



EVERYONE LOVES MUSIC





CALIFORNIA HONEY DROPS

"I used to enjoy meat as much as the next person. But when I learned the conditions of the animals and learned that my body does not need animal protein for good health, it became absurd and cruel to continue the habit."

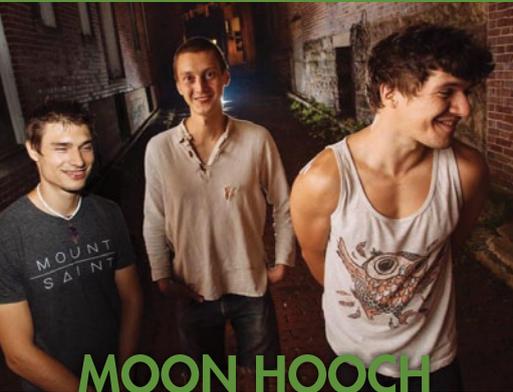
Johnny Bones,
CALIFORNIA HONEY DROPS

"Being vegan was an easy step towards non-participation in one of the leading causes of environmental destruction we face today."

Mike Wilbur, **MOON HOOCH**

"It is scary to think of the conditions animals are kept in as a result of factory farming. And the industry is so massive. It is hard to wrap your head around how something so unnatural is thriving on such an enormous level at the expense of so many animals."

Matt Jalbert, **TAUK**



MOON HOOCH

"Being vegan is healthier both for the planet and my body."

James Muschler, **MOON HOOCH**



LOTUS

"Going veg is the most important choice a person can make for animals, the environment and themselves."

Mike Greenfield, **LOTUS**



“It’s easy to forget the complexity of life that is a chicken, cow, goat when it is served to you in finalized form. These are no simple creatures. They are in fact quite complex and amazing.”

POLISH AMBASSADOR

“Factory farms create runoff that goes into lakes and kills plants and animals and raises the nitrogen and potassium levels of the water. There’s no denying that there is some bad stuff going on in the world. What are your choices? You either just stand there and whine and complain about it, or you look at it realistically and say this sucks but we’re gonna try to fix it...that’s the best you can do.”

Jon Fishman, PHISH



“Those of us who are lucky enough to have the option of what we eat every day have a responsibility to think about the impact it can have on ourselves, our future, and those around us. Education and awareness are paramount to our and our co-inhabitants existence, and with it we can bring global change on this pressing issue.”

Gabriel Mervine, THE MOTET

“After a family member developed heart disease, I started doing some research. I found out that eating animal products is not only the leading cause of heart disease, but so many of the other completely preventable illnesses plaguing American citizens. After watching a few documentaries about the ways in which animals are treated in the meat, dairy, and egg industries and learning about the environmental impacts of animal agriculture, I said, “No more. Not for me.”

Allen Aucoin, DISCO BISCUITS



Male chicks being dropped into a grinding machine.

"I am determined not to kill, not to let others kill, and not to support any act of killing in the world. We should consume in such a way that helps to reduce the suffering of living beings. And that way we can preserve compassion in our hearts."

Thich Nhat Hanh, Buddhist teacher, peace activist, vegan



MEET SCARLETT



BEFORE



AFTER

Like all chickens, Scarlett has a unique personality. Studies also show chickens have a sense of time and they anticipate the future.

Scarlett was raised for her eggs in a cage-free facility and was suffering terribly when she was rescued but now lives in a loving home.

Because egg farms—including free range and cage-free—have no use for male chicks, they are often tossed alive into a grinding machine (pictured above). Others are thrown into garbage bags to suffocate or starve.



Egg-laying hens spend every minute packed in feces-filled cages. The cages are so small, hens can barely turn around and cannot spread their wings.



Chickens raised for meat spend their lives packed in a massive warehouse. They have been bred to grow so fast that by the time they are one month old it hurts many of them to walk. Ammonia from waste is so concentrated it burns their skin and lungs.



When chickens get sick, they can be clubbed on the head with a metal rod or left to suffer to death. At the slaughterhouse, they are electrically paralyzed before having their throats cut. If they avoid the blade—as many birds do—they will drown in a tank of scalding hot water.

“Let him not destroy, or cause to be destroyed, any life at all, nor sanction the acts of those who do so. Let him refrain from even hurting any creature, both those that are strong and those that tremble in the world.”

Siddhartha Gautama aka Gautama Buddha



MEET LUCILLE

Lucille (below) managed to flee from a transport truck on the way to auction. She ended up at Animal Place farmed animal sanctuary and is now living a

peaceful life. Lucille loves belly rubs and comes when called—pigs are quite smart and perform as well as dogs and chimps in intelligence tests.



