

Vegan —OUTREACH—

MARCH 1, 1999

Evolution through Education

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PERSPECTIVE FUNDAMENTAL CHANGE

by Joseph Espinosa, Marsha Forsman, & Cindy Michalowski

Looking back at childhood, we can all remember learning the ABCs and 123s. Whether the educational materials were books, videos, lectures, or even informal conversations, the most vital ingredient in the learning process is the pupil wanting to learn. Our greatest responsibility as educators is to create an interpersonal environment that increases the chance that the message will reach people's minds.

When we first began participating in the animal rights movement five years ago, we were very passionate about ending animal suffering. We savored the opportunity to attend demonstrations and shame those who supported animal abuse. The movement leaders from whom we learned explained that the way to alleviate animal suffering was to have a demonstration and get media coverage. For the years that we were involved in animal rights organizations, we believed that this was what needed to be done, especially since the national groups were promoting these tactics.

The years of piecemeal work on behalf of a relatively few specific animals whom we hoped to help – based on their familiarity, cuteness, or innocent appeal – was a play for people's sympathy. Unfortunately, sympathy is neither a very strong nor lasting emotion in many people. What we came to realize was that anything more would need to be fueled by a fundamental respect for other sentient beings – the same sense of understanding that brought us to become advocates in the first place.

For years, we had shuffled about in anger at our fellow humans, wondering how they could be so incredibly stupid and insensitive about the harm they caused others. Then we stepped

from our high-horses with the recollections that for decades we had lived the same ignorance and insensitivity, eating corpses with no thought for the beings and suffering behind them. The difference between us as meat-eaters and as vegans is that we had the opportunity to learn about what animals go through to make meat, milk, and eggs. The information was presented in such a way that we were invited to have an honest conversation within ourselves – self-education.

Simply stated, people must be made aware of the pain animals endure in order for them to make the necessary changes to alleviate that suffering. While media sound bites and clearly printed signs can send a message, the intent of the sender and the interpretation of the recipients are often quite different. It is unrealistic to expect such short and catchy statements to inspire people to make the changes that would end their contributions to animal suffering. Most people are uncomfortable dwelling on the suffering of others, especially when they are directly responsible for that suffering. Changing channels or looking away from protesters are simple methods of avoidance.

To become truly aware of the suffering animals endure, the morality imposed and the questions asked must come from within oneself. This process is much more likely to occur if we, as advocates, allow it to. Not forcing our morality onto others, but rather presenting well-prepared, thorough, and accurate information that details the reality animals face, and invites readers to evaluate their relationship to other animals. As labor-intensive as this process may be, it is necessary in order to move people to end their participation in animal exploitation. To this end, we have decided to cease our involvement in ineffective, and sometimes detrimental, activities on behalf of animals. We are now concentrating exclusively on reaching people, one at a time, with *Why Vegan*.

I was shocked by *Why Vegan*. I could not fall to sleep that night. This is the first time that I got to know exactly what the modern farmers are doing to the animals. I feel the pain they feel and suffer what they are suffering. I just could not believe that someone could be so cruel to living beings. The battery houses are just like hells, and the meat & egg industries are keeping those hells on our beautiful planet which should be green and peaceful.

I will do whatever I can to help those animals and to promote the vegetarian/vegan diet and the loving way of life. I told my vegetarian friends not to drink milk or milk powder any more. After they knew the facts about the dairy products, they all began to drink soy milk instead of cow milk.

What a GREAT job you've done! I could feel your sincerity and your strong will for helping the animals. I really believe that vegetarianism will be the irresistible tide of diet in the 21st Century.

DC, CHINA, 1/19/99

[When] I encountered the Vegan Outreach [web]site, the facts and photos totally changed my view. Vegans are very rare in my country and many people seem to be curious to know why I now follow such a "strict" diet. Thank you for your site and for sending me copies of *Why Vegan*.

NS, CHIBA, JAPAN, 12/3/98

The other day, I came across your pamphlet *Why Vegan* and I was very moved by it. Not many other kids in Copenhagen feel the same way I do. This is where I would like to try and change, and in doing so, I think your pamphlet could be a great help. I would very much like to give some to the non-vegan people I know who seem interested. I often find it difficult to answer questions from people who know absolutely nothing about even vegetarianism. Your pamphlet will help, making it easier for the inevitable "why vegan" discussion.

