

A VEGETARIAN DIET
What is it, and Why?

If you are not a vegetarian or a member of RAVS, this column is for you. Here are some of the basics.

What is a vegetarian? A *vegetarian*, traditionally, is someone who eats no flesh foods: no meat, poultry or fish. A *vegan* is a vegetarian who goes further and eats no animal products: no eggs or dairy products.

Why do people choose to eat this way? Every vegetarian has a story to tell, but basically the reasons to avoid animal foods are these: for your health, for the animals, and for the planet. Every day there are new findings that a plant-based diet is best for health. The standard American diet (SAD), which revolves around meat and animal products, results in poor health for people, suffering for animals, waste of resources, and devastation for the environment. But changing your diet can be hard and people who want to change often need help.

If you want to move in the right direction, the Rochester Area Vegetarian Society (RAVS) can help you. We are here to provide information and support. You do not need to be a vegetarian to give us a call, to attend our meetings, or even to join our group. Nor do you need to be a member to attend our meetings; guests are always welcome. You only need to follow our "vegan rule" for the dinner meetings (see box on p. 2 for full explanation), and there is a \$3 guest fee for non-members. If you want to participate, give us a call at (585) 234-8750, or come to a meeting. You will find us helpful and welcoming. ❖

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NEWS FLASH! U.N. SAYS VEGAN DIET CAN SAVE THE PLANET

United Nations says eat less meat and dairy to save the planet

In June 2010, the United Nations issued a dramatic report calling on the world to reduce its consumption of animal products. According to the U.K. *Guardian*, the U.N. believes that a "global shift towards a vegan diet is vital to save the world from hunger, fuel poverty, and the worst impacts of climate change."

As the U.N. report makes clear, animal agriculture is extremely wasteful: "Animal products, both meat and dairy, in general require more resources and cause higher emissions than plant-based alternatives." According to *Time*, "worldwide livestock farming generates 18% of the planet's greenhouse gas emissions. By comparison, all the world's cars, trains, planes, and boats account for a combined 13%." [RAVS Ed. Note: this statistic is based on "Livestock's Long Shadow," the 2006 report of the Food and Agriculture Organization of the U.N.] More than half of all the food grown globally goes to feeding farmed animals. And according to Professor Edgar Hertwich, the lead author of the report, the production of animal products causes more damage than the burning of fossil fuels or the production of construction materials such as cements, plastics, or metals.

Sadly, however, in many places people are eating *more* meat rather than less. "Meat consumption per capita in China rose by 42% in the eight years from 1995 to 2003," says Sangwon Suh of the University of California, Santa Barbara. As a nation becomes richer, its citizens become more carnivorous, and the Earth suffers the consequences.

Many will resist the United Nations' call to consume fewer animal products. Yet it is now obvious that a vegetarian or vegan diet is about more than saving the animals. It's about saving the planet.

Article by Brandon Bosworth. Reprinted from *The Island Vegetarian*, Vol. 21, Issue 3, July-Sept 2010. Newsletter of Vegetarian Society of Hawaii, vsh.org. This article first

appeared on www.change.org. Footnotes/documentation available on request from RAVS.

Did you know about this United Nations report? Why are such vegetarian-supportive news items dropped quickly by the media or never picked up? Let's get the word out: Going vegan is the most powerful consumer decision you can make to protect the environment and help save the planet (and the ani-

DOVETAIL (Daily Offering Vegan Ethics To All In our Lives)

A day-long event bringing local social justice groups together, brought to you by Animal Rights Advocates of Upstate NY.

Sunday August 29, 2010, 12 PM - 7 PM
Ellison Park, South Lodge

Food provided by RAVS and local restaurants. Bring your own place setting. RAVS members are asked to please bring a vegan dish to pass.

Activities include speakers, panel discussion on Alternative Energy, music, food and Vegan Jeopardy with Dr. Veggie.

Speakers:

Harold Brown: "A Life Connected"

Anthony Marr: "Methane Time Bomb"

Donations accepted to defray ARAUNY's costs. Raffle of Vegan Gift Bag, sale of other items, free literature and information. Ellison Park is just west of Daisy Flour Mill, at 1840 Blossom Rd. Open to the public, wheelchair accessible.

HAIKU

still summer morning—
the blackbird's feather
floats down

sunset . . .
rustling on the opposite bank
yellow wildflowers

autumn dawn . . .
the birds rearrange themselves
in the naked tree

by Bruce Ross

ROCHESTER AREA VEGETARIAN SOCIETY

Coordinators:

Ted D. Barnett, M.D.
Carol H. Barnett, Ph.D., J.D.

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| Treasurer: | Ken McBride |
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| Cooking Instruction: | Wendy Gilmore |

The **Rochester Area Vegetarian Society** is a non-profit, tax-exempt, non-sectarian, all-volunteer educational organization dedicated to promoting the joy, compassion and life enhancing possibilities of a vegetarian lifestyle. We are an educational resource for those interested in any aspect of vegetarianism. We provide support to our members through social events that include monthly gatherings with a shared meal and programs on topics important to our members. Membership in RAVS is open to all vegetarians, as well as to those who, while not vegetarian, wish to support the goals of the group.

DUES: Individual Membership, \$20 per year; Joint Membership, \$35 per year; Student/Fixed Income Membership, \$10. Membership includes receipt of the *Vegetarian Advocate* and free attendance at our monthly dinner meetings. A membership application can be found at the back of this issue.

Contacting RAVS:

- P.O. Box 20185, Rochester, NY 14602
- E-mail: drveggie@aol.com
- Website: www.rochesterveg.org
- 24 hour voicemail and events calendar:

(585) 234-8750

**RAVS RULES FOR SHARE-A-DISH MEALS**

All dishes must be completely **vegan**. They may *not* contain any *meat, poultry, fish, eggs, dairy products* or *honey*. This rule guarantees that everyone can eat everything (allergies and preferences aside).