Mother pigs are typically kept confined in cages so small they cannot turn around (pictured above). In these cages, they develop severe psychological problems, which leads to behaviors such as biting the bars until their teeth break and banging their heads.

Baby pigs are often born on metal grating. At just six months old, pigs raised for meat are electrocuted or shot in the head with a metal rod. Some don't immediately die and are drowned in scalding water.



"Cow protection to me is not mere protection of the cow. It means protection of all that lives and is helpless and weak in the world."

Mahatma Gandhi



Only minutes old, this calf won't see her mother again.

HOW DAIRY HARMS COWS

In order to produce profitable amounts of milk, a cow must be impregnated on a yearly basis. Dairy calves are taken away from their mothers within hours of birth so that humans can drink the milk. Mother cows bellow after their calves have been taken from them, and have even tried to hide their babies.

Due to frequent milking, cows often develop painful udder infections. Cows can suffer from foot problems as well due to the conditions (pictured right).

The normal lifespan of a cow is twenty years, but modern dairy cows are slaughtered at about five, when their milk production starts to decline.



“Veganism has given me a higher level of awareness and spirituality, primarily because the energy associated with eating has shifted to other areas. If you’re violent to yourself by putting things into your body that violate its spirit, it will be difficult not to perpetuate that onto someone else.”

Dexter Scott King

LABELS CAN BE MISLEADING

The *free range*, *cage-free*, and *humane certified* labels are often deceptive—while some animals raised under these labels have access to more space, the vast majority live in typical factory farm conditions.

For example, birds living on free range and cage-free farms are often crowded with thousands of others in a shed. In the case of free range, they’ll have a single exit leading to a small dirt patch that many birds won’t be able to access.

These labels also allow mutilations without pain relief, such as cutting off testicles, tails, teeth, toes, ears, and sensitive ends of beaks. The mutilations are normally exempt from state anti-cruelty laws because they are deemed “common farming practices.”

At the end of their short lives, these animals are typically sent to the same slaughterhouses as all other factory farmed animals.

Visit [HumaneFacts.org](https://www.humanefacts.org) for more information.





"They're like floating pig farms...Disease and parasites [on fish farms] run rampant."

The Los Angeles Times, "Fish Farms Become Feedlots of the Sea"

FISH HAVE FEELINGS

About half of the fish consumed by humans don't come from the wild. Fish farms are often crowded enclosures where stress and filthy water cause death and disease. The manure drifts into neighboring rivers and oceans creating areas that no longer sustain life.

In the ocean, large driftnets catch everything in their path, including turtles, sharks, whales, and dolphins whose bodies are then discarded.

Fish pulled from the water suffocate for up to ten minutes. When dragged from deep ocean waters, their eyes

bulge and their stomachs turn inside out from the change in pressure.

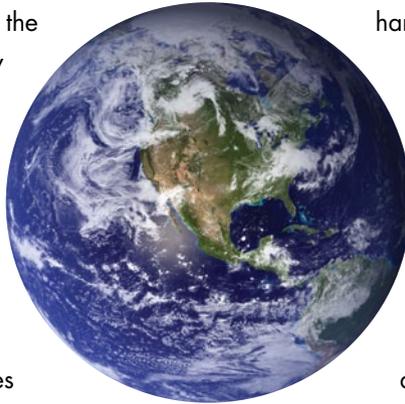
About 90% of U.S. seafood is imported, much from Southeast Asia where biodiverse mangrove forests are cut down for fish farms. Slavery, including child slavery, is rampant in the Southeast Asia shrimp industry.

Fish have long-term memories and are smart enough to learn tricks. Like all farmed animals, fish are badly abused—they just don't have the vocal cords to scream.

LOVE YOUR MOTHER

One of the most impactful things we can do for the environment is simply to eat fewer animal products.

Feeding a vegan requires roughly one-third of an acre, while feeding an omnivore requires up to seven times as much land.



Over half of all the crops harvested in the U.S. are GMO corn and soy, and most of it is being fed to animals raised for meat.

Eating 1 hamburger uses the equivalent amount of water as showering for 3.75 hours or flushing your toilet 281 times.

If everyone in the U.S. ate no meat or cheese just one day a week, it would be like not driving 91 billion miles or taking 7.6 million cars off the road per year.



Animal agriculture is one of the leading causes of deforestation worldwide, and cattle ranching can be linked to **65% of deforestation** in the Brazilian Amazon.