WJ, DENMARK, 10/9/98

Greetings from the Low Countries!

What I like about *Why Vegan* and your work in general is that it is so positive. I mean, not eating cheese seems to require constant justification to everyone I meet. In arguments, it's easy to get disillusioned: there's always someone who says, "Well you can't do everything – what about mice that are killed by combine harvesters?"

Reading *Why Vegan* got me to be positive and to reply to all these criticisms positively. Now I just say, "Well, if I have this banana instead of that cheese sandwich, that is a good thing." It's just learning to be positive.

We all know the truth about the way animals are treated but choose not to do anything about it, choose to be ignorant, because the system of animal mistreatment is so vast and unassailable. What I like about trying to live as a vegan is the feeling of relief that comes from trying to reject my complicity in that system.

I just wanted you to know that Vegan Outreach has been instrumental in making me feel that I can do something, which was the first step to eliminating eggs, dairy and the rest, and in giving me the feeling that just by giving people the right information, when they ask for it, can get similar results.

PG, THE NETHERLANDS, 12/16/98



HOT OFF THE PRESS...

it's the latest edition of WHY VEGAN!!

Order your copies today!

Reading *Why Vegan* is the best thing I've ever done. I realize a vegan diet is not an unrealistic goal and there are so many alternatives to dairy products. I see that by continuing to eat dairy products, I'm supporting the confinement and eventual death of animals! I thought *Why Vegan* was so well written, researched without being preachy – I think any meat-eaters who read this would seriously reconsider their eating habits 'cause every little bit helps! (I also read your *Vegan Starter Pack* which is amazing too and helpfull!)

KR, MANITOBA, CANADA, 1/19/99

I was a vegetarian for 2 years, ending two years ago. I basically gave it up because it was easier not to deal with. However, I have recently found a big desire to help the environment, and the world in general, much more than I have been, and while looking through websites about vegetarianism I found yours. I have been moved while reading it, and I plan to start with my very next snack to eliminate as many animal related foods as I can. I just wanted to thank you, and to let you know that I think your site is very practical. I really liked your attitude regarding the "all or none" argument. I will do my best, but thank you for reminding me that I won't be a failure if I can't eliminate everything.

SB, CALGARY, AB, 12/28/98

Recently a friend of mine showed me a copy of *Why Vegan*. I read through it thoroughly a few times and I realized that it's time to get off my ass and try to make a difference. I would greatly appreciate it if you could send me your *Activist Starter Pack* and a few hundred copies of *Why Vegan* to distribute.

DB, WINNIPEG, MB, 1/18/99

I just read through *Why Vegan* and I am feeling ill. I cried out loud while reading it and still now have tears in my eyes. I feel so much guilt for supporting this cruelty for so long.

I just can't comprehend how people can go to work each day, whether it be to a factory farm or slaughterhouse, and continue this torture. The fact that we as a species could ever do these things, it's unbelievable. So many people (myself included) are de-sensitized, and are taught society's "norms" from birth.

It's obvious that I will strive to become a better person and to be more humane in my lifestyle. I thank you for getting me this information and helping me pull away from society's evil grip. Forever will I try to respect all life.

CR, KINGSTON, ON, 1/22/99

I just wanted to let you know how much I appreciate the way you make *Why Vegans* so accessible (especially to students like myself who donate money when possible which doesn't end up being all that often). I believe wholeheartedly that education will change the world, and *Why Vegan* is the best education on the subject to date.

Why Vegan finally pushed me out of the realm of denial and made me realize that just exempting meat was not enough. Every time I sit down to eat since I became vegan (about 10 months ago), I feel whole – I have a great sense of peace and belonging to this earth now that I am doing what I can to prevent any further destruction. I hand out *Why Vegans* wherever I can, and feel a strange sort of joy when I see that a stack has disappeared.

JG, BURNABY, BC, 10/22/98

In the February issue of *Vegetarian Times* (VT), the "From the Editor" column said, "...many ways of being a vegetarian these days...lacto...ovo...ovo-lacto, even pesca (eats fish)... All joking aside though, we need to remember that while the word *vegetarian* generally suggests a plant-based – and therefore healthier – manner of eating, the actual benefits of your diet depend on what, exactly, you are eating" Also in this issue was a full-page ad advertising a brand of tahini that showed a fish dish, flanked with two dead fish.†

Many people were outraged by this, but is this reaction justified?

