



THE
VEGETARIAN
STARTER GUIDE

WELCOME!

If you are reading this, it means that you are taking your first step toward changing the world. Think that sounds huge? It is. Going vegetarian not only saves countless animals, it's also the best way to save the environment. Plus—and this is a big one—you'll never feel more fit or look more fabulous.

Just look around. From Academy Award winner Anne Hathaway, to Grammy-winning country star Carrie Underwood, to the hip girl next door, plant-based eating is everywhere. Even former president Bill Clinton is doing it. These people recognize that this simple choice makes a big difference and they are putting their values into action.

Times are changing, and we all have the power to rethink, redefine, and rebuild a better world. It's time we confidently live our values, like being fair, kind, and compassionate to all living beings. It's time we feel good about who we are, how we live, and what we eat.

And here's the best part: it's totally easy. With this guide at your fingertips, you'll be well on your way to a fierce and fresh new you.

So, cast off your doubts, open your heart, and embrace the future. You have arrived.

Warmly,

Your Friends at Mercy For Animals



1

reinvent

your routine. With the easy tips in this guide, you'll be well on your way to a fabulous new way of eating.

2

replenish

your body. You are what you eat. A healthy, plant-based diet can be the best way to nourish your mind, body, and soul.

3

rewrite

perfection. Vegetarianism is not about being perfect. It's about doing the best we can to make our world a better place.

4

rediscover

flavor. Prepare yourself for an awesome adventure filled with enticing new flavors and foods.

Vegetarian (*ve-jə-'ter-ē-ən*)

- a fun and compassionate trendsetter who avoids eating meat, dairy, and eggs because of the damage, destruction, and cruelty inherent in them

What celebrities are saying

HEALTH

"I used to think about dieting, but I'm vegan now, so it's not really a problem."

- Jessica Chastain



KINDNESS

"I educated myself on factory farming and cruelty to animals, and realized that what was on my plate were living things, with feelings. And I just couldn't disconnect myself from it."

- Ellen Degeneres



SPIRIT

"Vegan food is soul food in its truest form. Soul food means to feed the soul."

- Erykah Badu

ENVIRONMENT

"Factory farms do more harm to the environment than all of transportation combined. Everyone is talking about fuel-efficient vehicles but they would actually do more for the earth by becoming vegan."

- Emily Deschanel



ETHICS

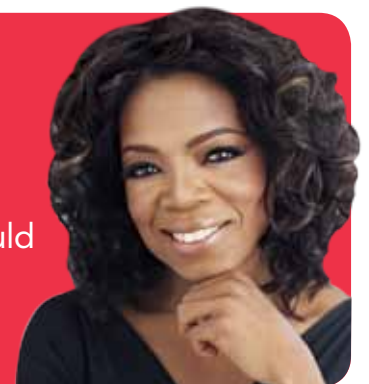
"Once people spend time with farm animals...they might find they relate with them the same way they relate with dogs and cats. Why should they be food when other animals are pets?"

- Alicia Silverstone

FLAVOR

"Wow, wow, wow! I never imagined meatless meals could be so satisfying."

- Oprah Winfrey



GET READY TO CHANGE *THE* WORLD

You are powerful. More powerful than you ever imagined. By leaving animals off your plate, you are changing the course of history by helping halt climate change and saving countless lives, including your own—all while looking and feeling phenomenal.



.....● **Did You Know?**

Chickens solve math problems, share information generationally, recognize up to 100 other birds by their facial features, and have a unique language.

EATING WITH CARE

Here's the deal: Life for animals on modern day factory farms isn't pretty. Forget those idyllic barnyard portrayals in children's books. By and large, those places haven't existed since your grandparents were in diapers.

Each year on today's factory farms, over eight billion animals are confined in windowless sheds, tiny barren crates, and filthy wire cages. The vast majority of these animals are mutilated without painkillers, denied veterinary care, and ultimately slaughtered. Sadly, they have little to no legal protections. Simply put, life for them is a hell you wouldn't wish on your worst enemy.

While the overwhelming majority of "food" animals live and die in misery and deprivation, a lucky few have escaped their cruel fates after being rescued by animal advocates. These are their stories.



Top: Free and soaking up the sun
Bottom: Life on a veal farm



Top: Life on factory farm
Bottom: Freedom for Hope



HOPE

Hope's story is nothing short of a miracle. Her life now consists of dust baths, perching in trees, and gossiping with her girlfriends in the coop. But it wasn't always this way. **Hope was found on a pile of dead birds on an egg factory farm.** She was barely alive when a young rescuer saved her life. Approximately 250 million hens like Hope are imprisoned every year on modern egg factory farms, where they are denied nearly everything that comes naturally to them.

Hens are crammed into barren wire cages, where each bird gets less space than an iPad to live her entire life. They are unable to spread their wings, walk, or forage for food. When they are just babies, they have their beaks seared off with a hot blade. This is an extremely painful procedure and many chickens die from starvation because it's too excruciating to even eat.

The males never have a chance. Because they don't lay eggs, they are killed soon after hatching. Some are ground up alive, while others are gassed or suffocated.

DYLAN

Dylan is a lovable, easygoing guy. He enjoys soaking up the sun, chomping down on carrots, and hanging out with his friends.

But life wasn't always great for this gentle giant. **Born on a dairy farm, Dylan was dragged away from his mom after just one day to be sold for veal.** He was found tied to a post, lying in his own feces, when a compassionate couple arranged his rescue. On a veal farm, Dylan would have been chained by his neck in a tiny crate barely larger than his body before being sent to slaughter at only 16 weeks old.

Dairy cows, like Dylan's mother, also live miserable lives. Like all mammals, cows produce milk for their babies. In order to keep producing milk, they are artificially and repeatedly impregnated. **They are kept in tiny stalls and have hardly any room to move around.** After about four years, they are sold to slaughter.

Top: Life as a "broiler chicken"
Bottom: A new life, full of open spaces



Top: A well-deserved life of leisure
Bottom: A cruel stay at a factory farm

OPHELIA

Ophelia is the best girlfriend in the world. She'll keep you company while you eat, sit quietly and listen to all your troubles, and even accompany you to the spa for some dust bathing.

Seriously though, like us, chickens form strong bonds with their friends and families, are inquisitive, and enjoy their natural surroundings. Sadly, like Ophelia once was, "broiler chickens"—a term given to birds raised for their meat—are packed in filthy, overcrowded sheds and bred to grow so quickly that many suffer health defects, such as crippling leg disorders and heart attacks.

