



**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 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. You do not need to be a member to attend our meetings; guests are always welcome, and you don't need to reserve beforehand. 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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**WHY ISN'T IT ETHICAL TO EAT MEAT?**

The New York Times recently sponsored a contest with the title, "Why Is It Ethical to Eat Meat?" The newspaper promised to publish the best responses it received by its deadline of April 8, 2012.

The apparent reason for this contest was to counteract all of the many voices challenging meat eating on ethical grounds, or at least to give people a chance to respond to them. But the vast majority of Americans eat meat and don't feel obliged to defend the practice. Our entire culture tends to encourage and validate meat eating. Here was the response of public health lawyer Michele Simon, in the Huffington Post (3/26/12), to this contest: "Was this really a burning problem that needed solving, the lack of justifications to eat meat? What do you suppose has caused America's love affair with meat in the first place? A rapacious and deceptive industry that has brainwashed people into thinking that life cannot be lived without meat. It saddens me that given all the pressing problems of our day, many of which are caused by excessive meat eating (global warming, contaminated air and water, chronic disease, worker injury, and yes, animal suffering, just to name a few), the Times is promoting such a self-indulgent contest. I am sure the meat industry is jumping for joy." (For more exploration of the pervasive societal support for meat eating, read Melanie Joy's discussion of carnism; and come to hear Will Tuttle speak on the World Peace Diet in August [see calendar p. 8] or read his book of the same name.)

In other words, meat eating isn't exactly endangered, and the voices promoting it—throughout the media, advertising, and even mainstream medical and nutritional organization—are not yet outnumbered by the supporters of plant-based diet. That may change. Meanwhile, we need to keep on advocating a plant-based, vegan diet.

Let's start with the following proviso—we are not trying to make anyone feel guilty for past actions. Most of us who are vegan today were raised as meat eaters, and only learned in recent years the many reasons to avoid animal products. This is about making

change and moving forward.

Here are some reasons to go vegan, taken from an online comment on the New York Times contest: "[Vegetarians] require only about half the farmland that those eating meat need since those little animal units are not self-containing protein-generating machines but need several pounds of grains to convert into just one pound of flesh (not all of it edible). More than 95% are raised in factory conditions . . . The rainforests of South America are now vast expanses of soy fields larger than almost any US farm, and it's all for animal feed." The commenter then quotes from a report, carried by AFP.com (a French news agency), of a German study giving a powerful environmental argument for going meatless:

*Giving up meat could drastically reduce your carbon footprint, with meat-eaters' diets responsible for almost twice the emissions of those of vegetarians, a German study said on Tuesday. A diet with meat is responsible for producing in a year the same amount of greenhouse gases as driving a mid-sized car 4,758 km (2,956 miles), the Institute for Ecological Economy (IOEW) said. But the food a vegetarian consumes in 12 months is responsible for generating the same emissions as driving 2,427 km, the IOEW said in a study commissioned by independent consumer protection group Foodwatch. Going vegan—giving up meat and dairy products—would cut the emissions released in making what you eat more than seven-fold, to the equivalent of driving 629 km, it said. And if it is all organic, your food footprint is almost a 17th of that of a meat-eater—the equivalent of driving 281 km.*

There are a number of reasons to stop eating meat and embrace a plant-based diet, best summarized in the first column on this page: "for your health, for the animals, and for the planet." Perhaps the best news in vegetarian advocacy is that people are not just turning away from the grievous costs of meat eating, they are eagerly turning towards the culinary delights of a vegan diet, reflected in gourmet vegan restaurants and the avalanche of vegan cookbooks, and towards the robust health advantages of this diet, conveyed in the recent film "Forks Over Knives" and in hundreds of testimonials. ❖

**ROCHESTER AREA VEGETARIAN SOCIETY**

## Coordinators:

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

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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](mailto:drveggie@aol.com)
- Website: [www.rochesterveg.org](http://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 *whey* 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](mailto:navs@telenet.net)

Website: [www.navs-online.org](http://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  
Fax: (410) 366-8804  
E-mail: [vrg@vrg.org](mailto:vrg@vrg.org)  
Website: [www.vrg.org](http://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 Barnett

As spring takes hold in the Rochester area, we look back on several months of outstanding programs. In February, **Jordan Kleiman, Ph.D.**, Associate Professor of History at SUNY Geneseo, spoke to us about "Hydrofracking: What It Is and Why We Should We Be Concerned. About It." Given the critical importance of this issue in our state and region, Dr. Kleiman's presentation was most welcome. (Relevance: vegetarians care about the environment!) In March, we showed "**Lighten Up!**" a film about healthy weight control featuring **Jeff Novick, R.D.** A special meeting in March featured **Michael Greger, M.D.**, whose Nutrition Update brought up-to-the-minute information and recommendations. Both Mr. Novick and Dr. Greger are highly entertaining, sometimes hilarious speakers, so both of these events were delightful.

