



The Island Vegetarian

Quarterly Newsletter of the Vegetarian Society of Hawaii

SUPPORTING HEALTH, ANIMAL RIGHTS, AND ECOLOGY

VOL. 19, ISSUE 4, OCT-DEC 2008

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Public Lectures:*

BRENDA DAVIS, R.D.

**"RECLAIMING YOUR HEALTH:
LESSONS FROM
THE MARSHALL ISLANDS"**

Saturday, October 18th, 7 p.m.
McCoy Pavilion, Ala Moana Park

STEVE BLAKE, SCD

"FIGURING OUT FATS IN FOODS"

Saturday, November 8th, 7 p.m.
McCoy Pavilion, Ala Moana Park

WAYNE PACELLE

**"ADVOCACY, PUBLIC POLICY,
AND FARM ANIMAL WELFARE
IN THE 21ST CENTURY"**

Saturday, December 13th, 7 p.m.
McCoy Pavilion, Ala Moana Park

*See page 11 for more details and Maui meeting times.

UN Climate Chief Urges Diet Change

PRESS RELEASE—Chair of the Intergovernmental Panel on Climate Change (IPCC) and winner of the 2007 Nobel Peace Prize, Dr. Rajendra Pachauri is calling on individuals to cut their carbon footprints by transforming their diets. He pleaded at a September 8th lecture in London organized by Compassion in World Farming.

Current global animal production is responsible for 18% of all human-induced GHG emissions, with more than 60 billion farm animals reared each year. That figure is set to double by 2050. The need to change our diets is increasingly urgent.

Dr. Pachauri, one of the world's leading experts on climate change, says that although people are now beginning to recognize the importance of cutting car and air journeys, insulating their homes, and recycling, they don't fully realize the impact of livestock production on climate change, let alone its *future* impact.

An average household could reduce its greenhouse gas emissions more by cutting its meat consumption in half than by cutting its car usage in half.

"Meat production represents 18% of global human-induced GHG emissions, including 37% of global methane emissions, which has 23 times the global warming potential of CO₂, and 65% of nitrous oxide, which has 296 times the warming potential of CO₂," says Dr. Pachauri.

"While the world is looking for sharp reductions in greenhouse gases responsible for climate change, increased global meat production is going to severely compromise future efforts.

"There is, as yet, inadequate awareness on this sub-
(see **Climate Chief** on page 6)



Photo: Compassion in World Farming

Dr. Rajendra Pachauri calls for a reduction in world meat consumption.

Celebrate a
**GENTLE
THANKSGIVING**

with VSH

See page 8 for details.

The Island Vegetarian

The Island Vegetarian is published quarterly by and for the members of the Vegetarian Society of Hawaii.

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Visit our website for a restaurant guide, video lectures, TV and meeting schedules, newsletter archives, and more.

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Mahalo
to all our volunteers!

The opinions expressed in this newsletter are those of the writers and not necessarily those of the Vegetarian Society of Hawaii.

Opinions

A Taste for Justice

by Scott Snarr

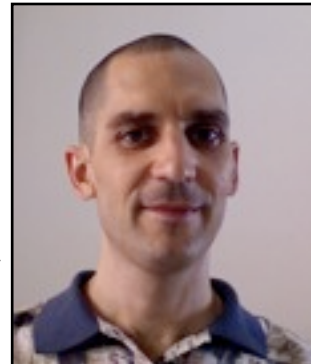
The Island Vegetarian Editor

We can count on makers of vegetarian meat analogs to continue to improve the flavor and texture of their products. But if they want meat eaters to make the switch, they will have to change not recipes, but consumer values.

A recent study shows that consumers' tastes of meat and meat analogs are influenced by their values. Participants were evaluated on their endorsement of social power and related values and then given a taste test. Those who scored higher on the social power scale rated food as better tasting when they believed it was meat and somewhat less tasty when they believed it was a vegetarian sausage roll. The reverse was true for those who rejected values associated with social power. Half of those who were given meat were told that they were tasting the veggie alternative, and vice versa. What mattered was not so much what they were eating, but what they *believed* they were eating.

The researchers noted that taste is not entirely objective, but is influenced by subjective values. A person tends to experience food as better or worse tasting depending on whether its associations are consistent with his or her values.

Meat was one of the foods chosen for the study because "a consensus exists . . . that meat symbolizes social power and related values. Fruits, vegetables, and grains symbolize the opposite of red meat (i.e., social equality and rejection of power). . . [R]ed meat symbolized inequality



more than the other food groups." And, "[H]eavy meat eaters endorsed social power more than vegetarians."

We'd be in error to regard meat—a product that comes at a tremendous cost of lives, misery, and economic resources—as something that by sheer twist of fate happens to taste so good to many people. It is exactly those characteristics we object to that make meat so appealing. Therein lies a major challenge to getting people to give up meat in favor of vegetarian alternatives.

Vegetarian meat, no matter how realistic, can't win over die-hard meat eaters because it doesn't carry the same cultural meanings. The same can be said about the recently hyped laboratory-grown "cultured meat."

Theoretically, virtual meat could be grown from animal tissue in laboratories, greatly reducing the use of animals' lives and pain inflicted. Undoubtedly there are people who feel ambivalent about their habit of eating flesh and would gladly make the switch. But meat grown in a lab would be deprived of its most potent symbols and therefore lose much of its broad appeal. Lab-grown meat and vegetarian meat substitutes can't end the cruel and wasteful practice of rearing animals for food.

The authors of the study suggest that to get people to eat more healthfully, we might try "changing the cultural associations of fruits and vege-

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tables to encompass values that meat eaters endorse.”

For the vegetarian movement, however, that would be a gravely misguided strategy because it directly contradicts our other goals and values, namely, environmental sustainability, global equity, and mercy for animals.

Instead we could try changing the associations of meat, eggs, and dairy by educating people about their production methods. Some people lose their appetite for these foods upon learning the severity and scale of the horror of factory farming.

And ultimately we have to address the root of the problem. We have to challenge not just the act of meat eating but the speciesist values and assumptions that drive it.

“We have to challenge not just the act of meat eating but the speciesist values and assumptions that drive it.”

We must uphold our values and continue to make the case for a more equitable world with justice for all people, animals, and the environment. We need to play our vital part in the greater struggle for peace and social justice. We cannot leave it to the market or to science to invent a product that will relieve us of that duty. Let’s keep reaching out to others with our message and help them acquire that blissful taste for the justice and compassion of a vegetarian diet.

Reference:

Allen, M., Gupta, R. & Monnier, A. “The Interactive Effect of Cultural Symbols and Human Values on Taste Evaluation.” *Journal of Consumer Research* 35 (2008): 294-308.

Meat habit fueling world famine

by Chris Holbein, PETA

Approximately 854 million people do not have enough to eat. Thirty-three countries are facing food crises, according to the World Bank, and food riots have recently erupted in Egypt, Haiti, Yemen, Malaysia, and other poor nations. This is hard for most Americans to comprehend. The closest many of us will ever come to a food riot is when someone cuts in

line for more nachos and hot dogs at the baseball stadium concession stand.

But we need look no further than our own shores to figure out what’s caus-

ing food crises overseas: While millions of people are starving, a billion more—many of them Americans—are overweight. Our addiction to meat is largely to blame for both problems.

When world leaders met at the United Nations’ Food and Agriculture Organization summit in Rome earlier this month, they vowed to halve global hunger by 2015 and discussed strategies to boost agricultural production, which must be doubled by 2030 to meet rising demands. But no one proposed a convincing way to alleviate world hunger.

Dr. Walt Willett, professor of medicine at Harvard University and author of *Eat, Drink, and Weigh Less*, offers this simple solution: “If we changed the way we ate, modifying what we eat, we could practically end the global food crisis, since eating

(see **World Famine** on page 18)

On TV...



“Vegetarian” VSH lectures

Oahu—Oceanic Cable Ch. 52

Thurs. 6-7 p.m.

Go to olelo.org and click on “Oahu Channel 52.”

The shows are also online at 6 p.m. on Thursdays.

Maui—Calabash Cable Ch. 52

Tues. 8-9 p.m.

Wed. 6:30-7:30 a.m.

Maui schedule is at akaku.org

Big Island—Na Leo O Hawai‘i

Cable Ch. 54, Sat. 2-3 p.m.

