

THERE'S A BETTER WAY TO EAT.



plants!

THERE ARE MILLIONS OF PEOPLE WHO THRIVE ON A PLANT-BASED DIET—getting robust nutrition (including protein!) from fruits, vegetables, nuts, legumes, and whole grains. Making the transition to a vegan lifestyle is one of the best things you can do for animals and for the planet, and you can take it one step at a time.



WHAT DOES IT MEAN TO BE "PLANT-BASED"?

Iterations of the "plant-based diet," or a diet centered largely around plants, have existed and evolved across cultures for thousands of years. Traditional diets of the African Diaspora have historically centered around plants like millet, rice, okra, and yams. Buddhism and Jainism, religions that originated in India, have influenced people around the globe to eat less meat. With numerous origins and endless variations, the concept of plant-based eating has a rich, global, and storied legacy—one that affirms its healthfulness and sustainability as a way of life.

"Plant-based eating has a long, radical history in Black American culture, preserved by institutions and individuals who have understood the power of food and nutrition in the fight against oppression."

Amirah Mercer



SO WHAT'S THE DIFFERENCE BETWEEN "PLANT-BASED" AND "VEGAN"?

plant-based diet focuses on incorporating more plant foods—all the nourishing, delicious goodness that grows from the soil! Some plant-based diets may be completely free of animal products, but some might not be. You can also opt for a wholefood, plant-based diet, which refers to foods that are as whole and unprocessed as possible. Many people adopt a plant-based diet for health reasons, but it can also be a helpful stepping stone on the way to veganism.

VEGAN: Veganism is a way of life that extends beyond dietary choices. Not only do vegans avoid eating all animal products, but they also don't wear leather, fur, wool, or silk. Veganism requires a shift

in mindset—that non-human animals should not be exploited for our benefit. They are not commodities, but sentient individuals who deserve to live freely just as we do. At its core, veganism is a movement focused on animal liberation and creating a more compassionate, non-violent world.

Because the term "vegan" only arose in the 1940s, there's a common misconception that plant-based eating is relatively new—and that it's mostly practiced by white people. These ideas couldn't be further from the truth! Veganism has a thriving presence and history in communities of color. In fact, in 2020, people of color in America were more likely to say they'd reduced their meat consumption than white Americans. Acknowledging the varied, farreaching roots of plant-based eating is essential as we work to build a strong, resilient, and intersectional movement together.



If there's one thing we know for certain about plant-based diets, it's that they aren't new—and no two look the same. So rather than trying to find a single way to define plant-based eating, it might be helpful simply to define it for yourself. Your plant-based lifestyle doesn't have to be a set of strict rules or something you can "fail" at. It can be completely free of animal products from the start, or it can be a gradual transition. It can be your diet, your philosophy, your intention, your community, or all of the above. It can be intertwined with your spirituality, or it can stay contained to your kitchen. It can be your fight for liberation on a vast scale, or it can be your effort to do a little less harm.

Whether you're brand new here or already familiar with the plantbased movement, every one of us has a role to play in building a strong, inclusive community one committed to fighting back against oppression in all its forms. Here are some resources for

continued learning:

- The Surprisingly Black History of Veganism
- Reminder: The Roots of Veganism Aren't White
- What is White Veganism?

It can be a choice you make every day to be kinder to all beings.

> **VEGANISM (N):** a way of living which seeks to exclude, as far as possible and practical, all forms of exploitation of, and cruelty to, animals for food, clothing, or any other purpose

Definition from The Vegan Society



VEGGIE BURGER WITH CRISPY POTATOES

INGREDIENTS

1 large potato of your choice, cubed

1/3 cup olive oil

2 teaspoons salt

pepper to taste

1 frozen veggie burger patty of your choice

1 bun

condiments and garnishes of your choice (ideas: lettuce, sliced red onion, tomatoes, pickles, ketchup, mustard, etc.)

