



HOW TO GO VEGAN

Your One-Stop
Reference Guide



Why Should I Go Vegan?

If there were one thing that you could do to save animals, protect the environment, advance workers' rights, and slash your risk of suffering from many of our nation's most lethal health problems, would you do it? Going vegan does all that—and more. It may also help you save money on your grocery bill and expand your culinary horizons as you “veganize” your favorite dishes or explore new cuisines.

Eating vegan may be a new idea to you, but it's a traditional way of life for millions of people around the world. Humans of many cultures have lived meat-free for millennia, and Buddhists are credited with having invented tofu, soy milk, and mock meats thousands of years ago. Many ancient Greek philosophers, including Pythagoras and Plutarch, left animals off their plates, as did the original Renaissance man, Leonardo da Vinci, and his modern-day counterpart, Albert Einstein.

Ready to give it a try?
Read this guide first:
It's packed with delicious
recipes, nutrition information,
shopping tips, and other advice
to help you embrace and enjoy a
vegan way of eating.



Easy Ways

to Make the Transition



'Veganize' Your Favorite Dishes

Any recipe can be made vegan! Beef burritos easily become bean burritos, a tuna salad sandwich becomes a chickpea salad sandwich, a BLT becomes a TLT (tempeh bacon, lettuce, and tomato), etc. Swap vegetable broth for beef or chicken stock, margarine for butter, and soy or almond milk for cow's milk.

Explore Foods From Around the World

Try hummus, falafel, and other meat-free Middle Eastern treats; Asian staples such as Thai curry, tofu pad Thai, and veggie sushi; and Indian foods, including vegetable samosas, pakoras, and chana masala.



What Do Vegans EAT?



MILKS & CREAMERS

Try tasty dairy-free milks made from almonds, cashews, soybeans, coconut, and even oats. You can splash them on your cereal or add them to your coffee. They're available in the dairy or natural foods section of most stores.

Vegans Eat What You Eat

(minus the meat, eggs, and dairy). Consider all the vegan foods that you're probably already eating: lentils, tortillas, oatmeal, bread, cereal, peanut butter, rice, noodles, beans, quinoa, nuts, tofu, fruits, veggies—even dark chocolate—and the list goes on and on. These vegan versions of products that traditionally contain animal-derived ingredients can be found at most grocery stores:



CHEESE & YOGURT

Think you can't give up cheese and other dairy "products"? You won't miss them now that brands like Follow Your Heart, Kite Hill, Violife, and Earth Balance offer vegan versions of yogurt, sliced and shredded cheese, cream cheese, and butter. Daiya "cheese" is a popular choice for pizza and grilled cheese sandwiches.



BEEF & PORK

Brands like Gardein, Beyond Meat, Boca, Field Roast, and Lightlife all offer "meaty" animal-free burgers, hot dogs, sausage, bacon, and more. Many stores now have their own brand of vegan meat products, too.



CHICKEN & TURKEY

Look for Gardein "chicken" and for Tofurky vegan deli slices and holiday roasts to replace chicken and turkey meat in your sandwiches and dinner entrées.



FISH

Get your fill of vegan seafood with Gardein's Fishless Filets and Crabless Cakes, or look for vegan fish sticks, shrimp, and more from Sophie's Kitchen.



CONVENIENCE FOOD

Look to Amy's Kitchen, Daiya, and Tofurky for frozen burritos, bowls, pizzas, and pockets when you need something quick and easy to fill up on. Gardein Skillet Meals are great for lunch or dinner when you're short on time.



DESSERTS & SNACKS

Check the frozen-food aisle for dairy-free ice cream from Ben & Jerry's, Häagen-Dazs, and Halo Top. And lots of store-bought cake frosting, cookies, and candy happen to be vegan already—just check the labels for animal-derived ingredients.



SAUCES & SPREADS

There are many vegan sandwich spreads, dressings, and sauces to give your favorite recipes a flavorful cruelty-free spin.

KITCHEN ESSENTIALS

Stock up on vegan broth base, Earth Balance Buttery Spread, egg replacer, and other vegan staples so you can easily “veganize” soups, entrées, and baked goods. Many types of canned soup, such as lentil, split pea, and tomato, are vegan.



Visit
[PETA.org/Living](https://peta.org/Living)
for more product
recommendations
and simple swaps
to “veganize” your
kitchen.

