

HEALTHY VEGETARIANS

What the research says

Last spring, Canadian dietitians Vesanto Melina and Brenda Davis published the second edition of their popular and critically acclaimed book, *Becoming Vegetarian: The Complete Guide to Adopting a Healthy Vegetarian Diet* (Wiley). As the following condensed excerpt shows, the book is a treasury of scientific and practical information for people who want to become vegetarian (including vegan) or who already are but wish, as the authors write, to “maximize the vegetarian advantage.”

By VESANTO MELINA AND BRENDA DAVIS

There was a time when people believed that meat and milk were the foundation of a healthy diet. Vegetarians were looked upon as heretics; their diets were considered risky, if not downright dangerous for children and pregnant or lactating women.

Today, even our most conservative nutrition organizations recognize the safety and potential benefits of vegetarianism. The 2003 American Dietetic Association and Dietitians of Canada position paper on vegetarian diets provides an excellent reflection of the current view:

It is the position of the American Dietetic Association and Dietitians of Canada that appropriately planned vegetarian diets are healthful, nutritionally adequate, and provide health benefits in the prevention and treatment of certain diseases.

There is little question that well-constructed vegetarian and vegan diets can provide completely adequate nutrition at every stage of the life cycle and foster excellent health.

The Overall Health and Longevity of Vegetarians

Vegetarians tend to be a very healthy group of people. Death rates from chronic diseases in vegetarians are about half that of the general population.

Some of the advantage can be attributed to non-dietary lifestyle factors. Fewer vegetarians smoke or abuse alcohol, and a higher percentage are very physically active. When vegetarians are compared with similar health-conscious nonvegetarians

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COMING ATTRACTIONS

Chinese New Year dinner and more.
See page four.

Signs of Hope

Things are looking up for animals and vegans says PETA's Director of Vegan Outreach

By BRUCE FRIEDRICH



I'm an upbeat person — at PETA, I'm often referred to as “Bruce Poppins.”

I figure worry and pessimism are a prescription for burnout, not empowerment. Joe Hill said, “Don't mourn. Organize.” Emma Goldman declared, “If I can't dance, I want no part of your revolution.” But the strongest influence on my positive outlook

is Monty Python's *The Life of Brian*: “Always look on the bright side of life.”

So when I look at the world around me, though I'm filled with vicarious pain at all the suffering, I'm also filled with hope because of all the selfless people working to make the world a better place. There are so many reasons to be optimistic in just the last couple of years. These are a few of those that stand out the most for me.

Vegan Video Brigades

In more and more cities, activists are **showing** people how meat is made — taking TV/VCRs, power generators

and literature, setting up at bus stops, outside concerts, at fairs, and so on. To my great delight, PETA's “Meet Your Meat” seems to be the video of choice; and of course, we're happy to supply a two-hour loop, free of charge, to anyone who would like to show it. We also have details of how to do this event on the “Great ways to promote vegetarianism” link at GoVeg.com. Watch the video, narrated by Alec Baldwin (a sign of hope himself) at www.MeetYourMeat.com.

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FULL HOUSE FOR HOWARD

Days before Howard Lyman's visit to Winnipeg this October, members of WVA's planning committee were nervously chewing their nails — at times even each other's. Ticket sales had been sluggish. But on the night of Lyman's October 1 talk at the Winnipeg Art Gallery an overflow audience spilled out onto the aisles. *More — see page 2.*

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WVA WANTS YOU!

Co-create the WVA experience! Join our volunteer team. Call 889-5789.

Howard Draws Full House (cont'd)

Following a vibrant opening set by Winnipeg folk rockers Nathan, the burly, magnetic Lyman regaled the largely young, university-student audience with his often hilariously told personal odyssey — from ambitious young Montana cattleman to globetrotting vegan advocate.

It was a great way to celebrate WVA's tenth anniversary and World Vegetarian Day. Howard drew lots of positive media coverage and added a few dollars to WVA's modest coffers and his own Voice for a Viable Future.

