



The Island Vegetarian

Quarterly Newsletter of the Vegetarian Society of Hawaii

SUPPORTING HEALTH, ANIMAL RIGHTS, AND ECOLOGY

Volume 22, Issue 3, July-September 2011

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Public Lectures

WILLIAM HARRIS, M.D.

“BE YOUR OWN NUTRITIONIST”

Tuesday, July 12th, 7 p.m.
Ala Wai Golf Course Clubhouse

SCOTT OWEN SNARR

**“YOU ARE WHAT YOU EAT:
FOOD & IDENTITY
IN THE 21ST CENTURY”**

Tuesday, August 9th, 7 p.m.
Ala Wai Golf Course Clubhouse

JOSEPH KEON

**“DAIRY: ESSENTIAL NUTRITION
OR HEALTH SABOTEUR?”**

Tuesday, September 13th, 7 p.m.
Ala Wai Golf Course Clubhouse

See page 11 for more details,
including Maui meeting times.

Road show brings animal rights message to the masses

by Scott Owen Snarr, Editor

Industry tries hard to conceal the cruel reality of animal farming, but the animal rights group Mercy For Animals (MFA) has brought the truth directly to the public, screening the film *Farm to Fridge* outdoors in a cross-country tour that spanned forty-two cities and nearly 12,000 miles.

Farm to Fridge is described as “perhaps the most compelling and graphic documentary of its kind, . . . [using] arresting images recorded on hidden camera and [putting] into focus the harsh reality faced by farmed animals.” MFA tour coordinator Phil Letten operated the special truck equipped with loudspeakers and three 80-inch monitors that looped the 12-minute video in pedestrian-dense districts in cities coast to coast.

Local activists at every stop were recruited to join the cause. Volunteers drove from as far as two hours away to hold signs that read “Meat = animal cruelty. Choose vegetarian” and to hand out leaflets and free copies of *Farm to Fridge* on DVD. Letten was accompanied by animal rights activist Nora Kramer for the first two weeks of the trip and by Vic Sjodin for the latter twelve.

Beginning with its March 7th kickoff in Las Vegas, the tour received consistently favorable reception. Onlookers in city after city vowed never to

(see *Road Show*, page 17)



Photo: Mercy For Animals

Pedestrians in New York City stand mesmerized at the shocking images of animals in factory farms depicted in Mercy For Animals’ *Farm to Fridge*.

The Island Vegetarian

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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.

The information contained in this newsletter is for educational purposes. It is not intended as medical advice, and it is not intended to replace the advice of a qualified, licensed medical practitioner.



Message from the Editor

Dear Readers,

As I put the finishing touches on this edition of *The Island Vegetarian*, I felt there were a few stories missing from these pages that deserved mention.

Some of you have heard of “Photogate.” Such is the name of the scandal in which *VegNews* magazine was caught using stock images of meat to illustrate “vegan” foods and recipes. The editors defended themselves at first. But facing an angry, defecting readership, they issued an apology and promised never to do it again.

The event saddens me. Besides being dishonest, there is something morally incongruous about vegetarians trying to make other vegetarians drool over pictures of meat. Plus, it gives the impression that vegan food is somehow inferior or less visually appetizing than meat. That is not the case, however. Using photos of meat was simply a way for the editors to save time and money.

You can find the original story by *Quarrygirl.com* with a link to the apology at tinyurl.com/photogate and make your own judgment about it.

In other news, Food Not Bombs — the group that feeds vegetarian and vegan meals to the hungry in 1000 cities across the world while promoting peace and social change — has run up against some trouble in Orlando. A recent court ruling upheld the city’s decision to make it a crime to feed groups of people at the park more than twice a year. Local volunteers challenged this injustice with civil disobedience by continuing the feedings. Twenty arrestees now face possible 60-day jail terms and \$500 fines for giving nutritious vegetarian meals to people in need. If this makes you feel outraged, go to www.orlandofoodnotbombs.org to learn more and show your support.

Finally, on a lighter note, I have just learned that the movie *Forks Over Knives* is coming to Oahu at the Dole Cannery Theater beginning July 8th. I’ve been looking forward to the release of this documentary, which boldly explores the relationship between “diseases of affluence” and animal-based diets. Our own Ruth Heidrich appears in the film along with Neal Barnard, M.D., Colin T. Campbell, M.D., and a host of other names and faces that you might be familiar with. The producers are trying their best to take this film to mainstream audiences. I urge you to go and see it. And bring along anyone who is willing to join you. It promises to save lives.

Look for a review of the movie in the next issue of *The Island Vegetarian*.

Aloha,

-SoS

Annual Meeting Scheduled

Reports from the Board will be made to the membership prior to our featured speaker on July 12, 2011. Please attend and learn the latest and current status of YOUR organization. Mahalo!



Health Update

Vegetarians at lower risk of heart disease, diabetes, stroke

Vegetarians experience a 36% lower prevalence of metabolic syndrome than nonvegetarians, suggests new research from Loma Linda University published in the journal *Diabetes Care*. Because metabolic syndrome can be a precursor to heart disease, diabetes, and stroke, the findings indicate that vegetarians may be at lower risk of developing these conditions.

Metabolic syndrome is defined as the presence of at least three out of five total risk factors: high blood pressure, low HDL cholesterol, high glucose levels, elevated triglycerides, and an unhealthy waist circumference. The Loma Linda University study found that while 25% of vegetarians had metabolic syndrome, the number rises to 37% for semivegetarians and 39% for nonvegetarians. The results hold up when adjusted for factors such as age, gender, race, smoking, physical activity, alcohol intake, and calories consumed.

“In view of the high rate of metabolic syndrome in the United States and its deleterious health effects, we wanted to examine lifestyle patterns that could be effective in the prevention and possible treatment of this disorder,” said lead researcher Nico S. Rizzo, Ph.D.

“I was not sure if there would be a significant difference between vegetarians and nonvegetarians, and I was surprised by just how much the numbers contrasted,” he continues. “It indicates that lifestyle factors such as

diet can be important in the prevention of metabolic syndrome.”

The study examined more than 700 adults randomly sampled from Loma Linda University’s Adventist Health Study 2, a long-term study of the lifestyle and health of almost 100,000 Seventh-day Adventists across the United States and Canada.

Of the subjects in this smaller substudy, 35% were vegetarians. On average, the vegetarians and semivegetarians were three years older than nonvegetarians. Despite their slightly older age, vegetarians had lower triglycerides, glucose levels, blood pressure, waist circumference, and body mass index (BMI). Semivegetarians also had a significantly lower BMI and waist circumference compared to those who ate meat more regularly.

“This work again shows that diet improves many of the main cardiovascular risk factors that are part of metabolic syndrome,” said Gary Fraser, M.D., Ph.D., principal investigator of Adventist Health Study 2. “Trending toward a plant-based diet is a sensible choice.”

N.S. Rizzo, et al. Vegetarian dietary patterns are associated with a lower risk of metabolic syndrome: The Adventist Health Study 2. Diabetes Care, 2011; DOI: 10.2337/dc10-1221

Densely-stocked industrial farms . . . are ideal breeding grounds for drug-resistant bacteria that move from animals to humans.

Staph found in nearly half of US meat

Drug-resistant strains of *Staphylococcus aureus*, a bacteria linked to a wide range of human diseases, are present in meat and poultry from U.S. grocery stores at unexpectedly high rates, according to a nationwide study by the Translational Genomics Research Institute (TGen). Nearly half of the meat and poultry samples (47%) were contaminated with *S. aureus*, and more than half of those bacteria (52%) were resistant to at least three classes of antibiotics, according to the study, which was published in the journal *Clinical Infectious Diseases*.

This is the first national assessment of antibiotic-resistant *S. aureus* in the U.S. food supply. And DNA testing suggests that the farmed animals themselves were the major source of contamination.

Although Staph should be killed with proper cooking, it may still pose a risk to consumers through improper food handling and cross-contamination in the kitchen.

