

**THE HUMANE SOCIETY
OF THE UNITED STATES**

Guide to Vegetarian Eating



**Promoting
the protection
of all animals**

Decisions We Make

About Vegetarian Eating

Vegetarian eating is an effective and positive way to help farm animals. Indeed, any reduction in the amount of animal products we consume makes a difference for animals. As you transition to vegetarian eating, praise yourself for every step you take toward adjusting your food choices and know that with every vegetarian meal you enjoy, you are doing something tangible to protect animals.



Thank you
for your
compassion.

**THE HUMANE SOCIETY
OF THE UNITED STATES**
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202-452-1100 • www.hsus.org

DEAR FRIEND,

Food choices can be a very personal matter. It's your body, and you decide what you eat.

It's clear as well that our food preferences and decisions are shaped by all sorts of external factors.

Travel the world, or take a look at ethnic communities within the United States, and you'll find an endless array of different foods prepared in distinctive ways.

The great variety of cultural food preferences reflects a basic truth—that food selections, at some level, are conditioned choices.

I grew up in an ethnic household—with a Greek mother and an Italian father. Like many second or third generation ethnic families, we were not orthodox in eating only Greek and Italian fare. We sampled many foods—Asian, Mexican, but, most of all, what might be described as traditional American cuisine.

We ate what was common in supermarkets and restaurants. We ate what was advertised. We ate what was affordable.

We also ate what the “experts” said we should. In the 1950s, the U.S. Department of Agriculture (USDA) began promoting the Basic Four Food Groups. The general idea was that a person needed to draw liberally from each food group—meats, dairy products, fruits and vegetables, and grains—to be healthy and strong.

In hindsight, we can see that the USDA's pronouncements were not motivated by concerns over health and nutrition, but an interest in creating markets for U.S.-produced agriculture commodities. The meat, dairy, and egg industries were, and continue to be, a dominant influence at the USDA.

The history of American culture is full of competing ideas related to the ideal diet.

The Humane Society of the United States (HSUS) believes that food choices should be significantly influenced by an ethical concern for animals. In the United States alone, there are 10 billion domesticated animals reared and slaughtered for food each year—most of them raised in harsh, sunless confinement.

**We are creatures of conscience,
and each one of us has the power
to turn away from the cruelties
of the modern factory farm.**

With the rise of industrialized farming and the many miseries it inflicts, the decisions we make two or three times a day—when we sit down to eat—have vast implications for animals. We are deciding, in

effect, whether or not we will add our own weight to the immense burdens placed upon animals in factory farms.

As an animal protection organization,

The HSUS is constituted to prod lawmakers, corporations, and individuals to do better when it comes to our food policies and food choices.

The HSUS Guide to Vegetarian Eating is published for the benefit of our members and other Americans who, for reasons of conscience and of health,

want to reduce their consumption of animal products or replace them entirely.

Becoming vegetarian, or reducing our intake of animal products, does not subtract from the total amount of enjoyment we derive from eating. It can add to the pleasure of a good meal—by opening up a new world of foods. More importantly, though, it marks an acceptance of personal responsibility.

We human beings, after all, are not just consumers, answering to our appetites or to supply and demand. We are creatures of conscience, and each one of us has the power to turn away from the cruelties

of the modern factory farm.

The animals humanity raises for food are not just objects or commodities—they are fellow creatures, with the same spark of life that we have, the same desire to live and enjoy their time on Earth. We can carry a message of compassion into the world, and our own lives are richer for it.

For the animals,

Wayne Pacelle
President & CEO
The Humane Society of the United States



HILARY SCHWAB

▲ Wayne Pacelle
visits a rescued pig
at Poplar Spring
Animal Sanctuary.



Eating for the Animals

Each year in the United States, 10 billion land animals are raised and killed for meat, eggs, and milk.¹ Just like the dogs and cats we welcome into our homes, chickens, pigs, turkeys, and cows have their own personalities, inquisitive natures, likes and dislikes, and—most importantly—the ability to feel pain, suffer from boredom and frustration, and experience joy.

Yet these animals are routinely mistreated on industrialized factory farms. **No federal law protects animals from cruelty on the farm, and most states exempt customary agricultural practices—no matter how abusive—from the scope of their animal cruelty statutes.** The welfare of farm animals often loses out to the economic interests of factory farmers, who can make larger profits by intensively confining animals and breeding them for rapid growth with little regard for the animals' suffering.

Birds

Of the 10 billion land animals killed annually in the United States, 95 percent are birds. The overwhelming majority are “broiler” chickens raised for meat—with one million killed each hour. Additionally, nearly 300 million laying hens² are raised for eggs, and 270 million turkeys³ are slaughtered for meat.



COMPASSION OVER KILLING

▲ *In the United States, 98 percent of egg laying hens are confined in wire “battery cages” so small they can’t stretch their wings.*

On factory farms, birds raised for meat are confined by the tens of thousands in barren sheds,⁴ unable to carry out many normal behaviors, including roosting and foraging.⁵ The most significant assault on their welfare is fast growth.⁶ **The poultry industry has used selective breeding and growth-promoting antibiotics to produce birds whose bodies “are on the verge of structural collapse.”**⁷ To put their growth rate into perspective, the **University of Arkansas Division of Agriculture reports, “If you grew as fast as a chicken, you’d weigh 349 pounds at age 2.”**⁸ As a result, 90



COMPASSION OVER KILLING

◀ *Every hour, one million chickens raised for meat are slaughtered after having spent their shortened lives inside ammonia-filled and barren sheds.*

Chickens exist in stable social groups. They can recognize each other by their facial features. They have 24 distinct cries that communicate a wealth of information to one another.... They are good at solving problems. As a trick at conferences I sometimes list these attributes, without mentioning chickens, and people think I'm talking about monkeys.^a

—Chris Evans, Ph.D., Professor of Psychology, Macquarie University, Sydney, Australia

percent of broiler chickens have painful leg problems¹⁰ and 26 percent suffer chronic pain as a result of bone disease.¹¹

After only 45 days for broiler chickens¹² and 16 weeks for turkeys,¹³ the birds have reached market weight. Workers hastily and roughly catch the animals, causing dislocated and broken hips, legs, and wings, as well as internal hemorrhages.¹⁴ Crammed into crates stacked one atop another on trucks, the birds aren't given any food, water, or protection from extreme temperatures during their journey to the slaughterhouse.¹⁵

