

FREE

>> Your One-Stop Reference Guide to Going Vegan

PETA **Vegan** Starter Kit



**Fight Climate
Change With
Your Fork**



**Live
Longer,
Live Better**



**Save Animals
Every Time You
Sit Down to Eat**

**Tasty
Recipes!**

Why Should I Go Vegan?

There are so many excellent reasons for going vegan—more than can fit in this starter kit. Why not make the switch? Why not stop hurting and killing animals for the fleeting taste of their flesh, eggs, and milk? Why not stop clogging our arteries with saturated fat and cholesterol? Why not stop supporting pollution and the waste of resources caused by factory farms? Let's just do it!



>> Gardein chick'n fingers

America's friendliest neighbor, the late Fred Rogers, often remarked that he didn't eat anyone who had a mother. He stopped eating animals in the 1970s after learning that animal agriculture was destroying the planet. And as a minister, he also felt that saving animals from the dinner plate was a great way to promote love and peace.

>> One and Done

If there were one thing you could do to save animals, protect the environment, and slash your risk of suffering from many of our nation's deadliest health problems, would you do it? Going vegan will do all that—and more. It may also help you save money on your grocery bill and expand your culinary horizons as you explore new cuisines. Oh, yeah, and it tastes great, too!

So are you ready to head out to the supermarket? Read this starter kit first: It's packed with recipes, nutrition information, shopping tips, and other advice to help you embrace kind cuisine.

>> Nothing New Under the Sun

If you are reading this guide, meatless eating may be a new idea to you, but it's been a traditional way of life for millions of people around the world. Vegetarian traditions go back thousands of years—many ancient Greek philosophers, including Pythagoras and Plutarch, were vegetarian, as were the original Renaissance man, Leonardo da Vinci, and the modern genius Albert Einstein. The first vegetarian society in America was founded in 1850 by two ministers and a doctor. Buddhists and Hindus have been eating vegetarian for millennia, and Buddhists are credited with inventing tofu, soy milk, and mock meats thousands of years ago—these foods have stood the test of time and have graced emperors' tables.

>> Easier Than Ever

Vegans eat pretty much anything and everything as long as it didn't come from an animal (i.e., meat, eggs, dairy, and honey). Think about it—there are only a handful of meats that most people eat: chicken, fish, beef, turkey, and pork. Now consider all the plant-based foods out there: beans, tomatoes, avocados, peas, pineapples, rice, almonds, blueberries, chickpeas, peppers, oats, pumpkins, potatoes, spinach, oranges, corn, mangoes, beets, carrots, broccoli, cauliflower, eggplant, peanuts, grapes, lentils, zucchini, walnuts, olives, bananas, cashews, peaches, chocolate (!) —the list goes on and on.

Think about the foods that you eat every day. Now, think about ways to “veganize” them. Beef burritos become bean burritos, pasta with meat sauce becomes pasta with marinara sauce, chili con carne becomes chili con frijoles, etc. Lots of foods can easily be veganized with simple substitutions of soy milk, vegan margarine, tofu, or vegan meat. You're probably already eating lots of vegan foods, such as oatmeal, guacamole, hummus, chips and salsa, vegetable soups, fruit smoothies, and some Ethiopian, Indian, Italian, and Thai dishes, without realizing it.

Do it for



animals



the planet



your health

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Easy Ways to Make the Transition



1

Veganize your favorite dishes.

Any recipe can be made vegan. Really. Usually, all it takes is a simple swap, such as using beans or faux ground beef instead of meat or using pureed bananas in place of eggs in baked goods.

To get started, think about what you currently eat. Many of your favorite foods are probably already vegan, such as hummus, bean burritos, and PB&J sandwiches. If you enjoy spaghetti and meatballs, try spaghetti and mock meatballs. If chicken salad is one of your lunchtime staples, veganize it with faux chicken and Vegenaïse.

Check out new vegan recipes.

Google “vegan recipes” and you will get millions of hits. PETA.org/Recipes alone has thousands of kitchen-tested recipes—everything from classic American dishes to Thai cuisine.

Or treat yourself to a new vegan cookbook (or two or three). Whether you prefer a quick casserole or you’re a dedicated foodie, there’s a vegan cookbook that will fit the bill. Have fun experimenting with new ingredients and recipes.



2

3

Try vegan meats and nondairy products.

As the interest in animal-friendly, healthful foods has grown, the availability of mock meats and dairy-free products has soared. You can now find vegan meats—such as veggie burgers and hot dogs as well as vegan bacon, sausages, turkey slices, chicken patties, and barbecue riblets and wings—at almost every grocery store and even at Walmart (look in the refrigerated and freezer cases). Nondairy options, such as soy and almond milk and vegan cheese, cream cheese, ice cream, sour cream, and yogurt, are also widely available. Not only will these delicious products help you make the transition to vegan eating, they also tend to be high in healthy plant protein and contain zero cholesterol.