Kauai—Hoike Cable Ch. 52

Kauai schedule is at hoike.org

Online—www.vsh.org/videos.htm

“Cook Healthy Fast”

with Dick Allgire

Short, quick, vegan recipes

Tuesdays: 5 p.m.

KITV-4



...and Radio

“Healing & You”

Ruth Heidrich, Ph.D.

Dr. Diane Nomura

Terry Shintani, M.D.

Sundays: 8-9 p.m.

K108 — AM 1080

Call-in line: 524-1080

“Health Talk”

Hosted by Hesh

Saturdays: 8-9 a.m.

K108 — AM 1080

Call-in line: 524-1080

SUBMISSION GUIDELINES

The Island Vegetarian welcomes submissions.

Have a comment about a current event, an article we printed, or the newsletter in general? Write a letter to our editor, 75-200 words in length and marked as "Letter to the Editor."

Have a question about health or nutrition? Mark it as "Ask Dr. Bill," and it will be answered by VSH Board Member William Harris, M.D.

Want to try your hand at writing? We always welcome articles by local writers about the various aspects of vegetarianism, especially those of local interest or about current events. Articles should be 300-500 words in length. We also need book reviews on current books with a pro-vegetarian message. We can supply you with titles of some books that we would like to see reviewed.

All submissions must be accompanied by a full name and phone number so that we can verify the author. Students may wish to include their ages, grades, or schools. We reserve the right to edit for accuracy, clarity, length, and relevance to the mission of our organization.

The submission deadline for the next newsletter is December 1, 2008.

Send submissions (electronically only, please) to:

info@vsh.org

Readers' Voices

Great books on vegetarianism

We asked you about the greatest books ever published on vegetarianism. Here are your responses. If you want additional recommendations, see the book reviews on pages 16 and 17.

Karen Tilley:

Back to Eden (1939)
by Jethro Kloss, N.D.

It's a joy to read this "herb bible" with cures for hundreds of diseases by the use of a natural vegetarian diet, water therapies, herbs, and trees. It discusses how to make fresh soy milk and soya cheeses, the dangers of aluminum in cooking, and more.

Kloss raised his daughter on homemade soy milk in the early 1900s!

883 pages of incredible naturopathic wisdom. Large print "easy read" editions may still be available. A must-have reference book for every home.

Hesh Goldstein:

Skinny Bitch (2005)
by Kim Barnouin & Rory Freedman

Through my 33 years of being a vegetarian I have read a countless number of books on the subject. *Skinny Bitch* takes the cake.

Superficially one gets the impression that it's a "how to lose weight for women" book. But when you start reading it, you find that it's more than that. First, the style it is written in is a crack-up. Despite the humor, however, the message is very

serious. The authors' take on how we abuse our bodies with cigarettes, caffeine, sugars, meats, dairy, chemical additives, etc. is incredible. Their stories of animal abuse are heart-wrenching. The book is easy to read, and you just can't put it down.

Skinny Bitch espouses a healthy lifestyle based on a vegan diet, and it leaves you with the feeling that it's about time you respect your body and do what it takes to keep it clean, pure, and energized. The book is a classic.

Eva Uran:

Diet for a New America (1987)
by John Robbins

Diet for a New America by John Robbins is the most comprehensive, compelling, and conclusive book I've ever read. It persuaded me to become a full-fledged vegan even though I had been vegetarian since birth.

The author presents cogent arguments for the health, ethical, and environmental merits of a vegan diet based on hundreds of resources—mainstream books, journal articles, and government documents.

Most startling and sobering is the horrendous environmental toll that an animal-based diet takes on land, water, and energy resources. Robbins' endnotes cover a sizable portion of the book, so any doubting Thomas can check and find the facts to be irrefutable.

Indeed, John Robbins speaks to the heart, appealing for compassion for the plight of the poor factory animals whose unspeakable suffering we could relieve by drastically changing our diets. If animals could

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nominate a candidate for the Nobel Peace Prize, John Robbins would be it!

Home Le'amohala

It's a toss up between *Diet for a New America* (1987) and *Food Revolution* (2001), both by John Robbins. Robbins is incredibly comprehensive, sensitive, eloquent, and profound. I rate *Mad Cowboy* (2001) by Howard Lyman as a very close second. *Animal Liberation* (1975) by Peter Singer, *The China Study* (2005) by T. Colin Campbell, and most recently *The Dreaded Comparison* (1988) by Marjorie Spiegel are also strong contenders.

Elevator speeches

When someone asks why you're a vegetarian or vegan, what do you say?

Bev Morrison:

The connection between steak and cow hadn't really hit me till something my daughter Mo said over 15 years ago shook me awake. She was six years old when out came, "How can you let me eat those sweet animals?"

That was all it took for me. Forever vegans—she and I both, from that moment on.

Home Le'amohala

The "Expansion of Compassion" is what I see as the next evolution of humankind. Veganism is a distinctive mile marker for tracking our progress. There are so many benefits available to us human folk through the evolution to a plant-based diet and lifestyle that I wonder how anyone could *not* embrace it. When I stop to ponder the vast growth that is available to all of humanity and the world in general by our taking this very vital step, I'm astounded by the profundity of it all: from improving personal health, environmental health (not just mildly or "significantly," but profoundly), boosting economic vitality, dissolving

the impetus for war and famine and promoting cognitive performance to opening up to realms of inner peace and joy that will open the doors to worlds we may not even have imagined yet.

It all awaits us through the advent of allowing the human heart to Expand its tendency for Compassion. I look forward to it.

Jesse Shain:

At this moment one of the main reasons why I'm vegetarian is that it aids me in being conscious about what I put in my body. I don't have a lot of free time, and I have even less time to think about eating. If I weren't a vegetarian, I might succumb to unhealthy practices like eating fast food, which tends to leave me cloudy in thought.

Every day I try to plan my menu, whether home cooked or takeout. Vegetarians don't have as many options when it comes to eating out. If I have a plan, I usually have consistency. Consistently eating healthy food aids in my happiness and well-

being and furthers my potential for success.

Your favorite vegan meal

Share your next meal with our more than two thousand members—in words, that is. Simply tell us about your favorite vegan meal. Here are a few ideas to get you started:

- Is it an entree at a local restaurant? Where do you get it? How much does it cost?
- Is it a dish you cook by yourself? What do you make it with, and how do you make it?
- Was it a one-time memorable event? Tell us the story.
- Be descriptive. How does it look, smell, taste, or feel in your mouth?
- What is it made of? What makes it so delicious?
- Do you eat it every day or save it for special occasions? Whom do you share it with? What makes it special?

Send your responses to info@vsh.org with the subject line "favorite meal." Remember to limit your answers to 150 words. Shorter responses are welcome.

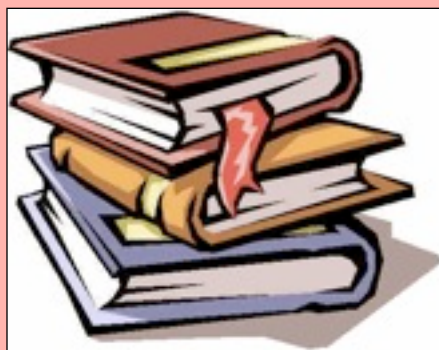
We will still print submissions for previous topics provided there is room:

- When someone asks you why you are a vegetarian or vegan, how do you answer?
- Read a good book about vegetarianism lately? Remember one that had a big impact on you? Give us your recommendation.

The next deadline is December 1st. We hope to hear from you!

We need your ideas. What would you like to write or read about in *Readers' Voices*? Tell us at info@vsh.org, and we may use it as a future topic.

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IN THE NEWS

(Climate Chief continued from page 1)

ject, though voices are rising.”

Governments also need to act. Not only should practical mitigation measures be employed, but plans should be made to reduce the total number of livestock reared. Rearing fewer animals would also mean better welfare standards for those animals.

“If we continue to consume meat and dairy at the current rate, both animals and the planet will suffer. Factory farming is unsustainable and inhumane.” says Joyce D’Silva, Ambassador for Compassion in World Farming, which hosted the lecture. Dr. Pachauri’s PowerPoint slide show is available on the web at www.ciwf.org.uk.

