

TRY VEGETARIAN!



- ▶ **Benefit your health**
- ▶ **Conserve resources**
- ▶ **Protect the environment**
- ▶ **Reduce animal suffering**

FREE
Starter Pack!
Details inside



TRY VEGETARIAN! Benefit Your Health

"It is the position of the American Dietetic Association and Dietitians of Canada that appropriately planned vegetarian diets are healthful, nutritionally adequate, and provide health benefits in the prevention and treatment of certain diseases...."



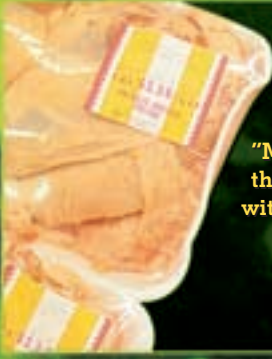
"Well-planned vegan [pure vegetarian] and other types of vegetarian diets are appropriate for all stages of the life cycle, including during pregnancy, lactation, infancy, childhood, and adolescence. Vegetarian diets offer a number of nutritional benefits, including lower levels of saturated fat, cholesterol, and animal protein as well as higher levels of carbohydrates, fiber, magnesium, potassium, folate, and antioxidants such as vitamins C and E and phytochemicals. Vegetarians have been reported to have lower body mass indices than nonvegetarians, as well as lower rates of death from ischemic heart disease; vegetarians also show lower blood cholesterol levels; lower blood pressure; and lower rates of hypertension, type 2 diabetes, and prostate and colon cancer."

Protein, vitamin B12, vitamin D, omega-3 fats, calcium, and iodine are important for ensuring optimal health. For healthy bones, a serving of calcium- and vitamin D-fortified soymilk is an excellent choice. To learn more about healthful vegetarian nutrition, contact us for our **FREE starter pack** or visit www.TryVegetarian.org/VSP

American Dietetic Association and Dietitians of Canada

"Position of the American Dietetic Association and Dietitians of Canada: Vegetarian Diets"

Journal of the American Dietetic Association 103, no. 6 (June 2003): 748-65



"Dioxins have been characterized by EPA as likely to be human carcinogens and are anticipated to increase the risk of cancer at background levels of exposure...."

"Most of us receive almost all of our dioxin exposure from the food we eat: specifically from the animal fats associated with eating beef, pork, poultry, fish, milk, dairy products."

U.S. Environmental Protection Agency

"Persistent Bioaccumulative and Toxic Chemical Program: Dioxins and Furans"
www.EPA.gov/opptintr/pbt/dioxins.htm; last updated 4/3/03; cited 5/31/03

"During 1993–1997, a total of 2,751 outbreaks of foodborne disease were reported.... *Salmonella* serotype Enteritidis accounted for the largest number of outbreaks, cases, and deaths; most of these outbreaks were attributed to eating eggs."

Centers for Disease Control and Prevention

CDC Surveillance Summaries: MMWR 49, no. SS-1 (March 17, 2000)



"Most of the antibiotics sold in America end up in animal feed—a practice that, it is now generally acknowledged, leads directly to the evolution of new antibiotic-resistant 'superbugs'...."

"*Escherichia coli* 0157 is a relatively new strain of a common intestinal bacteria ...that is common in feedlot cattle, more than half of whom carry it in their guts. Ingesting as few as 10 of these microbes can cause a fatal infection."

"Most of the microbes that reside in the gut of a cow and find their way into our food get killed off by the acids in our stomachs, since they originally adapted to live in a neutral-pH environment. But the digestive tract of the modern feedlot cow is closer in acidity to our own, and in this new, manmade environment acid-resistant strains of *E. coli* have developed that can survive our stomach acids—and go on to kill us."

New York Times Magazine "Power Steer" by Michael Pollan, 3/31/02



TRY VEGETARIAN! Conserve Resources

"The typical North American diet, with its large share of animal products, requires twice as much water to produce as the less meat-intensive diets common in many Asian and some European countries. Eating lower on the food chain could allow the same volume of water to feed two Americans instead of one, with no loss in overall nutrition."