Cut cooking time with convenience meals.

When your busy schedule doesn’t allow for hours in the kitchen, vegan frozen meals, canned soups, and meal delivery services can be huge timesavers. Keep a frozen entrée in the office freezer for a quick lunch, and if you’re too tired to cook dinner, pair a hearty lentil soup with salad or combine beans with a flavored rice mix to create an easy, satisfying meal. Vegan menus are offered by many meal kit services, including all-vegan Purple Carrot, which offers both meal kits and delicious ready-made meals. Its menus vary every week and feature an array of flavors for you to choose from.

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Explore foods from around the world.

Try hummus, falafel, and other meat-free Middle Eastern treats. Asian staples include tofu pad Thai and veggie sushi, and vegan Indian foods include vegetable samosas, pakoras, and chana masala.

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Discover vegan-friendly restaurants.

The Cheesecake Factory, Uno Pizzeria & Grill, Taco Bell, and P.F. Chang’s are just a few of the national chains selling meat-free dishes.

Many locally owned restaurants also offer a variety of vegan options—check out the soups, salads, side dishes, and appetizers. Or ask the chef to make something special from items that you see on the menu.

7

Tune in and turn on.

Check out vegan cooking shows and channels: YouTube has a seemingly endless selection that includes PETA Living’s Vegan Recipes playlist and Sweet Potato Soul, hosted by an energetic mom-on-the-go with dozens of vegan recipes and hacks. UnChainedTV also offers lively vegan cooking shows featuring guest stars, a 21-day Vegan Kickstart series, and more. And if you have a Roku, tune in to the Plant Based Network channel, which presents recipes visually step-by-step along with premade playlists by meal type. You’ll be making delicious meals in no time!

What Do Vegans EAT?

Vegans Eat What You Eat

(Minus the meat, eggs, dairy, and honey.) 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—and visit companies' websites for updated information on where to find their products:

Milk & Creamer

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.



Cheese & Yogurt

Think you can't give up cheese and other dairy foods? You won't miss them now that brands like Follow Your Heart, Kite Hill, and Violife offer vegan versions of yogurt, sliced and shredded cheese, and cream cheese. Daiya shreds and slices are popular choices 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 f'sh filets and mini cr'b cakes, or look for vegan fish sticks, shrimp, and more from Sophie's Kitchen.



Desserts & Snacks

Check the frozen-food aisle for dairy-free ice cream from Ben & Jerry's 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.



Kitchen Essentials

Stock up on vegan broth base, vegan butter, 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.



Convenience Food

Look to Amy's Kitchen, Daiya, and Sweet Earth for frozen vegan burritos, bowls, pizzas, and wraps 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.



Sauces, Dips, & Spreads

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



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

What to Make

Now that you know what to buy, here are some ideas for what to fix. Start with this one-week sample meal plan. Recipe cards for bolded dishes are on the following pages. More delicious recipes can be found at [PETA.org/Recipes](https://peta.org/recipes).

Breakfast

Lunch

Dinner

Monday

- Bagel with Vegan Cream Cheese
- Pineapple, Mango, and Papaya Fruit Salad



- Pita Bread Stuffed with Hummus, Cucumber, Tomatoes, and Parsley
- Carrot Sticks and Olives

- Spaghetti with Faux Meatballs
- Vegan Caesar Salad

Tuesday

- Oatmeal with Dried Fruit and Nuts



- Burrito with Refried Beans, Nondairy Cheese, Lettuce, Tomatoes, and Guacamole
- Sliced Apple

- **Corn Chowder**
- Field Greens Salad with Candied Walnuts, Diced Pears, and Dijon-Balsamic Vinaigrette
- Crusty French Bread

Wednesday

- Nondairy Yogurt
- Whole Grain Toast with Peanut Butter

- Vegetarian Chili with Nondairy Sour Cream
- Tortilla Chips
- Peach

- Asian Stir-Fry with Tofu and Broccoli
- Brown Rice
- **Apple Almond 'Cheesecake'**



Thursday

- Cereal with Soy or Almond Milk, Chocolate Chips, and Fresh Mixed Berries



- Curried Quinoa with Apricots, Cashews, and Green Onions
- Clementines

- **Sage-Seared Tempeh with Red-Wine Cranberry Sauce**
- Mashed Potatoes
- Steamed Green Beans

Friday

- Raspberry, Banana, Spinach, and Orange Smoothie
- Avocado Toast



- Veggie Burger with All the Fixin's
- Baked Sweet Potato Fries



- **Walnut-Dusted Fettuccine with Caramelized Vegetables**
- Arugula and Asparagus Salad

Saturday

- **Blueberry Pancakes**
- Vegan Sausage

- Faux Chicken Salad Sandwich
- Watermelon Cubes



- **Homemade Pizza**
- Wild Greens Salad

Sunday

- **Tofu Scramble with Mushrooms and Spinach**
- Cantaloupe Wedge



- Southwestern Salad

- **Beefless Stew**
- Garlic Bread
- **Chocolate Bundt Cake**



>> Corn Chowder



>> Apple Almond 'Cheesecake'



>> Sage-Seared Tempeh with Red-Wine Cranberry Sauce



>> Walnut-Dusted Fettuccine with Caramelized Vegetables

Follow @PETA on Instagram to receive regular tips on vegan dining and recipes.