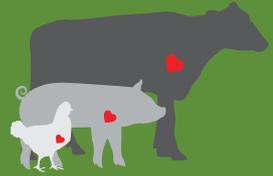
Per year, switching to a vegan diet:



**SAVES
219,000
GALLONS
OF WATER**

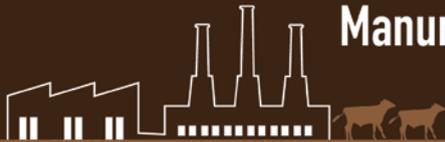


**PREVENTS
THE RELEASE
OF 1,533 LBS
OF CO₂**



**SPARES THE
SUFFERING
OF 35
ANIMALS**

If the average person were to replace just one-quarter of their red meat consumption with vegan protein, it would reduce greenhouse gas emissions as much as buying local food 100% of the time.



**Manure runoff from factory farms
is a leading cause of**

water pollution in the U.S.,



having polluted 35,000 miles of river in 22 states.



"As a medical doctor, I consider adopting a plant-based diet to be one of the most important things someone can do to prevent the leading causes of disease."

Dr. Michael Greger, NutritionFacts.org

DOING IT RIGHT

Eating high protein foods such as beans, peanuts, and vegetarian meats will fulfill your daily protein requirement and provide satisfying meals. Plant-based diets are high in iron, and eating vitamin C at meals helps you absorb it. Consider a multivitamin with B12 to cover your bases. Order our *Guide to Animal-Free Eating* (see back cover) or visit VeganHealth.org for nutrition tips.



Brandon Williams, Temple University

"I lift five days a week, and I've added muscle since going vegetarian. Getting enough protein is easy. Beans, lentils, nuts, plant-based meats, tofu, whole grains, and dairy-free protein shakes and bars are all great sources of protein."



Gunita Singh, Boston University

"I've always been low on iron, even when I ate meat. So I make sure to eat foods with plenty of iron. Beans, dark leafy greens, and whole grains like oatmeal and wheat are filled with iron. There are also iron supplements out there if you need them."

PLANTS & PROTEIN



Lentil or Split Pea Soup • 7 G Protein



Bean Burrito • 10 G Protein



Peanut Butter & Banana • 15 G Protein



Hummus • 7 G Protein

All plant foods contain all the essential amino acids—the building blocks of protein. To meet protein requirements and to feel satisfied, it's important to make sure you're eating some high protein plant foods each day.

The easiest choices are vegan meats, which are packed with protein. Legumes—peanuts, beans, lentils, and peas—and foods made from them are also high in protein.

ABOUT SOY

Soyfoods—like tofu, tempeh, and soymilk—are high in protein. The meat industry has sensed a threat from soy and promotes anti-soy propaganda, but don't be fooled—all legitimate scientific bodies consider soy safe.

That said, it's no problem to be vegan without eating soy—there are many alternatives as you can see here!



MAKE A DIFFERENCE!

You can replace animal products with something better!

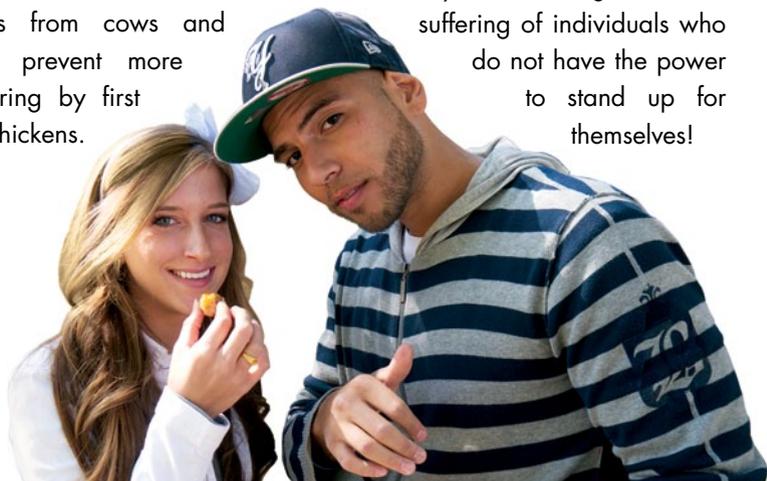
Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

Because many more chickens are killed to produce the same amount of meat as from cows and pigs, you'll prevent more animal suffering by first eliminating chickens.

You don't have to sacrifice your favorite meals—high protein vegan meats are widely available.

Focus on the hundreds of new foods you can add to meals—include them in your routine until there's no room left for the old animal products!

Thank you for caring about the suffering of individuals who do not have the power to stand up for themselves!



Once you've decided what will work for you, just get started and stick with it!



For more info and to volunteer: Claudia@FFACoalition.org

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EAT CONSCIOUSLY • EAT KINDLY

FREE GUIDE

Get your animal-free eating guide with recipes and health tips:

Text: "Starter" to 55678

Visit: VeganOutreach.org/Guide

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Rev 4/18



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