- 1. Preheat oven to 450 degrees.
- 2. In a medium sized bowl, toss cubed potato with olive oil, salt and pepper until well coated.
- 3. Spread potato mixture on a sheet pan. Make sure potato is evenly spread, with each cube touching the pan.
- 4. Once the oven reaches temperature, transfer the sheet pan to the bottom rack of the oven. Cook for 20 minutes, until potatoes are crispy.
- Cook veggie burger according to package instructions. Toast bun if desired.
- Insert veggie burger into bun. Serve burger with desired condiments alongside potatoes.





for the ANIMALS

Today, an estimated 94% of animals raised for food are kept on factory farms—where the meat industry subjects them to the worst forms of abuse imaginable. They keep pigs in cages so tight they can't even turn around. They tear helpless baby cows away from their mothers just moments after being born. They trap chickens in filthy cages so small they can't even spread their wings. Going vegan spares over 100 animals per person, per year (12 farmed animals and 93 fish)! You can prevent hundreds of animals from extreme suffering—simply by leaving them off your plate.

for your **COMMUNITY**

Everyone deserves to live in a safe, vibrant community with access to healthy and affordable food. Sadly, the meat industry threatens all of these basic rights—exploiting and endangering slaughterhouse workers; forcing contract farmers into cycles of debt; and polluting the areas around factory farms, which are disproportionately communities of color. Advocating for access to affordable, nutritious plant-based food can help people take back power over their plates and reduce incidence of diet-related disease. Incorporating more plant-based staples—like bread, pasta, legumes, fruits, and veggies—helps all of us build a more equitable and resilient food system from the ground up.

for your **HEALTH**

Consumption of red and processed meat has been shown to increase the risk of heart disease—the number one cause of death in the United States. Luckily, numerous studies have shown that eating a plant-based diet can reduce the risk of dying from heart disease! Whole, plant-based foods like fruits, veggies, nuts, and legumes are jam-packed with the vitamins and minerals our bodies need to thrive. Studies also show that going plant-based can reduce or even reverse inflammation, one of the root causes of chronic pain.

for the **PLANET**

Our environment offers us clean air to breathe, fresh water to drink, and fertile soils to grow nourishing food. But human activity is pushing our planet to the brink of destruction—and animal agriculture is at the forefront. Going vegan can cut your food-related emissions by 70%, and the UN identifies plant-based diets "as a major opportunity for mitigating and adapting to climate change." By going plant-based, you can help slow the threat of climate change and protect the lush forests, rich soils, and abundant waters that sustain our lives on Earth.



INGREDIENTS

2 cans chickpeas

1 bunch green onions, finely chopped

4 celery stalks, diced

1 large dill pickle, diced

3 tablespoons dijon mustard

1 clove of garlic, minced

1 pinch of salt

1 tablespoon sweetener of choice

1 teaspoon apple cider vinegar

fresh cracked black pepper to taste

2 slices bread of your choice or wrap of your choice

- 1. Drain both cans of chickpeas.
- 2. Add chickpeas to food processor. Pulse the chickpeas for 1-2 seconds and repeat until the beans are chopped up, not creamed. This should take no more than 6-8 seconds.
- 3. Transfer chopped chickpeas to a large mixing bowl.
- 4. Add remaining ingredients to the bowl with chickpeas and mix well.
- 5. Serve on bread or wrap of your choice.



plant-based science-backed



A plant-based diet can **extend your <u>lifespan</u>** by up to

10 YEARS



US meat industry workers are

MORE LIKELY

than the average worker to **suffer serious injuries**

If meat consumption continues unabated,

1,000+

species will lose at least a quarter of their habitats by 2050



Ditching meat cuts your chances of being hospitalized or dying as a result of heart disease

Phasing out animal agriculture over the next 15 years would have the same effect as reducing CO² emissions by

