

Selecting Information for Advocacy

by Matt Ball

In today's society, it seems that if you don't scream the loudest, you are not heard. Because moderate voices are often drowned out, it can feel necessary to make fantastic claims in order to advance your cause.

I understand the desire to present any and all claims that appear to be pro-veg. In writing old editions of *WHY VEGAN*, we were only skeptical of information that didn't agree with what we wanted to believe. There is a natural tendency for uncritical acceptance of supporting claims. In the long run, however, I believe that this causes more harm than good, because we lose support from people who have come to realize that we are not objective, and we miss chances to convince people who are inherently skeptical. Furthermore, most people are looking for some reason to dismiss us. Thus, it is imperative that we present the most solid case, built on information the public won't regard as ludicrous and from sources that they won't dismiss as partisan. For this reason, it is best to present facts that are both verifiable and obviously unbiased.

Some Potential Problems

We, and other activists we have known, have fallen into several different traps when it comes to our advocacy. These include:

1 Starting with a desired claim and selectively building an argument to support that claim. This can be particularly harmful when the claim is so at odds with conventional wisdom as to be easily dismissed, in which case anything else said is tainted or ignored. An example is stating as fact that Jesus was a vegetarian when trying to convince someone that they, too, should be vegetarian. Some Christian vegetarians are drawn to this contention because it connects their two strongest beliefs, while activists like the claim because it receives media attention.

However, in the bigger picture, this claim, like others, can serve to harm the overall spread of the vegetarian message. The Bible portrays Jesus as eating fish; Christians who are so devout as to base their eating habits on what Jesus did will probably believe the Bible.



Many will conclude that vegetarian advocates will say anything to promote their cause, either by intentionally lying to the public or by deceiving themselves. (I am not saying that this is what these advocates are doing, but only that they can easily be viewed by the public as doing so.) This harms our credibility and gives our target audience another reason to dismiss us.

Carl Sagan wrote, "Extraordinary claims require extraordinary [i.e. overwhelming and indisputable] proof." When we make an extraordinary claim without this extraordinary proof accompanying it, we lose credibility. Claims in this category include: 75% of U.S. topsoil has been lost, with 85% of this directly attributable to raising livestock; an acre of trees disappears in the U.S. every eight seconds; and one burger costs 55 square feet of rainforest.

(While working for my M.S. in Forest Ecology, I worked with Dr. Sandra Brown, a protégé of Ariel Lugo. Both of these people have done extensive first-hand research on deforestation. I also dealt with other foresters, as well as people working with the Soil Conservation Service. As much as I tried, I was unable to find the "extraordinary proof" for the above oft-quoted claims. Rather, I found contrary statistics or complex chains of causation. For example, the main cause of deforestation in Brazil is because "farmers tend to settle along roads through the forest, to clear a patch of land and to use it for growing subsistence or cash crops. In tropical forests, such practices tend to lead to rapid soil degradation as most soils are too poor to sustain agriculture. Consequently, the farmer is forced to clear another patch of forest after a few years. The degraded agricultural land is often used for a few years more for cattle raising." [http://www.wrm.org.uy/english/u_causes/] Coffee and bananas are the export crops that have the most direct ties to deforestation in Central America. In Southeast Asia and Africa, the main cause of deforestation is logging.)

Similar claims include: vegetarianism would extend the world's petroleum reserves 20-fold (according to D.A. Coley, E. Gooldliffe, and J. Macdiarmid [*ENERGY POLICY*, 1998;26:455-459], there is no clear distinction between animal and plant foods in terms of fossil fuel costs per calorie); more than half the water and 33% of raw materials used in the U.S. go to livestock production; vegetarianism can solve world hunger; an epidemic of Mad Cow disease is "right around the corner;" and eating meat causes impotence. If we are going to make such extraordinary claims in our literature, they must be backed up with overwhelming proof in that literature if we expect people to believe them.