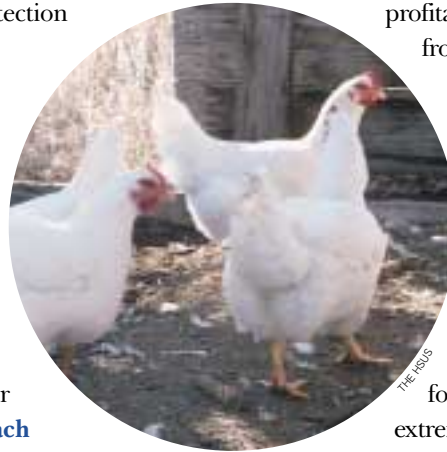
Like birds raised for meat, chickens in the egg industry suffer immensely—beginning right after birth. Male chicks are considered byproducts, as they're unable to lay eggs and aren't bred for meat production. **Millions each year are gassed, crushed, or thrown into garbage bins to die from dehydration or asphyxiation.**¹⁶ Most female chicks are painfully mutilated without any anesthesia.¹⁷ The tips of their sensitive beaks are sliced off with a hot blade, making it difficult for them to grasp food.¹⁸

Ninety-eight percent¹⁹ of hens in U.S. factory farms are intensively confined in small wire “battery cages,” stacked several tiers high and extending down long warehouses. **Hens are given less space than the area of a letter-size sheet of paper**²⁰ in which to eat, sleep, and lay

eggs. This intensive confinement makes nesting impossible—the most significant source of frustration for battery caged hens—and prevents them from engaging in other natural behaviors, including dustbathing and foraging.²¹ **While many countries are phasing out the battery cage system, U.S. egg producers still overcrowd hens in barren cages so small the birds can't even spread their wings.**²²

After two years, the hens are no longer profitable and are forcibly removed from the cages, their limbs often torn²³ by teams working at hourly rates of up to 1,500 birds with individual workers grabbing as many as seven hens at a time.²⁴ As with broiler chickens and turkeys, egg-laying hens are crammed in crates stacked on transport trucks and denied food, water, or protection from extreme temperatures during their journey to slaughter.²⁵

At the slaughter plant, the birds are dumped onto conveyors and hung upside down in shackles by their legs. **In the United States, there is no federal law requiring that birds be made unconscious before they are slaughtered, as poultry are excluded from the federal Humane Methods of Slaughter Act.**²⁶ Their throats are cut by hand or machine. Slaughter lines run at speeds of up to 8,400 chickens per hour, so mistakes are common and some birds are still conscious as they enter tanks of scalding water intended to loosen their feathers.²⁷



Aren't There Laws That Protect Farm Animals?

From life on a factory farm to death at a slaughter plant, animals raised for meat, eggs, and milk suffer immensely. And, as shocking as it may be, much of the abuse these animals endure is perfectly legal.

There are no federal animal welfare laws regulating the treatment of the billions of animals raised for food. And while all 50 states have cruelty statutes, most explicitly exempt common farming practices, no matter how abusive.

► *After giving birth, mother pigs are intensively restricted in “farrowing crates” that don’t even allow them to turn around. Metal bars separate these naturally caring mothers from their young.*



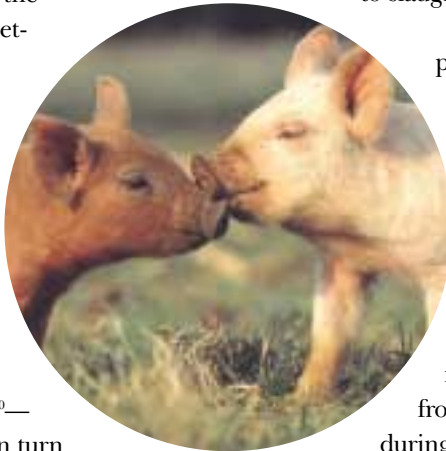
COMPASSION OVER KILLING

Pigs

Pigs are intelligent, highly social animals, yet factory farmers treat the more than 100 million pigs²⁸ slaughtered annually in the United States as meat- or piglet-producing units.

Sows—female pigs—suffer through rapid cycles of impregnation, birthing, and nursing, all while intensively confined. During their four-month pregnancies, more than 90 percent²⁹ of sows are kept in barren “gestation crates”—two-by-seven-foot metal stalls³⁰—so small the animals can’t even turn around. **While many countries have banned gestation crates because of their inherent cruelty, their use is still the standard practice of the U.S. pork industry.**

Before giving birth, sows are moved into equally restrictive “farrowing crates”—stalls designed to separate a mother pig from her nursing piglets that are so small that the mother can only stand up and lie down. After the piglets are weaned prematurely,³¹ the cycle begins again



for the mother pig. After giving birth to five or six litters in four years,³² sows are sent to slaughter.

Pigs raised for meat undergo painful mutilations—including castration and tail docking—without anesthesia.³³ For six months, they’re confined in filthy sheds or pens until they reach the average market weight of 266 pounds.³⁴ Like birds, pigs aren’t given food, water, or protection from extreme heat or cold during their transport to slaughter.

According to the federal Humane Methods of Slaughter Act, pigs and other livestock are to be rendered insensible to pain before they’re shackled and killed.³⁵ However, a January 2004 report by the U.S. General Accounting Office on the USDA’s enforcement of the Act found that some animals are still conscious as they are hung upside down and their throats are slit.³⁶

[Pigs] have the cognitive ability to be quite sophisticated. Even more so than dogs....^b

—Donald Broom, M.Sc., Ph.D.,
Cambridge University
Veterinary School



FARM SANCTUARY

◀ *Pregnant sows are kept in two-by-seven-foot “gestation crates” so cruel they’ve been banned in many countries.*

Don't They Have to Treat the Animals Well for Them to Be Productive?

Animal agribusiness representatives often claim that it's in their own interests to treat animals well, and a common defense of factory farming is that "only happy animals produce." But as farm animal welfare expert Donald Broom, M.Sc., Ph.D., explains, "efforts to achieve earlier and faster growth, greater production per individual, efficient feed conversion and partitioning, and increased prolificacy are the causes of some of the worst animal welfare problems."^c

According to poultry welfare expert Joy Mench, Ph.D., "[i]t is now generally agreed that good productivity and health are not necessarily indicators of good welfare. . . . Productivity. . . is often measured at the level of the unit (e.g., number of eggs or egg mass per hen-housed), and individual animals may be in a comparatively poor state of welfare even though productivity within the unit may be high."^d

Cows

Every year in the United States, approximately 35 million cattle are raised for beef,³⁷ 9 million cows for milk,³⁸ and 1 million calves for veal.³⁹

Most beef cattle endure painful castration, dehorning, and branding⁴⁰ procedures without any anesthesia.⁴¹ For seven months, calves graze on the range⁴² before they're transported to feedlots,⁴³ where they're fattened on unnatural diets. Within six months, they reach market weights of 1,200 pounds⁴⁴ and are trucked to slaughter—with no food, water, or protection from the elements during the journey.