In the U.S., a plurality of those who call themselves vegetarian claim that they follow their diet for health reasons. Many, including most vegetarian organizations, use the health argument as the main mechanism by which to advocate vegetarianism.

The February issue of VT, and the reaction to it, shows some of the shortcomings of this approach. The first is a purely nutritional one – there is no overwhelming argument for strict vegetarianism or veganism. For most people, it is easier to eat a healthy diet that includes some chicken, fish, and dairy than to follow an equally healthy vegan diet. True, there are nutritional downsides to animal products, but there are downsides to nearly all foods.

More importantly, the health argument tells people that the most important thing is their own happiness and well-being. Again, for the vast majority of people, giving up animal products – especially when visiting people or going out to eat – is not going to increase their happiness; how many vegans have found that their choice has not caused them grief or created stress at some point? Everyone will die of something eventually, and there is no guarantee of a longer life if someone were to adopt a vegetarian or vegan diet over a carefully planned omnivorous diet.

Vegetarian Times, Health, & Advocacy

by Matt Ball

If health is the main reason for a vegetarian diet, why do we care if others are vegetarian? If we are primarily concerned for the physical well-being of humans, there are many people who need our help far more than the middle-class Americans who are generally the target of the health-veg campaigns.

There is no going back on the fact that, thanks in large part to our health campaigning, the word *vegetarian* has become one that "generally suggests a plant-based – and therefore healthier – manner of eating," not a diet that abstains from eating

animals. So how can we complain when the mainstream doesn't define *vegetarian* as we do? "That's not what we *really* meant?"

VT is not an advocacy tool, but rather a commercial venture. Poll after poll has shown that many, if not most, of their readers and those who call themselves *vegetarian* do not abstain from eating animal flesh. Yet we expect VT to follow our standards and promote our agenda.

Which brings up another interesting bit – VT has basically stopped using the word "vegan," using instead "dairy-free" in its recipes. I don't have firsthand information, but I bet that this is because every time they used the word *vegan* to describe something except steamed broccoli, they were told "That's not *vegan*!" for such and such a reason (broccoli is probably not *vegan* to some either, unless it is organic, transported in glueless boxes, and eaten raw).

Fighting about the word *vegetarian* is not only a waste of time, but, by furthering the "angry fanatic" stereotype, is actually detrimental to our message. If we are concerned about stopping suffering and bringing about animal liberation, we need to get beyond petty bickering and promote *veganism* through education about ethical issues.

† VT has since said that the fish ad is against their policy, and the mistake will not be repeated. Also, the "pesca-vegetarian" reference was made as a joke.

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 non-vegan lifestyle causes.

Vegan Outreach focuses on preaching to the convertible with our booklet on veganism, WHY VEGAN.



Tired of reading labels, researching ingredients, and/or supporting non-vegan companies?
Pangea – the vegan store – is the place for you.

Call today for a catalog!
phone 301-652-3181
fax 301-652-0442
<http://www.pangeaveg.com>
< pangeaveg@aol.com >
7829 Woodmont Avenue
Bethesda, MD 20814

FYI Time magazine ran an article, "The Empire of the Pigs," in their November 30, 1998 issue. The article detailed many of the government subsidies received by a particular company. It showed how the pork industry has ruined the air quality in some locations.



Norm Bader of
Bellingham, WA
tables every
few weeks

Please send us pictures of yourself distributing VO literature so that we may put them in our newsletter. Thank you!

VEGAN OUTREACH AUDIT

Fiscal Year: July 1, 1997 – June 30, 1998

Beginning net assets:	\$ 631.
Total revenue:	70,693.
Program services:	42,814.
Accounts payable:	554.
Administration & Fundraising:	9,006.
Total expenses:	52,374.

Inventory, Equipment, & Investments:	7,128.
Receivables:	6,407.
Prepaid expenses:	10,775.
Total assets:	20,058.
Ending cash balance:	< 4,252. >

Administrative & Fundraising % of Revenue:	11.5%
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For a copy of *Vegan Outreach's* full annual report, send a self-addressed, stamped envelope.

I am not proud of this, but I took a meat-cutting and sausage-making course at college. Part of the program was to take tours of the slaughterhouses and meat processing plants. I heard the animals wailing and bellowing as they struggled for their lives. I stood and watched their blood spilled so we could consume them. It made me feel ill. I probably know more than most about the unnecessary suffering of animals.