What to Make

Breakfast

Monday

- Bagel with Vegan Cream Cheese (try Kite Hill brand)
- Pineapple, Mango, and Apple Fruit Salad

Tuesday



- Smoothie with Raspberries, Banana, Spinach, and Orange Juice
- Oatmeal with Dried Fruit and Nuts
- Toast

Wednesday

- Nondairy Yogurt (try Forager Project brand) with Fresh Blueberries
- Whole Grain Toast with Peanut Butter

Thursday

- Cereal with Soy or Almond Milk and Fresh Mixed Berries

Friday

- Sweet Earth Harmless Ham & Chickpea Patty Breakfast Sandwich



Saturday

- Blueberry Pancakes
- Vegan Sausage (try Field Roast's Smoked Apple Sage Sausage)

Sunday

- Tofu Scramble with Mushrooms and Spinach
- Cantaloupe Wedge

Now that you know what to buy, here are some ideas for dishes to create. Find more meal ideas and recipes at [PETA.org/Recipes](https://peta.org/Recipes). Recipes for the dishes that are underlined are featured on the following pages.

Lunch

- Pita Bread Stuffed with Falafel, Hummus, Cucumber, Tomatoes, and Spinach
- Burrito with Canned Refried Beans, Vegan Cheese (try Daiya Cheddar Style Shreds), Lettuce, Tomatoes, and Guacamole
- Tempeh (try Lightlife's Organic Fakin' Bacon Tempeh Strips), Lettuce, and Tomato Sandwich
- Vegan Meatball Sub (try Trader Joe's Meatless Meatballs) with Vegan Mozzarella and Marinara Sauce



Dinner

- Spaghetti with Vegan Meatballs (try Gardein's Meatless Meatballs)
- Vegan Caesar Salad
- Field Greens Salad with Candied Walnuts, Diced Pears, and Dijon-Balsamic Vinaigrette
- Bread with Vegan Cheese (try Miyoko's)
- Stir-Fry with Tofu, Peppers, and Broccoli
- Brown Rice
- Fish-Free Tacos with Vegan Sour Cream
- Homemade Vegan Pizza Topped with Violife Just Like Mozzarella Shreds
- Arugula and Asparagus Salad
- Mac and "Cheese" (try Daiya Deluxe Cheddar Style Cheezy Mac)
- Tomato Soup
- Sautéed Spinach with Garlic and Fresh Lemon Juice
- Beefless Stew
- Garlic Bread
- Easy Key Lime "Cheesecake"

- Veggie Burger (try The Beyond Burger) with All the Fixin's
- Baked Sweet Potato Fries

- Vegan Chicken Parmesan Sub

- Seitan Philly Cheesesteak (try Upton's Naturals Traditional Seitan with Vegan Cheese) on a Hoagie Roll

A Kinder Take on Familiar Favorites

Whether you're a seasoned cook or just learning the joys of cooking, these recipes showcase the flavor and nutrition that can be packed into a vegan meal.

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>> Vegan Chicken Parmesan Subs

½ cup flour

Vegan egg replacer, equivalent to 4 eggs

1 ½ cups panko breadcrumbs

2 Tbsp. vegan Parmesan cheese

½ tsp. garlic powder

2 vegan chicken cutlets (try Gardein Chick'n Scallopini)

Vegetable oil, for frying

2 sandwich rolls, toasted

½ cup marinara sauce

Vegan shredded mozzarella cheese, to taste

Chopped parsley, for garnish, optional



- Fill a small mixing bowl with the flour, another with the vegan egg replacer, and a third with the breadcrumbs, vegan Parmesan, and garlic powder.
- Coat each vegan chicken cutlet with the flour and shake off any excess. Dip into the vegan egg replacer and then into the breadcrumb mixture and set aside.
- Heat ¼ inch of oil in a deep skillet. Fry the breaded cutlets until golden brown, about 5 to 7 minutes, flipping halfway through. Transfer to a paper towel-lined plate to drain.
- Place each cutlet on a sandwich roll. Top with the marinara sauce and sprinkle with vegan mozzarella. Broil for about 5 minutes, or until the “cheese” is melted. Garnish with chopped parsley, if desired.

Makes 2 servings

>> Tofu Scramble with Mushrooms and Spinach

2 Tbsp. olive oil
1 cup sliced white mushrooms
1 lb. extra-firm tofu
1 cup packed baby spinach
½ Tbsp. soy sauce
1 clove garlic, minced
½ Tbsp. onion powder
½ tsp. turmeric

Salt and pepper, to taste
Juice of ½ lemon
¼ cup nutritional yeast

- Warm the oil in a large skillet over medium-high heat. Add the mushrooms and crumble in the tofu by hand. Cook, stirring occasionally, for 10 minutes.
- Reduce the heat, add the remaining ingredients, and cook several more minutes until heated through.