How fast do they grow? Think of a two-year-old baby weighing 350 pounds!

SENSITIVE SEA LIFE

Do fish feel pain? Of course they do. Modern science now tells us that fish experience pain in much the same way mammals do. They can also feel pleasure. In fact, fish release a hormone called oxytocin, which is the same hormone released in humans when they're falling in love. But life in the sea isn't all about love stories. Commercial fishing boats cruelly catch billions—yes, billions—of fish every year. And fish are not the only victims of industrialized fishing. Dolphins, turtles, and other marine wildlife become ensnared in mile-long nets. Other fish are raised in overcrowded, dirty, and disease-ridden factory farms.



OLIVE

Olive is one brave, lucky lady. She saved her own life by making a daring and dangerous escape from a slaughterhouse.

Pigs just like Olive are treated mercilessly on factory farms. They are kept pregnant and imprisoned inside tiny metal gestation crates so small they can't turn around, lie down comfortably, or engage in any natural behavior. This farming practice is so cruel that many pigs go mad from utter lack of stimulation. Hour after hour, day after day, they have nothing to do but bite the bars or bang their heads against the sides of the cages.

Shortly after birth, piglets are taken away from their mothers, and endure mutilations without painkillers, including having their tails chopped off and testicles ripped out of their bodies.

Having been rescued and taken to a sanctuary, Olive now lives a life of leisure, taking mud baths (okay, rolling in the mud), and hanging with her BFFs.

Is "humane" meat okay?

Hardly. The extremely small percentage of animals raised on small-scale farms may be treated a little better, but the reality is that many of these animals are still separated from their families and mutilated without painkillers, and their deaths are always the same: bloody, violent, and completely unnecessary.

What about "cage-free" eggs?

Almost anything is better than the nightmare of factory farming, but sadly, cage-free doesn't mean cruelty-free. The truth is that cage-free and free-range hens are usually crammed in overcrowded sheds, debeaked, and all killed once their egg production declines. And don't forget the males. Just like in factory farming systems, they are considered worthless and killed almost immediately after hatching.



HEALTH IS WEALTH

Make no mistake, health is wealth. The number one killer in the United States isn't guns, or drugs, or car accidents. **It's heart disease**—a ruthless killer that is directly related to what's on our plates. So read these next few pages like your life depends on it. **Because it does.**

LIGHTEN UP

Obesity is not just a vanity issue, but is now also linked to some of the leading causes of death in the United States, including diabetes, heart disease, and stroke. **Science now shows that vegetarians have lower rates of obesity.**

In fact, the National Institutes of Health concluded that on average, people who avoid meat, dairy, and eggs have body mass indexes almost 20% lower than meat eaters. That translates into about 30 pounds less weight than non-vegetarians of similar height in certain age brackets.

"Quite simply, the more you substitute plant foods for animal foods, the healthier you are likely to be."

- Dr. T. Colin Campbell, nutrition expert at Cornell University



My Life Transformed: Somer's Story

Eight years ago I was diagnosed with an autoimmune disease called Ulcerative Colitis. I was put on a prescription steroid to control the disease. I went from a healthy weight of 125 to over 200 pounds in just nine months on the drug. I was miserable and hated being sick.

Luckily, I watched the documentary *Forks Over Knives* and I found out that a whole foods, plant-based diet can reverse many diseases. So, I went completely vegan. I am currently off all prescription drugs and my Ulcerative Colitis is in full remission. I've lost the weight—all 75 pounds—and I've never felt better.



Natalia's Story

A few years ago I found myself at the end of my rope. I was topping the scales near 450 pounds. I was a severe, out-of-control, type 2 diabetic on numerous medications. My blood pressure and cholesterol were both through the roof.

Since going on a therapeutic, plant-based diet, eliminating all animal products, as well as high-fat foods, I have lost over 200 pounds, I am off of 15 medications, I no longer have neuropathy in my legs and feet, and the nerve damage in my eyes caused by astronomically high blood sugar is no longer there. In addition, my husband has also lost 100 pounds and has seen dramatic improvements in his health since adopting a healthy, vegetarian diet.

CARDIAC ATTACK!

Heart disease claims the life of nearly one out of every three Americans. Adopting a vegetarian diet is a powerful way to prevent heart disease. In fact, a recent British study found that switching to a vegetarian diet may cut your chances of developing heart disease by 32%!

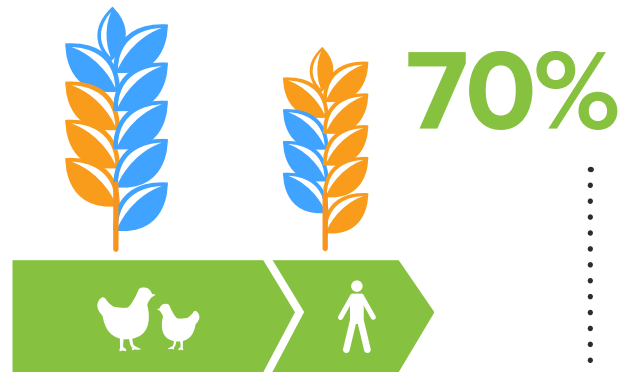
Animal foods tend to be high in cholesterol and saturated fat, major contributors to artery-clogging plaque. In contrast, plant foods are low in saturated fat and contain no cholesterol. Zero. Zilch. Additionally, the most powerful cholesterol-lowering dietary agents are soluble fiber, unsaturated fats, and phytochemicals, all of which are found almost exclusively in plant foods.

DITCHING DIABETES

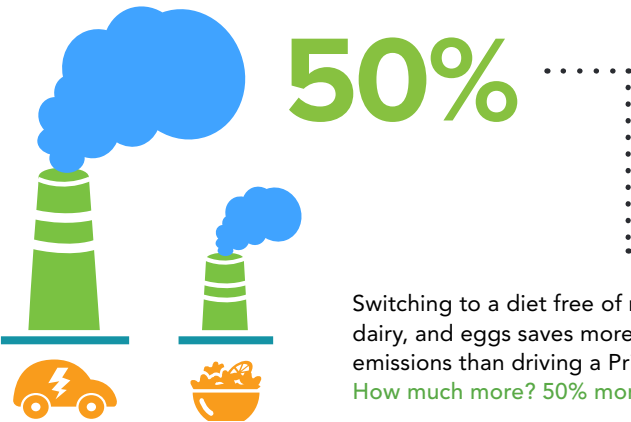
Type 2 diabetes is no joke. It can cause heart disease, stroke, kidney failure, and health issues leading to amputations. What can help prevent type 2 diabetes? A healthy, vegetarian diet. In a study tracking the diabetes rates of people who do not eat animal products, 62% had reduced risk of developing diabetes compared to meat eaters.

