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VEGANISM

A PRACTICAL GUIDE

"La tortura no es cultura!"

*"Torture is not culture!", the slogan of Spanish
animal rights activists prior to the banning of
bullfighting in Catalonia, July 2010*



PRODUCED BY GO VEGAN
WWW.GOVEGAN.ORG.NZ

*Lovingly dedicated to animal freedom,
the precious environment that sustains us,
& the health and well-being of
New Zealand families.*

*For more information (or support) email:
info@govegan.org.nz*



WHAT IS A VEGAN?

A person who doesn't consume or use any animal products, or use products that have been tested on animals.

WHY DO PEOPLE GO VEGAN?

They agree animals require the right to be free individuals, rather than be traded and used as property.

They agree the best way to feed the expanding human population and protect the environment is with plant-based agriculture.

They want to protect the health of their family from the growing list of negative impacts associated with the consumption of animal products.

Often, it's for a blend of reasons. When people become vegan for one of them, they tend to stay vegan for the rest.

WHAT CAN I EAT?

Anything plant-based.

Most of your favourite meals can be veganised by excluding the animal products, or substituting a plant-based alternative.

IS VEGANISM JUST A DIET?

No, it's a change in lifestyle.

It extends beyond what you eat, to what you wear, what you use, and how you interact with the world.

IS IT NUTRITIONALLY SOUND?

According to the American Dietetic Association:

"Well-planned vegan diets are appropriate for all stages of the life-cycle including during pregnancy, lactation, infancy, childhood, and adolescence."

WHAT ABOUT OUR ECONOMY?

Many people assume animal agriculture is necessary to sustain the economy. Animal products are New Zealand's main export, but horticulture is a more efficient way to use the land. We can provide the same level of profit to New Zealand using only a quarter of the land.

A transition to horticulture would create more jobs, free up land for restoration to native forest, increase our tourism and native biodiversity, and restore our "clean green" image.





HOW DO I GO VEGAN?

It may seem like the vegans you know turned vegan overnight and have been vegan forever, but for many it's a gradual process of finding out information and adapting to it. There are four paths one can take towards adopting a vegan lifestyle.

This guide has a menu-planner at the back to help you make the change.

Immediate Shift

Decide you want to be vegan and immediately become vegan. Do it and never look back; for the animals, for the environment, and for your health.

Over Time

Transition into veganism; start with one vegan meal a day - perhaps breakfast. Over time, add vegan lunches, then vegan dinners and vegan desserts. It might be a bit less glamorous but gives you time to adjust, learn new recipes, and make sure you are comfortable.

Alternatively, start with one vegan day each week, then enjoy two days, all the way up to seven glorious animal-respectin' days.

Product-by-product

Start by eliminating eggs, then milk, then meat.

Animal-by-animal

"But, I love (insert animal product) too much!"

The answer? Begin by eliminating products from every other animal from your diet.

ERRORS

It might not seem this way, but every vegan makes mistakes, even the old-timers. It's easy to misread a label or accidentally eat something wrong. That's OK; forge on!

WHAT ABOUT MY . . .

Got a wonderful leather briefcase that's lasted the past 50 years and will last the next 50? Or a bed full of woollen blankets? The choice is yours, you don't have to throw these away. Like everything, veganism has grey areas. Some vegans are OK with second-hand stuff.

FAMILY & FRIENDS

The journey to a vegan lifestyle doesn't have to be made in solitude. Share the information you've learned with interested friends or family members – maybe sit down and watch an animal rights documentary together. This will make the transition easier and more fun; you'll have someone to discuss the issues with, as well as someone to taste-test your new recipes!





WHY LOVE ONE
& EAT THE OTHER?

*"But for the sake of some little mouthful of flesh we deprive a soul of the sun and light, and of that proportion of life and time it had been born into the world to enjoy."
~ Plutarch (essayist and biographer)*

MEAT

Many animals live and die to provide meat. All meat-production industries have issues, but they all have one thing in common - animals are born for industry, and treated as machines throughout their life. The females are generally forcibly inseminated - which many people consider rape - and they are often confined, some to small cages and crates, others to paddocks. They frequently have medical procedures performed with no pain relief. None of these animals are allowed the freedom to express most of their natural behaviours. After living in hellish conditions, for weeks or years, they are slaughtered - always years younger than their usual lifespan. The concept of "humane slaughter" is an oxymoron. Animals unnecessarily live and die in this way only to serve human desire for profit and taste.