Our thanks to Howard and Nathan; to our sponsors, Amphibian Design, The Aquarian, CKUW, Sunrider Products, The Uniter, and the University of Winnipeg Students Association; to donors Twyla and Kelly Groening and Ivor Lockhart; to our event coordination group, Syd Baumel, Mimi and Alex Karp, Fiorina Pasquarelli, Adeline Sokulski and (especially) nail-biter-in-chief Dennis Bayomi; and to our WVA volunteers, Francis Grant, Mary Tataryn and Martin Toews. Thanks also to Mondragon, Caulfield's/Humboldt's and the U of W and U of M for selling our tickets.

about

Winnipeg Vegetarian is published by the **Winnipeg Vegetarian Association**, a non-profit group dedicated to fostering and encouraging vegetarianism through social and educational activities. The Association was formed in 1993 on World Vegetarian Day (October 1).

A vegetarian lives on a plant-based diet, free of all animal flesh — meat, fish or fowl of any kind. Some vegetarians (vegans) exclude all animal products from their diets while others may include dairy products (lacto-), eggs (ovo-), or both (lacto-ovo-vegetarians).

The WVA recognizes that its members are vegetarians or interested in vegetarianism for a variety of reasons — including personal health, compassion for animals, concern for the environment, respect for peace and non-violence, concern about world hunger, and religious beliefs — and that not all members share these views.

The WVA seeks to provide a forum for discussion on all facets of vegetarianism. We are run entirely by volunteers and are always looking for members interested in becoming more actively involved.

Winnipeg Vegetarian
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Winnipeg, Manitoba CANADA
R3C 4B3

Phone:
(204) 889-5789
Email: wva@ivu.org
Website: www.ivu.org/wva

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WVA

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VegDining.com

Your online guide to vegetarian restaurants
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Flash Activism

Early this November, a Flash animation flashed

across the Internet leaving a trail of enlightened eaters behind it. Timed to coincide with the premiere of *The Matrix Reloaded*, "The Meatrix" (www.themeatrix.com) playfully restyled the hit movie's lead characters into a pig named "Leo" and a basso-voiced guru named "Moopheus," getting viewers



to swallow a red pill of reality about the tragic state of animal farming today.

By early December, the nonprofit organization for whom the animation was created, the Global Resource Action Center for the Environment (GRACE), estimated

that more than 2.5 million people had watched it. By late December it was the talk of over 25,000 web pages. Its creators, Free Range Graphics, have dubbed it the most successful advocacy film ever.

Hot in the Meatrix's footsteps, this December another Flash animation called "The Fufanu" parodied *The Cat in the Hat* to take on the fur industry (www.fund.org/fur).

It's all part of a growing veg' and animal advocacy multimedia toolkit. Among other notables viewable online:

- PETA's heartbreaking "Meet Your Meat" video (www.MeetYourMeat.com)
- Six upbeat "choose veg" PSAs by Veg Seattle (www.vegseattle.com/adcampaign.shtml)
- A one-minute TV ad by the Christian Vegetarian Association (www.chrstianveg.org)
- And a preview of Tribe of Heart's moving new documentary *Peaceable Kingdom* (www.tribeofheart.org/pk.htm)

Veg' 'n 'Peg

Vegan cooking class

Don't be fooled by the course title in the Winnipeg Leisure Guide. "Cooking Without Cholesterol" (course # 503.86) is actually Helena Tiginagas's way of luring wary nonvegetarians to her all-vegan cooking class at Shaftesbury High School this February (Wednesdays, February 4th–25th, 6:30–9:30 pm, \$75). Among the dishes Helena will demonstrate are breaded southern fried tofu, spanakopita with tofu, creamy pasta sauces, eggless quiche and "decadent desserts." Best of all, you get to eat

FIT 2 PRINT

news from the veg' front

them. For info, contact Helena at 774-0459 or helenatiginagas@hotmail.com, or call 986-5663 to register.

Got news? Got a submission for the newsletter?

Drop editor Syd Baumel a line at 452-1509, baumel@mts.net, or 950 Jessie Ave., Winnipeg, MB, R3M 1A9.

Volunteer News

WVA is very pleased to welcome a new member to our volunteer board, **Twyla Groening**. A belated welcome to **Dee Dee Rizzo** to our phone tree. And a special thanks to **Cecelia Potter** for managing our voice mail these last few months.