Green Your Diet

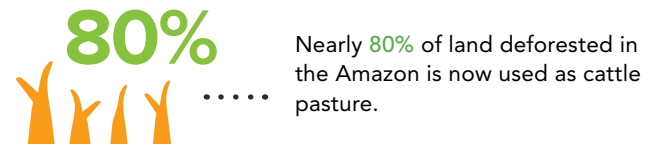
We all want to help the planet. But how? The answer could be sitting right in front of us—three times a day. By going vegetarian, we can help prevent global warming, rainforest destruction, and pollution, while saving water and other precious resources. In fact, raising animals for food produces more greenhouse gas emissions than all of the cars, planes, and other forms of transportation combined. There has never been a better time to go green by eating green. Chew on these facts:



In the United States, 70% of the grain grown is fed to farmed animals. Imagine how many people we could feed with that food.

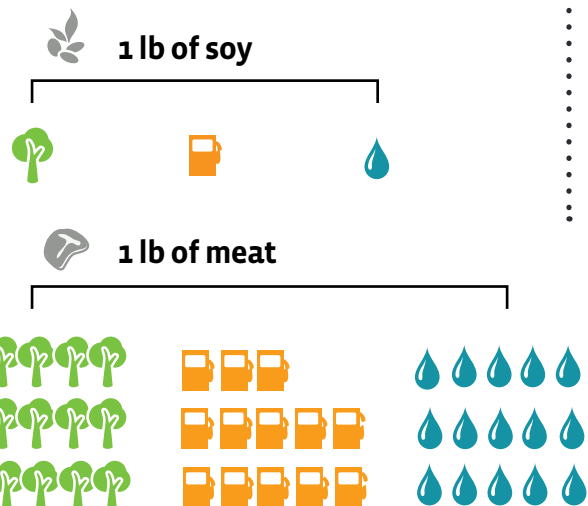


Switching to a diet free of meat, dairy, and eggs saves more carbon emissions than driving a Prius. How much more? 50% more!

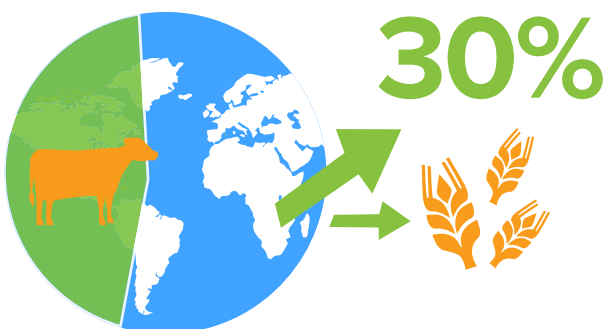


Nearly 80% of land deforested in the Amazon is now used as cattle pasture.

To produce one pound of animal protein vs. one pound of soy protein, it takes about 12 times as much land, 13 times as much fossil fuel, and 15 times as much water.



Raising animals for food (including land used for grazing and growing feed crops) now uses a staggering 30% of the Earth's land mass.



THE BASICS

The next few pages will take you through the nuts and bolts of your fab new way of eating. Protein, calcium, iron? Don't worry, we've got you covered.



Did You Know?

The American Dietetic Association says that “appropriately planned vegetarian diets are healthful and nutritionally adequate for all stages of life, including childhood and pregnancy.”



Fruit

What they do: Fruits are great for hydration and they're a fantastic source of **fiber**, which aids in digestion and helps prevent heart disease. Fruits are also rich in **potassium**, which is important for proper organ function, and an amazing source of **antioxidants**.

How much? Two or more servings per day

What's a serving? 1 medium-sized fresh fruit, 1 cup cut-up fruit

Best sources: Apples, oranges, blueberries, blackberries, bananas

Tip: Starting your day with a fruit smoothie is a great way to get your daily servings of fruit.

Vegetables

What they do: Vegetables are pretty much the healthiest foods on the planet. They provide **beta carotene**, which your body turns into **vitamin A**. That is important for good vision and immune function. Vegetables also provide **vitamin C**, which creates collagen, a protein that makes skin, joints, and bones strong. They also contain a host of cancer-fighting **phytochemicals**.

How much? Four or more servings per day

What's a serving? ½ cup cooked vegetables, 1 cup raw vegetables, ½ cup vegetable juice

Best sources: Kale, broccoli, spinach, romaine lettuce, peppers, cabbage

Tip: Eat the rainbow! The varying, vibrant colors in vegetables exist because of the thousands of healthful phytonutrients.

Seeds & Nuts

What they do: Nuts and seeds provide **protein** and **iron**, as well as **zinc**, which supports a healthy immune system. **Omega-3** fatty acids, found in walnuts, flax seeds, and chia seeds, aid in healthy brain function.

How much? One to two servings per day

What's a serving? ¼ cup nuts, 2 Tbsp seeds, 1 Tbsp nut or seed butter

Best sources: Pumpkin seeds, peanut butter, tahini, flax seeds, walnuts, almonds

Tip: Try some tahini in your salad dressing to add creaminess or a handful of almonds as a satisfying, midday snack.

Legumes & Soyfoods

What they do: Legumes and soyfoods provide a hefty amount of **protein**, the basic component of all living cells that supports growth, maintenance, and repair. Many of these foods are also rich in **calcium**, which is vital for strong and healthy bones, and **iron**, an important component of hemoglobin, the substance in red blood cells that carries oxygen from your lungs to the rest of your body.

How much? Three or more servings per day

What's a serving? ½ cup cooked beans, ½ cup tofu, ½ cup tempeh, 1 cup fortified soy milk

Best sources: Kidney beans, tofu, tempeh, lentils, peas

Tip: Make sure to buy calcium-set tofu so you not only get a healthy dose of protein, but calcium as well.