Scientific American "Growing More Food with Less Water" by Sandra Postel, February 2001

In the *Hunger Report 1993*, Peter Uvin of the **Brown University World Hunger Program** illustrates that a vegetarian diet can feed significantly more people than a meat-centered diet:

Populations Potentially Supported by the 1992 Global Food Supply with Different Diets

Almost purely vegetarian diet	6.3 billion people
15% of calories from animal products	4.2 billion people
25% of calories from animal products	3.2 billion people

Source: FAO, 1993

World hunger is a complicated problem, which we will not necessarily alleviate in the short term by becoming vegetarian. However, eating vegetarian is a positive step toward saving resources that can be used to feed people in the future.



"The industrial system is a poor converter of fossil energy. Fossil energy is a major input of intensive livestock production systems, mainly indirectly for the production of feed."

Food and Agriculture Organization of the United Nations

Livestock & the Environment: Finding a Balance, a 1996 report coordinated in part by the FAO



"[I]f you follow the corn...back to the fields where it grows, you will find an 80-million-acre monoculture that consumes more chemical herbicide and fertilizer than any other crop. Keep going and you can trace the nitrogen runoff from that crop all the way down the Mississippi into the Gulf of Mexico, where it has created (if that is the right word) a 12,000-square-mile 'dead zone'.

"But you can go farther still, and follow the fertilizer needed to grow that corn all the way to the oil fields of the Persian Gulf.... Assuming [a steer] continues to eat 25 pounds of corn a day and reaches a weight of 1,250 pounds, he will have consumed in his lifetime roughly 284 gallons of oil. We have succeeded in industrializing the beef calf, transforming what was once a solar-powered ruminant into the very last thing we need: another fossil-fuel machine."



New York Times Magazine

"Power Steer" by Michael Pollan, 3/31/02

TRY VEGETARIAN! Protect the Planet

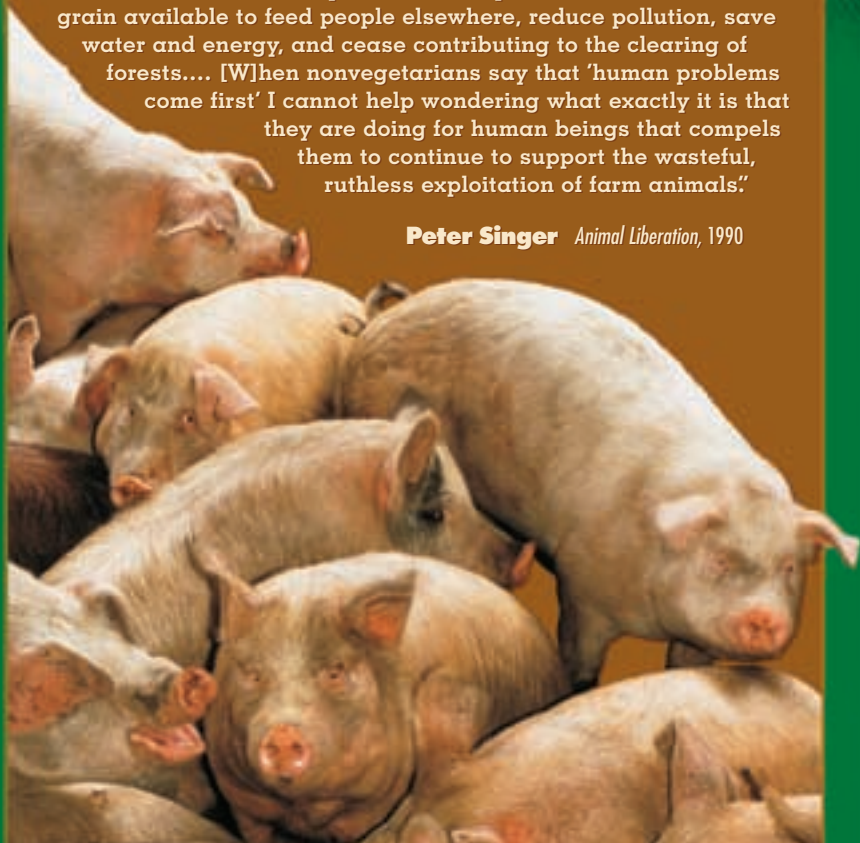
Some of the "environmental challenges" posed by industrial livestock systems, particularly through feed production and manure, are acknowledged in the **FAO's** *Livestock & the Environment* report:

