

IVU Online News –April 2011

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Interview with VIVA!

VIVA! Vegetarian Voice for Animals - www.viva.org.uk - recently became an IVU member. Here's an interview with Tony Wardle - www.tonywardle.co.uk - who helped Juliet Gellatley to found VIVA!



What is the story of your evolution as a vegetarian?

I had a London-based TV production company and was commissioned by Juliet Gellatley, then at the Vegetarian Society (UK), to make a film on vegetarianism for young teenagers (*Food Without Fear*). I injected humour into it and used the black actor Vaz Blackwood (Lenny Henry's one-time side kick) as the lead character. It was reviewing archive footage of factory farming that deeply shocked both me and my business partner, Yvette Vanson. In all, seven people who worked on that production went vegetarian, including my partner's husband, Michael Mansfield QC. I was pretty convinced the film would do what was required of it. It won awards at the New York Film & TV Festival and the Prague Ecofest.

How and when did you become involved in activism for vegetarianism?

Juliet founded VIVA! (Vegetarians International Voice for Animals) in 1994. By this time she and I were married. I was totally behind her decision to found VIVA and became involved from the start in stuffing envelopes, doing street collections and stalls and supporting in any way I could.

It became inevitable that I got drawn in and used my only talent, as a writer, to become Viva!'s words person. I wrote the magazine, leaflets, appeals, some guides

and so on. It coincided with my partner and I going our separate ways and dissolving our company, Vanson Wardle Productions. It was almost 'game, set and match' now and my involvement with Viva! grew and grew until I ceased TV production and became a full-time campaigner.

What does VIVA! do?

Viva! started off by campaigning for a vegetarian world, concentrating on what happens to farmed animals in the UK, particularly in intensive (factory) farming. It was always a multi-pronged approach – exposing the brutality of farming and slaughter but also offering support to people wanting to change their diet. Right from the start we brought in arguments on the environment, health and the developing world but our concentration was on animal abuse.

For the first few years we achieved extraordinary media coverage but it gradually became harder and harder to grab the interest of journalists as they adopted the attitude of 'seen that, done that, been there'. This spurred us to do more first hand investigations – actually going into farms and slaughterhouses and filming what we saw. That reinvigorated our campaigns.

How has VIVA! evolved over the years?

Together, Juliet and I wrote the *Silent Ark* (Thorsens), a book which sold extremely well and has just gone out of print. Its replacement is being worked on right now. She also wrote *The Livewire Guide to Going and Being Vegetarian* (all the vegetarian issues for young people) and *Born to be Wild* (the use and abuse of animals world wide). Both were published by the Women's Press). As we grew the quality of our printed material became more imaginative and professional and our successes increased, too.

We were always aware of the cruelty of the dairy industry but have now essentially become a vegan organization. We still use the word vegetarian but that is to be inclusive, encouraging people to engage with Viva! Once they do we help to push them along the road towards veganism. Of our 19 staff, 18 are vegan.

Ten years ago we gave health a specific focus with the formation of the Vegetarian & Vegan Foundation. It works solely on issues of health and nutrition, taking over Viva!'s charitable status, freeing Viva! up to be more independent and no longer confined by the Charity Commissions rules on 'political' campaigning. We've opened an office in Warsaw, Poland, which has become the pre-eminent campaigning animal group in Poland.

More recently we have been putting undercover investigators into work situations and the results in the last 18 months in exposing the cruelty of modern farming have been extraordinary. Our publication of a report into the environmental impact of livestock farming is hugely popular (*Diet of Disaster*) and marks our upgrading of environmental concerns.

What is one of VIVA's success stories?

I really couldn't give just one. The first big success was to empty the shelves of all 1,800 supermarkets in the UK of kangaroo meat. This was followed by other 'exotic' meats. The ostrich farming industry blamed Viva! for its collapse.

Three Christmases running we exposed Bernard Matthews' turkey farms and sales slumped and stayed down. We were the first people ever to expose duck farming,

showing it to be as intensive as all other poultry. Sales slumped and stayed down. We have done a huge amount of expose work on pigs and again sales are down.

