This is not true.



“For modern animal agriculture, the less the consumer knows about what’s happening before the meat hits the plate, the better. If true, is this an ethical situation? Should we be reluctant to let people know what really goes on, because we’re not really proud of it and concerned that it might turn them to vegetarianism?”

Peter Cheeke, PhD

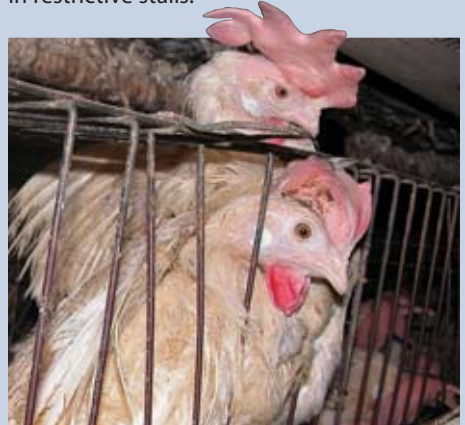
Oregon State University Professor of Animal Agriculture
Contemporary Issues in Animal Agriculture, 2004 textbook

The average breeding sow (above) spends most of her life in a two-foot-wide stall, unable to turn around.¹ Others (below) live in crowded pens until killed at about six months old.¹



MODERN FARMING: INDUSTRIALIZED CRUELTY

The competition to produce inexpensive meat, eggs, and dairy products has led agribusiness to treat animals as objects and commodities. The worldwide trend is to replace small family farms with “factory farms”—large warehouses where animals are confined in crowded cages or pens or in restrictive stalls.



Most egg-laying hens endure one to two years of battery-cage confinement before they’re slaughtered.^{2,3}

According to Professor Bernard E. Rollin: “[I]ndividual animals may ‘produce,’ for example, gain weight, in part because they are immobile, yet suffer because of the inability to move.”¹ In the case of battery-cage egg production, Rollin explains that “though each hen is less productive when crowded, the operation as a whole makes more money with a high stocking density: chickens are cheap, cages are expensive.”¹

In a November 1993 article in favor of cutting the space per pig from 8 to 6 square feet, industry journal *National Hog Farmer* advised, “Crowding pigs pays.”



Birds Virtually all U.S. birds raised for food are factory farmed.⁴ Inside the densely populated sheds, vast amounts of waste accumulate. The resulting ammonia levels commonly cause painful burns to the birds' skin, eyes, and respiratory tracts.⁵



Among today's fast-growing birds raised for meat, there is an increasingly high incidence of painful skeletal deformities.³

To cut losses from birds pecking each other, farmers remove a third to a half of the beak from egg-laying hens, breeding chickens, and most turkeys and ducks.⁶ The birds suffer severe pain for weeks.³

Egg-Laying Hens Packed in cages (usually less than half a square foot of floor space per bird),² hens can become immobilized and die of asphyxiation or dehydration. Decomposing corpses are found in cages with live birds.

By the time their egg production declines, the hens' skeletons are so fragile that many suffer broken bones as they're removed from the cages.^{3,7} Some flocks are gassed on-site,² those sent to slaughter often endure long journeys and sustain further injuries.^{3,7}



“U.S. society is extremely naive about the nature of agricultural production.... [I]f the public knew more about the way in which agricultural animal production infringes on animal welfare, the outcry would be louder.”