Plant-based diet slows aging

PRESS RELEASE—Comprehensive lifestyle changes, including a low-fat vegan diet, increase the body’s ability to fight premature aging, cancer, heart disease, and other chronic diseases, says a recent study. Dean Ornish, M.D., led the study published in *The Lancet Oncology*. Twenty-four men participating in a prostate cancer study switched to a plant-based diet and added daily exercise and relaxation techniques. Among other beneficial effects previously reported, the intervention led to increased levels of telomerase, an enzyme that protects and repairs DNA. Blood levels of telomerase

increased by an average of 29% during the study.

Ornish, D., Lin, J., Daubenmier, J., et al. “Increased telomerase activity and comprehensive lifestyle changes: a pilot study.” *Lancet Oncology* [advance online publication]. September 16, 2008; DOI 10.1016/S1470-2045(08)70234-1

USDA allows soy milk in schools

The USDA has ruled that milk substitutes can be offered in national school lunch and breakfast programs. Though not required to, school food authorities may offer nondairy alternatives that are fortified to meet certain guidelines. A child requesting the

alternative must bring a written statement from a parent or guardian stating the child’s special dietary needs. The school must pay for any expenses beyond federal reimbursement. The final ruling, published September 12th, can be found at edocket.access.gpo.gov/2008/pdf/E8-21293.pdf.

Vegetarian consumer study released

The results of one of the most comprehensive studies of vegetarian and vegan consumers ever conducted have just been released. The results are commercially available for €239. The following are highlights from the Executive Summary:

- Vegetarians and vegans make up a small but dedicated portion of the population, comprising two million individuals, or about 1% of the total U.S. adult population.
- 13% of American consumers are semi-vegetarians, meaning that they consume meat with “fewer than half” of meals.
- 25% are moderate meat consumers, who eat meat with “about half” of meals.
- 47% are regular meat consumers, eating meat with “most” meals.
- 14% are avid meat consumers, eating meat with every meal.
- The vegetarian and vegan segment has the potential to

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grow to nearly six times its current size, which would bring the total number of such consumers to almost 18 million adults.

- Vegetarians and vegans are the most frequent purchasers of meat and dairy alternatives. As a consumer segment they are extremely receptive to trying new grocery products, and they self-report as being the first among their friends to do so. Most are willing to pay premiums for items that embody their ideals, including “humane” products.
- Nearly two-thirds of vegetarians and vegans are women.
- More than half of vegetarians are under the age of 35. This skew toward younger people may account for this segment’s greater interest in humane and environmental issues, as opposed to health, which is more important to older age groups.
- Vegetarians and vegans are more issue-driven than any other consumer group. They are first and foremost motivated by animal rights and to a lesser extent protection of the environment. Because these are a priority for vegetarians and vegans, they are more likely than the typical U.S. adult to contribute time or money to related causes, and they consider these issues when making dietary decisions on daily basis.
- Vegetarians and vegans are motivated by a number of different concerns, but as a group they cite animal welfare as the primary motivator in choosing a vegetarian diet. This is in contrast to non-vegetarians, who clearly indicate that health is the primary (and in some cases only) motivator for meat reduction.

“Vegetarians and vegans are more issue-driven than any other consumer group.”

- Vegetarians and vegans have shown a willingness to make social sacrifices in support of their philosophies. Many seek out support networks of friends who share similar convictions to help them remain steadfast in their lifestyles and dietary choices.

The first phase of this study involved an online survey of over 3,200 adults. Census balanced sampling techniques were used to ensure, as much as possible, representation of the U.S.

adult population. Assuming that results are truly representative of U.S. adults, the maximum margin of error for the entire sample is +/- 1.7% (higher for subgroups). A second phase of the study involved nine focus groups.

Doctors spell out source of salmonella outbreak

PRESS RELEASE—As the Food and Drug Administration entered the 13th week of its struggle to identify the source of the salmonella outbreak that reached 38 states and the District of Columbia, doctors spelled it out for them—quite literally. Doctors from the Physicians Committee for Responsible Medicine (PCRM) used more than 1,000 tomatoes arranged to write “IT’S THE MEAT, STUPID!” in front of the U.S. Department of Health and Human Services building in Washington, D.C. They aim to highlight the key role of meat industry pollution in spreading

“Infected cows and chickens, not tomatoes or other vegetables, are the ultimate source of dangerous outbreaks of food-borne illness.”

salmonella, E. coli, and other food-borne pathogens that affect thousands of Americans every year.

“Salmonella are intestinal bacteria, and tomatoes have no intestine,” PCRM president Neal Barnard, M.D., said. “These germs come from chicken and cow feces that contaminate waterways used for irrigation and contaminate kitchen counters and grocery store shelves.”

A dangerous salmonella strain dubbed “salmonella saintpaul” has sickened more than 900 Americans in recent weeks. Pollution from animal agriculture is the most likely original source. Like E. coli, salmonella live in the intestinal tracts of animals and are usually transmitted to humans from food contaminated with animal feces. As a recent Pew Commission Report on industrial farm animal production noted, untreated animal waste harboring pathogens contaminates air, water, soil, and crops. Farm animal waste was the identified cause of a 2006 E. coli outbreak in which infected spinach killed three people and sickened hundreds of others, according to an investigation by the FDA, an agency within the Department of Health and Human Services.

Dr. Barnard pointed out that infected cows and chickens, not tomatoes or other vegetables, are the ultimate source of dangerous outbreaks of food-borne illness. The problem needs to be attacked at the source—in the factory farms, ranches, and feedlots where infected animals produce waste that contaminates healthful produce. Salmonella are currently found on approximately one-third of chicken products in retail stores, and feces from chickens and other animals carry the bacteria to other food products. Consumers can fight food-borne illnesses by choosing meatless meals.

Thanksgiving Eve Dinner 2008

OUR healthy and compassionate HOLIDAY TRADITION

by Karl Seff, Ph.D., VSH Board member

Last year about 285 people attended our vegan Pre-Thanksgiving Dinner. The joy was there, and the food was traditional, plentiful, and delicious. It *was* Thanksgiving for most who attended, and a warm beginning to our cool and rainy season with its year-ending traditions of colorful decorations, festive parties, and (whew) some time off.

We of the Vegetarian Society of Hawaii present our annual Thanksgiving Eve Dinner. Our friends at Govinda's Restaurant warmly welcome us back to their Nuuanu Mansion and Temple and will do their best again to make the evening memorable.

This event is well known for bringing together the diverse arms of our vegetarian community, including animal rights activists, environmentalists, health vegetarians, ethical vegetarians, and people of various religious groups. We are the Honolulu Vegetarian Family.

Millions of people across the U.S. are celebrating Thanksgiving in this way. "Gentle Thanksgiving" is a program of FARM (Farm Animal Reform Movement). People use mock meats, substitute a few ingredients, and bingo, Thanksgiving has been made Gentle. Baked yams, cranberry sauce,

corn, and peas were always whole vegan fare, and, with a small change to the ingredients list, the mashed potatoes and gravy, the stuffing, and the pie become that also. (Some of us have already said goodbye to the mock meats.)

Vegans, vegetarians, their friends and families, and anyone else interested in a healthy holiday meal are welcome at our Thanksgiving Eve Dinner just as the VSH welcomes non-members to its free monthly lectures. The cooks at Govinda's never disappoint, and, with their family-style table arrangements, you are likely to make some new friends.

As always, the buffet meal will be cruelty-free, healthy, low-fat, and vegan. No hydrogenated oils, no MSG, no preservatives, and no artificial colors or flavors will be used. The ingredients will be organic wherever possible, and the traditional fare will be nearly entirely homemade.

The cost is \$16.00 for adults and \$12.00 for children 11 and under.

