

WHY NOT CHANGE THE LAWS?

It is natural to want to pass laws that will protect all farmed animals or ban factory farming altogether. The progress made by going vegetarian and doing person-to-person outreach seems far too slow.

Having been involved in many forms of animal advocacy for more than 15 years, we believe that, at this point in the United States, very few compassionate individuals or organizations are in a position to affect farmed animals at any level of legislation. Modern animal agriculture is a multibillion-dollar industry, and the U.S. government runs on money. When laws are passed, they are usually inadequate and aren't enforced.

Aashish Bhimani hands out copies of *Even If You Like Meat* at the National Mall in Washington, DC on 7/1/06.



The Humane Methods of Slaughter Act, for example, doesn't apply to birds, who represent the vast majority of animals slaughtered in the United States. Even for mammals, there are few inspectors to enforce this Act, and abuse is rampant.

Campaigns targeting companies have had more success. PETA succeeded in having McDonald's, Burger King, and Wendy's agree to buy meat from producers that follow certain animal welfare guidelines. It's not clear, though, how well these guidelines are enforced; Gail Eisnitz, author of *SLAUGHTERHOUSE*, reported that inspections of slaughterhouses supplying McDonald's are often staged, and rarely catch even the most overt cruelty.

If there is to be any significant change—either through legislation or demand-driven reforms—there will need to be much more widespread awareness among consumers and voters. The more people we can reach with detailed information, the more compassionate people will choose cruelty-free options, and speak on behalf of the animals who suffer so terribly, unseen and unheard, in today's factory farms and industrial slaughterhouses.

As other activists have for decades, we wish there were a faster way. But we believe that creating more awareness and persuading more people to become vegetarian will do the most good for animals in the long run.

Excerpts from an article by Matt Ball; full text available at VeganOutreach.org/articles/whynotlaws.html

"At tonight's Nickelback concert, Casey Constable, Michol Rantschler, and I gave away about 1,500 *Why Vegan?* booklets. Afterwards, as Michol and I were talking about how our actions probably led to approximately 30 new vegetarians tonight, Michol commented that since saving even just one animal in one night's work is such a remarkable accomplishment (she works a lot with companion animal issues), it is hard to believe that we really saved several thousand animals tonight.

"I told her that it is the same principle as slaughterhouses with glass walls. Most people would become vegetarians if the animals were being slaughtered right in front of them as they were eating their lunch. But, they don't have to witness it, so they continue eating meat. So, it is the same thing with leafleting. You don't actually see the animals you are saving, so it is hard to get people excited about leafleting."

EUGENE KHUTORYANSKY, TX, 8/25/06

"After reading the *Why Vegan?* I was given after a concert, my mind was changed completely. I thought I knew how bad factory-farmed animals had it, but I was way off. It is so much worse than I imagined. I've decided to go vegan—please send me the *Guide to Cruelty-Free Eating*."

NM, PASADENA, TX, 6/26/06

Lana Smithson of Florida Voices for Animals hands out *Even If You Like Meat* booklets at the U of South Florida.



"Our favorite leafleting event—The Warped Tour—happened yesterday! A total of 13 Compassionate Action for Animals volunteers distributed approximately 4,300 copies of *Even If You Like Meat* and about 67 *Guide to Cruelty-Free Eating* booklets at the Minneapolis stop for Warped Tour. At least three people said that they stopped eating meat after getting the *EIYLM* at last summer's tour."

GILBERT SCHWARTZ, CAA, MN, 6/16/06

"Reading your web site has inspired me. I've been vegan for three years, but feeling like it wasn't making one bit of difference. You have convinced me that rather than kicking myself for little mistakes in my lifestyle, I can help animals so much more by persuading others to reduce their eating of meat, eggs, and dairy. I plan to start leafleting at the U of Virginia in Charlottesville when the fall semester starts."

MF, PALMYRA, VA, 8/1/06

"We had an incredibly receptive crowd at the U of New Hampshire, which made the time go by so quickly. I talked to at least four students for an extended period of time about the information in the brochures, which was really refreshing. Many students took a *Guide to Cruelty-Free Eating* and said they would try to eat vegetarian. Inspiring!"

JENNA CALABRESE, 9/14/06

"At Illinois State U, I gave out 970 copies of *Even If You Like Meat*, 4 *Guide to Cruelty-Free Eating* booklets, and 2 copies of *A Meaningful Life*. The exchange of the day was when a female student came past the second time. I was unsure if she had taken the booklet the first time, and many people turn me down the first time and later have a change of heart, so I always offer.

"Me: 'Brochure against animal cruelty?'"

"Her: 'You've already changed my life.'"

"Me: 'How about some recipes to go along with that?' (She took a *GCFE*.)"