DAIRY

Dairy cows are a forgotten animal in New Zealand. Seen commonly on the roadside, their lives consist of a cycle of involuntary insemination, gestation, and milking. Every year their newborn calves are stolen at birth, and they are impregnated again a few months later. Their bodies are used over and over in this way until they are so depleted that production decreases, then they are slaughtered. 50% of calves are male and of no use to the dairy industry, so many are slaughtered soon after birth to supply veal.

EGGS

There has been strong focus on the conditions of battery hens, but what is often ignored are issues outside of the cage. Just like male calves, 50% of chicks are unlucky enough to be born male and are killed immediately after birth; a waste product to

the industry. The remaining females have their beaks cut off, and are sent to battery farms or free-range farms. There they are either confined to cages or small areas. Restricted from many natural behaviours, in conditions not fit for any social animal, each hen serves the purpose of unnaturally intensive egg-laying until she is killed at 18 months of age and replaced by a more productive bird. By the time she dies her body is ruined; depleted of nutrients due to the intensity of egg production. She would naturally live for 7 or 8 years and roost in trees.

LEATHER AND FUR

Leather is a multi-million dollar industry in and of itself; it is not simply the waste of the meat industry. Leather is made from the hides of nearly any farm animal. Most leather is imported from developing countries, where animal welfare laws are non-existent. The lives of leather animals are unendingly brutal, and most of them experience nothing but horror at the hands of humans.

Fur mostly comes from Europe and China. Minks, foxes, dogs, cats and rabbits are bred and caged in abhorrent conditions. Stress, disease and overcrowding leads to self-mutilation and cannibalism. Slaughter methods are designed to protect the pelt, resulting in increased pain and suffering for the animals; in China this can even mean being skinned alive.

ANIMAL TESTING

Hundreds of thousands of animals are used every year in New Zealand for teaching and experimentation. These animals are often mice, (for education, behaviour, and medical experiments) and sheep and cattle (in order to increase their output to industry). All of these experiments are painful, and many are lethal, but never are they necessary.

THE ENVIRONMENT

Animal agriculture is New Zealand's biggest contributor to climate change, contributing more than the energy sector. New Zealand's large focus on agriculture means that we have an enormous carbon footprint per capita. Farm runoff also leads to pollution of waterways, so New Zealand is home to some of the most polluted rivers in the world. It takes about five times the resources in land and water to produce 1 kg of animal protein as it does to produce 1 kg of plant protein. For this reason

the UN Centre for the Environment has urged for an international drive toward plant-based diets.

VEGANISM IS A CONSUMER BOYCOTT

The issues with animal agriculture are so vast and inherent that welfare reforms and retrospective environmental protections are insufficient. The only solution is a total boycott. We have to look at the situation that humans have created and realise that we have the power to decide what kind of society we wish to build; one of



This is the lovely Bella, from a typical New Zealand farm in Levin.

Animals without rights are as vulnerable as humans without rights.

*"You may choose to look the other way but you can never again say you did not know."
~ William Wilberforce*

WHY SHOULD I GO TO POT-LUCKS?

Pot-lucks are what vegans do.

They're great for new and old vegans alike. The food tends to be smashing and they're a great way to meet other vegans (or dates). You can either hold your own pot-luck or attend an existing one in your area. You'll make friends, get lots of food ideas, and find out the best place to get vegan food in your area.

The best thing is, they provide easy, carefree eating where you know everything is vegan and don't have to ask.

BUT I'M NOT FULLY VEGAN YET . . .

It's OK. People will be accepting of your not-quite-vegan-yet position, and will support you in any way you need.

WHAT SHOULD I BRING?

Hummus.

Unless you're the cooking type, in which case take the opportunity to practice making vegan food (and show off)! You can adapt an old favourite recipe or Google up a new one.