Makes 3 to 4 servings



>> Beefless Stew

1 lb. vegan beef (try Gardein Home Style Beefless Tips)
3 Tbsp. vegetable oil
½ cup pearl onions
2 cloves garlic, minced
2 celery stalks, thinly sliced
2 medium carrots, diced
½ tsp. dried thyme
½ tsp. dried rosemary
3 Tbsp. flour
3 cups vegan beef broth (try Better Than Bouillon Vegetarian No Beef Base)
1 cup dry red wine
2 medium potatoes, diced
Salt and pepper, to taste

- In a large saucepan over medium-high heat, brown the vegan beef in the oil then remove and set aside.
- Add the pearl onions, garlic, and celery to the saucepan and cook for 3 minutes. Add the carrots, thyme, and rosemary and cook for 3 more minutes.
- Sprinkle in the flour then slowly stir in the broth and wine.
- Add the potatoes, bring to a simmer, cover, and cook for 30 minutes.
- Add the vegan beef back in and season with salt and pepper.

Makes 4 servings



© Gardin



>> Fish-Free Tacos

1 pkg. Gardein Fishless Filets
 1 tsp. oil or lime juice
 6 medium-size corn tortillas
 ½ cup guacamole or 1 avocado, sliced
 Optional: diced onion, chopped cilantro,
 jalapeño slices, and lime juice

- Cook the Fishless Filets according to package directions.
- Warm the oil in a pan over medium heat. Place a tortilla in the pan and cook, turning once, until softened.
- Remove from the pan and spread with 1 tablespoonful of the guacamole.
- Cut each cooked Fishless Filet into 3 strips and place them on the tortilla. If desired, top with diced onion, chopped cilantro, and jalapeño slices and drizzle with lime juice.
- Repeat with the remaining tortillas.
- Serve with salsa, vegan sour cream, or vegan tartar sauce.

Makes 6 tacos



>> Easy Key Lime 'Cheesecake'

Egg replacer equivalent to 3 eggs
 1½ cups vegan graham crackers
 ⅓ cup vegan butter, softened
 16-oz. vegan cream cheese
 ⅔ cup packed brown sugar
 ½ cup vegan sour cream
 2 Tbsp. white sugar
 1 Tbsp. Key lime juice
 Optional: lime slices and zest

- Preheat the oven to 325°F.
- Prepare the egg replacer according to the package directions then set aside.
- Add the graham crackers and softened vegan butter to a food processor and pulse until combined. Press into the bottom of a 9-inch pie pan, preferably a springform pan, to form the crust.
- Using an electric mixer, beat together the vegan cream cheese and brown sugar until soft. Set the mixer to a low speed and add the vegan sour cream and ⅓ of the egg replacer.
- With the mixer still running, add half of the remaining egg replacer, followed by the white sugar. Once incorporated, add the remaining egg replacer and the Key lime juice.
- Pour the filling over the crust.
- Bake for 45 minutes then remove from the oven and allow to cool. Refrigerate for at least 2 hours before serving. If desired, garnish with lime slices and zest.

Makes 6 to 8 servings

Hungry for More?

Visit **PETA.org/Recipes**
for more free recipes
and meal ideas.



Need a Vegan Mentor?

PETA's Vegan Mentor Program helps ease the transition by providing one-on-one support from a vegan expert who can answer questions and guide you with tips on shopping, cooking, eating out, nutrition information, and more.

Visit **PETA.org/VeganMentor**
or text* **GURU** to **73822** to
request a mentor now.

* U.S. only. Message and data rates may apply. Periodic messaging. Text STOP to unsubscribe or HELP for info. Visit PETA.org/texting for full texting terms and conditions.





Tips for Vegan Dining

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From fast-food chains to fine-dining establishments, many restaurants are recognizing that patrons are increasingly looking for vegan meals. Always ask about vegan options—you'll often be pleasantly surprised by the choices they can offer.

The Habit Burger Grill, Carl's Jr., Johnny Rockets, TGI Fridays, Denny's, White Castle, and Which Wich Superior Sandwiches offer delicious veggie burgers.

Get your vegan pizza fix at Blaze Pizza, MOD Pizza, Mellow Mushroom, Pizza Fusion, Pieology, Pizza Lucé, Amici's East Coast Pizzeria, Extreme Pizza, zpizza, and more than 40 other chains that offer vegan cheese!