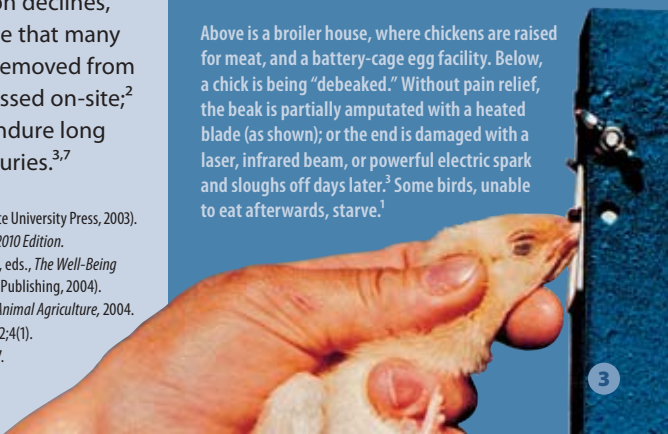
Bernard E. Rollin, PhD

Farm Animal Welfare, Iowa State University Press, 2003



Above is a broiler house, where chickens are raised for meat, and a battery-cage egg facility. Below, a chick is being “debeaked.” Without pain relief, the beak is partially amputated with a heated blade (as shown); or the end is damaged with a laser, infrared beam, or powerful electric spark and sloughs off days later.³ Some birds, unable to eat afterwards, starve.¹

1 Bernard E. Rollin, PhD, *Farm Animal Welfare* (Iowa State University Press, 2003).
 2 United Egg Producers, *Animal Husbandry Guidelines 2010 Edition*.
 3 G. John Benson, DVM, MS, and Bernard E. Rollin, PhD, eds., *The Well-Being of Farm Animals: Challenges and Solutions* (Blackwell Publishing, 2004).
 4 Peter Cheeke, PhD, textbook *Contemporary Issues in Animal Agriculture*, 2004.
 5 *Poultry Perspectives* (MD Cooperative Extension), 2002;4(1).
 6 *Agricultural Research* (USDA ARS), 2005 Mar;53(3):4-7.
 7 *Poult Sci*, 2004;83:184-92.



Pigs In the September 1976 issue of the trade journal *Hog Farm Management*, John Byrnes advised: “Forget the pig is an animal. Treat him just like a machine in a factory.”

Today’s pig farmers have done just that. As Morley Safer related on *60 Minutes*: “This [movie *Babe*] is the way Americans want to think of pigs. Real-life ‘Babes’ see no sun in their limited lives, with no hay to lie on, no mud to roll in. The sows live in tiny cages, so narrow they can’t even turn around. They live over metal grates, and their waste is pushed through slats beneath them and flushed into huge pits.”⁸



Most nursing sows are kept in crates. Restricted of movement and deprived of bedding, their instinct to nest is frustrated.³



This cow at a modern California dairy has a swollen udder. Today’s large farms tend to confine dairy cows in drylot feedyards (shown) or inside barns.¹ The animals commonly suffer udder infections, metabolic disorders, and lameness.^{1,3} Please see VeganOutreach.org/dairy for more information.

“Mrs. DeBoer said she had never milked a cow by hand, and never expected to. In the factory that is her barn, the employees, almost entirely Latino, manage the machinery.

“It’s just a factory is what it is,’ she said. ‘If the cows don’t produce milk, they go to beef.’”

The New York Times

“Urban Sprawl Benefits Dairies in California,” 10/22/99

Dairy Cows From 1940 to 2010, average per-cow milk production rose from 2 to 10 tons per year,⁹ some cows have surpassed 30 tons.¹⁰ High milk yields often cause udder breakdown, leading to early slaughter.¹¹

It is unprofitable to keep dairy cows alive once their milk production declines. They are usually killed at 5 to 6 years of age,¹¹ though their normal life span exceeds 20.



Most calves raised for veal are males from the dairy industry.¹²

Dairy cows are rarely allowed to nurse their young.¹¹ Some males are sent to slaughter immediately; those raised for “special-fed veal” are commonly tethered in individual stalls until killed at 16 to 20 weeks of age.¹²

8 “Pork Power,” *60 Minutes*, 6/22/03.

9 USDA NASS, <http://www.nass.usda.gov/QuickStats>; retrieved 3/17/11.

10 “Waldo Dairy Cow Sets National Milk Production Record,” *Sheboygan Press*, 2/19/10.