In April we welcomed spring with our 19th annual 2nd night seder (Passover celebration and meal) with the Jewish humanist society. Our annual fund raiser, also in April, was a delicious meal at **Amaya** restaurant enjoyed by seventy people.

We look forward to two events in May, a nutrition lecture by **Jack Norris, R.D.**, and the inspiring story of **Farm Sanctuary** by **Gene Baur**, one of its founders (the latter program is here at the Lodge, not at Farm Sanctuary!). In June our program will feature a panel of experienced vegan cooks talking about their secrets. July brings a picnic, and in August (usually a picnic month) we'll have a potluck and lecture at the Lodge as we welcome **Will Tuttle, Ph.D.**, author of *The World Peace Diet*. See the calendar on p. 8 for full details.

### RAVS OUTREACH BONANZA!

Spring is always a busy season for vegetarian outreach, but this year we've taken it to a new level. Here is an account of our efforts and accomplishments.

From January to March, **Ted D. Barnett, M.D.** gave a course in Plant-Based (vegan) Eating at the Jewish Community Center to an oversell crowd of about 70 people, with **Carol Barnett** providing recipes and food preparation for sampling. The course will be given again in the fall.

Other outreach events were as follows, with the names of staffers given:

- Vegan Brunch Cooking Class at Pittsford Community Library (**Wendy Gilmore**)
- Localization Film Series (4 events), of which RAVS was sponsor (**Nancy Hal-lowell, Tina Kolberg, Carol Barnett**)
- Member Connections Event at JCC (**Leena Isac, Yetta Panitch, Carol Barnett**)
- Presentation at meeting of Mended Hearts (**Ted D. Barnett, M.D.**)
- Great American Meatout event at U of R (**Tina Kolberg, Carol Barnett**)
- Great American Meatout food sampling at Midtown Manor apartments (**Katherine DaCosta**)
- Health Fair at Roberts Wesleyan College (**Tina Kolberg, Carol Barnett**)
- Health Fair at Nazareth College (**Honey Bloch, Ken McBride, Rhea McBride, Yetta Panitch, Carol Barnett**)
- Health Fairs at SUNY Brockport, both Brockport and MetroCenter (**Carol Barnett**)
- Sierra Club Environmental Forum (**Shelley Adams, Kimber Gorall, Nancy Hal-lowell, Bob Zimmermann**)
- Earth Day event at U of R (**Tina Kolberg, Charles Worl, Carol Barnett**)
- Health Fair at Bethlehem Lutheran Church in Penfield (**Nancy Hallowell, Barbara Savedoff**)
- Lecture to Cornell Law School students (**Ted D. Barnett, M.D.**)
- Victor Earth Day/Environmental Fair (**Carol Barnett**)

It's an honor to be given the opportunity to reach so many people at these events. There's certainly a growing interest in vegetarian diet in every sector of society, and our mission is to serve that interest.

Let's have a great spring and summer, as we enjoy our vegetarian lifestyle and encourage others to try it.

RAVS BOARD OF DIRECTORS BALLOT will be sent to all RAVS members by email. To save paper and postage, please vote for the Board by email. RAVS members who do not have email access will receive a paper ballot with this newsletter.

CONGRATULATIONS to **Scott Wagner** and his son **Derek Corbett**. Derek

competed on the U.S. team in the World Junior Curling Championships held in Sweden in March. The U.S. finished 5th.

**NATURAL OASIS**, 288 Monroe Ave, 325-1831, serves a vegan Ethiopian lunch buffet Mon.-Sat. 11AM-4PM, and serves a tapas-style gourmet vegan dinner Tues.-Sat 5PM-8PM. D&C staff writer Karen Miltner wrote the following on 3/14/12: "this quirky, wholesome mix of Ethiopian and Euro-vegan dinner food is really, really delicious. Risotto with shiitakes, chives and pesto. Fritters of broccoli and onions coated in chick pea batter and fried, served with a curried coconut dipping sauce. Cilantro and lime-infused roasted cauliflower, potatoes and Brussels sprouts. Owner Solomon Kebedo makes the math easy, putting a \$4 tag on all his a la carte dinner menu dishes. Two items is plenty for a single person. The menu doesn't brag that the vegetables are often locally grown, even though it could." If you haven't tried Natural Oasis, do so, and take friends with you to dinner so that you can share items. If you imbibe, you can take your own wine and beer. ❖

### A BONUS TO OUR MEMBERS FROM PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE

Physicians Committee for Responsible Medicine (PCRM) has graciously agreed to give a complimentary one-year membership to our members, which will include a subscription to *Good Medicine* magazine. This offer is available to RAVS current members and to anyone who joins RAVS through July of this year. To take advantage of this offer, please go to [www.pcrm.org/RAVS](http://www.pcrm.org/RAVS) to sign up. The offer does not apply to any RAVS members who already belong to PCRM.