Why Vegan helped me take the initiative to go vegan. Since I have made the change in my diet, I have begun to devote much time to educating others about the vegan cause. In a couple of months I have managed to distribute your literature and directly speak to over fifty people. The *Vegan Advocacy* booklet has helped me become more efficient and effective in my methods. Every member of my "meat and potatoes" immediate family has gone vegetarian, which was theoretically impossible.

AB, LONGWOOD, FL, 3/28/00

I have been distributing *Why Vegans* for a long time now. Tonight I decided to read the newest version in my backpack since I haven't looked at it in depth in a while - too busy giving them out. After the tears stopped from looking at the photos and reading the text and abundance of quotes, I was re-energized to give it out to as many people as possible. I don't see how someone can not commit to making a change, after reading this outstanding publication.

JF, FOREST HILLS, NY, 3/7/00

I guess I had never really thought much about [veganism] before, or at least thought about it for the wrong reasons. I thought veganism was only for the eccentric. But from what I am learning, it is the logical and compassionate choice.

PM, HINESBURG, VT, 4/10/00

Vegetarian
Living A brand-new booklet
from *Vegan Outreach!*

Plus, an updated and
redesigned version of **Why
VEGAN?**
will be coming soon!

See page 5 for details

2 Using a single number from an uncertain range. One example is the claim that 25% of college males are sterile. Many years ago, I gave a pro-veg pamphlet to my college advisor (an open-minded individual), who dismissed it out of hand after coming to this. This is a reasonable reaction, because doing an Internet search on the topic reveals information from a variety of sources that might lead someone to think that 25% is much too high. St. Luke's Health Watch and the Atlanta Reproductive Health Center both say that 15% of couples trying to have a baby cannot do so in their first year, half of the time because of the man. That would imply that about 7.5% of males trying to have children are

About two months ago, I was walking down the street across from Lincoln Center. A van pulled up, two men got out, came around to the street side where I was, and began showing these ghastly films of how cows are treated. I couldn't stand to watch, and walked away, but not before I took the *Why Vegan* pamphlet. I read it the next day and was appalled. I have been protesting ever since.

SB, NEW YORK, NY, 12/31/99



Pedestrians gather around a COATS van.

On a recent trip to New York, I was eating at a restaurant called "Angelica's" down on the lower east side of Manhattan, when one of [COATS] vans drove by showing and broadcasting a video of hogs getting slaughtered... I had never seen anything like it and was awed that someone had the guts to drive around Manhattan in this van... I was so moved by this that I rushed up to the window of the van and asked for some literature and info; the two gentlemen driving looked at me and gave me a copy of *Why Vegan*.

SB, CHARLOTTE, NC, 1/16/00

continued from page 1

infertile (which is what "sterile" implies). The Endocrine Society says that about 10% of couples are infertile.

Unwarranted generalization is a related problem, such as taking the results from a single study (e.g., heart attack rates of vegetarians compared to non-vegetarians) and generalizing those rates as facts for the entire population. Often this is done when there are other studies indicating more conservative figures, or even opposing conclusions.

Walter Willett gives an example of the difficulties we face in getting good information in the *AMERICAN JOURNAL OF CLINICAL NUTRITION* (1999;70S):

Although an association between red meat consumption and colon cancer has been observed in many studies, the available evidence suggests that there is little such relation with breast cancer. Within Seventh-day Adventist populations, little if any reduction in breast cancer incidence has been observed in comparison with the general population. Positive relations between consumption of red meat and breast cancer were noted in a few studies, but a tendency to report positive associations but not to publish negative findings may have resulted in an overall bias in the literature.

Similar to this is extrapolating epidemiological data from another country to our own. Many activists use the results of research done in other

cultures as though it necessarily applies to vegans in the U.S. But there are a wide variety of confounding factors that make many extrapolations difficult (such as the amount of weight-bearing exercise in women as it relates to osteoporosis, and the fact that very little of this research is done on actual vegans).

3 *Connecting unrelated or loosely-related facts, such as arguing that one should be vegan to avoid sterility.* Most people who hear this could, if they desired, easily find information that would indicate that being vegetarian has little to do with sterility – e.g., the Endocrine Society lists causes of male infertility ranging from genetic or inherited disease to sexually transmitted diseases, with no cause related to diet.

