



# YOUR CHOICE

Why Millions Of People Are Choosing A Better Way To Eat



# CHANGE IS GOOD



You may have already seen how animals are treated on today's farms. You may even have seen how they are killed in slaughterhouses. You probably don't like seeing those pictures and videos. Why? You're a kind and decent person. You don't want others to suffer unnecessarily.

More and more people like you are choosing to leave chicken, fish and other animals off their plates. According to U.S. News and World Report, one out of every seven college students has stopped eating meat. That's over 3 million students in the U.S. alone. Many others are cutting back on the amount of meat they eat.

Of course, the choice is up to you. Whether you decide to cut out meat entirely or just cut back, you can make a big difference for the world at every meal.

"I gave myself a few months to learn what meat-free meals I liked and where to get them. I eat so much delicious food now, the dining halls have plenty of options. And almost every restaurant I go to with my friends has at least one vegetarian meal."

Phil Letten, Michigan State



"The number of college students who identify themselves as vegetarian has risen by 50 percent since 2005, and the number of vegan students has more than doubled."

*The Yale Daily News*, February 22, 2013



Kira Svirsky, Metro State University

"I started off by just not eating chicken. It was an easy change that spared dozens of animals each year. It's not about being perfect, it's about doing what you can."



Constance Li, Rutgers University

"I always liked meat when I was growing up. But after I found out how farm animals are treated, that was it. No more meat for me. My taste buds weren't worth the torture. My life didn't change, I just felt healthier and glad to not be a part of that cruelty."

“Many of the nation’s most routine animal farming practices would be illegal if perpetrated against cats and dogs.”

Jonathan Lovvorn, Chief Counsel, The Humane Society of the United States



Male chicks like Kevin are killed by being dropped into a giant grinding machine.

## MEET KEVIN

Kevin is one lucky chick. He was bred by the egg industry, but like all male chickens he can't lay eggs. Male chicks like Kevin are typically killed by being tossed alive into a giant grinding machine. Thankfully, Kevin was rescued and is now living out his life at an animal sanctuary.

Like all chickens, Kevin has a unique personality. Studies show that chicks like Kevin are able to count as high as ten. They have a sense of time, and they anticipate the future: they will give up a small reward now to get a larger one later.





Egg-laying hens spend every minute packed in feces-filled cages. The cages are so small, hens can barely turn around and cannot spread their wings.



Chickens raised for meat spend their lives packed in a massive warehouse. They have been bred to grow so fast that by the time they are one month old it hurts many of them to walk. Ammonia from waste is so concentrated it burns their eyes, skin, and lungs.

When chickens get sick, they can be clubbed on the head with a metal rod or left to suffer to death. At the slaughterhouse, they are electrically paralyzed before having their throats cut. If they avoid the blade—as many birds do—they will drown in a tank of scalding hot water.

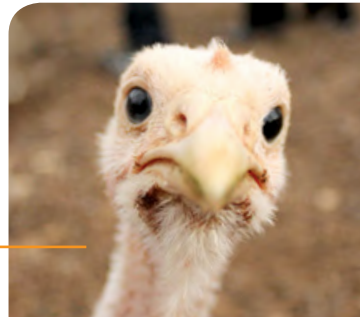


# MEET THE ONES YOU SPARE

Agriculture economists have found that when people eat less meat, producers raise and kill fewer animals. Here are some of the individuals you help spare each year.



21 chickens like Tilly,  
and even more if you  
also cut out eggs



A turkey like Clove



A pig like  
Bob Harper



A cow  
like Meghan



**“They’re like floating pig farms...Disease and parasites [on fish farms] run rampant.”**

*The Los Angeles Times, “Fish Farms Become Feedlots of the Sea”*

About half of the fish consumed by humans do not come from the wild. They are raised in crowded enclosures where stress, crowding, and filthy water cause death and disease.

Because they are stressed by the crowding, fish sometimes bite off the fins, tails, and eyes of other fish.

Fish who are pulled out of the water suffocate as their gills collapse. It can take up to ten minutes before they die. When they are dragged up from deep in the ocean, their eyes bulge and their stomachs turn inside out from the change in pressure.

Fish like Calvin have long-term memories and are smart enough to learn tricks. Like all farmed animals, fish are badly abused—they just don’t have the vocal cords to scream.

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Dozens of  
fish like Calvin





## MEET EMILY



Kim Gordon, a rescued pig

In 2009, a farm worker in Pennsylvania found a pig named Emily (above) had figured out how to escape from her cage. But Emily wasn't content with her own freedom. She went around unlatching the doors of other cages. Coworkers said this happened often: when one pig learned to escape, she usually tried to show other pigs how to do the same.

Emily and other pigs dream when they sleep. They are friendly and social, and they rub their noses together with close friends. Because they are so intelligent—even smarter than cats and dogs—they go crazy from being confined. Some repeatedly bite the metal cage bars until their teeth shatter. Others get depressed and lie on the filthy floor without moving. At just six months old, pigs like Emily are electrocuted or shot in the head with a metal rod. Pigs who don't die immediately are drowned in scalding water.



"Pigs in tiny crates suffer beyond anything most of us can easily imagine. They are unable even to turn around for weeks at a time, so that their muscles and bones deteriorate. And these extremely social and intelligent animals lose their minds from being denied any social or psychological stimulation at all."