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>> Apple Almond 'Cheesecake'

1 Tbsp. plus ½ cup vegan margarine, chilled	¼ tsp. plus ½ tsp. vanilla extract
3 apples, peeled, cored, cut in half, and thinly sliced	1 cup flour
½ cup brown sugar	1 8-oz. pkg. nondairy cream cheese
½ tsp. ground cinnamon	1 Tbsp. lemon juice
½ cup plus ¼ cup white sugar	1 Tbsp. cornstarch
	¼ cup sliced almonds

- Preheat the oven to 400°F. Oil a 9-inch springform pan.
- In a skillet over medium heat, melt 1 tablespoonful of the vegan margarine. Add the apples, brown sugar, and cinnamon and sauté for 2 to 3 minutes. Drain and reserve the liquid.
- Cream together the remaining margarine, ½ cup of the white sugar, ¼ teaspoonful of the vanilla, and the flour. Press into the bottom of the springform pan. Set aside.
- In a food processor, blend together the nondairy cream cheese, lemon juice, cornstarch, and remaining sugar and vanilla. Pour over the crust and lay the apple slices on top.
- Bake for 10 minutes. Drizzle with 2 tablespoonfuls of the reserved apple liquid, avoiding the edges of the pan, and bake for 25 minutes more.
- Sprinkle the sliced almonds over the top then continue baking until lightly browned. Allow to cool before removing from the pan.

Makes 6 to 8 servings

>> Corn Chowder

Adapted from a recipe by chef Tal Ronnen

¼ cup olive oil	2 Yukon gold potatoes, diced
2 cups diced Vidalia onions	2 sprigs fresh thyme
2 large carrots, diced	1½ cups raw cashews, soaked overnight and rinsed
1 stalk celery, diced	4½ cups corn
1 red bell pepper, diced	Sea salt and cracked black pepper, to taste
1 dried chipotle pepper	
5 cups vegan chicken stock (try Better Than Bouillon No Chicken Base)	

- Warm the oil in a large pot over medium heat. Add the onions, carrots, celery, bell pepper, and chipotle pepper. Sauté for 10 minutes, stirring often. Add the stock, potatoes, and thyme. Bring to a simmer and cook for 20 minutes.
- Place the cashews in a blender and pour in cold water until just covered. Blend until smooth.
- Smash some of the potatoes against the side of the pot. Add the cashew cream and corn, season with the salt and pepper, and simmer for 15 minutes. Remove the chipotle pepper and thyme sprigs before serving.

Makes 6 servings



>> Walnut-Dusted Fettuccine with Caramelized Vegetables

Adapted from a recipe by chef Robin Robertson

1 sweet onion, diced	1 green bell pepper, diced
3 Tbsp. olive oil	1 butternut squash, peeled, deseeded, and cut into ½-inch cubes
3 cloves garlic, minced	8 oz. white mushrooms, quartered
1 tsp. dried thyme	1 lb. fettuccine, cooked according to package directions
½ tsp. dried savory	2 Tbsp. minced fresh parsley
½ tsp. salt	½ cup ground toasted walnuts
¼ tsp. black pepper	
½ cup apple cider vinegar	
½ cup light brown sugar	
1 cup vegetable stock	

- In a skillet, cook the onion in 2 tablespoonfuls of the olive oil over medium heat until softened. Stir in the garlic, thyme, savory, salt, and black pepper. Reduce the heat, stir in the vinegar and brown sugar, and simmer for 5 minutes. Add the stock, bell pepper, and squash. Cover and cook for 15 minutes. Add the mushrooms and cook 5 more minutes.
- Add the cooked pasta and remaining olive oil and toss together. Sprinkle with the parsley and walnuts.