Researchers collected and analyzed 136 samples covering 80 brands of beef, chicken, pork, and turkey from 26 retail grocery stores in Los Angeles, Chicago, Fort Lauderdale, Flagstaff, and Washington, D.C.

“For the first time we know how much of our meat and poultry is contaminated with antibiotic-resistant Staph, and it is substantial,” said Lance B. Price, Ph.D., senior author of the study and Director of TGen’s Center for Food Microbiology and Environmental Health.

(continued on page 4)

(continued from page 3)

“The fact that drug-resistant *S. aureus* was so prevalent and likely came from the food animals themselves is troubling and demands attention to how antibiotics are used in food-animal production today,” Dr. Price said.

Densely-stocked industrial farms, where animals are steadily fed low doses of antibiotics, are ideal breeding grounds for drug-resistant bacteria that move from animals to humans, the report says.

“Antibiotics are the most important drugs that we have to treat Staph infections; but when Staph are resistant to three, four, five, or even nine different antibiotics — as we saw in this study — that leaves physicians few options,” Dr. Price said.

“The emergence of antibiotic-resistant bacteria — including Staph — remains a major challenge in clinical medicine,” said coauthor Paul S. Keim, Ph.D., Director of TGen’s Pathogen Genomics Division.

“This study shows that much of our meat and poultry is contaminated with multidrug-resistant Staph. Now we need to determine what this means in terms of risk to the consumer,” said Dr. Keim.

The U.S. government routinely surveys retail meat and poultry for four types of drug-resistant bacteria, but *S. aureus* is not among them. The paper suggests that a more comprehensive inspection program is needed. *S. aureus* can cause a range of illnesses from minor skin infections to life-threatening diseases, such as pneumonia, endocarditis, and sepsis.

A.E. Waters, T. Contente-Cuomo, et al. Multidrug-resistant Staphylococcus aureus in US meat and poultry. Clinical Infectious Diseases, 2011; DOI: 10.1093/cid/cir181

Fewer cataracts in vegetarians, vegans

Eating animal products increases the risk of cataracts, according to a new study published in *American Journal of Clinical Nutrition*. Based on findings from 27,670 participants in the European Prospective Investigation into Cancer and Nutrition (EPIC-Oxford) study, meat intake was positively associated with risk of cataracts.

The participants were divided into six diet groups: high meat consumers, moderate meat consumers, low meat consumers, fish eaters, vegetarians, and vegans. Compared with those who ate the most meat, the risks for developing cataracts after adjusting for multiple confounders including age and smoking were as follows: moderate meat eaters decreased their cataract risk by 4%, low meat eaters by 15%, fish eaters by 21%, vegetarians by 30%, and those who followed a vegan diet by 40%.

P.N. Appleby, et al. Diet, vegetarianism, and cataract risk. American Journal of Clinical Nutrition. Published ahead of print March 23, 2011. DOI: 10.3945/ajcn.110.004028

Eggs increase risk of gestational diabetes

Egg consumption increases the risk of gestational diabetes, according to a recent article in *American Journal of Epidemiology*. Researchers analyzed two studies conducted in Washington state — the Omega Cohort Study and the Alpha Case-Control Study — and found that as egg and cholesterol intake increased, so did the risk of gestational diabetes. Women who consumed the most eggs (seven or more per week) had a 77% increased risk of diabetes in the Omega study and a

165% increased risk in the Alpha study compared with those who consumed the least.

C. Qiu, I.O. Frederick, et al. Risk of gestational diabetes mellitus in relation to maternal egg and cholesterol intake. American Journal of Epidemiology. 2011;173:649-658.

Veggie diets help black women stay more trim

A new study reported that African-American women who consumed a diet high in fruits and vegetables gained less weight over a 14-year period than those who consumed a diet high in red meat and fried foods. The associations were stronger among women under 35 years, who gained the most weight (29 pounds on average during the 14-year study period). This is the first prospective study to show that a healthier diet is associated with less weight gain in African-American women, a population with a high prevalence of obesity.

Dr. Deborah Boggs from the Slone Epidemiology Center at Boston University led the study, which was published in *American Journal of Clinical Nutrition*. The results were based on data from the Black Women’s Health Study (BWHS), a large follow-up study of 59,000 African-American women from across the U.S. conducted since 1995.

The authors concluded that the findings suggest that replacing red meat and fried foods with vegetables and fruits could help to lower obesity rates.

D.A. Boggs, J.R. Palmer, et al. Dietary patterns and 14-y weight gain in African American women. American Journal of Clinical Nutrition, 2011; DOI: 10.3945/ajcn.111.013482

Goji berries healthy, not ‘superfood’

Though the consumption of goji berries has risen dramatically, their supposed beneficial properties have not been scientifically proven by any relevant clinical intervention study with humans. Goji berries’ components are found in other fruits and vegetables recommended for balanced diets. According to Professor Emilio Martínez de Victoria Muñoz at the Institute of Nutrition and Food Science of the University of Granada, the only difference with goji berries is the “significant placebo effect” on people consuming them.

He also remarks that the supposed scientific studies endorsing the beneficial properties of goji berries “were exclusively developed in vitro and in animals in China, but few have been conducted in humans outside of China.”

Goji berries contain numerous nutrients, as stated in a thorough bibliographic review recently published in the journal *Planta Médica*. This fruit contains antioxidants, complex polysaccharides (proteoglycans, which are considered to be the source of its beneficial effects on health), monosaccharides, lutein, zeaxanthin (beneficial for the eyes), fiber, proteins, and carbohydrates.

However, he says that “the consumption of these berries is but another fad” and that “goji berries will not have any positive effect on people who do not follow a balanced diet.” He warns that “miracle foods do not exist” and advises that the only secret to enjoying good health is “a balanced diet rich in fruits and vegetables combined with regular physical exercise.”

Source: University of Granada

Vegan diet helps with weight loss

Decreasing the intake of high-glycemic foods can help reduce body weight, according to a new article in *Journal of Nutrition*. The glycemic index is a measure of how rapidly a given food releases sugar into the bloodstream.

In a National Institutes of Health-funded study conducted by Physicians Committee for Responsible Medicine, 99 participants with type 2 diabetes were placed into either the vegan diet group or the 2003 American Diabetes Association (ADA) diet group. The vegan diet proved better at controlling blood glucose and cholesterol.

After adjusting for various factors such as fiber, fat, and calorie intake, the glycemic index intake predicted weight loss, and weight loss predicted lower hemoglobin

A1C levels, a measure of sugar levels in the blood over time. The vegan diet group reduced glycemic-index intake more than the ADA diet group.

G.M. Turner-McGrievy, et al. Decreases in dietary glycemic index are related to weight loss among individuals following therapeutic diets for type 2 diabetes. Journal of Nutrition. In press.

Aging gardeners eat their veggies

New research from Texas A&M University and Texas State University found that older adults who participate in gardening are more likely to eat their veggies. “Our results support previous studies that indicated gardeners were more likely to consume vegetables when compared with non-

gardeners,” stated Tina Waliczek, corresponding author of the study.

Data for the study was gathered by an online survey, in which 261 questionnaires were completed by adults aged 50 years and older.

The number of hours per week individuals spent gardening did not appear to be a factor in vegetable and fruit consumption, which indicates that even older adults with limited time or abilities — those who spend less time gardening — may consume greater quantities of vegetables and fruits than their nongardening counterparts.

The survey results also showed that a person’s reason for gardening had no relationship with the quantity of vegetables and fruit consumed, implying that programs designed to encourage older adults to participate in gardening need not exclusively promote the health benefits derived from gardening, but may appeal to a range of personal motives.