Poland's chief vet blamed Viva! for the collapse of live horse exports from his country to Italy – down from 120,000 to 30,000. In the US, we were part of the team which saw foie gras production and sales outlawed.

We were responsible for Wholefoods Markets completely rewriting its animal welfare code to be probably the best in the world and its chief executive became vegan. The latest success is the abandonment by Nocton dairies of their massive proposed zero-grazing dairy farm. We began the campaign with the local group Vegan Lincs. Meat sales in the UK have fallen by 5 per cent over the last three years despite a growing population and increased immigration from essentially meat-eating nations. We believe we have played a big part in that.

Why did VIVA decide to join IVU?

I think we were too busy doing our own thing and were not fully unaware of the IVU's work. A meeting with John Davis convinced me that as the largest veg*an campaigning group in Europe, we should put our experience and expertise at the disposal of the IVU for the benefit of others.



Interview with Happy Cow

Eric Brent is founder & director of HappyCow.net, a global guide to vegetarian restaurants and health food stores. Eric kindly agreed to be interviewed for *IVU Online News*.

What is the story of your own evolution as a vegetarian?

In the late 1980s while I was attending college in Santa Cruz, California, a friend brought me to the local vegetarian restaurant, then named McDharma and introduced me to a veggie burger. After I ate it, I had a small awakening about the source of meat burgers. I felt that I could no longer eat red meat again. Then, I stopped eating fish while traveling and living in China, and gradually I removed eggs and dairy from my diet, partly due to my encounter with a Buddhist master in Taiwan. Then in 1999, while living in India, I felt an inspiration to create the HappyCow.net website to help other veg travelers in finding "safe" food.

How can IVU member organisations help make Happy Cow an even better resource?

HappyCow is peer content website, which means that the content published is contributed by visitors, members, and volunteers. We rely on passionate individuals everywhere who want to help others access up-to-date information about where to find a veg restaurant or health food store. Presently, our restaurant/store guide features nearly 15,000 veg & veg-friendly listings with 30,000 reviews.

IVU member organizations can contribute by going to HappyCow.net regularly and checking that the restaurants and stores in their cities are accurately represented. You could also write reviews for the places you've patronized. Plus, do participate in our forum discussions. By keeping the information on HappyCow accurate and sharing your experiences, you are helping other veg travelers and vegheads.

How do advances in technology help Happy Cow?

Besides being able to access our web guide using computers from their homes and offices, people can also access HappyCow via their cell phones. We offer an app for the iPhone (VegOut), one for Android (HappyCow VeginOut, which works for Droid), one for Palm Pre (HappyCow VeginOut), and one for Symbian OS. Soon we will release an app for Windows 7. Full details at www.happycow.net/mobile.html

You also list restaurants that serve meat. How do you decide on which places to add? How have your policies evolved? How do you expect them to evolve in the future?

HappyCow listings are defined by the level of "veg-ness" (i.e. raw / vegan / vegetarian / or veg-friendly). We give our visitors as much information as possible and provide trustworthy reviews from fellow veg*ns and health food eaters. Deciding on which listings to accept is a time-consuming issue, because each submission is reviewed and investigated. This process enables us to maintain our integrity. It's why HappyCow has a good reputation and a loyal following.

To get a better perspective on this please see our submission guidelines, at <http://www.happycow.net/submitrestaurant1.php>. Basically, in order to get listed on HappyCow, a non-veg place has to demonstrate that it's going the extra distance to accommodate veg*ns and is not just about leaving out the meat.

What else does Happy Cow do other than provide restaurant listings?

More than just a restaurant and health food store guide, visitors will also find listings and reviews for all vegan shops and bakeries, veg B&Bs, veg catering companies, veg organizations, and farmers markets. Come to our site, and you will also find a dedicated vegetarian travel section which includes tips to staying healthy while traveling; health articles and food recipes; a community discussion forum; member groups based on interest or region; live chat rooms; a world events calendar; a free extended directory of famous vegetarians; and our monthly vegin' out newsletter MooZine: www.happycow.net/moozine_list.php.