PCRM is an organization of doctors and laypersons working together for compassionate, ethical research as well as life-saving nutrition policies and practices, including promoting a vegan diet. Visit PCRM's websites (PCRM.org, NutritionMD.org, and 21DayKickstart.org) to find information about every aspect of a vegan diet, as well as strategies for dietary change and hundreds of recipes. ❖

We welcome the following: **New Members:** Lila Bluestone, Colleen Connelly, Judy Chase Dollinger, Pam Gabryel, Janice Peterson & Robert Ernst, Eileen Petrillo, Maria Randazzo, Aimee Whyte. **Membership Renewals:** Mary Anne Banke, Carol & Ted Barnett (Sustaining Level), Selma & Mike Berger, Walter Bowen, Milt Braverman, Peggy Weston Byrd, Vernon Cain & family, Carole Camp, Ellie Cherin, Phyllis Cotturone, Father Patrick and Mary Cowles, Drs. Michalene Elliott & Brett Kinsler, Barbara Fish, Kimber Gorall (Contributing Level), Jerry Hanss, Barbara Healy, Steve Jarose & Marvin Ritzenhaler, Carol & Bruce Manuel, Walter McBurney, Dee & Darren Mrak, Sylvia Rose & Dr. Paul Rosenfeld (Contributing Level), Barbara Savedoff, Yardena & Yonathan Shapir, Ruth Sheldon (2-year renewal), Nina Sikand, Edward & Martha Sullivan (Contributing Level). ❖

**IN THE NEWS**

“DOES MEAT KILL MORE AMERICANS THAN CIGARETTES DO?” is the title of a Kathy Freston article dated 3/13/12. For years the tobacco industry maintained that cigarettes did not harm health and even had health benefits. Freston sees the same assertions by the meat industry, even though “Animal products kill a lot more Americans than tobacco does.” According to the American Institute for Cancer Research, about as much cancer could be prevented by diet and exercise as is caused by smoking. (The foods associated with cancer causation are animal products.) And Caldwell Esselstyn, M.D. has demonstrated that a plant-based diet not only prevents but also can reverse heart disease. Freston looks forward to the day when “eating a chicken wing is seen . . . as the health equivalent of smoking a cigarette.”

**MORE RED MEAT, MORE MORTALITY**  
Eating red meat is associated with a sharply increased risk of death from cancer and heart disease, according to a new study of more than 120,000 men and women, published online 3/12/12 in Archives of Internal Medicine. Even after controlling for variables such as activity level and body mass index, researchers found that each daily increase of 3oz. of red meat was associated with a 12% greater risk of dying overall, including a 16% greater risk of cardiovascular death and a 10% greater risk of cancer death. The increased risks linked to processed meats like bacon were even greater: 20% overall, 21% for cardiovascular disease, and 16% for cancer. The study’s lead author called the results “staggering.”

**PINK SLIME** Media coverage of this ground beef assemblage, washed with ammonia to reduce the heightened bacterial risk of a product almost literally swept from the slaughterhouse floor, resulted in public outcry, its removal from the menu at many public schools, and a risible defense of the product by three western governors. But according to food commentator Mark Bittman, pink slime is “far from the most disgusting meat product out there.” Other processed meats are much worse, and so are other chemicals used on meat without the consumer knowing it. Such processing methods are attempts to solve the problem of “industrial production of livestock on a scale that’s far too large to sustain without significant collateral damage.” That damage includes E.coli outbreaks and the development of antibiotic resistance as a result of routine use of antibiotics on farmed animals, a practice that may change as a result of a recent federal court ruling that the Food and Drug Administration must reach a conclusion as to whether it harms

human health. “The Pink Menace,” New York Times blog, 4/3/12

**URANIUM AND CATTLE** The New York Times reported that in many western states, cattle graze near abandoned uranium mines where levels of radioactivity are “alarmingly high,” and “There is no dispute that beef and milk from those cattle make their way into the food chain.” Federal meat inspection standards do not include routine screening for toxic chemicals like uranium and its decay products. 3/31/12 and “Green” blog, 4/4/12.

