

# Why are more & more thoughtful people choosing to be vegetarian?

## for the animals

Like dogs and cats, the animals we eat are intelligent individuals who can feel pain, experience joy, and suffer from sadness. And like dogs and cats, they value their lives. Yet **they are treated so abusively that similar treatment of dogs or cats would be grounds for animal cruelty charges in all 50 states.**

**“As long as people will shed the blood of innocent creatures, there can be no peace, no liberty, no harmony between people. Slaughter and justice cannot dwell together.”**

—Isaac Bashevis Singer,  
Nobel Prize Winner

**F**or us to consume their meat, milk, and eggs, **animals raised for food are denied nearly every basic need.** Most never feel the grass beneath their feet or even go outdoors. **These farmed animals are confined so intensively in cages, crates, pens, and sheds, many cannot walk freely. Some can't even turn around or stretch a limb, let alone exercise or roam.** Even more, they suffer from horrible physical abuses and mutilations, such as branding, castration, and beak, toe, and tail amputations—all without painkiller.

## for good health

**A**s rates for obesity, heart disease, cancer, and other life-threatening conditions climb, many medical experts are coming to the same conclusion: A strictly vegetarian diet can help protect our health and even reverse some diseases, including the biggest killer of Americans, heart disease.

**“Vegetarians have the best diet. They have the lowest rates of coronary disease of any group in the country. [T]hey have a fraction of our heart attack rate and they have only 40 percent of our cancer rate.”**

—William Castelli, M.D., Director,  
Framingham Heart Study, the longest-running  
epidemiological study in medical history



↑ Egg-laying hens are intensively confined in row upon row of tiny cages. They never see sunlight, touch earth, or even flap their wings.



↔ While pregnant, most female pigs are kept in metal crates so small they can't even turn around.

## for the earth

**R**aising animals for food is a leading cause of pollution in this country, contaminating the soil, the air we breathe, and the water we drink. A U.S. Senate Committee on Agriculture, Nutrition, and Forestry report states that **five tons of farmed animal manure is produced annually for every woman, man, and child in the United States.**

Animal agriculture is also responsible for tremendous amounts of wasted resources. According to the Audubon Society, **roughly 70 percent of grain and 50 percent of water consumed in the United States are used by the meat industry.**

Manure lagoons, like this one at a dairy farm, can burst or leak, contaminating the water. →



## make a difference. start today.

**O**ur everyday food choices have far-reaching impacts which can't be ignored. By choosing vegetarian fare, we choose compassion over cruelty, sustainability over environmental destruction, and protection for our health.

**By becoming vegetarian, we can help make the world a better place, with every bite we take.**

## It's as Easy as 1-2-3!

**Becoming vegetarian is easier than ever!** Nearly every major grocery store features such meatless delights as tasty vegetarian deli slices, creamy soy and rice milks, zesty marinara sauces, and so much more. Stroll down the aisles, pick up some vegetarian food, and get creative in the kitchen!

### **step one • Be vegetarian three days a week for the first two weeks.**

**B**ecoming vegetarian doesn't have to be an "all-or-nothing" endeavor. For many, it's a gradual, multi-step process. An easy way to start is to opt for cruelty-free alternatives. Love a good hamburger? Sink your teeth into one of the dozens of vegetarian burgers on the market. Many taste just like meat, but without the saturated fat, cholesterol, and animal cruelty. For nearly every animal product, there's a delicious vegetarian version. **Being vegetarian doesn't mean giving up the tastes you love...it just means eating the cruelty-free versions of those tastes!**

### **step two • Now try five days a week for another two weeks.**

**A**dd two more days of compassionate eating so you're a five-times-a-week vegetarian for two weeks. Get some new-to-you vegetarian products and experiment. Substitute a few ingredients in your favorites and *voilà!* A great, animal-friendly meal. **Making simple substitutions in your favorite recipes is an easy way to get used to eating vegetarian food.**

### **step three • So, you've been a near-vegetarian for a whole month!**

**R**ound out your week with two more vegetarian days and you've made it. Pat yourself on the back! You're making positive changes for the animals, yourself, and the earth. **Congratulations!**

## Request a free Vegetarian Starter Guide!



With your **free Vegetarian Starter Guide**, you'll make the transition to vegetarian eating with ease. Practical tips, dozens of delicious recipes, a vegetarian nutrition section, the best in vegetarian cookbooks, frequently asked questions, and much more! Contact us today!

visit

**TryVeg.com**

or call toll-free

**1-866-MEAT-FREE**

## Need a jump-start in the kitchen?

**Free easy and delicious vegetarian recipes to get you going!**



COK's **Easy Vegan Recipes** has great vegetarian appetizers through desserts for breakfast, lunch, dinner, and even snacks! See it online at **VegRecipes.org** or email **info@cok.net** for your free copy.

Type and click your way to thousands of free vegetarian recipes! Our favorites? **VeggieChef.com** and **VeganCooking.com**. *Bon appétit!*

# vegetarian eating

**for the animals,  
the earth, and our health**



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we can make the world  
a better place**



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