

VEGAN STARTER KIT

EVERYTHING YOU NEED TO FIGHT CLIMATE CHANGE WITH DIET CHANGE



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Genesis Butler





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**PLEASE CONSIDER
MY GENERATION
AND FUTURE
GENERATIONS, AND
KNOW THAT WE ARE
WORRIED ABOUT
OUR FUTURE ON
THIS PLANET.**

Genesis Butler

WHAT IS VEGAN?

A vegan diet contains no animal products or by-products. This includes the obvious items such as meat, fish, eggs, dairy and honey, but vegans also avoid hidden animal ingredients such as gelatin, cochineal and rennet. So, what do vegans eat?! The answer to that is: the same as everyone else, they just choose plant-based versions.

For almost every animal-derived ingredient and product, there is now a vegan alternative. There are cheeses, milks, yogurts and ice creams, sausages, bacon and pepperoni. There are even steaks and burgers that look, taste and feel like meat but are made entirely from plants. All of these delicious and convenient products - and more - mean we need to make only small changes in our diet to create a huge difference in the world.

And let's not forget the 20,000 edible plants in the world that offer us an overwhelming range of vegetables, grains, fruits, spices, nuts, pulses and tubers. Being vegan is most certainly not about deprivation!



WHY VEGAN?

Millions of people around the world have chosen to eat a vegan diet, and each of them has their own reason for doing so, but wherever you go and whoever you ask, there are five powerful reasons that crop up time and again. They are:

- > TO PROTECT THE PLANET
- > TO HELP FEED THE GLOBAL POPULATION
- > TO REDUCE THE SUFFERING OF ANIMALS
- > TO SHOW BENEVOLENCE TO ALL LIVING BEINGS
- > TO IMPROVE THEIR OWN HEALTH



WHY VEGAN?

TO PROTECT THE PLANET

In recent years, we have presided over the decimation of forests, the pollution of land, waterways and earth, and the extinction of countless species. We have witnessed record-breaking storms, raging forest fires, water shortages, coral bleaching, ocean dead zones, heat waves, rising waters, melting ice caps and devastating floods.

Driving this global devastation is our consumption of animal products.¹

CLIMATE CHANGE

Animal agriculture is one of the leading contributors of climate-changing emissions.

In fact, the United Nations Food and Agriculture Organization has stated that animal agriculture is responsible for 14.5 percent of human-induced emissions - which makes animal products more damaging than every car, plane, train and ship on the planet.²

The situation is now desperate. The United Nations' Intergovernmental Panel on Climate Change (IPCC) has warned that urgent and profound changes to the way we live must be made if we are to keep global temperature rise to no more than 1.5 degrees above pre-industrial levels. Anything above this level will significantly worsen the risks of drought, floods, extreme heat and poverty for hundreds of millions of people³

The IPCC has made it clear that we have until just 2030 to slash our emissions and each of us must look to our own lifestyles - not just how we travel, how we heat and light our homes, and how many children we have, but crucially the food that we eat. To prevent catastrophic climate change, we must drastically cut back on consuming animal products - or better still, cut them out altogether.



Visit the [World Wildlife Fund's Footprint Calculator](#) to discover what your emissions really are, and how you can limit them.

WATER SHORTAGES

Most of us who have abundant fresh water at the turn of a tap rarely give a thought to worldwide water shortages, yet there are 844 million people without access to clean water, and 300,000 children die each year of diarrhea, linked to dirty water and poor sanitation.⁴ The situation is expected to worsen as the effects of climate change hit home, and - as is often the case - the world's poorest are likely to suffer the most.

Without water, nothing can live. And while the surface of our planet is predominantly water, only three percent of it is fresh, with just one-third of that readily available for human use.⁵ We must be careful how we use this precious resource. Globally, agriculture uses 70 percent of all available water,⁶ but it is animal agriculture that demands the most. This is because it takes 9,000 litres to produce one pound of beef but just 60 litres to produce one pound of potatoes.⁷ Pigs are said to be the thirstiest animals of all, with the largest farms using water that could supply an entire city.⁸ Three times more water is needed to grow food for a meat eater than for a vegan.⁹

Wealthy but water-stressed nations like Saudi Arabia and South Africa are already renting millions of hectares of farmland in other countries to take the pressure off their own supplies, but all this does is export the problem to other water-stressed regions.¹⁰

To ensure we don't waste this essential life-sustaining liquid, we must end our reliance on animal products.



POLLUTION

There are 70 billion animals farmed every year¹¹ and every one of them produces waste. There is far more animal waste than can be spread on the earth as fertiliser or washed down a drain, and it has to go somewhere.

It is usually 'stored' in massive lagoons where it emits toxic gases that have killed many farm workers,^{12, 13, 14} and it often leaks out or overflows and causes devastation to the earth and to waterways.

Once in the water table, it threatens drinking supplies, damages wetlands¹⁵ and fuels the rapid accumulation of algae which, in turn, wipes out aquatic life.¹⁶ In the U.S. alone, industrial livestock operations produce approximately 1 billion tons of phosphorus and nitrogen-rich waste each year which negatively impacts the water quality of 145,000 miles of rivers and streams, nearly 1 million acres of lakes, reservoirs and ponds, and more than 3000 square miles of bays and estuaries.¹⁷



DEFORESTATION AND SPECIES LOSS

Animal agriculture not only requires more energy and water than plant agriculture, it also requires more land.

A lot more land. In order to make way for grazing livestock and to grow the crops needed to feed them, whole swathes of forests and other ancient habitats have been razed to the ground. The people and animals who once lived there are displaced or killed.

Such wanton destruction has driven entire species to extinction. In fact, 60 percent of animal populations have been wiped out since 1970.¹⁸ This has led some scientists to declare that we are entering the world's sixth mass extinction and the first to be caused by a species.²⁰

The three causes singled out for this unprecedented massacre are:

- 1. Destruction of habitats, largely to create farmland**
- 2. Wild animals being eaten into extinction**
- 3. Overfishing²⁰**

By 2050, Africa is expected to lose 50 percent of its birds and mammals, and Asian fisheries are likely to completely collapse. The loss of plants and sea life will reduce the Earth's ability to absorb carbon, which will exacerbate the effects of climate change.²¹

In the Amazon, 3 quarters of the rainforest have been (and continue to be) cleared for both international and domestic animal agriculture companies. In the US, where 260 million acres of forests have been cleared, 1 in 5 animal and plant species are now at risk of extinction.²²

The director of the UN Convention on Biological Diversity has warned that international governments have just two years to secure a deal to halt this destruction.²³

Each of us can play our part by eating only plant-based

foods.

DYING OCEANS

More than 30 percent of the world's fisheries have already been pushed beyond their biological limits or are in need of dramatic action to restore them,²⁴ and whole aquatic populations are on the verge of collapse.²⁵

Vast nets drag trillions of fish from the oceans. In amongst the 'target' species are 'by-catch' - animals that weren't wanted but were caught by the indiscriminate nets. These include whales, dolphins, porpoises, sharks, starfish, sponges, turtles, and even diving seabirds such as the iconic albatross.²⁶ Species like Maui's dolphin and North Atlantic right whale are being pushed to the very brink of extinction.^{27, 28}

Switching to farmed fish does little to protect wild fish, as farmed fish feed is made up of their cousins who were dragged from the oceans. Often, to compound the problem, their feed also includes soy, grown on deforested land.



'A vegan diet is probably the single biggest way to reduce your impact on planet Earth, not just greenhouse gases, but global acidification, eutrophication, land use and water use.'²⁹

Joseph Poore, Researcher at the University of Oxford, 2018

WHY VEGAN?

TO HELP FEED THE GLOBAL POPULATION

The more meat we eat, the less food there is to feed other people. This is because farmed animals are not efficient converters of feed to meat. Quite simply, we get fewer calories back from meat, milk and eggs than we put in.

The United Nations Food and Agriculture Organization puts it this way: 'When livestock are raised in intensive systems, they convert carbohydrates and protein that might otherwise be eaten directly by humans and use them to produce a smaller quantity of energy and protein.'³⁰

In all, one-third of the world's cereal harvest and 90 percent of the world's soy harvest is fed to farmed animals.³¹ If these crops were made available to people instead, we could eradicate world hunger today, yet 815 million people will go to bed hungry tonight.³² Recently scientists have found that if the entire U.S. went vegan there would be enough food to feed an additional 350 million people.³³

In 2013, the International Development Select Committee in the UK urged people to cut back on meat consumption for this very reason, and called on the government to start a public education campaign to encourage Behavior change.³⁴ To date, no such campaign has been launched.

It's not just the world's poorest who are affected; it is the poorest families of developed countries like the US, Canada and the UK too. The massive increase in meat consumption in rich countries in recent decades has led to spikes in the price of grain used for animal feed, and this has contributed to the increased cost of staple foods,³⁵ making it harder for people to make ends meet.

Eating meat is not sustainable. We are taking the food out of people's mouths.





WHY VEGAN?

TO REDUCE THE SUFFERING OF ANIMALS

There is no getting away from the fact that animals are killed for meat but most people don't know the scale of it, the depth of suffering involved or that animals die in their millions for the dairy and egg industries too.



This is because male chicks hatched in the egg industry and male calves born in the dairy industry are not wanted. Male chicks cannot lay eggs; male calves cannot produce milk. So, millions of day-old chicks are gassed, while day-old calves may be shot in the yard.

Chickens probably endure the worst suffering on the largest scale, but factory farming is a truly terrible experience for any animal. Crammed together inside sheds or warehouse-style hangars, animals live and die in their own filth. For chickens, ducks and turkeys - where the number of animals inside one shed is breathtaking - individual care is impossible, and so millions suffer and die without ever seeing a vet or being treated.

Pigs are treated as breeding machines. Inside factory farms, sows are restrained inside farrowing crates so small they cannot turn around. They cannot even nuzzle their newborn, but must lie there trapped as their litters feed from them. After just three weeks, their young may be removed and sent for fattening, and their mother will soon be impregnated again.