Makes 4 servings



>> Sage-Seared Tempeh with Red-Wine Cranberry Sauce

2 cups dry red wine	2 Tbsp. chopped sage
2 cups vegetable broth	Sea salt and cracked black pepper, to taste
1 cup water	2 cups whole, unsweetened cranberries
½ onion, chopped	1 cinnamon stick
1 carrot, peeled and chopped	½ cup agave nectar
1 stalk celery, chopped	¼ cup vegan margarine
2 bay leaves	3 Tbsp. vegetable oil
4 sprigs thyme	
1 Tbsp. whole black peppercorns	
2 lbs. tempeh, cut into thin, angled slices	

- Combine the wine, broth, water, onion, carrot, celery, bay leaves, thyme, and peppercorns in a large pot. Bring to a simmer then add the tempeh and cook for 1 hour. Remove the tempeh, reserving the liquid, and sprinkle with the sage, salt, and pepper.
- Add the cranberries, cinnamon stick, and agave nectar to the reserved liquid. Bring to a simmer and cook for 30 minutes. Stir in the vegan margarine and season with the salt and pepper.
- In a large pan, sear the tempeh in the oil for 2 minutes on each side. Add the cranberry sauce and toss gently to coat.

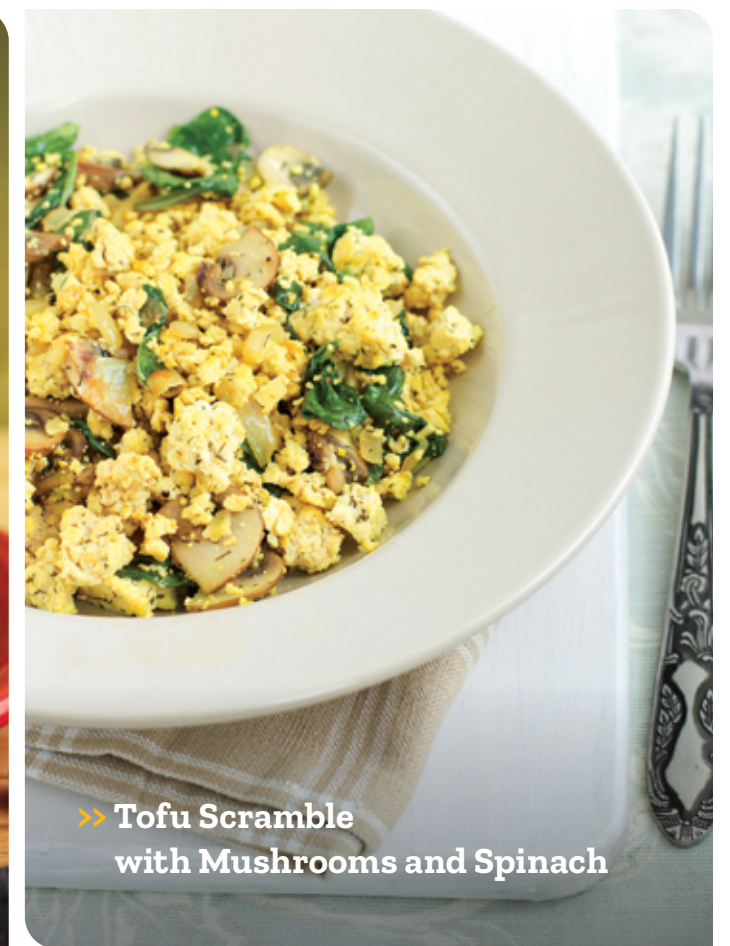
Makes 8 servings



>> Blueberry Pancakes



>> Beefless Stew



>> Tofu Scramble with Mushrooms and Spinach



>> Chocolate Bundt Cakes

>> Tofu Scramble with Mushrooms and Spinach

2 Tbsp. olive oil
1 cup sliced white mushrooms
1 lb. extra-firm tofu, drained and crumbled
1 cup packed baby spinach
½ Tbsp. soy sauce
1 clove garlic, minced

½ Tbsp. onion powder
¼ tsp. turmeric
Sea salt and cracked black pepper, to taste
Juice from ½ lemon
¼ cup nutritional yeast

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

Makes 2 to 3 servings



>> Blueberry Pancakes

2 cups flour
3 Tbsp. sugar
3 Tbsp. baking powder
1 tsp. sea salt

2 cups soy milk
3 Tbsp. canola oil, plus more for cooking
1 cup fresh or frozen blueberries

- Sift the dry ingredients into a large bowl. Add the soy milk and oil and mix until the batter is smooth. Gently stir in the blueberries.
- Ladle the batter onto an oiled, hot pancake griddle. Cook for 2 to 3 minutes on each side.