**ARSENIC IN CHICKEN?** New York Times columnist Nicholas Kristof reported on a pair of new scientific studies suggesting that arsenic, as well as other chemicals and drugs such as caffeine, Tylenol, Benadryl, and banned antibiotics, are routinely fed to chickens and can be found in their flesh. Arsenic is fed to chickens (and hogs) “because it reduces infections and makes flesh an appetizing shade of pink.” 4/5/12

**SELF-MONITORING POULTRY PLANTS?** The Department of Agriculture has proposed to expand a pilot program whereby plant employees, rather than agency inspectors, would carry out monitoring of meat safety. Many of the agency’s inspectors protested, saying that the proposal puts consumers at risk of salmonella and other diseases. The inspectors said they had witnessed employees allowing birds contaminated with fecal matter to pass, and knew of instances where employees were reprimanded for removing diseased birds (their employers have a stake in fewer birds being pulled). The inspectors pointed out that the same proposal also allows poultry plants to speed their processes from 140 to 200 birds per minute, making inspection that much more difficult. NY Times, 4/4/12

**ANIMAL SUFFERING, HUMAN COST**  
Slaughter not only is a brutal and terrifying end for the animals themselves; it also brutalizes workers and those who delegate the killing to them. Mark Bittman, in his New York Times blog on 3/13/12, profiles Timothy Pachirat, author of the new book *Every Twelve Seconds: Industrialized Slaughter and the Politics of Sight*, referring to the frequency with which cattle were killed at the slaughterhouse where Pachirat worked for 5 months, a total of about 2,500 a day. Even though about 80% of Americans agree that farmed animals are capable of suffering, “our isolation from killing allows us to tolerate unimaginably cruel practices simply because we don’t see them.” According to Pachirat, “The sheer volume, scale and rate of killing . . . protects people from acknowledging what they’re doing and that they’re doing it to sentient beings.” Pachirat says he was “transformed” by the experience and now no longer eats meat.

**PCRM BILLBOARD CAMPAIGN**

The Physicians Committee for Responsible Medicine (pcrm.org) has brought its nutrition message to cities across the country, including a billboard near the Indianapolis Motor Speedway featuring an image of hot dogs emerging from a cigarette pack and saying “WARNING: Hot Dogs Can Wreck Your Health,” and a billboard near the annual Blue Ribbon Bacon Festival in Des Moines, Iowa warning that bacon can cause colorectal cancer. Wall Street Journal, 2/18-19/12

**FARMERS FEUD OVER EGG RULES** A deal reached between egg producers and the Humane Society of the United States in summer of 2011, which would phase in larger cages over period of years, has other farm industry groups complaining that the new rules could set a precedent for regulating the treatment of pigs, cattle, and other farmed animals; a spokesperson for the National Cattlemen’s Beef Association criticized “the precedent it sets.” Democrat and Chronicle, 1/17/12 p. 5B. (Within the vegetarian movement, the deal is controversial because it is premised on the implied acknowledgment of animals as property and merely adjusts the conditions under which they live.)

**SCARY DANGER OF MEAT—EVEN FOR THOSE WHO DON’T EAT IT**

Routine administration of antibiotics to farmed animals can produce antibiotic resistant bacteria, or super bugs, that can be deadly to people and can infect even those who don’t eat meat (as when animal manure makes its way into the water supply or onto vegetable produce). In January 2012, researchers found that 230 out of 395 pork cuts in U.S. stores were contaminated with a super bug staph bacteria called MRSA. According to Martha Rosenberg in the article which appeared on AlterNet.org on 1/30/12, “the reason Big Meat won’t let go of antibiotics” is that “the industry is able to raise thousands of animals in crowded conditions that would otherwise kill them, for prices as ‘artificial’ as the drugs they are raised on.”

**MEAT EATING LINKED TO DIABETES**

People who eat fewer animal products have less risk of developing type 2 diabetes. A new study of Seventh-Day Adventists, which looked at 15,200 men and 26,187 women in the US and Canada, showed that incidence of diabetes was 4 times as high among non-vegetarians than in vegans, and twice as high in lacto-ovo vegetarians and semi-vegetarians than in vegans. PCRM’s Good Medicine, Winter 2012

**VEG DIET AND EXERCISE LOWER DIABETES RISK**

The same Adventist Health Study-2 showed that following a vegetarian diet and  
(Continued on page 7)

## MOVING TOWARDS A PLANT BASED DIET: TIPS & GUIDELINES

**Vegan rule of thumb:** eat a variety of whole foods, as close to their natural state as possible, from all of the New Four Food Groups set forth by the Physicians Committee for Responsible Medicine (PCRM): vegetables; fruits; legumes, nuts, and seeds; and grains. Don't forget:

**1) You're in charge.** Only you can decide whether, how far, or how fast you and your family should move in the direction of plant based, vegan eating. But we are thrilled to share any information and ideas that we have about "moving towards vegan," as well as the reassurance that it is possible for people who absolutely love food, to feel satisfied and abundantly fed with this way of eating.

It is a good idea to take the following approach: if you eliminate a meat-based meal, replace it with one that is vegan (i.e., no animal products) rather than one that is ovo-lacto vegetarian (i.e., containing eggs and/or dairy). So, for example, replace that steak dinner with beans and rice rather than with dairy-based macaroni and cheese. Or, if you are taking the meat out of the lasagna, also replace the ricotta with tofu ricotta (recipe at [vegmondays.org](http://vegmondays.org)).