Since I have become vegan, I lost 50 pounds, and my other health problems stopped. I have never felt better.

I would like to commend everyone at Vegan Outreach for the work they do in promoting and educating people about veganism. You will forever have my support.

JG, NEW WESTMINSTER, BC, 11/17/98

I greatly appreciated your *Tips for Promoting Veganism*; it succinctly expressed everything that I have discovered (painfully, at times) in my twenty-one years as a vegetarian, ten of those a vegan. I think everyone who has chosen this path has felt the frustration and anger that comes when others, especially those we love and respect, do not see what has become so evident to us: animals suffer greatly and unnecessarily at the hands of humans and there is something that can be done to end that suffering while enriching our own lives, as well.

RC, LOS ANGELES CA, 11/6/98

A couple months have passed since my friend handed me your *Veganism: The Path to Animal Liberation* newsletter article and I was profoundly changed. Soon after, I ordered a couple thousand *Why Vegan?* (1100 distributed)

I want to thank you again for all your wisdom and excellent work, and let you know that not a day has passed in which I haven't considered and reaffirmed the truth of your words and vision.

JB, NYC, 11/7/98

I have been sharing the superb *Why Vegan*, always having a ready supply in my handbag. We've just returned home from a trip to Malaysia, where there were lots of opportunities to share it – at airports and on flights, when our special meals were served, and when interest was aroused. One young man in Kuala Lumpur to whom I gave a copy did a class project on the subject, and even enlightened his professor, who had not heard of the concept "vegan".

You are doing truly excellent educational work, and we greatly appreciate and value it. A medical doctor to whom I have given a copy perused it quickly in my presence, and expressed his distress on seeing the pictures. He immediately had the answer to his question as to why I'm vegan.

SP, ALBUQUERQUE, NM, 12/7/98

Your viewpoint on veganism as the path to animal liberation helped us decide exactly what our group wants to be. We have been tabling every Monday, Wednesday and Friday at LCC and have planned to visit high schools to give presentations. We were wondering if we could get some more *Why Vegans*. We have given all of ours away, plus some of our personal copies. A lot of people after reading the pamphlet came back for more information.

MH, EUGENE, OR, 12/4/98

Thank You

Anderlik, Barbara C
Arkist, Anne
Aura, Dawn
Bader, Norm
Ball, Judith
Barnett, David
Bauer, Craig E
Bellacomo, Josephine
Blake, Ellie
Bock, Jane
Bodeman, Ruth A
Borsick/Liberace, Mary/Eugene
Campbell, Joyce
Carros, Jay
Childers, Lynne
Chudilowsky, B
Cole, Rachel
Conken, Carolyn
Coons, Derek
Coyne, Karen
Crosier, Ronald
Curtis, Robb

Dadds, Jessica
Damodar
DeAngelo, Harry & Linda
Dilley, Laura
Doremus, Elaine
Dunn, Jim
Durken, Jane
Emerson, Kevin
Foy, Mark
Friedman, Patricia H
Friedrich, Bruce
Garg, Anu
Gargalis, Priscilla
Gerard, Sam/
The Ultimate Life
Gillard, Jason
Goocher, Suzy
Grodin, Marcia —
in memory of Glenn
Haptas, Joe
Haskins, Dr Daniel
Herrera, Dr Edward
Hollowell, Jean

Holyoak, Jim
Hutchinson, Neil
Huynh, Loc

Ippolito, Maureen
Jorowski, Charles
Kaiser, Larry/Jeanne
Kalina, Barbara
Kelner, Marian
Kilcoyne, Joe
Kirkpatrick, Marshall
Klaper, Michael
Lair, Kimberly
Lauren, Jean
Lebar, Tanya
Lehrman, R Leland
Lewis, Thomas
Lucero, Phyllis
Mader, Greg
Mazzullo, Kate & Jake
Mellina, Frank
Messina, Mark & Virginia
Meyers, Pamela
Miller, Walter & Wiltrud
Morgan, Eva Didia