Dairy cows endure annual cycles of artificial insemination, mechanized milking for 10 out of 12 months⁴⁵ (including 7 months of their 9-month pregnancies), and giving birth. **The cows can be given antibiotics and hormones to get the highest possible milk yield.** This rigorous cycle overburdens the cows, who are considered "productive" for only two years⁴⁶ and are slaughtered when four years old.⁴⁷

A byproduct of the dairy industry is a calf per year per cow. Within their first few days

► ***On dairy factory farms, cows are artificially inseminated and milked for 10 of 12 months each year until their productivity wanes and they are killed.***



FARM SANCTUARY

▲ ***Calves raised for veal are tethered inside individual stalls so small they can't even turn around. After 16 weeks, the calves are slaughtered.***



of life, the calves are taken from their mothers.⁴⁸ Females usually join the dairy line, while males are typically sold to veal farmers. **Indeed, the veal industry wouldn't exist without the dairy industry.**

Calves raised for veal are intensively confined and tethered in individual stalls so small they can't turn around during their entire four-month lives before slaughter.⁴⁹ Veal crates are widely known for their inherent cruelty. **As with conventional battery cages and gestation crates, veal crates are being phased out in the European Union yet are still in use in the United States.**

Cows suffer the same mistreatment as pigs during both their transport and slaughter.



FARM SANCTUARY



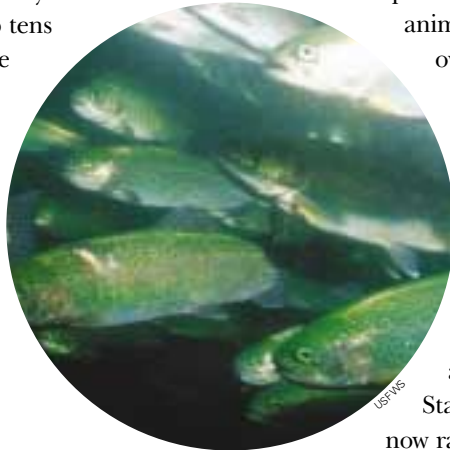
◀ *Fish caught in nets can suffer as they're quickly brought to the ocean's surface.*

Aquatic Animals

Although the number of aquatic animals killed for food in the United States goes unreported, annual estimates are at more than 10 billion.

Commercial fishers commonly use nets several miles long to trap tens of thousands of animals in one “pull,” dragging them along the ocean floor for up to eight hours before they’re hauled to the surface.⁵⁰ When fish are quickly brought to the surface, many experience decompression and their organs can burst before they suffocate on the boat’s deck.

The industry’s nets aren’t discriminating: **The United Nations Food and Agriculture Organization estimates that**



one in four animals caught in fishing gear dies as “bycatch”—unwanted or unintentional catch. More than 50 percent of the sea turtles, dolphins, seals, and other nontarget animals who are thrown overboard die.⁵¹

Another significant animal welfare problem is aquaculture—the factory farming of fish—which is the fastest growing agricultural industry in the world. By weight, more than one-third of all aquatic animals eaten in the United States—800 million pounds—are now raised in settings⁵² reported to be “basically an aquatic version of broiler chicken production.”⁵³

[I]n industrial agriculture, this link between productivity and well-being is severed. When productivity as an economic metric is applied to the whole operation, the welfare of the individual animal is ignored.

—Agricultural ethicist
Bernard Rollin, Ph.D.⁶

▶ *An increasing percentage of aquatic animals are raised in factory farm systems in the United States every year.*





Eating for Your Health

With each passing year, more Americans suffer from obesity, heart disease, cancer, diabetes, stroke, and high blood pressure.



Choosing vegetarian options over meat, eggs, and dairy products not only helps animals and the environment—it helps our health, too.

Nutrition Experts on Vegetarian Diets

The American Dietetic Association, the leading nutrition authority in the United States, states that “appropriately planned vegetarian diets are healthful, nutritionally adequate, and provide health benefits in the prevention and treatment of certain diseases. Well-planned vegan and other types of vegetarian diets are appropriate for all stages of the life cycle, including during pregnancy, lactation, infancy, childhood, and adolescence. . . .

Vegetarians have been reported to have lower body mass indices than nonvegetarians, as well as lower rates of death from ischemic heart disease; vegetarians also show lower blood cholesterol levels; lower blood pressure; and lower rates of hypertension, type 2 diabetes, and prostate and colon cancer”¹ [emphasis added].



Basic Vegetarian Nutrition

While studies have shown the many health benefits of vegetarian eating, merely removing animal products from your diet doesn’t automatically ensure good health. As with any eating plan, it’s important to know some basic nutrition information.

Staying physically active, avoiding foods high in saturated fat and cholesterol, and eating lots of fresh fruits and vegetables is good advice for anyone. Fortunately, this isn’t hard for most vegetarians. However, there are some key nutrients to look out for:



Essential Omega-3 Fatty Acids

Acids. These fatty acids are important for a variety of reasons—including maintaining good heart and cardiovascular health—and it’s important to have a reliable source, such as walnuts, ground flax seeds, flax oil, hempseed oil, canola oil, and supplements.



Vitamin B12

When nonvegetarians consume animal products, they also ingest this vitamin that is made by bacteria in some animals’ bodies. Vegetarians can take a common multiple vitamin or B12 supplement, or enjoy fortified cereals or soymilk to get a reliable source of B12.



How Healthy Is Fish?

While the fishing and aquaculture industries tout the health benefits of fish consumption, what they don’t tell us is that many fish carry high levels of mercury from industrial pollution that pose serious risks.^a

Isn't Chicken Good for You?

Chicken meat is high in fat and cholesterol and can contain high levels of arsenic, which the poultry industry feeds to the birds to make them grow faster.

Cholesterol and Fat. Chicken meat has more cholesterol per calorie than beef and virtually the same amount of fat. Even when the chicken's skin is removed, the dark meat is thrown away, and a nonfat cooking method is used, chicken is still 23 percent fat.