Grains & Starchy Vegetables

What they do: Grains are a great source of **fiber** and **iron**, and they also contain some **protein**. They are rich in **B vitamins**, which are important for metabolism and nerve function.

How much? Five or more servings per day

What's a serving? ½ cup cooked rice, pasta, or quinoa, 1 sweet potato, 1 ounce ready-to-eat cereal, 1 slice whole wheat bread

Best sources: Brown rice, whole wheat pasta, oatmeal, sweet potatoes, yams

Tip: Throw a dash of quinoa into your salad to add some bulk and additional flavor.



FATS

The best way to get your daily dose of **healthy fat** is through whole foods like nuts, seeds, nut butters, and avocados, paying close attention to foods rich in **omega-3 fatty acids**: flax seeds, hemp seeds, and walnuts.

Other sources of **fat**, such as plant-based mayonnaise, margarine, or oils should be kept to a minimum—one or two servings a day.



VITAMIN D

Important for bone health and helps protect against many illnesses, from cancer to autoimmune disease. Your body can synthesize **vitamin D** when it gets adequate sun exposure, but many of us live in climates in which that's just not possible. Make sure you're getting sufficient amounts from fortified foods or a supplement.



VITAMIN B12

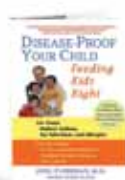
While it finds its way into animal foods, this bacteria-borne vitamin doesn't get into plants. So, it is important that we supplement. The good news is that lots of foods, including non-dairy milks, many cereals, and nutritional yeast, are fortified with. Even so, buy a **B12** supplement from your local pharmacy and take it regularly.

Something for Everyone by Julieanna Hever, MS, RD, CPT

Young or old, Olympic athlete or couch potato, a well-planned vegetarian diet will give your body the fuel it needs to thrive.



Pregnancy - A veg diet is appropriate for all populations across the lifespan, including pregnant women. While expecting, you need to be mindful of healthy weight gain (a total average of 25–35 pounds), as well as of her nutrient intake, since nutrient needs increase at this time. Ensure adequate consumption of a wide variety of whole plant foods: **protein** via beans, lentils, peas, nuts, nut butters, seeds, and leafy greens; **omega-3 fats** for brain development from flax/hemp chia seeds, walnuts, soy products, and leafy greens; and **iron** from iron-rich foods (beans, leafy greens, sea vegetables, lentils, and tahini) together with **vitamin C**-rich foods (fruits, bell peppers, broccoli, and kale).



Children - One of the greatest gifts parents can give their children is a varied, whole foods, plant-based diet from the start. Encourage kids to eat a diverse selection of whole fruits, veggies, legumes, grains, nuts, and seeds (and a **vitamin B12** supplement) through role modeling, consistently providing healthy options, and maintaining many tasty choices in the home. The greatest challenge is dealing with social situations—school, parties, sporting events, etc.—so be sure to prepare in advance for these occasions.



Athletes - Because of the high oxygen and recovery demands of training and performance, athletes place themselves at an advantage by emphasizing a diet rich in antioxidants and phytochemicals. With sufficient calories to maintain energy needs and **lots of colorful fruits and vegetables**, a veg diet is ideal for athletes.

MEET YOUR NEW BFFS (BEST FAB FOODS)

It's time to ditch those wretched animal-based foods and replace them with a list of leaner and greener A-listers. From superfoods chock-full of vitamins, antioxidants, and nutrients, to delicious plant-based meat and dairy alternatives, you will find it a snap to switch out your old foods with new, healthier ones.



YOUR
— AMAZING —
VEGETARIAN
FRIDGE



SUPERFOODS

Get ready to discover some of the most nutrient-dense foods on the planet! These plant-based powerhouses can boost your energy, keep you fit, and even help prevent cancer.

Flax seeds: Loaded with omega-3 fatty acids and antioxidant-rich lignans. Incorporate ground flax seeds into baked goods and smoothies, or toss them over salads.



Kale: This dark leafy green is full of vitamins, calcium, and cancer-fighting phytonutrients. Eaten raw or cooked, this vegetable will keep you strong and super healthy.



Almonds: Chock-full of vitamins, healthy fats, and fiber, almonds are a perfect, satiating snack. Add almonds to oatmeal, crumble on desserts, or just eat them plain.



Lentils: Protein powerhouses. Aid in lowering cholesterol, and are loaded with fiber and vitamin B1. Use them to bulk up soups and to make a fantastic meatless meatloaf.



Quinoa: An amazing, gluten-free source of protein, fiber, iron, and calcium. Cook quinoa just like rice: 1 cup quinoa to 1 ½ cups water, bring to boil, simmer until water is absorbed, and voila!



Avocados: Rich in healthy fats, have more potassium than bananas, and are packed with vitamins and minerals. Throw slices into bean burritos, chili, and sandwiches.

Beets: Loaded with nitrates, which may help improve athletic performance. Add beets to fresh garden salads.



Sweet potatoes: A starchy, root vegetable rich in complex carbohydrates and beta carotene. Steam sweet potatoes for a quick, easy side dish or roast them in the oven with other seasonal veggies.



Garlic: Packed with incredible health benefits, containing allicin, an organic compound known for fighting infections. Studies also show that regularly eating garlic may lower your chances of certain kinds of cancer.



Blueberries: Rich in antioxidants, vitamins, and minerals, blueberries may improve memory. Throw a handful of blueberries into your morning smoothie or just pop 'em in your mouth for a midday snack.



Mushrooms: May have anti-inflammatory, anti-cancer, and immune-boosting effects. Grill some portobello mushrooms and use for filling a delicious veggie wrap.

WTF? (What's That Food?)



Nutritional Yeast Yes, we know the name is atrocious, but honestly, this nutty-flavored condiment is delicious! Use it for non-dairy cheese sauces and sprinkling over snacks. You can find nutritional yeast in the bulk bins at your local natural grocer.



Tofu is a versatile meat and egg substitute made from soybeans that comes in a variety of styles. High in protein, low in fat, and a great addition to any healthy diet, look for tofu in the refrigerated section of your favorite supermarket.



Tempeh (tem-pay) is similar to tofu with a heartier texture. It's the perfect stand-in for meaty recipes. Tempeh can be found in the refrigerated section of any natural foods market.



Seitan (say-tan) is made from wheat and has an extremely meaty texture when cooked. Packed with protein, seitan can easily be used in place of beef or chicken. Look for seitan in the refrigerated section of your natural foods market or find recipes online to make it from scratch.