Even female calves born to dairy cows are removed early too, to stop them from drinking the milk that was made for them but that people want. Cows can grieve for days³⁷ for the loss of their young, and call repeatedly for their calf to return.

Whatever the species, whatever the method of farming, animals suffer. Sheep raised for meat and wool face a variety of painful mutilations, including castration and tail-docking. Over 90 percent of lambs in the U.S. have their tails cut off at an early age. Frequently tails are cut too short, and these lambs often suffer painful rectal prolapse as a result. Merino sheep undergo a horrific practice called mulesing where not only the tail but also a large piece of skin covering the buttocks is sliced off.³⁷

Other forms of painful mutilation that both sheep and cows undergo include dehorning and disbudding, where the animal's sensitive horns are sliced-off without pain-killers, or cauterized before they can grow into horns.

There are a thousand similar stories of hidden suffering in animal farming, and absolutely none of it is necessary.

WHY VEGAN?

TO SHOW BENEVOLENCE TO ALL LIVING THINGS

Increasingly, the teaching that humans have dominion over the fish, birds and every living thing that moves on Earth is interpreted kindly, and people are choosing to undertake humane stewardship rather than be part of a system of ruthless exploitation.



In the beginning of the Bible, it is told that God gave every seed, fruit and green plant to eat. Yet, despite having access to an abundance of plant-based foods, the vast majority of Christians - and people of other faiths and of none - still consume meat and other animal products.

Globally, more than 70 billion land animals' lives are taken from them each year to satisfy people's appetites.³⁹ True, we may not be the ones to take their young while mothers cry out for them, prod them with electrically-charged batons, or cut their throats, but when we buy the meat we are paying for someone else to do all those things, and more.

And by sparing animals from slaughter, we are also sparing the trauma caused to those people charged with slaughtering them. Slaughterhouse work has been linked to post-traumatic stress disorder, perpetration-induced traumatic stress, as well as alcohol and drug abuse.³⁹ Those who undertake such work can suffer serious psychological impacts, which affect them and their families, and wider society too. Slaughterhouse work has been connected to an increase in crime rates and higher incidents of domestic abuse.⁴⁰

Very few people on earth rely on meat, eggs and dairy for their survival. For most of us, every nutrient we need can be obtained quite easily from plants. And this begs the question: if we can live healthily and happily by showing benevolence to all living beings, why wouldn't we?

WHY VEGAN?

TO IMPROVE HEALTH

Eating a vegan diet cuts the risk of developing heart disease, type 2 diabetes and some kinds of cancers, while vegans typically have lower cholesterol levels, lower blood pressure and are slimmer than omnivores. Given these are among the nation's biggest killers, that's a pretty compelling list of health benefits!



HEART DISEASE

Heart disease is the leading cause of death for both men and women in the U.S, with around 610,000 people dying of heart disease every year.⁴¹ Animal products contain high levels of saturated fat that can raise cholesterol and increase our risk of developing heart disease. Conversely, the majority of plants are low in saturated fat and don't contain any cholesterol, so a diet full of plant products such as whole grains, beans, fruits and vegetables can help to lower blood cholesterol and provide a heart-healthy diet. And it's never too late to start protecting your heart. A growing number of doctors are finding they can reverse heart disease in patients who undertake a plant-based lifestyle program.⁴²

TYPE 2 DIABETES

The fact that diabetes is so common now should not detract from just how serious this condition is, as it can lead to serious complications including heart disease and stroke, nerve damage, kidney disease, blindness, leg ulcers and peripheral arterial disease (PAD) that can lead to foot or limb amputation. In 2018, the American Diabetes Association (ADA) estimated the total cost to the U.S of diagnosed diabetes is around \$327 billion, including \$237 billion in direct medical costs and \$90 billion in reduced productivity.⁴³ The good news is that this potentially devastating condition can be prevented through lifestyle changes. People who eat a plant-based diet have just a small fraction of the occurrences of diabetes compared to those who regularly eat meat.⁴⁴



'Plant-based foods, particularly fruit and vegetables, nuts, pulses and seeds, have been shown to help in the treatment of many chronic diseases and are often associated with lower rates of Type 2 diabetes, less hypertension, lower cholesterol levels and reduced cancer rates.'⁴⁵

Diabetes UK

CANCER

In 2015, The World Health Organization announced it had sufficient evidence from epidemiological studies to classify processed meat as carcinogenic to humans.⁴⁶ This means they are convinced that sausages, bacon, chorizo, salami, hot dogs and any other meat that has been smoked, cured or otherwise processed, can cause cancer.⁴⁷ In this case they determined that eating processed meat causes colorectal cancer and an association with stomach cancer was also seen.

Moreover, unprocessed red meat was also classified as being ‘probably carcinogenic’ to humans. The strongest evidence for an association with eating red meat is for colorectal cancer, but there is also evidence of links with pancreatic cancer and prostate cancer.

It has long been known that plant-based foods are protective, with insufficient intake of fruit and vegetables estimated to cause around 14 percent of gastrointestinal cancer deaths worldwide.⁴⁸ Now, it seems that it is not just a lack of vegetables that increases the risk of cancer, it is the consumption of red and processed meat.



GLOBAL HEALTH

While such diseases can be devastating for those who suffer from them and for their loved ones, animal farming has the capacity to destroy human health on a global scale. Many infectious diseases people suffer from today - including whooping cough, leprosy and measles - are thought to have originated in the animals we farmed and the transfer of diseases from animals to people is far from over. Avian influenza (‘bird flu’) still infects and kills people every year.⁴⁹

The World Health Organization (WHO) states: ‘Whether currently-circulating avian, swine and other zoonotic influenza viruses will result in a future pandemic is unknown. However, the diversity of zoonotic influenza viruses that have caused human infections is alarming.’⁵⁰

And there is another animal farming practice that could have an even bigger impact on the global human population: the overuse of antibiotics.

Intensive farming stresses animals and weakens their immune systems while simultaneously exposing them to squalor. Unsurprisingly, diseases on such farms are rife. But instead of providing better conditions, the industry doses the animals with antibiotics and in overusing them, have allowed antibiotic-resistant strains of superbugs to emerge.

The United States 2005 ban on the use of fluoroquinolones in poultry has proven effective in helping limit the rise of fluoroquinolone-resistant *Campylobacter* infections in humans, which is now much higher in Europe. However, other than this action, little has been done by regulatory authorities to reduce inappropriate and unnecessary use of farm antibiotics. Moves in this direction are currently happening in Europe, but not yet in the US.⁵¹

The overuse of farm antibiotics in the US is not just due to poor regulation of antibiotic use, but to highly intensive farming systems which promote poor animal health. Governments talk about ‘tens of millions of deaths’ if something is not done.⁵²

Surely, jeopardizing millions of human lives is too big a price to pay for eating meat.



THE BEEF INDUSTRY HAS CONTRIBUTED TO MORE AMERICAN DEATHS THAN ALL THE WARS OF THIS CENTURY, ALL NATURAL DISASTERS, AND ALL AUTOMOBILE ACCIDENTS COMBINED. IF BEEF IS YOUR IDEA OF “REAL FOOD FOR REAL PEOPLE” YOU’D BETTER LIVE REAL CLOSE TO A REAL GOOD HOSPITAL.

Dr Neal Barnard

Physician

TEN COMMONLY ASKED QUESTIONS ABOUT VEGANS



1 WHAT DIFFERENCE CAN ONE PERSON MAKE?

In our lifetimes, it is estimated that each of us will eat more than 7,000 animals,⁵³ so simply choosing not to do so will spare a lot of lives. That's a lot of factory farming, long distance live transportation, antibiotic usage and slaughter that just won't happen.

Our carbon emissions will also be significantly reduced, and a lot less land and water will be needed to grow our food. While these are significant benefits, such impacts are magnified further because we are not going vegan alone. There are millions of people choosing to eat only animal-free foods and together we can limit the effects of climate change, spare billions of animals, and massively reduce the amount of land needed for food, which means natural habitats can instead provide homes for wildlife and grain can be made available for hungry people instead of being fed to farmed animals.

When we drop \$1 into a charity box, we don't think our contribution will be enough to cure cancer by itself. We know it is only when thousands of people also give their \$1 that things will really change. And it is the same when we eat a plant-based diet. We are doing our bit to make the world a kinder, safer place.

2 WHERE DO VEGANS GET THEIR PROTEIN?

For some reason, the myth persists that we need meat for protein. We don't! There is protein in a whole range of foods - actually, in almost every food - and a plant-based diet can certainly fulfill all our protein requirements.

Great plant-based sources include: beans and pulses (including lima beans, pinto beans, baked beans, edamame, lentils - green, black and orange); nuts (Brazil, cashew, pistachio, almond, walnut); green vegetables (kale, broccoli, spinach, collard greens, peas) and grains (such as rice, pasta, quinoa and bulgur wheat).

Those who eat a varied vegan diet will get more than enough protein. As an example, this typical day's meal plan delivers far more protein than is needed:

- **Breakfast:** peanut butter on toast
- **Lunch:** hummus and falafel wrap
- **Dinner:** veggie sausages with potatoes and greens

There are online trackers for those wishing to keep an eye on the amount of protein they consume, but remember this: some of the most powerful animals on the planet are vegan, and no one asks a rhino where she gets her protein!

3

DO FISH FEEL PAIN?

Pain is a difficult thing to assess in any species, even humans. We cannot always see someone else's pain, but we can hear them describe it and trust what they say is true. But it is not so simple to assess the pain in species that do not speak our language. So, scientists have come up with two ways to determine whether other species are likely to feel pain: one, do they have all the necessary physiological equipment that would allow them to feel pain? And, two, do they behave as though they do feel pain?

In the case of fish, the answer to both these questions is Yes.

Fish have pain receptors, which would be strange if they weren't able to feel pain. They also produce substances known as enkephalins that mediate pain in the same way they do in vertebrates like us.