Noodles & Company offers tofu in any of its flavorful dishes, as does bd's Mongolian Grill and The Flame Broiler.

Dunkin' offers a tasty breakfast sandwich featuring a vegan sausage patty—just tell them to hold the egg and cheese.

Veggie or tofu burritos at Moe's Southwest Grill, Taco Bell, Qdoba, and Chipotle and Beyond Meat "beef" crumbles at Del Taco will spice up your day. Tropical Smoothie Cafe offers vegan chicken as an option in all its wraps and salads, and Yard House has a large vegan menu that includes "chicken" wings and other animal-free dishes.

Ben & Jerry's, Baskin-Robbins, Häagen-Dazs, Breyers, Halo Top, and TCBY all have vegan ice cream flavors. And almost every coffee shop now offers soy, almond, or coconut milk.

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Find more restaurants with vegan options at PETA.org/HappyCow.

Vegan Kids

FIT FOR LIFE!

According to the Academy of Nutrition and Dietetics, "Appropriately planned vegan ... diets satisfy nutrient needs of infants, children, and adolescents and promote normal growth."

Healthy vegan foods are ideal if you're pregnant or planning to become pregnant. After all, most of the foods that you're told to avoid during pregnancy and while you're nursing—including mercury-laden fish and shellfish and undercooked meat and eggs—are animal-derived.

Cow's Milk Is for Calves, Not Kids

Breast milk is meant for human babies. The American Academy of Pediatrics advises against giving cow's milk to children under a year old. Dr. Walter Willett, former chair of the Department of Nutrition at the Harvard T.H. Chan School of Public Health, and the late Dr. Benjamin Spock have gone even further. "Humans have no nutritional requirement for animal milk, an evolutionarily recent addition to the diet," says Dr. Willett.

In *Dr. Spock's Baby and Child Care*, Dr. Spock writes, "Children who grow up getting nutrition from plant foods rather than meats have a tremendous health advantage. They are less likely to develop weight problems, diabetes, high blood pressure, and some forms of cancer."

Kid-Friendly Vegan Eats

Kid-friendly vegan foods include spaghetti with tomato sauce, fruit smoothies, vegan pizza, bean burritos, vegan chicken nuggets, veggie dogs, peanut butter and jelly sandwiches, and roasted or puréed vegetables. For more tips, visit PETAKids.com/Parents.





Plant POWER



The World Health Organization actually says that processed meat causes cancer, and according to the Academy of Nutrition and Dietetics, vegans have lower rates of obesity, diabetes, heart disease, and cancer than meat-eaters do. Plant-derived foods, which are all 100% cholesterol-free, generally low in saturated fats, and high in fiber, complex carbohydrates, and essential nutrients, have the power to prevent—and even reverse—many chronic health problems.

Unclog Your Arteries

The average vegan has a cholesterol level of 133—which is 77 points lower than the average meat-eater's—and a landmark study found no heart attacks in people with cholesterol levels below 150.

Fight Cancer With Plants

Plant-derived foods contain antioxidants and other phytochemicals, which fight inflammation and knock out carcinogens. Research shows that vegans are about 40% less likely to develop cancer than meat-eaters are.



Prevent and Even Reverse Diabetes

The National Institutes of Health and the Centers for Disease Control and Prevention advise people to eat more vegetables, beans, and whole grains and less meat in order to ward off type 2 diabetes.

Protein Powerhouses

Most Americans already consume twice the recommended amount of protein. Tofu, tempeh, edamame, miso, soy milk, peas, beans, lentils, whole-grain bread, oatmeal, quinoa, mushrooms, nuts, and seeds are all loaded with protein.

Building Strong Bones and Pumping Iron

Calcium is plentiful in broccoli, collard greens, and calcium-fortified soy, almond, and rice milks. Vitamin D can be found in fortified vegan foods and supplements, and your skin produces vitamin D when you expose it to sunlight. Iron is abundant in foods like black beans, oatmeal, spinach, sunflower seeds, chickpeas, nutritional yeast, tempeh, and quinoa, and it's absorbed better when eaten with foods rich in vitamin C.

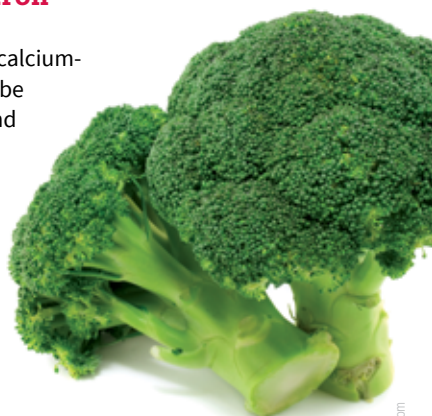
B Wise

Vitamin B₁₂, which comes from bacteria, can be found in fortified nutritional yeast, cereals, and nondairy milks, but taking a B₁₂ supplement is recommended for everyone.

