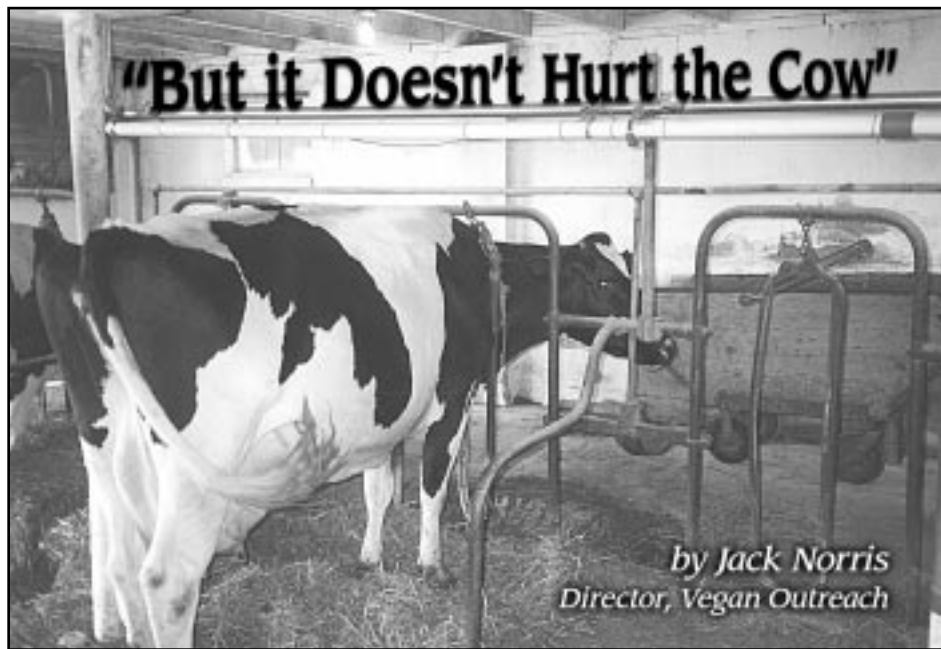


When I tell people that I do not eat dairy products in order to prevent suffering, they often say, "But it doesn't hurt the cow to take her milk." Theoretically, you do not have to hurt an animal even to eat its flesh — you can wait until the animal dies of natural causes. But we know this is not what happens. Similarly, dairy cows living comfortable lives and dying of old age is also not what really happens in most cases.

Housing

Dairy cows are housed in different situations. In the Western U.S., they tend to be on feedlots, where they live outside year-round, but are free to walk around the lot. In the Midwestern U.S. where it is cold, cows are usually kept indoors for most, if not the entire year. Some cows are in 'free-stall' barns where they are free to walk around the barn. Other cows are in 'tie-stall' barns as described in *SCIENTIFIC FARM ANIMAL PRODUCTION* (1998), an animal agriculture textbook used at the University of Georgia:

In tie-stall barns, cows are tied in a stanchion and remain there much of the year; feeding and milking are done individually in the stanchion.



The Dairy Industry is a Slaughter Industry

Whether they be free-range or factory-farmed, dairy cows are no strangers to the slaughterhouse. *SCIENTIFIC FARM ANIMAL PRODUCTION* states:

Some Holstein cows produce extremely large amounts of milk — more than 100 lb/day [over 18 tons a year]. Thus, in Holsteins and other high-milk-producing cows, great stress is placed on udder ligaments, which can break down and no longer support the udder. If an udder breaks down, it is more susceptible to injury and disease, often necessitating culling [i.e., killing] the cow.

Even when the udder doesn't break down, it is unprofitable to keep cows alive once their milk production declines. Under more natural conditions, dairy cows would live fifteen to

twenty years. This is not the case on modern dairy farms, as *SCIENTIFIC FARM ANIMAL PRODUCTION* points out:

The average productive life of a dairy cow is short (approximately 3–4 years). Many cows are culled primarily because of reproductive failure, low milk yield, udder breakdown, feet and leg weaknesses, and mastitis.