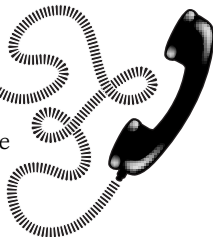
Morley, Peter
Morreale, Theresa
NALITH
Neilson, Kate
Newman, Char
New Hampshire
Animal Rights
League
O'Connell, Erin
Orange County
People for Animals
Palm, Mark
Patrick, Eugene
Paul, Linda
Porter, Kate
Pundole, Shehnavaz
Raymond, Jennifer
Robbins Wischnia, Debbie
Rosenthal/Brown, Mare/Greg
Ruckman, Susan
Ruge, Dorothy
Sahl, Lars
Sawtelle, Mr & Mrs William
Schanz, Mary
Schwartz, Richard

Scrimgeour, Dr Neil
Shopa, Kathleen
Sievers, Kay
Smithson, Janet
SOAR
Soard, Ashley
Stamler, Gordon
Steets, Brandon
Strange Brew
Coffee House
Straub, Ben
Suhajda, Amy
Tercha, Peter
Terri & Alan
Theisen, Carrie Ann
Thomas, Karen
Tyler, Fred J
Wakeman, Laura
Wells, Helen
West, Jamey
Williams, Charles
Wrede, Kit
Young, Jason
Zack, Margee
Zale, Ana
Zall, Elisabeth
Zoeter, Mary

FUNDRAISING PROGRAMS

Long-Distance Services

Because of several company consolidations, LCI's long-distance phone program that benefited Vegan Outreach is no longer in existence. However, Vegan Outreach is now offering various phone services with tremendous rates (e.g., less than \$0.08/minute, 24-hours a day). You can find this service at <http://ld.net/?vegan> (or by



clicking on the banner at the bottom of our main page – <http://www.veganoutreach.org>). Be sure to read the fine print for the various offers, as some have monthly minimum-usage fees.

Action for Animals MasterCard

This is another discontinued program. Anyone who had signed up for this program should have received notice from the bank who discontinued the program, as well as the bank who has taken over the program. After this settles down, we will advertise it once again.

Vegan Outreach is almost entirely dependent on contributions from our members to print and distribute copies of *Why Vegan* and our other literature. The more money we raise, the more people read *Why Vegan*, and the sooner animal liberation is achieved. This is why we pursue the different fundraising mechanisms that come our way.

NEW VIDEO!!!

A Cow At My Table

Review by Jack Norris

A Cow At My Table is a 90 minute documentary now available on VHS. Jennifer Abbott, the film's producer, is from Canada. The film has a Canadian focus, but this should not diminish its effect on a U.S. audience. Featured are Carol Adams, Gene Bauston, Karen Davis, Howard Lyman, Jim Mason, Tom Regan, and Peter Singer, as well as people from the animal agribusiness industry.

The film mainly addresses the factory farming, transport, and slaughter of cows, chickens, and pigs. Abbott lets the footage and the industry speak for themselves in terms of the suffering they cause. Much of the footage was graphic, but it was well interspersed with interviews, making the graphic footage tolerable.

Video is possibly the most persuasive medium for convincing people to stop eating animals for ethical reasons. A film such as A Cow At My Table has been long-awaited, given that the last comprehensive film for spreading veg*anism from an animal rights perspective was the *Animals' Film* from 1981. It is so important to us that people see this video, that VO is making them available at our cost of \$15; and if someone cannot afford the shipping, we will cover it ourselves. We suggest buying a few copies and loaning them to people.

To book screenings or broadcasts, or for complete media review copies, please contact:

Flying Eye Productions
Denman Place Postal Outlet, PO Box 47053
Vancouver, BC, Canada, V6G 3E1
PHONE/FAX 604-688-9787
E-MAIL jawasin@portal.ca or j_abbott@portal.ca

Thank you so much for providing clear, smart information on veganism. Every time I read it, it reaffirms my commitment to live compassionately. Your pamphlets are by far the best I have read on the subject. The Vegan Starter Pack is great because it is comprehensive and dispels any fears one may have about becoming vegan. Your emphasis on doing as much as you can, rather than on purity, is especially encouraging.

RC, NORFOLK, VA 12/4/98

While leafleting, we gave a couple a Why Vegan. A little while later, they came back to us and told us that they had no idea this kind of thing went on! "We are convinced!" one of them said. They told us that they went somewhere and read it, and decided they would go vegan right then and there!!!! (I do believe them, we talked for about a half an hour!)

AC, PITTSBURGH, PA 1/14/99

A vegan friend of mine sent me a link to your website and I have been deeply influenced by it. I am now a vegetarian. I will definitely be sending the web address to others.

