

## IVU Online News –November 2011

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### Asia Vegetarian Congress

Here's the programme for the Asia Vegetarian Congress to be held in Hangzhou, China, 8-9 Nov:

[www.5avuu.com/en\\_news.asp?id=5](http://www.5avuu.com/en_news.asp?id=5) . The first day of the Congress features talks, mostly on health issues.

Among the speakers are Dr Chaoqiang Lai of Tufts University, speaking on 'Nutrigenomics and human health', Dr Susianto Tseng, the International Vegetarian Union's (IVU) Asia Pacific Regional Coordinator, reporting doctoral research on the role of tempe in vegetarian diets, and IVU Historian and Manager, John Davis, sharing his research on 'The vegetarian movement from a world perspective. Prof Maitree Suttajit, president of the Asia Vegetarian Union, will be on 'Phytochemicals and Vegetarianism'.

The second day of the event is devoted to visits to places of interest, including a tofu factory. Also on the programme are a cultural show - "Love Eternal of Song Dynasty" - a gala dinner, a tea party and a banquet to close the Congress. Hope to see you there.



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### Law in France Attempts to Obligate Meat Eating

Vegetarians in France have alerted *IVU Online News* of their struggle for freedom of conviction, as a decree has just been published making compulsory rules for the composition of meals in all public and private school catering. These rules attempt to force six million children of school age to eat meat, fish, dairy products and eggs.

Details: [www.euroveg.eu/lang/en/news/press/20101014.php](http://www.euroveg.eu/lang/en/news/press/20101014.php)



## **Interview about Monday Without Meat in Brazil**

Marly Winckler, IVU Regional Coordinator for Latin America and President of the Brazilian Vegetarian Society, shared some insights about the Segunda Sem Carne (Monday Without Meat) campaign her country.

### ***How did Segunda Sem Carne begin? Why did you choose Monday?***

In 2009, soon after Ghent's (Belgium) Meatless Thursday received support from the Municipal Government I asked Dr Eduardo Jorge, Environment Secretary of Sao Paulo, who was already our supporter, if he would support our Meatless Monday campaign. He not only supported but was - and is - our partner in it - helping in many ways. We choose Monday because Brazilians usually start new things on this day and also because they are more prone to eat lightly on Monday because they abused on the weekend.

### ***Do you work with other organisations on Segunda Sem Carne, such as health, environment or animal advocacy organisations?***

We are getting more and more support of all kind of organizations, such as government, schools, nurseries, restaurants and hospitals. Just now, we had a very big boost from Alexandre Schneider (pictured above), Education Secretary of Sao Paulo, who is in charge of school meals. From now on, they will serve two million meatless meals in their three thousand schools each Monday, which means an impact in consumption as if more than 300 thousand people become vegetarian overnight. The Brazilian Vegetarian Society (SVB) will provide schools with fundamental information on why to go meatless one day a week, with talks, videos, seminars, etc.

### ***Why is a vegetarian organisation, such as the Vegetarian Society of Brasil, spearheading a campaign to convince people to go vegetarian only once a week?***

One of our main objectives is to transmit all the benefits of a vegetarian diet to those who are not vegetarian. The campaign is a very apt instrument to approach those who are eating meat every day. We ask them to "Discover New Tastes - For People, For Animals, For the Planet". Everyone is ready to stop meat one day a week. And then, they open themselves to read a leaflet here, to see a video there, entering slowly in the vegetarian culture with all its many benefits.

### ***Does the campaign promote plant based food? Is lacto ovo vegetarian part of the campaign?***

The aim of the campaign is to ask people to stop eating meat at least one day a week. It is not compulsory - if they want to do it some weeks, but not others, it is fine. But we always make it clear that to have the benefits of not eating meat, one has also not to eat eggs and milk products. We tell the truth about meat, eggs and dairy products. Our Society never promotes eggs and/or dairy products in our events, leaflets, webpages, talks, guides, etc.