Judging and Presenting Information

This is not to say that the above claims are necessarily wrong. However, since most non-vegetarians – our target audience – are looking to dismiss our arguments, I believe we need to be extremely careful in what claims we choose to make. Specifically, we need to be appropriately skeptical of claims which support our position, and not dismissive of claims that don't.

The general public is constantly being bombarded with "documented facts" from all sides (e.g., *THE ZONE* / low-carb / *EAT RIGHT FOR YOUR TYPE* diet gurus). These and others are *totally and passionately* convinced of the truth of their facts. We can't assume that the public will be swayed by our claims, just because we are convinced that our facts are correct. We have to go beyond finding claims and research that appeal to us, and use materials that our target audience will find compelling and convincing.

When people are shown a shortcoming in a *single one* of our arguments, most will dismiss our entire case because they believe we can no longer be trusted and because they want to continue to eat animals. However, *we do not need* to use information that can be ignored. The pro-veg case is valid – and not easily dismissed – even with less fantastic contentions.

Nutritional Information

In order not to scare off potential vegans, some advocates rarely mention any difficulties in being vegan. This can backfire by not preparing people well for a vegan diet. Our experience indicates there are a large number of people who become vegetarian or vegan, don't feel healthy, and go back to meat-eating. As one nutrition professor recently told Jack, "You're the only vegan I know. I know a lot of ex-vegans, but no vegans."

For example, much vegan advocacy literature implies that being vegan reduces the risk of osteoporosis, and thus, vegans do not need to be worried if they get less calcium and vitamin D than non-vegans (most vegans do get significantly less calcium). However, recent studies do not show vegans to be more protected from osteoporosis than non-vegans. Thus, vegans should meet the Adequate Intake for calcium, and pay attention to their vitamin D intake and/or sun exposure. (The American Dietetic Association has a good summary of some of these points at <http://www.eatright.org/pr/pr17.html>)

Finding Accurate Information

Getting accurate and unbiased information can be difficult. Until this year, some of the information in Vegan Outreach's pamphlets had been based on secondary sources. When we finally had the time to go to the original sources, they often did not correspond to what was being attributed to them.

Even first sources have problems, and thus cannot be viewed in isolation. In the purple edition of *WHY VEGAN*, we cited a report released by Senator Tom Harkin, *ANIMAL WASTE POLLUTION IN AMERICA: AN EMERGING PROBLEM*, which stated that farmed animals produce 130 times more waste than humans. Some think there may have been a calculation error putting the number off by a factor of 10, as the EPA and other sources list the amount of manure produced by farmed animals to be about 13 times the amount produced by humans (*ENVIRONMENTAL IMPACTS OF ANIMAL FEEDING OPERATIONS*, <http://www.epa.gov/80/ostwater/guide/feedlots/envimpct.pdf>). Even with the lower number, this is still a lot of waste.

Again, the general public – our target audience – must be kept in mind when we collect information for advocacy. In addition to remaining aware of how our information appears to the public, we need to seek out and share the whole story. For example, saying:

- "Eating meat can lead to atherosclerosis in all arteries and veins, possibly leading to impotence;"
- "The amount of water required to produce a pound of meat varies by animal and by area, ranging from approximately *x* for chickens raised in the southeast U.S. to approximately *y* for feedlot beef in California;"
- "Studies *P, Q, R,* and *S* have shown a decline in men's sperm count over the last half of the 20th century. Studies *Q, S, T,* and *U* suggest the following diet-related causes. Studies *V* and *W* show that a vegetarian diet can reduce these causes by..." and taking into account any studies that show the opposite.

Vegan Outreach does not have all the answers, but we try very hard to present the best argument possible for a veg diet. We will continue to do our best in the future to keep the big picture in mind – finding the original sources for information, as well as looking at biased, unbiased, and opposing studies and opinions. Being rigorous and thorough may seem like an overwhelming task, but, in addition to being more effective at reaching our target audience, in the long run our efforts will increase our confidence in the information we are using, and may even lead to other important facts and understandings. **VO**

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 non-vegan lifestyle causes.