Research has also shown that many aquatic species have an aversion to noxious substances. When harmed they rub themselves in the affected area or hide from the thing that hurts them. They behave in the exact same way as we would if we were in pain but couldn't speak.

The evidence is strong and getting stronger all the time, but even if it wasn't, shouldn't we err on the side of caution and treat aquatic species with care and compassion?

4

DOES SOY LOWER TESTOSTERONE IN MEN?

Soy has no known effect on testosterone levels in men.

Soy contains natural phytoestrogens, known as isoflavones, and these resemble estrogen chemically. Some time ago, this led researchers to conjecture that they would behave the same as estrogen but they don't, and many research projects have now concluded that this initial assumption was a mistake.

One study suggests that soy isoflavones have just 1/10,000 the potency of 'real' estrogen.⁵⁴ Another study looked at seven healthy young men who ate a lot of soy beans and found no changes in estrogen or in free testosterone at all. It did, however, find some positive benefits to their soy consumption including an improvement in spatial cognitive performance.⁵⁵

There has been so much research into soy and testosterone that one group of researchers gathered together all the available data into one big meta-analysis. They looked at 15 placebo-controlled studies and 32 reports on 36 treatment groups and concluded: 'Clinical studies show no effects of soy protein or isoflavones on reproductive hormones in men.'⁵⁶

What research has shown, though, is that soy consumption is linked to a 20-30 percent reduced risk of suffering prostate cancer.⁵⁷ Soy is good news for men.

5

WHAT WOULD HAPPEN TO ALL THE ANIMALS IF WE DIDN'T EAT THEM?

Animal agriculture - like all businesses - is about supply and demand. As people become vegan and demand for animal products drops, farmers will breed fewer animals, which means fewer animals will have to endure the legally-permitted mutilations, the filth of factory farms, the terror of long-distance transportation and the horrors of slaughter.

Some people worry that species will become extinct if we don't breed them to eat. And it is true that this could happen. But those species are not natural species; they were bred specifically for their traits, such as a high milk yield or their ability to have more offspring in a litter. Wild turkeys are not the same as farmed turkeys; wild boars are not the same as farmed pigs.

If some of these unnatural breeds become extinct that would be a good thing. Turkeys and broiler chickens, for example, are bred to put on a lot of weight as quickly as possible. As a result, their joints are painful, their hearts are weak and their bones can break beneath them. These poor creatures are not bred to be this way.

And if we are truly worried about species becoming extinct, we should remember that eating meat is actually driving countless species to extinction. As forests are razed to the ground to make way for grazing for farmed animals, the demise of species is accelerating. Research has found that we have lost 60 percent of all animal population since 1970, with animal farming being a significant driver of this.⁵⁸

6

WHAT'S WRONG WITH HONEY?

Bees work extraordinarily hard to make honey. For every one pound of honey, they must collect nectar from five million flowers, regurgitate it, dehydrate it and then store it. And they do all this because they need it to feed the hive over the winter months.

Honey contains everything bees need to be healthy, but it is often taken from them and replaced with a sugar solution. Researchers know that malnutrition in bees is associated with immune system impairment⁵⁹ and found 'hundreds of differences in gene expression' in bees who were fed these replacements.⁶⁰

Researchers state: 'Poor nutrition can make bees more susceptible to pesticides and lead to a compromised immune system making bees more vulnerable to diseases.'⁶¹ It seems that taking their honey is likely to be a contributory factor to the current collapse of bee colonies.

Bees swarm to reproduce, and this creates significant genetic diversity in the population. Some conventional beekeepers prevent this process by clipping the wings of the queen, and may kill and replace them to ensure they have a young and fertile queen. And, as one commercial beekeeper writes: 'The depth of the gene pool for many years, has been maintained by the large pool of feral bees. In recent years however, this pool has shrunk significantly from the influx of diseases and pests, not to mention loss of habitat [and] use of pesticides.'⁶² Bees need their honey to help deal with these challenges, and we need bees.

7

WHAT DO VEGANS EAT?

Twenty years ago, being vegan meant some compromise was required and it helped if you were able to cook from scratch. But there has been a food revolution in recent years and now there is a vegan version available of almost every animal-based product. This includes steak, kebab, burgers, cheeses (of all kinds), ice cream, cheesecake, yogurts, sour cream, mayonnaise and meringues.

Many of these items are available in supermarkets - you just need to know where to look for them!

When people become vegan, they don't stop being who they are! Those who liked hot dogs before, can still eat hot dogs. Those who liked croissants can still have them for breakfast. It's often just a question of picking up a different brand, although there are plenty of products that people already buy and enjoy without even recognising they are vegan.

Think about the foods you regularly put into your shopping basket: pasta, rice, peanut butter, maple syrup, jam, tinned tomatoes, beans, bread, crackers and chips, coconut milk, curry pastes, tomato puree, ketchup, coffee and fruit juice. All of these everyday items are vegan (or are likely to be). And most meals we eat can easily be made plant-based.

Chili, lasagna, enchiladas and quesadillas can all be made in the same way as their meaty versions just by switching to meatless soy crumbles or dairy-free cheese. For fajitas, there are beef-less strips. For curries, casseroles and stews, there are soy, seitan or tofu "chick-un" pieces.

These products have the taste of meat without the downsides, and they mean you don't have to abandon your favorites recipes.

Supermarkets are increasingly catering to the vegan ready-meal market, and you can find vegan mac 'n' cheese, pizzas, bolognese, Thai, Chinese and Indian curries, vegan Alfredo, chili, burritos, cakes, candy and many more vegan options in a variety of stores.

It can take a few weeks to adjust to buying new ingredients and products, but very quickly, people discover that becoming vegan is not restrictive. Many report that becoming vegan opened their eyes to a wealth of new foods and that they have never enjoyed such a varied diet!



8

CAN YOU BE A SUCCESSFUL VEGAN ATHLETE?

Ask Lewis Hamilton, Serena Williams and Kendrick Farris! Ask Scott Jurek, Venus Williams and a growing number of NFL and NBA players! These elite athletes - and many more - are vegan, and have reported significant health and performance benefits since adopting a plant-based diet.

Lewis Hamilton became vegan for the environment, for animals and for his health. With a family history of heart disease and cancer, he said: 'When... you see meat clogging up your arteries, you see all the stuff they put in the meat, stuff we are all eating, there is no way I am going to disregard that.'⁶³ Since being vegan, Lewis has won his fifth Formula 1 motor-racing world championship title.

Tennis Champion Serena Williams follows a vegan diet when she is training, and after she gave birth to her daughter, she ate vegan in order to get back into shape as quickly as possible.⁶⁴ No one could doubt the talent and drive of Serena Williams. She has won 23 Grand Slam titles.

Spanish soccer player Hector Bellerin, who plays for UK's Arsenal FC, claims that becoming vegan has made a huge difference. He says: "At the beginning I wanted to try it for a couple of weeks to detox my body... but I just felt so great after it that I've been doing it for more than six months now [and]... when it got to the beginning of the third week I felt so good. For me the most important thing is the inflammation in my body after games and the speed that my body recovers compared to before. It doesn't just make

a difference in your body but I strongly believe that what we're doing to the earth we get paid back.'⁶⁵

Ultramarathon runner Scott Jurek has excelled in the demanding world of extreme distance running, winning numerous races, setting course records proving the value of a purely vegan diet. He won the Hardrock 100 mile race 7 consecutive times, set numerous course records and has the American 24 hour distance record. He has broken the course record for the 2189 mile Appalachian Trail, and is described as the greatest ultramarathoner of modern times.

Venus Williams says going vegan 'changed everything.'⁶⁶ The tennis star was suffering from an autoimmune disease that caused fatigue and painful joints. With a vegan diet, her condition eased, allowing her to return to form. She says: 'Once I started I fell in love with the concept of fueling your body in the best way possible. Not only does it help me on the court, but I feel like I'm doing the right thing for me.'⁶⁷

Patrik Baboumian is a former vegan bodybuilder who has also been Germany's Strongest Man (105kg), European powerlifting champion and holds world strength records. He took the European Powerlifting title (open category) in 2012 and has broken world records for yoke walking, beer keg lifting and front hold. He has competed with the world's best strongmen and spread the word about his veganism by public speaking engagements and writing.

There are top-class runners, football players, rugby players, boxers, tennis players, dancers and ice dancers, and far from being a hindrance, they report that being vegan helps them train harder, perform better and recover quicker.

9 DO YOU NEED MILK FOR STRONG BONES?

We need calcium for strong bones, along with vitamin D, and we can get calcium from a wide variety of sources. Dairy does not have the monopoly on it!

Calcium can be found in many of the plant milks and yogurts that are readily available. It can also be found in beans (especially pinto beans, kidney beans and soy beans), kale, collards, watercress, broccoli, sweet potato, butternut squash, tofu and dried figs.

Getting enough calcium as a vegan is not difficult so long as you eat a varied diet. But eating calcium-rich foods is not enough. We need vitamin D - the sunshine vitamin - to help absorb it, so spending some time outdoors each day will help this. Over the winter months, however, we cannot rely on the sun and must make sure we have another source. In terms of foods, mushrooms are a great source, but many breakfast cereals, plant milks and breads are already also fortified with it, as are many vegan butters. Since getting sufficient vitamin D in winter is difficult for everyone, no matter what diet they eat, some people choose to take a supplement just to be on the safe side.

For optimal bone health, we are also advised to limit caffeine and avoid smoking, as both increase calcium loss from the body, and to do regular weight-

bearing exercise such as walking, running, dancing, playing football or lifting weights.

10 IS VEGANISM A BIT EXTREME?

Animal agriculture releases more climate-changing emissions than all the cars, planes, ships and trains on the planet. It is a key driver of deforestation; it wastes land, energy and water; and it pollutes the air, waterways and the earth. It causes appalling unnecessary suffering to billions of farmed animals while simultaneously driving countless wild species to extinction.