Arsenic. After examining 5,000 samples of chicken meat, researchers from the National Institutes of Health and the USDA's Food Safety Inspection Service reported alarmingly high levels of arsenic contamination in the flesh of broiler chickens.^b In fact, the amount of arsenic found in chicken was six to nine times that allowed by the U.S. Environmental Protection Agency (EPA) for drinking water. **A bucket of chicken from a typical fast-food restaurant would be expected to have up to almost 50 times the amount of arsenic allowed in a glass of water.**^c

Vitamin D. This vitamin may be more important than calcium for good bone health. Our bodies make vitamin D when we're exposed to sunlight. Spending some time outdoors every day without sunscreen and, during the winter months, eating vitamin D-fortified foods or taking a supplement is a good idea for anyone, vegetarian or not.

Protein. A common misperception about vegetarian diets is that they don't provide enough protein. Numerous studies have shown that this simply isn't the case. Eating an adequate number of calories made up of any normal variety of plant foods generally gives us all the protein our bodies need.

Iron. Our bodies need iron to keep oxygen circulating throughout the bloodstream. In extreme cases, an iron deficiency can lead to fatigue and other disorders. Fortunately, iron is plentiful in animal-free sources. (For even greater iron absorption, eat foods high in vitamin C, like citrus fruits and bell peppers.)

Calcium. Everyone knows we need calcium for strong bones, but what most people don't know is that our risk of osteoporosis can be lowered by reducing sodium intake, eating more fruits and vegetables, exercising, and getting enough vitamin D from sunlight or fortified sources.

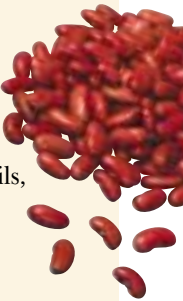


Protein-Rich and Vegetarian

Almonds, black beans, brown rice, cashews, garbanzo beans (chickpeas), kidney beans, lentils, lima beans, peanut butter, pinto beans, quinoa, seitan (a wheat-based mock meat), soybeans, soymilk, sunflower seeds, textured vegetable protein (TVP), tofu, vegetarian hot dogs and burgers

Iron-Rich and Vegetarian

Black beans, bran flakes, cashews, Cream of Wheat®, garbanzo beans (chickpeas), Grape-Nuts®, kidney beans, lentils, navy beans, oatmeal, pumpkin seeds, raisins, soybeans, soymilk, spinach, sunflower seeds, tofu, tomato juice, whole wheat bread



Calcium-Rich and Vegetarian

Almonds, black beans, broccoli, calcium-fortified orange juice, collard greens, great northern beans, kale, kidney beans, mustard greens, navy beans, pinto beans, sesame seeds, soybeans, soymilk, textured vegetable protein (TVP), tofu



A diet high in cholesterol and saturated fat can increase the risk of stroke, heart disease, and certain forms of cancer. Conversely, diets containing large amounts of vegetables and fruits offer protection against stroke, heart attack, diabetes, and various cancers, including colon and prostate, and likely breast, lung, and pancreas cancers. The foods highest in cholesterol and saturated fats are meats, dairy products, and eggs, so vegetarians enjoy a significant health advantage when it comes to protecting themselves from the leading killers and disablers of Americans. Non-animal-based diets are also far healthier for our planet and the rest of its inhabitants.

—David O. Wiebers, M.D., and Jennifer Leaning, M.D., serve on the board of directors of The HSUS. Dr. Wiebers is chair of the board, and Dr. Leaning is chair of the board's International Committee.





Eating for the Environment

As factory farms intensively confine greater numbers of animals, the toll of such industrialized practices weighs heavily on the environment, depleting resources and contaminating habitats. **Toxins, chemicals, gasses, and uncontainable amounts of manure from these facilities pollute the soil, water, and air, causing massive environmental degradation and deteriorating public health.**

Factory Farms and Public Health

In 1999, a University of North Carolina study found that neighbors of a 6,000-head hog factory, compared with a group of people in an area with no large-scale confinement units, reported more headaches, runny noses, sore throats, excessive coughing, diarrhea, and burning eyes.^a

Inefficient Use of Land and Food

Nearly 10 percent of the U.S. land area is used to grow feed for animals raised for meat, and another 32 percent is used for grazing cattle, making livestock production the largest single use of land in the country.¹ To produce a single pound of meat, egg, or milk protein, depending on the species, 3 to 12 pounds of feed protein are needed.² Producing all of this feed for farm animals uses more land, water, fertilizer, pesticides, and energy than would be used if we simply ate plant foods directly. Production of chicken meat, for instance, requires 14 times as much energy and 40 percent more cropland per unit of protein as the production of soybeans.³



USDA

▲ *Manure lagoons holding concentrated waste can leak, contaminating the surrounding land and water.*

Polluting Air, Water, and Land

Annually in the United States, farm animals produce 1.4 billion tons of feces and urine,⁴ and much of this waste—millions of gallons—eventually finds its way into neighboring ecosystems:

- ▶ About 13 percent of the domestic drinking-water wells in the Midwest contain unsafe levels of nitrates from fertilizers and manure lagoon spills or leaks.
- ▶ In 2001, the EPA forced five hog factory farms to supply bottled water for local residents because activities at the farms had contaminated the local drinking water.⁵
- ▶ A 1997 study found that 82 percent of animal farming operations producing nitrogen in excess of land capacity and 64 percent with excess phosphorus were poultry operations.⁶

◀ *A U.S. Senate report noted, “Spills of liquid animal waste directly into water... can result in fish kills, odor and overall degradation of water quality.”^b*



◀ *Tropical rainforests are being clear-cut primarily to produce pasture or cropland for growing animal feed, devastating threatened animal and plant species.*

▶ A recent report by the Chesapeake Bay Foundation identified chicken manure as the primary cause of pollution in the bay.⁷

The Toll on Wildlife

The staggering amount of farm animal waste can have a devastating impact on wildlife. A U.S. Senate report noted, “Spills of liquid animal waste directly into water have an immediate environmental impact, choking out fish and other aquatic life.”⁸ One study estimated that between 1990 and 2000, farm animal manure was responsible for 74 percent of fish kills caused by agriculture and led to more fish kills than municipal and industrial sources of pollution, combined.⁹ And most of the clearance of tropical rainforests is done to produce pasture or cropland for growing animal feed.¹⁰ This loss of habitat has devastated threatened animal and plant species. A report by the U.S. Forest Service



named cattle grazing in the American West “the Number One cause of species being put on the endangered species list in the Southwest and fourth major cause, nationwide.”¹¹ And wild animals are often directly slaughtered to protect agricultural interests.

For example, the USDA’s Wildlife Services spends millions of dollars to exterminate mountain lions, coyotes, and other wildlife to prevent livestock loss and crop destruction.

Wasted Resources

A plant-based diet requires far fewer resources to sustain life than the typical American diet, which is heavy on animal products.