Please tell us a vegetarian joke or share a cartoon related to vegetarianism

Visit www.happycow.net/humor.html and you will find an entire page dedicated to vegetarian humor. Enjoy!



Meet the Manufacturer

Here's an idea from IVU member VSUK: www.vegso.org

On Sun, 20 Feb, the Vegetarian Society hosted a special event - Meet the Manufacturer:

www.seedlingshowsoc.com/corporate08/mtm.asp

This day-long event, the first of its kind in the UK, brought vegetarian product manufacturers and vegetarian consumers together. The event was a great success. Over 600 people attended the event, took part in feedback and sampling sessions, and received free goody bags and samples from Vegetarian Society Approved clients. Cookery demonstrations from the Cordon Vert Cookery School took place throughout the day and proved to be a very popular attraction.

Argument #3: Humans Are Meant to Eat Meat

Last year, we started a series based on an article from the Care2 website - [www.care2.com/causes/animal-welfare/blog/10 Arguments Against A Vegan Lifestyle](http://www.care2.com/causes/animal-welfare/blog/10_Arguments_Against_A_Vegan_Lifestyle) - that lists responses to frequently heard arguments against being vegetarian.



Below is the third argument with Care2's response. Please send additional or alternative responses for publication in our next issue. Thanks.

Human beings have the ability to consume other animals' flesh and display the predator characteristics of forward pointing eyes and four sharper teeth called "canines." Unfortunately this is where the basis for this reasoning ends. Human beings' bodies, by virtually every measure, are intended to eat plants, not flesh. We have flat grinding teeth with jaws that can move from side to side.

Virtually no other meat-eating animal has jaws that move side to side, because for animals that eat flesh the possibility of injury is too high in jaws with lateral flexibility, in addition to the fact that meat-eating animals don't chew their food, but instead tear pieces from carcasses and swallow them whole, and thus don't need flat teeth.

The canine teeth we possess are dubiously small for any sort of the stabbing all other species use their canine teeth for. If you compare our canine teeth to those of our distant relative gorillas, which are completely vegetarian, you will see that even those gentle giants have canines that outmeasure our own greatly.

Humans have long folding intestines that allow for food to move slowly through our digestive system, which allows our bodies to absorb as many nutrients as possible before the food is passed.

Animals who eat meat regularly have incredibly short intestines because meat may contain harmful pathogens and will putrefy in their guts if not processed quickly. We lack the proper PH in our stomach acid to digest meat properly without thorough cooking. An animal who eats meat has the stomach PH of less than or equal to 1, whereas plant-eating animals have a PH of 4-5, which is what human beings have.

This argument can also be stated as "*If we weren't supposed to eat animals, why are they made out of meat?*"

MMA (Mixed Martial Arts) Veg Warriors

You may not approve of this as a sport, but the fact that vegetarian athletes are among the top of Mixed Martial Arts provides yet more evidence of the sufficiency of vegetarian diets. Indeed, this *Sports Illustrated* article suggests that more athletes believe that veg diets are not only the ethical choice but also the best choice for boosting their athletic careers.

sports.yahoo.com/mma/news;_ylt=AtQD_Jn5T9qZnL6zIS2iMzk9Eo14?slug=dm-mmavegetarians021711



Many Religions Support Veg

Vegetarians can be found in all religions and among those with no religion. Here's an example from Judaism, a religion not normally associated with vegetarianism. This is from the newsletter of Jewish Vegetarians of North America:

jewishveg.blogspot.com

Of course, as in all religions, Jews differ among themselves in their views. Most Jews are not vegetarians.



I can sum up "my" views regarding the relationship of Human Beings to non-Human life, nature and the environment simply.

(Of course, there are other valid paths to becoming a vegetarian.)