USDA statistics show that in 1940, cows averaged 2.3 tons of milk per year. Despite large milk surpluses in the U.S., Bovine Growth Hormone (BGH) was approved in 1993 to further increase milk production. The 1997

mother from her calf, *SCIENTIFIC FARM ANIMAL PRODUCTION* points out that "Dairy calves rarely nurse their dams [mothers]."

Some bulls and cows who come from high-producing parents are used only for obtaining sperm and eggs in order to fertilize surrogate cows, so that the surrogate cows can give birth and continue milking. If the offspring is a female, she is usually kept for one milking period to determine her milk-producing ability. If it turns out she does not produce well, off to slaughter she goes, often accompanied by her biological parents who are deemed unfit for producing embryos.

SCIENTIFIC FARM ANIMAL PRODUCTION says:

Many commercial dairy operators dispose of bull [male] calves shortly after the calves are born. Some bull calves are fed for veal, while others are castrated and fed [i.e., raised] for beef.

If the calf is lucky, he is killed in the few days after he is born (known as "bob" veal). If unlucky, he is raised to become "special-fed veal," which is regarded as gourmet cuisine by some. Calves raised for special-fed veal are normally kept in individual stalls chained by the neck on a 2 to 3 foot tether for 18 to 20

weeks (USDA, *ANIMAL WELFARE ISSUES COMPENDIUM*, 9/97).

average was 8.4 tons of milk per year. Some BGH treated cows have produced more than 30 tons of milk in a year (*ASSOCIATED PRESS*, 9/20/96). This year, Canada banned the use of BGH, citing concerns for cow and human health; but BGH use continues in the U.S.

Dairy cows are milked for ten months, and then are "dry" for two months. They give birth at the end of the two month dry period, causing them to start producing milk again.

When confronted with a bellowing cow, meat industry consultant and Professor of Animal Sciences, Dr. Temple Grandin noted, "That's one sad, unhappy, upset cow. She wants her baby. Bellowing for it, hunting for it. It's like grieving, mourning — not much written about it. People don't like to allow them thoughts or feelings." (*AN ANTHROPOLOGIST ON MARS*, 1995) Despite the anguish caused by separating the

Because they are often very young, or have not been able to walk for most of their lives, calves often have a hard time walking as they are prodded through the chutes leading to the slaughter floor.

Dairy cows are pushed to their physical limits. Some become crippled on the way to the slaughterhouses and they cannot walk off the truck. This can result in being dragged from the trucks by chains (*THE DOWN SIDE OF LIVESTOCK MARKETING* video, Farm Sanctuary, footage from 1990).

An excerpt from a *NEW YORK TIMES* article (10/22/99), *Urban Sprawl Benefits Dairies in California*, has some interesting statements by dairy farmers:



I recently had the opportunity to travel to London, where I met up with the London Vegan Society. Of course, I travelled with plenty of Why Vegans! From London, we joined people from all over the world in Malta for the Mediterranean Vegetarian Festival. Why Vegan got rave reviews from all!

JOHN CALABRIA, MAYNARD, MA, 12/15/99

continued from page 1

The farms are operated with machine-like precision and a pure business philosophy. Asked if their cows had names, the farmers here chuckled.

"On a lot of those farms in the Midwest and back East, every cow has a name," Mr. Koopman said. "They're sort of pets. It's not like that here. A cow's a piece of machinery. If it's broke, we try to fix it, and if we can't, it gets replaced.

"Today, every cow has a number and a page on the computer."