For perspective, compare how many more resources are needed to produce one pound of processed animal protein compared to one pound of processed soy protein (see the table below).¹²

Factory Farms and Air Quality

In February 2002, Iowa State University and the University of Iowa released a joint report that said hydrogen sulfide and ammonia emissions from large-scale animal confinement facilities can pose a health risk to humans and that Iowa should develop air quality standards to stop factory farm air pollution.

In January 2004, the American Public Health Association passed a resolution urging government officials to adopt a moratorium on factory farms. Air quality near a factory farm is so poor that nearby residents experience respiratory problems, nausea, and severe headaches.^c

▶ *In this table the amount needed to produce one pound of processed soy protein is arbitrarily given the value of 1; the amount needed to produce one pound of processed animal protein varies by species and so is shown in a range.*

Resources	To Produce One Pound of Processed Soy Protein	To Produce One Pound of Processed Animal Protein
Land Needed	1	6 to 17
Water Needed	1	4.4 to 26
Fossil Fuel Needed	1	6 to 20



Making the Switch

Whether you do it to help animals, the environment, or yourself, transitioning to vegetarian eating can take as little as a day or as long as you need. Some people become overwhelmed at the thought of changing their dietary habits, so it may surprise you to know that becoming vegetarian can be as easy as 1-2-3.



Step One: Swap This for That

If you take a quick look at your weekly menus, you'll probably see the same dishes popping up a few times. So, for two days a week, take your comfort foods and tweak them a bit to make vegetarian versions of those favorites. Swap the chicken in your wraps or burritos for black beans or grilled vegetables. Instead of sour cream, spoon on some guacamole or salsa. Replace the meat sauce on your pasta with spicy

marinara. Trade burgers and dogs for any one of the many meatless versions on the market. After two weeks, you'll be well on your way!

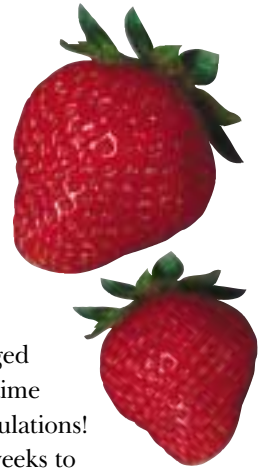


◀ *As you transition to vegetarian eating, get creative and explore the grocery for new-to-you foods.*



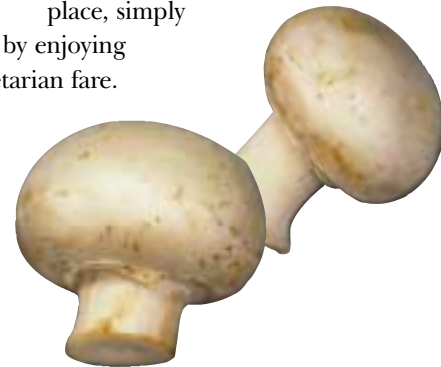
Step Two: Flexi-What?

Now that you've moved through step one, consider yourself a full-fledged flexitarian—a part-time vegetarian. Congratulations! Take the next two weeks to incorporate new foods, recipes, or products into your menu. Stroll through your local grocery store's "natural foods" aisle, or pop into your community health food store to fill your cart with some of the fantastic vegetarian items on the market. See pages 11–12 for a glossary of ingredients and a list of products that may be new to you, and turn to page 13 for sample recipes. Have fun in the kitchen and bon appétit!



Step Three: Whole (Veggie) Hog

Add just a few more days of vegetarian eating to your week and you've done it! At every meal, you're helping to make the world a better place, simply by enjoying vegetarian fare.





Menus and Glossary



▲ *Enjoying healthy, animal-friendly, vegetarian fare has never been easier—or more delicious.*

Ingredients to Stock the Shelves

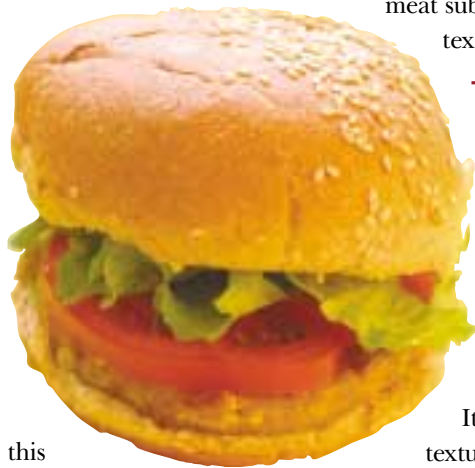
Fear of the unknown can make you stop dead in your tracks. But there's nothing to keep you from walking down the aisles of your local market or health food store once you've glanced through this guide for vegetarian alternatives and ingredients!

Ener-G's Egg Replacer®.

This ready-made product is the perfect substitute for eggs in baking.

Nutritional Yeast. An inactive yeast chock-full of vitamins and minerals, nutritional yeast gives a cheesy flavor to soups, sauces, and casseroles.

Seitan. Pronounced *SAY-tan*, this high-protein "wheat meat" can be used in place of meat in any dish. Find it prepackaged in a variety of flavors.



Soy Cheese. The nondairy version of cow's milk cheese is made from soybeans. Available in slices, blocks, and even shreds for pizza or tacos.

Soy Margarine. The vegetarian alternative to butter doesn't have the cholesterol found in its animal product counterparts.

Soy and Rice Milks. Nowadays, you're hard pressed to find a store that doesn't carry a variety of nondairy milks. These soy- or rice-based drinks come in several different flavors, including vanilla, chocolate, and strawberry.

Tahini. This calcium-rich, nutty flavored paste is made from sesame seeds and makes sauces, spreads, and dressings creamy and delicious.

Tempeh. Typically made from soybeans, this meat substitute has a wonderful texture and flavor.

Textured Vegetable

Protein (TVP). This dried soy product just needs a little water to turn it into a simple, yet delicious, vegetarian ground "beef."

Tofu. A staple in Asian cuisine, tofu is a high-protein meat alternative.

It comes in a variety of textures—from silken (great for dressings and dessert fillings) to extra-firm (perfect for a stir-fry)—so experiment to your stomach's content!



Simple Menu Suggestions

If you're scratching your head for some ideas on what to eat, here are some easy and delicious suggestions.