Makes 4 servings



>> Chocolate Bundt Cakes

3 cups flour
3 cups sugar
¾ cup plus ¼ cup unsweetened cocoa powder
2 tsp. baking soda

3 tsp. vanilla extract
¾ cup vegetable oil
2 Tbsp. white vinegar
2 cups water
½ cup vegan margarine
¼ cup soy milk

- Preheat the oven to 350°F. Grease and flour six mini Bundt cake molds.
- In a bowl, sift together the flour, 2 cups of the sugar, ¾ cup of the cocoa powder, and the baking soda. Stir in 2 teaspoonfuls of the vanilla and the oil, vinegar, and water.
- Divide the batter evenly among the molds. Bake for 30 minutes, or until a toothpick inserted in the center comes out clean. Remove from the oven and allow to cool.
- Add the vegan margarine, soy milk, and remaining sugar and cocoa powder to a saucepan. Bring to a boil, whisking continuously. Reduce the heat and continue whisking for 2 minutes. Remove from the heat then stir in the remaining vanilla.
- Remove the cakes from the molds and drizzle with the chocolate ganache.

Makes 6 servings



>> Beefless Stew

Adapted from a recipe by chef Tal Ronnen

1 lb. faux beef (try Gardein beef tips)
3 Tbsp. vegetable oil
½ cup pearl onions
2 cloves garlic, minced
2 stalks celery, thinly sliced
2 medium carrots, diced
½ tsp. dried thyme
¼ tsp. dried rosemary

3 Tbsp. flour
3 cups vegan beef broth (try Better Than Bouillon No Beef Base)
1 cup dry red wine
2 medium potatoes, diced
Sea salt and cracked pepper, to taste

- In a large pot over medium-high heat, brown the faux beef in the oil then remove and set aside.
- Add the pearl onions, garlic, and celery to the pot 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 beefless tips and season with the salt and pepper.

Makes 4 servings



Tips for Vegan Dining

Restaurants all over are recognizing that more and more patrons are looking for vegan meals.



Gregory's Coffee offers a vegan breakfast burrito and croissant sandwich; **Peet's Coffee** has an Everything Plant-Based Sandwich; and **Caribou Coffee** serves a vegan JUST Egg wrap with pesto and vegan cheese. **Cracker Barrel** features a vegan breakfast sausage paired with multigrain toast and fruit, while **Starbucks** has a spicy falafel wrap. For a vegan burrito, try **Freebirds World Burrito**, **Salsarita's Fresh Mexican Grill**, **Taco Del Mar**, or **Taco Cabana**. **Yard House** and **Ike's Love & Sandwiches** offer vegan chicken along with other faux meats and dairy-free cheese. **Denny's** serves a Plant-Based Pancake Slam and a vegan burger. Need a vegan pizza fix?

Visit **Uno Pizzeria & Grill**, **MOD Pizza**, **Blaze Pizza**, **Pieology**, **Mellow Mushroom**, **Brixx Wood Fired Pizza**, **Extreme Pizza**, or **zpizza**. **Chipotle** offers tofu in its flavorful dishes, as do **Moe's Southwest Grill**, **Pei Wei**, and **Noodles & Company**. Many Chinese, Ethiopian, Indian, Italian, Mexican, and Thai restaurants offer vegan options—from pasta al pomodoro to chickpea curry—and you'll find falafel, hummus, and more at **Halal Guys**. Craving something sweet? **Carvel**, **Van Leeuwen's**, **Jeni's Splendid Ice Creams**, **Bruster's Ice Cream**, **Baskin-Robbins**, and **Ben & Jerry's** scoop shops offer vegan ice cream flavors, and **Dairy Queen** sells vegan Dilly ice cream bars.

A Vegan Walks Into a Party ...

Going to a party or family get-together? Give folks a heads-up about your new diet *before* the event—and offer to make a dish for everyone to try. When asked why you're vegan, simply let people know that you don't want to support cruelty to animals. Remember that few of us were raised vegan and that defensive comments are likely a reflection of an otherwise kind person's conflicted feelings about eating animals.



Visit PETA.org for more information.

An Apple a Day



Keeps the Doctor Away

An apple a day—along with some spinach, strawberries, and soybeans—really can keep the doctor away. Plant-based foods are all 100% cholesterol-free, generally low in saturated fats, and high in fiber, complex carbohydrates, and other essential nutrients. Wholesome vegan foods have the power to prevent—and even reverse—many chronic health problems. Here are just a few of the health benefits of going vegan.

>> Unclog Your Arteries

The average vegan has a cholesterol level of 133—which is 77 points lower than the average meat-eater’s and 28 points lower than the average vegetarian’s—and a landmark study found no heart attacks in people with cholesterol levels below 150. Dr. Dean Ornish has actually been able to reverse heart disease in patients by putting them on a low-fat vegetarian diet and an exercise program.

Another key may be the non-essential amino acid carnitine, which is naturally found in meat. New research indicates that carnitine is metabolized by intestinal bacteria into trimethylamine-N-oxide (TMAO), which is linked to atherosclerosis. This may be one reason why meat-eaters have much higher rates of heart disease than vegans and vegetarians.