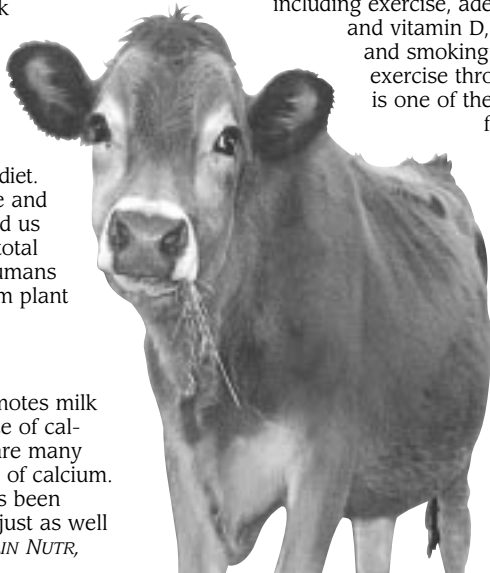
Mrs. DeBoer said she had never milked a cow by hand, and never expected to. In the factory that is her barn, the employees, almost entirely Latino, manage the machinery.

"It's just a factory is what it is," she said. "If the cows don't produce milk, they go to beef."

So, it appears that milk does not do a cow's body good. But what about humans? Like most people, I was taught in school that humans must drink the milk of cows. In fact, my high school health teacher gave a heartfelt, inspirational speech on the requirement of animal products in the human diet. With a choked up voice and a tear in his eye, he told us that people cannot be total vegetarians because humans cannot get calcium from plant foods. Was he correct?

Food & Bones

The dairy industry promotes milk as being the best source of calcium. However, there are many other excellent sources of calcium. The calcium in kale has been shown to be absorbed just as well as that in milk (*AM J CLIN NUTR*,



1990;51:656-7). The calcium in broccoli and collard greens is also well absorbed. (Note: the calcium in spinach is not well absorbed.) Many soy and rice milks are now fortified with calcium, vitamin D, and vitamin B-12. Many varieties of orange juice are also fortified with calcium.

The calcium values for certain foods are listed below. Note that ½ cup of collard greens, kale, or broccoli is not very much to eat. You can easily eat over one cup in a sitting.

Food	Serving	Ca (mg)
tofu, calcium-set ¹	½ C	120-350
soymilk, fortified	1 C	200-300
cow's milk	1 C	300
figs, dried	5	258
orange juice, fortified	1 C	250
blackstrap molasses	1 T	187
collard greens ²	½ C	178
sesame seeds	2 T	176
veg baked beans	1 C	128
navy beans	1 C	128
kale ²	½ C	90
broccoli ²	½ C	89
kidney beans	1 C	50
almonds	2 T	50

1) read the label for calcium amounts
2) cooked

Plant foods that provide calcium offer other things that are good for bones — vitamin K in leafy greens; and vitamin C, potassium, and magnesium in orange juice. Leafy greens also have folate which is good for the heart.

Some calcium-rich plant foods, like calcium-set tofu and calcium-fortified soymilk, are also rich in isoflavones (found only in soyfoods) which may help to make bones stronger (*PERSPECTIVES IN NUTRITION*, Gordon Wardlaw, Ohio State University, 1999). So, a serving of calcium-fortified soymilk — which contains just as much calcium as a glass of cow's milk — is an excellent choice.

Many factors affect bone health — including exercise, adequate calcium and vitamin D, high sodium intake, and smoking. Weight-bearing exercise throughout one's lifetime is one of the most important factors for preventing osteoporosis in women.

There are currently no studies on the calcium needs of vegans, and it is prudent to meet the recommended daily intake for calcium. Because they have not yet determined how much calcium Americans need with certainty, the National Academy of Sciences has not set an RDA for calcium. Rather, they

have set an "Adequate Intake by healthy people" (AI):

Age	Ca (mg)
1-3	500
4-8	800
9-18	1300
19-50	1000
50+	1200

Vitamin D

Vitamin D is produced in the human body by the action of ultraviolet (UV) sun rays on bare skin (without sunscreen). Light-skinned people need 15 to 20 minutes of sunshine on their hands, arms, and face, 2 to 3 times a week. People living in cloudy climates need somewhat more than this, and dark-skinned people need up to 6 times this amount of sun. Extra amounts are stored for over the winter. People who do not get this exposure can get vitamin D in fortified soymilk and other foods, and supplements (*J OF ADA*, 1997).