- ▶ Greenhouse gas production (nitrous oxide, methane, carbon dioxide)
- ▶ Decreased biodiversity through habitat loss and ecosystem damage
- ▶ Aquifer depletion; reduction in the availability of irrigation water
- ▶ Nitrogen, phosphorus, and pesticide contamination of water
- ▶ Heavy metal contamination of soil; soil erosion
- ▶ Acid rain from ammonia emissions

Waste lagoon at a North Carolina pig farm

"[T]hose who claim to care about the well-being of human beings and the preservation of our environment should become vegetarians for that reason alone. They would thereby increase the amount of grain available to feed people elsewhere, reduce pollution, save water and energy, and cease contributing to the clearing of forests.... [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





Manure runoff from a Maryland dairy farm

In August 2002, after two and a half years investigating thousands of records from state and federal regulatory agencies, the **Sierra Club** published a report and database called *The RapSheet on Animal Factories* (www.SierraClub.com/factoryfarms/rapsheets). Although the database is a work in progress, the report has already revealed “crimes, violations or other operational malfeasance at more than 630 industrial meat factories in 44 states.” Among other findings, it documents:

“[A]pproximately 50 corporations, or their managers, racked up a total of more than 60 misdemeanor or felony indictments, charges, convictions or pleas. Criminal fines total nearly \$50 million. The criminal counts included animal cruelty, bribery, destroying records, fraud, distributing contaminated meat and pollution.

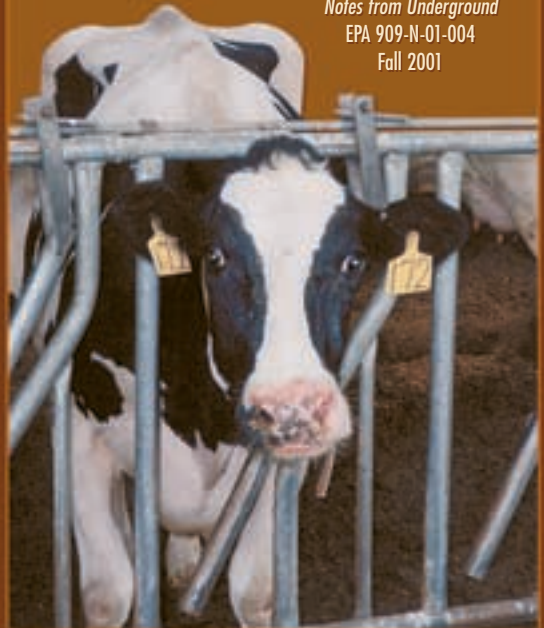
“Forty-three meat recalls by 31 companies that totaled approximately 67,000 tons (that’s almost 134 million pounds) of suspect products that were delivered to schools, military installations, restaurants and grocers. Meat was found contaminated by deadly bacteria, rodent feces, rodent hair, rot, rust, mold, wire, metal shavings—and the list continues.

“Millions of gallons of liquefied feces and urine seeped into the environment from collapsed, leaking or overflowing storage lagoons, and flowed into rivers, streams, lakes, wetlands and groundwater. Hundreds of manure spills have killed millions of fish.”