11 Textbook *Scientific Farm Animal Production*, 8th edition, 2004.

12 AVMA, *Welfare Implications of the Veal Calf Husbandry*, 10/13/08.

Transport Crammed together while standing or lying in a slurry of urine, feces, and vomit, animals must constantly brace themselves against the movement of the truck.^{13,14} Those who fall and can't get up may be trampled or suffocate.¹⁴

The slatted trucks expose the animals to extreme temperatures.^{1,13} Some may suffer dehydration or frostbite, or become frozen to the trailers or cages.^{13,14,15}



Hot weather and humidity are deadly to pigs.¹³ Approximately 200,000 pigs die on their way to slaughter every year in the United States.¹⁶ Above, pigs loaded in Oklahoma are trucked to a slaughterhouse south of Mexico City, more than 30 hours away.

“Free-Range” This label only means the birds were given an opportunity to access the outdoors—one small exit in an overcrowded shed is permissible. Free-range farms may be an improvement over conventional farms, but they are by no means free of suffering.

Free-range turkeys often suffer beak and toe trimming (left), and “cage-free” laying hens are also typically debeaked (right). For more details, please see VeganOutreach.org/freerange



13 Temple Grandin, PhD, *Recommended Animal Handling Guidelines & Audit Guide 2010 Edition* (American Meat Institute Foundation).

14 *Rev Sci Tech Off Int Epiz*, 2006;25(2):675–84.

15 USDA FSIS FSRE, “Humane Handling of Livestock/GCP in Poultry,” 2/2/09.

16 *Prof Anim Sci*, 2009 Aug;25(4):404–14.



“Downers” are animals too weak, sick, or injured to stand—even when shocked with electric prods. Above, a downed cow is left to die at a stockyard as her calf watches.

“Like this bull I had last year—this bull was one of the biggest bulls I’ve ever seen. It was at the very front of the trailer. And the spirit it had, he was just trying his hardest to get off the trailer. He had been prodded to death by three or four drivers...but his back legs, his hips have given out. And so basically they just keep prodding it. So it took about 45 minutes to get it from the front nose of the trailer to the back ramp....

“Then from there it was chained with its front legs, and it fell off the ramp, smashed onto the floor, which I don’t know how many feet that would be but quite a racket...I just said, ‘Why don’t you shoot the damn thing? What’s going on? What about this Code of Ethics?’

“This one guy said, ‘I never shoot. Why would I shoot a cow that can come off and there’s still good meat there?’ When I first started, I talked to another trucker about downers. He said, ‘You may as well not get upset. It’s been going on for many years. It will go on for the rest of my life and your life. So just calm down about it. It happens. You’ll get kind of bitter like I did. You just don’t think about the animals. You just think that they aren’t feeling or whatever.’”

interview with a Canadian livestock trucker from *A Cow at My Table*, 1998 documentary



On their way to slaughter, a large number of pigs become unable to walk due to acute stress or injury.¹⁶ This pig has collapsed at the slaughterhouse in a pool of his own vomit.

“It takes 25 minutes to turn a live steer into steak at the modern slaughterhouse where Ramon Moreno works....

“The cattle were supposed to be dead before they got to Moreno. But too often they weren’t.

“They blink. They make noises,’ he said softly. ‘The head moves, the eyes are wide and looking around.’

“Still Moreno would cut. On bad days, he says, dozens of animals reached his station clearly alive and conscious. Some would survive as far as the tail cutter, the belly ripper, the hide puller.

“They die,’ said Moreno, ‘piece by piece.’”

The Washington Post

“Modern Meat: A Brutal Harvest,” 4/10/01



IF SLAUGHTERHOUSES HAD GLASS WALLS...

If they survive the farms and transport, the animals—whether factory-farmed or free-range—are slaughtered.