SWITCH & DITCH

One of the best things about your new, compassionate lifestyle is the abundance of plant-based options that taste just as good as your old favorites. We've put together a short list of some of our top picks, but don't stop here—there is such a wide array of choices. Don't be afraid to experiment with different flavors and varieties to find your favs!



84%
LESS FAT

Burgers

Meatless burger varieties offer something for everyone. Veggie lovers can rejoice in patties made from beans, grains, and vegetables. They taste amazing!

FAB FACT: Up to 84% less fat than beef burgers and cholesterol-free.



Hot Dogs & Sausages

From ballpark franks to hearty beer brats, vegetarians can enjoy the same delights, without the frights.

FAB FACT: Many are low-fat, low-cal, and high in protein—oh, and they're not made from lips and anuses.



Chicken & Turkey

Try the wide variety of chicken- and turkey-free drumsticks, crispy tenders, breasts, and roasts.

FAB FACT: These taste like the real thing minus the horrific factory farm torture.



Yogurt

There's no need to have a cow. Dairy-free yogurts are delicious and full of healthy probiotics. Choose from traditional or greek style. There are tons of great flavors!

FAB FACT: Contains healthy cultures like dairy-based yogurt without the common allergens like lactose or casein, a potential carcinogen found in dairy products.



Cold Cuts

Perfect for quick sandwiches, meat-free cold cuts now come in a variety of flavors, including turkey, ham, salami, and bologna.

FAB FACT: Free of cholesterol and cruelty.

Milk



Mooo-ve over cow's milk. Dairy-free milks, made from soy, rice, almond, or hemp, pack a mighty flavor and nutritional punch. They come nutritionally enriched, and in plain, sweet vanilla, creamy chocolate, and strawberry flavors.

FAB FACT: Almond milk contains 50% more calcium than cow's milk. Also, nut milks contain a wide variety of vitamins and minerals not found in cow's milk.



Cream Cheese & Sour Cream

Try a schmear of non-dairy cream cheese on your bagel or a dollop of veggie sour cream in your burrito and find out how amazing these cruelty-free versions taste. Tofutti cream cheese is also incredible in dairy-free cheesecake. Yum!

FAB FACT: Free of lactose and cholesterol and lower in kidney stone-promoting oxalates.

Cheese



Smile and say "veggie cheese." Top off your pizzas, burgers, and pastas with the growing variety of dairy-free cheeses that melt and stretch like your old favorites. Available in cheddar, pepperjack, mozzarella, and jalapeño garlic havarti.

FAB FACT: Free of cholesterol, trans fats, and preservatives.



Mayo

Just as tasty and healthier than the animal-based version, veggie mayo is great on sandwiches or perfect for creating creamy dressings.

FAB FACT: No preservatives, cholesterol, or animal fat.

Ice Cream



Dive into decadence! Dairy-free ice cream, made with soy or coconut milk, is rich and creamy and comes in many different flavors, from Chocolate Peanut Butter Swirl and Mint Chocolate Chip to Butter Pecan.

FAB FACT: No cruelty to cows.



Butter

You won't believe it's not butter. No, seriously, you won't. Use non-dairy butters for cooking, baking, and spreading.

FAB FACT: No cholesterol or trans fats.

QUICK. EASY. CHEAP.

BAM!

BUILD A MEAL

Don't stress—you don't have to be a master chef to create mouthwatering vegetarian dishes in the kitchen. With just a few simple steps and easy-to-find ingredients, you can serve up meals that will have all your friends begging for seconds.



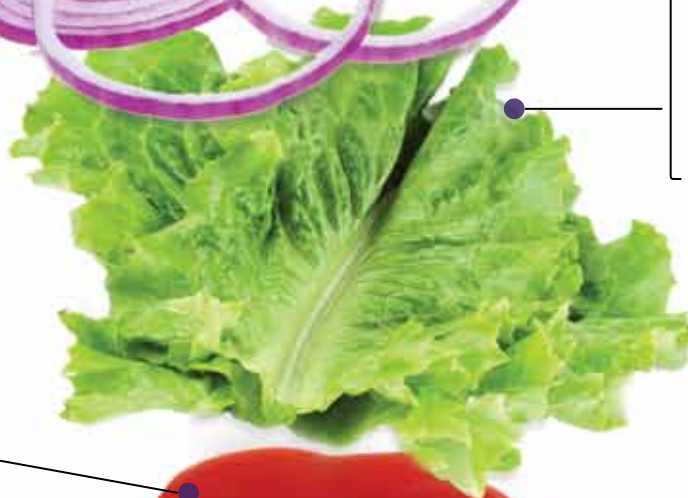
Ring it in

Try raw red onion, or lightly sauté white onions for added flavor.



Add some green

Crisp lettuce adds texture and vitamins. Also try sauerkraut, cabbage, and baby greens.



Spice it up

In addition to ketchup, try BBQ sauce, vegan mayo, and spicy mustard.



Grill with skill

Grill your veggie burger in oil with garlic for the best flavor. Keep covered for a juicy patty.