Please watch out for *gelatin* (a meat by-product) and *hidden milk products*, such as *whhey* in cookies, crackers, bread and margarine and *casein* or *caseinate* in “non-dairy” soy cheese, coffee creamer and whipped topping. Also be alert for *eggs* in baked goods, mayonnaise and salad dressings, and *honey* in breads, pastries and preserves.

Please prepare a 4x6 card with your name, the name of the dish and a list of all ingredients. Write the recipe on the back of the card and indicate where the recipe came from or if it was original. Prepare enough to serve a crowd. Please bring your own table setting as well as a serving utensil. If you don't feel like cooking, you may bring fruit, cider, tortilla chips and salsa, green salad, fruit salad, etc. Non-members must pay a \$3 guest fee, which is applied to your membership if you join that day.

IF YOU ARE NEW TO RAVS

You don't need to be a vegetarian, or a member of RAVS, to attend one of our events. All we ask is that you bring vegan food to our dinner meetings. You don't need to inform us beforehand that you will be attending. The box above, and the calendar and directions on the back page of the newsletter, tell you what you need to know in order to attend. Call 234-8750 if you have further questions.

MEMBERSHIP BENEFITS

Membership in RAVS entitles you to receive the *Vegetarian Advocate* (published four times a year) and any other mailings, usually notices of upcoming events. It also entitles you to free admission to monthly events (except restaurant meals); others pay a \$3 guest fee. Members can borrow audio and video tapes for a \$10 deposit; members and non-members as well can purchase books and other materials at a discount at meetings.

An important benefit of membership is **half-priced** membership in two national vegetarian organizations. Below we give information, including membership costs **before** the discount is taken. Simply state in a letter that you are a member of RAVS, which is an affiliate.

North American Vegetarian Society

P.O. Box 72
Dolgeville, NY 13329
Tel: (518) 568-7970
Fax: (518) 568-7979

E-mail: navs@telenet.net

Website: www.navs-online.org

Individual membership (annual): \$22

Family membership: \$28

Publication: *Vegetarian Voice*

Vegetarian Resource Group

P.O. Box 1463
Baltimore, MD 21203
Tel: (410) 366-VEGE
Tel: (410) 366-8804
Fax: (410) 366-8804
E-mail: vrg@vrg.org
Website: www.vrg.org
Membership (annual): \$20
Publication: *Vegetarian Journal*
(quarterly)

These are both excellent groups, and both have mail-order bookshops which are included in the publication they will send you when you join.

Another not-so-tangible benefit of your membership is to others, namely, the people we reach through our community education efforts, which are funded by your dues. Pamphlets we distribute at an outreach table at a health or environmental fair cost money. That's why your membership and renewal are important even if we never see you at a meeting — though of course, we hope we do. ❖

BOOK ORDERS FROM RAVS

A number of vegetarian books and cookbooks are available from RAVS at 10% off list price. Books can be purchased at every RAVS meeting. We also have T-shirts and tote bags for sale, and members can borrow videos for a \$10 deposit.

Anyone interested in buying or ordering books between meetings may call **Leena Isac**, RAVS librarian, at 249-0171.

WE NEED VOLUNTEERS!!

Like any volunteer group, we can always use your help. If you can assist with the newsletter, outreach, publicity, dinners, programs, guest speakers or anything else imaginable, please call **234-8750**. ❖

VEGETARIAN SOCIETY UPDATE

by Carol H. Barnett

RAVS has been busy. At our May meeting, we welcomed back inspirational speaker **Rae Sikora** to speak about animal intelligence and sentience, the topic of her book-in-progress. Earlier in the day, Rae addressed an audience at the Society of Friends on the topic of "Loving our Planet." For our June meeting, **Dr. Deborah Jones**, General Secretary of Catholic Concern for Animals in the U.K., spoke on a Catholic-based argument for vegetarianism. (We were lucky to intercept Dr. Jones on her U.S. lecture tour.)

In June we also enjoyed a first-time-ever and groundbreaking event: a complimentary **vegan** tasting meal presented to RAVS members by Wegmans at the site of the now-closed Tastings restaurant next to Pittsford Wegmans. Thanks to Executive Chefs **Eric Wendorff** and **Julie Jordan**; Chefs **Lynn, Robert, and Matt**, and server extraordinaire **Molly**; dietitian **Jane Andrews** whose idea it was to contact RAVS; and all at Wegmans, including **Danny** and **Colleen Wegman**, for this unforgettable event. We are grateful to Wegmans for its generosity but most especially for its commitment to providing delicious and clearly-identified vegan prepared foods (as well as vegan produce, frozen food, and shelf-stable items elsewhere in the store). Please support the veggie bar at the Pittsford Wegmans, and convey your appreciation and suggestions to the chefs and management.

Now it's summertime and the livin' is easy, but the Vegetarian Society never loses its edge. Eighteen (count 'em, 18) RAVS members went to Johnstown, Pennsylvania in July for the Vegetarian Summerfest to take in the information, inspiration and, let's face it, good vegan food. In attendance were: **Carol, Ted, Nathaniel and Rebecca Barnett; Usa Cain; David, Jenn, Pahz and Tierra Cherlin; Ellie Cherin; Handy Cowles; Esther Doan; Ed Ehlers; Leena Isac & Ted Potter and Meena and Annie Potter; and Dr. Saul Presberg.** Later in the month, about 40 people gathered at the Barnett home for the July picnic meeting, where a good time (including music-making, berry-picking, and butterfly-watching) was had by all. Attendees included our new friends from the Summerfest, Oswego residents **June** and **Phil MacArthur.**

We look forward to another picnic in August and a raft of great programs in the fall, including a special visit by **Dr. Michael Greger.** See calendar on back page for full details. We expect also to have a

local showing of the new **Tribe of Heart** film, "**Peaceable Kingdom: The Journey Home,**" but full details were not available for this newsletter.