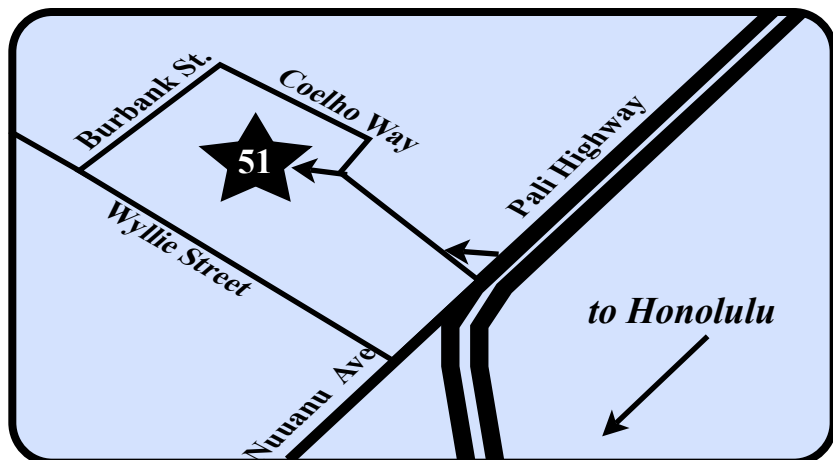
Menu

Green Salad
Tofu Turkey
Faux Ham
Mashed Potatoes & Gravy
Stuffing
Fresh Cranberry Sauce
Baked Yams
Green Beans Almandine
Dinner Rolls
Fresh Pumpkin Pie
Cinnamon Apple Slices in Sauce
Herbal Tea

Reservations: 754-2914

Seatings will be at 5 and 7 p.m. on Wednesday, November 26th.

For reservations, please call Ramananda at 754-2914. If you get a recording, just leave your name, phone number, the number of people in your party, and the seating time you prefer. Any questions about the meal should be directed to the friendly folks at Govinda's.



Govinda's is located in the Hare Krishna Temple at 51 Coelho Way, off the Ewa (Honolulu-bound) side of the Pali Highway, just before the Nuuanu Avenue exit. Call 595-4913 for recorded directions.

Expelled: Processed meats cause cancer

In late 2007 the verdict came in. The American Institute for Cancer Research and the World Cancer Research Fund released the most comprehensive review ever compiled on nutrition and cancer risk. Many foods are linked to cancer, the report confirmed. But it reserved some of its strongest language for the link between processed meats, like hot dogs and bacon, and colorectal cancer. The evidence was deemed “convincing,” and no amount was considered safe: Processed meats should be avoided completely.

The term “processed meats” means those that are typically prepared or preserved by smoking, curing, salting or by the addition of preservatives. This includes ham, bacon, pastrami, and salami as well as hot dogs and sausages, to which nitrites or nitrates have been added. Hamburgers and minced meats may be included as well, depending on processing.

The report’s conclusion was based on 44 case-control studies (in which the diets of individuals with cancer were compared with those of individuals who did not have cancer, but who were similar in other respects) and 14 cohort studies (in which the diets of individuals were assessed before cancer onset, and the individuals were followed over time to track diet patterns and cancer risk).

The risk of colorectal cancer increases on average by 21% for every 50 grams of processed meat consumed daily. A 50-gram serving is about the size of a typical hot dog. Some studies have also linked processed meats to cancer of the esophagus, lung, stomach, and prostate, but evidence is more limited than for colorectal cancer.

Like Tobacco and Lung Cancer

Why do processed meats cause

cancer? From a scientific standpoint, the situation is very much like tobacco and lung cancer: There are hundreds of chemicals in tobacco smoke, and exactly which ones present the greatest risk has never been entirely clear.

Processed meats contain fat, especially saturated fat, as well as plenty of cholesterol and salt. The nitrites that are often used as a preservative, or as a coloring and flavoring agent, can produce N-nitroso compounds, which are suspected carcinogens. In addition, meats cooked at high temperatures may contain carcinogens, including heterocyclic amines and polycyclic aromatic hydrocarbons. Heme iron is also plentiful in red and processed meats. Heme promotes the production of carcinogens, and its iron content also leads to the production of free radicals.

Despite the scientific consensus that these foods should never be eaten, let alone fed to children, they are still widely consumed. According to the National Hot Dog & Sausage Council, more than 740 million hot dog packages were sold in 2007. On average, Americans consume about 32 pounds of processed pork products each year. Compared with whites, blacks consume about 15 percent more processed pork. Bacon is routine breakfast fare for many Americans, and processed meats grace the top of pizzas everywhere.

The National Cancer Institute predicts that in 2008, 108,070 individuals will develop colon cancer, 40,740 will develop rectal cancer, and 49,960 will die from these conditions. Colorectal cancer is the fourth most common cancer in both men and women.

Children at Risk

America’s children have never been at such high risk for diet-related diseases as they are now. More than 16% of children and adolescents are overweight. One in three will develop diabetes at some point in his or her

life. Lifetime cancer risk is now one in three for women and one in two for men.

A growing number of health professionals, legislators, parents, and others concerned about this health crisis have begun examining the role of school lunches in shaping children’s eating habits. Many American cities have introduced bans or restrictions on soda, candy, fried foods, and other unhealthful products sold in schools.

California, Connecticut, Idaho, Indiana, New Jersey, North Carolina, Oregon, and Texas ban or limit the amount of trans fat in school foods or encourage schools to phase out the use of trans fat in school foods. Some cities and counties are passing similar bans.

Research shows efforts like these help. A study published in *Pediatrics* this April compared two groups of elementary school children in Philadelphia. One group attended schools that banned candy and sodas, limited snacks, and taught lessons about nutrition. The other group attended schools that did not make these changes. Over a two-year period, the number of children who became overweight was 50% less at the schools limiting the unhealthful foods.

Healthier Options

Vegetarian options are abundant. As the Vegetarian Resource Group reported in its *Journal* (Volume XXVII, No. 2) earlier this year, there are now at least 15 different vegetarian hot dogs to choose from, including their top two (most healthful) choices: Tofurky Chipotle Franks and Lightlife Tofu Pups. Most products are soy based and are lower in calories and fat than traditional hot dogs. And none have nitrites.

This article originally appeared in Good Medicine magazine, published by the Physicians Committee for Responsible Medicine. Reprinted with permission.

VSH Events 3Q2008

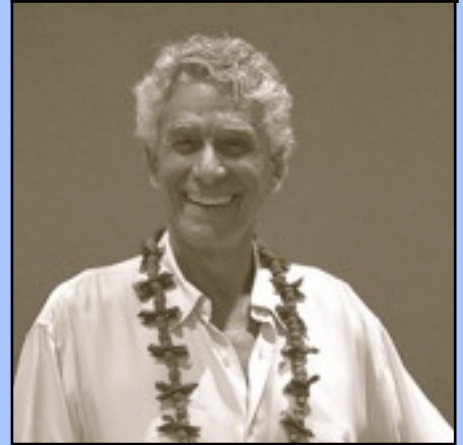


VSH founding Board member Bill Harris, M.D. drew on his 40 years of experience being vegan for his talk, "Optimizing Your Diet for Better Health" in July.



Bruce Friedrich spoke of the monumental importance of adopting an animal-free diet for ethical, humanitarian, and health reasons in his August lecture, "Eating for Planetary Survival."

Those in attendance in September were treated to a mind-expanding presentation by best-selling author Harold Bloomfield, M.D. about "Making Peace with Yourself, Your Family, and Your Diet."



Donate, Join, or Renew today!

Vegetarian Society of Hawaii Membership Application/Renewal Form

Please Print

Name(s): _____

Street: _____

City: _____

State, Zip: _____

Home Phone: (____) _____

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_____ D _____ Ex _____

Yes, please enroll me as a member. My dues are enclosed (add \$4 per year for a foreign address):

1 yr. 2 yrs. 3 yrs. 4 yrs. 5 yrs.

Regular
 \$20 \$38 \$54 \$68 \$80

Full-time student
 \$12 \$24 \$36 \$48 \$60

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 \$30 \$57 \$81 \$102 \$120

Life membership \$400

\$_____ additional tax deductible donation

Contact me about volunteer opportunities.

Please check one:

Vegan (no animal products at all)

Vegetarian (no flesh, fish, or fowl)

Associate (not yet a vegetarian)

**SAVE
on Multi-Year
Memberships/
Renewals!**

**Members receive a
quarterly newsletter
and discounts on
products and serv-
ices at vegetarian-
friendly restaurants
and health food
stores.**



Vegetarian Society of Hawaii

Calendar of Events October-December, 2008



BRENDA DAVIS, R.D.

**“Reclaiming your Health:
Lessons from
the Marshall Islands”**

**Saturday, October 18th, 7 p.m.
McCoy Pavilion,
Ala Moana Beach Park**

Do you struggle with your weight, type 2 diabetes, high blood pressure, or cardiovascular disease? Has your doctor ever given you a prescription for a healthy lifestyle? While medications and surgery can help to reduce the symptoms of chronic diseases, only diet and lifestyle changes have the power to reverse them.

