

The Peace Advocacy Network

VEGAN STARTER GUIDE



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Let us help you go vegan!

veg·an

[vee-guhn]

} noun:
1. a person who does not eat or use animal products.

} adjective:
1. using or containing no animal product.



FOR YOUR HEALTH



FOR THE ENVIRONMENT



FOR THE ANIMALS.

What is it
all about?

Being vegan is about not using or killing non-human animals for human purposes. A vegan does not eat, wear, or use animals or animal products. Going vegan shows your respect for animals and for the environment and its human and non-human residents.

Most of the time, it's easy. And when it's not... we are here to help. **Really!** Real, live vegan volunteers who are happy to answer your questions and give you advice tailored to your specific situation. Our primary way of helping people go vegan is through our free **PAN Vegan Pledge programs**, which each consist of a 30-day course with 5 in-person weekly meetings to teach you the basics and a mentor to give you an instant vegan friend who will help you with the transition. For people wanting to go vegan who can't join one of our programs, you can reach out to us at veganhelp@peaceadvocacynetwork.org.

We
will
help
you!

How do
people
do it?

Most people were not born vegan. Each of us at Peace Advocacy Network looked at our own animal use and decided that it was unnecessary and therefore unethical. We have taken our experiences and are sharing our most helpful tips with you.

Just Remember...

Be positive! You're doing something great by living your values. You won't be perfect and you should forgive yourself when you make mistakes.

You've got this!

Tips to Shop



Don't forget the basics.
You can never go wrong with fruit, vegetables, nuts, seeds, tofu, tempeh and seitan.

Learn to read ingredients over time. Many products are (quite helpfully) marked as vegan right on the packaging so you can skip ingredient reading. For those that are not, we can help you with an ingredient list that will tell you whether some of the trickier ones are vegan.

Check out the smartphone app "Is It Vegan?"

Don't shop hungry!

Be patient with yourself if dishes don't always turn out the way you expected.

Google it! Run an online search using the words "vegan recipe" and the ingredients you would like to include.

Try something new! Borrow some vegan cookbooks from the library or ask in local groups if anyone has vegan cookbooks to lend or give. Use some of our tried-and-true recipes at the end of this guide.



sei-tan [sey-tan]

noun: a chewy, neutral-flavored, protein-rich food made of wheat gluten, used as a meat substitute in vegan and vegetarian dishes.

tem-peh [tem-pek]

noun: a fermented soybean cake high in protein.

tofu [toh-foo]

noun: a soft, bland, white cheeselike food, high in protein content, made from curdled soybean milk used in Asian, vegan and vegetarian cookery.

IS IT VEGAN?

Here are few common vegan and non-vegan ingredients, de-mystified

Carrageenan

derived from seaweed and used as a thickener in non-dairy milks and some vegan cheeses.



Shellac / Confectioner's Glaze

derived from the lac bug, and sometimes found in candies.



Nutritional Yeast

a vegan staple, "nooch" is found in many vegan foods that have a cheesy flavor.



Gelatin



a gelling agent derived from animal bones.

Tallow



animal fat found in some soaps and candles.

Rennet

enzymes from the stomachs of ruminant animals, often found in cheeses.



Whey



a dairy product derived during the curdling stage for cheese, may be found in baked items or nonvegan protein powders and bars.

Riboflavin

a B vitamin commonly found in enriched flours, pastas or breads.



How to handle Social & Business Situations



Dining at a new restaurant?

If you're having a meal in a restaurant that doesn't appear to have vegan options, **talk with the restaurant ahead of time** and ask them what they can do for you that's vegan.

Invited to a dinner party? Talk with the host beforehand. If appropriate, **offer to bring a vegan dish**.



Attending a wedding?

Check in with the couple and see what their caterer/venue can do. If you feel comfortable, you can offer to speak directly with the caterer or venue yourself.

For **holiday meals**, you could host the meal or bring a couple of dishes to share. Many hosts are willing to adjust their recipes to make them vegan if you talk with them ahead of time.

Sharing is caring!

At the office, **consider bringing an occasional vegan dessert to share**. It's a great way to introduce your coworkers to your veganism. Check if the caterer of office meetings can do a vegan meal for you, or bring your own lunch to office meetings.