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(e.g. those with similar smoking, drinking and exercise habits, and who eat plenty of vegetables, fruits and whole grains) their advantage decreases, yet they still hold an advantage. This suggests that avoiding flesh foods brings its own health benefits.

Scientific studies consistently show that vegetarians are slimmer than nonvegetarians. Overall, vegetarians are about 5 per cent leaner than nonvegetarians, and vegans are about 5 per cent leaner than lacto-ovo vegetarians. This seemingly small variation leads to remarkable differences in the incidence of obesity. Rates of obesity among meat-eaters are approximately double that of vegetarians and triple that of vegans.

Vegetarians also enjoy greater longevity than nonvegetarians. In the largest long-term study to date comparing disease rates of vegetarians and nonvegetarians — the Seventh-day Adventist Health Study in the United States (almost 35,000 participants) — vegetarian men were found to live an average of nine years longer and vegetarian women 6.6 years longer than the general population. When compared to similar, health-conscious Adventist nonvegetarians, vegetarians lived one and a half to two years longer.

Becoming vegetarian is no guarantee of a healthful diet. Think about it. Coconut cream pie, hot-fudge sundaes, jam-filled donuts, potato chips and soda pop all fit the definition of vegetarian foods.

Vegetarians and Major Diseases

Heart Disease

Heart disease reigns as the number one killer in North America, accounting for about 40 per cent of all deaths. Vegetarians have a solid advantage over nonvegetarians. On average, death rates from heart disease in vegetarian men are less than half those of the general population, with somewhat smaller

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COMING ATTRACTIONS

▶ **WEDNESDAY JANUARY 28**

CHINESE NEW YEAR AT DVR

WHERE: Delicious Vegetarian Restaurant, 1467 Pembina Hwy. **WHEN:** 7 PM, Wednesday, January 28. **TICKETS:** \$15 WVA members, \$18 nonmembers. Purchase/reservation (477-1530) deadline: January 25.

Vegan menu

- | | |
|---|---|
| <ul style="list-style-type: none"> • Tofu with Seaweed Soup • Spring Roll • Straw Mushroom with Bean Curd Sauce • Bean Thread with Vegetarian Meat Sauce • Vegetarian Mock Duck | <ul style="list-style-type: none"> • Vegetarian Filet with Corn Sauce • Pressed Bean Curd with Shredded Vegetables and Shanghai Noodles • Brown and White Rice • Fruit, Tea |
|---|---|

▶ **THURSDAY FEBRUARY 19**

EAST INDIAN VEGAN BUFFET

WHERE: Punjab Sweet House, 88 Mandalay Dr. (off Inkster, west of McPhillips). **WHEN:** 7 PM, Thursday, February 19. **TICKETS:** \$9 WVA members, \$11 nonmembers. Purchase/reservation (477-1530) deadline: February 17.

NUTRITION MONTH AT MONDRAGON

▶ **WEDNESDAY MARCH 10**

WHERE: Mondragon Bookstore & Coffeehouse, 1-91 Albert St. **WHEN:** 7 PM, Wednesday, March 10. **TICKETS:** \$12 WVA members, \$15 nonmembers. Purchase/reservation (946-5241) deadline: March 8.

Vegan Menu

- | | |
|--|--|
| <ul style="list-style-type: none"> • Sunflower Pate Roast • Soup • Spinach Salad | <ul style="list-style-type: none"> • Mixed Vegetables • Tea or coffee • Chocolate Cake |
|--|--|

IMPORTANT TICKET INFORMATION: Please be sure to purchase or reserve your tickets for WVA dinners and other events by the deadline in person or (usually) by calling the restaurant. **CANCELLATIONS & REFUNDS:** In the event of insufficient ticket sales, a restaurant may cancel its dinner. All tickets will then be refunded. So when purchasing tickets, be sure to leave your name and number or email (if you check regularly) so we can contact you if there's a cancellation. To cancel a ticket yourself, please notify the restaurant or WVA **before the ticket purchase deadline**. Later, reserved tickets will be considered purchased and a refund may not be possible.