In this presentation you will be touched by the amazing story of the Marshallese people and their battle with a nationwide diabetes epidemic. Brenda Davis will share a story of recovery that will inspire you to make diet and lifestyle changes that could save your life.

Davis, A registered dietitian and nutritionist, is a leader in her field, a best-selling author, and an internationally acclaimed speaker. She has worked as a public health nutritionist, clinical nutrition specialist, nutrition consultant, and academic nutrition instructor. She is currently the lead dietitian in a diabetes intervention research project in Majuro, Marshall Islands.

**Ms. Davis will also be speaking on Maui:
Friday, October 17th, 7 p.m.
Cameron Center, 95 Mahalani St., Wailuku**

STEVE BLAKE, ScD

“Figuring Out Fats in Food”

**Saturday, November 8th, 7 p.m.
McCoy Pavilion,
Ala Moana Beach Park**

The fats and oils in your food are significant factors in health. Learn which foods contain trans fats and how they can hurt your health. Which oils are best for cooking? Are fish oils necessary or safe? Is coconut oil healthful?

Find out how industry processes food into oils and learn which nutrients disappear. The right balance of essential fatty acids can reduce inflammation and pain. Discover how dietary choices influence prostaglandin production. What are saturated fatty acids, and which ones contribute to heart disease? What about cholesterol? A colorful slide show will elucidate fats and oils in nutrition.

Steve Blake, ScD has authored over a dozen major publications and the Diet Doctor software. He has taught anatomy, physiology, and exercise physiology. He has created an encyclopedic database of natural remedies from 50 countries. He was director of the Maui Holistic Health Center. He has doctorates in naturopathic medicine and holistic health. He and his wife Catherine live on Maui.

**Dr. Blake will also be speaking on Maui:
Wednesday, November 12th, 7 p.m.
Cameron Center, 95 Mahalani St., Wailuku**



WAYNE PACELLE

**“Advocacy, Public Policy, and Farm Animal Welfare
in the Twenty-First Century”**

**Saturday, December 13th, 7 p.m.
McCoy Pavilion, Ala Moana Beach Park**

Animal protection is now a mainstream social concern, and the use of animals in agriculture is arguably one of the most important subjects for discussion within that larger framework. There is a litany of problems associated with animal agriculture—animal cruelty, climate change, localized environmental problems, public health concerns. Yet the sheer size of the sector makes even modest reforms a major challenge. Proposition 2 in California on November’s ballot was the most recent flashpoint in the discussion. Pacelle will discuss the many features of this debate and the rising tide of concern for animals in modern American culture.

Wayne Pacelle is president and CEO of The Humane Society of the United States, the nation’s largest animal protection organization, with 10 million members and supporters. Since taking the helm at that organization, he has doubled its size, merged it with several other animal welfare groups, and helped to pass more than 250 new state and federal laws for animals. Pacelle received his B.A. in History and Studies in the Environment from Yale University in 1987.

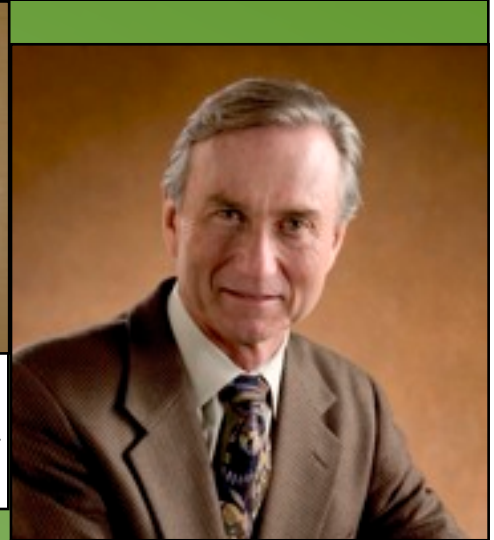
**Mr. Pacelle will also be speaking on Maui: Friday, December 12th, 7 p.m.
Cameron Center, 95 Mahalani St., Wailuku**



Kauai Potlucks and Lectures



Sandra Toerge (left) of Lihue won the recipe contest in August judged by Jennifer Murray (right), co-owner of the Blossoming Lotus restaurant.



In September fifty people came to watch the video lecture “Truth or Dairy” by John McDougall, M.D.



Tim McGuigan (left) of Kapaa won the vegan recipe contest for his “Spicy Green Banana Stir Fry” at the July 6th potluck luncheon. Recipe judge Mark Reinfeld, co-owner of the Blossoming Lotus restaurant, presented him with a gift certificate from Papaya’s Natural Foods.



William Harris, M.D. answered questions after his presentation, “Optimizing Your Diet for Better Health,” at the August potluck luncheon.

Spicy Green Banana Stir-fry

by Tim McGuigan

- 6-8 green bananas
- ½ head cauliflower
- ½ onion
- 2 carrots
- 2 cloves garlic
- 2 Tbs. ginger, minced
- ½ habanero
- 2 Tbs. Mae Ploy (sweet chili sauce)
- 2 Tbs. Bragg Liquid Aminos
- 3 Tbs. basil, chopped

First marinate peeled bananas in Bragg Liquid Aminos, Mae Ploy, garlic, and ginger for one hour. Then stir-fry bananas with onion, carrots, cauliflower, and sauce. Add more sauce if needed. Top with basil and serve.



More than fifty people attended an Indian food cooking demonstration by Chef Vi Herbert at the Kauai potluck luncheon in July.



Mele Abrams (right) was the winner of the recipe contest for her Ddahl recipe at the September potluck luncheon and lecture on Kauai. Annalia Russell (left) was the judge.

Monthly vegan potluck luncheons and lectures are held at 12:30 p.m. on the first Sunday of each month at the Kapaa Neighborhood Center on Kauai. Admission is free for those who bring a dish. All others are welcome with a \$5 donation.



Around the World

Veg Voyage to India

by Pamela Davis

VSH Member and president of
Animal Advocate, Inc.

Would you like to travel to a place far away, eat delicious and exotic food, meet friendly people, and enjoy beautiful scenery and historic places? If so, please consider traveling with Veg Voyages, an adventure tour company founded by vegetarians for vegetarians and vegans.

We traveled in the Rajasthan region in northwestern India on the “Desert Kingdoms of Rajputana Adventure.” Our group (eight visitors, two guides, and two drivers) traveled in two vans, visiting desert outposts on the ancient caravan route, Maharajahs’ monsoon palaces, centuries-old fortresses and Jain temples, and even

Karni Mata (“rat temple”). And yes, we visited the Taj Mahal, too.

My son and I are vegans, and Veg Voyages carefully monitored and ordered all of our food in the restaurants for us. For non-vegans, vegetarian fare was served. In India many people are “pure vegetarians,” but this means that they consume dairy products including ghee (clarified butter) and paneer (a tofu-like dairy curd), yogurt, and milk. Cows are sacred in the Hindu religion, so beef is not eaten, but unfortunately dairy products are very popular. Leather is also sold. Veganism was introduced in India recently, and Veg Voyages is helping to spread the word. Now more Indians, especially the young, are learning about veganism and are becoming vegans.

Our group was treated to several home-cooked meals courtesy of one of our guides, Mr. M.K. Singh

(‘Singhji’). In Bikaner we ate in the home of one of Singhji’s relatives, and in Udaipur we were invited to Singhji’s home for an evening of food, fun, and entertainment. We started with Indian snacks (such as roasted moong beans) and hot Darjeeling tea in the sitting room. We then moved to the roof where three musicians played and two women did traditional dancing, including twirling with pots of fire on their heads! We were invited to join in the dancing. From the roof we could see the Royal Palace, where Singhji’s father had been a personal guard of the Raja.

Afterwards we moved down to the living room and ate a delicious multi-course dinner, and toward the end the evening one of Singhji’s family members painted henna designs on our hands.

If you’ve ever eaten Indian food, you know it’s spicy. However, our hosts toned it down for us and offered condiments such as cardamon and mango pickle to make it “hot.” Silverware is not traditionally used there, and the custom is to eat with the right hand. It is respectful not to touch anything else but your food with the right hand while eating. We were introduced to many popular North Indian dishes and the unique cuisine of the region found only in certain areas. We ate thali, ghobi masala (cauliflower), aloo mutter-methi (potato), stuffed capsicum, dal (lentils), and of course paratha, roti, and naan (breads). In the Aravalli Mountains we prepared our own vegan dinner using vegetables from the local village.