CORRECTIONS We regret misidentifying a new member in the May newsletter: so welcome again to **Dr. Michalene Elliott & Brett Kinsler.** Also, we regret misspelling the name of **Chef Eric Wendorff** (not a nice thank-you for all he did at the Wegmans tasting).

RAVS MEMBER AND ENVIRONMENTAL ACTIVIST Margie Campaigne is the new chair of the Biodiversity/Vegetarian Committee of the Sierra Club, Rochester Regional Group. You can contact her at Margie.Rochester@greenirene.com.

HANDS ACROSS THE SAND Local peace activist **Vicki Ryder** organized Rochester's participation in this international expression of solidarity on oil-related issues and the need for green energy, with a gathering at Charlotte Beach on June 26. The event was covered by Channels 8, 9, 13, and YNN, and by a 6/27/10 D&C article which quoted attendee **Carol Barnett** (alas, the points she and others made about the connections between fossil fuels and both vegetarianism and animal rights did not make it into the newspaper). Other RAVS and Animal Rights Advocates of Upstate New York members in attendance were: **Greg Baum, Lois Baum, Kathy Caldwell, Margie Campaigne, David Daunce, Yetta Panitch, and Martha Sullivan.** Another Hands Across the Sand event took place at Charlotte Beach on July 31. All of the same RAVS members attended, and also **Ted Barnett, Felicity Brach, Gerry Brach, and Carol Manuel.** This event will take place regularly at Charlotte Beach at 12 noon on the last Saturday of the month until further notice; contact vickiryder@juno.com for further details.

GREEN PASTURES FOR FORTUNATE ANIMALS On 6/17/10, the D&C ran a front page article on **Cracker Box Palace Farm Animal Haven**, a no-kill farm animal shelter in Alton, Wayne County which cares for horses, goats, sheep, chickens, ducks, and exotic animals seized during animal cruelty, abuse and neglect cases or surrendered by their owners. Cracker Box Palace will be the beneficiary of federal grant money, in the form of more than half of a \$1 million grant to Genesee Land Trust from the federal Farm and Ranch Protection program, which will be used to secure (and retire) the development rights to Alasa Farms in Alton, where the sanctuary is located. Cracker Box Palace has been operating since 2004 and at present there are about 180 animals being cared for at the shelter.

RESTAURANT NEWS

Minty Wellness, (585) 591-3939, MintyWellness.com, is a restaurant, spa, and inn located between Rochester and Buffalo, offering both raw and cooked vegan-only cuisine. See p. 7 for a rave review. Let's keep this vegan establishment in business!

The Owl House is a new restaurant to be owned and managed by RAVS members **Andrea Parros** and **Jeff Ching** at the site of the now-closed Atomic Eggplant restaurant at 75 Marshall St. The Owl House will not be exclusively vegetarian but will be vegan-friendly. Visit owlhouserochester.com for planned menus and an anticipated opening date.

Eco Bella Bakery, at 732 South Ave., has expanded hours; open 7 days a week, M-F 10AM-6PM, Sa 8AM-4PM, Su 9AM-2PM. Visit ecobellabakery.com for menu items to drool over.

Lilu Café at 1009-15 S. Clinton Ave, Rochester, NY 14620, 443-6581 is a new Ethiopian restaurant to try.

Half Moon at 2900 Monroe Ave. (northeast corner of intersection between Monroe and Clover/Rte. 65) offers an abundance of salads. Of the main dish salads, the Asian and the Clover are vegan (all main dish salads available as either a bowl or a wrap). Other main dish salads may be made vegan if you ask for substitutions (the chef says "they are pre-designed, not pre-built"), or you can create your own salad from an abundant veggie bar. Of the dressings, the Balsamic, Citrus, Cucumber Mint, Lime Cilantro, Roasted Red Pepper, Sesame Ginger, and Smoked Chipotle are all vegan. Visit halfmoonsalads.com.

Fruit and Salad at 680 Pittsford-Victor Rd. (in Bushnell's Basin) offers pasta dishes, salads, wraps and burgers. Vegan items include the Pasta Marinara; the Sampler and Asian salads; the Veggie Chop if you substitute for the Asiago cheese (they don't charge extra if you substitute a vegetable item); the hummus-based Veggie sandwich; the homemade Lentil Burgers (if you hold the provolone and aioli); and the Gazpacho soup. Vegan salad dressings are the House Vinaigrette, Balsamic Vinaigrette, Dijon Vinaigrette, French, Lite Italian, Fat Free Sundried Tomato, and Fat Free Raspberry Vinaigrette.

Panera's at 12 Corners in Brighton Order the Classic Salad or Greek Salad (hold the feta) and the Black Bean Soup.

Cheeburger Cheeburger at 1000 N. River St. (near Charlotte Beach) has an unlikely name for vegan offerings, but both the Grilled Portobello Salad and the Salad Mother are vegan, with *unlimited* salad toppings at the same price. ❖

REPORT FROM THE NAVS VEGETARIAN SUMMERFEST 2010

From Wednesday July 7 through Sunday July 11, several members (18 to be precise!) of RAVS, including your coordinators/editors, attended the **North American Vegetarian Society's annual Vegetarian Summerfest** at the University of Pittsburgh in Johnstown, Pa. (See p. 3 for the full list.)