Hummus Wrap

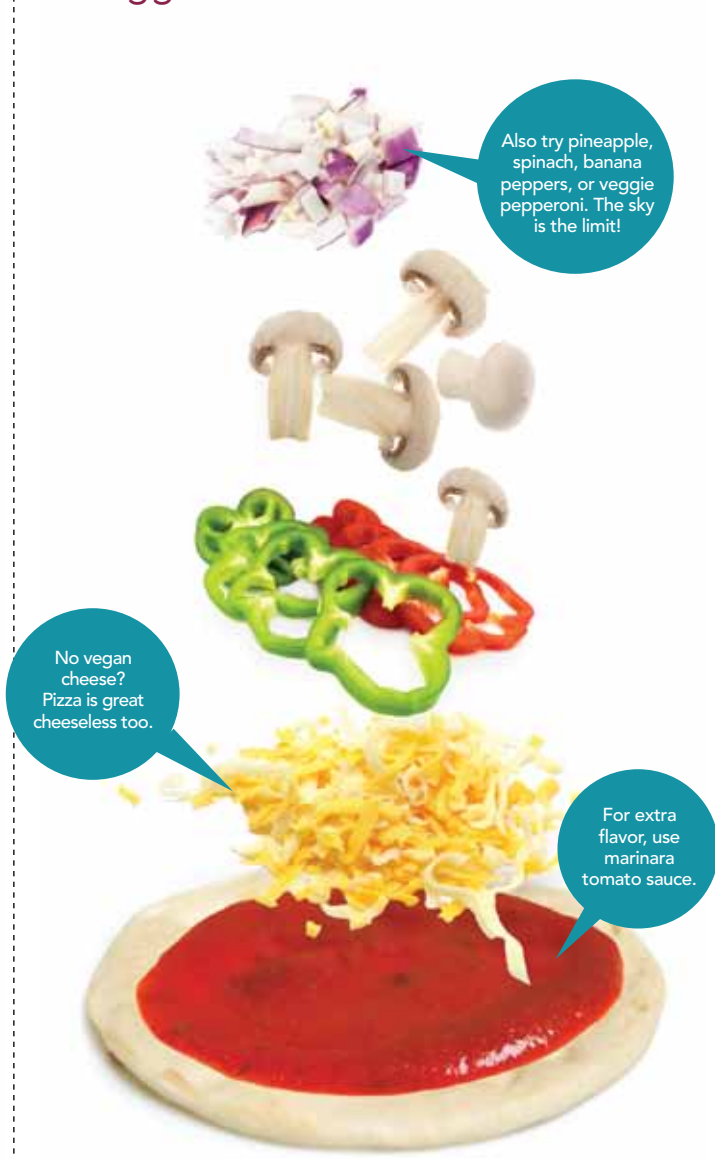


Add zip with hot sauce or salad dressing, or sweeten the deal with raisins or currants.

More veggies! Try cucumber, kale, onions, peppers, & more!

Hummus comes in a variety of flavors, herb, garlic, jalapeño and more!

Veggie Pizza



Also try pineapple, spinach, banana peppers, or veggie pepperoni. The sky is the limit!

No vegan cheese? Pizza is great cheeseless too.

For extra flavor, use marinara tomato sauce.



Social Q's of Being Veg with Kathy Freston

I'm out all the time. So I've had to learn how to navigate a meat-eating world while sticking with my great love of vegan food. Here are some situations I find myself in, and my usual way of handling them:

Dinner Parties: I call my hosts in advance and let them know I'm vegan. "How about if I bring a dish or two so you don't have to worry about me?" This way, they don't get stressed out and they can try some of the food that I love! I also bring a gift of some non-dairy ice cream or vegan chocolate truffles; that way all of the guests can see vegans can be decadent too!

Birthdays: I bring vegan cupcakes or cookies, or a stack of bittersweet chocolate bars to pass around and enjoy!

Family Occasions: I serve really traditional meals that I grew up loving so nobody feels like they're missing out: veggie chicken and non-dairy mashed potatoes, pizza with soy cheese and mock sausage; chili made with black beans; and tacos with veggie protein crumbles rather than meat.



Mega Salad

Experiment with different dressings from balsamic vinaigrette and vegan caesar to italian!

Try peanuts, walnuts & almonds.

For a flavorful twist, top with pomegranate, sesame, or flax seeds.

Experiment with seasonal vegetables. Try adding celery, broccoli or radishes.

Beans add substance, texture, flavor & protein.

Veggie Stir-Fry

For added flavor, top with chili peppers or nutritional yeast.

Throw garlic in with peppers, broccoli, spinach, onions & spices.

For a boost of protein, try tofu, tempeh or seitan.

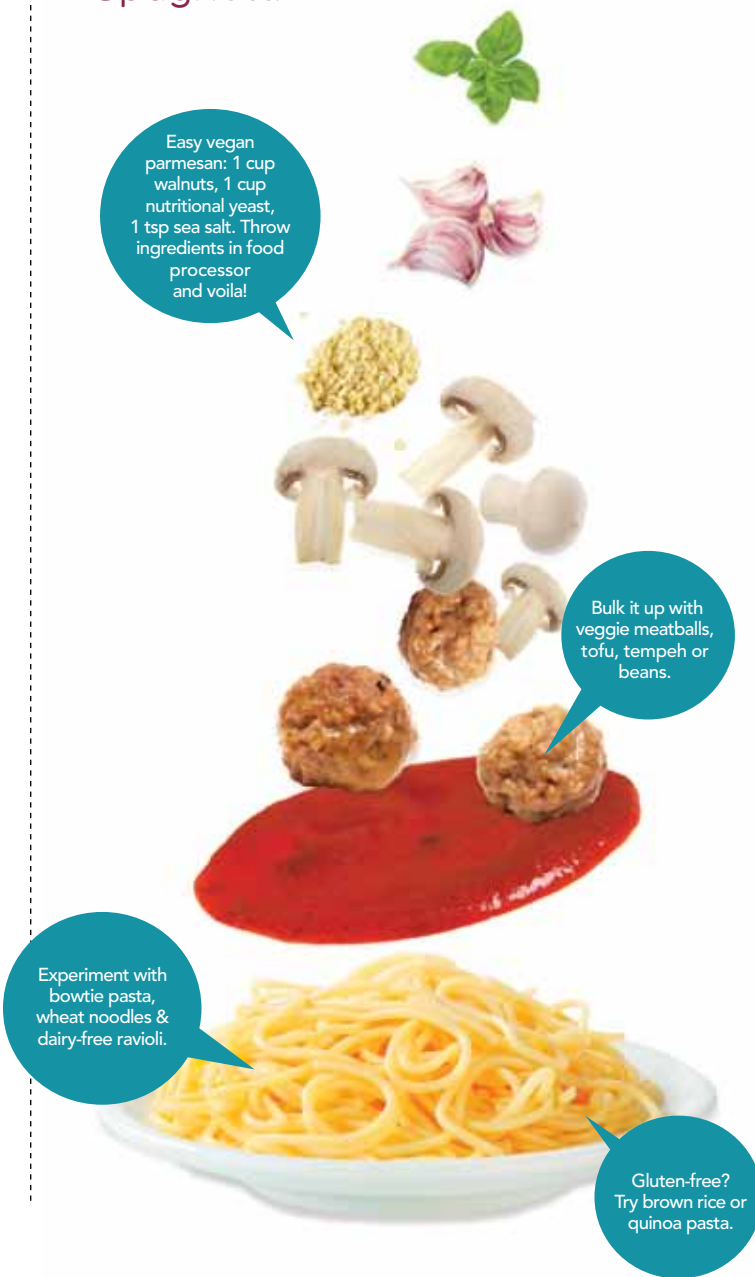
Bok choy is super healthy. Also try japanese eggplant. It's delicious.