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differences seen in women. Significant advantages remain even after other lifestyle choices are taken into consideration.

The largest study ever done, comparing the heart disease rates in vegetarians with similar, health-conscious nonvegetarians was a collaborative study in the United Kingdom, which pooled the results of five large prospective studies (studies that follow large groups of people for long periods of time), with a combined total of 76,000 participants. On average, death from heart disease was 31 per cent lower among vegetarian men compared to nonvegetarian men and 20 per cent lower among vegetarian women compared to nonvegetarian women. These figures also took in account body mass index (BMI – a measure of body fatness), alcohol use, education level, exercise level, and in most studies, smoking. Death rates for vegetarians were also lower than for near-vegetarians who ate meat less than once per week.

Examining these studies independently provides further insight. Among the most interesting findings of the Adventist Health Study was that the food that cut risk of heart disease the most was nuts. People eating nuts four or five times a week cut their risk in half, compared with those eating only one serving of nuts a week or less.

Cancer

Cancer is the second leading cause of death in the developed world. Vegetarians experience lower death rates from cancer compared with the general population, although it is unclear how much of the difference is due to diet and how much to other positive lifestyle choices. Some, but not all, studies have found less risk of cancer among vegetarians, when compared with similar health-conscious nonvegetarians.

Among the most useful information we have comes from the Adventist Health Study. After adjusting the data for age, gender and smoking, the nonvegetarians had 88 per cent higher risk of colon cancer than vegetarians, and 54 per cent higher risk of prostate cancer. In the Heidelberg Study (Germany), compared to the general population, cancer in vegetarians was only 48 per cent for men and 74 per cent for women. People who had been vegetarian for over 20 years had about half the cancer deaths of the general population. The greatest advantages were seen for cancers of the gastrointestinal system and stomach.

In the Health Shoppers Study (U.K.), cancer death rates were about 70 per cent those of the general population. In this study, cancer rates did not differ significantly between vegetarian health shoppers and similar nonvegetarian health shoppers. In the Oxford Vegetarian Study (U.K.) death rates from cancer in vegetarians were 59 per cent that of nonvegetarians. Although differences were not significant when vegetarians were compared to healthy-living nonvegetarians, rates were about 11 per cent lower in the vegetarians.

Vegetarians and Other Diseases

There are a few other diseases for which the evidence of a protective effect from a vegetarian diet is particularly compelling.

Gallstones. One study of over 600 nonvegetarian and 130 vegetarian women aged 40 to 69 years found that the nonvegetarians had two and a half times the risk of developing gallstones. Even after age and body weight were taken into consideration, their risk was still double.

Gastrointestinal Diseases. Since fibre, which is found only in plant foods, is so supportive of intestinal health, it's no surprise that vegetarians have fewer gastrointestinal disorders than nonvegetarians, and specifically less constipation and diverticulitis. For example, one study showed that diverticulitis was 50 per cent lower in vegetarian adults (aged 45 to 59) compared with nonvegetarians. Another study found a 50-fold difference in diverticulosis risk between people who ate a lot of vegetables but rarely consumed meat, and those who rarely ate vegetables and frequently consumed meat.

High blood pressure. Vegetarians have only one-third to one-half as much hypertension as nonvegetarians.

Kidney Disease and Kidney Stones. Research shows vegetarians to be at lower risk for kidney disease and kidney stones than nonvegetarians. Once considered inappropriate for people with renal disease, vegetarian diets have recently been shown to be useful in its treatment.

Rheumatoid arthritis. Vegetarian diets may be valuable in both the prevention and treatment of rheumatoid arthritis. In the Adventist Health Study, vegetarians enjoyed a 50 per cent reduction in rheumatoid arthritis compared to nonvegetarians. In clinical research, one study of 24 participants found considerable relief from symptoms of rheumatoid arthritis with a 10 per cent-fat vegan diet for four weeks. Four studies used a period of fasting followed by at least three

months on a vegetarian diet. Participants showed significant long-term improvements in joint swelling, pain, morning stiffness, grip strength and other indicators of overall health.