JOE ESPINOSA, 9/6/06

"Here's a little success story from the old-school, black-and-white *Why Vegan?* The main coordinator for this year's *Compassionate Action for Animal's* annual *Veg Pledge Food Showcase* was telling me that her fiancé went vegan back in '98 or '99 after getting a *Why Vegan?* and has stuck with it since. In turn, he's the one that got her to go vegetarian and subsequently vegan, and now she's a regular volunteer with *CAA*! I think her fiancé got the pamphlet after a concert, which could well have been passed out by a *CAA* volunteer back in the day."

GILBERT SCHWARTZ, *CAA*, MN, 9/17/06

Vegan OUTREACH

PRINCIPLE & PURPOSE Vegan Outreach's philosophy is that each sentient animal has a right to his or her body and life.

To that end, Vegan Outreach promotes the lifestyle of veganism—living so as to contribute to as little animal exploitation and death as possible.

Compassionate people will end their support of animal exploitation once they are informed of the suffering a nonvegan lifestyle causes.

Vegan Outreach focuses on preaching to the convertible with our booklets.

DISCLAIMER The opinions expressed in this newsletter are not necessarily shared by all members of Vegan Outreach.

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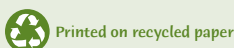
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On 9/15/06, Jenna Calabrese (above) and Jon Camp handed out 744 copies of *Even If You Like Meat* on the campus of the U of Massachusetts in Lowell, and another 219 copies at Merrimack College in North Andover. At the time of this writing, Victor Tsou (below) has already handed out 23,424 brochures at 29 different schools this semester.

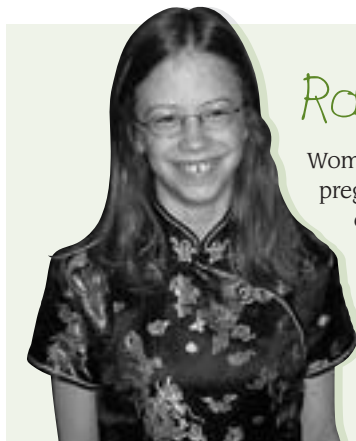
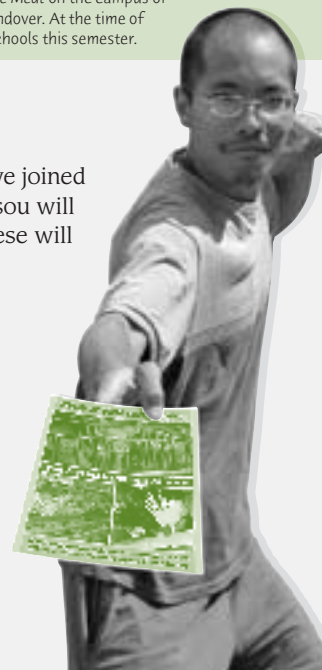
New Hires at Vegan Outreach

We are pleased to announce that two dedicated activists have joined the Vegan Outreach workforce this college season! Victor Tsou will be leafleting colleges on the West Coast, while Jenna Calabrese will focus her efforts on the Northeast.

Our History and Influences

Ever wonder who the people are behind this newsletter? Now is your chance to find out.

Earlier this year, Jack Norris gave a talk at UC Berkeley about the history of Vegan Outreach and the animal rights movement. He has published the talk on our web site so people—especially those new to vegetarian advocacy—will know where we've come from, what we've tried, and what has worked. You can read it at VeganOutreach.org/articles/history.html



Raising/Being a Vegan Child

Women sometimes stop being vegan when they become pregnant, because either they or their doctors think a vegan cannot have a healthy pregnancy. To help provide support for a vegan pregnancy, Vegan Outreach has created a web page (VeganHealth.org/articles/realveganchildren) featuring kids who have been raised vegan, and whose mothers were vegan during pregnancy. You can also read a story by Ellen Green (pictured) on growing up vegan at VeganOutreach.org/articles/vegankid.html



Advocacy in an IMPERFECT WORLD

Vegan Outreach often receives questions about our position on various animal, environmental, and social issues, such as abortion, drinking, or deep ecology. The active membership of Vegan Outreach often has very strong feelings about such issues, and these opinions are sometimes in conflict; something that might seem clear-cut and imperative to one person isn't so clear-cut to another.

One example is the automobile. Many people have made a strong case against cars—the habitat destruction and environmental degradation caused by mining the raw materials, the energy involved in production, the wars over oil, the greenhouse gasses released by driving, wildlife killed, etc. Yet without cars, very few copies of *WHY VEGAN?*, *TRY VEGETARIAN!*, and *EVEN IF YOU LIKE MEAT* would have been distributed, and there would be many, many fewer vegetarians in the world.