WHAT IF I DON'T KNOW ENOUGH ABOUT THE ISSUES?

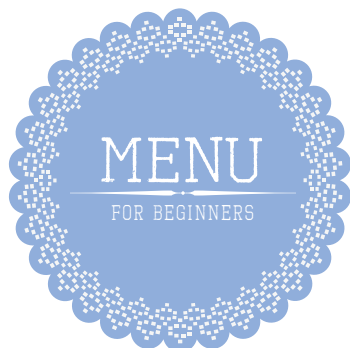
Believe it or not, vegans can get tired of constantly talking about these issues. Lots of people just want to hang out in a social environment and to not have to worry about what they're eating. But if animal rights does come up, you don't have to feign knowledge – this is an opportunity to learn. Just like on the internet, people will be more than happy to inform you of what they know.

LOCATING A POTLUCK

Check out the events at www.govegan.org.nz, consult Google or try local Facebook groups.



Vegans make new friends at a pot-luck.



BREAKFASTS

Cereal & Milk (GF OPTION)

Grab Weet-Bix, Cornflakes, Rice Bubbles or Muesli. Add fruit or sugar. Instead of milk try Vitasoy Soymilky or experiment with oat, rice or almond milks.

Corn Fritters

Mix 1 tin of whole kernel corn (including liquid) with 1 cup of flour, fry fritters in oil & sprinkle with salt. Serve with sweet chilli sauce or relish. Add a side of salad.

Toast & Spread (GF OPTION)

Most bread is vegan, just check the labels. Try Molenburg or simple white bread. For spread, use Olivani or Pams' Table Spread. Enjoy Marmite, Vegemite, peanut butter, jam, avocado or tomato atop. Marmite is great for B12.

Smoothies (GF)

Blend fresh fruit of your choice with frozen bananas (or bananas and ice). Add in water or soy milk.

Cheap Oaty Porridge

Boil oats, add a banana, sultanas, walnuts, mixed nuts & seeds, a dash of cardamom, a bit of cinnamon & a pinch of salt. Serve warm, drizzled with luscious Soymilky & maple syrup or brown sugar.

EATING OUT FOR BREAKFAST

Hash browns, baked beans, avocado & bagels, toast & jam, fresh fruit, coffee, tea, hot chocolate made with soy milk.

LUNCHES

Sausages in Bread

Fry sausages, serve with mustard & tomato sauce – onions optional. Try Fry's Hot Dogs or Sausages, or Bean Supreme's Rosemary, Sage & Parsley Sausages. Add vegan mayo and salad and you have a sandwich.

Wraps

Put hummus, lettuce, avocado, cucumber and tomato into a wrap, throw in a few chickpeas, drizzle with oil & balsamic vinegar & finish with salt & pepper.

Hot Chips

Buy some, or whip up your own by slicing spuds & deep frying them. Enjoy a classic chip butty with margarine & sauce.

Baked Beans on Toast

Heat baked beans, eat them on toast.

Salads

Get creative with lettuces, vegetables, fruit, nuts, oil & balsamic dressing.

DINNERS

Falafel on Rice (GF)

Buy or make falafels. Blend drained chickpeas, garlic, onion, coriander, cumin, and salt. Add a little flour and lemon juice or water if necessary. Roll up and fry. Serve with rice & salad. This also makes great burger patties.

Basic Curry (GF)

Fry vegetables (capsicum, broccoli, onion),

and cubed extra-firm tofu (not silken), curry paste to taste, salt, pepper & half of a tin of coconut cream. Add a little sugar to sweeten. Serve on rice.

Basic Bolognese (GF OPTION)

Fry onion & garlic, add a dash of tomato paste & a tin of tomatoes, add 1 tin of drained kidney beans & a few chopped vegetables (capsicum, broccoli, mushrooms). Add 1 teaspoon of sugar to sweeten & salt & pepper. Serve with pasta.

Stirfry (GF OPTION)

Fry garlic & onion, add celery, capsicum, cashew nuts, pineapple, sprouted mung-beans and broccoli, along with a few tablespoons of soy sauce & a little sugar. Salt to perfection & serve with rice or noodles.