Diabetes (Type 2). Studies show that vegetarians are less likely to develop type 2 diabetes. In the Adventist Health Study, rates of type 2 diabetes were 53 per cent lower for male vegetarians and 55 per cent lower in female vegetarians than in nonvegetarians. People aged fifty to sixty-nine showed the greatest difference in diabetes rates, with 76 per cent less diabetes in vegetarians.

CAUTION

Do Not Undermine Heart Disease Advantages!

For maximum protection against heart disease, vegetarians must ensure that their diets include reliable sources of:

- ▶ Vitamin B12
- ▶ Omega-3 fatty acids

Some vegetarians, and especially vegans, have diets low in vitamin B12. This is both unfortunate and completely unnecessary. It is unfortunate, because a lack of this essential vitamin has numerous negative health consequences, including a significant rise in homocysteine levels, increasing risk of heart disease. It is unnecessary, as it is easy for vegetarians and vegans to insure sufficient vitamin B12 intakes with fortified foods or supplements. **It is extremely important that vegetarians, who make such positive diet and lifestyle choices, do not undermine these benefits by ignoring their need for vitamin B12.**

Long-chain omega-3 fatty acids — EPA and DHA — can help to reduce blood pressure, triglyceride levels, platelet aggregation, inflammation and cardiac arrhythmias. Long-chain omega-3 fatty acids come mainly from fish. **Vegetarians can improve levels of EPA by consuming sufficient quantities of ALA, the form of omega-3 fatty acids in flaxseed, walnuts, and other plant foods, or by consuming direct sources of DHA (DHA-rich eggs or supplements).**

From *Becoming Vegetarian*

fruits, legumes, whole grains, nuts and seeds. Select minimally processed foods, where possible.

2. Eat seven or more servings of vegetables and fruits per day. Vegetables and fruits are extraordinarily nutrient and phytochemical-dense foods. Include them with every meal. Aim for a wide variety of colourful vegetables and fruits. While usual recommendations are for 5–10 servings per day, evidence suggests that aiming slightly higher may provide further benefits. (Note that a serving is a small quantity, such as 1/2 cup. It's easy

Nutrition Recommendations for the Prevention of Chronic Disease

The current view on vegetarian diets is well reflected by the words of Dr. Marion Nestle, Chair of the Department of Nutrition and Food Studies at New York University:

There's no question that largely vegetarian diets are as healthy as you can get. The evidence is so strong and overwhelming and produced over such a long period of time that it's no longer debatable.

While one might imagine all vegetarians dancing until dawn on their 90th birthday, it is important to understand that becoming vegetarian is no guarantee of a healthful diet. In fact, it is possible to completely blow it. Think about it. Coconut cream pie, hot-fudge sundaes, jam-filled donuts, potato chips and soda pop all fit the definition of vegetarian foods.

If we are to enjoy the benefits of vegetarianism to their fullest, we must construct our diets with some thought, being mindful of the valuable lessons learned thus far. The following guidelines are designed to assist you in this endeavor:

1. Centre your diet on a wide variety of plant foods. Plant foods should form the foundation of your diet. Include a wide variety of vegetables,

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WVA DISCOUNTS

Membership Has its Privileges

WVA Member Discounts

⇒ **PLEASE BE SURE to present your membership card before buying or ordering.** Businesses may disallow a discount if you don't (it's a clerical thing, they're not being petty!). WVA discounts can't be combined with a business's other discount offers.

Affinity Vegetarian Garden

100 – 208 Edmonton Street, 943-0251 ♦ 15% off all orders.

Delicious Vegetarian Restaurant

1467 Pembina Highway, 477-1530
15% off all dine-in, cash food orders – excluding beverages.

Earth Mother Accessories

www.earthmotheraccessories.com, 284-1090 ♦ 10% off everything.

FUDE Inspired Cuisine & Wine Bar

303-99 Osborne Street, 284-3833 ♦ 10% off all vegetarian dishes.