A plant-based diet, on the other hand, needs less land, water and energy; it is not wasteful of the earth's resources; and means that every person on the planet could be fed. It does not demand forests are razed and wild species killed or displaced. It does not create animal waste that poisons our air, earth and waterways. It does not condemn billions of farmed animals to a miserable life and terrifying death, and it is kinder to the bodies of those who eat it.

Now, which of those sounds more extreme?



For more vegan myth-busting, visit Veganuary.com/myths



EATING FOR ME IS HOW YOU PROCLAIM YOUR BELIEFS THREE TIMES A DAY. THAT IS WHY ALL RELIGIONS HAVE RULES ABOUT EATING. THREE TIMES A DAY, I REMIND MYSELF THAT I VALUE LIFE AND DO NOT WANT TO CAUSE PAIN TO OR KILL OTHER LIVING BEINGS. THAT IS WHY I EAT THE WAY I DO.

Natalie Portman

BREAKING BAD HABITS

It is often said that it takes 21 days to break a bad habit, although research has recently found this to be a little simplistic! It can, in fact, take some people as little as 18 days and others as much as 254 days⁶⁸ so, the period of Lent is a great place to start when it comes to making changes in your life. For many people, those few weeks will be more than enough to break old habits and form new ones.



WHY SO DIFFICULT?

Most of us were brought up eating meat, milk and eggs. We think about ham at Christmas, turkey at Thanksgiving, and meat sizzling on summer barbecues. Food is more than just food. It is a way of bonding with family and friends, and it is integral to shared occasions and to our memories. No wonder it can take a little adjustment to realize that the most important components of those occasions remain, even without the meat. Thanksgiving and Christmas are not about eating a factory-farmed animal. They are about being with your loved ones and enjoying a delicious meal with mashed potato and yams, plant-based biscuits and gravy, fried okra, collard greens, cranberry sauce and piles of fresh vegetables. It is about playing games, telling jokes, sharing stories and drinking dairy-free egg nog! The centerpiece can change but all the rest will remain, and the memories will be just as vivid. And it is the same for 4th of July, for barbecues, and for every other meal.

THE HARD GOODBYE

Many people who become vegan say there was one thing above all that they missed in the first few weeks. And for most people, it is either cheese or chocolate.

The great news is that - where once the vegan alternatives weren't all that great,

or they weren't readily available - now, there are excellent versions of both. So, instead of seeing this as a sad goodbye, see it as a bright hello. Try out all the versions you can find and see which ones are right for you.

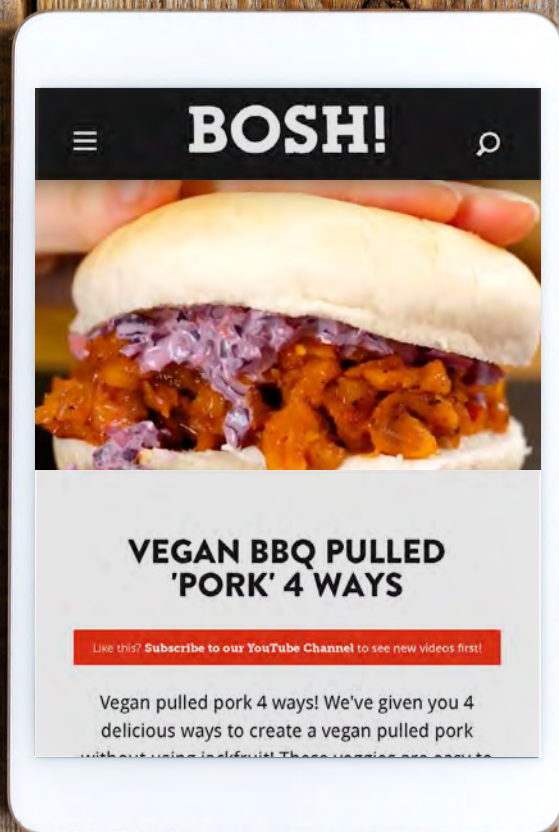
Every major supermarket carries vegan cheese, and you'll find everything from ricotta, sour cream and cream cheese, to pepper jack, mozzarella, gouda, parmesan and provolone. You will like some more than others but isn't that true of dairy cheese too? You'll find even more varieties in health food stores and more again online. Some are soy-based, others coconut or almond milk, but increasingly there are vegan artisan cheeses being made from cashew nuts and they are utterly delicious.

As for chocolate, vegans are not restricted to dark chocolate. Again, most supermarkets carry their store brand vegan chocolate bars - including 'milk' chocolate, white chocolate, peanut-butter cups, chocolate bars and cookies. And there are other brands to look out for, too, including Trader Joe's and Whole Foods' own brands, Endangered Species, Justin's, and Green & Blacks. Even classic Oreo cookies are vegan!

In health food stores, you'll find a far greater range of vegan versions of all the well-known and well-loved chocolate bars.

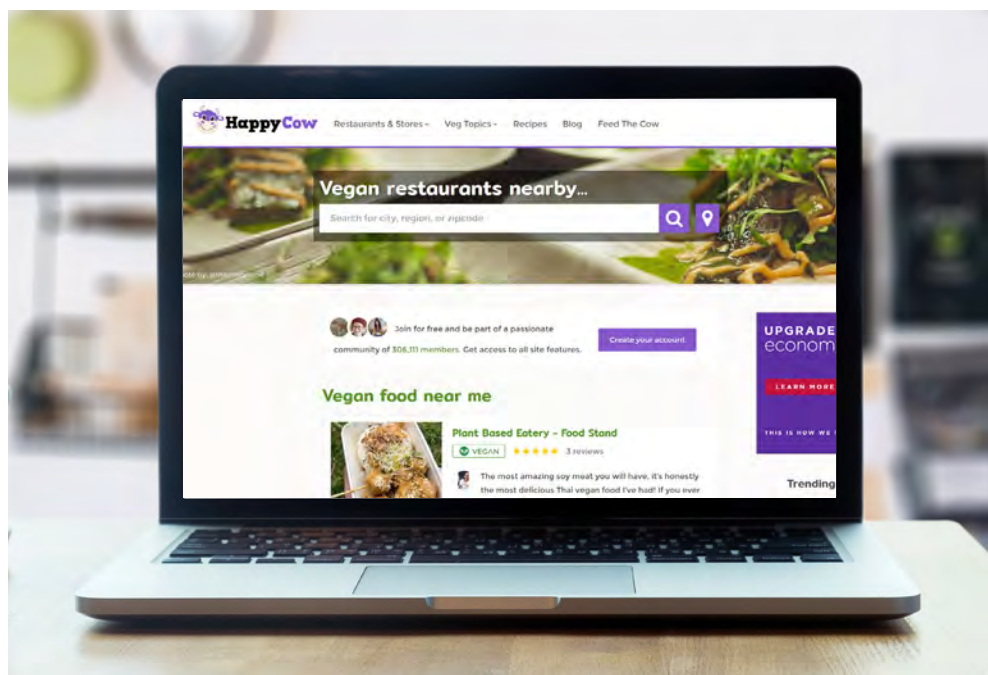
Being vegan is most certainly not about deprivation!

TEN TIPS TO GET YOU STARTED



- 1 Visit your local supermarket to check out their vegan range or order online from any supermarket. Check out specialist online stores too, like VeganEssentials.com or PurpleCarrot.com, as you'll find a whole world of delicious treats, meals and ingredients you didn't know about. Most stores label what products are vegan but if you are ordering online you can simply filter the products to include only vegan ones.
- 2 Stock up on the basics. Make sure you have plant milk and yogurts, a vegan breakfast cereal (many are vegan!) bread and a dairy-free spread. Or Jus-Rol croissants or pain au chocolat and jam. Or veggie sausages and bacon. That way you'll be sure to have a decent breakfast and your first day as a vegan will be off to a flying start!
- 3 Check out some recipe sites and bookmark those you would like to try. Some people find making a meal plan helpful, so they are not left wondering what on earth to make for dinner.
- 4 Think about the meals you normally have and see how easily they can be made vegan. Often, it is simply a matter of switching one ingredient so you can still use your favorite recipes.
- 5 If you know you have a sweet tooth, make sure you have a vegan version of your favorite treat at the ready. That way you won't be tempted to visit your late night convenience store to get a non-vegan sugar hit when you could have had some delicious and vegan treats already at home!
- 6 Be open-minded! Not all the vegan versions will taste exactly like the non-vegan versions because they are not the exact same thing. Expect little differences and you won't be disappointed. Often, where people can tell the difference, they find they prefer the vegan version anyway.
- 7 If you try one kind of plant milk and you don't like it, don't assume you'll dislike all the plant milks! There are so many to choose from - soy, almond, cashew, rice, hemp, and oat - that you'll soon find one you like. You may find you prefer almond milk in coffee and oat milk on your cereal. Be bold. Try them all, especially our favorite - Califia Farms!

- 8 Take your reading glasses to the supermarket! Not every vegan product is clearly labeled, but if it is vegetarian, and if it does not have milk or eggs listed in the allergens, and there is no honey in it, it's almost certainly vegan! Don't worry about the phrase 'may contain traces of milk / eggs'. The manufacturer must state this if there are milk or eggs in the factory where the product was made. It doesn't mean the product isn't vegan.
- 9 If you're looking for a particular product, ingredient or recipe and don't know where to start, start online. There you will find recipes for vegan meringues, cinnamon rolls, donuts and cakes, as well as the best places to buy the items and ingredients you want.
- 10 Be kind to yourself. It's rare for someone to make the change to plant-based diet without making a mistake at some time. If you slip up - either accidentally or because the lure of an old favorite was just too strong! - don't worry, and don't give up. These things happen. Just start again.



I DON'T SEE ANY DIFFERENCE BETWEEN THE WAY I SHOULD TREAT MY DOG - WHO I LOVE AND WHOSE WELLBEING I'M PREOCCUPIED WITH - AND A PIG, WHO IS JUST AS INTELLIGENT AND IMPORTANT... BUT IS KEPT IN A CONCRETE PEN WHERE SHE CAN'T TURN AROUND.