Federal law requires mammals be stunned prior to slaughter (exempting kosher and halal, which generally require animals be fully conscious as their throats are cut).¹⁵

Typically, electric current is used to induce a heart attack and/or seizure; or a captive bolt gun is used to deliver a blow to the skull or shoot a rod into the animal’s brain.¹⁵

It’s not uncommon for an animal to suffer one or two failed stuns.¹⁷ In the case of a failed electrical stun, an animal may be paralyzed without losing sensibility.¹³ Unconscious animals whose necks are not cut soon enough may regain their senses after being hung on the bleed rail.¹⁵

This photo by Temple Grandin, PhD, shows pigs on the bleed rail.



“Hogs, unlike cattle, are dunked in tanks of hot water after they are stunned to soften the hides for skinning. As a result, a botched slaughter condemns some hogs to being scalded and drowned. Secret videotape from an Iowa pork plant shows hogs squealing and kicking as they are being lowered into the water.”¹⁸

¹⁷ U.S. GAO, Report to Congressional Requesters GAO-10-203, February 2010.

¹⁸ “Modern Meat: A Brutal Harvest,” *Washington Post*, 4/10/01.



“In my opinion, if most urban meat eaters were to visit an industrial broiler house, to see how the birds are raised, and could see the birds being ‘harvested’ and then being ‘processed’ in a poultry processing plant, they would not be impressed and some, perhaps many of them would swear off eating chicken and perhaps all meat.”

Peter Cheeke, PhD

Contemporary Issues in Animal Agriculture, 2004 textbook

Over 95 percent of U.S. land animals killed for food are birds, yet there is no federal law requiring they be handled humanely.¹⁵ To facilitate automated slaughter, birds are usually immobilized via electrical stunning. Hanging in shackles, the birds’ heads are passed through an electrified water bath.³

The pain birds suffer from shackling can be extreme and inevitably causes violent wing flapping, which may result in dislocated joints and broken bones.¹⁹ Below, shackled turkeys enter the slaughter area. Due to their wingspan, turkeys are prone to intensely painful pre-stun shocks.¹⁹

It is not known whether this renders them unconscious,¹ and the potential for birds suffering severely painful pre-stun shocks is difficult to eliminate.¹⁹ Each year, several hundred thousand chickens and turkeys reach the scalding tanks alive.^{20,21}



19 European Food Safety Authority, Scientific Report AHAW/04-027, 6/15/04.
20 USDA NASS, *Poultry Slaughter 2010 Summary*, February 2011.
21 USDA FSIS Inspection Training, “Poultry Postmortem Inspection,” 3/17/09.

Recent Undercover Investigations into Poultry Slaughter

In January of 2007, a Mercy For Animals investigator took a job at one of the nation’s largest poultry slaughterhouses to witness the conditions firsthand:



Birds with broken legs and wings, open wounds, and large tumors were shackled and hung on the slaughter line; some of the injured were left writhing on the floor for hours beforehand. Workers punched, kicked, threw, and mutilated live birds; they tore eggs from the birds’ bodies to toss at coworkers, and ripped the heads off birds who were trapped inside the transport cages.

A year later, PETA released footage of two other large plants where many conscious birds were mangled by the killing machines or had their heads yanked off by workers.

PETA’s 2005 investigation of another large slaughterhouse also found the neck-cutting machines routinely missed, slicing open conscious chickens’ thighs (left), faces, and other body parts. To watch the undercover footage from these and other investigations, please see VeganOutreach.org/video



Stories from **BEHIND THE WALLS**

If you go behind the walls the industry erects to hide the truth, you will find the situation worse than you could have imagined.

Not Your Childhood Image by [lauren Ornelas, VivaUSA.org](#)

When I saw what life is really like for pigs on today's farms, I was left feeling physically sick for days. I suppose I knew they lived on concrete, indoors in factory farms. However, I was not prepared for the intensity of their confinement, and the awful reality of their boredom.

“Do we, as humans, having an ability to reason and to communicate abstract ideas verbally and in writing, and to form ethical and moral judgments using the accumulated knowledge of the ages, have the right to take the lives of other sentient organisms, particularly when we are not forced to do so by hunger or dietary need, but rather do so for the somewhat frivolous reason that we like the taste of meat?”

“In essence, should we know better?”