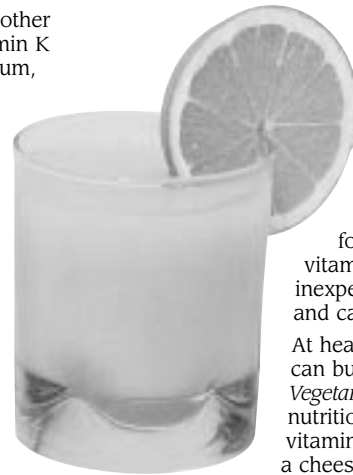
Vitamin B-12

It is important for people who do not eat any animal products to eat foods fortified with vitamin B-12, or take a vitamin B-12 supplement. There are people who say that vitamin B-12 is available in foods such as tempeh,

spirulina (blue green algae), sourdough bread, organic produce, etc. It has generally been determined in the peer reviewed research that these foods are not reliable sources.

It is unwise not to fortify your diet with vitamin B-12. B-12 pills are inexpensive, well-absorbed, and can do you no harm.

At health food stores, you can buy Red Star brand's *Vegetarian Support Formula* nutritional yeast which has vitamin B-12 — as well as a cheesy taste. ☑



Nutritional Yeast Cheese

- ¾ C nutritional yeast flakes
- ¼ C flour
- 1 t salt
- ½ t garlic powder
- 2 C water
- ¼ C vegan margarine
- 1 t mustard

Mix dry ingredients in saucepan. Whisk in water. Cook over medium heat, whisking until mixture thickens and bubbles. Cook an additional 30 seconds, remove from heat. Stir in margarine and mustard. (Note: Cheese will thicken as it cools, or you may add water to thin it.)

NOTES TO V.O. MEMBERS...

For more information on these and other topics, please see our web site.

LETTER TO THE EDITOR

The September 1 issue of the Vegan Outreach newsletter contained an unsubstantiated attack by Carl Phillips against me and my work. I am glad Vegan Outreach has chosen to permanently remove the article from their web site, that Vegan Outreach is no longer associated with Phillips, and that he is basically no longer involved in popular advocacy.

I have written a thorough and fully documented rebuttal to Phillips' unwarranted allegations. You can see my response, along with an inclusive discussion of the related events that have occurred, at www.earthsave.org/rebuttal.htm.

I feel strongly that the movement is best served by expressing an ethic of reverence for life, and treating others with respect, rather than putting our energy into in-fighting and nit-picking that weakens our clarity and resolve. Unfounded personal attacks have no place in the building of a more compassionate world.

— John Robbins

EDITORS' RESPONSE

In our September 1, 1999 newsletter, we ran a column by Dr. Carl Phillips titled: "Getting Our Facts Straight." The article criticized the information provided by John Robbins, author of *DIET FOR A NEW AMERICA*. However, Dr. Phillips did not give any examples. People brought this to our attention and suggested that it was a personal attack on John Robbins and that it should have provided examples of Robbins' information that was supposedly incorrect. Believing these were valid points we removed the article from our web site. We were wrong to have run the article as it was written. We did not intend to attack John Robbins personally, and we are sorry for the grief this has caused him.

Again, we are sorry for the time, grief, and problems this has caused John Robbins and everyone else involved. It was an unfair representation of him. Publishing those paragraphs was something we should have known not to do. We cannot begin to tell people how much we regret this and how sorry we are. Anyone who knows us knows our motivations. We did not print those paragraphs out of malice. We regret the hard feelings that developed. We have done our best to try to rectify the situation and allow everyone to move on with their work.

ADL RECORD PROJECT

Getting information about veganism into the hands of the public is one of the most important and basic actions we can take to make this world a more just and compassionate place. The Animal Defense League - New Jersey and Vegan Outreach have undertaken an exciting new project to this end.

It was decided that instead of doing all of the work ourselves (as is often the case with any project we take on) we would attempt to enlist the help of sympathetic people. Instead of creating a new channel for distributing literature, we would utilize an already existing means of distribution. The notion was a simple one — contact various independent record labels and ask them to distribute WHY VEGANS with their orders.