Chris Packham

Wildlife expert and television presenter

VEGAN NUTRITION

It is absolutely possible to get all the nutrients you need - including protein, calcium, iron and omega-3 - without eating animal products. But, as with any diet, it is possible to eat well and equally possible to eat poorly. The rise in delicious and convenient vegan food products means it's possible to eat ten kinds of ice cream for breakfast, a cheese platter for lunch and cookies and cakes for your dinner. No one would argue that such a diet is good for you, despite it being vegan. But if you eat a wide range of foods - grains, proteins, fats, fruit and vegetables - you can't go wrong.



'It's the position of the Academy of Nutrition and Dietetics that appropriately planned vegetarian, including vegan, diets are healthful, nutritionally adequate and may provide health benefits for the prevention and treatment of certain diseases. Vegetarians and vegans are at reduced risk of certain health conditions, including ischemic heart disease, type 2 diabetes, hypertension, certain types of cancer, and obesity.'⁶⁹

The Academy of Nutrition and Dietetics

A NOTE ON PROTEIN

Protein is needed for healthy enzymes, hormones and antibodies, and to build and repair muscles, and it is the nutrient that people worry about most. Yet it's very hard to be protein-deficient as a vegan as almost every food contains some protein. Guidelines for how much we need vary depending on gender, age, activity levels and even where you live, since different countries' governments give different recommended intakes. But, for example, a 30-year old active woman requires 47 grams a day, while a man of similar age requires 56 grams. This typical daily menu easily reaches those targets:

- **Peanut butter on toast**
(2 pieces / 4 pieces) 15g / 30g
- **Three-bean salad wrap**
(2 wraps / 4 wraps) 18g / 36g
- **Lasagna with tofu ricotta and red lentils** (per 1 cup/2 cup serving) 20g / 40g

Add in snacks, plant-milk in your coffee, a milkshake in the afternoon or extra veggies and you can see how a typical day's food can easily exceed your protein requirements.

A NOTE ON CALCIUM

Just as meat does not have the monopoly on protein, milk does not have the monopoly on calcium! Beans and greens tend to be calcium-rich, so eat plenty, including black beans, pinto beans, kidney beans and soy beans, kale, collards, spinach, okra and broccoli. You'll also find calcium in sweet potato, butternut squash and tofu, and if you snack on dried figs and almonds, you'll be getting a calcium hit again. Plant milks, including milkshakes, and yogurts are often fortified with it, too.

Make sure you get a good dose of vitamin D to help you absorb all that lovely calcium. Be out in the sunshine as much as possible - it is not called the sunshine vitamin for nothing - and in the winter months, look out for dairy free buttery spreads, breakfast cereals and breads that are fortified with it. In winter, most people struggle to get enough of this vitamin, irrespective of their diet, so you may consider taking a supplement, just to be on the safe side.

A NOTE ON IRON

Although iron-deficiency anemia is not uncommon, particularly in women who menstruate, those who eat a plant-based diet do not appear to be any more at risk of iron deficiency than those who eat meat, and there is no reason why any vegan should struggle to get enough iron so long as their diet is healthy and balanced.

Start with a breakfast of oats, or a breakfast cereal that is already fortified with it. Sprinkle some seeds and dried fruit on top, and you may just have reached your daily intake before you leave the house. Other foods to help boost your iron intake are: edamame beans, lentils, chickpeas and beans, tofu, tempeh, quinoa, blackstrap molasses, spinach, kale, Brazil nuts, sesame seeds and dark chocolate.

To help you absorb all that iron, include foods rich in vitamin C and avoid drinking coffee with your meal.

A NOTE ON VITAMIN B12

This is the one vitamin that can be trickier to obtain as a vegan. It is present in animal products but it isn't made by the animals themselves but by the bacteria inside them. We can get B12 by eating yeast extracts, nutritional yeast flakes, breakfast cereals and plant-based milks that are fortified with it. Many vegans will also take a supplement of this important vitamin to be sure they are getting enough of it.

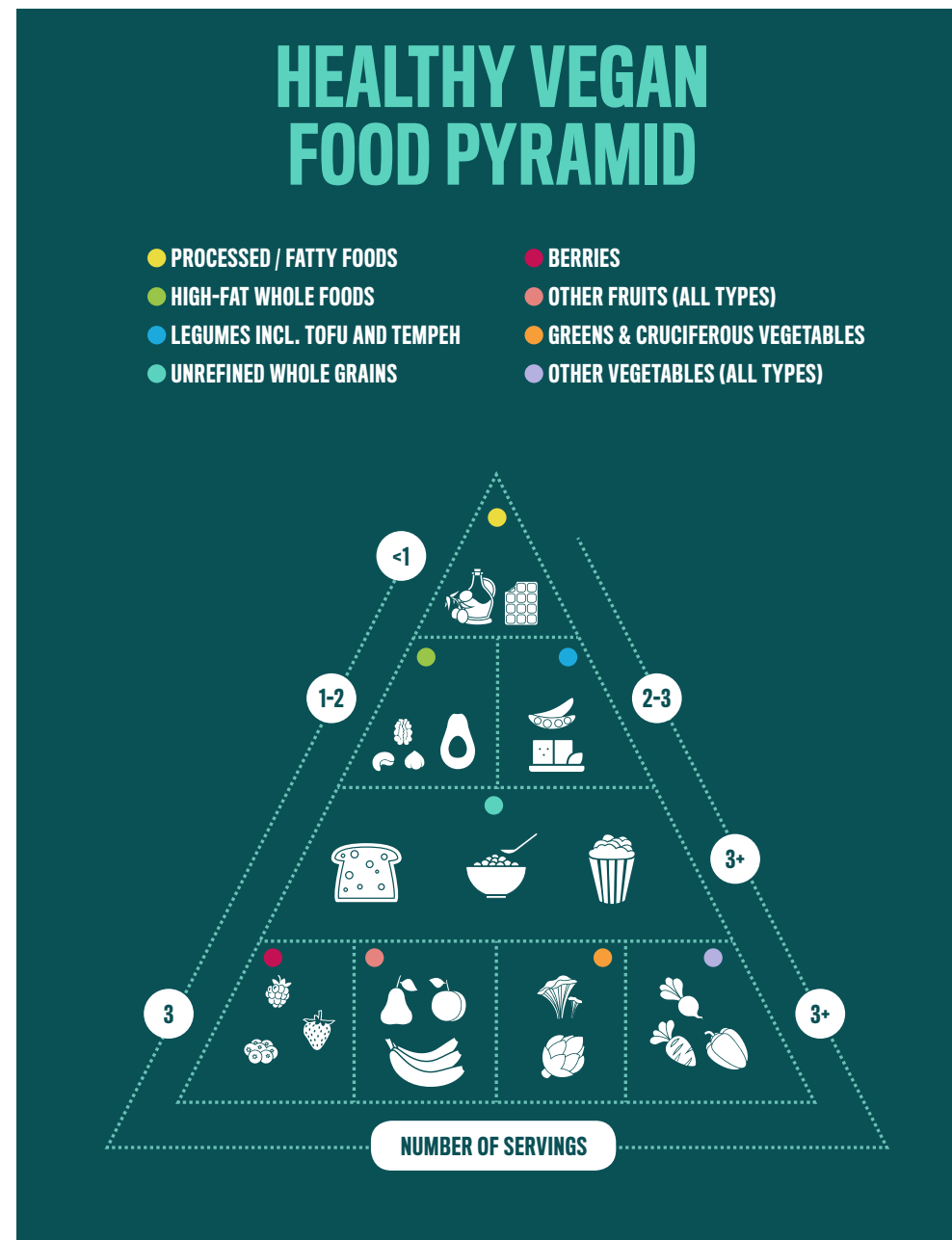
A NOTE ON OMEGA-3

Our bodies are able to make almost all the fats we need for the proper functioning of our tissues, but there are two we must get from our food, and for this reason these are known as Essential Fatty Acids - omega-3 and omega-6.

Omega-6 can be found plentifully in leafy vegetables, seeds, nuts, grains and most vegetable oils. It is very easy to get sufficient omega-6 on a balanced vegan diet but this fat competes with omega-3 for use in the body, and so we need to make sure we are getting sufficient omega-3 every day. The best sources are: leafy vegetables (Brussel sprouts, kale, spinach), walnuts, rapeseed oil, ground flaxseed and flaxseed oil, soybeans and tofu.

A NOTE ON IODINE

Iodine is tricky because having either too much or too little can cause thyroid problems, so all of us - vegan and non-vegan - need to get it right. There are small amounts in nuts, bread, fruit, vegetables⁷⁰ and beans⁷¹ but the best plant sources are seaweed and iodized salt, though the amounts in seaweed can vary quite widely. Brown seaweeds can contain too much iodine so eating them just once a week will be sufficient.⁷² Those who dislike seaweed and need to reduce salt intake can supplement. This should be in the form of potassium iodide or potassium iodate, and you should aim for 150mcg a day or 200mcg if pregnant or breastfeeding.



MEAL IDEAS

Two tips that often help people transition to a plant-based diet are:

1. Plan your meals ahead.
2. Keep it simple.

Wherever possible, make only small changes to the meals you normally eat to make them plant-based.

Here are some ideas to start you off. If you don't know where to find these products or how to make them, don't worry. We have provided links to some of the recipes, and on pages 23-25, we show you the best brands to buy and where to get them!