Peter Cheeke, PhD

Contemporary Issues in Animal Agriculture, 2004 textbook



In the gestation shed, I heard a constant clanging noise. It was the sows hitting their heads against their cage doors as if trying to escape. After a while, some would give up and lie down, while others again took up their futile action.

I saw the pens where pigs are fattened up for slaughter—essentially concrete cells, each holding about a dozen pigs. In one pen, there was a pig missing an ear. Another had a rupture the size of a grapefruit protruding from his stomach. A dead pig was constantly nudged and licked by others. The stench in these places is overwhelming.

At the larger farms I visited in North Carolina, there were thousands of pigs housed in sheds. Many were dead or dying—one actually died right in front of me as I videotaped. Dead pigs had been left in the pens with the living; other pigs had been tossed in the aisles—barely alive, unable to reach food or water.

At right is a pig with a stomach rupture, and at the top of the page is a rotting corpse left in the aisle between pens of live pigs.





“The question is not, *Can they reason?* nor, *Can they talk?* but, *Can they suffer?*”

Jeremy Bentham

An Introduction to the Principles of Morals & Legislation, 1789



Hope's Rescue MercyForAnimals.org

On a cold December morning in 2002, while documenting the conditions inside an egg factory farm in Versailles, Ohio, two Mercy For Animals investigators discovered a hen who would later be named Hope. She had been tossed in a trash can and left to die amid the rotting bodies of countless dead hens.



This is Hope six months after her rescue, enjoying the outdoors.

Hope was given a second chance at life when investigators reached into the rusted steel bin and lifted her frail body to safety. After being left for dead by the egg industry, she has now fully recovered. Free of the cruel battery cage, today Hope enjoys sunbathing, running through the grass, dust bathing, perching, and the company of the other rescued chickens who live with her at the farmed animal sanctuary.

Hope is one of 38 hens rescued from factory farms since 2001 by MFA investigators. All of the hens were in severe need of veterinary care. Unfortunately, approximately 280 million hens remain in U.S. battery cages, where they are denied almost every natural behavior.

Above: Hope, in the trash can where investigators found her (left) and just moments after being rescued (right).
Below: When rescuers found Jenna, her neck was impaled by a sharp piece of cage wire, exposing muscle and veins.



“[C]ontrary to what one may hear from the industry, chickens are not mindless, simple automata but are complex behaviorally, do quite well in learning, show a rich social organization, and have a diverse repertoire of calls. Anyone who has kept barnyard chickens also recognizes their significant differences in personality.”

Bernard E. Rollin, PhD

Farm Animal Welfare, Iowa State University Press, 2003

Cecilia takes her first steps of freedom after being rescued from a battery cage.



“True human goodness, in all its purity and freedom, can come to the fore only when its recipient has no power.

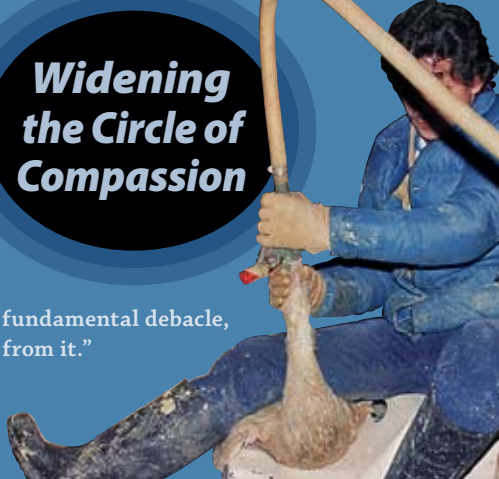
“Humanity’s true moral test, its fundamental test (which lies deeply buried from view), consists of its attitude towards those who are at its mercy: animals.

“And in this respect humankind has suffered a fundamental debacle, a debacle so fundamental that all others stem from it.”