Burrito



Spaghetti



Eating on a Budget *with Rory Freedman*

Go veg, and get more bang for your buck. Plant-based eating is as affordable as it is healthy!

Stick to Staples: Whole foods like fresh fruits and vegetables, grains, and beans are extremely affordable and should be the foundation of any diet. You can buy dry items like beans, rice, and pasta in bulk, which is super cheap. Don't have time to cook beans? Buy them canned.

Jotting down what you need from the store will not only help you stay within your budget, it'll keep you from impulse buys once you're at the supermarket. Make a list and stick to it.

Befriend a Farmer: Farmer's markets are popping up everywhere and they're the best bet for finding fresh produce that's much less expensive than what's in your supermarket. Talk to farmers and buy what's in season to get the best deals.

Skip Specialty Foods: The more you move away from processed foods, the easier it'll be on your wallet.

Fruit Smoothie

For the base, try soy, rice or almond milk. For a sweet treat, add OJ or pineapple juice.

Try frozen berries - they cost less, keep longer and chill the smoothie.

Ripe bananas add a smooth creamy texture.

Invest in a good blender & add flax seeds or protein powders for more nutrition.

Secrets to Being a Kitchen Wiz

Gear up! Here are your must-have kitchen items: strainer, measuring cups and spoons, good-quality chef's knife, cutting board, blender, and tongs.

Cutting Tips: For quick and even cooking, always chop vegetables in uniform, bite-sized pieces. To help keep an onion together while dicing, keep the root attached. Remember: always use a sharp knife and watch your fingers.

How to cut an onion:



How to cut an avocado:



Boiling Veggies: Cook green vegetables in very little water and cook as quickly as possible to retain all essential vitamins and minerals.

Water Sautéing / High-Heat Oils: Sauté veggies with canola oil for even cooking. Replace the oil with water for a non-fat stir-fry. And don't overcrowd the pan when sautéing—it'll make your veggies soggy.

Seasoning / Marinating: Try adding a dash of garlic salt to any steamed veggie for a fun flavor explosion. Marinate tempeh or tofu in a balsamic vinaigrette before grilling for a mediterranean flare. An hour or two for marinades usually does the trick. Also, don't be afraid to experiment with spices. From fiery chipotle to savory curry, spices can transform almost any dish from bland to bangin'!

Baking Tips: Baking is a science! Follow baking instructions to a T for perfectly baked cookies, fluffy bundt cakes, and super moist breakfast muffins! For tips on baking without eggs, see page 28.

Storage: Store spices in a cool, dark place. Heat, humidity, and light will cause them to lose their flavor. Wrap leafy green veggies loosely in a damp paper towel inside a resealable plastic bag before refrigerating for prolonged shelf life.

LET'S GET
COOKIN'

Feel like upping your game in the kitchen? Try these delicious meat-free recipes that'll astound your friends and family.



Gardein "Chicken" Piccata

- 6 (4-ounce) Gardein breasts, pressed thin
- 2 cups all-purpose flour
- 8 Tbsp non-dairy margarine
- 5 Tbsp extra virgin olive oil
- 1/3 cup freshly squeezed lemon juice
- 1/2 cup vegetable stock
- 1/2 cup dry white wine
- 1/4 cup capers, rinsed and drained
- 1/2 tsp minced garlic
- 1/2 tsp chopped shallot
- 1/3 cup chopped fresh parsley
- pinch of sugar, if needed
- sea salt and pepper



Season the Gardein breasts with salt and pepper. Dredge in the flour and shake off the excess. In a large sauté pan over medium-high heat, melt 3 tablespoons of the non-dairy margarine with 3 tablespoons of the olive oil. When they start to sizzle, add 3 breasts and cook for 3 minutes, to brown the other side; flip and cook for another 3 minutes until browned on the other side. Remove the breasts to a plate. Melt 2 more tablespoons of the non-dairy margarine with 2 tablespoons of the oil, heat until they sizzle, and cook the remaining 3 breasts in the same fashion. Remove the breasts to the plate.

Reduce the heat under the pan to medium-low and add the lemon juice, stock, wine, capers, garlic and shallot. Bring to a boil, scraping up the browned bits from the pan for extra flavor. Check the seasoning and add more salt and pepper if needed. If the sauce is bitter, add the sugar.

Return the breasts to the pan and simmer for 3 to 5 minutes, until they are heated through and the sauce is thickened. Remove the breasts to a serving platter and add the remaining 3 tablespoons of non-dairy margarine to the sauce. Whisk vigorously. Pour the sauce over the breasts and garnish with the parsley. Serve immediately.



Creamy Tomato Soup

- 2 Tbsp non-dairy butter
- 1 Tbsp whole wheat pastry flour
- 1 medium onion, finely chopped
- 2 cloves garlic, finely chopped
- 2 cups fresh cherry tomatoes
- 1 (15-ounce) can diced tomatoes
- 4 cups vegetable broth (low-sodium)
- 1 large russet potato, diced
- ¾ tsp sea salt, plus to taste
- ½ tsp finely ground black pepper, plus to taste
- ½ tsp ground cinnamon
- 1 Tbsp fresh lemon juice
- 1 Tbsp agave nectar
- ¼ cup soy creamer

Preheat a large (6-quart) pot. Add non-dairy butter, flour, onion and garlic, and sauté over medium heat for about 3-4 minutes, or until slightly browned. Add fresh and canned tomatoes and cook for 2 more minutes. Add vegetable broth, potato, sea salt, black pepper and cinnamon.

Reduce heat to a simmer and cook, partially covered, for about 20 minutes, or until potatoes are very tender. Add lemon juice, agave and creamer.

Blend soup with immersion blender, or in a blender with middle section of lid removed. If using a blender, place a dish towel over top of blender to prevent spillage. Season to taste with sea salt and black pepper.