BREAKFAST

VEGAN PANCAKES -

with your choice of berries, fresh fruit and maple syrup

VEGAN WAFFLES -

with bananas, coconut cream and walnuts

VEGAN SCRAMBLED EGG OR SCRAMBLED TOFU -

with mushrooms, diced peppers, hash browns, grilled tomato and wholegrain toast

ONE-SKILLET VEGGIE HASH

OATMEAL, MUESLI OR CEREAL -

made with plant-based milk (check the ingredients to avoid hidden animal derived ingredients like milk or honey)

AVOCADO-TOAST -

with lime juice and chili flakes

GRILLED PORTOBELLO-MUSHROOM SANDWICH

TOASTED BAGEL -

(check the ingredients for hidden ingredients like egg-white) with vegan butter, hummus, or vegan cream cheese

A WHOLESOME BREAKFAST SHAKE -

try blending 1 cup coconut milk, 1 scoop cacao powder or vegan protein powder, ½ cup blueberries, 1 cup spinach, 1 banana and 1 tablespoon of almond or peanut butter, ice

LUNCH

BEAN BURRITO OR MEXICAN SOFRITAS BOWL -

check out the great options at Chipotle!

BUTTERNUT SQUASH, PESTO, CHICKPEA AND KALE WRAP

POTATO SALAD -

made with vegan mayo, dijon mustard, red onion and chives

BAKED SWEET POTATO -

with avocado, hummus, vegan cream cheese, chili or beans, or make a delicious vegan tuna salad

VEGGIE RAMEN AND POT-STICKERS

VEGGIE STIR-FRY -

with rice or noodles - try one with broccoli, bells peppers, mushrooms, fresh ginger and chili flakes.

VEGGIE SUSHI -

homemade or store bought. Whole foods has a great selection!

A QUICK MICROWAVE MEAL -

like Daiya mac n'cheese or Amy's vegan enchiladas

GRILLED "CHEESE" SANDWICH AND A DELICIOUS SOUP -

(try Chao slices on your sandwich)

DINNER

HOMEMADE PIZZA -

made with your favorite brand of vegan mozzarella (we recommend Miyoko's or Follow Your Heart), veggie sausage, fresh tomatoes, basil, and mushrooms

LASAGNA OR CHILI -

made with beans, lentils, soy crumbles, or a combination

VEGGIE BURGER WITH A GREEN SALAD AND SWEET POTATO FRIES -

we recommend the Beyond or Field Roast brands

THAI, MALAYSIAN, OR INDIAN CURRY -
made with coconut milk and loaded with your favorite veggies

GENERAL TSO'S CHINESE TOFU OR VEGGIE-CHICKEN PIECES -
with broccoli and steamed rice

VEGAN MEATLOAF -
with mashed potatoes, collard greens and gravy

DAIRY-FREE MAC N'CHEESE -
with garlic sauteed kale and zucchini

SWEET POTATO AND BLACK BEAN ENCHILADAS

SNACKS AND DIPS

CHIPS -
and salsa, guac, hummus or black bean dip

DAIRY-FREE CHEESE AND CRACKERS -
try the artisan nut cheeses by Treeline!

A SALTED PRETZEL -
Annie's are vegan if you ask for them without butter

HOMEMADE POPCORN

CHOCOLATE -
there are many vegan dark, 'milk' and white chocolates available

FRESH FRUIT AND NUTS



DAIRY FREE YOGURT -
try the Greek-style yogurts by Kite Hill

OREOS, SOUR-PATCH KIDS -
and many other types of candy happen to be vegan by default

GREEK FALAFEL AND DOLMAS

DESSERTS

CHEESECAKE -
you can buy or bake these at home. Daiya has a great version!

SCONES WITH JAM -
vegan scones are very easy to make

ICE CREAM -
many popular brands, like Ben & Jerry's, have a wide range of vegan ice creams. Or you can make your own by blending frozen bananas with a dash of almond milk

APPLE OR CHERRY PIE -
bought or homemade

MERINGUE -
it is easy to make vegan meringues out of aquafaba (chickpea water!). Try this delicious recipe

GOOEY CHOC-CHIP BROWNIES

CLASSIC PUMPKIN PIE

ITALIAN-STYLE TIRAMISU



ONCE I FULLY UNDERSTOOD WHERE MEAT CAME FROM ... I FOUND THAT CONCEPT QUITE HARD TO LIVE WITH. IF YOU DON'T NEED MEAT TO SURVIVE, I DON'T SEE WHY YOU HAVE TO HAVE IT.

Ellie Goulding

Singer

WHERE TO BUY VEGAN PRODUCTS

DAIRY REPLACEMENTS: CHEESE, MILK, YOGURTS, BUTTER, ICE CREAM AND CREAM

CHEESE:

Chao, Treeline, Miyoko's, Daiya, Kite Hill and **Follow Your Heart** are vegan cheese brands commonly found in supermarkets, and Whole Foods usually stocks all of them. Like regular cheese, you can buy vegan cheese in a block, sliced, shredded, in spreadable form or finely grated. In most supermarkets, including a number of health stores, you can find versions of gouda, pepper-jack, Italian style, American style, ricotta, truffle flavor, scallion flavor, roasted tomato flavor, parmesan and mozzarella cheeses.

You can even find Kite Hill's fresh almond-ricotta ravioli and tortellini in many stores as well.

You'll find even more vegan cheeses in health food stores and online, or you can make your own.

MILK:

every major supermarket stocks a wide variety of plant milks, and you'll find them in the fridges next to the regular milk, and also in the non-refrigerated/long-life milk section. You'll find sweetened, unsweetened and flavored milks (such as strawberry, vanilla and chocolate) and you'll find kinds made from soy, oat, rice, almond, cashew, hemp and coconut. Look out for store brands, as well as **Almond Breeze, Simple Truth, Silk, Califia Farms, Ripple,**

Milkadamia and **So Delicious.**

Some have dairy-free creamers too, which are perfect for your morning coffee.

YOGURT:

every major supermarket stocks a range of dairy-free yogurts. **So Delicious** and **Kite Hill** are the most commonly sold brands and come in a range of flavors, and in both individual and larger containers (try cherry, blueberry, vanilla, mango and mixed fruit flavors). Keep a lookout for other brands as new brands are emerging all the time.

You'll find even more options and flavors in health food stores and online.

BUTTER:

many well-known brands are either vegan already or they have a vegan variety. Look out for the **Earth Balance** range, which are all dairy-free and some of which are organic as well.



ICE CREAM:

every major supermarket stocks a range of ice creams and sorbets which don't include dairy. **Arctic Zero, Archer Farms, So Delicious, Talenti, Halo Top,** and **Nada Moo** are just some of ice cream brands with a wide range of vegan options. Also look out for **Ben and Jerry's** vegan range (including chunky monkey, chocolate fudge brownie, peanut butter and cookie flavors) and the **Haagen Dazs** vegan range (including chocolate salted fudge truffle, mocha chocolate cookie, peanut butter chocolate fudge, and coconut caramel flavors).

CREAM:

in most major supermarkets you'll find vegan creamer, sour cream, clotted cream and coconut cream, all of which can be used in baking and in desserts.

EGG REPLACEMENTS

There are simple ways to replace eggs in baking. You can make a flax "egg" (using 3 parts flax meal to one part water), buy **Bob's Red Mill** egg replacer, or use mashed banana or apple sauce. You can also use **Follow Your Heart** Vegan Egg or **JUST Egg** for scrambled eggs and omelettes.

MEAT REPLACEMENTS

SAUSAGES:

look out for **Field Roast** (apple and sage, Italian or maple flavored); **Beyond Sausage** (Brat, Hot or Sweet Italian style), **LightLife** (hot dogs) and **Morning Star** (breakfast style) sausages.

BURGERS:

Beyond Meat, Sweet Earth, Field Roast, LightLife, Morning Star, Gardein, Boca, Amy's, and **Quorn** are just some of the many brands that offer vegan-friendly burgers made from soy, veggies or a combination of both.

BACON:

LightLife, Morningstar, Sweet Earth and **Tofurky** all offer tasty vegan bacon strips. You will also find great options made from seitan or tempeh.

VEGAN MEAT SLICES:

Tofurky, LightLife and **Field Roast** have so many different flavors of Deli-slices, you'll be able to try a different one on every single day of the week.

OTHER VEGAN MEATS:

all major supermarkets stock frozen beef-less grounds, chicken tenders and chicken-style pieces in the freezer section, and some in the refrigerated section too. **Gardein, Boca, Morningstar** and **Beyond Meat** are some of the most common brands, as well as **LightLife** and **Sweet Earth**. You can also find other delicious meat alternatives, like BBQ jackfruit (a great alternative to pulled pork), seitan, tempeh and even vegan jerky in many supermarkets, and if you visit Whole Foods you can check out their store brand vegan chicken at the deli - it's incredible!

Fish: **Gardein** has some great fish alternatives, such as battered fish fillets and breaded "crab" cakes, and you can usually find these in the freezer. **Finless Foods** recently developed a tomato-based "tuna", which you can find in the Whole Foods sushi section. **Sophie's Vegan Toona** (found in a can) is also great for sandwiches.



For those who love the taste, look and feel of meat but don't wish to support its darker side, there are now plant-based replacements that are virtual replicas of meat. They have the same feel and flavor, and even bleed like meat. One such product is the **Beyond Burger**, which is available at **Whole Foods Market** and elsewhere. Another brand to look out for - particularly in restaurants - is the **Impossible Burger**. Whole Foods' own brand of vegan popcorn chicken (available from the deli) is so much like the real thing, you'll want to check the label!



QUICK MEALS

INSTANT VEGAN MEALS:

Amy's has a great selection of microwave-meals, such as pot-pies, pad-thai, baked ziti, chili, breakfast burritos and enchiladas. **Daiya** and **Annie's** also have some quick-and-easy pasta dishes, like creamy pasta shells and mac n cheese. **Engine-2-Diet** and **Dr. Dougall** have some tasty soups and instant-noodle meals, and new options are emerging all the time.



PIZZAS:

There are numerous pizza places now offering vegan cheese, or you can just order your Papa John's or Domino's veggie pizza without the cheese. At the store, you'll find a range of vegan frozen pizza brands, with **Tofurky**, **Daiya** and **Amy's** being just a few.