**2) Remember the power of your plate.** If you eat more of one thing you are eating less of others. So, focus on the healthy and delicious foods/meals you will be adding. Don't think, "I will never eat X again." That may come to pass, but it is disheartening at the outset to think about things that you like that you may never eat again. Maybe you will, maybe you won't. You are in control of your food choices, and no one likes to think that anyone is boxing them in. Just focus on what you are eating more of and the rest will take care of itself.

**3) Be optimistic.** This is a corollary of #2. You get to make food choices at least three times a day and every time you shop or go to a restaurant. It's not a single decision you are stuck with for the rest of your life. You get fresh starts all the time.

**4) Play percentages.** It is great, and completely do-able and pleasurable, to be completely vegan. But achieving a high percentage helps address all the reasons people become vegan: improving health and the environment, and helping animals. The good you do corresponds roughly to the percentage of your change.

**5) Figure out what kind of cook you are.** You may be a gourmet cook, an easy-recipe cook, a prepared-food and throw-it-together cook, or a combination on different days and under varying circumstances. It can be

very hard for someone who hates to cook to be healthy (or to enjoy food to the fullest, for that matter). But you are not going to turn into a gourmet cook at the same time that you move towards being vegan, unless that is a separate and firmly-held goal at the same time. So, know yourself, and know that, in the vegan arena, there is a wide array of cookbooks (from gourmet to super-easy) and food products (scratch ingredients like bean, grains and veggies as well as convenience foods).

Speaking of vegan convenience foods, they usually fairly healthy, but they are often higher in sodium and protein than they need to be and often so pricey that people think it is impractical to be a vegan. That couldn't be further than the truth, as plant foods--beans, grains, veggies in season--are inherently less expensive than animal foods. The best approach for most cooks is a combination of fresh and whole plant foods with judiciously chosen convenience foods as condiments or to add interest and flavor. An example might be a batch of homemade chili with beans, corn, peppers, onions, tomatoes, and maybe some Boca Crumbles added to taste like meat (if you have no health problem with the wheat and soy in the Boca product), served on brown rice. But the chili is delicious without the Boca product also.

**6) Dinners are key.** Most people eat the same thing for breakfast; and lunch can be built around leftovers from last night's dinner, if it was a good one (though if it was too good you might not have any leftovers!). So focus on your repertoire of main dishes for dinner.

**7) Make a list of meals** that you make and like. Some may already be vegan or nearly so, like a veggie stir-fry or a vegetable soup. Some may be able to be converted to vegan, like that chili recipe if you leave out the meat or substitute the vegan crumbles. **Add to the list of meals.** Try new vegan recipes, and if you like the results, add the recipes to your list. See #11 and 12 for sources of vegan recipes.

**8) Keep the list on the refrigerator.** It's amazing how you can forget about a perfectly good recipe that you and everyone in the family loved. Keep a record of what you liked. Then when it is time to plan and shop, you have something to consult. Or, if you like, keep a cooking notebook. You can assemble a notebook with copies of all of your favorite recipes in one place; so instead of pulling a manila file or a cookbook from the shelf, it's all there in the notebook.

**9) Plan!** Before your big shopping, and preferably on the same day every week, plan your meals for the week, consulting

that refrigerator list. Then you can generate a list of ingredients you need. Most ingredients, even produce, will last nicely up to a week in your refrigerator and many things, like carrots and cabbage, last well beyond.

**10) Go shopping.** You may find yourself spending more time in one of our health food stores (Abundance, Lori's) or in Wegmans Nature's Marketplace, but really, the beauty of this diet is that the big items (from the New Four Food Groups) can be found in any reasonably stocked supermarket.

**11) Get a new cookbook.** You don't even have to buy one; the Monroe County Library System, and certainly other library systems as well, have loads of vegan cookbooks. If you go on the library website, [libraweb.org](http://libraweb.org) and do a keyword search on "vegan," you will not get flooded with results; you will just see the dozens of vegan cookbooks in the system. Some of our personal favorites (not all in the MC Library) are as follows: Jennifer Raymond's *Peaceful Palate* (easy but amazingly comprehensive); PETA's *The Compassionate Cook* (ditto); and anything by the following authors: Isa Chandra Moskowitz and Terry Romero (they often co-author); Robin Robertson; and Jo or Joanne Stepaniak (the author's name appears differently on different titles).

**12) Surf the internet.** You can type in "vegan recipes" and go on forever. Here is a list of our favorites, just to get you started.