Breakfast

- ▶ Fruit smoothie
- ▶ Oatmeal with cinnamon, raisins, and maple syrup
- ▶ Cereal with soy or rice milk
- ▶ Toast with jam or peanut butter (or both!)
- ▶ Soy yogurt with fresh fruit

Lunch

- ▶ Veggie burger and sweet potato fries
- ▶ Peanut butter and jelly sandwich
- ▶ Black bean and grilled vegetable wrap
- ▶ Lentil soup with sourdough bread
- ▶ Pasta spirals with steamed vegetables and hearty marinara
- ▶ Mock meat sandwich

Dinner

- ▶ Grilled vegetable and marinated tofu fajitas
- ▶ Pasta with marinara sauce and vegetables
- ▶ Tacos with veggie burger crumbles and fresh vegetables
- ▶ Vegetable stir-fry over rice or pasta
- ▶ Eggplant manicotti
- ▶ Veggie chili with Italian bread



Shopping Suggestions*

The vegetarian marketplace has exploded over the past 10 years, with major grocery stores carrying a fantastic variety of animal-friendly products. As you reduce the amount of animal products in your weekly menu, you don't have to give up the tastes you've enjoyed—just substitute vegetarian versions!

Meat-Free "Meat"



Bacon: Yves' Canadian Veggie Bacon and Lightlife's Smart Bacon and Fakin' Bacon

Chicken: White Wave's Chicken-Style Seitan and Chicken-Style Wheat Meat

Chicken Nuggets and Strips: Trader Joe's Soy Poppers, Nate's Chicken-Style Meatless Nuggets, Lightlife's Chick'n Strips, and Health Is Wealth's Chicken-Free Fingers and Buffalo Wings

Chicken Patties: Soy Boy's Okara Courage Burger and Gardenburger's Flame-Grilled Chick'n and BBQ Chick'n



Cold Cuts: Lightlife's Smart Deli (Country Ham, Old World Bologna, and Three Peppercorn Pastrami), Yves' The Good Deli (Veggie Bologna, Veggie Ham, Veggie Salami, and Veggie Turkey),

and Turtle Island Foods' Tofurky

Ground Beef: Boca's Ground Burger, Morningstar Farms' Ground Meatless Crumbles, Yves' Ground Round, and Lightlife's Smart Ground and Smart Menu Crumbles

Hamburgers: Boca's Vegan Original, Gardenburger's GardenVegan, Whole Foods Market's 365



Organic Vegan Veggie Burger, and Amy's California Veggie Burger and Texas Burger

Hot Dogs: Lightlife's Smart Dogs and Tofu Pups and Yves' Veggie Dogs, Tofu Dogs, and Hot 'n' Spicy Chili Dogs



Sausage: Turtle Island Foods' Tofurky gourmet sausages, beer brats, and kielbasa; Lightlife's Gimme Lean; Gardenburger's Meatless Breakfast Sausage; and Yves' Veggie Breakfast Patties and Links



Dairy-Free "Dairy"

Butter: Shedd's Willow Run Soybean Margarine and Earth Balance's Soy Garden

Cheese: Follow Your Heart's Vegan Gourmet and Tofutti's Soy-Cheese Slices



Cream Cheese: Tofutti's Better Than Cream Cheese

Eggs: Ener-G's Egg Replacer and Fantastic Foods' Tofu Scrambler



Ice Cream: Turtle Mountain's Soy Delicious product line, Tofutti's ice cream product line, and Whole Soy's Frozen Cultured Soy product line

Mayonnaise: Follow Your Heart's Vegenaïse and Nasoya's Nayonaïse



Sour Cream: Tofutti's Sour Supreme

Yogurt: Whole Soy's Creamy Cultured Soy, Silk's Cultured Soy, and Stonyfield Farm's O'Soy

*All company, product line, and product names are trademarks (registered or unregistered) of their respective corporations.

Dining Out Vegetarian-Style

The National Restaurant Association** reports that 8 out of 10 restaurants—from fast food to gourmet—are responding to the growing demand for animal-friendly fare by serving vegetarian entrées.

** "Tableservice Restaurant Trends, 2001," www.restaurant.org/dineout/nutrition.cfm.



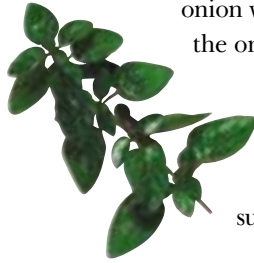
InThe HSUSKitchen

Recipes from Our Staff

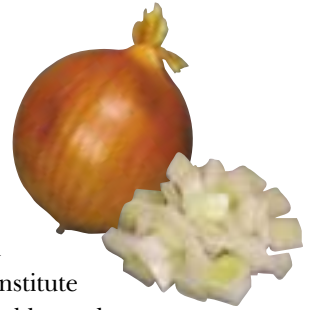
Josh Balk's Tofu Scramble

Serves 4

1 medium onion, chopped
1 vegetable bouillon cube, crumbled
1 14-ounce package extra-firm tofu,
drained and crumbled
1 tablespoon soy sauce
1 jalapeño pepper, diced
2 teaspoons turmeric
seasonings, to taste



In a large, nonstick pan, sauté the chopped onion with the crumbled bouillon cube until the onion browns. (Don't add water to reconstitute the bouillon cube.) Add the tofu crumbles and stir-fry until the water from the tofu evaporates, about 3 minutes. Then add the soy sauce, diced jalapeño, turmeric, and any seasonings you like, such as basil, oregano, or hot sauce. Serve immediately.



Pierre Grzybowski's Pancakes

Serves 4



1 1/2 cups all-purpose flour
1 tablespoon sugar
1/2 teaspoon baking soda
1 teaspoon baking powder
1 1/2 cups soymilk or water
2 tablespoons vegetable oil

In a large bowl, mix together all the dry ingredients and then whisk in the soymilk or water and oil.

Pour the batter onto a nonstick pan and cook over medium heat, turning once when the edges begin to bubble and brown. Top with maple syrup and fresh fruit, and serve immediately.

Andrea Cimino's Fudge Brownies with Creamy "Butter" Icing

Makes about 16 brownies

For the Fudge Brownies:

1 1/3 cups sugar
1 cup unsweetened applesauce
2 tablespoons water
2 teaspoons vanilla extract
1 1/3 cups all-purpose flour
1/2 teaspoon baking powder
3/4 cups unsweetened cocoa powder
1/4 teaspoon salt
1 cup dairy-free chocolate chips



Preheat oven to 350°F.

Brownies: In a large bowl, mix together the first four ingredients, sugar through vanilla extract. Set aside.

In a separate bowl, whisk together the next four ingredients, flour through salt. Stir in the sugar mixture and combine well. Then add the chocolate chips.

Pour into a lightly oiled 8-inch square baking pan and bake for 45 minutes or until an inserted toothpick comes out fairly clean. Set aside to cool before frosting.