“A single dairy cow produces about 120 pounds of wet manure per day, which is equivalent to the waste produced by 20–40 people. That means California’s 1.4 million dairy cows produce as much waste as 28–56 million people.”

U.S. Environmental Protection Agency

Notes from Underground
EPA 909-N-01-004
Fall 2001



TRY VEGETARIAN! Oppose the cruelty

"To visit a modern CAFO (Confined Animal Feeding Operation) is to enter a world that, for all its technological sophistication, is still designed according to Cartesian principles: animals are machines incapable of feeling pain. Since no thinking person can possibly believe this any more, industrial animal agriculture depends on a suspension of disbelief on the part of the people who operate it and a willingness to avert your eyes on the part of everyone else.

"From everything I've read, egg and hog operations are the worst. Beef cattle in America at least still live outdoors, albeit standing ankle deep in their own waste eating a diet that makes them sick. And broiler chickens...at least don't spend their eight-week lives in cages too small to ever stretch a wing. That fate is reserved for the American laying hen, who passes her brief span piled together with a half-dozen other hens in a wire cage whose floor a single page of this [New York Times] magazine could carpet. Every natural instinct of this animal is thwarted, leading to a range of behavioral 'vices' that can include cannibalizing her cagemates and rubbing her body against the wire mesh until it is featherless and bleeding.... [T]he 10 percent or so of hens that can't bear it and simply die is built into the cost of production. And when the output of the others begins to ebb, the hens will be 'force-molted'—starved of food...for several days in order to stimulate a final bout of egg laying before their life's work is done....



Iowa feedlot



Chickens inside a broiler house



Hens in battery cages



"Piglets in confinement operations are weaned from their mothers 10 days after birth (compared with 13 weeks in nature) because they gain weight faster on their hormone- and antibiotic-fortified feed. This premature weaning leaves the pigs with a lifelong craving to suck and chew, a desire they gratify in confinement by biting the tail of the animal in front of them. A normal pig would fight off his molester, but a demoralized pig has stopped



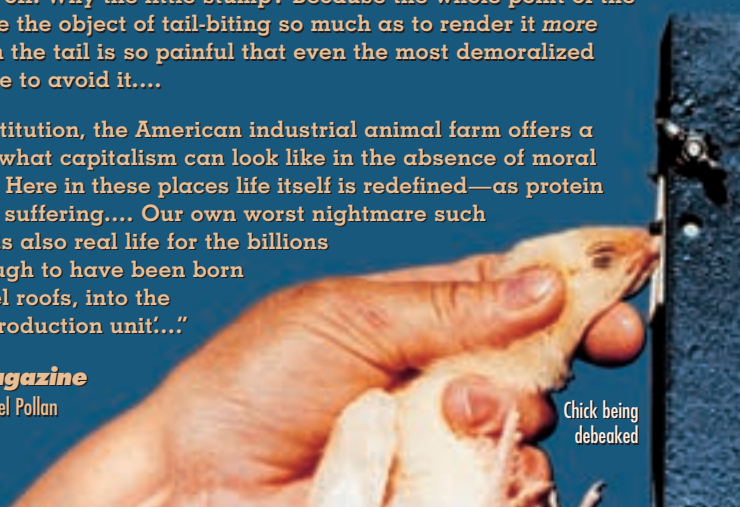
caring. 'Learned helplessness' is the psychological term, and it's not uncommon in confinement operations, where tens of thousands of hogs spend their entire lives ignorant of sunshine or earth or straw, crowded together beneath a metal roof upon metal slats suspended over a manure pit. So it's not surprising that an animal as sensitive and intelligent as a pig would get depressed, and a depressed pig will allow his tail to be chewed on to the point of infection. Sick pigs, being underperforming 'production units,' are clubbed to death on the spot. The USDA's recommended solution to the

problem is called 'tail docking'. Using a pair of pliers (and no anesthetic), most but not all of the tail is snipped off. Why the little stump? Because the whole point of the exercise is not to remove the object of tail-biting so much as to render it more sensitive. Now, a bite on the tail is so painful that even the most demoralized pig will mount a struggle to avoid it....