>> Protect Your Brain

Research shows that people who avoid “bad fats”—the kind found in meat, eggs, and especially dairy foods—cut their risk of developing Alzheimer’s disease by about two-thirds. “Bad fats” are only part of the problem, though. Meat, including lobster, shrimp, and some other kinds of “seafood,” is often high in metals—such as iron, copper, and zinc—which have been found in the brains of Alzheimer’s patients. While we need traces of these metals for health—and we get them from vegetables, legumes, and whole grains—meats tend to overdose us.

Eating plant-based foods, which are rich in vitamin E, vitamin B₆, folic acid, and other nutrients, can reduce your risk of developing Alzheimer’s by as much as 70%.

>> Fight Cancer

Plant-based foods contain antioxidants and other phytochemicals, which fight inflammation and knock out carcinogens. Research shows that vegans are about 40% less likely to get cancer than meat-eaters. Animal-derived foods contain no fiber, and about 95% of Americans are deficient in fiber, which increases the risk of colon cancer.

>> Slim Down

Studies show that vegans tend to have a lower body mass index than their meat-eating counterparts. On average, vegans weigh 18% less than meat-eaters, and they are nine times less likely to be obese.

>> Prevent and Even Reverse Diabetes

Leading health experts advise people to eat more vegetables, beans, and whole grains and less animal flesh to ward off type 2 diabetes. Research even shows that diabetics who eat low-fat vegan foods are able to stop taking medications—or at least take fewer of them—to manage the disease.

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Protein Powerhouses



Most foods contain some protein, and some vegetables, including spinach, broccoli, avocados, corn, and artichokes, provide a significant amount. Protein powerhouses include soy foods such as tofu, tempeh, edamame, miso, and soy milk as well as peas, beans, lentils, whole-grain bread, oatmeal, quinoa, mushrooms, nuts, and seeds. Unlike animal protein, plant-based protein sources won’t overload your body. Too much animal protein has been linked to kidney stones, osteoporosis, and cancers of the colon and liver.



A Vegan’s Guide to

Good Nutrition



If you want to reap the benefits of a plant-based diet—and get all the nutrients you need—eat a variety of wholesome vegan foods.



B Wise

Everyone—vegans and meat-eaters alike—can benefit from a multivitamin containing vitamin B₁₂. Neither plants nor animals produce vitamin B₁₂—it comes from bacteria. It can also be found added to some brands of nutritional yeast and fortified cereal, mock meat, and plant-based milk. Tempeh, miso, and sea vegetables may contain vitamin B₁₂, but don’t rely exclusively on them to obtain it.



Building Strong Bones



Calcium, vitamin D, and iron are essential to bone health. Calcium from plant sources, such as almonds, broccoli, kale, tahini, beans, tofu, and calcium-fortified nondairy milks, is often more easily absorbed than it is from cow’s milk. Daily sunshine on your skin produces vitamin D—but fortified vegan foods and supplements are more reliable. And iron is abundant in legumes, oatmeal, dried fruit, spinach, sunflower seeds, nutritional yeast, tempeh, blackstrap molasses, quinoa, and other vegan foods.

Fish-Free Omega-3s

You can get omega-3 fatty acids—without all the saturated fat, cholesterol, toxins, and microplastics found in fish—from walnuts, broccoli, spinach, soybeans, canola oil, chia seeds, flaxseeds, and microalgae supplements.



Watch *What the Health* (available on Netflix) to learn more.

Vegan Kids

»» Fit for Life!

Responsible parents want to instill in their children healthy eating habits that will last a lifetime. A vegan diet fits the bill perfectly since vegan foods are naturally cholesterol-free and generally low in saturated fat and high in fiber, complex carbohydrates, vitamins, minerals, and other essential nutrients. According to the Academy of Nutrition and Dietetics (formerly the American Dietetic Association), “Appropriately planned vegan ... diets satisfy nutrient needs of infants, children, and adolescents and promote normal growth.”

Giving Your Child a Healthy Start in Life

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—mercury-laden fish and shellfish, undercooked meats and eggs, and unpasteurized milk and cheeses—are animal-derived. And physicians encourage all women—pregnant or otherwise—to eat a lot of fruits, vegetables, and whole grains and to choose healthy, low-fat sources of protein. Folic acid, which helps prevent birth defects, is naturally abundant in spinach, broccoli, carrots, beets, corn, peanuts, beans, oranges, avocados, and other plant foods.



Cow's Milk Is for Calves, Not Kids

Obviously, breast milk is meant for human babies. Cow's milk is best for another species, not ours. The American Academy of Pediatrics recommends against giving cow's milk to children under a year old. Dr. Walter Willett, professor of epidemiology and nutrition at the Harvard School of Public Health; the late Dr. Frank Oski, former director of pediatrics at Johns Hopkins University; and the late Dr. Benjamin Spock have gone even further. Says Dr. Willett: “Humans have no nutritional requirement for animal milk, an evolutionarily recent addition to the diet.” And Dr. Oski once said: “There is no reason to drink cow's milk at any time in your life. It was designed for calves, it was not designed for humans, and we should all stop drinking it today, this afternoon.”