### ***Other than schools, what is another success story from Segunda Sem Carne?***

We launched this year a Guide for the supporters of Segunda Sem Carne, in which not only the vegetarian restaurants are listed but also those who serve meat but are offering vegetarian options in support of the campaign. One of these restaurants is not serving any meat on Mondays now. Also in Porto Alegre, Brasilia and Rio de Janeiro, the municipality has designated a day to celebrate the Meatless Monday campaign.



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## Running a Veg Magazine

Here's an interview, abridged from one done by Stephanie Chok, with Gangasudhan, founder of Vegvibe magazine – [www.vegvibe.com](http://www.vegvibe.com) – pictured here with his wife and co-founder and co-editor, Halimah Arivalaki Ilavarasi. VegVibe is based in Singapore, and every issue contains a one-page advert for IVU member, Vegetarian Society (Singapore).



### **How would you describe VegVibe?**

VegVibe is a magazine that discusses aspects of vegetarianism, veganism, environmentalism, health & nutrition and animal welfare. The magazine aims to reach out to anyone and everyone – from the skeptic to the diehard, because we work to educate by providing justifiable fact rather than empty evangelism; we don't need people to change but to think about their actions. We provide information that facilitates readers to reflect and trust them to make the best decisions – for the planet and the sentient beings on it.

### **When did the idea of starting VegVibe begin? Could you share some key turning points?**

Halimah and I turned vegetarian in May 2008 and when we wanted more information, we had to trawl the Internet and weed out the facts. Around January 2009, we realised that the local community really needed a point of reference to learn more. We decided to release a simple online magazine as a contribution (not as a business) and as we developed the material for our magazine, we noticed that environmentalists and animal activists were not as involved as they could be with the vegetarian community. We decided we should use our position to unite environmentalists, animal activists and vegetarians and try to facilitate efficiency in the overarching movement of doing good.

***You speak of the desire to integrate environmentalists, people involved in animal rights and the health-conscious. Why is this integration important, and how does VegVibe intend to contribute to this?***

In today's context, there is little difference between the various movements but they still continue to come up with initiatives separately – sometimes repeating the same approaches on overlapping areas. We hope to streamline the movements so we can have major initiatives that are efficient, focused and highly effective.

On a more tangible note, consolidation will lead to better funding since businesses would no longer have to 'shop' for the best group/organisation to support and can come in strongly at a single point of contact.

***What about the relationship between "green" (environmental) and "red" (social justice) issues?***

Perhaps, once we can consolidate the green movement, all of us would be better organised to lend more support to social justice initiatives? I think the world is too complicated for all of us to fight all the battles all the time, so we have decided to focus on something achievable within our lifetime.

Thinking about it further, it could very well be the stepping stone to inspire the social justice movement to emulate what VegVibe advocates – consolidation for better efficiency and results. Besides, once we can all take care of the non-human creatures on Earth together, I am convinced that it would pave the way for all of us to take care of one another!

***What are some of the challenges you faced in the beginning?***

No real challenges, since it is driven by passion and we have no competition. Businesses appreciate our publication because it offers a very targeted medium for advertising, whilst our style is inoffensive and readers can choose the information they want to accept or reject. We have been blessed by a host of people who are ever-willing to help us in terms of content, presence, ideas and even sponsorship.

***How Can We Learn More about VegVibe***

In addition to going online to read our current and past issues at [www.vegvibe.com](http://www.vegvibe.com), you can view the welcome address I gave during VegVibe's launch event at [vimeo.com/14882074](http://vimeo.com/14882074), and the paper I presented at the IVU World Vegetarian Congress 2010, 'We Are More Alike Than You Think', is available online [here](#)

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**Meat Issue Raised by 'Occupy Wall Street'**

Sep and Oct have seen protests in many places against the current way that we humans are running the planet. Appropriately, meat has been raised as one of the areas where change is needed.

Check this out from the Occupy Wall Street folks:  
[nycga.cc/2011/09/30/declaration-of-the-occupation-of-new-york-city](http://nycga.cc/2011/09/30/declaration-of-the-occupation-of-new-york-city) :

"They have profited off of the torture, confinement, and cruel treatment of countless animals, and actively hide these practices".