Massawa Restaurant

121 Osborne Street, 284-3194 ♦ 10% off all vegetarian dishes.

Mondragon Bookstore & Coffeehouse

1-91 Albert Street, 946-5241 ♦ 10% of all restaurant orders (except alcoholic drinks) and books on vegetarian cooking, food politics, and animal liberation.

Stone-Ground Daily Bread

1399 Pembina Highway, 474-5900 ♦ 10% off all fresh baked veg' products on \$10 minimum order.

Sweet Palace

1425 Pembina Highway, 475-7867 ♦ 10% off all veg' entrées – buffets not included.

Taste of India

9 – 510 Sargent Avenue, 775-1098 ♦ 10% off all vegetarian food orders, except alcoholic beverages.

Vita Health

All locations, 984-9551 (Osborne store) ♦ 10% off all beauty products, supplements and foods, except produce (5% off).

Underground Café

70 Arthur Street, 956-1925 ♦ 15% off all dine-in vegetarian orders – not applicable to beverages.

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to eat two or three times that amount – and it won't make you fat.)

3. **Select whole grain products, and limit refined complex and simple carbohydrates.** Whole grains contribute significant amounts of protein, vitamin, mineral, fibre and phytochemicals. Refined complex carbohydrates such as white flour products, and simple carbohydrates such as sugar are stripped of the greatest portion of these protective dietary components.

4. **Make plant foods your primary protein sources.** Your best sources of protein are legumes, and products made from legumes (like tofu, tempeh, falafels and hummus.) These protein-rich foods are low in saturated fats, contain no cholesterol, and are free of trans fatty acids. They are also rich sources of vitamins, minerals and fibre.

5. **Keep total fat intake moderate, and select healthful fat sources.** While total fat intake may be less important than the type of fat, it is recommended that fat consumption be moderate. Nuts, seeds, soybeans avocados, olives, and other whole plant foods provide the healthiest types of fat. As an added bonus, the fat in these foods is packaged with many protective components. Nuts, seeds and soybeans are excellent sources of several trace minerals such as zinc and selenium. If using concentrated fats and oils, select those rich in monounsaturated fats (olive oil), and or omega-3 fatty acids (flaxseed, walnut or soybean oil).

6. **Include a reliable source of omega-3 fatty acids in the daily diet.** Plant foods that are rich in omega-3 fatty acids include flax seeds and flax seed oil, hemp seeds and hemp seed oil, canola oil and walnuts. Be sure that they are fresh when purchased, and store them in the refrigerator or freezer. Long-chain omega-3 fatty acids can also be obtained from microalgae supplements.

7. **Limit intake of saturated fat, cholesterol and trans fatty acids.** Saturated fat and cholesterol are concentrated in animal foods. Trans fatty acids are found primarily in processed foods. These are your least desirable fat sources. Our main sources of saturated fat are animal products, and to a lesser extent, tropical oils. Animal products are our only source of cholesterol. If you

use animal products such as dairy, select those that are low in fat. Trans fatty acids are found primarily in processed foods containing hydrogenated fats, and to a lesser extent, in animal products. If using processed foods, select those that avoid or minimize their use of hydrogenated fats.

8. Use salty foods in moderation. Too much salt can contribute to hypertension (in some people), osteoporosis, and some forms of cancer. Be moderate in your intake of salty foods, and your use of salt in cooking and at the table. Heavily salted foods include salty snack foods, many commercially prepared foods (such as soups, canned pasta products, frozen entrées, packaged pasta and rice mixes), pickles and condiments. Tamari, soy sauce and miso are high in salt, too.

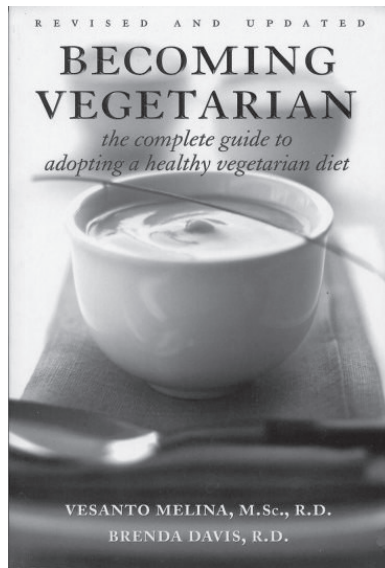
9. Limit your use of smoked, charred and cured foods. These methods of food preparation and preservation, especially with animal products, increase our exposure to carcinogens, and should therefore be minimized.