Pumpkin Soup (GF)

Roast pumpkin, onion and garlic. Blend with salt, coconut cream, water, cumin & coriander. Serve with fresh bread.

EATING OUT FOR DINNER

Thai, Indian, pizza-sans-cheese, Chinese, Mexican, Turkish, Korean, Italian, or Japanese (sushi).

SNACKS

Garlic Bread - slice ridges in a baguette, slather with margarine & garlic, bake in foil.

Hummus & Crackers (GF OPTION)

Dark Chocolate (GF) - heaps of dark chocolate is vegan, flip the pack & check the label.

Fruit (GF)

Mixed nuts (GF)

Crisps (GF)

All ready salted crisps are vegan, but plenty of S&V chips, corn and cassava chips are also cool.

Popcorn (GF) - pop it and enjoy it with margarine & salt.

Sorbet & Soy Ice cream (GF)

Boiled Candy & Home-brand Jellybeans (GF) - candy can be vegan, just flip the pack and check.

DRINKS

Soda, juice, soy milk, oat milk, hemp milk, almond milk, beer, wine, spirits, coffee, tea, smoothies & more.

SUBSTITUTIONS & BAKING

Swap meat with soy products from the supermarket freezer or make your own tofu-bacon. (Extra-firm tofu (not silken), fried in oil until crispy, coated with soy sauce and a few drops of liquid smoke).

Swap egg with:

- Firm tofu (in scrambles)
- 1 teaspoon tapioca starch (in baking)
- 1 banana (in baking)
- Powdered egg replacer (in baking)

Swap milk with bean, grain or nut milks or water (in baking).

Swap butter with margarine.

Swap cheese with:

- Cheezly brand cheese.
- Cheesy sauce (white sauce made with flour, soy milk and margarine. Add salt, nutritional yeast & mustard to taste).

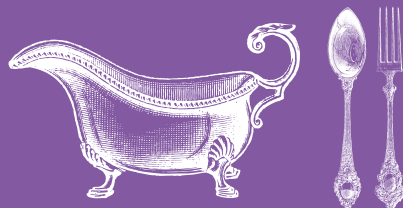
Swap mayo with ETA Light Salad Dressing or Masterfoods Traditional Tartare Sauce.

Swap yoghurt with soy yoghurt found in the chiller at the supermarket. Make cashew sour cream or pick up Tofutti cream cheese or sour cream from a local cruelty-free shop. Try Alpro vanilla or chocolate soya custard or Alpro soya cream in the chiller. Try tahini sauce.