Frosting: In a large bowl, add the soy margarine, salt, and vanilla. Beat until light and fluffy. Gradually add in the powdered sugar, continuing to beat the frosting. Then add the soymilk, beating until smooth. If desired, beat in more soymilk for a smoother, more spreadable consistency.

Frost the cooled brownies, cut, and serve.

For the Creamy "Butter" Icing:

1/3 cup soy margarine
1/4 teaspoon salt
1 teaspoon vanilla extract
3 1/2 cups (1 pound) powdered sugar
3 tablespoons soymilk

Nancy Perry's Potato Salad

Serves 6

8 to 10 medium-sized potatoes (yellow or red work well)
2 tablespoons olive oil
1 tablespoon red wine vinegar
1 cup vegan mayonnaise, such as Vegenaise or Nayonaise
2 tablespoons yellow mustard
1 tablespoon balsamic vinegar
1 teaspoon sugar
dash of red pepper
dash of seasoned salt
pepper, to taste
1 celery stalk, diced
2 large dill pickles, diced
5 scallions, diced
1 3.8-ounce can sliced black olives
1/2 cup finely chopped parsley
dash of paprika



Boil the potatoes until tender—10 to 20 minutes, depending on what type of potatoes you're using. Remove the skins. Run cold water over the peeled potatoes and drain. Slice and place in bowl. Drizzle the olive oil and red wine

vinegar over the potatoes, and let sit.

In a large bowl, combine the vegan mayonnaise, mustard, and balsamic vinegar. Stir in the sugar, red pepper, seasoned salt, and pepper. Then add the diced celery, pickles, scallions, and olives. Mix well.

Add the potatoes to the dressing and toss. Refrigerate for 1 hour. Garnish with the chopped parsley and paprika.

Geoff Handy's Eggless Egg Salad

Serves 6

1 14-ounce package firm tofu
1/2 cup vegan mayonnaise, such as Vegenaise or Nayonaise
2 tablespoons mustard
1/2 teaspoon turmeric
1 teaspoon garlic powder
1 teaspoon onion powder
1/2 cup diced scallions
1/2 cup shredded carrots
pinch of salt and pepper

Drain and mash the tofu. Mix well with the vegan mayonnaise and spices, and then add the scallions, carrots, and salt and pepper. Serve on a bed of lettuce or as a sandwich spread.



Richard Patch's Refried Bean Soup

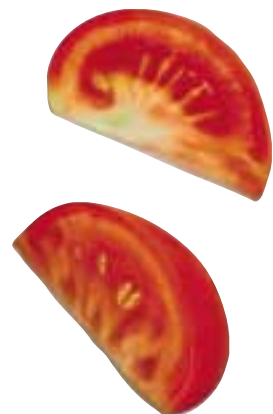
Serves 5

1 large onion, chopped
2 teaspoons minced garlic
2 teaspoons olive oil
1 14-ounce can vegetarian broth
1 14-ounce can stewed tomatoes
1 15-ounce can black beans
1 15-ounce can red kidney beans
1 16-ounce can vegetarian refried beans
1/2 teaspoon cumin
pepper, to taste



In a small saucepan, sauté the onion and garlic in olive oil until the onion begins to brown, about 5 minutes.

In a large pot, add all of the ingredients and bring to a boil. Reduce heat and stew for about 10 minutes before serving.



Katie Carrus's Sun-Dried Tomato Pistachio Spread

Serves 15

2 cups chopped pistachios
2 tablespoons olive oil
3 cups chopped sun-dried tomatoes*
1 clove garlic, diced
1/2 cup olive oil, halved
3/4 cup balsamic vinegar



In a large saucepan, toast the chopped pistachios in the 2 tablespoons of olive oil for 5 to 7 minutes until the nuts begin to turn golden.

In a food processor or high-powered blender, add the toasted pistachios, sun-dried tomatoes, garlic, and 1/4 cup of olive oil. Once the ingredients begin to mix, add the remaining 1/4 cup of olive oil and the balsamic vinegar. Mix until well combined. Serve with toasted bread or crackers.

*Sun-dried tomatoes are sold fresh in olive oil or dehydrated in bags. To rehydrate the tomatoes, place them in a bowl and cover with warm water. Let soak for 20 minutes or until plump.

John and Rebecca Regnery's Colcannon (Mashed Potatoes with Kale)

Serves 5

1 pound kale
1/2 cup finely chopped onions
4 cloves garlic, diced
2 teaspoons olive oil
2 pounds potatoes, chopped
1/2 cup soymilk or vegetable broth
salt and pepper, to taste



Wash and trim the kale, removing the hard stems and tearing into bite-sized pieces. Sauté with the chopped onion and garlic in olive oil until the kale is tender. Set aside.

In a large pot, boil the potatoes in lightly salted water until the potatoes are soft, about 20 minutes. Drain and then add the soymilk or vegetable broth. Mash well. Mix in the sautéed kale and onions. Add salt and pepper to taste. Serve immediately.

Leftovers? Form the colcannon into pancakes.

In a lightly oiled, nonstick pan, fry both sides until lightly browned.

Sharon Young's Mushroom and Almond Paté

Serves 10

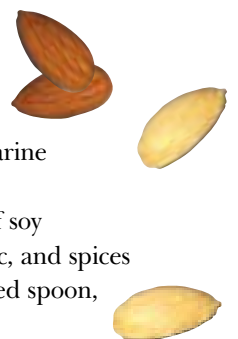
2/3 cup almonds
2 tablespoons soy margarine, halved
8 ounces mushroom pieces
2 scallions, diced
1 clove garlic, diced
tarragon, to taste
pepper, to taste
1/4 cup firm tofu, mashed



Sauté the almonds in 1 tablespoon soy margarine until lightly toasted, about 5 minutes. Set aside.

In a saucepan, melt the second tablespoon of soy margarine. Cook the mushrooms, scallions, garlic, and spices for 2 minutes until reduced. Remove with a slotted spoon, reserving the liquid.

Put the mushroom mixture in a high-powered blender or food processor and add 1 tablespoon of the reserved liquid, the sautéed almonds, and the mashed tofu. Blend until smooth and well mixed. Chill for 2 hours to blend the flavors. Serve as a dip for crackers or vegetables.



Ann Chynoweth's Spicy Peanut Noodles

Serves 2

- 1 cup vegetable broth
- 1/2 cup peanut butter, crunchy or creamy
- 1/4 cup maple syrup
- 2 tablespoons lime juice
- 2 tablespoons soy sauce
- 1 tablespoon minced jalapeño pepper or crushed red pepper flakes, to taste
- 4 cups cooked pasta noodles



In a small saucepan, mix together all of the ingredients except the cooked noodles and bring to a boil, stirring frequently. Reduce heat and simmer for 3 to 5 minutes.