BURRITOS, WRAPS & FOOD-TO-GO

EATING ON THE GO:

Chipotle has a great selection of vegan offerings, including stir-fried veggies or "sofritas" (Mexican-style tofu) burritos and bowls. **Taco Bell** also offers a vegan bean burrito for less than \$5. At **Subway**, you can pile on the veggies to make your own vegan sub, and almost any Greek or Mediterranean place will serve falafel and hummus wraps. There are a growing number of fast-food joints serving delicious vegan options, such as **Einstein Bros. Bagels** (who recently added "vegan schmear" to their menu) and **Starbucks** (who offer vegan bagels and avocado spread in many branches). You also have the option of stopping at **Whole Foods** or **Ruby Tuesday** and filling up a to-go lunch box at their salad bar.



A NOTE ON VEGETABLES

Don't forget them! It's easy to pick up the same old peas, broccoli and cauliflower that we always do, but next time you're at the supermarket or your local market, why not try out some of the many varieties of vegetables that are available. Among our favorites are kale, butternut squash, collard greens, okra, pinto beans, artichokes, leeks, sweet peas, tenderstem broccoli, baby spinach, pak choi, bok choy, rainbow chard, red cabbage, beets, fennel, yams, purple sprouting broccoli and bell peppers. All delicious, all full of nutrients.



CHIPS:

Pringles (original), **Lays** (Classic, BBQ, Deli-Style & Dill Pickle), and most well-known chip brands rarely contain any animal products and so tend to be vegan by default. Just be sure to check the label, and to avoid anything cheese flavored, unless they're the yummy vegan **Hippeas** brand (we love the white cheddar flavor).

MAYONNAISE:

All major retailers stock egg-free mayonnaise, usually alongside regular mayonnaise or in the fridge alongside their vegan products. Look out for the **Follow Your Heart**, **Hellman's**, **JUST**, and **Sir Kensington's** brands.

SWEET TREATS

CAKES AND PASTRIES:

Trader Joe's and **Aldi** both offer tasty bake-at-home vegan cinnamon rolls. If you love donuts, then **Sugar Shack** has got you covered. **Whole Foods** will often have a wide range of both frozen and freshly baked vegan desserts, such as **Daiya**-brand cheesecakes in various flavors and homemade carrot cake,



choc-chip muffins, jam-filled donuts, cookies and multi-flavored cupcakes. **Harris Teeter's** store brand of apple and cherry pies just happen to be vegan as well.

CHOCOLATE & SNACK BARS:

Most supermarkets stock a wide number of vegan chocolate and snack bars, although you'll probably find a wider selection in health stores and Whole Foods than anywhere else. Look out for the **Cliff Bar**, **Larabars**, **Justin's peanut butter cup**, **Hu**, **Endangered Species**, **Green & Black's**, **Lily's** and **Vega Protein** brands among others.

COOKIES:

Lots of cookies are already vegan, including classic **Oreos**, so just check the label. We love **Emmy's** raw cacao and coconut cookies, which can be found in Whole Foods and T.J.Maxx.



EATING OUT AS A VEGAN



Eating out as a vegan gets easier all the time. Now, most restaurants have vegan or “veganizable” options. This includes Chipotle, Taco Bell, Panera Bread, Pizza Hut, Papa John’s (ask for a Mediterranean veggie pizza without cheese), Ruby Tuesdays, Olive Garden, The Cheesecake Factory, Moe’s, P.F. Chang’s and Yard House. This means wherever you go, you are never far from a vegan meal. Visit PETA’s eating out guide for the latest chain restaurant vegan offerings: <https://www.peta.org/living/food/chain-restaurants>

You are also likely to find Indian, Italian, Thai, Chinese, Lebanese and Mexican restaurants in every town you visit, and these can be great places to find vegan meals. You may still need to check whether Indian restaurants use ghee (clarified butter) and whether Thai restaurants have fish in their sauces. Also watch out for egg noodles in Chinese restaurants (instead ask for rice noodles) and egg pasta in Italian restaurants. If you speak to the serving staff or to the chef, and ask whether there is egg, dairy or fish in any of the vegetarian options, you can’t go wrong.



OUR TOP TIP: HAPPY COW

To find vegan meals near you - whether that is in an exclusively vegan restaurant or an omnivorous one - check the Happy Cow website or app. Type in your location, and it will tell you where to go!

Independent restaurants and cafes are likely to have vegan options already on the menu or they will be happy to create something for you. It is best to call ahead to check rather than to rely on the chef being prepared on the night but if you don’t, it is usually possible to easily adapt a dish already on the menu and it is rare to find a chef who won’t cater for you. Often, they relish the opportunity to flex their creative muscles.

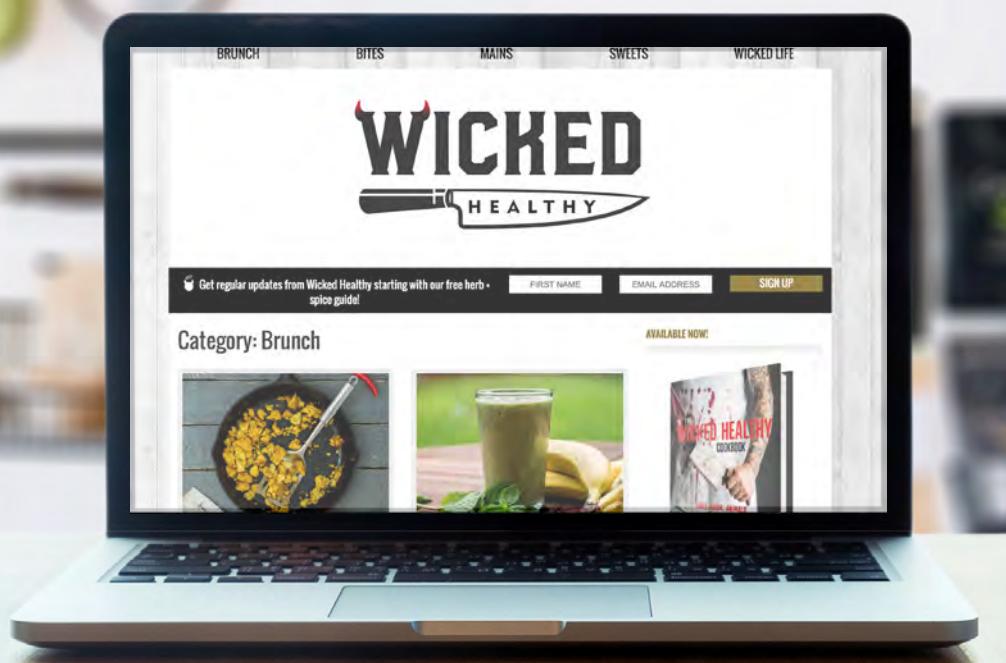


THE UNSTOPPABLE RISE OF VEGANISM

Search data from Google Trends shows an impressive worldwide increase in the interest in veganism since 2004. In the U.S alone, there has been a 600 percent increase in people identifying as vegans in the last three years. According to a report by research firm GlobalData, only 1 percent of U.S. consumers claimed to be vegan in 2014. And by 2018, that number rose to 6 percent.

This figure is set to keep rising as the connection between what we eat and the health of our planet becomes clearer and as an increasing number of professional athletes from the world of football, soccer, tennis, weightlifting, bodybuilding and ultramarathon running prove that a plant-based diet can fuel excellence.

VEGAN INSPIRATION



TEN OF OUR FAVORITE RECIPE SITES

SO VEGAN -

delicious, fuss-free foods, often with just a handful of ingredients

BOSH TV -

delicious, fun foods, the classics with a twist

VEGANUARY -

over 600 vegan recipes from all over the world

THUG KITCHEN -

crowd pleasing recipes

DELICIOUSLY ELLA -

beautiful, veg-filled classics

OH SHE GLOWS -

healthy, tasty meals and snacks

WICKED HEALTHY -

chef-crafted recipes

VEGAN RICHA -

meals, snacks, one-pot dinners and baked goods

THE VEG SPACE -

easy, comfort food

MINIMALIST BAKER -

simple, colorful, beautiful foods

TEN OF OUR FAVORITE COOKBOOKS

THUG KITCHEN -

Matt Holloway, Michelle Davis

KEEP IT VEGAN -

Aine Carlin

DELICIOUSLY ELLA EVERY DAY -

Ella Mills

THE NAUGHTIEST VEGAN

CAKES IN TOWN -

Ms. Cupcake

FEED ME VEGAN -

Lucy Watson

VEGAN IN 15 -

Kate Ford

HAPPY FOOD -

Bettina Campolucci-Bordi

MINIMALIST BAKER'S EVERYDAY

COOKING -

Dana Shultz

CHLOE'S KITCHEN / CHLOE: FLAVOR -

Chef Chloe Coscarelli

VEGAN RICHA'S INDIAN KITCHEN -

Richa Hingle



TEN LIFE-CHANGING BOOKS TO READ

EATING ANIMALS -

Jonathan Safran Foer

WHY WE LOVE DOGS, EAT PIGS, AND

WEAR COWS -

Melanie Joy

HOW NOT TO DIE -

Michael Greger, MD

THE CHINA STUDY -

T. Colin Campbell, PhD

HOW TO GO VEGAN -

Veganuary

THE ETHICS OF WHAT WE EAT -

Peter Singer

THE ULTIMATE BETRAYAL: IS THERE A

HAPPY MEAT? -

Hope Bohanec

FARMAGEDDON: THE TRUE COST OF

CHEAP MEAT -

Philip Lymbery

FERAL: REWILDING THE LAND, THE SEA,

AND HUMAN LIFE -

George Monbiot

DOMINION OF LOVE: ANIMAL RIGHTS

ACCORDING TO THE BIBLE -

Norm Phelps

TEN INSPIRATIONAL ACCOUNTS TO FOLLOW

EARTHLING ED -

a man who has devoted his life to animal rights to atone for the animals already killed on his behalf