"More than any other institution, the American industrial animal farm offers a nightmarish glimpse of what capitalism can look like in the absence of moral or regulatory constraint. Here in these places life itself is redefined—as protein production—and with it suffering.... Our own worst nightmare such a place may well be; it is also real life for the billions of animals unlucky enough to have been born beneath these grim steel roofs, into the brief, pitiless life of a 'production unit'...."

New York Times Magazine

"An Animal's Place" by Michael Pollan
11/10/02



Chick being debeaked

TRY VEGETARIAN! Spare the Animals



Crated veal calf



Breeding sow in gestation crate



"It takes 25 minutes to turn a live steer into steak at the modern slaughterhouse where Ramon Moreno works. For 20 years, his post was 'second-legger,' a job that entails cutting hocks off carcasses as they whirl past at a rate of 309 an hour.

"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.'

"Under a 23-year-old federal law [which exempts the slaughter of birds], slaughtered cattle and hogs first must be 'stunned'—rendered insensible to pain—with a blow to the head or an electric shock. But at overtaxed plants, the law is sometimes broken, with cruel consequences for animals as well as workers. Enforcement records, interviews, videos and worker affidavits describe repeated violations of the Humane Slaughter Act at dozens of slaughterhouses, ranging from the smallest, custom butcheries to modern, automated establishments such as the sprawling IBP Inc. plant here where Moreno works.

"In plants all over the United States, this happens on a daily basis,' said Lester Friedlander, a veterinarian and formerly chief government inspector at a Pennsylvania hamburger plant. 'I've seen it happen. And I've talked to other veterinarians. They feel it's out of control.'"

The Washington Post

"Modern Meat: A Brutal Harvest"

by Joby Warrick, 4/10/01



Chicken processing plant



"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.

"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?"

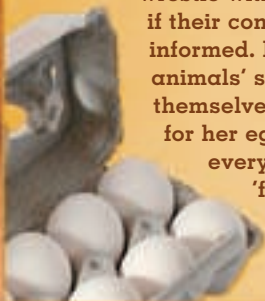
Peter Cheeke, PhD Oregon State University Professor of Animal Agriculture
Contemporary Issues in Animal Agriculture, 2004 textbook

"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....

"It is all very well to say that individuals must wrestle with their consciences—but only if their consciences are awake and informed. Industrial society, alas, hides animals' suffering. Few people would themselves keep a hen in a shoebox for her egg-laying life; but practically everyone will eat smartly packaged, 'farm fresh' eggs from battery hens...milk drinkers do not see the calves torn from their mothers."



Egg-laying hens



The Economist "What Humans Owe to Animals," 8/19/95

TRY VEGETARIAN! Explore New Foods

Trying vegetarian doesn't mean you have to opt for a tossed salad or a piece of fruit! Today, more than ever, vegetarians have a vast assortment of foods to choose from. In fact, by exploring new foods and recipes, you may just find yourself eating a more diverse diet *after* becoming vegetarian!

Tasty vegetarian meals can be prepared with the foods sold at any supermarket. No time to cook? No problem! There are a growing number of meat- and dairy-free convenience foods available.

Plus, dining out has never been easier for vegetarians: new choices are cropping up on the menus of all sorts of eateries—even major fast-food chains! Chinese, Indian, Mexican, Middle Eastern, Thai, and some other ethnic restaurants offer a broad variety of delicious vegetarian entrées.



If you do want to try your hand at cooking, you'll find countless vegetarian recipes on the Internet, as well as a huge selection of vegetarian cookbooks. Natural food stores are also great places to explore your vegetarian options.

There's a whole host of meat and dairy alternatives on the market—some quite different from their nonvegetarian counterparts, some surprisingly similar. It's best to experiment with as many products as you can, in order to find those you like the most. With the right substitute ingredients and a little experience, you'll discover that you can still enjoy your favorite meals!