A.J. Sommerfeld, et al. Growing minds: Evaluating the relationship between gardening and fruit and vegetable consumption in older adults. HortTechnology, 20: 711-717 (2010)



Summer Calendar

July:

National Veggie Hot Dog Month
(Compassion Over Killing)
21-25: Animal Rights National
Conference (Los Angeles)

August:

16: International Day of Action for
Dogs and Cats in Korea (In De-
fense of Animals)
19: Potato Day

September:

Fruit & Veggies — More Matters
Month
Whole Grains Month
18-24: National Farm Animals
Awareness Week (The HSUS)
21: World Day of Peace
24: Family Health & Fitness Day



Local Happenings

Students, volunteers reach open minds at Punahou fair

by Emily Jampel

Environmental Vegetarian Club

On April 21st VSH and Punahou School's Environmental Vegetarian Club (EVC) held their first joint event at the school's fifth annual Sustainability Fair, which was attended by thousands of students, teachers, faculty, and even parents interested in learning more about sustainable living and the environment.

Together we hosted one of the booths at the fair, where we talked with more than a hundred fairgoers about things like factory farming and vegetarianism and what they have to

do with sustainability.

Club members put together and displayed poster boards to help illustrate how the current factory farming industry affects our world. "We really wanted to raise awareness of this type of farming, as it is responsible for contributing to all kinds of world issues from global warming and water pollution to world hunger and even widespread epidemics," explained Gracie Kimura, vice president of the club.

We tried to show how choosing to eat vegetarian, vegan, or simply less meat and fewer animal products can help to solve the problems that factory farming causes. We displayed several ve-

gan cookbooks such as Alicia Silverstone's *The Kind Diet* and Erin McKenna's *Babycakes* and provided a list of vegetarian and vegan options at popular family restaurants like California Pizza Kitchen and The Counter, a custom-burger restaurant in Kahala Mall. Club members recommended their favorite vegetarian and vegan options served at the school cafeteria for the benefit of other students.

For those who were skeptical about the taste of vegan and vegetarian foods we passed out several samples, from soy milk and cookies to nondairy cream cheese, crackers, and fried rice to show just how easy and delicious vegan eating can be. And for those who were especially interested in what they had heard at the booth that day we provided a list of books,



Photo: Lorraine Sakaguchi

Students line up to get a taste of the vegan goodies at a booth at Punahou's Sustainability Fair.

films, websites, and other places they could go to learn more about factory farming and vegetarian eating.

The booth attracted crowds of visitors throughout the day and overall turned out to be a great success. One of the students who attended the booth called it "extremely eye opening" and several others commented on how amazing all the vegan food tasted. "It was really interesting to learn about how much of a difference the little things can make toward helping improve our environment," said Cayla Pang, a sophomore at Punahou School.

As a club we really wanted to emphasize this idea that a little goes a long way. The fair was a great opportunity to show how all of us can make better decisions about how we choose to eat and how eating fewer or no animal products can have an extremely positive effect — not only on ourselves but also on the world around us.



Photo: Jim Thompson

VSH and Punahou's Environmental Vegetarian Club teamed up to educate fairgoers about the benefits of a vegan diet. Left to right: Peyton Lee (EVC), Lorraine Sakaguchi (VSH), Emily Jampel (EVC), Angie Pham (VSH), Ori Ann Li (VSH).

Bill to fund slaughterhouse dies — for now

by Cathy Goeggel
Animal Rights Hawaii

After sailing through both House and Senate Agriculture Committees Finance and Ways and Means, SB249 (which would provide yet another taxpayer bailout of the Hawaii Livestock Cooperative Slaughterhouse [HLC]) headed to Conference Committee where it was considered to be a done deal. Instead, it died in committee!

The combination of hard economic times and the subsequent state furloughs had a strong impact. The nine hundred people who actively opposed the bill and the many, many people who expressed outrage at the arrogance of the Agriculture Committee Chairs Tsuji and Nishihara were definitely a factor. Animal Rights Hawaii (ARH), Down to Earth, and individual members of the Vegetarian Society of Hawaii all worked very hard to defeat the bill. Senator Gabbard was the only legislator to oppose SB249 from the beginning.

There is, however, \$750,000 tucked away in the governor's budget for photovoltaic cells for the slaughterhouse. ARH has requested Governor Abercrombie not to release those funds. It appears to be merely a slyer way to fund HLC.

There is also an appropriation for \$4,400,000 from Governor Lingle's budget of last year to renovate the Pauuilo slaughterhouse and build a rendering plant on the Big Island.

The state continues to throw money at the dying livestock industry even though the taxpayers oppose it.

The saga continues.

Catherine Goeggel is president of Animal Rights Hawaii and a longtime member of VSH.

Down to Earth expands to Kapolei

Down to Earth ALL VEGETARIAN *Organic & Natural* announced it will celebrate the grand opening of its sixth store in Hawaii at Kapolei Commons on Saturday, July 2nd. The new 10,000-square-foot Kapolei location will be Down to Earth's flagship store, employing 50 people.

The doors will open at 7:30 a.m. An all-day celebration will feature cooking classes, nutritional seminars, a rock climbing wall, and other fun-filled activities for keiki as well as lots of free food sampling. Highlights of the day include a health talk by renowned Hawaii physician Dr. Terry Shintani at 10 a.m. and an Extravaganza Vegetarian Meal Demo by the Down to Earth *Love Life!* Community Outreach Team at noon. Paula Fuga will entertain the afternoon crowd from 2 to 3:30 p.m., and the Mana Maoli Collective, featuring John Cruz, will take the stage in the evening from 6 to 8 p.m.

Customers will find savings on popular brands, including up to 50% off of 100 of the company's best-selling items and 30% off of Down to Earth's award-winning vegetarian hot table and salad bar.

The Kapolei store will have its own first-class kitchen for Down to Earth's signature all-vegetarian deli. "It will feature a hot table with delicious entrees and acclaimed salad bar, fresh juices and smoothies, a great made-to-order sandwich menu, fresh grab-and-go options, and a wide variety of

mouth-watering desserts made daily," says Mark Fergusson, Chief Vegetarian Officer of Down to Earth.

"One of the nicest things about this store is that it's going to have a community room, where our *Love Life!* Community Outreach Team will conduct free vegetarian cooking classes and nutritional seminars," he says. "The cooking classes will be held weekly, and we will be making the room available to local organizations that need a place to meet.

"Down to Earth was founded in Wailuku, Maui over 30 years ago. Customers from Kapolei and Makakilo have been asking us to come to their neighborhood for years. We're delighted to be doing that. Today we are still guided by our mission to promote a healthy lifestyle in our island communities by providing organic and natural foods and products at down-to-earth prices."

Cardholding VSH members will receive a 5% discount on all purchases at the new store as they do at other Down to Earth locations on Oahu, including Kailua, Pearlridge, and Moiliili.

Source: www.downtoearth.org.



Photo: Down to Earth

The new 10,000-square foot store at Kapolei Commons will serve as Down to Earth's flagship store.



IN THE NEWS

Climate tax on meat, milk would reduce greenhouse gases

A climate tax corresponding to €60 (about US\$85) per ton of CO₂ equivalent on meat and milk could reduce greenhouse gas emissions from European agriculture by around 7%. And if the land made available is used for bioenergy production, the decrease in emissions could be six times greater. This was shown by researchers Kristina Mohlin, Stefan Wirsenius, and Fredrik Hedenus of the University of Gothenburg, Sweden in an article published in the scientific journal *Climatic Change*.

In the article the researchers show that reduced meat, milk, and egg consumption has two effects: a direct one that would significantly lower emissions of methane and nitrous oxide and an indirect one that would make land made available that could be used for bioenergy cultivation.

Food production is a source that cannot be disregarded when considering greenhouse gas emissions — globally it accounts for 20% or more of emissions. However, emissions from food are difficult to tax, as the principal emission sources are methane from the stomachs of cows and nitrous oxide from land to which fertilizer has been applied. Both of these emission sources are technically complicated and costly to measure. There is also a lack of effective technical solutions to reduce these emissions.

On the other hand, a change in food habits can have a great impact. If

beef is replaced by beans, emissions can be reduced by 99%. According to the calculations, a tax equivalent to €60 per ton CO₂ would reduce beef consumption by about 15%.