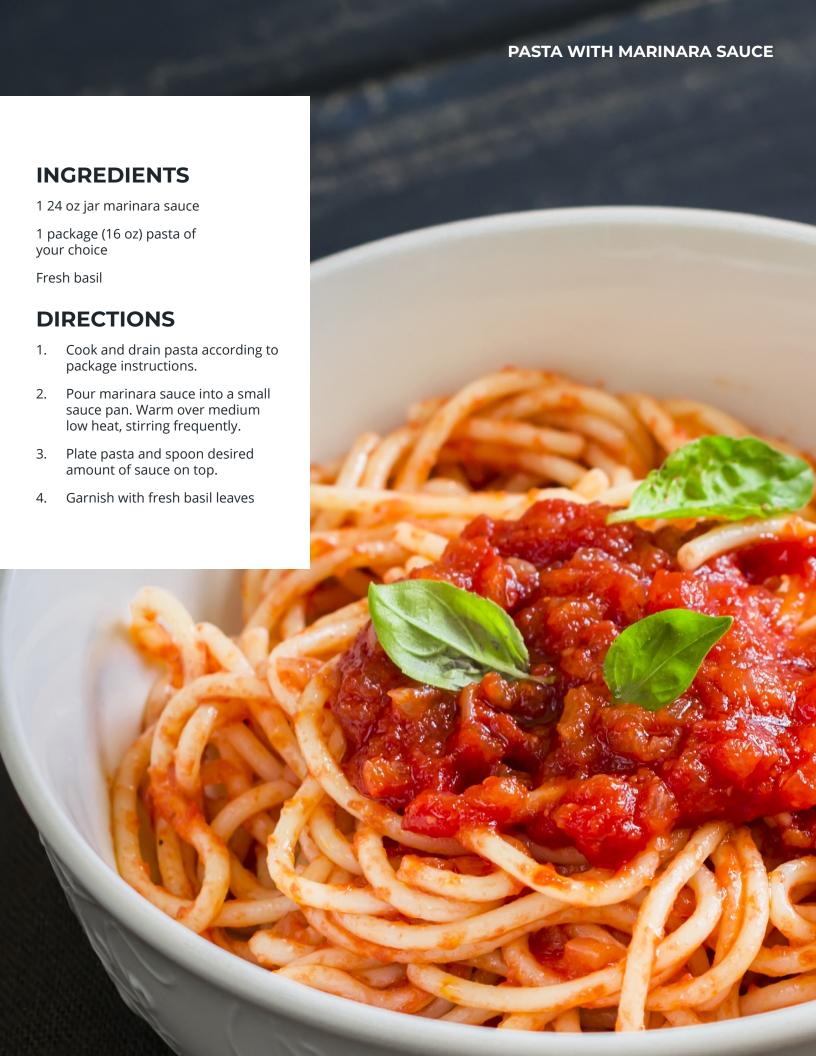
68% through the year 2100



Animal agriculture accounts for almost

20%

of **freshwater** used globally





BREAKFAST

Garlicky hummus, crunchy sprouts, and sliced tomato on a toasted everything bagel. Or a bowl of warm oatmeal, sprinkled with nuts and cinnamon and served with a side of fried plant-based sausages. For a healthy (and easy) treat, mix up this green smoothie that'll keep you satisfied until lunch.



SNACKS

Some salty mixed nuts for a quick pick-me-up, or some crunchy chips and salsa. Mmmm.



A <u>crave-worthy Caesar salad</u> packed with veggies and herb-roasted chickpeas—all drizzled with a flavorful dressing. Or keep it simple with a naturally plant-based classic: a good old peanut butter and jelly sandwich!

DINNER

A warm, savory <u>Indian curry over rice</u>. So satisfying (and affordable)! Or a <u>hearty veggie burger</u> with a side of fries. For a familiar "meaty" experience, try the Impossible Burger!

DESSERT

A scoop of mint chocolate chip ice cream, made with coconut milk for an extra-creamy texture. Or an old favorite—a handful of Oreos with a glass of oat milk! If you're in the mood for baking, give these <u>chai raspberry</u> <u>cupcakes</u> a try.