JO-ANNE MCARTHUR'S WE ANIMALS -

award-winning photographer documenting human use of non-human animals

DOMINICK THOMPSON -

American vegan activist and athlete

JOEY CARBSTRONG -

Australian animal rights activist and influencer

CAPTAIN PAUL WATSON -

environmental activist and founder of Sea Shepherd

JAMES ASPEY -

prominent activist and animal rights spokesperson

MOBY -

prominent musician, environmentalist and vegan

AL GORE -

former Vice President of the United States and climate change campaigner

PLANT BASED NEWS -

a vegan news platform providing the latest inspiring and entertaining content

LIVEKINDLY -

a news platform providing informative and thought-provoking vegan content

TEN LIFE-CHANGING FILMS TO SEE

DOMINION (2018) -

exposing the dark underbelly of animal agriculture through drones, hidden and handheld cameras

FORKS OVER KNIVES (2011) -

researchers explore the possibility that people changing their diets from animal-based to plant-based can help eliminate or control diseases like cancer and diabetes

COWSPIRACY (2014) -

follow the shocking, yet humorous, journey of an aspiring environmentalist, as he seeks to find the real solution to the most pressing environmental issues

EARTHLINGS (2005) -

still the most powerful indictment of how humans treat our fellow animals

LAND OF HOPE & GLORY (2017) -

a sobering insight into the UK's standard animal farming practices, filmed at more than 100 facilities

VEGUCATED (2010) -

follows three New Yorkers as they adopt a vegan diet for six weeks

THE GAME CHANGERS (2019) -

directed by James Cameron, this eye-opening film exposes the truth behind the world's most dangerous myth: that meat is necessary for strength, elite athleticism and optimal health

BEFORE THE FLOOD (2016) -

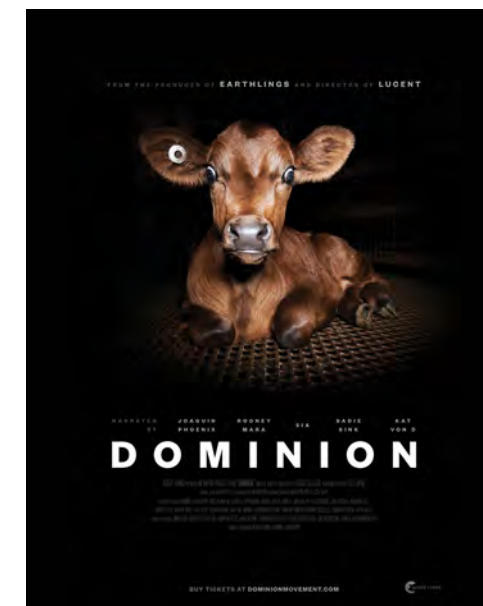
Leonardo DiCaprio meets with scientists, activists and world leaders to discuss the dangers of climate change and possible solutions

PLANTPURE NATION (2015) -

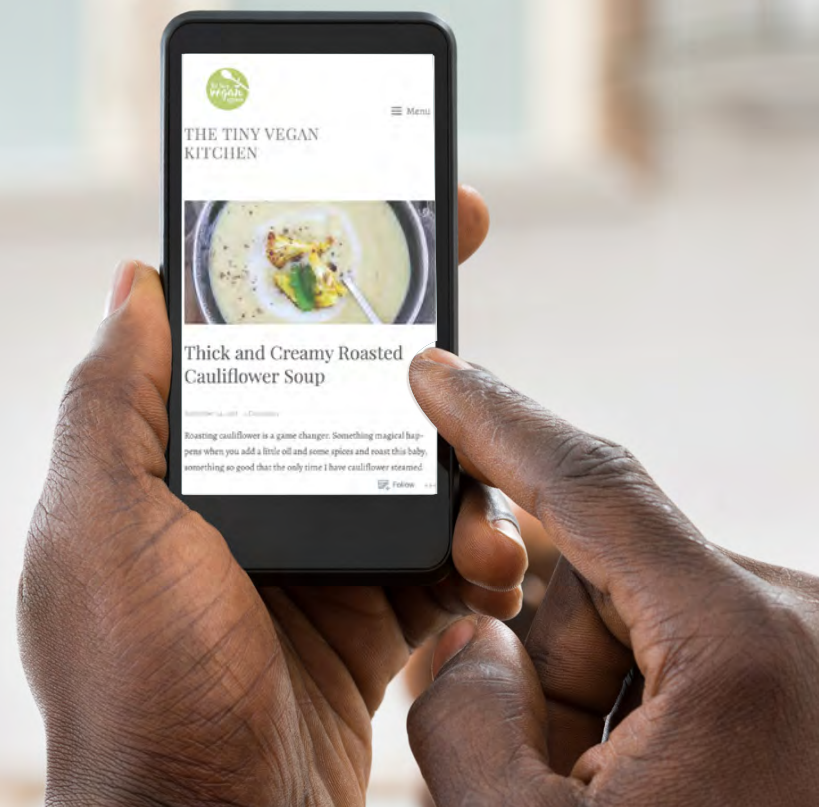
Neal Barnard MD, T. Colin Campbell, PhD and Nelson Campbell are on a quest to spread the message of one of the most important health breakthroughs of all time

WHAT THE HEALTH (2017) -

filmmaker Kip Andersen uncovers the secret to preventing and even reversing chronic diseases



TEN TIPS ON NAVIGATING A NON-VEGAN WORLD



- 1 Find vegan friends. If you don't know any in real life, you'll find plenty of lovely people and groups on social networking sites like Facebook. Join vegan meetup groups via the MeetUp app or website, and find out when Veg-Fest events are happening in your area via the [Vegan Festivals Directory](#). Vegan festivals and fairs take place all over the world, so no matter where you live you're likely to find one not too far away.
- 2 Download some helpful apps, including [Forks over Knives](#) to help start you on your vegan journey, [Happy Cow](#) to help you find places to eat and [Dr Greger's Daily Dozen](#) to help you get all the nutrients you need.
- 3 Break the news to your friends and family before you sit down to dinner with them! When eating at non-vegan friends' houses, you might share some recipes beforehand, offer to take your own entrée or even make dessert for everyone. It's a good idea to find out what the host is cooking so you can make something similar and not stand out too much. Make it look and smell delicious, and wait for everyone to salivate over the vegan option!
- 4 Read up. Friends and family will have a lot of questions about why you are vegan and what you eat, and some may take a little pleasure in testing your knowledge! You are likely to find that suddenly everyone you know is a nutritionist. You don't have to be an expert, but it is useful to have a few facts at your fingertips to counter their concerns.
- 5 Have a sense of humor. Most of us choose to become vegan for very serious reasons, and so it's not always easy to get the 'funny' jokes that are levelled at vegans. Try not to take it personally. Once your friends see the amazing food you eat, see how well you look, and that you haven't actually keeled over, they'll quit the quips and you may just win them round.
- 6 What to do with your leather shoes, coats and bags? And your woolen sweaters and silk scarf? Some new vegans decide not to throw away these items but to use them until they wear out and then not buy animal products again. Others give them to a charity store and treat themselves to cruelty-free versions straightaway. Whatever feels right is right for you.

- 7 If you are traveling overseas, do some research first. You'll be well catered for in most cities worldwide so check HappyCow.net, or VanillaBean.com to plan where you'll eat. There are many vegetarian and vegan hotels and B&Bs if you'd like to be well-fed at every meal. If you are planning to visit a more remote region, be prepared to take your own snacks, and you might be wise to consider self-catering. Download the Vegan Passport app, which will help you communicate your dietary requirements in 78 languages or buy a paper copy from the Vegan Society.
- 8 It's OK to take it slow. Some people can flick a switch and become vegan overnight. For others, it takes a little time to adjust and to make it stick. If you're struggling or overwhelmed by the change, just switch out one product at a time. Find a plant milk you like and when you're used to it, try the yogurts. Don't think of cutting things out, think of trying new things and adding them in. Treat finding new sausages, burgers, ice-cream and cakes as an adventure. You'll soon find that all the great vegan options you've discovered have crowded out the old non-vegan versions.
- 9 Be kind to yourself. You're not perfect. None of us are. You may slip up. We're all doing our best, and we'll keep striving to be better. Remind yourself of the impact your food choices have, and try again.
- 10 Try and stay vegan for the entirety of Lent. After all, it's only a few weeks. But in that time, you will learn so much about the impact our food choices have on the planet, on animals, on the world's poorest and on your own health. You may or may not stay vegan after that time - that is your choice - but if you are vegan for the period of Lent, you will almost certainly discover a different relationship with food, the earth and our non-human kin, and you almost certainly will not want to go back to all your old eating habits.



Many of the images in this guide have been supplied by our friends André Nogueira and Rita Parente from their vegan cookbook: [Vegan Para Todos](#). And also Derek and Chad Sarno from [Wicked Healthy](#). Check them out!



IT WAS JUST THE RIGHT PATH FOR ME. I FELT LIKE AS SOON AS I WENT VEGAN, I WAS MORE MYSELF, LIKE I WAS JUST LIVING ACCORDING TO WHAT I BELIEVED, WHICH IS SUCH A FREEING THING ONCE YOU FINALLY COMMIT TO IT.

Evanna Lynch

Actress

WHAT NEXT?

Of course, we'd love you to stay vegan. After all, it's the single biggest thing you can do to help protect the planet.⁷³ But there is more you can do! If any of the issues you have learned about in this guide have touched your heart, you may feel empowered to join a campaign. This can be anything from letter writing to giving school talks to joining peaceful demonstrations. Some people set up their own blogs or recipe sites. You could host a monthly vegan dinner party for charity or take baked goods into work along with recipe cards so your colleagues can be introduced to vegan cooking. You might volunteer at your local animal rescue center or give a home to some former battery hens. Perhaps you'll recommend books and films that have inspired or moved you to friends and family.



There are so many ways to help the planet and all who live here, and how you choose to do that is entirely up to you.



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