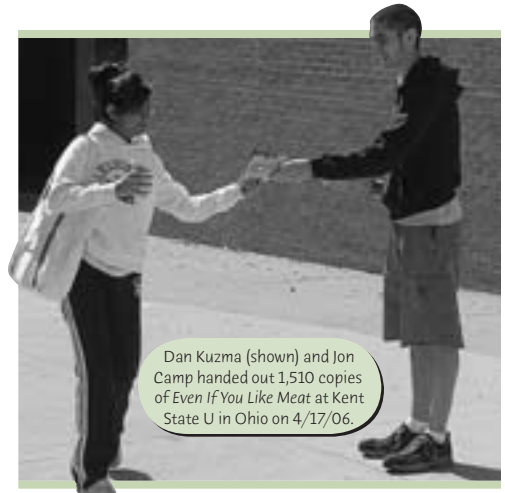
Given the reality of our world—the widespread injustices and the tremendous demands on our very limited time and resources—nearly every choice we face offers us imperfect options.

This came up recently when several people took issue with a “Product of the Week” feature in our newsletter, which mentioned the availability of Lightlife’s Smart BBQ at Wal-Mart. Pointing out that a vegan product is available at a certain store isn’t, of course, an endorsement of that store; rather, it is recognition that a lot of people do not live near a co-op or natural foods store. The more widely available vegan products are, the lower their price will be, making it easier for more people to change their diet and maintain that change.

As much as we’d like to believe that everyone should pay any price and go to any length to be vegetarian, cost and convenience are determining factors for many, if not most people. As more people become vegetarian, more large corporations will market meat-free products—it is the nature of this capitalist economy. This doesn’t mean that current vegans need to change where they shop, what they buy, or the other campaigns they support. But we do need to recognize that, in this imperfect world, it is, overall, a good thing for the animals that big corporations embrace and expand the burgeoning vegetarian market.

It is, of course, entirely understandable to want others to adopt not only our diet, but our political, social, and economic views: “It’s all connected!” Many activists get the idea of creating a grand progressive alliance that promotes veganism, strong environmental protection, sustainability, fair trade, etc. But despite the efforts of many over the past decades, these coalitions don’t get very far.

We believe that the suffering of farmed animals is so great, so unnecessary, and so clearly, unequivocally, and indefensibly wrong that we should always keep the focus on the animals. We are the animals’ only voice. If we want to have the greatest impact for these animals, we should not give anyone any excuse to ignore the terrible and unnecessary suffering the animals go through on factory farms and in slaughterhouses.



Dan Kuzma (shown) and Jon Camp handed out 1,510 copies of *Even If You Like Meat* at Kent State U in Ohio on 4/17/06.

“At the Galleria Mall, I handed out 541 *Why Vegan?*s today. One man asked me if I am concerned about all the paper I am using. I told him that the environmental benefits of vegetarianism are such that if I get even one person today to go vegetarian, this will more than compensate for all the paper I used. He ended up agreeing with me.”

EUGENE KHUTORYANSKY, 9/9/06

“At Sacramento City College, a guy came up to me saying, ‘How much do these cost to make? This is very effective. Have you ever thought about doing something like this for the Iraq war. I’m against animal cruelty but don’t you think it’s idealistic to think everyone will be vegetarian someday?’ I gave him my spiel of how 300 years ago someone would have argued that we’d never get rid of slavery, and he said, ‘That’s a good comparison.’ I didn’t have a chance to point out that every animal who doesn’t have to suffer through factory farming is a victory in itself.”

JACK NORRIS, 9/19/06

“After using your resources, my life has been a lot easier and my husband has actually started eating many of the alternative meat products such as Boca burgers and the Gimme Lean sausage. If it wasn’t for your pamphlets, I would not have been able to get him to take this step. Now we are much happier in our marriage and don’t fight about meals anymore. Thank you for pushing me to finally give up almost all of it and helping my husband see what he was supporting.”

KMC, 6/29/06



Riley Law hands out *Why Vegan?* booklets at Chicago’s pride parade on 6/25/06.

Distribution Update

During the 2005–2006 fiscal year, a total of 991,618 copies of *Why Vegan?*, *Try Vegetarian!*, and *Even If You Like Meat* were sent to activists in each of the 50 states; Washington, DC; several territories throughout Canada; and several other countries around the world.