Fish-Free Omega-3s

You can get omega-3 fatty acids without the toxins that are found in fish by eating walnuts, broccoli, spinach, soybeans, canola oil, chia seeds, and ground flaxseeds and by taking microalgae supplements.

Watch the documentary *What the Health* to learn more about the benefits of eating vegan.



Eating Animals Harms the Environment

According to the United Nations, going vegan is one of the most effective ways to curb greenhouse gases, reduce pollution, stop deforestation, and conserve resources.

► Shrink Your Carbon Footprint

A Loma Linda University study shows that vegans have the smallest carbon footprint, generating 41% fewer greenhouse-gas emissions than meat-eaters and 13% fewer than vegetarians.

► Stop Toxic Waste

Animal agriculture generates billions of gallons of waste—consisting of feces, urine, blood, and rotting body parts—which is collected in giant toxic lagoons that can be the size of several football fields.

► Reduce Deforestation

Animal agriculture is a leading cause of deforestation. In Brazil, the world's largest beef exporter, the area of Amazon rainforest that was cut and burned to create grazing land for cows grew by approximately 25 million acres—an area the size of Portugal—during a 10-year period, according to a Greenpeace report.



Look at All You'll Save

You'll save animals:

Each vegan saves nearly 200 animals a year.



You'll save money at the grocery store:

Some of the most versatile vegan foods—including beans, rice, vegetables, tofu, mushrooms, and pasta—cost relatively little compared to animal-derived ones.



You'll save money on doctors' bills:

Because vegans are less likely to suffer from heart disease, diabetes, cancer, strokes, obesity, and other health problems, they save money on hospital bills, medications, and weight-loss plans.

You'll save human lives:

Going vegan helps alleviate hunger. Approximately 795 million people worldwide don't have enough to eat—yet a recent report published in the *Proceedings of the National Academy of Sciences* found that if the U.S. were to convert to producing exclusively plant-derived foods, it would yield enough to feed an additional 350 million people. Millions are starving worldwide, and it's wasteful to funnel edible food through farmed animals.





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Meet Your Meat



© Natalia Melnikova | Shutterstock.com

Eating animals' flesh, eggs, and milk is archaic and unnecessary.



Pigs: Personality Plus

Pigs are smarter than dogs and can learn to sit, jump, fetch, and play video games, even performing better at them than some primates. They love to snuggle and have even saved human lives.

But that doesn't stop farmers from confining mother pigs to cramped gestation

crates so small that they can't

even turn around or take a single step in any direction. Curious, fun-loving piglets are castrated and their tails chopped off without any painkillers whatsoever.

Cows Get a Kick out of Solving Puzzles

Cows can learn to push a lever to operate a drinking fountain or press a button to release grain. When a group of them discovered how to open a gate, they got so excited that some even jumped in the air. But on today's cramped, filthy factory farms, they have nothing to celebrate.

Calves on dairy farms are torn away from their loving mothers within hours of birth so that humans can have the milk that nature intended for them. On one Massachusetts farm, distraught mother cows cried so frantically for their newborn calves, who had just been dragged away, that neighbors called the police.

Fish and Other Sea Animals Are Just Like Us

Fish are fast learners, can count, are able to tell time, and even use tools. They form complex relationships and "talk" to one another in low frequencies inaudible to humans. Lobsters and crabs feel pain—studies have shown that they recall unpleasant experiences and avoid repeating them.





© Susan Ocean/United Poultry Concerns

Yet PETA documented that live lobsters and crabs were torn apart at a Maine slaughterhouse and that fish are vacuumed up out of the sea by huge fishing trawlers, suffocating to death if they aren't first killed by decompression. Enormous fishing nets also kill millions of birds, turtles, and marine mammals, like dolphins, every year “by accident” in addition to the fish.

Brainy Birds

Chickens are so smart that within hours of hatching, they can count to five, and by the time they're 2 weeks old, they can navigate using the sun. Young chicks are able to understand that objects hidden from view still exist, a concept that human babies don't grasp until they're around a year old. “As a trick at conferences, I sometimes list [chickens'] attributes ... and people think I'm talking about monkeys,” says animal behaviorist Dr. Chris Evans.