10. Use plant foods grown without the use of pesticides, where possible. Select foods that have been grown without pesticides or with minimal use of pesticides. Look for certified organic products.

11. Alcohol, if consumed, should be used in moderation. Frequent use of alcohol takes the place of more nutritious foods and can contribute to degenerative disease. If consumed, limit alcoholic drinks to two drinks a day for men and one for women.

12. Avoid being underweight or overweight, and get regular physical exercise. Both overweight and underweight can increase the risk of disease. The safest way to maintain a healthy body weight is to eat a varied, balanced diet and to exercise regularly.

*Vesanto Melina, R.D., M.Sc. is a vegan dietitian, author, speaker and nutritional consultant. She can be reached at (604) 882-6782 or by visiting www.nutrispeak.com. Brenda Davis, R.D., is also a vegan dietitian, author and speaker. She currently is touring North America in the Compassion for Animals Road Expedition (CARE). For more information visit www.hope-care.org. Vesanto and Brenda are also co-authors of *Becoming Vegan* (The Book Publishing Co., 2000).*



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Farmed Animals are People Too

Animal behaviourists are finally studying society's most neglected animals: rats, mice and farm animals. And they're publishing their findings, so we now know that rats and mice dream, play, and have a sense of fun, and we know that chickens, pigs, fish, and cows are every bit as interesting and intelligent as any dog or cat. In 2003, *The New York Times* and *The New Yorker* both reported that chickens score better on cognitive functioning tests than dogs or cats do, and pigs do even better than a three-year-old human child. We learned that fish have long-term memory and use tools, an ability once thought by anthropologists to separate humans from other primates. Once people start to see these animals as interesting and deserving of respect, some basic protections are sure to follow, and fewer and fewer people will eat them or torment them in labs.

The Christian Vegetarian Association and Fr. John Dear, S.J.

There have been Jewish vegetarian groups for years. Finally, the religion that comprises about 90 percent of Americans has one of its own. CVA's *What Would Jesus Eat?* pamphlet (recently retitled *Honoring God's Creation*) is excellent, and I encourage all readers to order it by the hundreds from ChristianVeg.com and place copies in the literature area of your nearest Christian church — you don't have to belong or even be Christian to do this.

The first piece of literature by a member of the Catholic clergy to invoke cruelty to animals as a reason to adopt a vegetarian diet also came out about a year ago. *Christianity and Vegetarianism* by Fr. John Dear, S.J., is available free in bulk from PETA for anyone who wants to place copies in Catholic churches.

Felony indictments for cruelty to farmed animals

For the first time in U.S. history, farmed animal abuse has resulted in felony indictments — a few years ago as a result of a PETA investigation on a pig farm in Belcross, North Carolina, and more recently at a pig farm in Guymon, Oklahoma. That rural DAs could look at the abuse done under the auspices of massive corporations against farmed animals and indict people for felonies strikes me as a true indication that the animal rights movement is winning.

The BK VEGGIE burger & soy cheese at Pizza Hut

March, 2002 saw the largest vegetarian product introduction in human history when Burger King started offering the BK VEGGIE burger in more than 8,000 new stores. More recently, McDonald's started selling its McVeggie in all its Canadian and California outlets, and Pizza Hut and Taco Bell have started experimenting with soy cheeses. Since the most common problem for animal lovers who are not yet veggie is convenience, I celebrate this growing ease of access for vegetarian fast foods.

The farmed animal welfare improvements from the fast food giants

"Farmed animal welfare" has always been determined exclusively by industry profitability. In September, 2000, for the very first time, a major corporation (McDonald's) said, in effect, "certain things are not okay" and "birds have interests that must be considered." In addition to significant amelioration of abuse in the lives and deaths of millions of animals (most notably the way chickens are slaughtered), McDonald's, Burger King and a growing number of other food corporations have changed the scope of the debate.