VeganChef.com  
GoVeg.com  
VegForLife.org  
TryVeg.com  
ChooseVeg.com  
GoVegan.net  
VegCooking.com  
VegWeb.com  
VeganCooking.com  
VeganRecipes.com  
Vegan-Food.net  
VeganOutreach.org  
MeatoutMondays.org  
TheVeganCrew.com  
ThePPK.com (Post Punk Kitchen)

### 13) For some day-to-day guidance:

In 2011, Oprah did a 21-day vegan challenge. If you go to [oprah.com](http://oprah.com), and type in "vegan" in the Search box, you will find three weeks' worth of vegan meal ideas from Kathy Freston, as well as ideas about vegan substitutes and FAQ's.

PCRM has a vegan 21-Day Kickstart program which you can join by going to [21daykickstart.org](http://21daykickstart.org).

Colleen Patrick-Goudreau has a new book: *The 30-Day Vegan Challenge*. ❖

**RECIPE PAGE****ISRAELI COUSCOUS SALAD**  
(RAVS Member Darren Mrak)

Darren served this dish after Dr. Greger's Nutrition Update talk. A big hit!

3 c uncooked Israeli couscous  
1 bag frozen shelled soybeans or edamame  
1 large yam, preferably garnet  
2/3 medium red onion, chopped fine  
1/2 bunch Tuscan kale, chopped fine  
1 green bell pepper, chopped fine  
3/4 c sun dried tomatoes, chopped fine  
4 t Better than Bouillon\* whisked in water  
2 T olive oil, or less if preferred  
3/4 t cumin  
Salt to taste  
1 bunch fresh basil, chopped  
Juice of one lemon

Bring couscous to a boil with 3 3/4 c water; reduce heat to low, cover and simmer until couscous is tender and liquid is absorbed, about 10 minutes.

Microwave yam until tender, or if preferred, peel it, cut in large chunks and steam or boil. When it cools, peel (if you haven't already) and dice the yam. Sweat remaining ingredients, except basil and lemon juice, together in a large wok or stock pot with the bouillon, olive oil, cumin and salt. Do not overcook! The vegetables should just begin to wilt. Add the couscous and diced yam. When cooled, add the basil and lemon juice.

\*Better than Bouillon comes in both vegan and non-vegan varieties. Choose Vegetable or No-Chicken.

**PECAN HERB BALLS**

(Adapted from Lindsay Wagner and Ariane Spade, *The High Road to Health*)

This recipe is a good holiday offering. If you use matzoh meal, it can be served at a Passover seder; and the recipe can be gluten free if you use rice flour or another gluten free flour instead of wheat.

Don't be discouraged by the long list of ingredients. If you are patient with the separate stages, the technique is very easy.

The recipe can also be formed as a loaf and baked 350 degrees for 1 1/4 hours, but the crunchy texture of the balls is nice.

1/2 onion, chopped  
6 mushrooms, chopped  
3-4 cloves garlic, chopped  
1 t olive oil  
1/2 c chopped pecans  
1/2 c chopped almonds  
14 to 16 oz firm regular tofu (one tub)

1/4 c sesame seeds  
2 T cornstarch  
4 T nutritional yeast  
1/2 t salt  
1/4 t pepper  
1/2 t basil  
1/4 t oregano  
1/4 t savory  
3/4 t garlic powder  
4 T tahini or sesame butter  
2 T whole grain flour or matzoh meal

Saute the onion, mushrooms, and garlic in the oil in a medium saucepan. In a food processor, blend the nuts to the texture of cornmeal and dump them into a large mixing bowl. When the sautéed vegetables cool somewhat, put them in the food processor (no need to wash after blending the nuts) and blend but do not puree; leave some small chunks. Add the vegetables to the mixing bowl. Add the block of tofu and mash it with a fork or a pastry blender. Add all remaining ingredients to the mixing bowl and blend thoroughly with a strong spoon. Lightly oil a cookie sheet; form uniform walnut-sized balls and place them on the cookie sheet. Bake at 350 degrees for about 30 minutes, turning the balls once so they will brown evenly.

**MUSHROOM HORSERADISH GRAVY**  
(*The High Road to Health*)

The horseradish in this gravy makes it fit in nicely with the symbols of Passover. If you use Bragg's Aminos or a wheat-free soy sauce, the recipe will be gluten free.

1 t olive oil  
1/2 onion, chopped  
1/4 t salt  
2 cloves garlic  
6 mushrooms, sliced  
2 c water  
1 1/2 T cornstarch  
2 T red wine or red wine vinegar  
2 t horseradish or more to taste  
1 T soy sauce  
1/4 t pepper  
1/4 t paprika  
Dash toasted sesame oil (optional)

In a large saucepan, sauté the onion in oil. Sprinkle on salt, cover, and cook on low heat until onion is golden. Add mushrooms, garlic and a little water and cook on medium heat about 3 minutes, stirring frequently. In a separate bowl, whisk together the water and cornstarch. Add to the gravy and cook over medium heat until thickened. Add remaining ingredients and simmer briefly. Serve with Pecan Herb Balls, mashed potatoes, or steamed veggies.