Always be gracious and considerate, of course.

Tips on Travel

Be Prepared!

Do a little bit of research beforehand about what your dining options will be. You might be going to a destination or passing through a city that has an amazing vegan restaurant, like Vedge in Philadelphia.

Roadtrip?

Pack a cooler with some of your favorite foods and bring nonperishable/shelf-stable foods. The website **happycow.com** and the **Happy Cow smartphone app** can help you find the best vegan and vegan-friendly restaurants and stores in any area.



Check with the locals!

Many cities across the country have a Facebook group for vegans local to that area (eg, "Vegan City - Philadelphia" or "Vegans and Vegetarians of Cleveland"). Join those groups and ask for vegan restaurant recommendations.

Don't count out chain restaurants!

Many airports and rest stops have vegan options, and some fast food chains like **Chipotle™**, **Qdoba™**, **Baja Fresh™**, **Taco Bell™**, and **Moe's™** have vegan options when you're on the go. Some chains (like **Olive Garden™**) even list ingredients to help you determine what menu options are vegan.

Step outside the box!

Ethnic foods like Indian, Thai, Chinese, Mexican, Ethiopian and Middle Eastern very often have delicious vegan options.

Snack Attack!

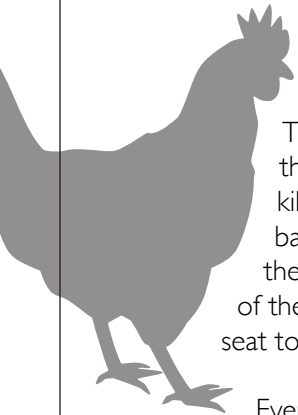
Keeps snacks handy like trail mix, popcorn, dehydrated fruit and chips to help curb your hunger on-the-go.

Animal Exploitation

Approximately 10 billion domesticated animals and even more aquatic animals are used for food each year in the US alone. Millions more are used each year for their fur, silk, wool, feathers, skin (leather), tusks and horns.

All of these animals, whether used for dairy, eggs, flesh, or clothing products, meet with the same fate in the end: a death at the hands of humans.

These animals are all forced to live their short lives at the mercy of humans whose main concern is profit. This is even true of animals who are raised on organic, free range or cage-free farms.



“Humane” Animal Products?

The use of the term “humane” tricks people into believing that there is a respectful, kind or humane way to use and kill animals. Most of the products labeled humane are barely different than their unlabeled counterparts. Even in the best circumstances, the animals are always at the mercy of their owners and the animals’ needs will always take a back seat to the industry’s need to **make a profit**.

Even on humane dairy farms, cows must be impregnated to produce milk (for her calf). Forcible and repeated impregnation is an industry standard even on “organic”, “humane”, “free range” and “family farms”. **Male calves are of no interest to dairy farmers and are therefore quickly taken from their mothers and sold to produce veal and leather.**

Most “cage-free” hens are **never allowed outside** and instead live confined inside barns (instead of cages) with thousands of other hens. Their beaks are painfully burned off. Male chicks who hatch are not useful to the industry (they cannot lay eggs and they haven’t been bred for their flesh), so they are **suffocated, ground up, or tossed into the trash**.

All of these animals are killed when they are no longer productive for the purposes of the “humane” farmers.

What about this seems humane to you?

YOUR DOLLARS MAKE A DIFFERENCE



Vegan Fashion

Vegans do not wear leather, wool, silk, or down. Be fashionable with cotton, hemp, bamboo, rayon, linen, and synthetic fibers.

Vegan Skincare & Cosmetics

Vegan skincare and cosmetics are widespread. Vegan products avoid animal testing and will not contain tallow, dairy, or beeswax. Many products are labeled vegan for your convenience.

Household Products

Vegan household products will similarly avoid animal testing. You’re more likely to find vegan household products among the natural and eco-friendly household cleaners.

IT’S MADE FROM WHAT?!

• SILK

The protein fiber of silk is composed mainly of fibroin and is produced by certain insect larvae to form cocoons

• WOOL / CASHMERE

Wool or Cashmere fiber is obtained from cashmere goats and other types of goats.