MD, VIA E-MAIL, 10/12/98

Why Vegan changed my life.

LP, SUGAR LAND, TX, 1/23/99

Thank you so much for giving me hope.

KR, FOSTER CITY, CA, 12/4/98

Vegan
—OUTREACH— **CATALOG**

BOOKS, ETC.

	PRICE	QUANTITY	TOTAL
VEGAN: THE NEW ETHICS OF EATING, E Marcus	\$ 10.		
THE VEGETARIAN WAY, Messina, V, RD, MPH & M, PhD	\$21.		
UNCHEESE COOKBOOK, J Stepaniak	\$ 11.		
VEGAN VITTLES, J Stepaniak	\$ 11.		
TABLE FOR TWO, J Stepaniak	\$ 12.		
BATTERED BIRDS, CRATED HERDS, Farm Sanctuary	\$ 4.		
4" by 6" pictures for factory farm display (set of 15)	\$ 5.		
Booklet display rack	(donation)		
VEGAN STARTER PACK	(donation)		
HUMANE SLAUGHTER videotape, one hour tabling edition	\$ 12.		
A COW AT MY TABLE videotape, 90 minutes	\$ 15.		

SHIRTS

unbleached, natural color — please specify size

T-shirts — <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$ 12.		
Long-sleeve t-shirts — <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$ 16.		
Sweatshirts — <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$25.		



PA residents add 7% sales tax to merchandise	
Shipping	\$ 3.
SUPPORT FOR PRINTING, DISTRIBUTION, & OUTREACH	
TOTAL	

YES! I would like to have more copies of WHY VEGAN distributed!

I have enclosed a tax-deductible donation of:

\$20 \$35 \$50 \$100 Other: \$ _____

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ADDRESS _____

PHONE (OPTIONAL) _____

Send to: Vegan Outreach ■ 211 Indian Drive ■ Pittsburgh, PA 15238

For every ten people clipping at the branches of evil,
you are lucky to find one hacking at the roots.

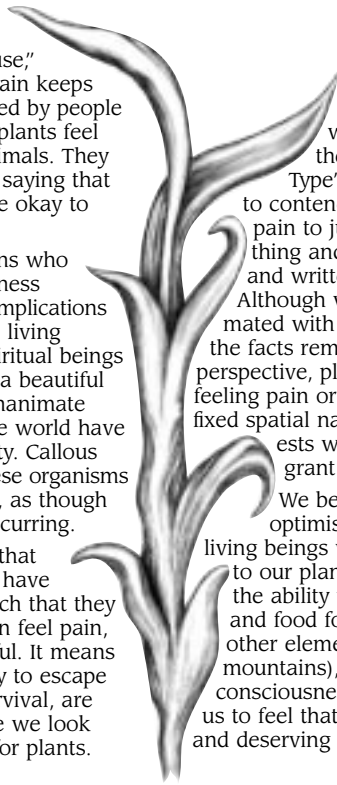
HENRY DAVID THOREAU

But Plants Feel Too

Like "God gave us animals to use," the argument that plants feel pain keeps coming back. It is usually offered by people trying to rationalize that since plants feel pain, it must be okay to kill animals. They never make the similar leap of saying that since plants feel pain it must be okay to kill humans.

Sometimes we hear from vegans who believe that plants have awareness and feelings, and that this has implications for veganism. The view that all living things, including plants, are spiritual beings with feelings is, on its surface, a beautiful vision. Clearly, plants are not inanimate objects; rather, the plants of the world have beauty, diversity, and complexity. Callous disregard and destruction of these organisms can cause one to feel offended, as though something morally wrong is occurring.

But looking deeper, if the idea that "plants feel" means that plants have consciousness of some type such that they have interests and that they can feel pain, then this view is not so beautiful. It means that plants, who have no ability to escape threats or use pain for their survival, are forced to endure it. Everywhere we look must be a constant holocaust for plants.



People claim and believe many things because they fit with how they want the world to be. From advocating the "Eat Right For Your [blood] Type" diet to justify eating animals, to contending that animals do not feel pain to justify exploiting them, anything and everything has been said and written to rationalize a world view. Although we may find organisms animated with a "life force" to be special, the facts remain that from a physiological perspective, plants have no mechanism for feeling pain or being conscious. Given the fixed spatial nature of plants, having interests would serve no purpose and grant no evolutionary advantage.