Vegan Outreach focuses on preaching to the convertible with our booklet on veganism, *Why Vegan*.

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

BOARD OF DIRECTORS: Matt Ball
Anne Green
Jack Norris

WEBMASTER: Nick Altmann

GRAPHIC ARTIST: Lauren G Panos

AUDITOR: Carol Thompson, CPA

BOARD OF ADVISORS: Steve Kaufman, MD
Virginia Messina, MPH, RD

NOTES TO V.O. MEMBERS...

For more information about Vegan Outreach, please see our web site: www.veganoutreach.org

ATTN: CFC CONTRIBUTORS

It has come to our attention that the donations some people had allocated to Vegan Outreach via the Combined Federal Campaign have not reached us. Please check to make sure your donations are arriving where you had expected.

MEMBERSHIP PURGE

We will be doing our annual membership purge in July.

A SAMPLE OF V.O. ACTIVITIES

Among many other activities, Vegan Outreach volunteers handed out 1644 *WHY VEGANS* and *VEGAN STARTER PACKS* at the 1999 Atlanta AIDS walk, 400 *WHY VEGANS* at the Homewood Illinois Cancer Support Center's Walk for Hope, 600 *WHY VEGANS* at the University of Illinois at Chicago, and 250 at UNC Asheville. Vegan Outreach sponsored tables at GA Tech University, GA State University, and two at Emory University, giving out hundreds of brochures.



Above: COATS' (Citizens Outraged at Animal Torture and Suffering) sidewalk display. Above, right: Marsha and Joe distributed over 1,000 copies of *WHY VEGAN* at a Chicago Earth Day event.



Robert has been distributing copies of Vegan Outreach literature at health seminars he gives as part of the Christian Health Ministries across Iowa and Minnesota. Terry and the New Jersey Animal Rights Alliance distributed 25 copies of *WHY VEGAN* at Unitarian congregations, and 75 at the Animal Welfare Federation Conference. Amanda of Ventura, CA, distributed copies of *WHY VEGAN* at local junior highs, high schools, and colleges. Unny of Minneapolis distributed over 1,000 copies of *WHY VEGAN* at Timberwolves games, co-ops and restaurants, and at a Nine Inch Nails concert.

Over the course of seven hours, Joe and Marsha distributed over 1,000 copies of *WHY VEGAN* at a Chicago Earth Day event. Other members of Vegan Outreach gave talks, had tables, and/or leafleted for Earth Day and The Great American Meatout, including two talks utilizing Vegan Outreach's new compilation video at Slippery Rock U.

I just got my *Why Vegans* a couple of days ago, and it's already come in handy. I gave one to a co-worker and talked with him about it, and the next day he told me I had really opened his eyes; he and his wife ran out and bought a vegetarian cookbook that night. So I'm looking at 2 possible conversions from the very first booklet I've given out! Amazing!

CC, NEWPORT, RI, 2/16/00

We, the Mira Costa High School Animal Rights Club, are very involved in such issues as veganism, and we support Vegan Outreach's efforts greatly. Last year, we requested many copies of *Why Vegan* and the *Vegan Starter Pack*. We have distributed copies of these booklets at many different places and we believe that we have made a difference.

JD, MANHATTAN BEACH, CA, 3/24/00

I am in total agreement that the vegan movement should be focused on getting to as many people as possible to decrease their use of animal products as much as possible, as opposed to vegans who lose sight of the good of the movement in order to try ridding themselves of 100% of animal products.

LI, PENFIELD, NY, 2/28/00

My sister showed me a copy of *Why Vegan* and it gave me the motivation to become a vegan.

JP, PLEASANTVILLE, NS, 3/13/00

I was thrilled to have found Vegan Outreach via the *Why Vegan* booklet in the Native Foods Vegan Restaurant in Palm Springs in December 1999. I made a millennium resolution to "go vegan" as a result of your fine literature. Thank you for educating me.