Perhaps the best thing about Summerfest is turning the tables on mainstream society and reveling in a time and place where vegan values and practices are the order of the day—a temporary vegan world. All of the food, prepared under the auspices of Chef Ken Bergeron, is deliciously vegan in all of its manifestations: raw, cooked, oil-free, gluten-free, even salad for breakfast—whatever you desire and always more than you can even try. The speakers touch on the many ways—nutritional, environmental, geopolitical, and ethical—that a vegan diet, if widely adopted, could change our lives and our planet for the better. Summerfest is also just plain fun for all who attend, including the children, who have a special kids center and activities. And the friendliness among attendees makes you feel that a vegan way of life really can transform this world.

As always, it is very hard to choose just a few lectures to report on. Go to vegetarian-summerfest.org to see the list of speakers and lectures—it's the proverbial fire hydrant from which I can only give you a sip.

HEALTH AND NUTRITION

Brenda Davis, R.D. gave several talks, including one called "Fine Tuning the Fat." Although some experts recommend reducing one's fat intake to a maximum of 10% of calories for heart health—including Caldwell Esselstyn, Jr. M.D., who also spoke at the conference—Davis believes that most healthy adults can function well at fat intakes of 20-25% of total calories, perhaps more if you are a "high-energy" person, e.g., an athlete. Children also need fat intake at least at this level. Davis cautions that almost all of this should come from whole plant foods, which are protected by nature from light, heat, and oxygen, and which come in a package with fiber, phytochemicals, and antioxidants, as well as essential fatty acids. Davis says: "It is not nuts, seeds, avocados, and olives that are responsible for degenerative diseases"; for example, the 2nd Seventh Day Adventist study of 35,000 people recently showed that people who eat nuts 5 or more times a week have a 35-50% reduction in coronary artery disease, and a 20% reduction in diabetes. Avocados have more folate and potassium than any other fruit, and seeds, notably flax and hemp seeds, are our best

source of essential fatty acids. Bottled oils should be kept at a minimum, with extra-virgin olive oil being a good choice if you use oil at all. Trans fats (otherwise known as hydrogenated or partially hydrogenated oil), should be completely avoided and there is no safe level of consumption; Davis says they "make your cells stupid." Makers of snack foods sometimes use a small serving size to allow them to say "trans fat free"; you should still read the ingredient list to make sure there's no partially or fully hydrogenated oil. Avoid deep fried foods in restaurants as most fryer oils are hydrogenated, i.e. trans fats. As for essential fatty acids, Davis is more optimistic than some experts that we can get what we need from food sources such as flax, hemp, walnuts, and greens; but she agrees that vegan DHA supplements are a good insurance policy. (Both omega-3's and omega-6's are "essential"—we need them—but omega-6's are over-abundant in modern food sources, especially bottled oils, and they compete with omega-3's, hampering their conversion into the end-stage or "destination" nutrient DHA. That's why one should consider taking a DHA supplement. The 5/10 RAVS newsletter has an article on vegan DHA, listing commercial sources. Read it at rochesterveg.org, or we can send you the paper newsletter.)

Julieanna Hever, M.S., R.D. addressed the hot topic of vitamin D intake and deficiency. Hever said it is estimated that 77-97% of the population is vitamin D deficient, but vegans have no higher incidence of deficiency than the general public. Nearly every cell in the body has vitamin D receptors. It plays a crucial role in calcium and bone mineralization and therefore is vital to maintaining bone health. What is less known is vitamin D's role in the prevention of cancer, auto-immune disease, cardiovascular disease, and type 2 diabetes; a number of studies even show the success of vitamin D as a cancer treatment. Sunshine, which allows the body to make its own vitamin D, is the optimal source, as vitamin D from the sun stays in the body twice as long as D from supplements. For those who fear the skin cancer risk from sun exposure, Hever points to new research showing that regular moderate exposure to the sun "conditions" our skin; about 15 minutes between the hours of 10 AM and 2 PM is good for vitamin D production and will not increase cancer risk. (She says to avoid sunburn at all costs.) Hever recommends supplementing at a dose of 1,000 to 2,000 IU daily of vitamin D2 or ergocalciferol (the vegan type of vitamin D). As for claims that D3 (non-vegan) is more effective than D2, she says any difference is miniscule and can be compensated for by taking a somewhat larger

dose of D2 if you wish. There is no known toxicity from supplemental vitamin D even at levels above 6,000 IU a day (doctors sometimes prescribe even higher daily doses to restore vitamin D stores). The takeaway message from the lectures by Ms. Davis and Ms. Hever is that we should not be reluctant to supplement DHA and vitamin D; along with vitamin B12, these are nutrients that vegans, and indeed everyone, should be sure to have a source of. But we should also look to natural sources in foods and (for vitamin D) the sun, since those provide additional health benefits.

George Eisman, R.D. and Bob LeRoy, R.D., M.S. both spoke convincingly of the power of an entirely plant-based (i.e. vegan) diet in preventing cancer, especially reproductive cancers (breast cancer in women and prostate cancer in men). As of 2005, cancer became the leading cause of death in the U.S. A study reported in the *European Journal of Cancer Prevention* showed that each additional 25 grams of flesh food eaten per day (25 grams is a little less than 1 oz.) raises breast cancer risk by 9%; a typical serving of flesh food is 3-4 oz. Why does animal food increase cancer risk? Eisman says that, unlike predators that eat old, weak animals, people who eat factory-farmed meat are eating the equivalent of "teenagers," flesh full of growth hormones. Dairy, too, is designed by nature (and sometimes artificially enhanced by modern methods such as bovine growth hormone) to be full of growth factors that cause a baby calf to grow at a much faster rate (and to a much greater weight) than a human being at any stage of its life. Eating these substances can trick the body into keeping and promoting any cancerous or pre-cancerous cells it is trying to shed.