We believe that a more realistic (and optimistic) world view is: Plants are living beings who bring a sense of beauty to our planet. They provide animals with the ability to live by providing oxygen and food for most of the world. But like other elements of the world (such as mountains), plants do not need to have consciousness or individual interests for us to feel that they are unique, important, and deserving of some level of protection.

I feel you are the most effective organization out there because you give us everyday folks practical and intelligent info to help us explain our compassion. This is important, as we often have to explain each time we eat with someone new.

DZ, W HOLLYWOOD, CA, 12/28/98

A while back I received a copy of the *Why Vegan* booklet and it changed my life... I have now been vegan for 6 months. About 3 weeks ago one of my friends gave me several copies of the packet to hand out in my school and the response was unbelievable. Three of the kids who received the booklet want to become vegans and about 8 others are now vegetarians. I was wondering if you could send me about 30 booklets (or however many are available to me if I cannot get that many) because the few I handed out had such an impact in my school. I would like to hand them out outside of school and try to make a difference there.

JK, MAHWAH, NJ 10/27/98

A week-and-a-half ago, I started the Dr. Atkins Diet and ate nothing but meat and cheese for five days. On the fifth day, I brought home a Combined Federal Campaign booklet from work (I'm in the Air Force) so I could check out some of the organizations on the internet. Yours was the first website I visited because I didn't know anything about veganism and wanted to learn.

Four or five pages after clicking on the *Why Vegan* link, I felt sick. Not because I suffer from a weak stomach, but because of the horrific pain and cruelty I was reading about. Knowing that I was helping to support this "industry" made me feel ashamed and hypocritical. I had been enthusiastically circling all the wildlife and environmental conservation groups in that CFC booklet, while not hesitating at all to pop over to the McDonald's next door and grab a Big Mac and a chocolate shake.

Well, I knew I could do it no longer. At that moment, I decided to become a vegan.

Thank you for your great website. I found everything to be very helpful and informative - never accusatory so that I was put on the defensive. It changed my life and I hope I can influence others to make the change with me.

AL, ALAMOGORDO, NM, 10/21/98

I am grateful for your dedication. When I read *Why Vegan* and saw the pictures, tears came to my eyes. I have been showing copies to other people and they are amazed. I have seen two people start a vegan lifestyle and four people turn vegetarian. Animal liberation will become a reality with our combined dedication. I appreciate all that was written in the newsletter. It brought me up. I feel more positive and hopeful.

E, LOS ALAMITOS, CA, 10/13/98

Having been a vegetarian for 26 years (6 years as a vegan), I have come to learn first hand the physical and ecological, as well as spiritual benefits. I have progressed to a point where I am now on a crusade to promote these benefits to as many people as possible.

My plan was to write and self-publish a booklet extolling these virtues. I recently found *Why Vegan* and was quite excited to find that you had already done what I was planning to do - only you have done it much better! By using your booklet, I will be able to get to work immediately spreading the word.

JB, LAS VEGAS, 10/14/98

Wouldn't you like to buy products and services from other vegetarians because they are more likely to spend their money in a way that encourages the vegetarian lifestyle? Now you can.

The GreenPeople Directory at www.greenpeople.org allows free searches of businesses owned by socially and environmentally conscious individuals. To list your business in this directory you must be a member of a Green organization such as Vegan Outreach. Business listings are priced at \$9.95/year.

phone: 310-399-9355

e-mail: admin@greenpeople.org



In addition to many VEGAN STARTER PACKS, since the last newsletter, multiple copies of WHY VEGAN have been requested from:

AK, Anchorage	CA, Riverside	GA, Jonesboro	NY, Buffalo	TX, Addison
AK, Fairbanks	CA, San Francisco	GA, Marietta	NY, Cortland	TX, Alvin
AZ, Tempe	CA, Santa Barbara	HI, Honolulu	NY, Freeport	TX, Corpus Christi
CA, Burlingame	CA, Vacaville	IA, Clive	NY, Little Neck	TX, Dallas
CA, Canyon Lake	CA, Ventura	IA, Waverly	NY, Little Neck	TX, Houston
CA, Clovis	CT, Cheshire	IL, Alsip	NY, New York	TX, Houston
CA, Concord	CT, Manchester	IL, Aurora	NY, Rochester	TX, Lewisville
CA, Encino	CT, New Haven	IL, Chicago	NY, St James	TX, Lubbock
CA, Fort Valley	CT, Wallingford	IL, DeKalb	NY, Tonawanda	TX, Sugar Land
CA, Foster City	DC, Washington	IL, Naperville	NY, W Seneca	UT, Kaysville
CA, Grass Valley	FL, Archer	IL, Rock Island	NY, Wantagh	UT, Salt Lake City
CA, Huntington Beach	FL, Boca Raton	IL, Rockford	NY, White Plains	UT, Sandy
CA, Lake Arrowhead	FL, Coral Springs	IL, Roselle	NY, Williamsville	VA, McCoy
CA, Long Beach	FL, Gainesville	IN, Camby	OH, Brecksville	VA, Norfolk
CA, Los Angeles	FL, Lake Placid	IN, Lafayette	OH, Centerville	VA, Roanoke
CA, Manhattan Beach	FL, New Palm Beach	KS, Dodge City	OH, Cleveland	VA, Virginia Beach
CA, Nevada City	FL, Oviedo	KS, Wichita	OH, Cleveland Hgts	VT, Brattleboro
CA, Northridge	FL, Sunrise	MA, Boston	OH, Columbus	WA, Auburn
CA, Ojai	FL, Tallahassee	MA, Cambridge	OH, Fairfax	WA, Kirkland
CA, Pacific Palisades	FL, Tampa	MA, Concord	OH, Norwalk	WA, Seattle
CA, Pleasanton	GA, Athens	MA, Deerfield	OH, Wooster	WI, Green Bay
	GA, Atlanta	MA, Groveland	OR, Bend	WI, Hartland
	GA, Conyers	MA, Lenox	OR, Eugene	WI, Madison
			OR, Lake Oswego	WI, Milwaukee
			OR, Portland	WI, Wauwatosa
			PA, Hillsboro	
			PA, Crum Lynn	Guam
			PA, Fleetwood	
			PA, Huntingdon Valley	AB, Calgary
			PA, Indiana	BC, Salt Spring Island
			PA, Monongahela	BC, Vancouver
			PA, Norwood	MB, Winnipeg
			PA, Punxsutawney	ON, Kingston
			PA, Sunbury	ON, Sault Ste Marie
			PA, Waterford	ON, Wainfleet
			PA, Waynesburg	
			SC, Charleston	Australia, Hustville
			SC, Columbia	W Australia
			TN, Chattanooga	Japan, Chiba
			TN, Knoxville	Singapore
				Sweden, Umea

Vegan —OUTREACH—

Evolution through Education

211 Indian Drive, Pittsburgh, PA 15238

FORWARDING & ADDRESS CORRECTION REQUESTED

I recently set up a vegan display at my university's library. Hundreds of people pass it daily. I made it eye catching by including blown up laser copies (only \$1.89 for 11"x17") of the photos from your photo packet, including quotes used in *Why Vegan*, and putting in books for recommended reading.

The display has been a smashing success! In two weeks, over 250 *Why Vegans* have been dispersed from the display. I greatly encourage other vegans to look into the possibility of setting up such displays anywhere they can (i.e. public and school libraries, campus buildings, etc.).

JP, ATHENS, GA, 1/22/99

Thank you for producing the eye-opening essay: *Veganism as the Path to Animal Liberation*. I am the president of The Vegetarian Awareness Organization at my community college and have been working towards animal liberation for the past few years. I have attended/organized fur, Procter & Gamble, and circus protests as well as taken part in other short-term issues such as letter writing on behalf of suffering animals. Although these activities prove to be cathartic, I often question their effectiveness in the overall goal of animal liberation. I feel like I am running around stamping out tiny fires that started from flaming debris that blew off an enormous inferno.

Veganism as the Path to Animal Liberation hit me over the head with the obvious. I have expended countless hours fighting short term battles when I could have been promoting veganism. This article will have a great impact on the direction and focus of our group.

MS, DEKALB, IL, 12/31/98



Website Update: Thanks to Nick Altmann, Vegan Outreach's website has been debugged, updated, and streamlined. We are still seeking out a way of having a secure donation page set up (Vegan Outreach is now able to accept credit cards), but everything else at the site is working great. Even if you don't have internet access at home or work, if your local library has computers hooked up to the internet, you can submit feedback, requests, orders, etc. through our web site. You don't even need an e-mail address!