Since the last issue of our newsletter, multiple copies of *Why Vegan?*, *Try Vegetarian!*, and *Even If You Like Meat*, as well as many copies of our *Guide to Cruelty-Free Eating*, have been requested from the following locations:

ALABAMA

Auburn
Birmingham
Decatur
Montgomery
Selma
Valley Head

ARIZONA

Flagstaff
Glendale
Paradise Valley
Phoenix
Rio Rico
Sonoita
Tempe
Tucson

CALIFORNIA

Alhambra
Anaheim
Azusa
Banning
Bay Point
Berkeley
Beverly Hills
Burbank
Cardiff
Cerritos
Chino
Claremont
Costa Mesa
Downey
Elk Grove
El Segundo
El Sobrante
Encinitas
Felton
Fullerton
Glendale
Hawthorne
Hemet
Houston
Huntington Beach
Indio
Kings Beach
Laguna Beach
Lake View Terrace
La Mesa
Laytonville
Lincoln
Long Beach
Los Altos
Los Angeles
Marina del Rey
Martinez
Milpitas
Montara
Monterey
Mountain View
Mount Shasta
Newbury Park
Newport Beach
North Hollywood
Northridge
Oakland
Oceanside
Ontario
Orange
Pacific Grove
Palo Alto
Penn Valley
Pittsburg
Pomdale
Rancho Cordova

Rialto
Rio Linda
Riverside
Rosemead
Sacramento
San Anselmo
San Diego
San Francisco
San Gabriel
San Jose
San Luis Obispo
San Mateo
San Ramon
Santa Ana

Cheshire
Colchester
New Britain
New Haven
Plantsville
Sandy Hook
Southington
Stratford
Wallingford

DELAWARE

Dover
Townsend

DISTRICT OF COLUMBIA

Washington

GEORGIA

Athens
Atlanta
Jasper
La Grange
Lawrenceville
Marietta
Peachtree
Roswell

HAWAII

Aiea
Hakalau
Hilo
Honolulu

Notre Dame
Rolling Prairie
South Bend
Zionsville

IOWA

Ames
Burlington
Coralville
Waverly

KANSAS

Augusta
Ellis
Lawrence
Lecompton

Arlington
Barre
Beverly
Boston
Brookline
Cambridge
Dedham
Foxboro
Greenfield
Heath
Lynn
Mattapoissett
Milton
Newburyport
Newton
Northampton
Plainville
South Hadley
Stoughton
Weston
Worcester

MICHIGAN

Auburn Hills
Grand Rapids
Inkster
Jackson
Kalamazoo
Madison Heights
Northville
Pinckney
Redford
Royal Oak
Swartz Creek
Traverse City
Troy

MINNESOTA

Bloomington
Brainerd
Duluth
Hopkins
Minneapolis
Rochester
St. Cloud
St. Louis Park
St. Paul
MISSISSIPPI
Brandon
Tupelo
Yazoo City

MISSOURI

Ballwin
Boonville
Columbia
Kansas City
Maryland Heights
St. Ann
St. Louis
Springfield
MONTANA
Anaconda
Gallatin Gateway
Missoula

NEBRASKA

Kearney
Lincoln
Omaha

NEVADA

Gardnerville
Henderson
Las Vegas
Reno

NEW HAMPSHIRE

Jaffrey

"Last night, I handed out about 450 *Why Vegan?*s outside the nightclubs in about two and a half hours, along with lots of *Guide to Cruelty-Free Eating* booklets. Sample exchange:

"Her: 'I'm a Christian, and God put animals on the Earth for us to use...and they don't have a soul.'

"Me: 'But they suffer just as we do.'

"Her: 'Well, I am against torturing them.'

"Me: 'But that is what we are doing.'

"Her: 'Yes, I know, and I feel terrible about that. I do think it's wrong to eat meat from places like that.'

"Me: 'All the meat in grocery stores is like that. So even if we believed that in principle it is okay to eat meat, we would still need to be vegetarians because of the way modern industry works.'

"She then took a *Why Vegan?*"

EUGENE KHUTORYANSKY, 6/24/06

"I just want to say thanks to the friendly guy who handed me a *Why Vegan?* pamphlet whilst my friends and I were exiting Numbers nightclub in Houston in the wee hours of the morning one Sunday. I was too tired to read it that night, but my curiosity made me hold on to it until later in the day. I just want the passionate dude to know the pamphlet was not trashed and it has inspired me to become vegetarian.

"I'm proud to declare that I am a vegetarian, and happy to tell people why when they ask, and show them the pamphlet I received that balmy night. I still find it challenging to cook delicious (although they are interesting) vegetarian meals, but I'm willing to stick with it and keep experimenting to discover what my family and I like. Those graphic images are implanted in my mind and I don't think I can go back to eating meat. I am grateful for this eye-opening experience and will do what I can to help educate people about what they're actually eating."