“A tax on the emissions from food production would normally be preferable. But as this is virtually impossible in practice, . . . it can be far more effective to apply the tax directly to the meat and milk consumption,” says researcher Stefan Wirsenius.

Under the proposal, beef, which is responsible for the highest emissions per kilogram among meats, would be taxed at about 16%. Pork would be taxed at 6%, poultry 8%, eggs 13%, and milk 9%. The proposed tax is much less than half the current gas taxes in many European countries.

“Today we have taxes on petrol and a trading scheme for industrial plants and power generation, but we have no policy instruments at all for food-related greenhouse gas emissions. This means that we do not pay for the climate costs of our food,” says coauthor Fredrik Hedenus.

“If the world decides on substantial reductions in global greenhouse gas emissions, land will become a scarce resource, as a lot of land may be needed for bioenergy. Land-efficient food production and consumption will therefore become increasingly important. And beef production requires twenty times more land per kilocalorie than beans,” says Hedenus.

S. Wirsenius, et al. Greenhouse gas taxes on animal food products: Rationale, tax scheme and climate mitigation effects. Climatic Change, 2010; DOI: 10.1007/s10584-010-9971-x

If beef is replaced with beans, emissions can be reduced by 99%.

Meatless Monday goes viral

More than half of all Americans know about Meatless Monday, and many of them are eating less meat because of it.

According to a representative online tracking study conducted by FGI Research, awareness of Meatless Monday in the U.S. reached 50.22% on May 23rd, up from 30% just six months prior. This is astonishing given that the campaign has no paid media or even *pro bono* advertising typical of public service campaigns. It's all a result of viral dissemination by committed advocates as well as key influential figures and organizations such as Oprah Winfrey, Mario Batali, and Sodexo.

Even more significant is that this awareness of the campaign is translating into behavior change. Of those who are aware of Meatless Monday, 27.47% said that it had influenced their decision to cut back on meat. The American Meat Institute (AMI) is even seeing a change of behavior as a result of Meatless Monday — a November 2010 study sponsored by AMI and Food Marketing Institute found that 18% of people were “implementing meatless Mondays.”

According to the FGI survey, 21% of people want to see Meatless Monday at their children's schools, and 48% would like to see it at their local supermarket.

Now that Meatless Monday has reached 50% awareness, the campaign organizers hope to reach the other half of the population. They're encouraging everyone to reach out to friends, family, neighbors, classmates, gym buddies, whomever and tell them about Meatless Monday. Facebook users will find it easy with this simple app: www.facebook.com/MeatlessMonday

Source: www.meatlessmonday.com

Teen sets out to save world from fast food

by Scott Owen Snarr

Koa Halpern is thirteen. But don't expect to find him playing video games at the mall. The Hawaii-born Colorado homeschooler is more occupied with giving presentations across the country about the benefits of giving up fast food and trying to obtain nonprofit status for his organization Fast Food Free.



Koa Halpern, now 13, founded Fast Food Free at age 11.

Fast Food Free aims for "healthier people and a better world" by raising awareness about the harms of fast food — on people's health, on animals, on the environment, and even on the workers in the meat production line.

The group's website www.fastfoodfree.org solicits pledges to give up fast food for two weeks. "We've heard from a lot of people who have taken the pledge that they were crazy fast food eaters before but now they see the error of their ways," says Koa.

"Not eating as much fat, salt, sugar, and chemicals can do things like lower your risk of heart disease, diabetes, stroke, and even cancer," he says.

Not content with a website, Koa also brings his message personally to schools. He has given scores of presentations to classes and audiences as large as 200. He feels encouraged by the positive responses from other children during the question-and-answer session.



A lifelong vegetarian, Koa's interest in fast food was sparked three years ago when his family hosted a Korean exchange student who couldn't wait to find the nearest burger joint or KFC. Curious, Koa began researching fast food on the Internet,

reading books, and watching movies like *Food Matters* and *Food, Inc.*

His initial impulse was to join a nonprofit dedicated to abolishing fast food. Finding that such a group didn't exist, he decided to fill that niche himself.

But first he would have to overcome some parental resistance.

Koa's mother Marilyn was skeptical. She suggested that he do something easier, like donating books to children. Koa responded, "You know, Mom, it's not like I'm 78 years old and I've already spent all my life. I'm eleven. I feel I have the time to do this now, so I should just do it." She agreed on the condition that he pay for all the related expenses by himself. Koa then went on to raise over five hundred dollars playing violin for tips in downtown Denver.

"I think she was making me fight for what I believe in," says Koa in retrospect. "Now she's a very passionate supporter." Koa's mom gives technical assistance, advice about running an organization, and rides to his presentations.

Though Koa has already achieved so much at a young age, he's gearing up for even bigger things.

He conceives of an organization called Try a Bite

with a broader scope than Fast Food Free. Try a Bite "would promote small changes in eating habits, like eating local, seasonal, and organic, not eating fast food, not eating GMOs, eating less meat, and gardening and cooking at home."

For Koa it's not just about food. It's about living his philosophy: "One of the things that I really believe in is that everyone out there can make a difference. Everybody can make a better world. And doing things like eating better food is a great place to start."

Take the Fast Food Free pledge at www.fastfoodfree.org.

To make a donation (currently not tax-deductible), send a check to:

Fast Food Free
P.O. Box 221482
Denver, CO 80222

Food choices matter more than food miles

by Scott Owen Snarr, Editor

Eating locally grown food can reduce your food miles — the distance your food travels before reaching your plate. But the impact this has on the overall carbon footprint of your food is not as great as you might have thought.

A new study from the University of California, Santa Barbara found that if all food consumed in Santa Barbara County were grown locally, the carbon reduction would be surprisingly small. Greenhouse gas emissions from agricultural systems in the county would shrink by less than 1%.¹

Santa Barbara County ranks in the top percentile among U.S. counties in terms of value of food grown, with fruits and vegetables accounting for 80% of that value. About 99% of the county's crops are exported, and 95%

(continued on page 10)

(continued from page 9)

of food consumed there is grown elsewhere.

A 2008 study found that 83% of the carbon emissions associated with food are tied up in its production; transportation accounted for only 11%, and final delivery from producer to retailer a mere 4%. The researchers found that by localizing all food sources, consumers could reduce the carbon footprints of their diets by no more than 5%, which most people could easily achieve by substituting red meat and dairy with plant sources one day a week.²

Eating more locally grown foods can soften environmental impact in addition to providing other benefits such as supporting local agriculture and maximizing food freshness. But where curtailing climate change is concerned, most of the emphasis should be placed on shifting away from red meat and dairy toward plant foods.

References:

1. D.A. Cleveland, C.N. Radka, et al. *Effect of localizing fruit and vegetable consumption on greenhouse gas emissions and nutrition, Santa Barbara County*. Environmental Science & Technology 2011 45 (10), 4555-4562

2. C.L. Weber, H.S. Matthews. *Food-miles and the relative climate impacts of food choices in the United States*. Environmental Science & Technology 2008 42 (10), 3508-3513

Federal subsidies out of line with new 'MyPlate'

The new federal MyPlate food icon that advises Americans to fill half their plates with fruits and vegetables conflicts with federal agriculture policies, which subsidize production of high-fat, high-calorie foods.

Both the USDA's icon and its recently released dietary guidelines ask Americans to limit their intake of sweeteners as well as fat- and cholesterol-heavy products, including meat and dairy, and to eat more fruits and vegetables. Yet more than 60% of agricultural subsidies for domestic food production in recent history have directly and indirectly supported meat and dairy, while less than 1% have gone to fruits and vegetables.

More than 60% of the deaths in the United States are caused by heart

disease, cancer, and other diet-related diseases. Approximately 68% of Americans are overweight or obese. In 2008 the direct medical costs associated with obesity added up to \$147 billion.