They'll Grow Up Big and Strong!

Kids can get all the nutrients they need from fruits, vegetables, nuts, seeds, whole grains, legumes, and fortified bread, cereal, and plant-based milk. Writes Dr. Spock in *Dr. Spock's Baby and Child Care*, “Children who grow up getting their nutrition from plant foods rather than meats have a health advantage. They are less likely to develop weight problems, diabetes, high blood pressure, and some forms of cancer.”

Foods Kids Love

What kid doesn't love peanut butter? Other kid-friendly vegan foods include spaghetti with tomato sauce, fruit smoothies, vegan pizza, bean burritos, vegetable soups, hummus, falafel, mashed or baked potatoes, guacamole, faux-chicken nuggets, veggie burgers, veggie dogs, and just about any vegetable that is roasted (it brings out the sweetness) or puréed. For more tips, visit PETA.org/Living.



Look at How Much You'll Save



You'll save animals. Every vegan saves nearly 200 animals a year—by not eating them.

You'll save money at the grocery store.

Some of the most versatile vegan foods—including beans, rice, vegetables, tofu, and pasta—cost relatively little compared to animal-derived ones. Even vegans who buy costlier products such as soy sausage and nondairy ice cream can still spend less than people who load up on beef, chicken, and fish.

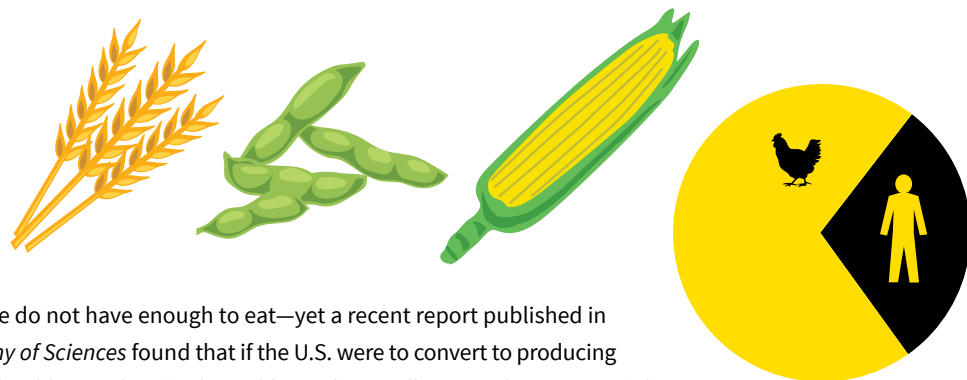


You'll save money on doctor bills.

Studies show that vegans are less likely to be obese or suffer from heart disease, diabetes, cancer, strokes, and other health problems. If you factor in all the money you can save on hospital bills, medications, and weight-loss plans by avoiding unhealthy, artery-clogging animal-based foods, you'll see why a vegan diet is downright economical.

You'll save human lives.

Going vegan helps alleviate hunger. More than 70% of the grain that we grow in this country is fed to farmed animals. Approximately 700 million to 757 million people worldwide do not 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. It's wasteful and unethical to funnel edible food through farmed animals, especially when millions of people are starving worldwide.



Eating Animals Harms the Environment

The United Nations has said that going vegan is one of the most effective ways to curb greenhouse gas emissions, 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 a volume of greenhouse gases 41% smaller than that of meat-eaters and 13% smaller than that of vegetarians.

Stop Toxic Waste

Animal agriculture generates millions of gallons of waste—including 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.



>> Pigs Are Fetching

Actor James Cromwell, who starred in *Babe*, stopped eating pigs—and all animals—decades ago. “If you love a dog, you have to love a pig. It’s the same,” he told a reporter. “The pig has the same life cares—nurtures, avoids pain, suffers loss—all exactly the same.”

Pigs can learn to respond to requests like “sit” and “fetch,” and they’re so smart that they can learn to play video games, even performing better at them than some primates. But that doesn’t stop factory farmers from keeping mother pigs confined for life to cramped gestation crates that are too small for them to move or turn around in. Piglets are often castrated, and their tails and parts of their teeth are chopped off without being given any painkillers whatsoever.

Can you imagine doing that to a dog? You’d be slapped with cruelty-to-animals charges.

>> Fish Are Just Like Us

Studies have shown that fish are fast learners and form complex relationships. They “talk” to one another in low frequencies inaudible to the human ear. They can count, tell time, and “garden.” (Damsel fish tend to and harvest algae gardens.) Some even use tools. The blackspot tuskfish, for example, has been photographed smashing a clam on a rock until the clam cracks open. And contrary to industry propaganda, lobsters and crabs do feel pain—studies have shown that they are able to recall an unpleasant experience and take action to avoid repeating it.

