

what you can do

- Spread the word. Circulate this flyer to family, friends, co-workers and others in your community. For more extensive information and recipes, order our Vegan Starter Kit or more of this flyer at www.idausa.org/shop-ida.
- Check out IDA's vegan campaign and learn how you can help farm animals. www.idausa.org.
- Start a campaign in your area with leafleting, tabling or other educational outreach about veganism.
- Plan an event or activity to get people interested in veganism, such as a public lecture, cooking demonstration, feed-in with vegan food samples, leafleting, tabling, library exhibit, or street theater performance.
- Host a vegan potluck. Connect with your community to show them how good vegan food can be. This can be ongoing monthly.
- Students: join or start a vegan club in your school and plan an event that will educate people about the benefits of a vegan diet. Write a paper on veganism, hand out vegan literature at a college campus or help get vegan meals into your school's cafeteria.
- Always be respectful and polite when talking about veganism. We want to win people over and show them how positive the vegan lifestyle can be.



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THE REASON FOR *vegan* compassion in *action*

protect the Earth
preserve your Health
prevent Animal Cruelty



explore compassion

FARM NOT HARM

Food is the vital center of our daily lives. It gives us energy, strength, and enjoyment. Food is life.

The grocery store is stocked with appetizing displays and convenient, attractive packages of meat, milk, cheese and egg products. The packages might even have a serene drawing of happy animals and green rolling hills, or a story about the pleasant lives of the animals on that farm. Yet, the real stories are heartbreaking and filled with unimaginable cruelty. If we took the time to learn more about what is really happening on the "farms" and the processing lines, we might find ourselves making very different food choices.

While touted by agricultural corporations as efficient and cheap food production, modern food animal production facilities are actually places of systematic animal abuse, breeding grounds for disease and a major threat to the environment.

Below: So called "free-range" production where chickens are over-crowded, never scratch the earth or feel the sun.



Above: Pigs are kept in intensive confinement, never to see daylight or feel the earth.

CRUEL REALITY

Cages and crates packed with closely-confined animals make for a lifetime of misery, denying them the most basic experiences like normal movement, foraging and nesting behaviors, and even sunlight and fresh air. Painful procedures like de-horning, de-beaking, and castration are performed without anesthesia. Injuries, social stress, and death are the norm. Most animals are slaughtered before they reach one year of age.

Animals sick with disease and too weak to walk are dragged or hauled to slaughter and end up on our plates. The beaks of tiny chicks, more sensitive than fingers, are sliced off their tiny faces with a hot knife without anaesthetic or post surgical care.

Aside from the many physical cruelties of farm operations, animals also suffer the psychological effects of living in these unnatural, agonizing conditions and often exhibit self-destructive behavior.

Right: Separated from her mother at birth, a female dairy calf chained at the neck stands alone in the snow. She will be raised on a bottle soy formula and never drink her mother's milk.



endangering our earth

GLOBAL WARMING

What we put into our bags at the grocery store actually has more environmental impact than whether we bring our reusable shopping bag or drive a hybrid to the store. **According to a 2009 study by environmental advisers to the World Bank, animal agriculture releases 51% of all human caused greenhouse gas emissions.** A United Nations Food and Agriculture Organization report released in 2006 revealed that animal agriculture causes more greenhouse gas emissions than all the world's transportations combined.

"Livestock are one of the most significant contributors to today's most serious environmental problems," says U.N. Food and Agriculture Organization official Dr. Henning Steinfeld, senior author of the report.

Animal agriculture contributes to the global greenhouse effect from the methane produced by cows, deforestation of the rainforest to create land suitable for grazing and the enormous consumption of fossil fuel used to operate the factory farms and slaughterhouses. **It takes 8 times as much fossil fuel to produce animal protein as it does to produce plant protein.**

BETTER THAN LOCAL

When we think of eating green, we often think of locally produced food as being the most ecological choice. However, a 2008 study in the Journal Environmental Science and Technology found that shifting just two meals a week from meat and dairy products to a vegan diet reduces more greenhouse gasses than buying all locally-sourced food.



WATER

Over half the total amount of fresh water consumed in the U.S. goes to irrigate land to grow feed for livestock. It takes less water to produce one year's worth of food for a completely plant-based diet, than to produce one month's worth of food for a diet with animal products. Additionally, the millions of tons of waste produced by these massive farm animal populations pollutes our lakes, rivers, and groundwater.

DEFORESTATION

Animal agriculture destroys thousands of acres of forests that help purify the air, reduce carbon dioxide, and are home to many species of animals, birds, and plants. It is estimated that one acre of trees is preserved each year by every individual who switches to a completely plant-based diet.

Below: Over 500 million acres could be reforested in the U.S. if we made large-scale dietary change to a plant-based diet.



healthy choices

Plant-based diets—including vegetables, fruits, whole grains, and legumes—offer an abundant, diverse selection of nutrient-rich foods to choose from, are high in fiber, phytochemicals, and antioxidants, have no cholesterol and almost no saturated fat (with the exception of coconuts and palm oil). According to numerous studies, plant-based diets have been shown to lower the risk of many diseases including heart disease, stroke, cancer, diabetes and obesity.

The American Dietetic Association states, "...appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases. Well-planned vegetarian diets are appropriate for individuals during all stages of the life cycle, including pregnancy, lactation, infancy, childhood, and adolescence, as well as for athletes."

THE POWER OF ONE

Choosing to eliminate animal products from your plate is one of the most powerful and effective things you can do to fight the cruelties inflicted on farm animals, to improve your own health, and to help create a long-lasting, healthy environment. Your dollar is your voice. Use it to purchase only eco-conscious, cruelty-free products.



CHANGE YOUR DIET, CHANGE YOUR LIFE, CHANGE THE WORLD

As you are making your compassionate transition, IDA is here to help and support you. From easy, delicious recipes to a vegan starter kit, IDA offers a variety of free materials to help you start enjoying a plant-based diet. By going vegan you join hundreds of thousands of people across the globe who have decided that they can and will improve the world by simply altering what they eat.

Veganism is about celebrating life by taking care of your health and the health of our planet, and by protecting the lives of the animals that share our world. *Make the commitment. Go Vegan.*