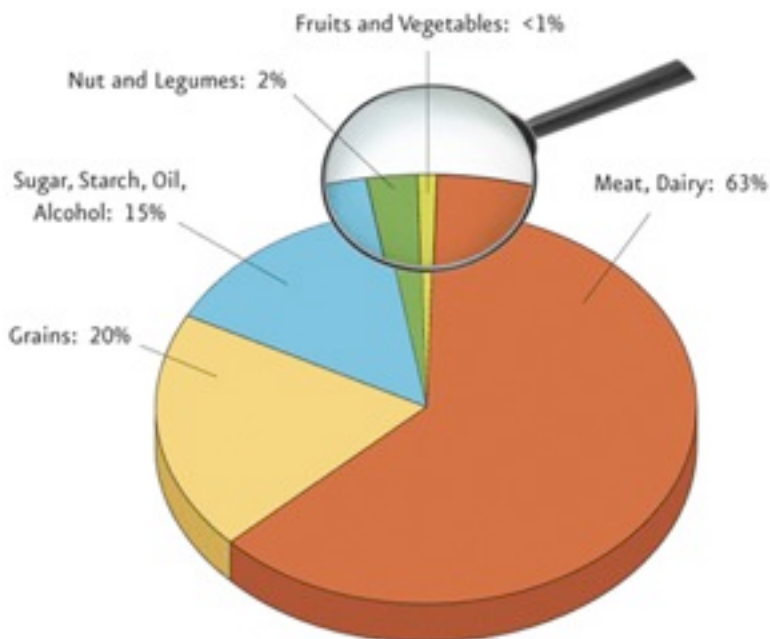
Since the USDA's first Food Pyramid was introduced nearly two decades ago, obesity and diabetes have become commonplace. About 27% of young adults are now too overweight to qualify for military service, and an estimated one in three people born in 2000 will develop diabetes.

The new MyPlate icon is somewhat similar to the Power Plate developed and released by PCRM more than a year ago. In some ways the new USDA plate is a step forward from the vague and confusing MyPyramid. However, it "couldn't be more at odds with federal food subsidies," says PCRM staff nutritionist Kathryn Strong, M.S., R.D. "Congress has to reform the Farm Bill to support healthy diets."

Source: Physicians Committee for Responsible Medicine



Where the Money Goes: The Foods That Subsidies Support





Calendar of Events July-September 2011



WILLIAM HARRIS, M.D.

“Be Your Own Nutritionist”

Tuesday, July 12th, 7 p.m., Ala Wai Golf Course Clubhouse*

In this presentation Dr. Harris cuts through the maze of contradictory diet recommendations to show how a few simple food rules and a little exercise will ensure your best chances for good health.

A vegetarian since 1950 and vegan since 1964, William Harris, M.D. is a founding and current director of the Vegetarian Society of Hawaii. Prior to his retirement he was an emergency physician and director of the Kaiser Permanente Vegetarian Lifestyle Clinic. He received his medical degree from the University of California, San Francisco in 1963. He is author of The Scientific Basis of Vegetarianism, now on line free at www.vegsource.com/harris/book_contents.htm. Last December Dr. Harris marked his 80th birthday with an 8-way parachute dive, his 1180th jump, at Pacific Sky Diving on Oahu.

**Dr. Harris will also be speaking on Maui Thursday, July 14th, 7 p.m.
Kaunoa Senior Center, 401 Alakapa Place, Paia**

**He will also be presenting on Kauai Sunday August 7th, 12:30 p.m.
Kapaa Neighborhood Center, 4491 Kou Street, Kapaa**



SCOTT OWEN SNARR

**“You Are What You Eat:
Food & Identity in the 21st Century”**

**Tuesday, August 9th, 7 p.m.
Ala Wai Golf Course Clubhouse***

In a fast-changing world our archaic notions about eating are leading us to make food choices that have disastrous consequences. In this entertaining and eye-opening presentation Scott Owen Snarr topples our common assumptions about food and explores the surprising reasons why people eat meat. Drawing on findings in social science, he explains how one’s food choices are closely tied with one’s identity, gender, values, and cultural environment. Scott proposes that by understanding and meeting the social, psychological, and cultural needs of meat eaters — rather than by denying them — we can offer not only alternative foods, but new ways of thinking about food that will satisfy everyone. Whether you’re a committed carnist, an inveterate vegan, or anything in between, after hearing this presentation, you’ll never look at food in the same way again.

Scott Owen Snarr is editor of The Island Vegetarian. He holds a Bachelor of Science in Family Resources from the University of Hawaii at Manoa, where he founded the Vegetarian Club. He currently lives and teaches English in Taichung, Taiwan. He is also a freelance writer and editor.

**Mr. Snarr will also be presenting on Maui:
Thursday, August 11th, 7 p.m.
Kaunoa Senior Center, 401 Alakapa Place, Paia**



JOSEPH KEON

**“Dairy: Essential Nutrition
or Health Saboteur?”**

**Tuesday, September 13th, 7 p.m.
Ala Wai Golf Course Clubhouse***

North Americans are some of the least healthy people on Earth today, and much of the problem stems from poor dietary choices inspired by nutritional myths. Perhaps the biggest myth of all is that humans need the milk of a cow to be healthy. Joseph Keon, author of *Whitewash: The Disturbing Truth About Cow’s Milk and Your Health*, will show how North Americans unwittingly sabotage their health every day by drinking milk, how our obsession with calcium is unwarranted, and how the inclusion of dairy products in the diet may increase the risk of serious diseases, including prostate, breast, and ovarian cancers, Crohn’s disease, and osteoporosis.

A wellness consultant for more than 25 years, Joseph Keon holds fitness expert certifications by both the Cooper Institute for Aerobics Research in Dallas and the American Council on Exercise. He is a member of the American College of Lifestyle Medicine, past chairman of the board of directors for Dr. Helen Caldicott’s Nuclear Policy Research Institute, and past member of the Marin Health Councils. He has been featured in numerous magazines and newspapers internationally and has also appeared on local and national broadcasts.

**Mr. Keon will also be speaking on Maui:
Thursday, September 15th, 7 p.m.
Kaunoa Senior Center, 401 Alakapa Place, Paia**

***Ala Wai Golf Course Clubhouse is located at 404 Kapahulu Avenue,
0.2 miles behind the Waikiki-Kapahulu Library across from the Chevron Station.**



VSH Events on Oahu & Maui

April



Animal scientist Jonathan Balcombe, Ph.D. offered fascinating insights about the cognitive abilities and emotional lives of animals and what bearing that should have on our diets.

May



Animal lover and Star McDougaller Mike Teehan spoke eloquently about the simple principles he used to help him shed 176 pounds and keep them off.

June



With facts, science, and a lot of sense, Janice Stanger, Ph.D. set the record straight when it came to oft-repeated nutritional myths and fallacies.

See these and other talks online at www.vsh.org.

Donate, join, or renew today!

Vegetarian Society of Hawaii Membership Application/Renewal Form

Please Print

Name(s): _____

Street: _____

City: _____

State, Zip: _____

Home Phone: (____) _____

Work Phone: (____) _____

E-Mail: _____

_____ 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.

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

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

\$30 \$57 \$81 \$102 \$120
Couple or Family

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 at
vegetarian-friendly
restaurants and
health food stores.**



VSH Events on Kauai



April speakers Nina Monasevitch and Tom Eisendrath explored "The Role of Vegetarianism in Spiritual Teachings."



Marilyn Summer presented "Quick and Easy Vegan Recipes" at the May potluck and lecture. See recipes below.



Kelly Ball explained "Starting a Garden" at the June Potluck.

Kale salad

by Marilyn Summer

- 1 head kale
- ¼ cup parsley or cilantro
- olive oil, to taste
- balsamic vinegar, to taste
- nuts (optional)

Wash kale and parsley. Chop and place into salad bowl. Add a little olive oil and balsamic vinegar. Toss and serve as a side dish. Add nuts to create a lunch salad.