There’s much more to tell, but suffice it to say that we thoroughly enjoyed our Veg Voyage to India and highly recommend it!



The thali comprises a dozen different dishes to savor, including papadam (top center) and paratha (bottom center left).

Animal Rights Corner

Spain Grants Significant Rights to Great Apes

by Karl Seff, Ph.D.
VSH Board Member

In a historical move, Spain became the first nation to grant significant rights to non-humans. Passed by acclamation in Spain's parliament on June 25, 2008, the government is committed to putting the new law into practice within a year of its passage.

This is a great victory for the Great Ape Project, devised by scientists and philosophers who argued that our closest genetic relatives deserve rights hitherto limited to humans. Pedro Pozas, the Spanish director of the Project, said, "This is a historic day in the struggle for animal rights and in defense of our evolutionary comrades, which will doubtless go down in the history of humanity." Peter Singer and Paolo Cavalieri founded the Project in 1993, editing a book with that title, saying that "non-human hominids" like chimpanzees, gorillas, orangutans, and bonobos should enjoy the right to life and freedom and to be free from torture.

Keeping apes for circuses, television commercials, or filming will be forbidden in Spain. Harmful experiments on great apes will be outlawed. Although the estimated 315 apes in Spanish zoos will not be set free, their living conditions will need to improve drastically in 70% of the zoos to comply with the new law.

Regarding animal welfare, the nations of the world offer at most



minimal consideration to animals destined for consumption; U.S. laws describe the methods of slaughter and the minimum size of living containers.

Greater protection is given to pet animals and of course to zoo animals, and people can be jailed for cruelties to them. The great apes are a new class of animal to be protected, and they are being given even greater rights out of respect for their personhood.

Dr. Pedro A. Ynterian, a GAP Project board member, wrote that while any two of us humans might have a 0.5% difference in our DNAs, the difference between a chimpanzee and a human is only about 1.23%. Our bloods can be exchanged by transfusion within blood types, and neither our nor chimpanzee blood can be exchanged with any other species. We are genetically closer to a chimp than a mouse is to a rat.

In 1999 New Zealand granted some human rights to chimpanzees and other primates, most significantly, protection from animal experimentation. Before that the U.K. was first to forbid experimentation on chimpanzees, orangutans, and gorillas.

These laws compromise the belief by humans that we have dominion over animals (speciesism). They are firm early steps toward increasing the rights of non-humans and the extension of those rights to more classes of animals.

Religious Leaders Call for Compassion

PRESS RELEASE—The Humane Society of the United States (HSUS) announced the launch of its new "All Creatures Great and Small" campaign, which aims to increase awareness of moral responsibilities to all animals, including those raised for food. The announcement was made on a teleconference media call with religious leaders from various faiths.

"All religious institutions call upon their followers to adhere to the principles of charity and compassion and concern for others. More and more we recognize that we must apply these principles to all of God's creation," said Wayne Pacelle, president and CEO of HSUS.

"We are urging people of faith to take a small step in their daily lives by switching to cage-free eggs or egg substitutes during the month of October as an act of compassion for farm animals. In the United States alone almost 280 million egg-laying hens spend their lives in wire cages no bigger than a piece of notebook paper, and this is a violation of our covenant with Creation."

In the last 30 to 40 years agriculture has taken a harsh turn away from responsible animal husbandry on family farms to unacceptable mistreatment of animals on industrialized factory farms. Factory farms warehouse animals and often confine them in cages or crates, denying them the ability to manifest even their most basic God-given instincts: to fly, to care for their young, even to walk or turn

(continued on next page)

(continued from previous page)

around in their enclosures. Many never see the light of day.

Eating is a morally and spiritually significant act. Religious traditions are filled with examples of ritualizing this act through fasting and feasting. The pledge covers October, a month with notable dates in many religions, including the Feast of St. Francis, the end of Ramadan, and Yom Kippur.

“As stewards and caretakers, we have a responsibility toward animals that are part of that Creation,” said Christine Gutleben, director of HSUS’ Animals & Religion program. “Through this campaign we encourage people of all faiths to align their principles with their daily choices.”

Some comments from leaders representing different traditions agree.

Rabbi Shear Yashuv Cohen, Ashkenazic Chief Rabbi of Haifa, said, “I wholeheartedly endorse the campaign of The HSUS. It is a basic value of our Jewish religion and tradition to refrain from *Tza’ar Ba’alei Chaim*, or to refrain from inflicting pain and suffering on any living creature. . . . He has made all that is alive and He is the source of all life. Let us try to follow His ways and be compassionate to every living creature.”

And the Right Rev. John Bryson Chane, Bishop of Washington, also endorsed the campaign, saying, “Our faithful stewardship of creation includes being mindful of the animals entrusted to our care. The principles that underlie the All Creatures Great and Small campaign are consistent with the religious spirit that compels us to show them our mercy and regard. More humane and sustainable dietary choices can be a powerful testimony of our faith and service to the Lord, especially in a time when the whole of creation depends so heavily upon our goodwill.”

For a full list of religious leaders who have endorsed the campaign and to read more of their comments,

please go to humanesociety.org/allcreatures.

The Animals & Religion program of The Humane Society of the United States engages religious communities in critical animal protection issues with a focus on promoting faithful stewardship of animals in agriculture.

The Humane Society of the United States is the nation’s largest animal protection organization. For more than a half-century The HSUS has been fighting for the protection of all animals through advocacy, education, and hands-on programs. Celebrating animals and confronting cruelty—On the web at humanesociety.org.

AR Conference energizes activists

by Cathy Goeggel
VSH Member
Animal Rights-Hawaii founder

Anjie Pham, Naomi Egami, and Cathy Goeggel attended the 2008 Animal Rights Conference in Alexandria, Virginia in August. Workshops ran from 9 a.m. till 5 p.m. for three days, with videos running constantly until late at night along with plenary sessions every evening, covering philosophy, tactics, ethics, and activism. Delicious vegan meals were offered as well as yummy treats at over 100 booths—new “Teese” vegan cheese (that really melts!), Temptation vegan



Karen Davis, founder and director of United Poultry Concerns, addresses the AR 2008 Conference.

ice cream, vegan shoes, belts, T-shirts, DVDs, books, and more.

Cathy spoke about the cruelty of long distance livestock transport and showed footage of pigs who suffered during an eight-day voyage from Canada to Hawaii without a single chance to rest on the ground.

Harold Brown, one-time cattleman who was featured in the film *Peaceable Kingdom*, has now set up a website called farmkind.org and speaks out against animal agriculture. He was a featured presenter at AR 2008, where there was spirited discussion about the “humane meat” myth.

Here at home Georgie Fong, who has rescued spent dairy cows on the Big Island, now has several cows and calves as well as many, many hens, bunnies, dogs—all happy residents of her two elegant vegan B&Bs (Oreo’s Aloha Farm Sanctuary/Oreo’s Rainforest Retreat). She recently organized a massive rescue of several hundred chickens at a defunct egg farm.



Book Reviews

Quantum Wellness: A Practical and Spiritual Guide to Health and Happiness

by Kathy Freston

304 pages (hardcover)

Publisher: Weinstein Books

(May 20, 2008)

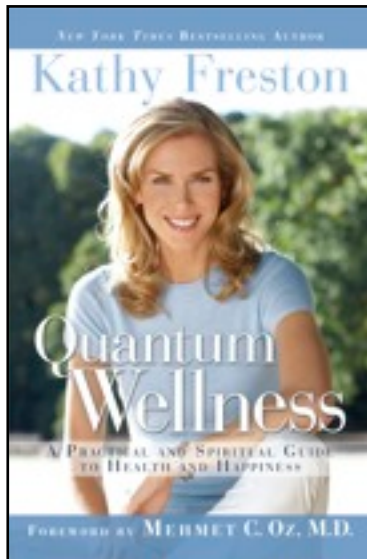
ISBN-10: 1602860181

ISBN-13: 978-1602860186

For anyone looking to experience a quantum leap in their overall health comes the ultimate guide to complete well-being—*Quantum Wellness: A Practical and Spiritual Guide to Health and Happiness*, an instructive book on how to reach our highest level of health and contentment through small, focused changes from *New York Times* bestselling author and renowned personal growth counselor Kathy Freston. Featuring a foreword by bestselling health guru Dr. Mehmet C. Oz, *Quantum Wellness* will forever change the way you approach healthy living.