After contacting a wide array of labels, the response has been far better than expected. As of press time, 53 record labels have agreed to be involved in this project. Some even went a step further, offering, for those bands who wish to take part, to also use the pamphlets as inserts in the records themselves. These labels stretch across the U.S. and Canada, as well Germany and Sweden.

Besides taking advantage of existing distribution, the nature of mail-order will ensure the message of veganism reaches around the world, including those places it may not be otherwise heard, and put in the hands of people — many of whom are most likely sympathetic and interested in learning more on the subject. A few labels of note in the program are Equal Vision, Jade Tree, Ebullition, Old Glory, Smorgasbord, and East Coast Empire. We will be keeping in contact with all distributors to ensure their supplies are restocked as necessary, as well as constantly working to add yet more to the list.

— Darius, ADL - New Jersey

THANKS FOR LINKING TO GREATER GOOD!

Through Greater Good, there is a shopping "mall" linked to the Vegan Outreach web site where we receive \$3 for each person who registers (*no purchase necessary*) and 5% of every purchase made. We would like to thank all those who purchased products and /or registered via this link.



These commissions allow thousands of copies of *WHY VEGAN* to be printed and distributed.

<http://www.veganoutreach.gretergood.com>

more notes on page 4

Not too long ago I was suffering from probably the standard new vegan depression. Just completely overwhelmed by the huge proportion of the problem, and generally feeling pretty helpless. I went back to the main page and read "The Path to Animal Liberation." It helped. I printed it out and refer to it when I start to forget. It is very well written, clear, reasonable, and full of common sense. Sometimes the posts that are full of "guess what bad ingredients I found in what" get tedious and I think often miss the point.

SS, LANCASTER, PA, 10/29/99

In all my (admittedly limited) experience following environmental issues (often at a distance, and casually), I have never seen another organization articulate its views with such piercing moral force and clarity of vision. You're an activist group of the most organic sensibility (for lack of a better phrase) that puts emphasis on understanding animal suffering for its own sake, for its own worth, and not for any well-intentioned ego gratification. Believe it or not, it's really refreshing. And believe it or not, I'm not a do-gooder liberal looking out for a cause. I take a conservative world-view and like to pose things in terms of personal responsibility. Which, to me, is the message that comes loudest and clearest from Vegan Outreach — others may read things differently. In any case, I feel very proud to have changed my diet and I must thank all of you for your inspiration.

BS, EUGENE, OR, 1/20/00

Through your pamphlet, many people have chosen to live a vegan lifestyle, myself included. In late June 1999, my best friend gave me a *Why Vegan* pamphlet. I had at one time been a vegetarian, but gave it up. After reading the pamphlet, it hit me: neither I, nor anyone else, should have any excuses for contributing to animal suffering. Since that day, I have lived a vegan life — it has really changed my life. Through my influence, two of my friends are now vegetarians. This is all due to Vegan Outreach.

CL, N VANCOUVER, BC, 1/18/00

We love your web site and the booklet. We love the way it advocates vegetarianism/veganism in a positive, non-condescending fashion. I have seen no hate, exaggerations, nor attempts to mislead on your site as I have on others. Its tone and its success should be an inspiration to those who do not take the high road.

AM, E-MAIL, 1/18/00

After reading a copy of *Why Vegan* given to me by a friend, I have become totally committed to living a vegan, cruelty-free lifestyle. If you can change my mind, you can change anyone's!

EP, TUCSON, AZ, 11/18/99

Thank you for making well-referenced information on veganism. As a student, I'm forced to document all information I use, and most animal rights literature is vague. I can give *Why Vegan* to my professors with confidence.

MR, STATE COLLEGE, PA, 12/4/99

I had a magnetic strip made that says "GO VEGAN [veganoutreach.org](http://www.veganoutreach.org)." I put it on my car every day.

NR, WEST HILLS, CA, 12/13/99

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 those of Vegan Outreach.