Purple potato dessert

by Marilyn Summer

- 3 purple potatoes, boiled
- 2 bananas
- natural sweetener (optional)

Mash purple potatoes. Add bananas and mash together. Sweeten only as needed, as both are naturally sweet. Place in dessert bowl and serve.

Kabocha pumpkin

by Marilyn Summer

- one large pumpkin
- Bragg liquid aminos (to taste)

Slice pumpkin into chunks. Remove seeds (which can be pan-sauteed and eaten separately). Steam or boil in small amount of water for 20 minutes. Season with Bragg liquid aminos.

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.



Book Reviews

The Bond: Our kinship with animals, our call to defend them

by Wayne Pacelle

\$16.25 (Hardcover)

\$12.99 (Kindle)

448 pages

Publisher: William Morrow

April 5, 2011

ISBN-10: 0061969788

ISBN-13: 978-0061969782

Product Description:

A landmark work, *The Bond* is the passionate, insightful, and comprehensive examination of our special connection to all creatures, written by one of America's most eminent champions of animal welfare. Wayne Pacelle, president of the Humane Society of the United States, elucidates the deep connections and bond between humans and animals as well as the conflicting impulses that have led us to violate this bond through wide-

spread and systematic cruelty to animals.

Pacelle begins by exploring the biological and historical underpinnings of the human-animal bond and reveals our newfound understanding of animals, including their remarkable emotional and cognitive capacities.

In the book's second section Pacelle shows how the bond has been disastrously broken. He takes readers to a slaughter plant shuttered for inhumane practices and to the enormous egg factory farms of California. He visits Leavenworth Federal Penitentiary in Kansas to speak with NFL star Michael Vick, then serving his sentence for dogfighting. He paints a portrait of New Orleans in the aftermath of Hurricane Katrina and highlights the heroic actions of residents and volunteers to reunite pets with their owners.

Pacelle's narrative also leads the reader to remote locations in which conflicts over the killing of wildlife continue to play out — from the fields outside Yellowstone National Park, where bison are slaughtered with the encouragement of federal authorities, to the ice floes of Atlantic Canada, where seal nurseries turn into killing fields.

In its final section *The Bond* takes on the arguments of opponents and critics of animal protection and spotlights the groups and industries standing in the way of progress — from the National Rifle Association and agribusiness organizations like the American Farm Bureau to surprising adversaries like the American Veterinary Medical Association and the American Kennel Club.

Ultimately, Pacelle points the way to a new, humane economy — one not built on extraction, suffering, and killing, but on the celebration, steward-

ship, and care of animals.

An eye-opening must-read, *The Bond* reminds us that animals are at the center of our lives; they are not just a backdrop. How we treat them is one of the great themes of the human story.

During his seventeen years with The HSUS, including seven years as president and CEO, Wayne Pacelle has played a leading role in making the nation's largest animal protection charity into a dynamic public force and voice for animals. He has become the voice and face of the humane movement in this country.

The Ultimate Vegan Guide

by Erik Marcus

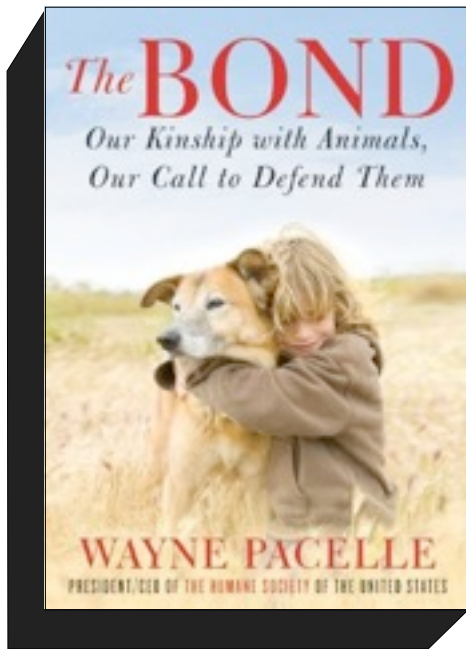
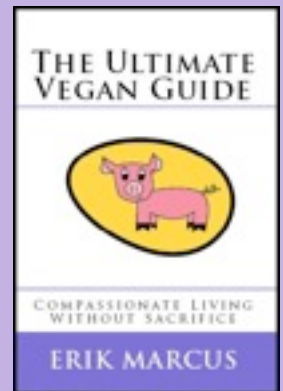
Publisher: Create Space, 2nd Edition

ISBN-10: 1461088011

ISBN-13: 978-1461088011

The Ultimate Vegan Guide by Erik Marcus is now available in the Kindle edition for only \$0.99, and the price of the paperback edition has been slashed from \$14.95 to \$8.95.

“With this new pricing I have cut away nearly all of my royalties in an effort to make this book an impulse buy and to get its life-saving information into as many hands as possible,” says author Erik Marcus. The new second edition has been “updated, improved, and cleaned up in a hundred different ways. It teaches the reader in just a couple of hours all the most valuable things I’ve learned in over 20 years as a vegan.”



Black-eyed pea salad

by Leslie Ashburn
VSH member



beans when the onions are marinated. Mix with the oil and juice from lemon or lime (or vinegar) along with salt and pepper. Let sit for about 20 minutes. Adjust seasonings to taste and serve.

Leslie Ashburn is a Kushi-certified personal chef and cooking teacher.

She offers a range of vegan whole foods that change stereotypes about eating healthfully. Visit her website at www.macrobiohawaii.com.

- 1 cup black-eyed peas, soaked for 6 to 8 hours
- 1 to 2 tomatoes, diced
- ¼ red onion, diced
- 1 Japanese cucumber, diced
- 1 to 2 Tbs. umeboshi vinegar
- ½ cup cilantro, chopped
- 1 lemon or lime (or 2 to 3 Tbs. brown rice vinegar)
- 1 to 2 Tbs. olive oil (optional)
- salt and pepper to taste

Directions:

Combine the black-eyed peas and 3 cups water. Cover and bring to a boil and then reduce to a simmer. With lid cracked, simmer 30 to 45 minutes or until tender but not mushy. Drain and set aside to cool.

In a small bowl combine the red onion with the umeboshi vinegar and allow it to marinate for approximately 20 minutes. In the meantime combine the cucumber, tomato, and cilantro. Add them to the bowl along with

Potato eggplant curry

by Scott Owen Snarr

This simple and easily adaptable recipe has won me lots of praise from several nonvegetarian friends for its amazing flavor and ability to satisfy.

- 4 medium or large potatoes, cubed
- 2-3 Japanese eggplants, sliced into thin strips
- 2 12-oz. cans chickpeas (1 drained, 1 with liquid)
- 1 large tomato, diced
- 2 Tbs. tomato paste or hot bean paste
- 2 Tbs. curry powder
- 1 Tbs. oil
- pinch of salt (optional)

Boil potatoes to desired softness. Drain and set aside.

Heat oil and stir-fry eggplant in large wok. Mix in tomato paste, curry powder, and salt and continue stir-frying for another minute. Then add potatoes, tomatoes, chickpeas, and liquid from one can. Stir over low heat for several minutes. For a smoother texture you can mash in some of the potatoes and chickpeas as you cook.

Serve over chapatis, whole wheat tortillas, or rice. Satisfies four large appetites.

Television

“Vegetarian” VSH lectures

Oahu—Oceanic Cable Ch. 52
Wednesday 11 a.m.
First and third Thursdays 6 p.m.
Go to olelo.org and click on “Oahu Channel 52.”

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

Maui—Calabash Cable Ch. 52
Wednesday 9:30 p.m.
Thursday 5:30 a.m.

Maui schedule is at akaku.org

Big Island—Na Leo O Hawaii
Cable Ch. 54, Saturday 2 p.m.

Kauai—Ho‘ike 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

Radio & Internet

“Healing & You”

Terry Shintani, M.D.
Dr. Diane Nomura
Ruth Heidrich, Ph.D.