Quantum wellness teaches us that to be truly well means more than just not being sick—it means having energy to face both everyday life and exceptional challenges. It also means having the awareness that your life experience is part of a much larger picture, one that involves the lives of everyone and everything else that inhabits this world. Having this awareness is essential to experiencing a healthy life. And just as we must recognize that our lives are interconnected with all other life on the planet, we must also recognize that our personal mind, body, and spirit health are inextricably linked. Perhaps we are physically fit but are lacking in spiritual awareness, or very emotionally and psychologically astute but lazy in

the way we eat. Because body, mind, and spirit all work together to create wellness, we cannot experience the upsurge, the full thrust required for a quantum shift, when any of these three areas goes unheeded.



Freston shares her own compelling journey towards quantum wellness and provides an easy-to-follow roadmap for anyone who wants to achieve optimal health. Among the essential information in-

cluded in this breakthrough guide are chapters on the following:

- The importance of *leaning into* change—why taking small, manageable steps toward the changes we want to achieve has a more profound effect than trying to radically alter any one behavior.
- The essentials of maintaining a cross-training approach to your body, mind, and spirit health. Freston instructs us how to give ourselves a “wellness check-up” and how to use her 8 Pillars of Wellness (meditation, visualization, enjoyable activities, conscious eating, exercise, self-examination, spiritual practice, and service) to create a flexible, lifelong plan for well-being.
- How developing a curiosity about, a willingness to investigate, pain or discomfort, will dramatically increase your chances of healing any ill that is holding you back from quantum wellness.
- How to clear mental clutter using several exercises, including stream of consciousness meditation and journaling, which help reveal

thought patterns that need to be healed or upgraded and also identify those that are working for you.

- Doing a cleanse—why giving up the comfort of certain foods is a tried-and-true means of enhancing, preserving, and enlivening physical as well as spiritual well-being.
- Creating space in your home that is conducive to quantum wellness, which includes de-cluttering and creating an altar dedicated to your higher power.
- The importance of choosing our food with integrity, keeping in mind all aspects of how the food reaches our table. Freston shares the advantages of giving up meat in favor of a healthy plant-based diet from ethical, dietary, and environmental perspectives and stresses why conscious eating is essential to one’s health.
- How to become your own healer in times of physical, emotional, or spiritual crisis.
- How to break bad habits and cope with addiction.

To assist even the most hard-core carnivore with leaning into a more plant-based diet, Freston includes forty-five vegetarian recipes, two weeks of meal plans, a general shopping list, and an appendix of beneficial vitamins and minerals. In harmony with the body, mind, and spirit focus of quantum wellness, Freston also includes an appendix of suggested reading and websites that support her expert advice.

Within these pages you will learn to achieve your best health possible: to point yourself in the direction of growth, to train yourself to get comfortable with your highest potential, to take the necessary steps to support whatever shifts are required. Welcome to the world of quantum wellness.

This description can be found on the author’s website, www.kathyfreston.com. Reprinted with permission.

At Rest with the Animals: Thoughts over Thirty Years



by Colman McCarthy

140 pages

Publisher: Humane Society Press

(May 12, 2008)

ISBN: 978-0-974840-04-8

Review by Wayne Pacelle

Not long ago each press treatment of animal protection issues seemed a minor cause for celebration. One of the people who inspired many a mini-celebration over the last four decades was my dear friend and longtime columnist Colman McCarthy.

At Rest with the Animals is an anthology published by Humane Society Press that draws mainly from Colman's body of animal protection commentary as a 30-year columnist for *The Washington Post*. Together, these columns comprise a monument to Colman's foresight and commitment to the principle of justice for non-human animals. As we revisit his columns, we can see it was not uncommon for him to provide an original moral framing of issues we've now come to debate in society in a serious way.

As a teacher, author, and public speaker, as well as a columnist, he addressed causes and issues before they became popular or mainstream, and in that way, he exhibited journalism and commentary at its best. He's been a soothsayer, and an elegant one at that.

At Rest with the Animals showcases the extraordinary breadth of Colman's coverage of animal questions as he ranges from the Arizona red squirrel to the Tennessee snail darter, from the distorted dietary guidelines of the federal government to the agricultural mindset of modern wildlife managers, from the depravity of a Pennsylvania pigeon shoot to the comical hunting forays of several American presidents. During his many decades of writing Colman has defended the interests of downtrodden carriage horses and downed cows, circus animals and drugged racehorses, factory-farmed turkeys and threatened polar bears—bringing public attention to the grim realities of their plight. His original thinking, his sense of moral disgust, and his arch sense of humor are the stitched patterns that discerning readers will identify throughout his columns.

As this work demonstrates, however, there is a happier, beautiful dimension to his writings, a dimension evident in the way that Colman simply celebrates animals—beavers, cats, cows, crows, dolphins, eagles, pigs, whales, and others. His love for animals comes through, making it clear that his concern for their well-being did not rely only on appeals to justice or fair treatment, but also on the majesty of animals each as original works of nature.

Even in the mid-1980s, when I first got involved in animal protection, it was rare to see a major columnist for any newspaper, let alone *The Washington Post*, writing about our issues. Colman was an inspiration to those of us who hoped to see a day when the news coverage of our concerns would go beyond the sensational or the superficial. He still is.

I'm proud that Colman agreed to let Humane Society Press, The HSUS's publishing division, share his rich legacy of animal-friendly journalism with a new generation of readers. And I hope you'll be one of them.

Wayne Pacelle is President and CEO of the Humane Society of the United States. This piece originally appeared on Pacelle's blog, *A Humane Nation*, www.waynepacelle.org. Reprinted with permission.

Vegan Lunch Box: 150 Amazing, Animal-Free Lunches Kids and Grown- Ups Will Love!



by Jennifer McCann

304 pages (paperback)

Publisher: Da Capo Press

(August 4, 2008)

ISBN-10: 1600940722

ISBN-13: 978-1600940729

Publisher's description:

If you think vegan lunchtime means peanut butter and jelly day after day, think again! Based on the wildly popular blog of the same name, *Vegan Lunch Box* offers an amazing array of meat-free, egg-free, and dairy-free meals and snacks. All the recipes are organized into menus to help parents pack quick, nutritious, and irresistible vegan lunches. Ideal for everyday and special occasions, *Vegan Lunch Box* features tips for feeding even the most finicky kids. It includes handy allergen-free indexes identifying wheat-free, gluten-free, soy-free, and nut-free recipes as well as product recommendations that make shopping a breeze.

(World Famine continued from page 3)

more crops and much less red meat . . . would free up resources to feed the world.”

It would take just 40 million tons of food to eliminate the most extreme cases of world hunger. Yet a staggering 760 million tons of grain will be used to feed farmed animals this year (compared to 100 million tons used to produce fuel). Around 1.4 billion people could be fed with the grain and soybeans fed to U.S. cattle alone.

In the midst of a global food shortage it is wasteful to feed perfectly edible food to farmed animals rather than directly to malnourished people—especially when you consider that it takes 4.5 pounds of grain to make a pound of chicken meat and 7.3 pounds of grain to produce a pound of pork. Even fish on fish farms must be fed five pounds of wild-caught fish to produce one pound of farmed-fish flesh. This is inefficiency at its worst.

It’s not a new problem, either. In 1947 President Truman asked Americans to stop eating beef on Tuesdays and chicken and eggs on Thursdays to help stockpile grain for starving people in Europe. According to the Worldwatch Institute, the number of farmed animals has increased 60% since 1961, and the number of birds being raised for food has nearly quadrupled in the same time period.

Says Worldwatch, “[M]eat consumption is an inefficient use of grain—the grain is used more efficiently when consumed by humans. Continued growth in meat output is dependent on feeding grain to animals, creating competition for grain between affluent meat eaters and the world’s poor.” Simply put, we could produce more food for more people if we stopped squandering our resources to raise animals.