• LEATHER

Real leather is made from animal skin, and more commonly cow hide, although goat, buffalo and exotic leathers such as snake and alligator are also used.

THE KEY TO CRUELTY FREE

These helpful icons will ensure your future purchases are vegan-friendly.

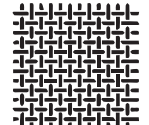
The Universal vegan logos for food, skincare and beyond!



Animal free testing icons can be found on tons of skincare and household products.



For shoes, look for these symbols indicating man-made materials and textiles fabrics.





THE ENVIRONMENT

GLOBAL WARMING & ENERGY USE

On most farms, animal manure and urine are stored in massive waste lagoons that emit toxic gases such as ammonia and methane. These gases make humans and animals in surrounding areas sick. Methane is a potent greenhouse gas, trapping approximately 30 times more heat in the atmosphere than carbon dioxide. It requires 2 to 10 times more energy to produce animal products than it does to produce the same number of calories from plant foods.

OCEANS & FISHERIES

Human consumption of fish is destroying ocean life. Common fishing methods such as trawling (dragging huge nets across the ocean floor to collect shrimp), long-line fishing, and fish farming destroy endangered species as well as the fish they are intended to catch. The world's oceans are being depleted of fish at alarmingly rapid rates.


LAND USE & HABITAT DESTRUCTION

Pastures used for animal agriculture use more than 30% of the Earth's entire land surface. Animal farms destroy woodlands and other

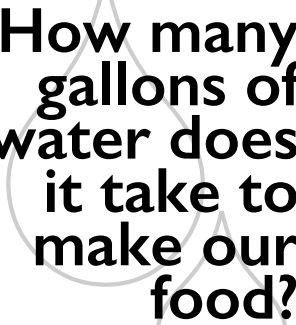
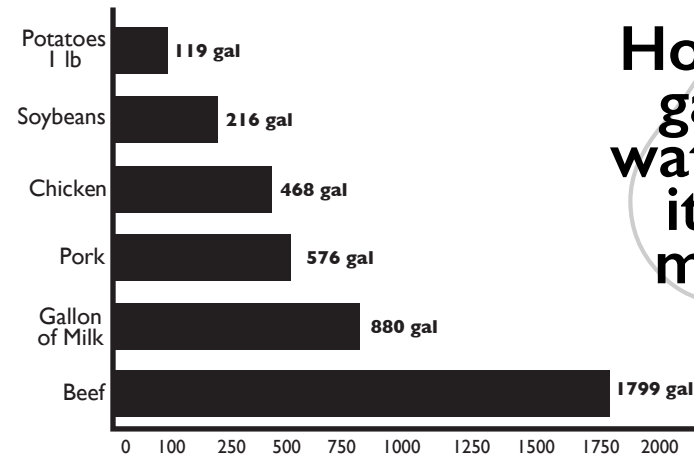
natural habitats. In many states, grazing of cows and sheep has destroyed native grasses, causing soil erosion and lowering stream beds.

WATER ISSUES

About 75% of all water quality issues in the US are caused by animal farming. Manure and urine waste lagoons often break, leak, or overflow, sending dangerous germs, pollution and drug-resistant bacteria into water supplies. Water use for production of animal products is vastly greater than for plant foods. 🌍



Animal farming is a leading cause of global warming.



How many gallons of water does it take to make our food?

== Veganism Promotes Social Justice ==

Animal agriculture industries are a threat to vulnerable humans in multiple ways:

- While **800 million** people on the planet starve, the bulk of corn and soy grown in the world is being fed to animals used for food.
- Using animals for food is a major contributor to global warming, which causes droughts, floods, extreme temperatures and other environmental disasters. These disasters have the potential to devastate billions of human lives, according to the UN.
- Routine antibiotic use in animal agriculture leads to the proliferation of drug-resistant infections. These infections kill about 70,000 humans per year in the US alone.
- Employees in slaughterhouse and other animal farming operations are often immigrants, minorities, and economically vulnerable people. These workers are subjected to deplorable conditions, including filth from the animals' bodies, long hours, and line speeds that lead to worker injuries.
- A Human Rights Watch report details common incidents of injury and deaths resulting from the common conditions in the meatpacking and poultry industry. Horrific deaths noted from OSHA documents include a worker's death when a "hog-splitting saw" was activated, a worker being pulled into a conveyor and crushed, and workers losing legs or hands while performing cleaning tasks.