INGREDIENTS

2 1/2 cups (570 ml) water

2 cups (12 ounces/340 g) peeled and cubed kabocha or butternut squash

1 large russet potato, peeled and cubed

1/4 cup (50 g) arborio rice

2 tablespoons (30 ml) olive oil

1/2 cup (80 g) chopped onion

1/2 cup (75 g) chopped red bell pepper

4 cloves garlic, roughly chopped

1/2 cup (71 g) sauerkraut

1/4 cup (60 g) tahini

2 tablespoons (30 g) Dijon mustard

1 tablespoon (15 ml) white wine vinegar

2 1/2 teaspoons sea salt

1/2 teaspoon black pepper

1/2 teaspoon paprika

- 1. In a large saucepan, combine the water, squash, potato, and rice. Cover and bring to a boil. Reduce to a simmer and cook for 10 minutes, or until the squash is fork tender. Do not drain the water.
- 2. Heat the olive oil in a medium skillet over medium heat. Add the onion, bell pepper, and garlic. Sauté for 3 to 5 minutes, or until soft and fragrant.
- 3. In a high-speed blender, combine the sauerkraut, tahini, mustard, vinegar, salt, black pepper, and paprika. Transfer the contents of the saucepan (including the water) and the contents of the skillet to the blender. Remove the plug from the lid of the blender and place a dish towel over the hole to allow steam to escape. Blend on low and increase the speed until the mixture is creamy and smooth, about 2 minutes. Serve warm on recipes as needed or toss it with steamed broccoli or your favorite vegetables!
- 4. Store in a sealed container in the refrigerator for up to 5 days. Reheat in a saucepan over low heat when needed.



save money. eat plants!

EATING MORE PLANTS DOESN'T HAVE TO BE EXPENSIVE. In fact, it can actually save you money. Incorporating more plant-based staples—like legumes, grains, and fresh or frozen produce—can be a simple and healthy way to cut down on food spending.



An Oxford study found that switching to a vegan, vegetarian, or flexitarian diet could reduce your food bill by up to one-third.

PLANT-POSITIVE SHOPPING LIST

NERVOUS ABOUT NUTRITION? ROMAINE CALM. It's easy to meet all your nutritional needs on a vegan diet! Here's a shopping list to get you started.

PROTEIN

This is the one people always ask about. But it's surprisingly easy to get enough protein on a vegan diet, thanks to a plethora of plant-based sources. In fact, the largest-ever study of plant-based eaters, published in the Journal of the Academy of Nutrition and Dietetics in 2013, found that the average vegan gets 70% more protein than the recommended daily allowance—just like meat-eaters do.

Best sources of protein:

Tofu, tempeh, and seitan; plant-based meats; quinoa and buckwheat; chia and hemp seeds; beans, peas, and lentils

"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."

American Dietetic Association



VITAMIN B12

B12 is essential for blood health, mood, and energy levels. It's the only vitamin that's a little harder to get from a vegan diet, so we recommend taking a supplement to be safe.

Best sources of B12:

Supplements, nutritional yeast ("nooch"), plant-based meats, fortified plant milks and cereals (meaning they're enriched with added vitamins and minerals)



BUDGET TIP

When it comes to cheap and wholesome protein, beans and legumes will be your best friends. Whether they're raw, canned, or frozen, beans have great nutritional value—they're packed with protein, fiber, folate, iron, zinc, and potassium. Use them in a soup, wrap them into a burrito, or make a five-minute chickpea salad with cucumber, tomatoes, and olive oil.

IRON

Did you know that citrus fruits can boost your iron absorption? Try tossing grapefruit segments into a salad of dark leafy greens, or drinking a glass of orange juice with your morning oatmeal. You'll also find that many foods, like breakfast cereals and orange juice, are often fortified with iron. If you're concerned about your iron intake, try to avoid drinking tea or red wine with your food—the tannins can inhibit iron absorption.

Best sources of iron:

Dark leafy greens; beans, chickpeas, and lentils; tofu; dried apricots; pumpkin seeds



BUDGET TIP

The secret to saving money on produce is simple. Buy in season! Look for berries and peaches in the summer, apples and grapes in the fall, citrus fruits in winter, and tropical fruits in the spring. (Use this tool to discover what's in season in your region!) Frozen veggies are just as nutritious as fresh (and they can be a lot cheaper), so make sure to stock up and drop them into your smoothie, stir fry, or whatever dish you're making that day.