Bob LeRoy spoke of the many controllable factors that increase the risk of breast cancer; these include "external estrogen compounds" such as cow's milk; animal protein (T. Colin Campbell has shown that casein, the protein in cow's milk, is more closely correlated with cancer risk than even animal fat); obesity and elevated blood glucose, both less common on a vegan diet (there is a link between diabetes and both heart disease and breast cancer); slow transit time in digestion, also less common on a vegan diet; low vitamin D status and elevated homocysteine levels resulting from low vitamin B12 levels. Omega-3 fatty acids (e.g. in flaxseed and greens), by reducing inflammation, reduce the risk of cancer as well as other chronic diseases; but, ever since the advent and increased use of bottled oils, overconsumption of omega-6 fatty acids has compromised omega-3 status in many people. LeRoy is more optimistic than Brenda Davis that one

can get omega-3's from food rather than supplements, but both agree that bottled oils should be kept at a minimum. In the last, upbeat section of his talk, LeRoy talked about factors that discourage the growth of breast cancer. These are substances such as fiber, lutein, flavonoids, anthocyanins, lycopenes—the list goes on—all found in plant foods. Studies have shown that isolating one nutrient and taking it in a pill is not helpful and may even be harmful. Better to eat healthy foods in order to obtain the full spectrum of nutrients, including many that have not yet been discovered or isolated. LeRoy recommends a diverse array of vegetables and fruits; special cancer-preventive properties are found in the cabbage (includes broccoli, cauliflower and Brussels sprouts), onion, and celery (includes parsley, carrot, and fennel) families.

Michael Greger, M.D. gave his "Nutrition Update 2010," which he will present to RAVS on October 26. So, to give you an advantage in the competition, see if you can remember these. Crabapples are the healthiest (most antioxidants) of any apples tested. Peanut butter lowers the risk of cardiovascular disease (1 T a day cuts risk by 50%). A recent measure of dioxin (a dangerous toxin) in food shows the highest levels fish and 2nd highest in eggs. Egg consumption increases cancer risk; ½ egg per day results in 3 times the odds of getting colon and breast cancer and 2 times the likelihood of getting prostate, bladder, and all other cancers, perhaps because of the dioxin. Fish oil increases inflammation, probably because of pollutants working their way up the food chain; inflammation is a marker of and contributor to chronic disease. And, commercial fish oil supplements, despite their claims to the contrary, are not pure and have the same levels of PCB's and insecticides as fish. Best to get a vegan source of DHA. Dr. Greger presents his findings in a quiz-show format. Hint: it's usually best to place your guess with the power of plant foods.

ENVIRONMENTAL Dawn Moncrief, M.S., spoke on "Outreach to the Social Justice Groups," an overview of the many reasons to adopt a vegan diet which resonate with other social justice issues, and which can be used to persuade those who care about them. For example, groups concerned with hunger and energy costs and scarcity can be shown that a vegan diet uses much less energy to produce more food, thus feeding people more cheaply even as it exerts a downward pressure on gas prices by reducing demand. The backlash against biofuels, blaming them for a food crisis because they compete for land that could be used to raise

food, is much better directed against the meat and dairy industries, which are responsible for vastly more land and resource use than biofuels. Moncrief is especially concerned with the locavore movement, closely tied with so-called "humane meat." "Humane" meat is still an inefficient way to produce food (and still ends with the horror of slaughter). Moncrief recommends visiting humanefacts.org and humanemyth.org. There you will find the Carnegie Mellon study, published April 2008 in *Environmental Science and Technology*, concluding that being vegan one day a week is as powerful in reducing one's carbon footprint as eating locally all week (imagine if you eat vegan *and* as locally as possible all the time!). Moncrief works at A Well-Fed World, a new national organization seeking to reverse the livestock revolution by reducing meat consumption; visit awfw.org.

ETHICAL AND PHILOSOPHICAL

Melanie Joy, Ph.D., a psychology professor at the U. of Mass. at Boston, has done ground-breaking work on the psychology of meat-eating. Calling people "vegetarian" defines them as different from the norm; Joy turns the tables by identifying "carnism"—the assumption that certain animal species exist to be eaten—as the prevailing ideology of our culture. Carnism maintains its dominance by various strategies including, most importantly, its invisibility (i.e., if everyone believes it and acts in conformity with that belief, we only have to give a name to the exception, "vegetarianism"). Bringing carnism to light, along with the psychic numbing mechanisms that support it (such as referring to meat forms like "pork" instead of the animal eaten), is the first step. Dr. Joy says that the very fact that society erects a well-defended ideology shows that, underneath, people have the capacity to care about the animals they eat. Once we understand that we all are, in some way, victims of this entrenched belief system, we can be more effective advocates. Approach the meat-eater you are trying to persuade as an individual who is distinct from his or her behavior. Share your own story—you probably have not always been vegan—and then it's not "we vs. them" but all of us against the belief system. This theme of compassion for those we want to persuade was voiced by many speakers.

Colleen Patrick-Goudreau is a cookbook writer extraordinaire, *VegNews* columnist, and host of the podcast *Vegetarian Food for Thought*. She had much excellent advice on vegetarian advocacy and also on articulating our own vegetarian values and practice. She says our goal should not be to convert or coerce, but to inspire people to

live according to *their own* values of compassion. Patrick-Goudreau urges us to be genuine and to connect with the person we are trying to persuade. On the other hand, be uncompromising in using language that mirrors back that person's true behavior and shows it may not be in accord with his or her own values. To the question, "Do you eat fish/ chicken/milk," her response is "I don't eat animals/ fishes/ chickens/ cow's milk (or cow's secretions)." This is a way to take back the language (to undo the invisibility of carnism, in Melanie Joy's parlance) and help the other person to view his or her own behavior in a new light. Similarly, Patrick-Goudreau refuses to use words that make vegetarian options seem second best or poor imitations. She doesn't like "mock" "faux" "analogues" "alternatives" or "substitutes." As she puts it, "No one wants to eat something in quotation marks!" She'd rather refer to "vegetarian cutlets" or "vegetarian meat" ("meat" comes from the Old English word for solid food). In sum, Patrick-Goudreau urges you to be creatively expressive in asserting your own compassionate practice, at the same time that you show those you want to influence that the circle of compassion includes them, too.