It is simple for me because I accept the following (Torah) axioms:

- 1) Ha'Shem (G-D) is the eternal, infinite, almighty, omniscient, all-merciful (compassionate/loving) Source of ALL there is.
- 2) HIS attribute of love motivates HIM to create a Being (Human by virtue of the DIVINE gift of free moral choice) less than HIM (necessarily) to choose to (lovingly) seek HIM. Any student of psychology will affirm that "love" is a benevolent emotional relationship chosen between two FREE participants.
- 3) Nature and the animal world are created to be Man's assistants in this quest. The non-Human creatures are (like Man) BEINGS not THINGS. They (like Man) belong ONLY to G-D. Each (like Man) has a unique soul and mission, which will be fulfilled. ALL (like Man) are rewarded by G-D for this service.
- 4) Humans are commanded to emulate G-D's attributes of loving kindness, mercy and compassion.
- 5) Man's survival has the highest priority in G-D's plan.

From the above, one may conclude that Man's behavior towards the animal world is explicitly/stringently dictated and regulated by the commandments just as it is towards his fellow men. Man may not act in a whimsical self-centered fashion towards non-Humans. Man must protect and conserve the world created for his benefit.

Man may take non-Human life ONLY IF it is necessary to ensure his survival. Humane methods are demanded by G-D. Failure to recognize these principles with the frivolous use of G-D's creatures as objects/commodities is cruel abuse. This is expressly forbidden and condemned by G-D. We do so at our peril.



Dying to Serve You

This blog uses photos to remind us that if we go veg, no nonhuman animals end up on our plates or in our bowls: dyingtoserveyou.com

The blog's creators will be very pleased to have their images used by any organisation that promotes a cruelty-free, earth-friendly lifestyle. You can also adapt the images as long as you also credit dyingtoserveyou.com somewhere in the work.

The blog's creators can also send images that will blow up to A1 size. The files are 60MB. So they won't go through email. But they can send the images through a CD - the slow mail. They'll be adding more images soon.



More Good News About Soy

Soy is a great source of protein and other nutrients. Yet, some concerns have been expressed. Here's one more study suggesting that actually no special reason exists for concern about soy.

The Women's Healthy Eating and Living (WHEL) study is a randomized controlled trial of a high fruit/vegetable/fibre and low fat dietary intervention in early stage breast cancer survivors in the USA. It had a median follow-up of 7.3 years from the time of enrolment. Soy intake was measured post-diagnosis (median 2 years, range: 2 months to 4 years) using a food frequency questionnaire that included specific items for "Meat Substitutes (such as Tofu, Veggie Burgers)," and "Soy Milk", as well as an opportunity to include other soy foods and supplements.

Isoflavone intake (the marker for soy) was unrelated to the risk of recurrence regardless of hormone receptor status or Tamoxifen use. No significant increased or decreased risk was associated with any specific level of intake. Risk of death tended to be lower as isoflavone intake increased (p for trend=0.02). Women at the highest levels of isoflavone intake (>16.3 mg/day isoflavones; equivalent to at least 1/2 cup soymilk or 2 oz tofu) had a non-significant 54% reduction in risk of death compared to the lowest quintile of soy intake.

The authors state:

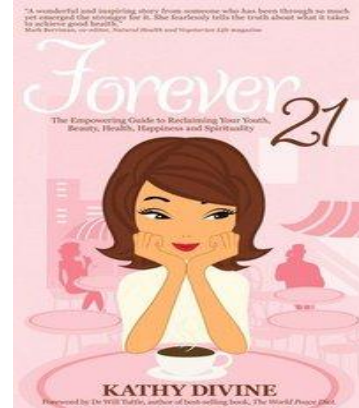
Our study is the third epidemiological study to report no adverse effects of soy foods on breast cancer prognosis. These studies, taken together, which vary in ethnic composition (two from the US and one from China) and by level and type of soy consumption, provide the necessary epidemiological evidence that clinicians no longer need to advise against soy consumption for women diagnosed with breast cancer.

