

*The article that
originally appeared here
has been deleted —
please see our
March 2000 newsletter
for the explanation*

A few years ago, Valentines Day evening, I was eating at a restaurant in San Francisco and read your pamphlet *Why Vegan*. I must say that I transformed from lacto/ovo vegetarian to vegan almost instantly. I really was not aware of many of the issues you brought up.

DF, SAN FRANCISCO, CA, 6/29/99

I haven't touched an animal product since reading *Why Vegan*. Your website has also helped me influence numerous others to adopt a vegan lifestyle. I'm also using a lot of information and suggestions from this site for a seminar on animal rights I will be giving to my class tomorrow.

AS, AURORA, ONTARIO, 6/15/99

Upon reading through your site and the on-line *Why Vegan* pamphlet, I stopped eating all animal products. The information you provide is sound, it is well researched and well written. You have done an excellent job in validating vegetarianism and veganism to skeptics.

MG, ROANN, IN, 6/1/99

I cried while I read your website – now I'm going to try to adapt to the vegan way – thank you very much!

MJ, 5/24/99

Thanks for the pamphlets. I was at the supermarket and actually got a person to put their eggs back.

NM, HELENVILLE, WI, 7/19/99

**NEW
VEGAN ADVOCACY BOOKLET
now available...
UPDATED WHY VEGAN on the way!
See page 2**

NOTES TO V.O. MEMBERS...

NEW FROM V.O.

We would like to announce that:

◆ **The Vegan Advocacy booklet** (updated versions of *Tips for Spreading Veganism*, *Veganism: The Path to Animal Liberation*, and *Beyond Might Makes Right* all rolled into one) is now available.

◆ All **t-shirts** are now back in stock.

◆ We have started a **discussion forum** at our website (see the bottom right of the main page).

Vegan Outreach's main purpose is to provide copies of *Why Vegan* to interested people around the world. As anyone who has been a member for more than a year knows, we are constantly working on bettering *Why Vegan*, from improved layouts (thanks to our designer, Lauren G. Panos) to updated and documented information. (For more about the importance of inscrutable documentation: http://www.sci-veg.org/workingpapers/phillips_howtoread.html.) Soon after you read this, we hope to be able to print **the next version of *Why Vegan***.

Because of an increase in revenue from our members, in 1998, we were able to print and distribute **300,000 *Why Vegans*** – more than twice the 1997 total. Our membership

Your publication *Veganism as the Path to Animal Liberation* changed my life. Through much soul-searching, debating, and questioning (of myself and others), I realized that I could not argue against your powerful words. My partner and I have radically changed not only our ways of activism, but ways of life.

By following your examples, we have already helped four people go vegan (that we know of), and who knows how many others by distributing *Why Vegan*. We use *Why Vegan*, delicious vegan food, positive words, and fun – and it works. It works so well I can't believe none of us figured it out sooner!

You wrote about how "in-your-face" protesting and civil disobedience make the activist feel good, without really doing anything for the animals. It is so true – when we are face-to-face with animal suffering, and the people causing it, it is easy to fall into anger and to release our frustration and fear. It does feel good, but only momentarily.

We are now finding out that taking the positive approach is not only much more productive, it makes us feel great too! So don't let your members think they will sacrifice feelings of passion and achievement by smiling instead of screaming.

AB, GUERNEVILLE, CA, 6/1/99

I thought *Why Vegan* would be a good resource for a beginner like myself. It was. My husband, who had no inclination toward becoming vegetarian, also read it, and said in a shocked voice, "I think I should try to do this with you."

ZS, CHICAGO, IL, 7/15/99

continues to grow, and activists have come up with new and innovative means of reaching people. Many activists order hundreds to distribute at schools, tabling events, natural food stores, restaurants, libraries, and record stores. Nearly everyone tries to reimburse us for the printing and shipping costs when they can, but a great deal are unable to contribute for as many as they can distribute. This is especially true for high school and college students who can keep a number of places supplied with copies.

Many of our members stock *Why Vegans* in displays they have placed in various locations. The feedback has been encouraging. This is a **very efficient** means of reaching people, as nearly 100% of people who take a copy will read it, and many will pass it along.

As always, we are working to increase our revenue in order to supply our volunteers with however many booklets they are able to distribute, regardless of their ability to pay. Based on requests and feedback, **one million copies of *Why Vegan*** could be effectively distributed each year. One million new copies of the updated *Why Vegans* in circulation each year would have a tremendous impact on our work for animal liberation, greatly raising the public's awareness and increasing the number of vegans in North America.

One million copies of *Why Vegan* may seem like a lot, but it is clearly a goal we could reach. For example, if every member donated only **\$10 per month**, we could print and distribute one million. We know that not everyone has this much money, which is why we are dependent on those able to donate more. Thank you for your continued support!