CENTERPIECE On Saturday we all viewed the new film by Tribe of Heart, "Peaceable Kingdom: The Journey Home." This wonderfully moving film is still being shown at film festivals and movie houses but is not yet available on DVD. We hope to have a showing in Rochester this fall.

LAST WORDS In the final plenary session of the conference, three inspirational speakers echoed the theme of compassion in remarkable ways. Rae Sikora talked about a walk with a hunter, urging us to connect with those who are not like-minded. Brenda Davis told a similar story of disarming a heckler when she treated him with love and respect. She sees a "groundswell" of support for veganism that is beginning to take hold, and is convinced that we will soon reach a "tipping point." Victoria Moran, the most humorous of the three in her final words, had five action points, which included "I will wear terrific shoes and carry great bags" (i.e., show that vegans can live abundant and sensuous lives and don't have to be self-denying) but also "I am committed to ending suffering." Ms. Moran's point that best summed up the conference was: "I will be more loving, although perhaps less polite." Embody compassion for all creatures, including the people you are trying to persuade. But be straightforward about what meat-eating really entails and why you re-

See Insert for Summerfest Recipes!!!

IN THE NEWS

NEW STRAINS OF E COLI Most food safety efforts focus on the most common and virulent strain of E. Coli, O157:H7. However, there are six rarer strains of E. Coli that pose an increasing threat. In April 2010, romaine lettuce contaminated with one of these strains sickened 26 people in 5 states, including 3 teens who suffered kidney failure. (New York Times, 5/26/10). One of these teens was Irondequoit native Emily Grabowski, a student at Daemen College in Buffalo, who took ill after eating salad in the college cafeteria, according to an article in the D&C on 7/15/10. The D&C editorialized on the topic a few days later, urging Congress to give greater regulatory powers to the FDA, which “is responsible for the safety of most foods, with the exception of meat, poultry and some egg products.” 7/20/10. This is ironic and perhaps doomed to ineffectiveness because, if you’ll excuse our frankness, lettuce doesn’t poop! The source of most of these food-borne pathogens, even on plant foods, is contamination by runoff from meat and dairy operations (which also cause environmental devastation in the regions where they operate). Greater FDA scrutiny may detect contamination by E. Coli, but the problem will not end until we stop farming animals.

MEAT-BASED DIETS INCREASE BLADDER CANCER RISK A study presented at the 2010 annual meeting of the American Association for Cancer Research showed that those who eat the most meat are up to 58% more likely to develop bladder cancer. Well-done meat, bacon, pork chops, fried chicken, and fried fish were all associated with higher risk. Good Medicine, Summer 2010.

VEGETABLES, FRUITS, AND SOY HELP PREVENT BREAST CANCER A study of 34,000 post-menopausal women in the Singapore Chinese Health Study, as reported in the American Journal of Clinical Nutrition in February 2010, showed that those who consumed plenty of soy products, fruits, and vegetables had a 30% lower risk of developing breast cancer than those who consumed relatively little of these foods. The longer the women had consumed these foods, the more protection they had. Good Medicine, Summer 2010

ANIMAL PROTEIN BAD FOR BONE HEALTH A controlled study written up in the British Journal of Nutrition in 2010, testing pre-teen girls over a period of 5 years, showed that animal protein intake, especially from meat and eggs, was negatively associated with bone mineral density

and content. Good Medicine, Summer 2010

CARBS FOR ATHLETES

An article in the New York Times on 6/30/10 by Gretchen Reynolds entitled “Phys Ed: What Exercise Science Doesn’t Know About Women,” discussed new research showing differences between men and women in the usefulness of carbs vs. protein in helping them to recover from exercise. Perhaps most interesting about this article was comment #14: “Carbs work for Dr. Ruth Heidrich—a triathlete in her mid-70’s who is still competing and has competed in multiple Ironman triathalons. Seems to work for male triathletes, and endurance athletes as well, like Scott Jurek, Dave Scott etc.” (all vegan athletes). To read more by the writer of this comment, a medical librarian following a no-oil vegan diet, visit www.happyhealthylonglife.com.

OPEN HEART SURGERY: NOW THAT’S “EXTREME” On 5/12/2010, a New York Times article on Scott Jurek, the vegan athlete, listed some of the delicious foods he uses to fuel his exertions, like tofu and vegetable stir-fry with miso-cashew sauce. My letter to the NYT was not accepted, but here it is: “I take issue with the title of your article about Scott Jurek, the ultramarathoner: ‘Diet and Exercise to the Extremes’. I’ll admit that running 25 miles a day is extreme. But following a vegan diet is healthful, satisfying, easily achieved, and increasingly common. It’s not ‘extreme.’ - Carol Barnett”

VEGAN FOR HEART HEALTH HITS THE MAINSTREAM

“Heart Health News” is a free glossy publication put out by the Rochester Heart Institute at Rochester General Hospital. The June 2010 issue contained a two-page spread entitled “Go green! Whip up hearty—and healthy—meatless dishes.” The article says: “When you hear the word ‘vegetarian,’ do you picture a bland diet of vegetables, fruit, tofu and more vegetables? Think again. These can all be delicious when they’re properly prepared. And vegetarian diets tend to be more heart healthy than non-vegetarian diets. As a result, vegetarians tend to have lower risks for obesity, heart disease, high blood pressure and diabetes.” The recipes that follow (for Chickpeas with Sundried Tomatoes and Vegetarian Paella), and the list of food sources of nutrients, are all entirely vegan. The recipes are credited to the Center for Disease Control (CDC)’s nutritional site, www.fruitsandveggiesmatter.gov. See insert page for the chickpeas recipe!