C, 8/18/06

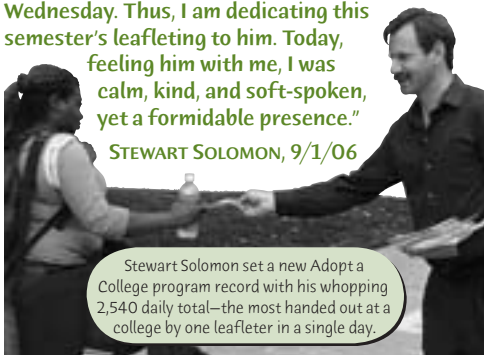
"At Central Washington U, I distributed 200 *Even If You Like Meat* pamphlets over the course of this weekend. One of the girls I gave a pamphlet to was a vegan student from Uruguay, and she requested a handful to take home with her to distribute at her university there!"

JENNA CALABRESE, 7/3/06

"At Cal State, Long Beach, I handed out 2,540 *Even If You Like Meat* and some *Guide to Cruelty-Free Eating* and *A Meaningful Life* booklets.

"Merlin, my German Shepherd companion, died on Wednesday. Thus, I am dedicating this semester's leafleting to him. Today, feeling him with me, I was calm, kind, and soft-spoken, yet a formidable presence."

STEWART SOLOMON, 9/1/06



Stewart Solomon set a new Adopt a College program record with his whopping 2,540 daily total—the most handed out at a college by one leafleter in a single day.



Bernie Fischlowitz-Roberts (shown), Alyssa Chen, and Jon Camp handed out 650 *Even If You Like Meat* booklets at the U of Michigan – Ann Arbor on 4/25/06.

Santa Barbara
Santa Maria
Santa Rosa
Saugus
Sebastopol
Simi Valley
South Gate
South San Francisco
Spring Valley
Stanford
Stockton
Sunnysvale
Torrance
Vallejo
Venice
Victorville
Weimar
West Hollywood
West Sacramento
Yucca Valley

COLORADO

Bayfield
Boulder
Denver
Estes Park
Fort Collins
Grand Junction
Highlands Ranch
Indian Hills
Littleton

CONNECTICUT

Bethel
Bridgeport
Bristol

FLORIDA

Boca Raton
Brandon
Clermont
Coconut Creek
Cooper City
Fort Lauderdale
Fort Myers
Fort Walton Beach
High Springs
Jacksonville
Jensen Beach
Key West
Lady Lake
Lake Worth
Lauderhill
Lutz
Melbourne
Miami
Miami Springs
Miramar
Monticello
New Port Richey
New Smyrna
Orlando
Ormond Beach
Oviedo
Panama City Beach
Pensacola
St. Augustine
St. Petersburg
Sarasota
Tallahassee
Tampa

Kamuela
IDAHO
Boise
ILLINOIS
Berwyn
Bloomington
Brookfield
Buffalo Grove
Carbondale
Chicago
Chicago Heights
Crete
DeKalb
Hoffman Estates
Lisle
Lockport
Midlothian
Northbrook
Oak Park
Plano
Schiller Park
Steger
Tinley Park
Urbana
Warrenville
Wheaton
INDIANA
Bloomington
Columbia City
Elkhart
Evansville
Fort Wayne
Highland
Indianapolis

Overland Park
Topeka
KENTUCKY
La Grange
Lexington
Louisville
Richmond
LOUISIANA
Baton Rouge
Kenner
New Orleans
Winnsboro
MAINE
Buxton
Kittery Point
Lewiston
Sanford
South Portland
MARYLAND
Annapolis
Baltimore
Bethesda
Columbia
Lanham
Lutherville
Mount Rainier
Owings Mills
Pikesville
Rockville
Silver Spring
Takoma Park
Westminster
MASSACHUSETTS
Allston



Northwood
Sandown
Wakefield
NEW JERSEY
Cedar Grove
Colonia

Rio Rancho
NEW YORK
Annandale-on-Hudson
Bronx
Brooklyn
Burdett
Chappaqua
Clinton
Douglastown
East Hampton
East Moriches
Flushing
Haverstraw
Hopewell Junction
Howes Cave
Huntington
Kew Gardens
Kingston
Long Island City
Martville
Miller Place
Mineola

Wilmington
Winston-Salem
NORTH DAKOTA
Fargo
OHIO
Bowling Green
Canfield
Cincinnati
Cleveland
Cleveland Heights
Columbus
Dayton
Granville
Hubbard
Kent
Lakewood
Oberlin
Olmstead Falls
Shaker Heights
Shelby
Stow
Troy

Collingdale
Fairfield
Fairmont City
Friedens
Greensburg
Harrisburg
Hatfield
Hershey
Huntington
Indiana
Johnstown
Levittown
Media
New Freedom
New Kensington
North Braddock
Oakdale
Paris
Philadelphia
Pittsburgh
Steelton
University Park
West Chester