## Interview on Vegetarian Health

Here -

[www.evana.org/index.php?id=67796&lang=en](http://www.evana.org/index.php?id=67796&lang=en) -

thanks to our friends at EVANA (European Vegetarian and Animal News Alliance), is an interview on health matters with Paul Appleby, a Senior Statistician at the Cancer Epidemiology Unit, University of Oxford, UK. Paul has co-authored around 100 papers published in peer-reviewed medical and scientific journals. Many of these papers relate to studies of the long-term health of

vegetarians and vegans. Paul also finds time to be a leader of Oxfordshire (UK) Vegetarians and Vegans, an IVU member: [www.oxveg.veggroup.org](http://www.oxveg.veggroup.org)



### **Apple: A Global History – Book Review**

by Paul Appleby, September 2011

*Apple: A Global History* by Erika Janik. Reaktion Books, 2011, 136pp, hardback, £9-99. ISBN 978 1 86189 848 7

The mountains of Kazakhstan won't feature on many tourist itineraries, but they ought to be a place of pilgrimage for fruit lovers. Ninety per cent of all cultivated temperate fruits are believed to have originated there, chief among these being the apple. Almaty, the largest city and former capital of Kazakhstan, derives its name from the Kazakh word for apple (*alma*) and is often translated as "full of apples", an appropriate description for a city surrounded by forests of *Malus sieversii*, the acknowledged ancestor of most varieties of the domesticated apple (*Malus domestica*).

From their Central Asian home, apples have colonised the temperate regions of the world. Every seed in an apple contains the genetic material for a completely new kind of apple, and only the ancient practice of grafting, whereby a cutting from a tree with desirable characteristics is grafted onto the trunk of another less favoured tree (the rootstock), enables horticulturalists to grow the desired variety. Thus, although there are thousands of different apple cultivars a mere twenty varieties account for 90 per cent of all apples consumed. The most popular varieties include the ubiquitous (and, many would say, tasteless) Golden Delicious, which alone accounts for an incredible 65 per cent of the global market, and the world's most common green apple, the Granny Smith, discovered by grandmother Maria Ann Smith in Australia in 1868.

Like other titles in Reaktion Books' *Edible* series, *Apple* is concise, profusely illustrated and attractively presented. In five short chapters, freelance writer and radio producer Erika Janik traces the development of the apple "from Almaty to America", legends surrounding the apple from the Garden of Eden to William Tell, cider drinking, the health properties of apples and the global apple market, before listing her favourite varieties and providing a selection of mostly vegetarian apple recipes. The book is rather too brief for my liking: for example, much more could have been written about cider vinegar and its claimed health benefits, and about wild or crab apples and their many uses. However, *Apple* makes entertaining reading, and if it helps to popularise the more unusual apple varieties the book will have fulfilled a useful purpose.

## International Raw Food Directory

*Maria Rivarola is a gourmet raw vegan chef, based in Indonesia, who has done food workshops for IVU members the Indonesia Vegetarian Society and Vegetarian Society (Singapore), as well as at the 2010 IVU World Vegetarian Congress. She prepared the following review for 'IVU Online News'.*



Do you ever wish you knew exactly where to find raw food eateries where you live or wherever in the world you happen to be traveling, but find the research process time consuming and confusing, more often than not leading to frustrating dead-end information?

Sam Crawley and Anna Senkiw know what it is like to end up with out of date information in the vastness of cyberspace. They have painstakingly searched, double-checked and successfully compiled "The International Raw Food Restaurant Directory", an impressively crafted and comprehensive listing of over a staggering 600 restaurants in more than 45 countries in the world.

"The International Raw Food Restaurant Directory" is an easy to read, clearly laid out and well-presented first ever directory of this kind. Whether you are a long-term committed raw foodist, a new enthusiast, or just someone interested in experiencing the health benefits of living foods, this is a must-have publication. Importantly, this effort represents the first serious attempt to bridge the gap between the plethora of conventional restaurant guides and the ever increasing market for healthful living.

You will find yourself using the directory not just to search for a restaurant, but also to locate 'pot luck' groups and other relevant health and environmental organizations. The authors invite you to send any corrections to the current edition which can be posted for almost immediate amendment online - a brilliant way to keep this directory up to date.