CALCIUM

You can get plenty of calcium by drinking plant-based milk (which is often calcium-fortified), and eating a variety of nuts and vegetables. Pass the veggies, peas.

Best sources of calcium:

Kale, collard greens, cabbage, broccoli, beans, almonds, sweet potatoes, plant-based milks

OMEGA-3S

Bring on the brain food! Many fatty foods are high in omega-3s, which are essential for brain function, muscle activity, and more. Flax and hemp seeds are especially good sources of essential omega-3 fats—so sprinkle them in meals or smoothies for a nutritional boost.

Best sources of omega-3 fats:

Extra-virgin olive oil, avocados, pumpkin seeds, seaweed, walnuts, flax and hemp seeds

UNDERSTANDING LABELS

As you're grocery shopping, it can sometimes be challenging to know whether or not an item is vegan. If you're committed to avoiding all animal products in your purchases, here are some sneaky animal-derived ingredients to look out for:

- **Whey** | A liquid byproduct of cheese, it's commonly used in protein powders and cheese-flavored snacks
- Casein | A protein found in milk, occasionally used in non-dairy items
- Honey & beeswax | Often used in breakfast cereals and skincare products
- Gelatin | Made from animal collagen (a byproduct of the meat industry), it's used in some gummy candies, marshmallows, and desserts
- Lactose | The sugar found in milk, it's added to some cereals and prepared breads, muffins, or biscuits
- **Oleic acid** (can be vegan or not vegan) | A fatty acid that naturally occurs in animal and vegetable fats, it's used in some oils and synthetic butters
- Lactic acid (can be vegan or not vegan) | A naturally occurring acid, it's often used in candy, olives, pickles, and processed foods





INGREDIENTS

2 tablespoons rice bran or grapeseed oil

2 onions, chopped

4 garlic cloves, crushed

3 cm piece fresh ginger, peeled and finely chopped

2 teaspoons salt

1 teaspoon ground turmeric

1 teaspoon black pepper

1 teaspoon sweet paprika

1 teaspoon chilli powder

2 teaspoons garam masala

2 tomatoes, peeled, seeded and chopped

1 green chilli (or to taste), finely chopped

3 large potatoes (peeled if desired), diced

1 cup fresh or frozen peas (optional)

2 tablespoons coriander leaves, to garnish

Basmati rice, roti, or papadums, for serving

- Heat the oil in a large heavy-based saucepan. Add the onions and stir constantly over medium-high heat for about 5 minutes, until lightly browned. Add the garlic and ginger and stir constantly until the mixture is lightly golden.
- 2. Add the salt, turmeric, pepper, paprika, chilli powder and garam masala and stir until the spices release their aromas.
- 3. Now add the tomatoes and green chilli and stir constantly for 3–5 minutes, until the tomatoes begin to break down a little. Add the potatoes and stir for another 2 minutes.
- 4. Pour in 1 cup water and stir until well mixed in; if the potatoes aren't covered in liquid, add a little more water. Bring to the boil, then reduce the heat to very low. Put the lid on and simmer for 10–15 minutes, or until the potatoes are tender, stirring often to ensure the mixture doesn't stick to the bottom of the pan.







GREEN BANANA SMOOTHIE

INGREDIENTS

2 frozen bananas

1 cup coconut water

3/4 cup non-dairy milk

1/4 teaspoon vanilla extract

1/2 tablespoon sweetener of your choice (maple syrup, agave, etc.)

1 tablespoon nut butter

1 heaping cup of loosely packed spinach

DIRECTIONS

 Add all ingredients to a high-First, add frozen bananas to blender, followed by remaining ingredients.

2. Blend until smooth and creamy.





YOU MAY BE LUCKY TO HAVE FRIENDS AND FAMILY WHO CHEER YOU ON THROUGHOUT YOUR PLANT-BASED JOURNEY. If so, you'll have new ways to connect with them—from cooking plant-based meals together to sharing how much you appreciate their support.