NUTRITION

in a nutshell



Where do we get our protein?

It is suggested to vary sources of protein in your daily diet to adequately meet your protein needs. Consider eating beans, legumes, tofu, tempeh, soybeans, nuts, seeds, seitan, and grains. Do you know how much protein you need? A 140 pound woman needs 50-65g of protein per day and a 180 pound man needs 65-86g of protein per day.



Concerned about calcium?

Try tofu, leafy greens, sesame seeds, dried figs and fortified non-dairy milks.



Iron sources include bran flakes, cream of wheat, oatmeal, kombu, prunes, lentils, soybeans, cashews, molasses, dark chocolate. Vitamin C increases iron absorption.



Vitamin B12 traditionally comes from bacteria. While vegans aren't the only ones who need to worry about B12, vegans must take a B12 supplement. Some foods, like plant milks, are fortified with Vitamin B12. If relying on fortified foods, it's better to have at least two fortified sources.

Omega-3s can be obtained from algae, sea vegetables, oils, walnuts, flax seeds, cooked soybeans, soy nuts, firm tofu, and tempeh.



Vitamin D is naturally synthesized by the skin with sun exposure, but be sure to avoid sunburn. Vegan foods such as non-dairy milks are often fortified, and vegan vitamin D supplements are available, including vegan vitamin D3.

FACTS!

The Academy of Nutrition and Dietetics states that a well-planned vegan diet is safe for all stages of the human lifecycle, including pregnancy, lactation, infancy, childhood, and adolescence, as well as for athletes.

Vegans have lower rates of heart disease, type 2 diabetes, certain types of cancer, and obesity.

Instead of animals' flesh

Beyond Meat™
Field Roast™
Gardein™
Lightlife™



Try these instead of cow's milk

Almond Breeze™
Pacific™
various plant milks
Silk™
various plant milks
So Delicious™
coconut and almond milks
Westsoy™

OUR FAVORITE PRODUCTS

Vegan products have proliferated in the market, especially over the last decade. More people are seeking vegan foods and we are seeing new vegan foods regularly.

Don't forget your vegetables, fruits, beans, tofu, and tempeh, but check out some of these awesome brands and products:

Give these non-dairy yogurts a whirl:

Daiya™
Forager™
Silk™
So Delicious™
Stonyfield™

Most brands offer Soy, Cashew & Coconut yogurt variations



And these non-dairy cheeses:

Chao
by Field Roast™
Daiya™
Follow Your Heart™
Miyoko's Creamery™
Violife™

PRO TIP!



Many grocery stores will allow you to return a product you don't like. So if you're on the fence about trying something new, ask about the store's return policy!



Get Cooking with these

Easy Peasy Vegan Recipes

Basic Vanilla Overnight Chia Pudding

Ingredients:

- ☐ 3 tbsp Chia Seeds
- ☐ 1-2 tbsp Oats
- ☐ 15-20 drops Liquid Stevia, or 1 Tbsp Agave
- ☐ 1 cup Dairy Free Milk
- ☐ 1 tsp Vanilla Extract
- Optional: sprinkle of cinnamon*

Directions:

1. Combine all ingredients in a bowl, mix well.
2. Cover and refrigerate overnight, or for at least 3 hours.
3. Top with nuts, seeds, or fruit and **DIG IN!**

Variations:

For chocolate: add 1 tbsp cocoa powder
For vanilla latte: instead of 1 cup milk, use 2/3 cup non dairy milk, and 1/3 cup cold coffee (great way to use leftovers from the coffee pot!)