From Bali to Buenos Aires ... jump into the world of the most vibrant foods on the planet and let "The International Raw Food Directory" inspire your journey to health around the globe.



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## Are Humans Becoming Less Violent?

*We thank Vegan.com for the following book announcement.*

Peter Singer [author of *Animal Liberation* and other seminal works] ends his lengthy *New York Times* review of Steven Pinker's [The Better Angels of Our Nature: Why Violence Has Declined](#) by calling it, "a supremely important book."

This is precisely the sort of book that, had it appeared a decade ago, would have been unlikely to even mention the tens of billions of farmed animals slaughtered each year. But Pinker apparently addresses animal exploitation in his book with the same seriousness he gives to war, murder, and domestic violence.

It's an 800-page tome, but after finishing Singer's review I can't help but suspect it would offer a great many valuable insights to animal advocates. Whether or not you decide to pick up the book, there's much of value in Singer's superb review. [Link. www.nytimes.com/2011/10/09/books/review/the-better-angels-of-our-nature-by-stein-pinker-book-review.html?\\_r=1&pagewanted=1&hp](http://www.nytimes.com/2011/10/09/books/review/the-better-angels-of-our-nature-by-stein-pinker-book-review.html?_r=1&pagewanted=1&hp)



### **Website Does Nutrient Analysis**

Jack Norris, R.D., president of Vegan Outreach and co-author of 'Vegan for Life', has a nutrient analysis website - [peacounter.com](http://peacounter.com) - where you can create daily menus for clients. It is free to create 10 meal plans per user account.

Two other features of the site are:

1. All the US DRIs are listed: [peacounter.com/dris.php?option=list](http://peacounter.com/dris.php?option=list)

(Whether the DRI is an RDA, AI, or EAR is not indicated but will be added later.)

2. You can create links to nutrient amounts in a particular food. Unlike the USDA's (US Department of Agriculture) database, where you cannot send someone a link showing the amount of nutrients in a food because of their interface doesn't allow for it, PeaCounter's interface does allow it: [bit.ly/mR66Vn](http://bit.ly/mR66Vn)



**5th Asian Vegetarian Congress** – 8-9 November, 2011, Hangzhou, China - [www.5avu.com](http://www.5avu.com)

**2012 IVU World Vegetarian Congress** – 5-11 October, 2012, San Francisco (USA) - [www.ivu.org/congress/2012](http://www.ivu.org/congress/2012)

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### **Welcome to Organisations That Have Recently Registered with IVU**

GUATEMALA

Urusaki Murasaki - [www.myspace.com/ursuaki](http://www.myspace.com/ursuaki)

SPAIN

Menúdavida Organic Food Culture - [www.menudavida.info](http://www.menudavida.info)

UK

Vegetarian Vie - [www.VegetarianVie.com](http://www.VegetarianVie.com)

## 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](http://www.dawnwatch.com/alerts.htm)
2. European Vegetarian Union - [www.evana.org](http://www.evana.org)
3. Farmed Animal Net - [www.farmedanimal.net](http://www.farmedanimal.net)
4. Vegan Outreach - [www.veganoutreach.org/enewsletter](http://www.veganoutreach.org/enewsletter)
5. VegE-News - [www.vege-news.com](http://www.vege-news.com)
6. VegNews - [www.vegnews.com](http://www.vegnews.com)
7. VegSource - [www.vegsource.com/cgi-bin/dada/mail.cgi](http://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](http://www.animalconcerns.org/categories.html?do=shownews)
9. Vegan.com - [www.vegan.com](http://www.vegan.com)
10. IVU-Veg-News E-Mail List - [www.ivu.org/news/veg-news](http://www.ivu.org/news/veg-news)
11. Care2 - [www.care2.com](http://www.care2.com)
12. Vegetarianism in the News - [www.vegsoc.org/page.aspx?pid=928](http://www.vegsoc.org/page.aspx?pid=928)

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## 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](mailto:george@vegetarian-society.org)



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