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Geisler, Beth
Gillard, Jason
Goetz, Dorothea
Gonnerman, Chad
Gore, Marta
Grandmason, Terra
Gray, Evelyn
Grindley, Marilyn
Grodin, Marcia,
in memory of Glen
Gudaits, Susan
Hargrove, Wade
Harris, Diane
Heidi, Drallos
Hillery, Phyllis
Hollowell, Jean
Horvath, Donna
Hubbard, Robert
Jade Tree

Janes Byrne,
Stephanie
Jenkins, Tom
Jin, Tai
Johnson, Andrew
Justice for Animals
Fund
Kaiser, Larry/Jeanne
Kalina, Barbara
Kendell, Crystal
Kent, Margaret
Ketterman, Shaun
Kiefer, Thomas
Kinnear-Williams,
Barbara
Knetz, Stacie M
Koberstein, Mike
LaPadula, Jeff
Le, Anh V
Lederer, Mary Ann
Lesa, Erika, PAWS
Levin, Tony
Lucero, Phyllis

Mader, Greg
Mader, Stacy
Mann, Jessie
Matthes, Colin
Matthes, Nick
McEahern, Mark
McGroarty, Brian
Merana, Melissa
Meyers, D, W Mich
Veg Society
Miller, Josh & Tanya
Millsbaugh, John
Mitchell, Alison
Mitchell, Max
Modi, Pulin
Morton, Diane
Mother, Fool's
Multhaup, Jeff
Murphy, Lisa
Murray, Scott
Nadeau, Suzanne
NALITH and
Michael Tucker

Nelson, Ray
Nero, Jim
Neuhaus, Stephanie
Newborn,
Mary-Jane
Norris, Todd
Oher, Kathryn
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Pagel, Briam
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Parker, Robert &
Linda Evans
Patrick, Eugene
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Petrie, Susan
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Potter, Jamison
Pravata, Todd
Price, Josh
Ratcliffe, Dawn
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Richman, Sheryl A

Rivera, Isidor
Rosenberg,
Amanda
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Strader,
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Swettenam,
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for Eddie Lama
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Vegetarian Fndn,
Audrey
Versandi, Carole
Weinberg, Mike
Wells, Helen
Wells, Stephen
& Alex Bury
Whitney, Tim
William Sawtelle,
Mr & Mrs
Williams, Charles
Wilson, Scott
Yeck, Glenn
Yow, David
Zale, Ana
Zetin, Heather
Zinowski, Marion



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

AK, Anchorage
AZ, Prescott
AZ, Thatcher
AZ, Waddell
CA, Azusa
CA, Belvedere
CA, Berkeley
CA, Byron
CA, Canyon
CA, Carmel
CA, Compton
CA, Davis
CA, El Cajon
CA, Guerneville
CA, La Crescenta
CA, La Jolla
CA, Loomis
CA, Los Altos
CA, Los Angeles
CA, Los Gatos
CA, Monterey
CA, Mountain View
CA, Oakland
CA, Oxnard
CA, Pleasanton
CA, Sacramento
CA, San Bernardino
CA, San Diego
CA, San Francisco
CA, Santa Barbara
CA, Santa Cruz
CA, Santa Rosa
CA, Saratoga
CA, Sherman Oaks
CA, Sylmar
CA, Tarzana
CA, Van Nuys
CA, Ventura
CA, West Hills

CA, West Hollywood
CO, Boulder
CT, Ellington
CT, Fairfield
CT, Guilford
CT, Middletown
CT, New Haven
CT, Prospect
DC, Washington
DE, Bear
DE, Newark
DE, Wilmington
FL, Clearwater
FL, Cocoa Beach
FL, Coconut Grove
FL, Fort Myers
FL, Kissimmee
FL, Lake Worth
FL, Lantana
FL, Lantana
FL, Miami
FL, Miami Beach
FL, Orlando
FL, Pompano Beach
FL, Sarasota
FL, Tallahassee
FL, Vero Beach
GA, Atlanta
GA, Duluth
GA, Marietta
IA, Iowa City
IL, Chicago
IL, Country Club Hills
IL, DeKalb
IL, Evanston
IL, Glen Ellyn
IL, Heyworth
IL, Hoffman Estates
IL, Park City
IL, Rockford