Reference

Caan BJ, Natarajan L, Parker BA, Gold EB, Thomson CA, Newman VA, Rock CL, Pu M, Al-Delaimy WK, Pierce JP. Soy Food Consumption and Breast Cancer Prognosis. *Cancer Epidemiol Biomarkers Prev.* 2011 Feb 25.

Book News: *Forever 21*

Forever 21: The empowering guide to reclaiming your youth, beauty, health, happiness and spirituality. By Kathy Divine, vegansarecool@gmail.com
www.kathydivine.com. Reviewed by George Jacobs.

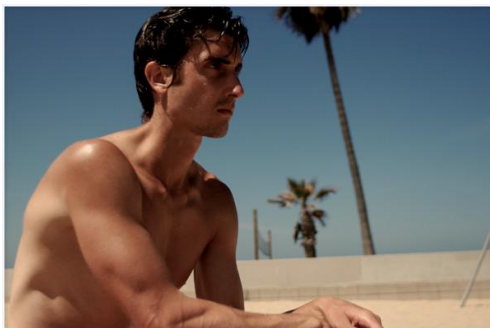


They say, "You can't judge a book by its cover". When I saw the soft pink cover of this book with the cartoon-style drawings and the title, "Forever 21", I was reminded of the girl tween (children between middle childhood and early adolescence) novels my niece used to read. Not very enticing to me, but I had agreed to review the book for *IVU Online News*; so, I turned back the cover and started reading.

What I found was very different from what I had feared. Kathy Divine's book has two main parts. The first about 50 pages explain the author's views on how to lead a well lived life. A plantatarian diet, including lots of fresh fruits and veggies, receives prominent exposure, along with other positive ideas, such as minimizing stress and doing meditation and exercise.

The second part of *Forever 21* accounts for about 100 pages and consists of interviews with a wide variety of people who are living according to the principles Kathy espouses. Among the interviewees are Aryan Tavakkoli, a medical doctor, Andrew Knight, a veterinarian, Victoria Moran, an author, and Kate Vervain, an athlete. Reading the interviews can inspire and guide us to follow in the interviewees footsteps.

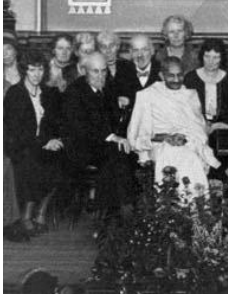
What I enjoyed most about the book was the positive approach that Kathy takes in the advice she gives and in the questions she asks her interviewees. Additionally, I was glad to see vegetarianism linked with other aspects of good health, environmental protection and kindness to our fellow animals. Certainly, the trend is for plant based diets to become a basic cornerstone of a life well lived. Thus, regardless of what goes on the cover, being vegan forms an essential element of what's inside. And, maybe I can even persuade my now teenage niece to read the book.



Plant Powered Triathlete

Brendan Brazier is an Ironman triathlete, author of *The Thrive Diet*, creator of an award-winning line of whole food nutritional products called Vega, and has also worked with celebs like Hugh Jackman to get them into [the best shape of their lives](#) through plant-based diets.

"I've been vegan since I was 15, and I got into it just because I wanted to be a better athlete, I didn't care what I ate," the 35-year-old said. "At the time I would've eaten anything if I thought it would have made me a better athlete. And I just tried different ways of eating ..." www.ecorazzi.com/2011/02/15/ironman-triathlete-brendan-brazier-says-vegan-diet-is-best-for-athletes/



Gandhi - and the launching of veganism

Gandhi is not the first name that vegans might think of as helping to launch the movement, and yet he did, on November 20, 1931, in London to be precise. He didn't call it 'vegan' of course, but it wasn't long before others came up with the word to describe what he was talking about.