MORE MAINSTREAM SUPPORT FOR VEGAN DIET

Neal Barnard, M.D., founder and presi-

dent of Physicians Committee for Responsible Medicine, has always recommended a vegan diet. Recently public TV showed video of Dr. Barnard promoting vegan diet for diabetes prevention and reversal, as part of its pledge drive, a time period when the most popular and desirable shows are aired. And Dr. Christiane Northrup, guru of women’s health and author of books such as *Women’s Bodies*, *Women’s Wisdom*, has recently begun advocating a vegan or near-vegan diet to prevent osteoporosis, citing the work of Amy Joy Lanou, Ph.D., author of *Building Bone Vitality*. Lanou, who was a speaker at Vegetarian Summerfest 2009, says that it is calcium loss, rather than inadequate consumption of calcium that is the culprit in osteoporosis and that the alkaline quality of a fruit-and-vegetable rich diet allows the bones to retain calcium. It’s good to see a wider forum for the veg-friendly views of Dr. Barnard and Dr. Lanou.

ATTEMPT TO MUZZLE HSUS On 4/7/10, Iowa Congressman Steve King (R) issued a statement objecting to the presence of the Humane Society of the United States (HSUS) at national 4-H conference held in March. King cited the “extreme anti-animal agriculture agenda” of the HSUS, stating: “HSUS is run by vegetarians with an agenda whose goal is to take meat off everyone’s table in America.” While the HSUS may be guilty as charged, shouldn’t this minority view be presented to young people who are learning how to provide *food* for America? (Hint: plants are food sources and indeed the ultimate source of all food.)

MULTI-MILLION DOLLAR DAIRY CAMPAIGN An article in Dairy Herd News, a publication of Dairy Management Inc. (the industry group which manages the lucrative dairy producer check-off program), reported that, through partnerships with fast food businesses and expenditures of more than \$35 million in 2009, the dairy industry made billions of pounds of additional milk sales. Strategies included introducing six specialty pizzas at Domino’s that use up to 40% more cheese than traditional pizzas; launching specialty coffee offerings at McDonald’s that use up to 80% milk; and offering three new burger options at McDonald’s with two slices of cheese per sandwich resulting in an additional 6 million pounds of cheese sold. Reported in Vegetarian News, newsletter of the San Francisco Vegetarian Society, Spring 2010.

VEGAN ICON The New York Times recently profiled the musician Moby, identifying him as “a longtime vegan” and co-editor of *Gristle*, a collection of essays about the hazards of eating meat. Moby describes his favorite pancakes, made from

whole-wheat flour, oat bran, almond milk, baking soda and fruit. He says an ex-girlfriend wounded him by saying, as she left him, that she never liked his pancakes: "I thought that was very cruel. Insult my sexual prowess, my intellect, but not my pancakes." 3/28/10

CRUELTY-FREE WEDDING, AND LIVING The New York Times celebrated the wedding, on 11/29/09 in Westport, Conn., of Stephen Davis, a librarian, and Jeffrey Busch, an administrative law judge. Davis and Busch are "strict about three things: they do not eat meat, watch television, or kill insects." Busch's older brother Jordan recalled: "Jeffrey always stood up for the underdog, the mosquito. . . . He's the person who will find somebody on the street who doesn't have Thanksgiving dinner and invite them to the house." When asked why it was important to marry Davis (a right established in Connecticut by court ruling in 2008), Busch replied: "Nobody says, 'Oh, I want to civil union you.'" 12/6/09 ❖

RESTAURANT REVIEW

by Debra Couch

A new vegan and raw restaurant, hotel, and spa has opened just an hour from Rochester! **Minty Wellness** is located in Darien Center and provides a wonderful retreat for anyone looking to "get away from it all" for a night or two.

My husband and I were lucky enough to visit Minty Wellness just a few weeks ago. The hotel has been built in the woods, next to a large pond. Everything is new—from the building to the furniture and the organic linens. The owners have done their best to be true to the vegan lifestyle; there isn't any leather used in the hotel and the soaps and shampoos are all vegan.

The rooms and restaurant at Minty Wellness are modern and elegant. There are beautiful touches and details throughout. Our bathroom countertop, for example, was inlaid with a beautiful green quartz.

But, like all good vegans, we were most

interested in the food! The menu offered cooked vegan items, raw foods, and gluten free dishes. I ordered the raw Linguini Pomodoro and it was absolutely delicious! The noodles were made from zucchini and covered in a rich, creamy tomato sauce. I really couldn't get enough of it and asked for a spoon so that I could enjoy the sauce that was left over after the noodles were gone.

The desserts were all raw and it was nearly impossible to choose. The raw cheese-cake was incredibly creamy and smooth. The raw apple pie had just the right amount of spice and a crunchy nut crust.

Dinner was followed by a walk around the pond and a very restful night. In the morning we came down to a delightful breakfast. There was French press coffee, the best banana bread I have ever eaten, fresh fruit, and a breakfast "cookie" with fruit sauce on top. It was a wonderful ending to a wonderful stay.