I am convinced that people continue to eat animals because they

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membership has
never
been more
affordable

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Say yes, I'd like to join the Winnipeg Vegetarian Association.

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free when you pay for
two years.

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Individual	<input type="checkbox"/> \$10	<input type="checkbox"/> \$20	<input type="checkbox"/> \$100 (Individual & students)	
Student/Senior	<input type="checkbox"/> \$ 5	<input type="checkbox"/> \$10	<input type="checkbox"/> \$50 (Seniors only)	
Family	<input type="checkbox"/> \$15	<input type="checkbox"/> \$30	<input type="checkbox"/> \$150	
Donation (optional):	<input type="checkbox"/> \$15	<input type="checkbox"/> \$25	<input type="checkbox"/> \$50	<input type="checkbox"/> \$100 <input type="checkbox"/> Other _____
I am/we are:	<input type="checkbox"/> Vegan	<input type="checkbox"/> Lacto-ovo-vegetarian	<input type="checkbox"/> Not yet veg'	Since: _____
I/we would like to help with:	<input type="checkbox"/> Social Events	<input type="checkbox"/> Educational Events	<input type="checkbox"/> Other _____	
Name: _____	Address: _____			
Phone: _____	E-mail: _____	How did you hear of us? _____		
Subscribe me to the WVA email list: <input type="checkbox"/> Discussion and announcements. <input type="checkbox"/> Announcements only.				

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see them as totally insignificant, totally “other.” These recent corporate concessions to animal welfare grant that chickens and other farmed animals are not so “other.” And I believe that the point at which someone says “cruelty to farmed animals is not okay” is the point at which we’ve moved society more than half way to veganism.

Matthew Scully

Mathew Scully quit working as special assistant and senior speechwriter for George W. Bush to promote what the Humane Society’s Wayne Pacelle predicts “will be the most influential book on animal protection in the last twenty-five years.” Titled *Dominion: The Power of Man, the Suffering of Animals, and the Call to Mercy*, Mr. Scully’s book is a fast-paced and eloquent defense of compassion for animals. Scully does as good a job of getting inside the mind of a pig in a gestation crate as anything I’ve read. His book has shaken the conservative establishment, netting positive reviews from the likes of Chuck Colson and Pat Buchanan.

The Onion

My favourite stories from “America’s Finest News Source” remain “Heroic PETA commandos kill 49, save rabbit” and “Animal rights activists release 71,000 cows into wild.” When you need a laugh, and we all do if we’re doing advocacy for animals or the environment, look no further than *The Onion* (onion.com).

Parting Thoughts

A few of the things I do at PETA can be, for lack of a better phrase, real downers. For example, when I’m reviewing the obscene studies discussed in industry trade journals or

watching hours of new footage for inclusion in “Meet Your Meat,” it’s easy to become despondent, easy to wish ill of those who would treat animals so badly, easy to become irrational and lose sight of how far we’ve come.

It is interesting to recall that one hundred years ago, there wasn’t a single law against child abuse in my country Not one. Your child was your property. Historically, it’s been a mere blink of the eye — less than 150 years — since we got around to saying “Hey, maybe people shouldn’t hold slaves, and maybe people shouldn’t be free to beat their children, and maybe women are rational enough to be given a say in governance.”

Of course, the challenge is not to say, “Hey, look what those moral reprobates were doing to one another back in the dark ages.” The challenge is to say, “What are we doing today that is equally wrongheaded?” What we are doing to other animals today is the moral equivalent of what we did to other people just that short time ago; and in the future, our descendants will look back on what

we’re doing to other animals with the same awe and revulsion.

The eighteenth century saw the beginnings of the American democratic system, which was the first to hold that “all men are created equal.” The nineteenth century abolished slavery in the developed world. The twentieth century abolished child labour, criminalized child abuse, and gave women the vote and blacks wider rights. If we all do as much as we can, the twenty-first century will be the one for animal rights.

Bruce Friedrich is the Director of Vegan Outreach for People for the Ethical Treatment of Animals (PETA). He encourages those interested in becoming more active to visit the “Great ways to promote vegetarianism” link at GoVeg.com. The views expressed are his own.

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