Sundays: 8-9 p.m.
K108 — AM 1080
Call-in line: 524-1080

“Vegan World Radio”

Telling the story of the vegan revolution that’s saving animals, the planet, and our health.
www.veganworldradio.org

Community

Vegetarian Cooking Classes

First Saturday of every month.
Down to Earth
2515 King Street, Honolulu
Call 947-3249 to register for free.

SUBMISSIONS

The Island Vegetarian welcomes letters to the editor. We also welcome book, movie, and restaurant reviews and articles about various aspects of vegetarianism of up to 500 words.

All submissions must be accompanied by a full name and phone number. 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 September 1, 2011. Please send submissions (electronically only) to:

info@vsh.org

Effortless weight loss

Simple math equals simple weight loss

by Mike Teehan



Losing weight comes down to one simple truth: expend more calories than you consume. Almost all of the popular diet plans are nothing more than variations of that simple principle. If you analyze the caloric breakdown of any popular diet plan, you will undoubtedly find that they are all based on calorie restriction of some sort.

Many of these diets don't change the composition of the foods eaten; they merely reduce portions and leave dieters hungry. Hungry people usually focus on eating until they give in to their hunger. More often than not when they do give in, they overeat high-fat, high-calorie foods, and as a result they gain weight.

All foods are composed of three macronutrients: carbohydrates, proteins, and fats. Carbohydrates and proteins contain 4 calories per gram. Fats have more than twice the calories of proteins and carbohydrates by weight at 9 calories per gram. It stands to reason that for the same number of calories you can consume more than twice the amount of carbohydrates and proteins than fats without gaining weight.

For example, take the average-sized baked potato. It has about 160 calories and about 36 grams of carbohydrates, 4 grams of protein, and virtually no fat. If you were to add 1½ tablespoons of butter or margarine, you would be adding an additional 160 calories and 17 grams of fat. So for the same number of calories you could eat one baked potato with butter or two without butter. Which would fill your stomach more?

Another example is the typical salad. Most people assume that salads are healthy and conducive to weight loss. They would be correct if it weren't for the type and amount of salad dressings used on them.

The typical salad of mixed green vegetables, carrots, and tomatoes comes in at about 15 calories per 2-cup serving. Adding 2 tablespoons of the typical high-fat salad dressing adds 150 calories, or ten times the calories of the salad alone. Replacing these 150 empty fat calories with ½ cup of beans (112 calories), an additional cup of greens (8 calories), and a zero-fat salad dressing made from lemon juice and garlic salt would fill you to satiety, eliminate the artery-clogging properties of the fat, and keep you in a ca-

loric deficit that would cause the weight to come off. This high-fiber, low-calorie meal would also keep you full longer, reducing the probability that hunger would cause you to eat again before your next meal.

Fiber-rich fruits, vegetables, and whole grains can satisfy your appetite with fewer than half the calories of high-fat foods. By choosing these foods, you can fill your stomach and feel satisfied before exceeding your caloric needs. When you take in less than you burn, you'll feel satisfied and still lose weight. This is the simple math behind simple weight loss.

Mike Teehan is a longtime animal advocate and a Cornell University-certified plant-based nutritionist. Using a low-fat vegan diet, he won his lifelong battle against obesity by losing 176 pounds and maintaining his weight loss for over two years.

More food or more fat?	
Compare the foods on each side of the table, which are equivalent in calories.	
One baked potato with 1½ tablespoons of butter or margarine: 17g fat; 320 Calories	Two baked potatoes: 0g fat; 320 Calories
Small salad with 2 cups of mixed greens, carrots, tomatoes, and onions with 2 tablespoons high-fat salad dressing: 31g fat; 170 Calories	Large salad with 3 cups greens, carrots, and tomatoes, ½ cup beans, and 2 tablespoons zero-fat dressing made from lemon juice and garlic salt: 3g fat; 170 Calories
6" personal pan cheese pizza from Pizza Hut: 26g fat; 620 Calories	Four vegan pizzas, each made from one side of a whole wheat pita with oil-free pizza sauce, 1 tablespoon vegan parmesan, and ½ cup veggie toppings: 4g fat; 620 Calories
½ pint chocolate peanut butter Haagen Dazs ice cream: 48g fat; 720 Calories	1½ pints chocolate sorbet: 0g fat; 720 Calories
1 large order of fast food french fries: 25g fat; 500 Calories	Home-baked, seasoned potato wedges made from 4 small potatoes on a nonstick cookie sheet: 0g fat; 500 Calories
1 serving of potato chips (about 27 chips): 19g fat; 275 Calories	1 bowl of fat-free chips made from 2½ whole wheat tortillas cut into triangles and microwaved on parchment paper: 0g fat; 275 Calories



Animal Rights Arena

Road Show from page 1

eat meat again. Some passersby broke down in tears upon seeing images of abused animals. Kids in Eugene, Oregon showed support for the MFA activists by jumping up and down and giving a thumbs up. And a Portland police officer watched silently and then, apparently feeling moved, asked for a *Vegetarian Starter Kit*.

However, not all reactions were positive. "I eat meat, and I don't care how they kill it," a man in Fort Myers Beach, Florida told a Fox affiliate.

The tour garnered local media coverage wherever it went, more positive than not. Reporters from as far as France, Germany, and South Korea came to learn the story firsthand. Letten gave interviews to countless newspapers, magazines, and radio shows and appeared on dozens of local TV newscasts, many of whose editors decided that the film footage itself was too graphic to broadcast.

In addition to reaching out to the public and the media, Letten joined a panel discussion on animal agriculture in two classes at the University of South Florida. "I screened *Farm to Fridge* in both classes; the students were highly attentive and participated in the discussion following the film. One of the classes lasted fifteen minutes longer than scheduled because students had so many questions they wanted to ask!"

The Farm to Fridge Tour ended on June 14th in Salt Lake City, where it got a warm response from adults and children and a friendly writeup in the *Salt Lake Tribune*.

"While I am rather sad to see the *Farm to Fridge* Tour come to an end, I am more than happy with how successful it was," reflected Letten. "This

tour has made me very optimistic about the future. After speaking with people all over the country, I have come to realize that almost everyone cares about animals and does not want to cause them suffering. People really are going vegan in droves."

Read the full blog: www.farmtofridge.com

Watch Farm to Fridge: www.meatvideo.com

Order a free copy of Farm to Fridge: www.mercyforanimals.org/order-farm-to-fridge-dvd.aspx

Calf cruelty exposed

by Mercy For Animals

A new Mercy For Animals undercover investigation provides a horrifying look into E6 Cattle Co. in Hart, Texas.

E6 Cattle rears calves for use on dairy farms, confining approximately 10,000 calves and subjecting them to lives of prolonged neglect and misery. For over two weeks in March an MFA undercover investigator documented the operation's deplorable conditions and brutal mistreatment of animals.

MFA's hidden camera revealed:

- workers bludgeoning calves' skulls with pickaxes and hammers
- beaten calves, still alive and conscious, thrown onto piles of dead animals
- workers kicking down calves in the head and standing on their necks and ribs
- calves confined to squalid hutches thick with manure and urine buildup and barely large enough for the calves to turn around or extend their legs
- gruesome injuries and afflictions,

including open sores, swollen joints, and severed hooves

- ill, injured, and dying calves denied medical care
- the budding horns of calves burned out of their skulls without painkillers

"It is obvious that both the management and the employees have no regard for animal welfare," declared Temple Grandin, Ph.D., animal welfare advisor to the USDA.

The owner of E6 Cattle required his employees to bash in the calves' heads with a claw hammer, condemning the calves to prolonged, horrific deaths. As Debra Teachout, DVM asserted, "They feel every blow until they become unconscious."

Following the undercover investigation MFA alerted law enforcement authorities to violations of Texas anti-cruelty law at E6 Cattle and presented a detailed legal complaint along with meticulously compiled evidence of such violations to the Castro County District Attorney and sheriff. Five former employees of E6 Cattle are facing charges of cruelty to livestock/animals, a state jail felony. The owner and foreman are both facing Class A Misdemeanor charges for cruelty to livestock, punishable by a fine of up to \$4,000 or one year in jail.