BUT IF YOU DO EXPERIENCE SOME PUSHBACK, TRY NOT TO TAKE IT

PERSONALLY. Some people find it difficult to accept plant-based eating at first, but with patience and kindness, you can help them make progress toward understanding (and maybe even embracing!) your lifestyle.

If they ask: "Why did you go vegan?"

If this question comes up in the middle of a meat-centric meal, you might want to hold off on any talk of animal cruelty or environmental destruction. Feel free to say something like, "Thanks so much for asking. I'd love to talk more about it later!"

As you share some of your own motivations for going vegan, remember to approach others with empathy, and try to avoid making anyone feel guilty or uncomfortable. But never hesitate to share your own passion and enthusiasm for plant-based eating. You might end up inspiring others to try reducing their meat consumption, simply by letting your own positivity and excitement shine through.

If they say: "It's not like going vegan will change anything."

When confronted with this statement, remember that you've got science on your side. Going vegan has been proven to drastically reduce your carbon footprint, help prevent species extinction, reduce your risk of disease, save hundreds of animals from suffering, and

much more. The United Nations even lists plantbased eating as one of the most effective ways to mitigate climate change on a global scale.

Feel free to share some of the reasons that you're confident about the power of plant-based eating. But rather than bend over backwards trying to convince skeptics, just stay positive and explain how hopeful you feel about making a difference. If you're still met with doubt or scorn, remember that a little humor goes a long way!

If they ask: "But where do you get your protein?"

This question often comes from a place of curiosity and/or concern. Luckily, it can be fun to surprise people with the numerous plant-based protein sources out there—foods they might not even realize are packed with protein! If a friend or loved one is worried about your health, you can thank them for caring about you, reassure them that you've done your research, and offer to share some of the supporting science on the topic.

If they imply that you're being difficult:

Ironically, plant-based eaters can sometimes end up feeling inconsiderate in group settings—even though they're trying to eat in a way that benefits everyone. If you ever feel this way, show yourself compassion and know that you should never feel bad for trying to do the right thing.

If you're going to a dinner party, you can bring your own vegan dish, or you can eat before going to a restaurant and just enjoy the company. You can also try a more flexible version of plant-based eating, where you eat strictly vegan at home and vegetarian in group settings. Remember, it's not about being perfect, and the most sustainable path to plant-based eating is the one that works for you.

If they say: "Veganism is just a trend. You'll change your mind eventually."

Explain that this isn't an overnight change or an experiment for you—it's an ongoing process of growth and exploration. And remember to protect your own boundaries. If you feel that someone is being unkind or condescending, you can always step away from the conversation or politely ask them to respect your decisions. In your journey to live compassionately, know that you deserve compassion, too.

"Three times a day, I remind myself that I do not want to cause pain to or kill other living beings. That's why I eat the way that I do."

Natalie Portman





INGREDIENTS

1/3 cup chia seeds

1 ½ cup any plant-based milk, such as almond, soy or coconut

1 tablespoon rose water

1 teaspoon vanilla extract

½ teaspoon beetroot powder, for colour (optional)

Baklava-style nuts

14 cup walnuts

¼ cup pistachios or pecans

¼ teaspoon cinnamon

3 tablespoons maple syrup

To serve

1 cup coconut or other plant-based yoghurt

Pinch of salt

1 cup blueberries, fresh or frozen

- To make the chia pudding, place all the ingredients in a lidded container and whisk to combine. Cover and chill for 1 hour or overnight.
- To make the baklava-style nuts, add the nuts to a food processor and pulse until it resembles coarse crumbs. Add the cinnamon and maple syrup then pulse until combined.
- 3. Whisk the chia pudding again and divide into 2 glasses or bowls. Top with the yoghurt and nuts and serve.



progress, not perfection

AND, HEY. IF YOU SLIP UP, DON'T SWEAT

IT. Focus on how much good you can do, not how perfect you can be! Whatever your plantbased journey looks like, and however long it takes, know that you're making a difference.

If you're on the path of compassion, you're on the right path. Soon you'll discover that there are many people walking that path with you! You can connect with those who share similar values and take further action to help animals as a member of our Changemaker Community.