© Charles Long/CharliesLongPhotography.com

According to naturalist Joe Hutto, turkeys possess “an extraordinary intelligence characterized by true problem-solving reason and a consciousness that [is] undeniable, at all times conspicuous, and for me, humbling.” He also notes that they have an extensive vocabulary, with specific vocalizations for individual animals and more than 30 specific calls.

Chickens and turkeys are exempt from the Humane Slaughter Act, which means that it's perfectly legal to slit their throats without prior stunning and plunge them into scalding-hot water in defeathering tanks while they're still conscious.

Lives Cut Short

Most animals are still babies when they're slaughtered. Because of growth-promoting drugs and selective breeding, pigs and turkeys are, on average, just 6 months old when they're killed and chickens are just 7 weeks old. Cows raised for beef and hens raised

for eggs are killed when they're just 1 to 2 years old. And even cows raised for milk are just 4 years old, on average, when their production wanes and they're ground up into hamburger meat. The natural life expectancy of all these animals is 10 to 25 years.

'Humane Meat' Is a Marketing Ploy

There's no such thing as "humane" meat—even "organic" and so-called "free-range" animals are typically raised in crowded, filthy conditions and wind up at the same cruel, terrifying slaughterhouses as other animals.

Saving Lives One Bite at a Time

The best way to help animals in the food industry is to stop eating them. When we buy meat, eggs, and dairy "products," we're paying farmers to replace the animal whose body parts, milk, or eggs we've purchased with another unfortunate animal who will suffer the same fate.

It's simple economics—supply and demand.

You have the power to stop suffering and save lives simply by reducing that demand—just choose vegan meals every time you sit down to eat.

The choice is yours—do you feel like changing the world today?



Text* TRUTH to 73822

to have PETA's factory-farming exposé "Glass Walls" (narrated by Paul McCartney) sent to your phone as well as to receive texts about more ways to help animals.

*U.S. only. Message and data rates may apply. Periodic messaging. Text STOP to unsubscribe or HELP for info. Visit PETA.org/Texting for full texting terms and conditions.



The True Story of One of the Anonymous Individuals Whose Misfortune It Was to Be Born a 'Food Animal'

Adapted from an article by Elsbeth Lambert



The truck carrying this cow was unloaded at Walton Stockyards in Kentucky one September morning. After the other animals were removed from the truck, she was left behind, unable to move. The stockyard workers proceeded to beat and kick her in the face, ribs, and back. They used the customary electric prods in her ear to try to get her out of the truck, but she still didn't move. The workers then tied a rope around her head, tied the other end to a post in the ground, and drove the truck away. She fell to the ground, landing with both hind legs and her pelvis broken. For the first three hours, she lay in the hot sun crying out. Periodically, when she urinated or defecated, she used her front legs to drag herself to a clean spot. She also tried to crawl to a shaded area but could not. Altogether, she managed to crawl 13 to 14 yards. The stockyard employees would not allow her any drinking water—the only water she received was given to her by Jessie Pierce, a local animal rights activist, who had been contacted by a woman who witnessed the incident. Jessie arrived at noon and, after receiving no cooperation from stockyard workers, called the Kenton County police. A police officer arrived but, after calling his superiors, was instructed to do nothing. He left at 1 p.m.

The stockyard operator informed Jessie that he had obtained permission

from the insurance company to kill the cow but would not do it until she left. Although doubtful that he would keep his word, she did leave at 3 p.m. She returned at 4:30 p.m. and found the stockyard deserted and three dogs attacking the cow, who was still alive. Jessie contacted the state police. Four officers arrived at 5:30 p.m.

State Trooper Jan Wuchner wanted to shoot the cow but was told that a veterinarian should kill her. The two veterinarians at the facility would not euthanize her, claiming that in order to preserve the value of the meat, she could not be destroyed until a butcher was present. The butcher eventually arrived at 7:30 p.m. and did shoot the cow. Her body was purchased for \$307.50.

"For the first three hours, she lay in the hot sun crying out."

When the stockyard operator was questioned by a reporter from *The Kentucky Post*, he stated, "We didn't do a damned thing to it," and referred to the attention given to the cow by humane workers and police as "bullcrap." He laughed throughout the interview.

This incident is not an isolated case. It is so common that animals in this condition are known in the meat industry as "downers." The only way to ensure that animals don't suffer for our food is to refuse to support this miserable industry and instead adopt a healthy, humane vegan diet.

I'm ME, Not MEAT.

See the Individual. Go Vegan.



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