Milan Kundera

The Unbearable Lightness of Being, 1984

Widening the Circle of Compassion



Above: Birds raised for meat suffer burns from soiled litter.⁵
Top of page: Ducks and geese are force-fed to produce foie gras.
Below: Male chicks, of no economic value to the egg industry, are found dead and dying in a hatchery dumpster. Typically, they’re ground up alive or gassed.³ Other standard farming practices, rarely performed with painkillers, include castration, tail docking, dehorning, and cutting off parts of birds’ beaks, toes, combs, and snoods (the flesh over male turkeys’ beaks).³

“Humans—who enslave, castrate, experiment on, and fillet other animals—have had an understandable penchant for pretending animals do not feel pain. A sharp distinction between humans and ‘animals’ is essential if we are to bend them to our will, make them work for us, wear them, eat them—without any disquieting tinges of guilt or regret.

“It is unseemly of us, who often behave so unfeelingly toward other animals, to contend that only humans can suffer. The behavior of other animals renders such pretensions specious. They are just too much like us.”

Dr. Carl Sagan & Dr. Ann Druyan

Shadows of Forgotten Ancestors, 1992

“Historically, man has expanded the reach of his ethical calculations, as ignorance and want have receded, first beyond family and tribe, later beyond religion, race, and nation.

“To bring other species more fully into the range of these decisions may seem unthinkable to moderate opinion now. One day, decades or centuries hence, it may seem no more than ‘civilized’ behavior requires.”

The Economist

10 “What Humans Owe to Animals,” 8/19/95



What about Fish? FAO of the United Nations classifies 85 percent of world marine fish stocks as fully exploited, overexploited, or depleted.²² In addition to countless fish, hundreds of thousands of dolphins, seals, and other mammals die in nets each year.²³

The fastest growing food-producing sector is aquaculture; one of two fish eaten is now farmed.²⁴ Welfare issues associated with fish farming include poor water quality, chronic stress, aggression, injuries, and disease.²⁵

“There is evidence from some species of fish, cephalopods and decapod crustaceans of substantial perceptual ability, pain and adrenal systems, emotional responses, long- and short-term memory, complex cognition, individual differences, deception, tool use, and social learning.”

Donald M. Broom, PhD

University of Cambridge Professor of Animal Welfare
Diseases of Aquatic Organisms, Vol. 75, No. 2, 2007



A Healthy Way to Live

Plant-based diets can be very healthful. In fact, many people initially choose to go vegan to benefit their health.

According to a position paper published by the American Dietetic Association, vegetarians tend to have lower body weights, cholesterol levels, and blood pressure, as well as lower rates of type 2 diabetes and heart disease.²⁶

But simply avoiding animal products will not ensure optimal health. Like everyone, vegans should eat a well-balanced diet. Protein, vitamins B12 and D, omega-3 fats, calcium, and iodine are important.

Fortunately, there are plenty of nutritious and convenient options for vegans today, including a wide range of high-protein meat substitutes and fortified dairy alternatives.

Please read “Staying Healthy on Plant-Based Diets” for recommendations based on the latest nutrition research—available online at VeganHealth.org and in our free *Guide to Cruelty-Free Eating* (see page 15 to order).



“[C]limate change is the most serious challenge facing the human race.

“The livestock sector is a major player, responsible for 18 percent of greenhouse gas emissions measured in CO₂ equivalent.”

FAO of the United Nations

Livestock's Long Shadow, 2006 (TinyURL.com/z5kad)

A well-balanced vegan diet is not only good for your health, but also the health of the planet! Please see WhyVegan.com for more information on animal agriculture's impacts on resources and the environment. Gardein chick'n scallopini (above) and Tofurky Italian sausage (below) are just two of the many cruelty-free (and cholesterol-free) alternatives to eating the meat of chickens, pigs, and other farmed animals.



22 FAO, *The State of World Fisheries and Aquaculture 2010* (Rome, 2010).

23 *Conserv Biol*, 2006 Feb;20(1):163–69.

24 *FAO Aquaculture Newsletter*, No. 45, August 2010.