IL, Washington
IN, Indianapolis
KS, Shawnee Mission
KS, Wichita
LA, Lafayette
LA, New Iberia
MA, Allston
MA, Boston
MA, Cambridge
MA, Charlemont
MA, Fall River
MA, Framingham
MA, Holden
MA, Lenox
MA, Maynard
MA, Needham
MA, New Bedford
MA, Quincy
MA, S Yarmouth
MA, Somerville
MA, Worcester
MD, Abingdon
MD, Baltimore
MD, Bel Air
MD, Edgewood
MD, Reisterstown
ME, Kittery
ME, Portland
ME, Surry
MI, Ann Arbor
MI, Bay City
MI, Canton
MI, Clarkston
MI, Flint
MI, Grand Haven
MI, Brooklyn
MI, Grand Rapids
MI, Plymouth
MI, Traverse City
MN, Minneapolis

MN, St Louis Park
MO, Kansas City
MS, Hattiesburg
NC, Carrboro
NC, Durham
NC, Fletcher
NC, Greensboro
NC, Raleigh
NC, Wilmington
NH, Berlin
NH, Manchester
NH, Northwood
NJ, Bergenfield
NJ, Brick
NJ, Cherry Hill
NJ, Ewing
NJ, Lindenwold
NJ, Minotola
NJ, New Brunswick
NJ, Newton
NJ, Pine Brook
NJ, River Vale
NJ, Skillman
NJ, Voorhees
NJ, Wall
NM, Las Vegas
NM, Santa Fe
NM, Taos
NV, Las Vegas
NV, Reno
NY, Albany
NY, Armonk
NY, Baldwinsville
NY, Brooklyn
NY, Buffalo
NY, Carmel
NY, Cheektowaga
NY, Commack
NY, Farmingdale

NY, Forest Hills
NY, Highland Mills
NY, Huntington
NY, Ithaca
NY, New Paltz
NY, New York
NY, Northport
NY, Penn Yan
NY, Staten Island
NY, Stuyvesant Falls
NY, Syracuse
NY, Wantagh
NY, Wassaic
NY, Waterford
NY, Williamsville
OH, Akron
OH, Bowling Green
OH, Cleveland
OH, Columbus
OH, Deerfield
OH, Eastlake
OH, Oxford
OH, Sandusky
OH, Shaker Heights
OK, Oklahoma City
OR, Beaverton
OR, Eugene
OR, Portland
PA, Belle Vernon
PA, Butler
PA, Erie
PA, Harrisburg
PA, Lansdowne
PA, Levittown
PA, Lewisburg
PA, New Cumberland
PA, Philadelphia
PA, Pittsburgh
PA, Pottsville
PA, Redding
PA, Stroudsburg
PA, University Park
PA, Weston
RI, Warwick
TN, Gray
TN, Nashville
TN, Tiptonville
TX, Austin

TX, Carrollton
TX, Longview
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WI, Helenville
WI, Madison
WI, Milwaukee
WI, Richard Center

PR, Trujillo Alto

AB, Edmonton
BC, N Vancouver
BC, Vancouver
MB, Winnipeg
NB, Fredericton
ON, Ajax
ON, Hamilton
ON, Kingston
ON, Ottawa

England, E Sussex
England, London

Australia
Brazil
Germany
Singapore
Sweden

I'm writing for a lot more copies of *Why Vegan*. We've started a new organization; I think it is the first real AR organization here. The animal rights scene is growing over here, and not a few people have told me that *Why Vegan* was the push that got them to stop eating meat and dairy products.
AF, DENMARK, 1/7/00