Austin
Bedford
Big Sandy
Conroe
Corpus Christi
Dallas
Edinburg
El Paso
Fort Worth
Georgetown
Houston
Howe
Huntsville
Katy
Mansfield
McAllen
Nacogdoches
Pasadena
Richardson
San Angelo
Stafford
The Woodlands
Vidor

Wheeling
WISCONSIN
Beloit
Green Bay
Madison
Milwaukee
Pleasant Prairie
Shorewood
Wauwatosa
WYOMING
Laramie

PUERTO RICO
Cayey
Rincon
San Juan

ALBERTA
Calgary
Dewinton
Edmonton

BRITISH COLUMBIA
Cowichan Bay
Langley
Mission
North Vancouver
Surrey
Vancouver
Victoria

MANITOBA
Winnipeg

NEW BRUNSWICK
Rothesay

NOVA SCOTIA
Dartmouth

ONTARIO
Caledon
Cambridge
Etobicoke
Hamilton
Kingsville
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Niagara
Niagara Falls
Orangeville
Orleans
St. Catharines
Scarborough

RHODE ISLAND
Barrington
Johnston
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SOUTH CAROLINA
Charleston
Gilbert
Loris
North Myrtle Beach

TENNESSEE
Clinton
Columbia
Goodlettsville
Hendersonville
Johnson City
Kingsport
Mascot
Memphis
Nashville
Tiptonville
Union City

TEXAS
Abilene
Arlington



Eleni Vlachos (shown) and Jon Camp handed out 2,033 *Even If You Like Meat* booklets at Duke U and the U of North Carolina – Chapel Hill on 1/25/06.

Cranford
Dover
Englishtown
Ewing
Highland Park
Highlands
Kinnelon
North Brunswick
North Middletown
Nutley
Pennsauken
Piscataway
Point Pleasant
Princeton
Ridgewood
Short Hills
Teaneck
Toms River
Upper Montclair
Wayne
Wharton
NEW MEXICO
Embudo

New York
Old Westbury
Ontario
Oswego
Ozone Park
Plattsburgh
Poughkeepsie
Rhinebeck
Rochester
Sands Point
Syracuse
Wantagh
NORTH CAROLINA
Asheville
Chapel Hill
Charlotte
Durham
Greensboro
Lincolnton
Moorehead City
Plymouth
Raleigh
Varina

Warren
Willoughby
OKLAHOMA
Edmond
Guthrie
Oklahoma City
Tulsa
OREGON
Corvallis
Dexter
Eugene
Gresham
Milwaukie
Newberg
Portland
Talent
Troutdale
PENNSYLVANIA
Berksburg
Bethlehem
Birdsboro
Breingsville
Carbondale



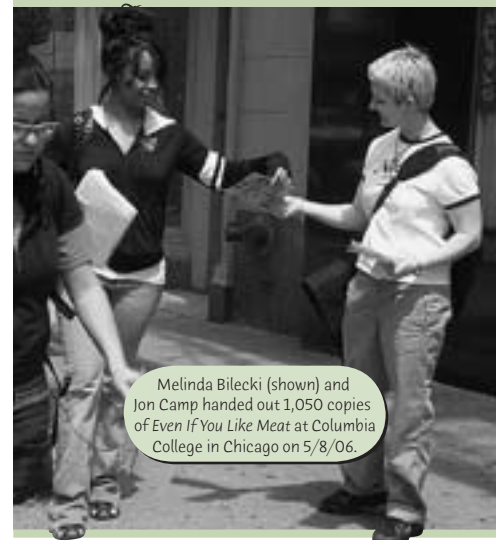
In April, Casey Constable (left) and Eugene Khutoryansky (below) handed out thousands of *Why Vegan?* booklets at the iFest in Houston.



Richmond
Stafford
Sterling
Troutville
Virginia Beach
WASHINGTON
Bothell
Duvall
Edmonds
Ellensburg
Kent
Liberty Lake
Port Angeles
Port Townsend
Seattle
Spokane
Vancouver
Woodinville
WEST VIRGINIA
Morgantown

Terra Cotta
Toronto
Windsor
QUÉBEC
Montréal
Verdun
SASKATCHEWAN
Prince Albert

AUSTRALIA
CARIBBEAN
DENMARK
FINLAND
IRAN
NETHERLANDS
NEW ZEALAND
PAKISTAN
SINGAPORE
TAIWAN
UNITED KINGDOM



Melinda Bilecki (shown) and Jon Camp handed out 1,050 copies of *Even If You Like Meat* at Columbia College in Chicago on 5/8/06.