SIERRA CLUB SPEAKS AGAINST FACTORY FARMING CRUELTY

The July/August 1999 issue of *The Planet: The Sierra Club Activist Resource*, listed one reason to oppose factory farming:

Factory farms create inhumane conditions for animals. Factory farming increases profits by stepping up automation and replacing labor with capital-intensive technology. A typical factory farm crams thousands, sometimes tens of thousands, of animals into industrial buildings. For their entire lives, the animals are immobilized in crowded pens, crates, and cages – inhumane treatment that would not be tolerated on most family farms. "When we allow living creatures to be brutally transformed into factory units of production, we become desensitized to nature, in general," said CAFO [Concentrated Animal Feeding Operation] activist and Maryland Chapter Chair Chris Beford. "How our food is raised, matters."

LOMA LINDA UNIVERSITY VNHL

We highly recommend the Vegetarian Nutrition & Health Letter (VNHL) for well-documented vegetarian/vegan dietary and health information. There are 10 issues per year for \$24. (Write: VNHL, 1711 Nichol Hall, Loma Linda U, Loma Linda, CA 92350; or call: 888-558-8703)

U.C.S. UPDATE

In Vegan Outreach's June newsletter, we reviewed the Union of Concerned Scientists' (UCS) *The Consumer's Guide to Effective Environmental Choices*. The book makes it appear that dairy foods produce less environmental harm than plant foods. We wrote the authors asking them to expand on this. They responded by saying that dairy and plant foods, on a calorie per calorie basis, are about the same. We then asked if they could supply us with their data so that we could see for ourselves. Unfortunately, they never responded to this request.

VEGAN PRODUCTS

Ginny's Vegan Foods

After searching for vegan entrées that were good-tasting, easy to prepare, and all natural, Ginny Mead, The Fund for Animals' New Hampshire Field Agent, has introduced a line of all natural, vegan foods. These are "dinners in jars" such as Classic Ratatouille, Roasted Pepper Chili, Savory Soy Chili, and Mexican Fiesta Stew. They can be heated and served right from the jar in 3-4 minutes. These meals are 100% plant-based, high in nutrition and fiber, low in fat.

Ginny's Vegan Foods are certified Kosher and pareve. They are available through the internet at <http://www.ginnysveganfoods.com> and in some natural food stores in New England. She is hoping her foods will save the lives of thousands of farm animals and bring compassionate eating to many people!

Now & Zen's The Great Unturkey

The holidays will soon be upon us. Last Thanksgiving, our family tried The Great Unturkey, and liked it very much. It is 5 lbs. and serves 8 adults. Call 800-335-1959 for information. — Jack Norris

Vegan Candles & Suits

The May/June issue of the *Vegetarian Resource Group's Journal* (\$20/yr, e-mail: vrg@vrg.org, or call: 410-366-VEGE) reported:

Vegan candles are available through: Candleworks (www.candleworks.org, 319-337-6316), Pangea (301-652-3181, pangeaveg@aol.com), and Veg Essentials (877-881-6477). Non-wool suits are available from Norm Thompson clothing (800-547-1160).



**Mark McEahern
leafleting**

If you've got photos of VO literature being distributed, please send us copies for the newsletter. Thank you!