In a large bowl, toss the spicy peanut sauce with the noodles. Serve immediately.

Michael Blankenship's Easy Spice Cake with Caramel Frosting

Serves 6

For the Easy Spice Cake:

- 1 1/4 cups all-purpose flour
- 1 cup packed brown sugar
- 1/4 cup cornstarch
- 1 teaspoon baking soda
- 1 teaspoon allspice
- 1 teaspoon cinnamon
- 1/2 teaspoon ground cloves
- 1/2 teaspoon salt
- 1/3 cup oil
- 1 tablespoon vinegar
- 1 cup water

For the Caramel Frosting:

- 1/4 cup soy margarine
- 1/2 cup packed brown sugar
- 2 tablespoons soymilk
- 3/4 cup powdered sugar



Preheat oven to 350°F.

Cake: In a large bowl, mix the dry ingredients (flour through salt). Add the oil, vinegar, and water. Whisk until thoroughly blended. Pour into a lightly oiled 8- or 9-inch square baking dish. Bake for 30 minutes or until an inserted toothpick comes out clean. Set aside to cool before frosting.

Frosting: In a small saucepan, melt the soy margarine and then add the brown sugar. Cook over low heat for 2 to 3 minutes, stirring constantly. Add the soymilk and bring to a boil. Remove from heat and allow to cool. Slowly beat in the powdered sugar until smooth. Frost the cooled Easy Spice Cake and enjoy.



Christina Gabela's Festive Salad

Serves 4

For the Dressing:

- 3 tablespoons balsamic vinegar
- 3 tablespoons maple syrup
- 3 tablespoons extra-virgin olive oil
- pinch of salt

For the Salad:

- 1 head red leaf lettuce, washed and torn
- 1/2 cup toasted pecan pieces
- 1/2 cup dried cranberries



In a large serving bowl, whisk together the dressing ingredients. Add the lettuce and then toss. Sprinkle on the pecan pieces and dried cranberries. Serve immediately.





FromUs toYou

As we learn more about the ways animals are raised for meat, eggs, and milk and use our power as compassionate consumers to take a stand against their abuse, it's often helpful to turn to fellow animal advocates for support and advice. We hope you'll find these letters from HSUS employees inspiring and empowering as you transition to vegetarian eating.

For many people, the reality of factory farming is so overwhelming that they feel powerless in changing today's agribusiness practices. But every person can make a difference every

time he or she makes food choices at a restaurant or grocery store. It's not about purity, but rather about helping animals one at a time. And at the same time, voting with your dollars is one of the most effective ways to influence commerce and send a message to corporations that they need to do better. One person can lead by example and be an ambassador for the animals who can't speak for themselves.

—Michael Markarian, Executive Vice President, External Affairs



For years, I spent many sleepless nights feeding babies as I cared for injured wildlife, nursing sick animals back to health, culminating in releasing them back into the wild, hoping I'd done everything possible to give them a chance at life. The work was often thankless, but its rewards were knowing I'd helped give animals a chance. My passion was for wildlife, and—although I was a vegetarian—I didn't think much about working to help farm animals.

But one day it clicked as I watched a squirrel who had been hit by a car struggle to live—I care about wildlife because I know wildlife, yet all animals struggle exactly the same way and deserve our concern, whether they're dogs or ducks, possums or pigs, crows or chickens. I realized that I had the ability to help so many more animals during my lifetime simply by choosing to promote vegetarian eating to everyone I knew. If you're like me and would do anything for the animals in your life, I encourage you to widen your circle of concern to include all animals, and speak out.

—Heidi Prescott, Senior Vice President, Campaigns

Since graduating from law school, I've dedicated myself to protecting the planet and our fellow inhabitants—animals—through whatever legal channels I can. But as you know, there are precious few laws that truly preserve environmental integrity, and there are virtually none that prevent the worst abuses against farm animals. I've struggled through times when I've felt like Sisyphus, forever pushing a gigantic boulder up a hill, only to watch as it came crashing back down. During these times, I've found strength in reminding myself that as I write yet another brief or pore over just one more legal tome, I'm actively helping animals at every meal.

—Jonathan Lovvorn, Vice President,
Animal Protection Litigation



When I first became vegetarian, I felt very isolated. I didn't know other like-minded people who made dietary choices to reflect their compassion for animals. So I sought out anyone and everyone who could support me in my decision to help animals by leaving them, their milk, and their eggs off my grocery list. At the same time, I kept—and still keep—learning as much as possible about animal issues. I also took veganism on as a challenge. I wanted to re-create all my favorite comfort foods in animal-friendly form, and it's been fun discovering all the ways to do that. Not only did my self-education keep me inspired, but it helped me share my commitment to reducing the suffering of animals with my friends and colleagues. If you're feeling alone, pull together your own network of animal advocates to help and teach each other. Get involved with your local animal advocacy group or contact us to get active in our work to help animals. Whatever you do, don't give up—you're taking the most important steps you can to help reduce the suffering of countless animals.

—Nancy Perry, Vice President, Government Affairs



Eating for the Animals

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FindOut More

Be sure to visit www.HumaneEating.org for more tips on making the transition to vegetarian eating and delicious recipes that your whole family will love. And for more information on farm animals and how you can help protect the animals in factory farms, visit www.FarmAnimalWelfare.org.



About Us

Founded in 1954 as a charitable nonprofit organization, The Humane Society of the United States (HSUS) works to create a humane and sustainable world for all animals, including people, through education, advocacy, and the promotion of respect and compassion. With more than nine million members and constituents, The HSUS is the nation's largest animal protection organization.

In 2005, The HSUS joined forces with The Fund for Animals, which was founded in 1967 by the legendary author and animal advocate Cleveland Amory. The Fund operates direct animal care facilities from coast to coast, including the world-famous Cleveland Amory Black Beauty Ranch in eastern Texas.

Through our regional offices across the country and our growing family of organizations—including Humane Society International, EarthVoice, the Center for Respect of Life and Environment, the Humane Society Legislative Fund, and the National Association for Humane and Environmental Education—we represent a powerful mainstream voice for animals around the world. For more on our many programs and initiatives, visit www.hsus.org.

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Cartoonist Patrick McDonnell is the creator and author of the award-winning, internationally syndicated comic strip *Mutts*®. www.MuttsComics.com