For more recipes and ideas visit:
www.govegan.org.nz/recipes

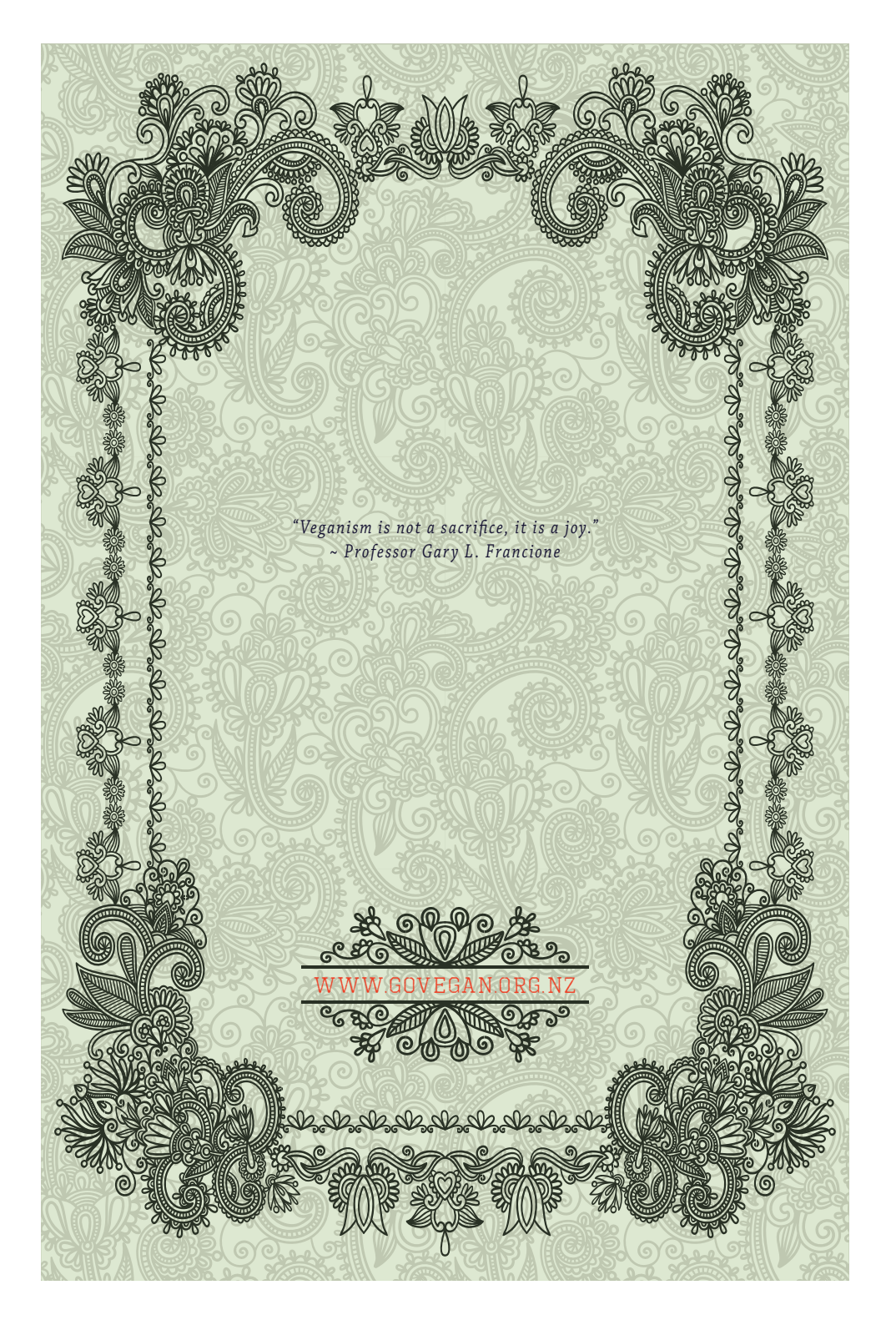


WHERE WILL I GET MY ...



<i>Protein</i>	<i>Used for general growth and maintenance.</i>	<i>Beans, nuts, seeds, tofu, grains.</i>
<i>B vitamins</i>	<i>Role in metabolic reactions, protein synthesis, DNA replication, hormone production and blood circulation.</i>	<i>Leafy green vegetables, nuts, seeds, legumes.</i>
<i>Vitamin B12</i>	<i>Brain and nervous system, blood formation.</i>	<i>Fortified cereals, plant-based milks, Marmite, or nutritional supplements.</i>
<i>Vitamin C</i>	<i>Immune system, antioxidant.</i>	<i>Guava, capsicum, kiwifruit, broccoli, strawberries, orange, kale.</i>
<i>Vitamin D</i>	<i>Absorption of calcium and phosphate.</i>	<i>Mushrooms, sunlight.</i>
<i>Vitamin E</i>	<i>Antioxidant, enzymatic functions, gene expression.</i>	<i>Wheat-germ oil, sunflower oil, nuts, avocado.</i>
<i>Calcium</i>	<i>Building and maintaining bones and teeth. Role in cell signalling.</i>	<i>Nuts, seeds, beans, kale, fortified plant-based milks, seaweeds.</i>
<i>Iron</i>	<i>Cofactor in enzymes (such as haemoglobin).</i>	<i>Lentils, beans, green leafy vegetables, tofu, chickpeas, fortified breakfast cereals.</i>
<i>Omega 3, 6, 9</i>	<i>Affects inflammation, mood, behaviour, has role in cell signalling.</i>	<i>Avocados, sunflower seeds and oil, pumpkin seeds and oil.</i>





"Veganism is not a sacrifice, it is a joy."
~ Professor Gary L. Francione

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