“Good job to whoever is leaving your booklets in the Dayton Metro libraries—I picked one up at the library on Far-Hills Avenue. I had no idea—NO IDEA. We are vegetarian as of yesterday.”

PO, DAYTON, OH, 7/17/06

“I’ve been distributing *Why Vegan?* for years in the Portland, OR area, and received amazing feedback when I left a contact number on the back. Recently, my neighbor Roy, who is 80 years old and vegan now, has been leaving *Why Vegan?* pamphlets on our Max trains, too; last week someone actually came into the In Defense of Animals office and said it changed his life, and another fellow called the IDA office to say that it changed HIS life! Think of how many people have read these pamphlets over the years, who didn’t say anything but became vegan anyway. Could that be the reason Portland, OR is The Most Vegan-Friendly City in the United States?”

VEGAN SYD, 8/9/06

“Third time was a charm at Texas Southern (an African-American College). I had several group conversations during breaks, and gave out lots of *Guide to Cruelty-Free Eating* booklets and information on the local vegetarian restaurants. I am confident that a few people are going to go vegetarian. It seems that it was new to many and, now after a few trips and some time to think about it, it is sinking in.”

CASEY CONSTABLE, 9/22/06

“I used to be against this kind of advocacy, but you present it in a fashion that is neither degrading nor pushy on nonvegans. I find that deserving of respect and I thank you for the proper flyers to share with people.”

BS, PRINCE ALBERT, SK, 8/13/06

“I wanted to say what a huge success our Australian *Why Vegan?*s are!! We distributed the first 12,000 within 12 weeks, then had a second print run of 25,000 done, and they all went in 8 months. Now we have had another 15,000 delivered. They have gone to every state and territory in Australia and to two groups in New Zealand.”

MAUREEN, VEGETARIAN/VEGAN SOCIETY OF QUEENSLAND, 7/2/06

"In addition to a concert today, I also leafleted outside the Saturday evening sermon at the Lakewood Church. One couple at the church told me that they got this pamphlet last week, and that they are now almost vegetarian as a result, and are continuing to make changes. They had visited Vegan Outreach's web site.... I gave them a *Guide to Cruelty-Free Eating*.

"I ran into lots of vegans at both the church and at the concert. It seems like we are everywhere now. I've now gotten used to people at concerts telling me they are vegan. But even I was stunned by hearing this from lots of conservative people outside the largest church in the country. And to think: a few decades ago, it was extremely rare to run into a vegetarian, let alone a vegan.

"Just think where we'll be in another several decades. This is my main motivating factor in handing out so many pamphlets. It isn't just about reducing the number of animals killed in slaughterhouses from 10 billion down to 9.5 billion. It is about the end game. If we work hard enough, we will see it in our lifetimes."

EUGENE KHUTORYANSKY, 9/17/06

"When I was a student at Hamilton College, I remember a *Why Vegan?* flyer circulating around my friends' apartment on campus. We all read it and were shocked. I am happy to report that now, two years later, many of us are now veg and all of those friends have chosen to reduce the amount of meat that they eat. That one flyer made a big difference—if I hadn't read it, I would probably still be oblivious to the suffering of these animals."

AA, UTICA, NY, 6/16/06

"At Florida International U, I quickly handed out 150 booklets. Some guy totally made my day when he came up to me and said that I gave him one a couple of years ago and he has been vegetarian ever since. He said he loved the way the Vegan Outreach literature just logically touches on all the reasons why it makes sense to go veg. He took some contact info because he said he would like to get involved in local activities."

LINDA BOWER, 9/1/06

"Two days ago at SUNY [State U of New York] Oneonta was perhaps my favorite leafleting session in ages. SUNY Oneonta hosts 5,600 students, so roughly 1 out of every 6 students got a booklet today. The acceptance rate was very, very high....

"A young man came up asking some questions about if this was in the animals'/consumers' best interests. I talked to him about efficiency, etc., and how we've rejected certain things in the past regardless of if it benefited our immediate economic interests. He shook hands with me and walked away. A minute later, he came up stating that he runs a local radio show and asked if I'd do an interview via phone within the next few weeks.

"Quite a few told me that the booklet was moving, a LOT of people mentioned reading it, and it seemed like about everywhere I looked, someone was reading it."

JON CAMP, 9/20/06



Photos: Jon Camp [UP:Students]; Jenna Calabrese [Marion, Iowa]; Charlie Talbert [UWM:Student]

THE GROWTH OF VEGANISM...REVISITED

Can veganism become the norm? Ignoring the millions of vegans in the country currently, if the 32,000 who receive Vegan Outreach's email newsletter grows by 20% a year—that is, if one in five of those receiving our newsletter influence just one additional person to change their diet each year—then the entire U.S. population would be vegan by 2058 (adjusting for population growth based on U.S. Census Bureau projections).