I've been a vegetarian for two years, but I could never get my boyfriend to understand my animal rights philosophy. When I made the choice to go vegan, I sat down with him and looked at the on-line version of *Why Vegan?* When he saw the evidence of animal cruelty, he made the compassionate choice to go vegetarian.
MELINDA MCGUCKEN, 11/10/99

I am one of the organizers of the student coalition for animal rights on the campus of SUNY New Paltz. Last night, two of our members basically preached veganism at all of the other members citing information about sugar, alcohol, and many other things. Many of the people involved in our group are new to activism and many are even new to vegetarianism. Many people were shocked and felt frustrated and helpless. Although I agreed with what the militant members had to say, I had to try to get the other students to try not to worry too much about what they were saying specifically about sugar and other products and think mainly at the aim of the movement which is animal liberation, and reduction of non-human animal suffering. I agree with what you say, I myself can not go crazy seeking to expose yet another product which is not "vegan" friendly. The way the two were speaking at our meeting made people feel that nothing they could do would ever be good enough. They felt that they would go home at night and sit pissed off at the world. This is not the right way to go about Animal Liberation.
EA, NEW PALTZ, NY, 11/12/99

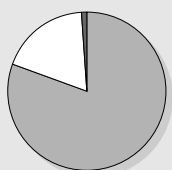
I just wanted to thank you for having *Why Vegan* in different languages! It is so helpful to have these though, because my family is rather international - we've moved 14 times to 8 countries in my 15-year-old life, and my mother doesn't even speak English. So I have had tons of fun trying to spread veganism to my school friends in various countries where I have lived, not to mention my parents... I don't even know the word for "vegan" in most of the languages that I have to do the explaining in!
LA, 12/30/99

VEGAN OUTREACH AUDIT

Fiscal Year: July 1, 1998 - June 30, 1999

Total public support, revenues, and gains:	\$ 90,893.
Program expenses:	68,237.
Administrative expenses:	15,545.
Fundraising expenses:	922.
Total expenses:	84,704.
Net assets, beginning of year:	19,504.
Change in net assets:	6,189.
Net assets, end of year:	25,693.*

Total expenses



- Program (81%)
- Administrative (18%)
- Fundraising (1%)

*Includes merchandise inventory (\$2,649), equipment (\$2,657), and accounts payable (\$4,657). A run of *WHY VEGAN* normally costs approximately \$11K (including initial shipping costs from the printer to our office). The fiscal year ended as we were getting ready to print *WHY VEGAN*, so we actually had about \$4,730 for our ongoing expenses.

For a copy of *Vegan Outreach's* full annual report, send a self-addressed, stamped envelope.

Vegan —OUTREACH—

Evolution through Education

211 Indian Drive, Pittsburgh, PA 15238

FORWARDING & ADDRESS CORRECTION REQUESTED



In October, I distributed *Why Vegans* at Econference 2000. Over 2000 college students from across the country came to the University of Pennsylvania to increase their environmental awareness. As I passed out the literature, two people approached me and said they were going vegan. I was so happy to hear that, just by passing out literature, I made a difference in someone else's life. PS: At the conference, I met so many new vegans! It was like half of the students were already vegan!

PHILIP RUTKOWSKI, MELVILLE, NY, 12/17/99



Y2K Update:

1,000,000



**copies of
WHY
VEGAN**

The upcoming printing of *WHY VEGAN* will contain the one-millionth copy. We are thrilled with our progress and success to date. Of course, this wouldn't have happened — and couldn't continue — if not for each of our members. Our goal is to print a million copies each year — which we can do with your support!

We would like to take this opportunity to extend an extra thanks to the following people and organizations, in alphabetical order: Nick Altmann, George Eisman, FARM and Alex Hershaft, Mark Foy, Marcia Grodin, The Justice for Animals Fund, NALITH and Michael Tucker, L.G. Panos, Ross and Tonya Strader, Carl Uhrig, and Scott Williams. Without them, Vegan Outreach would literally be a shadow of what we are now. We look forward to the future that we will all make possible.

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

HENRY DAVID THOREAU  Walden, 1854



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