I know that there are people who are willing to drive for hours to Syracuse, or Ithaca, or Albany just to have dinner at a favorite vegan restaurant. I have never been one to do that—but Minty Wellness may be the restaurant that changes my mind. I enjoyed the food so much, and the drive is so beautiful and relaxing, that I think I may be making a trip now and again so that I can enjoy the delicious raw food. ❖

Membership Update: **New Members:** Rhea Barbosa, Larry Berger, Phyllis Cotturone, Craig Person, Ruth Sheldon. **Membership Renewals:** Shelley Adams & Bob Zimmermann, Sandy Baker, Felicity & Gerry Brach, Jenn and David Cherelin, Father Patrick & Mary Cowles (Patron Level), Hoss Firooznia (2-year renewal), Jere Fletcher, Irene Hart, Ken McBride, Georgia Radtke, Russ Roberts, Ron Schneider, Jen Yates. This reflects payments received through July 31, 2010. ❖

APPLICATION FOR MEMBERSHIP IN THE ROCHESTER AREA VEGETARIAN SOCIETY:

P.O. BOX 20185, ROCHESTER, NY, 14602-0185
(585) 234-8750

Membership in the **Rochester Area Vegetarian Society** is open to all vegetarians, as well as to those who support the goals of vegetarianism and the society. RAVS' by-laws define vegetarianism as the practice of living without the use of flesh, fish or fowl, with the ideal of complete independence from animal products.

Members are entitled to admission to monthly events, and discounts on the purchase of books and other material available from RAVS. Members receive the *Vegetarian Advocate*, published three or four times a year, plus periodic notification of events. Members may borrow videos for a \$10 deposit and they are eligible for half-priced membership in the **North American Vegetarian Society** which includes a subscription to the *Vegetarian Voice* and in the **Vegetarian Resource Group** which includes a subscription to the *Vegetarian Journal*.

Name(s):

Date:

Address:

Phone(s):

E-mail:

\$20/year Individual Membership

\$35/year Joint membership, one address

\$10/year Student/Fixed income

\$17/year Joint fixed income

\$50/year Contributing membership

\$75/year Sustaining membership

\$100/year Patron

\$7/year *Vegetarian Advocate* only

Amount enclosed \$_____. Any amount over basic membership is tax deductible. Please make check payable to **Rochester Area Vegetarian Society**.

I have a vegan lifestyle.

I have a vegan diet.

I am an ovo-lacto vegetarian.

I am not yet a vegetarian but would like to support RAVS.

Primary interest in vegetarianism:

Environment

Animal Rights

Health

Other:

Ornish diet

I/we am/are willing to volunteer to help RAVS.



Rochester Area Vegetarian Society upcoming events:

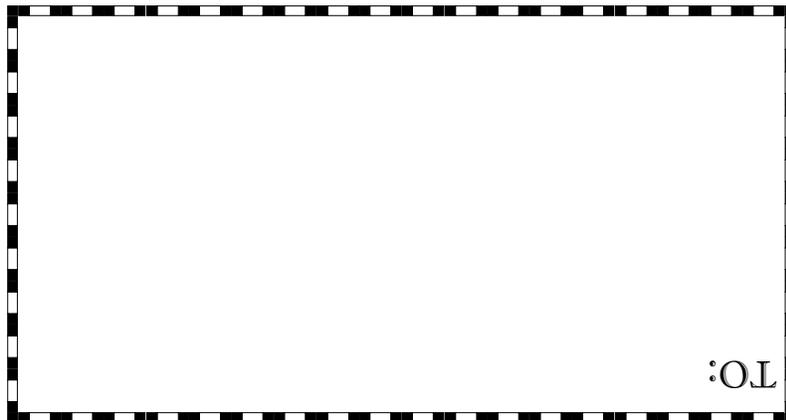
- ⇒ **August 15, 2010** (3rd Sunday) 2:00 PM **Summer Picnic**, Home of **Leena Isac & Ted Potter**, 19 Wolf Trapp, Pittsford. Bring chairs and vegan dish to pass, serving utensil, and place setting; outdoor games equipment and instruments for music-making optional.
- ⇒ **August 29, 2010** (Sunday) **DOVETAIL (Daily Offering Vegan Ethics To All In our Lives)**, an all-day program sponsored by **Animal Advocates of Upstate New York** and “catered” by RAVS. If you attend, please bring a **vegan** dish (no animal products). See p. 1 for detailed program.
- ⇒ **September 19, 2010*** (3rd Sunday) “**Creative Low-Fat Vegan Cuisine,**” a cooking video by **Jill Nussinow, R.D.**, cooking instructor and author of *The Veggie Queen*
- ⇒ **October 17, 2010*** (3rd Sunday) **Why this Dietitian Doesn’t Recommend Dairy Products** with **George Eisman, R.D.**, co-founder Vegetarian Nutrition Practice Group, American Dietetic Association
- ⇒ **October 26, 2010** (Tuesday) **Nutrition Update 2010** with **Michael Greger, M.D.** Brighton Town Park Lodge, 5:30 PM **Vegan** Potluck Dinner, 7:00 PM Program NOTE: Come to this weeknight dinner if you can. In any case, don’t miss the entertaining, information-packed program in a quiz-show format with prizes given!
- ⇒ **November 21, 2010*** (3rd Sunday) **The Top Ten Secrets for Eating Well When Pressed for Time** with **Maribeth Abrams**, Assoc. Editor *Vegetarian Voice*, cookbook author, corporate chef for Vitasoy

*Indicates a regular meeting. Unless otherwise indicated, regular meetings are held on the third Sunday of the month at the Brighton Town Park Lodge, 5:30 PM **Vegan** Share-a-Dish Dinner, 7:00 PM Program.

Directions to Brighton Town Park Lodge: 777 Westfall Rd. between E. Henrietta Rd. (15A) and S. Clinton Rd. From 390, take Exit 16 onto 15A and go north to traffic light. Turn right on Westfall Road. Lodge is on south side on “Haudenosaunee Trail.”

Directions to Isac/Potter Home: From Pittsford-Palmyra Rd. (Rt. 31), turn left (north) on Marsh Rd; turn right on Hunters Pointe; turn left on Wolf Trapp, #19 is brown house on right side of road.

Hear the latest from our events calendar, 24 hours a day! Call 234-8750



ROCHESTER AREA VEGETARIAN SOCIETY
 BOX 20185
 ROCHESTER, NY
 14602