Mongolian BBQ Seitan

- ¼ cup hoisin sauce
- ¼ cup water
- 1 Tbsp soy sauce
- 1 Tbsp agave
- 1 tsp lemon juice
- 1 - 2 tsp chili-garlic sauce
- 2 Tbsp canola oil
- 8 ounces shiitake mushrooms, stemmed and sliced
- 8 ounces seitan, cut into thin strips
- 2 tsp grated fresh ginger
- 1/8 tsp ground cinnamon
- 1/8 tsp ground cloves
- 4 ounces of snow peas, strings removed
- 2 scallions, trimmed and thinly sliced
- ¼ cup chopped fresh cilantro
- 2 cups cooked rice, for serving

In a small bowl, make the sauce by whisking together hoisin sauce, water, soy sauce, agave, lemon juice, and chili-garlic sauce. Set aside.

In a large skillet, heat oil over medium-high heat and stir-fry mushrooms and seitan until lightly browned and mushrooms have released their juices. Add ginger, cinnamon, and cloves. Let cook a few more minutes.

Add the sauce and snow peas to skillet. Reduce heat to medium, and let cook until sauce has thickened. This may happen quickly. Turn off heat and mix in scallions and cilantro. Serve over rice.

Egg-Free Baking


Cookies, muffins, cakes?
No eggs? No problem. When baking, in place of one egg, try these healthy options.





→ chooseveg.com/eggfree

-  1/2 Mashed Banana
-  1/4 Cup Applesauce
-  Commercial Egg Replacer

-  +  1 Tbsp Vinegar + 1 tsp Baking Soda

-  +  1 Tbsp Ground Flax Seed + 3 Tbsp Water

-  1/4 Cup Silken Tofu

-  1/4 Cup Soy Yogurt



- ½ - 1 pound lasagna noodles
- 2 (10-ounce) packages frozen, chopped spinach, thawed and drained
- 1 (16-ounce) package firm tofu (not silken)
- 1 Tbsp granulated sugar (optional)
- ¼ cup non-dairy milk, or as needed
- ½ tsp garlic powder or 2 peeled garlic cloves
- 2 Tbsp minced fresh basil (about 20 leaves)
- 1 tsp salt
- 4 - 6 cups tomato or pasta sauce
- Juice from ½ lemon (about 2 tablespoons)

Preheat oven to 350.

Cook lasagna noodles according to package directions or use “no-boil” lasagna noodles. Drain and set aside. Squeeze as much water from spinach as possible and set aside. (If using fresh spinach, blanch first).

Place tofu, sugar (if using), milk, garlic powder, lemon juice, basil, and salt in a blender or food processor and blend until smooth. The tofu “ricotta” should be creamy but still have body. Transfer to a large-size bowl, and stir in spinach. Continue tasting until you get amount of salt just right.






















Cover bottom of 9 x 13-inch baking dish with a thin layer of tomato sauce, then a layer of noodles (use about one-third of noodles). Follow with half the tofu filling. Continue in the same order, using half the remaining tomato sauce and noodles, and all remaining tofu filling. End with remaining noodles, covered by remaining tomato sauce. Bake for 40 to 45 minutes, until hot and bubbling.

LIKE THESE RECIPES?
TRY THESE COOKBOOKS!



Try this meal plan!

Breakfast > Lunch > Dinner

MON	 Oatmeal w/ Fruit	 Tofurky Sandwich	 Pasta w/ Tomato Sauce
TUES	 Cereal w/ Fruit	 Salad w/ Tofu + Nuts	 Veggie Stir-Fry
WED	 Toast w/ PB&J	 Soup & Salad	 Beans & Rice
THUR	 Fruit Salad	 PB&J w/ Salad	 Veggie Pizza
FRI	 Smoothie & Clif Bar	 Hummus Wrap	 Veggie Burrito
SAT	 Tofu Scramble	 Veggie Burger	 Gardein Piccata
SUN	 Muffin & Fruit	 Falafel Pita	 Veggie Lasagna

VEG VOYAGE

Planning a trip? Jet setting across the continent? Here are a few tips that'll help you keep that veg glow when you're on the go.

No Reservations Required

Most restaurants have vegetarian options nowadays. When in a pinch, try these popular chains:



Order the Fresco Bean Burrito or the Seven Layer Burrito without cheese and sour cream. Also, the Cinnamon Twists are all plant-based. **Additional tip:** you can sub beans for meat, request without cheese and sour cream, and add potatoes to create unique veg options.



Make a Veggie Sub piled sky-high with all the veggies and topped with Spicy Mustard Dressing. When it's in season, add some avocado to bulk it up. Oh, and try the Minestrone Soup. **It's delicious!**



Go for the Vegetarian Bowl or Burrito with guacamole and black beans. Mix and match with mild, medium, or spicy salsa, lettuce, grilled peppers and onions, or corn.



Try the Veggie Burger without cheese and butter or go for the Garden Salad with the Light Italian Dressing. Also, the Fit Fare Veggie Skillet can easily be made veg. Just ask them to hold the egg whites.



Order the Mediterranean Veggie Sandwich without feta, or the Black Bean Soup or Vegetable Soup without pesto.

Come Prepared

If you're planning a trip, it's a good idea to take along some snacks or pack a sandwich (peanut butter and jelly never gets old).



Clif Bars, Lara Bars, and Luna Bars are available almost everywhere and are almost always dairy- and egg-free. Trail mix, pretzels, nuts, fresh fruit (such as apples and bananas), and dried fruit are also safe bets.

If you didn't have time to pack a lunch, don't panic, most of these foods can easily be picked up at gas stations or airports.

TIP: If you're invited to a restaurant you aren't familiar with, go online and check out its menu. If there's nothing veg on the menu, call ahead and ask if the chef can prepare something for you. Most restaurants are more than happy to accommodate.

Download and explore the Vegan Express app on iTunes for a whopping list of veggie eats on the go!

VEGFOODS FROM AROUND THE WORLD

Be a globetrotter! When dining out, ethnic restaurants can prove to be a treasure trove of vegetarian delights. From the Taj Mahal to the Great Wall, check out our top picks for international cuisine. Visit VegGuide.org to find a restaurant in your area.



You've taken the first step to a new, healthy, and compassionate you. You are in for an exciting and fun-filled ride! Keep in mind, this is about progress, not perfection. If you make a mistake, don't waste precious time beating yourself up. Just pick up where you left off and know that you are doing your best. Every step you take, no matter how big or small, is a step in the right direction. You are a force for kindness, peace, and mercy. **Now go out there and change the world!**

BRAVO!

MERCY FOR



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