**CREAMY RED CHARD LINGUINE**  
(Isa Chandra Moskowitz, [theppk.com](http://theppk.com))

This recipe comes to you courtesy of the author of *Vegan with a Vengeance*, *Veganomicon*, and the vegan cupcake, cookie, and pie books.

Isa Chandra says that when cooking with chard, "use the whole animal. The beautiful red stems and some red wine make this pasta a fun pink hue."

8 oz linguine, preferably whole wheat  
1/2 c cashews, soaked in water overnight or at least 1 hour  
1 1/4 c vegetable broth  
1/4 to 1/2 c pine nuts  
Extra virgin olive oil, from 1 t to 2 T  
1 red onion, thinly sliced  
4 cloves garlic, thinly sliced  
1 t dried thyme  
1/2 t red pepper flakes  
Fresh black pepper to taste  
1/2 t salt\*  
1/2 c red wine, or diluted balsamic vinegar  
Additional 1/2 c vegetable broth  
1 bunch red Swiss chard, leaves torn into bite-sized pieces, stems thinly sliced (use all but woody bases of the stems)  
2 T fresh lemon juice (about one half lemon)

Cook pasta according to package directions. Drain but do not rinse, and set aside.

Drain the soaked cashews and then puree them with 1 1/4 c vegetable broth until completely smooth. It might take up to 5 minutes to get it really smooth.

Preheat a large pan over medium heat. Toast pine nuts until browned, about 3 min. Remove from heat, place in a small bowl, and set aside.

In the same pan, sauté onions in oil and a pinch of salt for about 5 min. Add sliced garlic and sauté for 2 min. more. Add minced garlic, thyme, red pepper flakes, black pepper and salt and sauté for 1 min. more. Add Swiss chard stems (reserve leaves) and sauté another 2 min.

Pour in the wine and vegetable broth and turn the heat up to bring to a boil. Let reduce for about 5 min. Lower heat and add Swiss chard leaves until they are completely wilted. Add the cashew cream and lemon juice and stir until heated through. Taste for salt and pepper. Add the cooked and drained pasta to the pan, turn off the heat, and toss to coat. Serve as soon as you can and top with pine nuts.

\*Ed. Note: If you use commercial vegetable broth for this recipe, cut down on the salt or use none at all. Or, use no-salt veg broth (available from some brands). ❖

(Continued from page 4)

exercising at least 3 times a week significantly reduced the risk of diabetes in African-Americans, who are twice as likely to be diagnosed with diabetes and more likely to suffer from diabetes-related complications than non-Hispanic whites. Compared to non-vegetarian blacks, vegetarian blacks had a 53% reduced risk and vegan blacks had a 70% reduced risk of diabetes. Blacks who exercised 3 or more times a week had 35% less risk of diabetes than those who exercised once a week or less. *Island Vegetarian*, Newsletter Veg. Soc. Hawaii, Jan.-Mar. 2012

**VEGETARIAN MEN AT REDUCED RISK FOR HEART DISEASE**

A Chinese study reported in *Nutrition and Metabolism* found that vegetarian men weigh less, have lower cardiovascular disease risk, and have healthier arterial walls, when compared with non-vegetarians. *Good Medicine*, Winter 2012

**VEGAN DIET AND CLIMATE CHANGE**

In the past 60 years, human population has doubled but meat production has sextupled, posing a far greater threat to the climate than human population alone, according to scientists at the World Preservation Foundation. In a new report, they recommend that policy makers end subsidies for animal agriculture, encourage reforestation of grazing lands, and promote vegan diets. They write:

“Even though [diet] seems to be a personal issue, we can no longer consider it to be so when the consequences of consuming meat and dairy are so far reaching and the need for action is so imperative.” *Island Vegetarian*, Jan-March 2012

**VEGAN DIET AND FOOD SUPPLY**

Growing crops directly for human consumption rather than for livestock or biofuels could increase global food production by 50% while protecting the environment, according to new research published in the journal *Nature*. Jonathan Foley, head of the University of Minnesota’s Institute on the Environment and lead author of the study,

**HAIKU**

how it covers  
the lawn and the sidewalks  
the pine’s shadow

steady night rain  
the path of silent lightning  
in the east

how it settles  
in the curved branch  
the crow at dusk

by Bruce Ross

said that “it is possible to both feed a hungry world and protect a threatened planet.” *Island Vegetarian*, Jan.-March 2012

**VEGETARIAN DIET LOWERS STRESS**

According to new research published in *Nutrition Journal*, a vegetarian diet can make you happier and less stressed because it lowers levels of arachidonic acid, a fatty acid found in meat and fish which can, at elevated levels, cause mood-disturbing brain changes. *Huffington Post*, 3/11/12.