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

- | | | |
|--------------------|----------------------|----------------------|
| AR, Little Rock | IL, Wheeling | OH, Middlebury Hts |
| AZ, DMAFB | KS, Olathe | OH, Oberlin |
| AZ, Mesa | KY, Ft Thomas | OH, Sandusky |
| CA, Berkeley | KY, Louisville | OH, Shaker Hts |
| CA, Carmichael | MA, Amherst | OH, Yellow Springs |
| CA, Corona | MA, Arlington | OK, Tulsa |
| CA, Corte Madera | MA, E Weymouth | OR, Ashland |
| CA, Davis | MA, Greenfield | OR, Donald |
| CA, Glendale | MA, Hudson | OR, Eugene |
| CA, Guerneville | MA, Kingston | OR, Millwaukie |
| CA, Huntington Bch | MA, Medford | OR, Portland |
| CA, Lakeside | MA, Northampton | PA, Coatesville |
| CA, Los Angeles | MA, Somerville | PA, Erie |
| CA, Mountain View | MA, Worcester | PA, Lancaster |
| CA, Navato | MD, Bethesda | PA, New Castle |
| CA, Newbury Park | MD, Columbia | PA, Philadelphia |
| CA, Northridge | MD, Edgewater | PA, Pittsburgh |
| CA, Oakland | MD, Edgewood | SC, Hilton Head |
| CA, Palo Alto | MD, Gaithersburg | TN, Clarksville |
| CA, Redding | MD, Jarrettsville | TN, Nashville |
| CA, San Diego | MD, Rockville | TX, Allen |
| CA, San Francisco | MD, Towson | TX, Austin |
| CA, San Gabriel | ME, Portland | TX, El Paso |
| CA, San Jose | ME, Surry | TX, Ft Worth |
| CA, Santa Barbara | MI, Berrien Springs | TX, Houston |
| CA, Santa Monica | MI, Grand Haven | UT, Kearns |
| CA, Vista | MI, Houghton | UT, Layton |
| CO, Boulder | MI, Lincoln Park | UT, Riverdale |
| CO, Denver | MI, Mt Pleasant | UT, Salt Lake City |
| CT, Guilford | MI, Plymouth | VA, Blacksburg |
| CT, Manchester | MI, St Joseph | VA, Falls Church |
| CT, Middletown | MN, Minneapolis | VA, Free Union |
| CT, Newington | NC, Charlotte | VA, Lynchburg |
| DC, Washington | NC, Durham | VA, Richmond |
| FL, Apopka | NC, Linwood | VT, Plymouth |
| FL, Coconut Grove | NC, Wilmington | VT, Putney |
| FL, Hernando | NE, Omaha | WA, Bellevue |
| FL, Hobe Sound | NJ, Brick | WA, Deer Park |
| FL, Lake Worth | NJ, Colonia | WA, Mercer Island |
| FL, Lakeland | NJ, Hammonton | WA, Olympia |
| FL, Lantana | NJ, Morganville | WA, Renton |
| FL, Melbourne | NJ, N Arlington | WA, Seattle |
| FL, Micranopy | NJ, Ocean City | WA, Spokane |
| FL, Sarasota | NJ, Pine Brook | WI, Dousman |
| FL, Tallahassee | NJ, Succasunna | WI, Helenville |
| GA, Atlanta | NM, Roswell | WI, Madison |
| GA, Duluth | NY, Albertain | WV, New Martinsville |
| GA, Ellenwood | NY, Baldwin | |
| HI, Haleiwa | NY, Brentwood | BC, Prince George |
| HI, Honolulu | NY, Brooklyn | BC, Surrey |
| HI, Kealahakua | NY, Hicksville | BC, Vancouver |
| IA, Clinton | NY, Ithaca | ON, New Market |
| IL, Chicago | NY, Long Island City | ON, Toronto |
| IL, Elmhurst | NY, Melville | Austria, Vienna |
| IL, Hanover Park | NY, New Rochelle | Germany, Dusseldorf |
| IL, Park City | NY, Valatie | Germany, Munich |
| IL, Rockford | NY, Westchester | UK, Essex |
| IL, Westchester | OH, Cincinnati | UK, Hatfield |

Mushrooms, Water: NOT VEGAN

Given that vegans eat only plant foods, it is Vegan Outreach's obligation to let people know that mushrooms are fungi – not plants – and hence, not vegan. Also, many municipalities use bone char in processing water for drinking, and it has been tested on animals. So it is not vegan either.

Of course, we are joking. Our point is that a dogmatic approach to spreading veganism can take on a life of its own and make us forget the reasons we became vegan in the first place. If we want to promote veganism effectively, we have to send a clear message to the public that we do what we do in order to prevent real suffering.

Amy's Vegetarian Chili

Serves 3

- 1 tablespoon oil (*preferably olive oil*)
- 1 cup onions, sliced up finely
- 3 cloves garlic, sliced up finely
- 1 large can (28-oz) whole tomatoes
- 1 regular can (around 14-oz) garbanzo beans (*I use S&W brand low salt kind*)
- 1 regular can (around 14-oz) kidney beans (*I use S&W brand low salt kind*)
- 1 green bell pepper, sliced up
- 1 cup water (*preferably NOT tap water*)
- 2 tablespoons chili powder
- 1 tablespoon cumin
- A few shakes of ground red pepper (*if you're feeling adventurous*)

Heat the oil in a medium sized pan, then add the onions and garlic.

Cook, stirring, about 5 minutes or until onions are wilted.

Drain both cans of beans, but not the tomatoes.

You could even try to rinse the kidney beans, since they sit in something gooey.

Add the rest of the ingredients.

Bring to a boil. Once boiling, lower the heat, cover the pot and cook for about 35-40 minutes. Stir often (*you can uncover the pot when you stir – it's easier that way*). Make sure the chili is bubbling the whole time it's cooking.

Send along your favorite chili recipe!