"Let this case be a wakeup call to the dairy industry that cruelty to animals will not be tolerated," said Nathan Runkle, Executive Director of MFA.

As MFA continues to expose the unconscionable cruelties of animal agriculture and to diligently pursue justice by aiding prosecutions of animal abusers, consumers still hold the greatest power of all to end the needless suffering and death of calves and all farmed animals — adopting a vegan diet.

The video can be viewed at www.mercyforanimals.org/calves.

Interactive map pinpoints cruelty investigations

by Mercy For Animals

From the creative mind of Mark Middleton of *AnimalVisuals.org* comes a new interactive map that locates factory farm facilities that various animal protection groups have exposed through undercover investigations with links to the investigative videos themselves. Middleton points out that the sheer number and distribution of cruelty investigations reveal “a pattern of disregard for animal welfare and routine cruelty to animals throughout animal agriculture.”

The map also highlights states that have proposed “Ag-Gag” laws and indicates the current status of those laws. The proposed laws would keep cruelty to farmed animals hidden from public view by outlawing on-the-farm photography and video recordings.

The new map is one of a series of informative graphs, eye-opening animated graphics, and visual aids to “empower animal advocates, educate the public, and expose the injustices of animal exploitation.” One graphic displays the rate of cow, pig, and chicken slaughter in the United States, and another gives a virtual view of a battery cage through the eyes of a hen.

You can help spread these compelling visuals through Facebook, Twitter, and other social media outlets.

Farm Sanctuary tours vegan America

by Scott Owen Snarr, Editor

Farm Sanctuary cofounder and president Gene Baur and friends hit the road last May to explore the “food, people, and places sparking a national awakening toward conscious consumption and respect for farm animals.” The “Just Eats Tour” marked the 25th anniversary of the Watkins Glen, New York animal shelter.

The 5013-mile trek began May 14th at the Veggie Pride Parade in Manhattan, after which Baur led his crew on nostalgic visits to Wilmington, Delaware and Avondale, Pennsylvania, the sites of the sanctuary’s humble beginnings.

Then it was on to the Buckeye State, where they visited Pam Popper’s Wellness Forum. In the famed VegiTerranean restaurant in Akron they were given an exclusive kitchen tour, and Congressman Dennis Kucinich spoke on the virtues of a compassionate lifestyle.

They dined on breaded faux chicken legs, blue corn tamales, spicy spare “ribs,” and carrot cake in Tulsa.



Photo: Farm Sanctuary

Gene Baur (center right) and the Just Eats Crew say good-bye to friends before leaving Chicago. To make the cross-country voyage, Baur fired up the same Volkswagen he sold veggie hot dogs out of 25 years ago to raise funds for Farm Sanctuary.

They met with the founders of two vegan restaurants in Chicago, a *veganic* farmer in Iowa, and cookbook author Isa Chandra Moskowitz in Omaha. In Dallas they were hosted by Jamey Scott, organizer of the annual Texas State Veggie Fair. In Austin they conversed with author and firefighter Rip Esselstyn, food scholar and ultramarathoner Professor James McWilliams, and Whole Foods cofounder and CEO John Mackey.

And all along the way they got to experience the tastiest vegan food America had to offer. They munched meatlessball subs in Erie, feasted on gnocchi bolognese, polenta lasagna pistachio pepperjack, and passion fruit parfait in Columbus and chowed down swiss chard with coconut curry, mac and “cheese,” BBQ tofu, quiche, pecan pie, and cinnamon buns in the Windy City.

In Iowa they gormandized grilled panini cheeseburgers, “chicken” salad wraps, red velvet cake, caramel apple cake, and silky chocolate pie.

In Omaha they were treated to scrambled tofu, greens, and potatoes for breakfast, french toast and homemade “sausage” for brunch, barbecued seitan, creamy avocado potato salad, and “Sanctuary Ranch Dip” for dinner with strawberry rhubarb crumb pie and soy vanilla ice cream for dessert.

They dined on breaded faux chicken legs, blue corn tamales, spicy spare “ribs,” and carrot cake in Tulsa. In Dallas they gorged on breakfast quesadillas, pancakes, and biscuits with gravy followed by pineapple cornbread muffins for brunch. Later they chomped chimichangas and enchiladas.

In Austin they noshed nut burgers and grazed on a vast ar-

(continued on next page)

(continued from previous page)

ray of potluck dishes, including the prize-winning raw apple crumble with sweet cashew-cheese topping.

In Phoenix they were presented with blueberry-filled cupcakes made in honor of the Just Eats Tour. And they devoured Daiya-cheese pizzas in Los Angeles.

Where vegan options were lacking, the entourage spoke with receptive restaurant owners who promised to make their menus more veggie friendly.

The crew also took opportunities to pass out literature to the public. And Baur delivered a compassionate Sunday sermon at a church in Hinsdale, Illinois.

Throughout the Farm Belt the crew “managed to film some of the consequences of the livestock business, including the use of town dumps for the disposal of animals who die at stockyards.” And standing outside a pig factory in Iowa, Baur narrated, “This is a windowless, faceless shed, and the animals are commodities. . . . And that’s not how most people see animals. Most people want to recognize animals and treat them with respect, see them as feeling creatures.”

A festive country hoedown at Farm Sanctuary’s second location in Orland, California was the perfect climax to conclude the 21-day journey.

Read the full blog with pictures and videos: www.justeatstour.org

Vegan Tidbits

by Scott Owen Snarr

Formulating a free lunch

India is one of the world’s leading soy bean producers. But all that soy isn’t worth a hill of beans if nobody will eat it.

A group of food scientists at the University of Illinois hatched a plan to get more of the inexpensive protein source into the mouths of the coun-

try’s malnourished rather than having it exported. There were just two problems: First, soy doesn’t appeal much to Indian taste buds. Second, the researchers didn’t know beans about what does.

So they put together two teams of Indian taste-testers to help them perfect a palate-pleasing product. The resulting recipe uses chickpea flour as a binder and is spiced with cumin and red chili pepper.

The nonprofit group Akshaya Patra Foundation is helping to get the snack to over a million underfed children in Bangalore as part of a school lunch. The free meal is an added incentive to attend school.

Source: tinyurl.com/soyfreelunch

Chinese edge toward veg

Concern for the wellbeing of animals is growing in the world’s most populous country. Participants in the Asia for Animals Conference 2011 met in the city of Chengdu recently to push for the passage of the China Animal Protection Law, which has been on the back burner since 2009.

“I am happy to see more and more people in China joining us to end animal suffering and to promote animal welfare,” says Zhou Zunguo, executive of the China branch of Compassion in World Farming.

The suffering of animals raised for food in the People’s Republic is “beyond imagination,” says Mang Ping, a professor at the Central Institute of Socialist Studies in Beijing.

Mang argued that animal rights advocates should support animal welfare until vegetarianism has had time to catch on. But According to an article in *The National*, it is already on the rise. Vegetarian restaurants in China’s urban centers are proliferating, and interest in animal protection

organizations is skyrocketing.

Meat consumption in the the PRC has increased fivefold alongside rising incomes over the past forty years. We can only hope that the new interest in vegetarianism can spread fast enough to reverse this trend.

Sources: tinyurl.com/China-veg, tinyurl.com/China-animals

More locations offer VSH discounts

Support these merchants, who currently offer discounts to cardholding VSH members. New entries are marked with an asterisk (*).

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- Paradise Found Cafe:
66-443 Kam. Hwy, Haleiwa
- Peace Cafe: 2239 South King Street
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758-B Kapahulu Avenue
- Thai Kitchen:
94-300 Farrington Hwy, Waipahu

The complete VSH dining guide is available at www.vsh.org/Veg-Friendly-Businesses.htm. Send comments or suggestions to info@VSH.org



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