TM, SAN FRANCISCO, CA, 4/20/00

Why Vegan is the best flyer I have seen. I have literally seen people stop eating meat after reading them.

MP, LA PORTE, TX, 4/25/00

Thank you guys for printing a brochure like *Why Vegan*. It got me to cut the crap and go VEGAN!

SE, JACKSON, TN, 2/2/00

THANK YOU

Adams, Dawn
Aiken, Roger
Aldas, John
Andersen, William
Anderson, JoLynn
Andolsun, Basla
Anglin, Andy
Anna / SETA
Appel, Maryanne
Arndt, Bonnie
Atwood, Carrie
Barnett, David
Barton, Anji
Basic American Foods
Beck, Jason
Becker, Jacqueline
Biel, Barbara
Blackwell, Mary
Bohmer, Andrea
Borsick, Mary & Eugene Liberace
Bowers, Reed
Bray, Sandra
Brenner, Joey
Breton, Dr. Joe
Brinkley, Tripp
Bryant, Ruth
Bugai, Joanne

Burt, Heather
Buzawa, Mr & Mrs M John
Camp, Jon
Campbell, Elizabeth
Carmody, Nicole
Carnesciali, Marie
Chapman, John
Chelluri, Raju
Chesrow, Robert
Chipman, Mary
Christensen, Christopher
Crosby, Luci
Crosier, Ronald
Crupi, Kevin M
Currie, Brendan
Damodar
Darnielle, Lalitree
DeAngelo, Harry & Linda
Dhaliwal, Jasmeet
Dickerson, Jon
Donaher, Patricia
Dowell, Jonathan
Draper, Nancy
Duffey, Shawn
Eastman, Dylan
Edwards, Daren
Engelhart, Jackie
English, Mike

Evans, Brian
Fannin, Richard
Findley, Gerald
Finn, Jade
Fischetti, Diana
Fitzgerald, Jeremey
Friedman, Joyce
Friedman, Sandra
Friedrich, Bruce
Fullmer, Darius
Gallagher, Jenni
Gaski, Joanna
Gerdes, Lindy
Gibson, Amy
Gilrath, Charlotte
Glore, John
Gluckman, Lynn
Goeggel, Cathy
Goodwin, Derek
Gorse, Michael
Green, Nicole
Grodin, Marcia - for Scott Frizlin
Grzybowski, Pierre
Gustafson, Dean
Hamer, Brent
Harrington, Chris
Harris, Jared

Haworth, Daniel
Hayes, Joseph T
Hess, Chris
Holt, Mark
Hubka, Patricia
Huggins, Johanna
Isac, Leena
Jade Tree
Jenkins, Tom
Johnson, Jennifer
Jones, Brooks
Jones, David
Kachina
Kaeding, Thomas
Karel, Laura J
Karighattam, Vasan
Kelly, Mary & Matt
Klepac, Kelly
Knudson, Don
Koberstein, Mike
Krebs, Laura
Krolik, Patty
Kuchenbecker, Brendan
Le, Vu
Levin, David
Lewis, Richard
Lewis, Thomas
Livesy, Robert

Loewen, Nancy
Lowden, Alisan
Lundy, Patricia
Maierhafer, Doug
Mallory, Jason
Mann, Jessie
Martin, Jay
Martin, Linda
May, Armaiti
McDevitt, Heather
McDonald, Barbara
McKiver, Deanne
McLean, Jenette
McMillen, William
McMullin, William
Michener, Rob
Millitello, Adele
Miller, Sandra
Moeckel, Amanda
Montes, Robert
Morehouse, Lynne
Munch, Kevin
NH AR League
Niles, Madonna
NJARA, Terry
O'Reilly, Terrance
Olson, Wayne
Ortmann, Theodore