JB, 6/19/99

Everybody always asks me why I am a vegan. I tell them "I am a vegan for ethical reasons." They just don't understand what is really happening with all the mega-factory hog farms, the mega-chicken farms, etc. It's my belief that people change only if they want to. I always carry with me a few copies of the *Why Vegan* zine. This is such an easy to understand publication. Many people that I come in contact with are literally amazed at the amount of information that they never completely understood. This is my way of educating people young and old. This method really works: I put copies on my commuter train, I bring them to work, etc.

I believe that if we can educate people of the incredible atrocities that are going on people will change. It may take time. I'm 47 and was raised a lacto-vegetarian. I have been vegan for almost 8 years now. There were a few of us around as I was growing up and now it's much nicer. I am constantly meeting more and more vegans. Most are younger and some are about my age. We keep on growing larger and larger in number every year.

RT, 6/17/99

Whenever the subject of my diet is raised, people often say – "Oh but you can't eat that." For example they will be eating cake and say that I can't eat it because I'm a vegan and I can't eat eggs, etc. To which I respond, "I can eat it, but I choose not to." People tend to assume that I have adopted a way of eating that has a strict set of rules which I don't think about. They seem to think that I eat a vegetarian diet because I can't eat meat. Saying that I choose not to eat meat reinforces that I don't eat it because of a conscious decision not to. By using this approach I have found people then ask me why I choose not to eat whatever food it may be.

GREG JOHNSON, AUSTRALIA, 7/9/99

In my opinion, [*Veganism as the Path to Animal Liberation*] is the most thoughtful and thought-provoking essay on veganism that I have read. There is no question in my mind that this approach will be, over time, the most effective one. If people wish to avoid every possible connection to products that use animals in any way, shape, form – certainly that is admirable. But the messages that we send to the public need to be more attainable. If veganism seems impossible (which, admittedly, it once did to me as well), there will never be any sincere efforts to achieve it for fear of failure. If we don't "allow" others to call themselves vegans because they eat limited amounts of whey, casein, honey, etc., or if they wear leather, wool, silk, etc., we will limit our ranks so much that we never achieve anything more than limited success in eliminating animal suffering. Clearly, getting the majority of the population to move toward the elimination of animal products in their lives will have a much greater overall effect than getting a few people to eliminate them entirely.

JB, 6/19/99

Editor's note: Although not as obvious as meat, eggs, or dairy, in most cases, wool makes significant contributions to animal suffering. Money from leather represents revenue for the industry (about 10% of the revenue for each cow). If silkworms are capable of feeling pain, then silk contributes to suffering, as they are heated (sometimes boiled alive) to make them release their silk. For these reasons, we would encourage people not to buy these products, but not necessarily dispose of old items. On the other hand, we would encourage people not to worry about hidden by-products (such as monoglycerides or white sugar) in an otherwise vegan food product. JB's point is well taken.

Vegan —OUTREACH—

Evolution through Education

211 Indian Drive, Pittsburgh, PA 15238

FORWARDING & ADDRESS CORRECTION REQUESTED

I have been vegetarian for the past two years and my boyfriend has been vegan for five years. He always tried to tell me how being vegetarian is a good step, but when it comes down to it, vegetarianism just isn't enough because you are still supporting the industry and promoting the torture of the animals. I have been hearing it for over a year and it wasn't until I logged into your webpage that everything hit me so hard. I cried at the images and information in front of my eyes. It was a true life changing experience. I just cannot express to you how much I appreciate it.

NN, 5/5/99

I think that a sense of commonalty or "oneness" with other living beings happens to vegans eventually. It happened to me recently, and I've been vegan for many years now. Lately, when I go out for my morning walk, animals seem to follow me.

JK, CANTON, OH, 7/10/99

Why Vegan? was the simple reason why I chose to give up eating dairy/eggs and all cruelty to animals. I work in a deli. It is difficult but generally reinforces my animal rights beliefs. The other night, I found myself looking at a piece of chopped ham and wondering what was so bad about eating it. I went home and immediately re-read a Why Vegan? I remembered the instant I saw the pictures. I distributed two the next day. Without you guys, I may have started to eat meat again.

SS, 5/29/99

CULTURE AND ANIMALS FOUNDATION 14TH ANNUAL COMPASSIONATE LIVING FESTIVAL OCTOBER 1-3, 1999 RALEIGH, NC



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*For more information, write or call:
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Lessons in Vegan Cheese Tasting

I'm taking a Food Science class that conducted a cheese-tasting lab. I took some vegan cheese to let people have a taste. The natural foods store only had Soyimage brands, which I find bland compared to Vegan Rella. I cut the cheeses up and let people try the cheese by itself. My fellow students were not impressed. If I were to do this over again: 1) I would make sure I had my favorite vegan cheese; and 2) I'd serve the cheese on crackers which makes it seem much more like non-vegan cheese. — Jack Norris



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

—HENRY DAVID THOREAU—



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