"On behalf of compassionate people everywhere, I implore you to help end the needless suffering."

**Ryan Gosling**, Actor

**"So our animals can't turn around for the 2.5 years they are in the stalls...I don't know who asked the sow if she wanted to turn around."**

**Dave Warner**, Director of Communications, National Pork Producers Council



# A BETTER YOU



The Academy of Nutrition and Dietetics, the largest organization of nutrition professionals in the world, says that eating vegetarian or vegan has many benefits and is safe for people of all ages, including pregnant women.

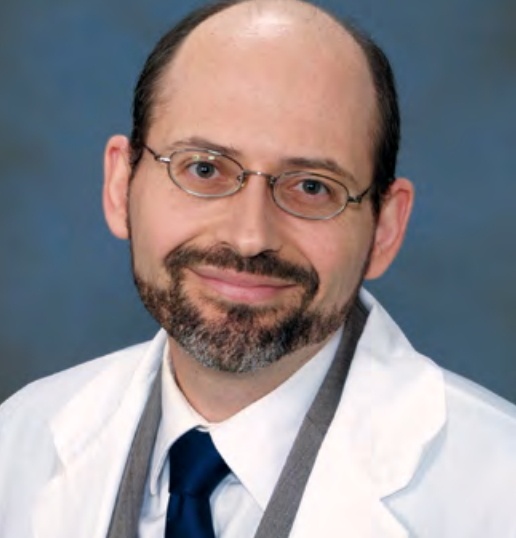
While type 2 diabetes has become a health crisis, vegetarians are much less likely to develop this disease. Eating fewer animal products often results in lower cholesterol, lower blood pressure, reduced body fat, and a reduced risk of cancer.

Many elite athletes and bodybuilders are vegetarian or vegan. You can order our *Compassionate Athlete* booklet at [VeganOutreach.org](http://VeganOutreach.org).

**"I can honestly say that being vegan is not only the most efficient way to be full-body strong, it's also the most humane."**

David Carter, NFL Player





“As a medical doctor, I consider adopting a plant-based diet to be one of the most important things someone can do to prevent the leading causes of disease.”

Dr. Michael Greger, NutritionFacts.org

## DOING IT RIGHT

Eating high-protein foods such as beans, peanuts, and vegetarian meats will fulfill your daily protein requirement and provide satisfying meals. Plant-based diets are high in iron, and eating vitamin C at meals helps you absorb it. Consider a multivitamin with B12 to cover your bases. Order our *Guide* (see back cover) or visit [VeganHealth.org](http://VeganHealth.org) for nutrition tips.



Brandon Williams, Temple University

“I lift five days a week, and I’ve added muscle since going vegetarian. Getting enough protein is easy. Beans, lentils, nuts, plant-based meats, tofu, whole grains, and dairy-free protein shakes and bars are all great sources of protein.”



Gunita Singh, Boston University

“I’ve always been low on iron, even when I ate meat. So I make sure to eat foods with plenty of iron. Beans, dark leafy greens, and whole grains like oatmeal and wheat are filled with iron. There are also iron supplements out there if you need them.”

# EATING OUT

## A WHOLE NEW WORLD - INTERNATIONAL RESTAURANTS

### ITALIAN



### THAI



### MIDDLE EASTERN



### INDIAN



### MEXICAN



### CHINESE



## WHAT CAN I ORDER AT MY FAVORITE CHAIN RESTAURANTS?

### CHIPOTLE

- Try a burrito, bowl or tacos with sofritas and fajita veggies
- Add guacamole, pinto or black beans, salsa, lettuce and cilantro

### TACO BELL

- Try a bean or 7-Layer Burrito fresco style
- Get the Crunchwrap Supreme fresco style, sub beans for beef and add potatoes and guacamole

### DENNY'S

- Order the veggie burger with a variety of toppings
- Choose seasoned fries or hash browns on the side

### OTHER CHAINS

- Ask your server what dishes they could prepare for you without meat
- Ask to substitute vegetables for meat in your favorite dishes
- Order a few side dishes if there are no meatless meals

# EASY MEAL IDEAS



# GETTING GROCERIES

## PANTRY



## FRIDGE



## FREEZER



# MAKE A DIFFERENCE!

You can replace animal products with something better!

Research shows that people who make a more gradual transition to eliminating animal products are more likely to stick with it.

Because many more chickens are killed to produce the same amount of meat as from cows and pigs, you'll prevent more animal suffering by first eliminating chickens.

You don't have to sacrifice your favorite meals—high protein vegan meats are widely available.

Focus on the hundreds of new foods you can add to meals—include them in your routine until there's no room left for the old animal products!

Thank you for caring about justice for individuals who do not have the power to stand up for themselves!



Once you've decided what will work for you, just get started and stick with it!



PO Box 1916, Davis, CA 95617 • [VeganOutreach.org/contact](http://VeganOutreach.org/contact)

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# GIVE IT A TRY

order your

## FREE GUIDE

to cruelty-free eating, with recipes and health tips

**TEXT:** Starter to 55678

**CALL:** 520.979.3884

**VISIT:** [VeganOutreach.org/Guide](http://VeganOutreach.org/Guide)

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