See: www.vegsource.com/john-davis/gandhi---and-the-launching-of-veganism.html

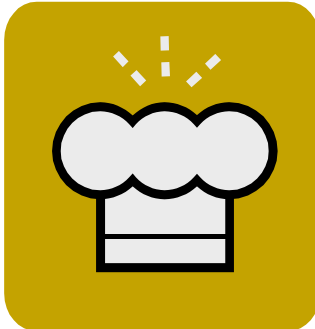
The Origin of the Term 'Speciesism'

Richard D Ryder is the psychologist and philosopher who invented the concept of speciesism in 1970. Speciesism is defined by dictionary.com as "discrimination in favor on one species, usually the human species, over another, especially in the exploitation or mistreatment of animals by humans". In 1985, Richard developed the term painism. His idea here is to argue that all beings who feel pain deserve rights.



This link provides an interview with Richard:

arzone.ning.com/profiles/blogs/professor-richard-ryder-arzone



Vegetarian Chef Sought for Global Youth Village

The Global Youth Village is an international summer camp exchange programme for students 13-18 years of age: www.globalyouthvillage.org This year the dates are 24 June- 3 Aug, and the place is Virginia, USA.

The Village's goal is to promote respect as a standard for human interaction. Program activities help participants discover a common ground for understanding people of diverse cultures and backgrounds, by encouraging core human values such as peace, justice, tolerance, ethics, service, and equity. Thus, the food served is vegetarian.

The Village is seeking an experienced cook or chef and other staff to prepare vegetarian food. For details: contact Leila Baz, Staff Director, at leila@legacyintl.org

Welcome to Organisations Recently Registered with IVU

MEXICO

Comunidad Vegana Latinoamericana - www.nivel6.org

PAKISTAN

Animals Safety Organization - www.animalssafety.org

USA

Corvallis Veg Education Group - www.corvallisveg.org



- **Worldwide Vegan Bake Sale** – 23 Apr-1 May, 2011 - www.veganbakesale.org
- **2nd Latin American Vegetarian Congress** in Bolivia – June, 2011 – exact place and date to be announced - marly.winckler@gmail.com
- **13th International Vegan Festival** – 4-12 June, 2011 - Malaga, Spain www.ivu.org/veganfest/2011
- **7th Asia for Animals Conference** – 10-14 June, 2011, Chengdu, China - www.asiaforanimals.org
- **Animal Rights 2011 Conference** – 21-25 July, 2011, Los Angeles, USA - www.arconference.org
- **VegSource Healthy Lifestyle Expo 2011** - 14-16 October, 2011, Los Angeles, USA - www.HealthyLifestyleExpo.com
- **3rd China Xiamen Veg Food Fair and International Forum** – 20-23 October, 2011 – www.vffair.com
- **IVU Vegetarian Congress for Southern Africa** - 27-30 October, 2011 [tentative], South Africa – contact IVU Regional Coordinator for Africa, Emanuel Eyoh, nigveganimal@yahoo.com
- **5th Asian Vegetarian Congress** – 8-9 November, 2011, Hangzhou, China - www.apcnsorg.com/avuc / www.eyy8.com/avuc
- **2012 IVU World Vegetarian Congress** – Oct, 2012, San Francisco (USA)

Other Online Sources of Veg News

In addition to *IVU Online News*, there are many other places to go online for general veg-related news, rather than news mostly about one country or one organisation. Here are some.



1. Dawn Watch - www.dawnwatch.com/alerts.htm
2. European Vegetarian Union - www.evana.org
3. Farmed Animal Net - www.farmedanimal.net
4. Vegan Outreach - www.veganoutreach.org/enewsletter
5. VegE-News - www.vege-news.com
6. VegNews - www.vegnews.com
7. VegSource - www.vegsource.com/cgi-bin/dada/mail.cgi
8. AnimalConcerns.org doesn't have a newsletter, but they post stories daily at www.animalconcerns.org/categories.html?do=shownews
9. IVU-Veg-News E-Mail List - www.ivu.org/news/veg-news
10. Care2 - www.care2.com
11. Vegetarianism in the News - www.vegsoc.org/page.aspx?pid=928

Please Send News to IVU Online News

| [Dear Veg Activist](#)

Please use this newsletter as a way to share your knowledge, ideas and experiences with fellow veg activists.

| [Thx.](#) --[george](#) jacobs - george@vegetarian-society.org



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