If active outreach efforts, such as our Adopt a College program, influence just an additional 2,500 people this year, with this number growing by 20% a year, veganism would be the norm by 2050; if an additional 5,000 people are influenced next year, growing at 33%—2039.

Of course, there is no way to know how the future will progress. It is likely that not everyone alive in 2050 will choose to be an ethical vegan, but this doesn't mean they will eat the same as today. In addition to more vegans and vegetarians, there will be many more near-vegetarians and people choosing animal products from small farms. There will be many more great faux-meat options avail-

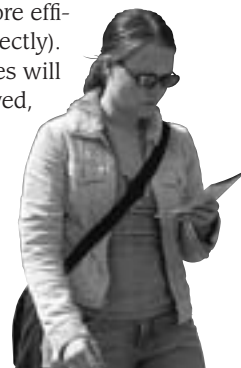


Students (top of page) read a few of the 1,200 *Even If You Like Meat* booklets handed out by Elizabeth Dechant and Jon Camp at Indiana U of Pennsylvania on 4/10/06. Marian Kelner (above), Jon Camp (below, left), Erin Stathis, and Jenna Calabrese handed out 1,934 copies of *EIYLM* at the U of Massachusetts - Amherst on 9/11/06; Jenna and Jon handed out another 387 brochures at Smith College and Amherst College that day. A student of the U of Wisconsin - Milwaukee (below, right) reads a copy of *EIYLM*—one of the 1,359 brochures handed out by Jon Camp and Charlie Talbert at UWM and Marquette U on 5/2/06.



able, at many more places, at significantly lower prices (since it is more efficient to eat plant foods directly). The worst farming practices will be vilified and then outlawed, and animal agriculture, at the very least, will be radically changed.

Person-to-person educational outreach is unglamorous work, but with your help, we will see tremendous advancement within our lifetime!



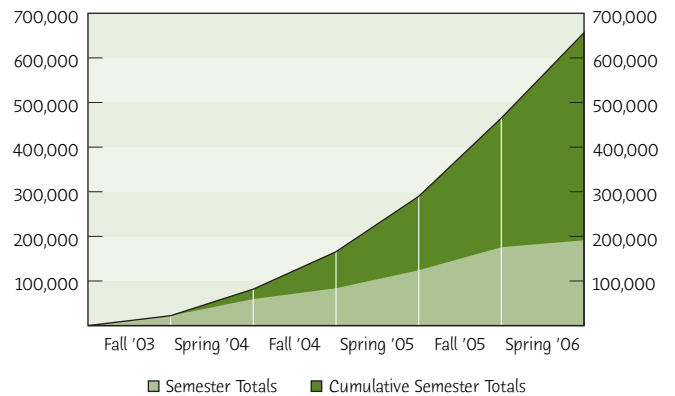


Spring 2006 Leafleting Leaders

	STATE	SCHOOLS	FLYERS
Jon Camp*	MD	82	47,006
1 Stewart Solomon	CA	24	29,410
2 Joe Espinosa	IL	26	13,020
3 Suzanne Haws	CA	27	12,098
4 Victor Tsou	CA	4	7,603
Jack Norris*	CA	12	4,043
Guelph Students for the Ethical Treatment of Animals*	ON	5	3,064
5 Eugene Khutoryansky	TX	2	2,547
6 Lana Smithson	FL	3	2,441
7 Eric Griffith	GA	4	2,393
8 Moni Woweries	NY	1	2,300
9 John Bowers	BC	7	2,265
10 Jodi Chemes	FL	2	2,240
11 Laura Dilley	OH	1	2,228
12 Matthew Rammelkamp	NY	1	2,050
13 Aashish Bhimani	VA	4	2,044
14 Eleni Vlachos	NC	5	1,901
15 Ben Acaso	MN	6	1,779
Compassionate Action for Animals (U of Minnesota Chapter)*	MN	1	1,642

*Animal advocacy group/animal advocacy group employee

Number of Brochures Handed to Students



Distribution Totals: August 1, 2003 - October 3, 2006

Schools Leafleted	556
Brochures Distributed	779,192
New Vegetarians*	19,479
Mammals & Birds Now Spared a Life of Suffering per Year*	681,765
Mammals & Birds Now Spared a Life of Suffering over 50 Years*...	34,088,250

*Theoretical (see calculations at VeganHealth.org/colleges/calc)

For the latest stats and info on becoming an AAC leafleter, see VeganHealth.org/colleges. More importantly, **please consider making a donation** for printing and shipping brochures for this important program! Your support is needed to ensure that we don't run out of literature. To donate, fill out the form on page 7 or visit VeganOutreach.org/donate