Pallotta, Nicole
Palm, Mark
Patrick, Eugene
Pearson, Marcia
Pederson, Mathew
Pedroza, Romulo
Perrault, Mark
Perry, Julie L
Picard, Douglas
Pisano, Pamela
Potter, Bryan
Pundole, Shehnavaz
Quinnett, Lawrence
Quintard, Angie
Raspberry, Josh
Rayshich, Helen & Steve
Regan, Nancy & Tom
Remais, Justin
Requa, James
Roberts, D
Robinson Bauley, Lisa
Rogers, Juana
Roof, Phillip
Rowe, Arthur
Rowe, Patricia
Runk, Bruce
Rusnak, Patricia
Rutkowski, Phillip

Ruyle, Audra
Salonia, Frank
Salvago, Patricia
Schlesler, Harold
Schlotz, Stephen
Schultz, Howard
Secret, Sailor Books
Senner, Ronald
Sewick, Paul
Shackelford, Megan
Shelby, Anthony
Shopa, Kathleen
Shunk, Angela
Siegel, Lesley
Simmer, Theodore
Smalley, Robert
Sparks, Samuel
Spittler, Margaret
Stamler, Gordon
Steets, Brandon
Stevenson, Angela
Stoyonoff, Mary
Strange Brew Coffee House
Strauch, Yonatan

Struzeski, Ted
Suhajda, Amy
Surette, Diane
Sutter, Lori
Taft, Carol
Temple, Michelle
Thalear, Jean
Tomas, Christina
Trepashko, Walter
Trist, Beulah
Van de Loo, Robert
Vegan Action
Von Vogt, Margaret
Wade, Franklin
Wakida, Twilla
Ward, Robert
Warner, Mary
Weaver, Seth
Weis, Tony
West, Jamey
Wildley, Misty
Wilson, Sonia
Winther, Monique
Worsham, Michael
Wright, Susan
Young, Jason
Zito, Joseph
Zoeter, Mary



The Convenient Vegetarian

by Virginia Messina & Kate Schumann

Reviewed by Karen C. Greenlee

This cookbook certainly lives up to its title! I worked my way through many recipes and enlisted the help of a couple of friends too. We were all very pleased with the recipes we tried and with their ease of preparation. This is a great cookbook for busy cooks, beginning cooks, and even "non-cooks." The recipes use a minimum number of ingredients using items found in a well-stocked grocery store. The instructions are simple and easy to understand. The cookbook includes great ideas for kitchen organization, pantry lists, meal planning, cooking charts for beans and grains, and a short primer on vegetarian nutrition.

A number of the recipes have now become family favorites and stand-bys in our house. A couple of handy and unique features are the "Quick Mixes" and "Planovers." The Quick Mixes are mixes you prepare in advance such as grains, seasonings & spices that become the base for soups, an instant risotto, or a sauce for pasta. "Planovers" don't mean leftovers of last night's meal – you can make Southwest Black Beans, save a portion, and turn that into Black Bean and Corn Enchiladas another time. There are a few recipes using the Quick Mixes and Planovers. I wish there were more recipes for the mixes and "Planovers" – perhaps there will be a sequel! Creative cooks can come up with more uses for these concepts. These concepts also gave me some great ideas for organization with meal planning.

I wish the cookbook included nutritional information for each recipe since this information is very important to many people. I was able to do a nutritional analysis of some of the recipes by entering them into my cooking software.

If you're a busy or beginning cook and buy only one cookbook for quick & easy lunches and dinners – this may be the cookbook for you! Although I am a long-time experienced cook, *THE CONVENIENT VEGETARIAN* has been added among my favorite and most used cookbooks.

Vegan OUTREACH



CATALOG



PUBLICATIONS

	PRICE	QTY	TOTAL
THE VEGETARIAN WAY, V & M Messina	\$21.		
BATTERED BIRDS, CRATED HERDS, Farm Sanctuary	\$ 4.		
ANIMAL LIBERATION, P Singer	\$10.		
VEGAN: THE NEW ETHICS OF EATING, E Marcus	\$11.		
UNCHEESE COOKBOOK, J Stepaniak	\$11.		
VEGAN VITTLES, J Stepaniak	\$11.		
TOFU COOKERY, L Hagler	\$16.		
NEW! THE CONVENIENT VEGETARIAN, Messina & Schumann	\$11.		