It takes 3¼ acres of land to produce food for a meat-eater; food for a vegan—someone who eats no animal

products, including no dairy or eggs—can be produced on just 1/6 acre of land. Vegfam, a U.K.-based charity that funds sustainable plant-food projects, estimates that a 10-acre farm can support 60 people by growing soy, 24 people by growing wheat, or 10 people by growing corn—but only 2 by raising cattle. While some are blaming developing nations like China and India for creating food shortages, Americans should look in the mirror before pointing fingers. According to *The New York Times*, Americans eat twice as much meat as the average person worldwide.

Parents have long cajoled American children to finish their fish sticks or pork chops because “people are starving in China.” Now we need to encourage people of all nationalities

to eat their veggies—as well as beans, grains and fruit—instead of animal flesh if we are to alleviate hunger. As George Monbiot of *The Guardian* wrote, “[I]t now seems plain that [a vegan diet] is the only ethical response to what is arguably the world’s most urgent social justice issue.”

Chris Holbein is a senior projects coordinator for People for the Ethical Treatment of Animals' (PETA) vegan campaign. PETA is the largest animal rights organization in the world. Founded in 1980, it is dedicated to establishing and protecting the rights of all animals. It operates under the simple principle that animals are not ours to eat, wear, experiment on, or use for entertainment.



Now here’s really **Good News**. If you haven’t already heard, the simple act of choosing vegetarian meals is a powerful force for positive change—impacting ourselves, other people, animals, and our Earth home. Recognizing and celebrating World Vegetarian Day and Vegetarian Awareness Month is an enjoyable way to help others learn about the benefits of vegetarianism, which include:

- reducing the risk of major killers such as heart disease, stroke, and cancers while cutting exposure to food-borne pathogens,

- offering a viable answer to feeding the world’s hungry through more efficient use of grains and other crops,
- saving animals from suffering in factory farm conditions and from painful slaughter,
- conserving vital but limited freshwater, fertile topsoil, and other precious resources,
- preserving irreplaceable ecosystems such as rain forests and other wildlife habitats, and
- mitigating the ever-expanding environmental pollution of animal agriculture.



Vegan Tidbits

by Scott Snarr

Bollywood Hatches Pro-Veg Flick

India just gave the term “chick flick” a whole new meaning. *Green Chic—Finding Dad* is Mumbai’s new full-length animated feature film about a young chicken who will make viewers think twice about eating animals.

The protagonist, Chiclet, lives in the jungle with his family until a selfish human kills his mother and captures his father. He teams up with Ginger the Monkey and Quacky the Duck as he heads for the perilous city on a quest to save his only surviving parent from being turned into food.

Apurva Shah, the movie’s producer, said he hopes the film will discourage consumption of meat. “We are attempting to show the world that we should love animals and let them live freely just as we do. Our objective is to spread awareness about the atrocities committed against animals and help youth learn to respect them.”

Green Chic—Finding Dad was conceived, written, and directed by Sudhir Mehta and produced by Koffee Break, a state-of-the-art animation studio. It is due to hit theaters around the world in November.

Source: www.realbollywood.com

Fast Food Hits the Brakes

The city council unanimously passed an ordinance to limit new fast food outlets and encourage more healthful options in South Los Angeles. The new “health zone” is the first of its kind. And it’s already showing signs of success, according to an article in the L.A. Watts Times.

Some African-American-owned restaurants have not only trimmed fat from their menus, but dumped the meat altogether. Black celebrities like retired NBA star John “Spider” Sally, Oscar-winning actor Forest Whittaker, and leader of the Tonight Show Band

Kevin Eubanks are helping popularize the vegetarian diet among African-Americans, who make up a large percentage of South L.A.’s half a million residents.

San Jose recently rejected a similar fast food moratorium—but a councilwoman says she still intends to stop fast food outlets from opening within 1000 feet of public schools. France also turned down a “fat tax” proposal, a 19.6% national sales tax on high-fat, unhealthy foods.

Sources: www.newamericamedia.org, www.mercurynews.com

Bhutan Turns Vegetarian

The Kingdom of Bhutan recently banned meat in nearly all government-sponsored religious observances. With one exception, all meals served at public ceremonies will be vegetarian from now on.

The ban is intended to keep with the principle of non-violence, which has roots in the Himalayan nation’s Buddhist and Hindu traditions.

A 2002 law banned the sale of meat during auspicious dates but with little effect on the total amount consumed. The new law will spare the lives of ten cattle a month.

Source: www.kuenselonline.com

Saving the Earth for Peanuts

In the time it takes you to slap together a peanut butter and jelly sandwich, you can help fight climate change. That’s the idea behind the PB&J Campaign, which aims to reduce global warming by getting ordinary people to eat more animal-free meals.

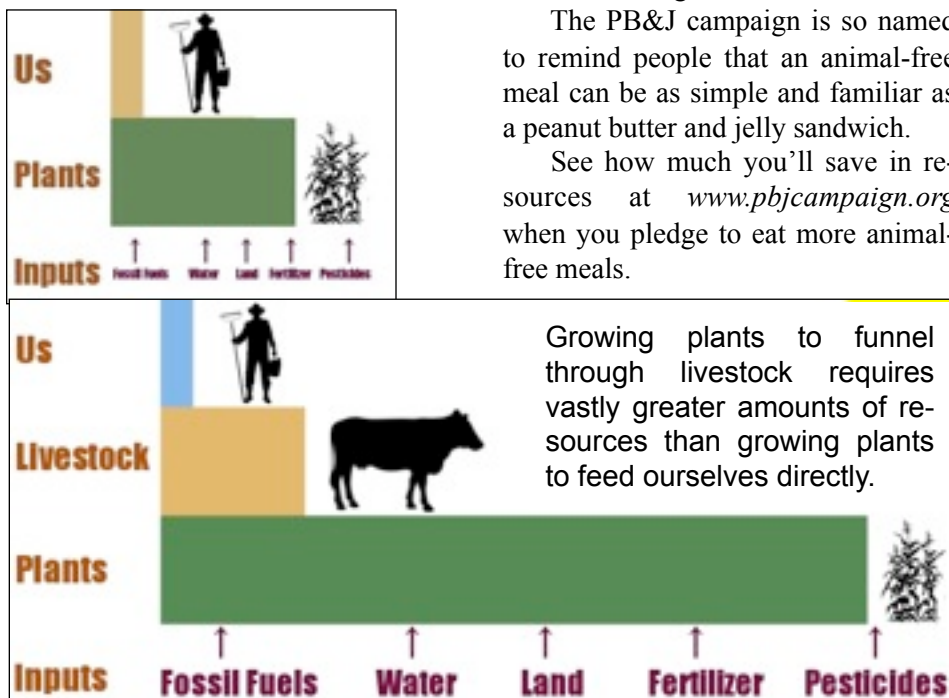
Every level of the food chain is appallingly inefficient, explains the campaign’s website. Plants and animals require ten times more energy input than they yield in the form of food. By cutting out livestock and eating plants directly, we can cut waste by about a factor of ten (see illustration).

Each time you replace a meat-and-dairy meal with a plant-based one, you’ll reduce your CO₂ footprint by two to three and a half pounds of emissions. A vegan lunch will conserve 133 gallons of water and 24 square feet of rain forest. “The water it takes to produce the beef in one burger could produce peanuts for about 17 peanut butter and jelly sandwiches, and the land that it takes to produce that beef could produce peanuts for 19 PB&Js.”

Fish is no substitute. Ocean trawling and fish farming wreak their own forms of ecological havoc.

The PB&J campaign is so named to remind people that an animal-free meal can be as simple and familiar as a peanut butter and jelly sandwich.

See how much you’ll save in resources at www.pbjcampaign.org when you pledge to eat more animal-free meals.



Why Gentle Thanksgiving?



For Yourself: Kicking the meat habit will reduce your risk of heart disease, stroke, cancer, and other chronic diseases that disable then kill 1.3 million Americans annually.

For Your Children: Kicking the meat habit will help preserve topsoil, water, and all other food production resources that are vital to the survival of your children and their children.

For the Hungry: Kicking the meat habit will free up for the world's hungry people food and resources now used in much greater quantities to raise animals for food.

For the Earth: Kicking the meat habit will help preserve our forests, wetlands, and other wildlife habitats and reduce pollution of waterways by animal waste and cropland runoff.

For the Animals: Kicking the meat habit will save thousands of turkeys, pigs, chickens, cows, and other innocent, sentient animals from the severe confinement of factory farms and the horrors of slaughterhouses.

www.GentleThanksgiving.org



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