**BETTER THAN CHICKEN**

Mark Bittman wrote a column about “A Chicken Without Guilt”—not a supposedly humanely raised real chicken; nor a laboratory product generated from animal cells; but a delicious new “center plate” item that has soy, pea protein, amaranth and carrot fiber among its ingredients and is completely vegan. Bittman, who is a cookbook author and a foodie as well as a commentator on food politics, was fooled by this “fake chicken” in a blind taste test, and could not distinguish it from the real thing. Ethan Brown, the formulator of the product, expects it to have widespread use and to cost less than chicken. Whole Foods plans to start using it soon in prepared foods. *NY Times* 3/9/12 ❖

**MEMBERS, PLEASE LOOK AT THE EXPIRATION DATE ON YOUR ADDRESS LABEL.**

**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 follow a vegan diet.
- I am an ovo-lacto vegetarian.
- Ornish/Esselstyn (no oil) diet.
- I am not yet a vegetarian but would like to support RAVS.

Primary interest in vegetarianism:

- Environment
- Animal Rights
- Health
- Other:

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



**Rochester Area Vegetarian Society upcoming meetings and events of interest:  
PLEASE READ CAREFULLY; some meetings are not on our usual "3rd Sunday"**

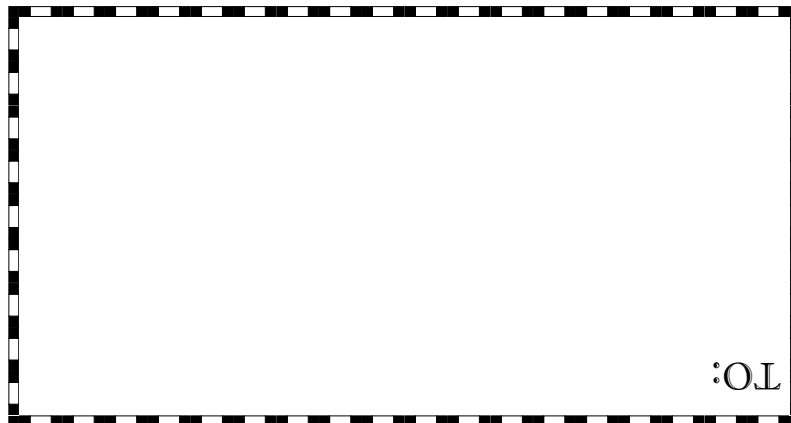
- ⇒ **May 1, 2012 (Tuesday) 7:00 PM Vegan Nutrition: What Does the Science Say** with **Jack Norris, R.D.**, President and Co-Founder of Vegan Outreach and author of the new book *Vegan for Life*. Book available for purchase and signing. Brighton Town Hall, 2300 Elmwood Ave., 1st floor auditorium, Rochester, NY 14618. Not a dinner meeting, but free vegan refreshments.
- ⇒ **May 6, 2012\* (1st Sunday) Farm Sanctuary: Changing Hearts and Minds about Animals and Food** with **Gene Baur**, Co-Founder of Farm Sanctuary, located in Watkins Glen, NY and California, and author of book of the same title as his lecture. Book will be available for purchase and signing. Event takes place here at the Lodge, not at Farm Sanctuary!
- ⇒ **June 17, 2012\* (3rd Sunday) Advice from a Panel of Experienced Vegan Cooks: Meal Ideas, Tips and Recipes**
- ⇒ **July 15, 2012 (3rd Sunday) 2:00 PM Summer Picnic** at the Home of **Kimber Gorall, 15 Peachtree Lane**, Pittsford, NY 14534. Kimber's house is on the canal! Peachtree Lane is off Marsh Rd., just north of the canal in Bushnell's Basin. Please bring a **vegan** dish to pass, a place setting for yourself, and a folding chair.
- ⇒ **August 12, 2012\* (2nd Sunday) The World Peace Diet** with **Will Tuttle, Ph.D.** Dr. Tuttle is a Zen Buddhist monk, a talented pianist, and a philosopher of modern culture who talks of the need to move towards a vegan world. Book of the same title as lecture will be available for purchase and signing. Dr. Tuttle has events on Sat. and Sun. at First Unitarian Church, 220 Winton Road South; call 271-9070 or visit church's website for details.

PLEASE NOTE: We always welcome new people at our meetings. You may attend just the dinner, just the program, or both; there is no need to "reserve" for either. If you attend the dinner, we ask that you pay a \$3 Non-Member Fee in addition to bringing a vegan dish to pass. See box on page 2 for information about preparing a vegan dish. Non-Member Fee will be subtracted from your dues, if you decide to join later in the meeting. No fee is charged to attend the program portion of the meeting.

**\*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."

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



14602  
ROCHESTER, NY  
BOX 20185  
ROCHESTER AREA VEGETARIAN SOCIETY