Vegan BLT with Avocado

Ingredients:

- ☐ 2 slices of your favorite bread
- ☐ 1/2 avocado, mashed
- ☐ Slices of fresh raw Roma tomatoes
- ☐ Vegan mayo
- ☐ Spinach
- ☐ Meltable vegan cheese
- ☐ Your favorite vegan bacon

Directions:

1. Cook vegan bacon according to individual instructions.
2. In a toaster oven, toast the bread topped with vegan cheese.
3. Meanwhile, cut avocado, and mash until it forms a spread.
4. Wash and slice tomatoes, and wash spinach.
5. Prepare sandwich, and **EAT UP!**

Ingredients:

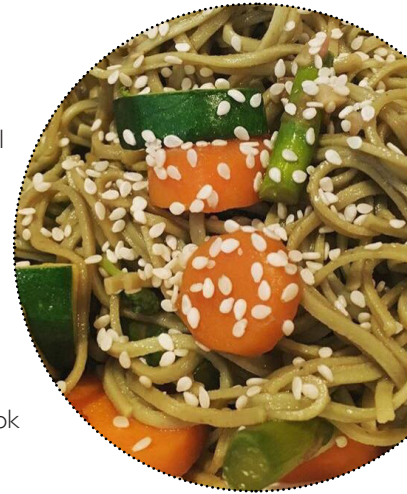
- ☐ 1/2 stir fry rice noodles, or Explore brand edamame pasta
- ☐ 1/4 cup Braggs liquid aminos
- ☐ Splash of rice vinegar
- ☐ 1 tsp 'bee free honey' or agave
- ☐ 1 tbsp sesame oil
- ☐ 1 small zucchini, chopped
- ☐ 2 large carrots, chopped

Directions:

1. Cook pasta according to instructions, when done run cold water over it to keep it from overcooking - cook oil in a wok or large skillet over medium heat. - add garlic, cook for 1-2 min
2. Add carrots, cook for 5 minutes, then put in asparagus and broccoli - add honey, braggs, rice vinegar, and spices and mix thoroughly
3. When vegetables are soft, add in zucchini
4. Stir cooked edamame pasta into the mixture, and cook for 3-5 more minutes
5. Top with sesame seeds and **DEVOUR!**

Vegetable Lo Mien

- ☐ 1/2 head broccoli, chopped into small florets
- ☐ 2 cloves garlic
- ☐ 5 spears asparagus, cut into 1" pieces
- ☐ Crushed red pepper *to taste*
- ☐ Ginger powder *to taste*
- ☐ Cayenne pepper *to taste*
- ☐ Sesame seeds *to taste*



Crispy Baked Chzy Tofu aka Vegan Mozz

Ingredients:

- ☐ 1 block extra firm tofu, pressed
- ☐ Nutritional yeast, to taste
- ☐ Salt & Pepper, to taste

Directions:

1. Preheat oven to 400, and cover a baking sheet with parchment paper. Cut tofu in rectangle shaped blocks (see photo).
2. Pour a generous amount of nutritional yeast in a bowl. Add salt & pepper and combine with nutritional yeast.
3. Using your hands, coat all sides of the tofu blocks in the yeast mixture and place on baking sheet.
4. Bake tofu for approximately 30 minutes, or until crispy.
5. Serve on salad, or by themselves with salsa or warmed marinara sauce and **CHOW DOWN!**



Fluffy Chickpea Flour Pancakes



Ingredients:

- ☐ ½ cup chickpea flour
- ☐ ¼ tsp salt
- ☐ 1½ tsp baking powder
- ☐ sprinkle of cinnamon to taste
- ☐ ¼ cup and 1½ tbsp water
- ☐ 15 drops of liquid stevia
- ☐ ¼ tsp vanilla extract
- ☐ 1 tbsp vegan butter, *for cooking*

Directions:

1. In a bowl, combine all dry ingredients. Slowly add the water and mix until it becomes a pourable batter consistency.
2. Add stevia, vanilla & cinnamon.
3. Heat up a large pan on medium heat, with approximately 1 Tbsp of Earth Balance buttery spread. Make sure the butter and pan get really hot, and be sure the butter covers the entire pan. Test out a little drop of batter: if it sizzles, you're ready to cook your pancakes!
5. Using a 1/4 cup measuring cup, pour batter onto the hot pan. This batch should make 3 small pancakes, and they fit nicely in a large pan. *TIP: Once pancakes are on the pan, do not flip too early! Wait a few minutes, and once the spatula slides easily under the pancake, flip and let sit for another few minutes.*
6. Cook to desired crispiness, serve with berries, chocolate chips, or some more earth balance on top, and **ENJOY!**