Mock meats come in poultry, pork, and beef styles and a wide range of shapes and textures: burgers, franks, bacon, sausage, pepperoni, breaded cutlets, “unchicken” salad, and more!



Get a **FREE Starter Pack!**

At your request, we'll mail you our free starter pack, full of helpful information:

- ▶ Easy-to-follow recipes—including nondairy cheeses and mock meat
- ▶ A vegetarian foods glossary
- ▶ Simple meal-planning tips
- ▶ A list of resources, such as cookbooks and on-line/mail-order stores that specialize in vegetarian products
- ▶ Nutrition advice to help you optimize your health on a vegetarian diet

Contact us to receive a free copy, or visit www.TryVegetarian.org/VSP

There are lots of vegetarian milks and cheeses, along with dairy-free butter, sour cream, mayo—you name it!



And for dessert, there's nondairy ice cream, whipped cream, yogurt, and pudding, as well as vegetarian cakes, cookies, and pies! When baking, you can substitute eggs with Ener-G Egg Replacer, cornstarch (two tablespoons per egg), or bananas (one per egg).



TRY VEGETARIAN! Choose Compassion



As the many far-reaching effects of our food choices come to light, interest in eating a vegetarian diet continues to grow. Based on the results of a 2003 national survey by Harris Interactive, the *Vegetarian Journal* estimates that there are 5.7 million adult vegetarians in the United States.

There's much that we can do to benefit our health, conserve resources, protect the environment, and reduce suffering. Eating vegetarian is an enjoyable way to have a profoundly positive impact on the world every single day.

So try vegetarian for your next meal! And please contact us for a copy of our free starter pack. It contains tasty recipes, a shopping guide, questions and answers, and a detailed article on nutrition.

We can also provide you with copies of *Try Vegetarian!* to share with your friends and family or to distribute in your community.

Write or call us today for a
FREE starter pack!

Vegan Outreach
Post Office Box 38492
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info@TryVegetarian.org

412-968-0268

For more information, please see
www.TryVegetarian.org

Photos courtesy of CDC, Compassionate Action for Animals, Farm Sanctuary, Mercy For Animals, Virenda Nyberg, PETA, and USDA

"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

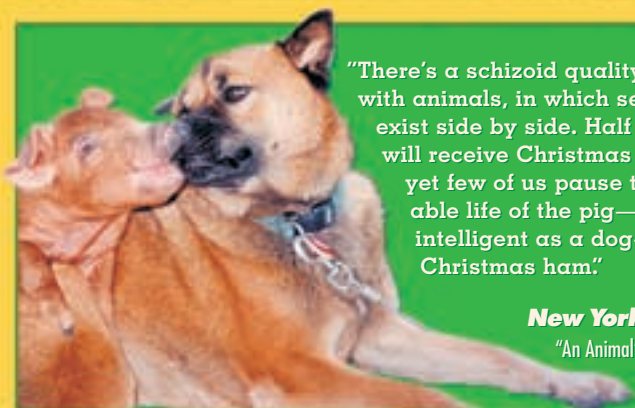


"Do we, as humans, having an ability to reason and to communicate abstract ideas verbally and in writing, and to form ethical and moral judgments using the accumulated knowledge of the ages, have the right to take the lives of other sentient organisms, particularly when we are not forced to do so by 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

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



"There's a schizoid quality to our relationship with animals, in which sentiment and brutality exist side by side. Half the dogs in America will receive Christmas presents this year, yet few of us pause to consider the miserable life of the pig—an animal easily as intelligent as a dog—that becomes the Christmas ham."

New York Times Magazine

"An Animal's Place" by Michael Pollan
11/10/02

"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
Practical Ethics, 1993



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Vegan Outreach is a nonprofit organization working to end cruelty to animals. You can help by trying vegetarian for your next meal!

www.TryVegetarian.org