Yet PETA has documented that live lobsters and crabs were torn apart at a Maine slaughterhouse, and fish are vacuumed up by the billions by huge fishing trawlers, often suffocating to death if they aren’t killed first by decompression. In addition to fish, millions of birds, turtles, and marine mammals are killed every year “by accident.”



Meet Your Meat

The more than 10 billion land animals killed for food in the U.S. each year aren’t walking entrées—they are individuals with feelings, families, and friendships.

>> Cows Get a Kick out of Solving Puzzles

Pigs aren’t the only animal Einsteins out there. Cows can learn how to push a lever to operate a drinking fountain when they’re thirsty or to press a button with their heads to release grain when they’re hungry. Researchers at the University of Cambridge found that when cows figured out how to open a gate to obtain food, they got so excited that some even jumped in the air. But on factory farms, they have nothing to celebrate. They are often confined by the thousands to filthy, muddy feedlots that disrupt their natural social structure, causing them tremendous stress and frustration, just as you or I would feel living in such miserable, depressing conditions.

Calves on dairy farms are torn away from their mother within hours of birth so that humans can drink the milk that nature intended for them. Police were called to one dairy farm in Massachusetts after neighbors reported “inhuman” sounds coming from it. The sounds turned out to be distraught mother cows crying out for their calves, who had just been taken away. The farmer downplayed the cows’ suffering, saying that it was a “normal part of farming practices.”



>> 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, which requires mathematical calculations. Very young chicks are able to understand that objects hidden from view still exist, a concept that human babies don’t grasp until they are a year old. “As a trick at conferences, I sometimes list [chickens’] attributes, without mentioning chickens, and people think I’m talking about monkeys,” says animal behaviorist Dr. Chris Evans of Australia’s Macquarie University.

Naturalist Joe Hutto, star of the PBS documentary *My Life as a Turkey*, raised a flock of turkeys from birth and learned how curious, alert, affectionate, and attentive they are. Turkeys possess “an extraordinary intelligence characterized by true problem-solving reason, and a consciousness that was undeniable, at all times conspicuous, and for me, humbling,” says Hutto. He also noted that they had an extensive vocabulary, with specific vocalizations for individual animals—he identified more than 30 specific calls. One turkey, named Sweet Pea, used to love to climb into Hutto’s lap and snuggle like a contented puppy.

And That’s Not All ...



© Aleksandr Mazurkevich | Dreamstime.com

>> 'Humane Slaughter'? Not for Birds

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

>> Lives Cut Short

Most animals are still just babies when they're slaughtered. Because of "modern innovations"—such as feeding animals growth-promoting drugs and selectively breeding them so that they'll grow larger more quickly—pigs and turkeys are, on average, just 6 months old when they're killed and chickens are just 7 weeks old. Cows who are raised for beef and hens raised for eggs are killed when they are just 1 to 2 years of age. Even cows raised for milk are just 4 years old, on average, when their production wanes, their throats are cut, and they're ground up into hamburger. These are all animals with a natural life expectancy of 10 to 25 years who are being slaughtered by the billions before they've even had a chance to live.

>> 'Humane Meat' Is a Marketing Ploy

There's no such thing as "humane meat"—even "organic" and "free-range" meat and dairy come from animals who 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, we pay farmers to replace the animal whose body parts or whose eggs or milk we have just consumed with another unfortunate animal. It's simple economics—supply and demand. We must cut off the demand if we want to dry up the supply.

You have the power to save even more lives simply by choosing healthy, humane 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 and to receive texts about more ways to help animals.



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The True Story of One Anonymous Animal Born Into the Food Industry

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 used the customary electric prods in her ear to try to get her out of the truck, then beat and kicked her, but she still didn't move. They tied a rope around her neck, tied the other end to a post in the ground, and drove the truck away. The cow 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 couldn't. Altogether, she managed to crawl a painful 13 to 14 yards. The stockyard employees wouldn't give her any 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. After receiving no cooperation from stockyard workers, she called the Kenton County police. A police officer arrived but was instructed by his superiors to do nothing. He left at 1 p.m.

The stockyard operator informed Jessie that he had permission from the insurance company to kill the cow but wouldn't do it until Jessie left. Although doubtful that he would keep his word,



© Jessie Pierce

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

Jessie left at 3 p.m. She returned at 4:30 p.m. and found the stockyard deserted. Three dogs were 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. The butcher eventually arrived at 7:30 p.m. and shot the cow. Her body was purchased for \$307.50.

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

This 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 downed animals don't suffer for our food is to adopt a healthy, humane vegan diet.

I am not bacon.

I am a living being, just like you.



Please, try vegan.



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