25 *Appl Anim Behav Sci*, 2007 May;104(3):199–235.

26 *J Am Diet Assoc*, 2009 Jul;109(7):1266–82 (TinyURL.com/2m4wpj).



Gardein mock meats are very popular. Above is a Tuscan chick'n breast; below are sweet and tangy barbecue wings, chipotle-lime crispy fingers, and homestyle beefless tips.



“When I met my first vegetarian, he told me he had not eaten meat for fourteen years.

“I looked at him as if he had managed to hold his breath that entire time.

“Today I know there is nothing rigorous or strange about eating a diet that excludes meat.”

Erik Marcus

Vegan: The New Ethics of Eating, 1998



Beans are a good source of protein and relatively inexpensive. You'll find an array of heat-and-serve options at most supermarkets, and a number of recipes for bean-based dishes in our online starter guide (VeganOutreach.org/guide), including hearty soups and a chili made with “textured vegetable protein,” which also costs less than ready-made faux meats.



What to Eat?

When changing your diet, it may take time to explore new foods and develop a routine. There are lots of different products to choose from—experiment with various flavors and brands to find your favorites.

Natural food stores and co-ops are great places to shop for vegan products; but today, nearly all supermarkets carry tasty, cruelty-free fare. Vegan selections are usually offered at Chinese, Indian, Italian, Mexican, Middle Eastern, Thai, and other ethnic restaurants, as well as at many chains, such as Chevys, Little Caesars, Papa John's, Subway, Johnny Rockets, and Taco Bell—just ask!

When baking, you can substitute eggs with Ener-G Egg Replacer; or replace each egg with ¼ C applesauce or mashed banana, 2 T each cornstarch and water, or 3 T silken tofu.

Soy, rice, and nut milks can be used in place of cows' milk. Vegan butter, mayonnaise, sour cream, cheeses, yogurts, and frozen desserts are also available.



Vegan twists on most any familiar recipe can be prepared using seitan (or “wheat meat”), homemade “cheezes,” and other meat and dairy alternatives.

Our free *Guide to Cruelty-Free Eating* brochure includes substitution tips and several easy recipes—please see page 15 to order your free copy today! Links to tons more recipes, as well as favorite cookbooks and products, can be found at VeganOutreach.org/guide



Some Simple Meal Ideas

Breakfast Fruit smoothie • Cold cereal or granola with nondairy milk • Oatmeal Pancakes • Bagel with vegan cream cheese Toast with jelly • Tofu scramble with veggie sausage • Fruit-filled toaster pastry



Lunch & Dinner Veggie burger or hot dog with fries • Mock lunchmeat sandwich with chips • Peanut butter and jelly sandwich Bean burrito • Veggie pizza • Tofu lasagna Soup or chili over pasta or rice Pasta and tomato sauce Vegetable stir-fry with tempeh, tofu, or seitan Faux meat with baked or mashed potatoes and gravy



Snacks & Dessert Nondairy ice cream, yogurt, or pudding • Vegan pie, cookies, or cake • Fresh or dried fruit • Nuts or seeds Trail mix • Energy bar (such as vegan Cliff Bar) Pretzels or popcorn • Chips and salsa



Above is a Gardein beefless strips stir-fry; at left, chik'n strips by Moringstar Farms, and Tofurky pizza and Amy's rice macaroni, featuring Daiya's award-winning vegan cheese.



Tofurky deli slices are a vegan favorite, with styles ranging from hickory smoked (above) and cranberry & stuffing (left) to pepperoni and Philly steak. And for dessert, vegans can choose from a wide assortment of decadent treats!





Vegan Outreach

Being vegan isn't about being perfect or pure—it's about reducing suffering.

Instead of supporting the hidden cruelties of factory farms and slaughterhouses, each of us can choose to act with compassion by boycotting animal agriculture.

Making humane choices is the ultimate affirmation of our humanity.