SHIRTS — unbleached, natural color — please specify size

VO t-shirts <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$10.		
VO long-sleeve t-shirts <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$15.		
VO sweatshirts <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$25.		
Eat More Veggies! t-shirts <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$15.		

VIDEOTAPES & PRINTS

Compilation video, 1 hr (looped) tabling edition	\$12.		
A COW AT MY TABLE video, 90 min documentary	\$15.		
8 1/2" x 11" display prints w/captions, set of 10	\$15.		

SHIPPING & HANDLING NOTES

MERCHANDISE:

Please include \$4.00 for your first item, and add \$1.50 for each subsequent item.

Orders (except those with shirts), unless otherwise specified, will be sent via book rate to minimize cost.

WHY VEGAN BOOKLETS:

For 1998–99 (the last fiscal year), our cost per *Why Vegan* distributed was 26¢ per copy.

Shipping is least costly (\$6.00–\$10.00) when boxes of 250 are sent via UPS from the printer.

Vegan Outreach is dependent upon donations (approximately 93% of our revenue) to continue printing *Why Vegan*.

Pennsylvania residents add 7% sales tax to merchandise

Shipping (please see S&H Notes)

SUPPORT FOR PRINTING, DISTRIBUTION, & OUTREACH

TOTAL

➔ Make your check or money order payable to Vegan Outreach.

➔ Please add exchange rate difference to checks drawn on foreign banks.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Mastercard Visa Expires:

Discover (Sorry, we cannot accept American Express cards.)

SIGNATURE _____

I picked up a copy of your *Why Vegan*, and that pamphlet triggered something in my head to move down the vegan path. Thanks again for pointing me in the right direction!

DK, RICHMOND, VA, 4/27/00

Helping to educate the public on the benefits of veganism is something that needs to be done, and you are doing a very good job of it. I am spreading the word to others!

MJ, WEST HARTFORD, CT, 3/24/00

I saw a *Why Vegan* flyer on a bulletin board at my local grocery store and took the web site address to view your info.

JV, ROYAL PALM BEACH, 4/26/00

I just received your compilation video. I cried the whole way through.

MS, ST LOUIS, MO, 4/8/00

YES! I would like to have more copies of Vegan Outreach's literature distributed!

I have enclosed a tax-deductible donation of:

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

NAME _____

ADDRESS _____

PHONE (OPTIONAL) _____

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




211 Indian Drive, Pittsburgh, PA 15238

FORWARDING & ADDRESS CORRECTION REQUESTED

<p>Looking for an extraordinary vegetarian experience?</p> <p>Join us at the University of North Carolina at Asheville July 5–9, 2000</p> <p>NAVS • PO Box 72-55 Dolgeville, NY • 13329 (518) 568-7970 navs@telenet.net www.navs-online.org</p>	 <p>VEGETARIAN SUMMERFEST</p>	<p>Five days of fun, education, fellowship, cooking classes, great food and exercise — in the beautiful Blue Ridge Mountains!</p> <p>Vegetarian Summerfest 2000 is the 26th annual conference of the North American Vegetarian Society. You'll learn from experts in health, nutrition, exercise, animal rights and the environment...</p> <p>Meet, socialize and have fun with others who share similar interests...</p> <p>Learn how to prepare delicious vegetarian cuisine with renowned instructors...</p> <p>Dine on great tasting total-vegetarian meals!</p>
--	---	--

There are a thousand hacking at the branches of evil to one who is striking at the root...

HENRY DAVID THOREAU  Walden, 1854



ANIMAL RIGHTS 2000

National Conference

July 1–5 in Washington, DC

www.animalrights2000.org

For more information contact:

FARM ★ PO Box 30654 ★ Bethesda, MD 20824 ★ 1-888-FARM-USA




Top-Quality Breathable Footwear From Pangea Vegan Products

www.veganstore.com

Order online or request a free catalog of our extensive vegan product line (shoes, belts, snack foods, t-shirts, wallets and more!)

7829 Woodmont Ave.
 Bethesda, MD 20814
 (301) 652-3181