“[W]hen nonvegetarians say that ‘human problems come first’ I cannot help wondering what exactly it is that they are doing for human beings that compels them to continue to support the wasteful, ruthless exploitation of farm animals.”

Peter Singer

Animal Liberation, 1990



Over the course of a lifetime, one person's food choices can affect thousands of animals. To prevent the most suffering, it's important we each take an approach we can sustain.

After reviewing this booklet, some people may decide to go vegan immediately; others may choose to eat fewer animal products and explore more vegetarian meals.

Remember: Veganism is not an end in itself. It should not be thought of as a religious doctrine prohibiting a list of evil ingredients. Rather, veganism is best viewed as a tool for reducing suffering.



Based on the Vegetarian Resource Group's 2009 poll, conducted by Harris Interactive, we estimate there are about three million vegan adults in the United States.

Order a **FREE Starter Guide!**

Our *Guide to Cruelty-Free Eating* contains lots more information to help you get started:

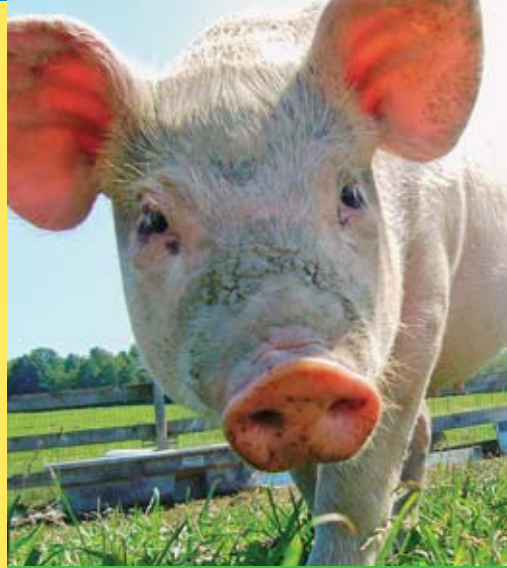
- Dietary advice important for optimal health
- Delicious, easy-to-prepare recipes
- Meal-planning ideas and cooking tips
- A vegan foods glossary
- A list of meat and dairy substitutes
- An essay on advocating for animals
- Commonly asked questions & answers
- A list of other helpful resources

Just call our automated line at 520-979-3884, text your name and address to 774-526-5785, write to us at the address on the back of this booklet, or visit VeganOutreach.org/guide to request your free copy today!

We can also provide you with literature to share with friends and family or to distribute in your community. Please contact us or visit VeganOutreach.org to order brochures, as well as books, videos, and other resources. We offer a free weekly newsletter, too!



Photos courtesy of Amy's Kitchen, Animal Acres, Animal Protection Institute, Compassionate Action for Animals, Compassion Over Killing, Daiya Foods, East Bay Animal Advocates, Eden Foods, Farm Sanctuary, Follow Your Heart, Garden Protein International, GFA Brands, Temple Grandin, Hain Celestial Group, Iowa Pork Producers Association, Sangeeta Kumar, Whitney Lauritsen, Mercy For Animals, Kari Nienstedt, Pangea Vegan Products, PETA, Turtle Island Foods, USDA, Van's Natural Foods, Viva! USA, WhiteWave Foods, and WholeSoy & Co.



"Veganism has given me a higher level of awareness and spirituality."

Dexter Scott King

son of Rev. Martin Luther King, Jr.
Vegetarian Times, 10/95





Choose Compassion!

“I think everybody has that capacity to stop and think and say, ‘If I knew you, I wouldn’t eat you.’”

“And in some ways, it really is that simple.”

Tom Regan, PhD

North Carolina State University Professor of Philosophy
from *A Cow at My Table*, 1998 documentary



“It is easy for us to criticize the prejudices of our grandfathers, from which our fathers freed themselves.

“It is more difficult to distance ourselves from our own views, so that we can dispassionately search for prejudices among the beliefs and values we hold.”

Peter Singer

Princeton University Professor of Bioethics, *Practical Ethics*, 1993



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