



Go Vegan! Go Vegetarian! Starter Kit

Everything you need to eat right for your health, for animals and for the Earth





Congratulations!

By opening this guide, you've just taken the first step towards one of the best choices that you can make for yourself, animals and the planet. The pages that follow are packed with important information, tips and recipes to help you establish eating habits that you'll feel great about. It's easy to live and let live, and this guide will show you how. Dig in!

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Eating for Life

Leading health experts agree that a vegan diet provides optimal nutrition for both children and adults.

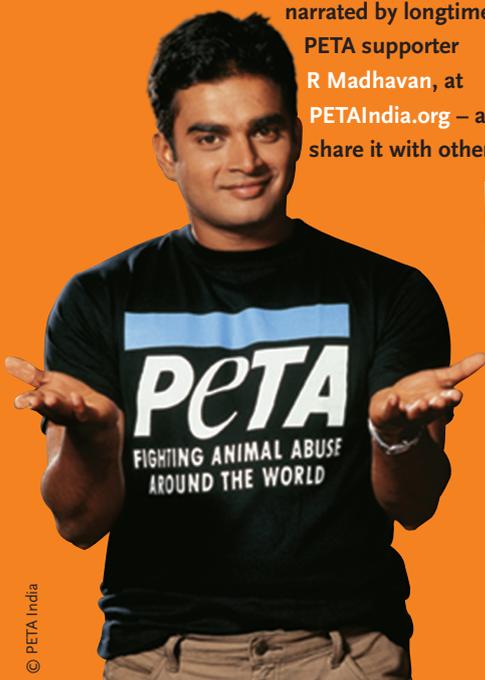
According to Dr T Colin Campbell, nutritional researcher at Cornell University and director of the largest epidemiological study in history, "The vast majority of all cancers, cardiovascular diseases and other forms of degenerative illness can be prevented simply by adopting a plant-based diet".

Scientists have found that vegans have stronger immune systems than meat-eaters do; this means that they are less susceptible to everyday illnesses like the flu. Vegans are also far less likely to be overweight; in fact, meat-eaters are nine times more likely to be obese than vegans. Meat, dairy products and

eggs are completely devoid of fibre and complex carbohydrates, the nutrients that we're supposed to consume more of for good health, and they are loaded with saturated fat and cholesterol, which can make us overweight and tired in the short term and lead to clogged arteries and heart attacks in the long term.

Take a Look Behind Slaughterhouse Walls

Learn more facts that the meat industry doesn't want you to know by watching PETA's "Glass Walls" exposé, narrated by longtime PETA supporter R Madhavan, at PETAIndia.org – and share it with others!



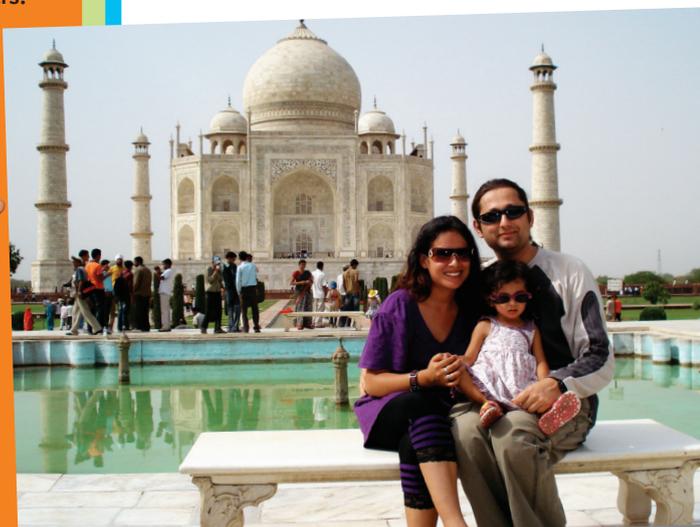
© PETA India

Raising Vegan Kids

When you replace meat, dairy products and eggs in your children's diet with healthy plant-based foods, you are starting them off with a significant health advantage, lowering their risk for a host of adult diseases that have been linked to animal products, including heart disease, obesity, diabetes and cancer. Animal products are also linked to many of the ailments that tend to affect children, including colic, ear infections and flu.

After many years as vegetarians, Karol and Sujoy Marocho decided to go vegan when they had their daughter, Nikita Gabrielle. Says Karol, "It was obvious that if we loved our daughter, she

had to be vegan too. I couldn't let her participate in a cruel and horrible act every time she sat down to eat. Nikita always gets healthy checkups at the paediatrician's office, and she loves her veggies. Her favourite foods are broccoli, raw carrots, spinach, quinoa and tofu. Sometimes, we also give her mock meats. Oh, and we can never go wrong with daal and rice! Nikita is living proof that vegan kids have an awesome, healthy life!"



The Marochos, a vegan family

Pamela Anderson

"Chickens, pigs and other animals? They are interesting individuals with personalities and intelligence. What people need to understand is that if they're eating animals, they are promoting cruelty to animals."

Bryan Adams

"If you love animals, don't eat them. If you decide to change your life and stop eating all kinds of animal products, you will inevitably see a change."

Vidya Balan

"Adopting a vegetarian diet may seem like a small choice, but it has an enormous impact on the world around us."

Murali Kartik

"Being vegetarian is a winning formula for me as an athlete. A vegetarian diet provides athletes with all the protein, complex carbohydrates and other nutrients we need to get stronger and faster – without the artery-clogging cholesterol and saturated fats found in meat. So I say, join the vegetarian team."

Shahid Kapoor

"I love chicks ... pigs, cows, fish and all the other animals too. That's why I turned vegetarian. The day I started believing in the fact that I would want not to kill animals for my taste buds, that is the day everything changed for me."

Kareena Kapoor

"If my fans are looking up to me and have turned vegetarian, then I am happy about it. I am a pure vegetarian, and it helps me keep fit and healthy."

Sir Paul McCartney

"I am a vegetarian because I realize that even little chickens suffer pain and fear, experience a range of feelings and emotions and are as intelligent as mammals, including dogs, cats and even some primates."



Ask the Experts "Isn't fish a health food?"

Anyone who eats fish for health reasons should think again: the US Environmental Protection Agency revealed that women who ate fish just twice a week had blood mercury concentrations that were seven times higher than those of women who didn't eat fish. Mercury is known to cause severe health problems for humans, including brain damage, memory loss and damage to a developing foetus. One study showed that women who regularly ate fish were more likely to have babies who were sluggish at birth, had small head circumferences and had developmental problems. Plant foods like walnuts and flax seeds and vegan DHA capsules contain the essential fatty acids that we need without the harmful toxins found in fish flesh.

Dr Neal Barnard, author of *Foods That Fight Pain*

What About Protein, Iron and Vitamin B12?

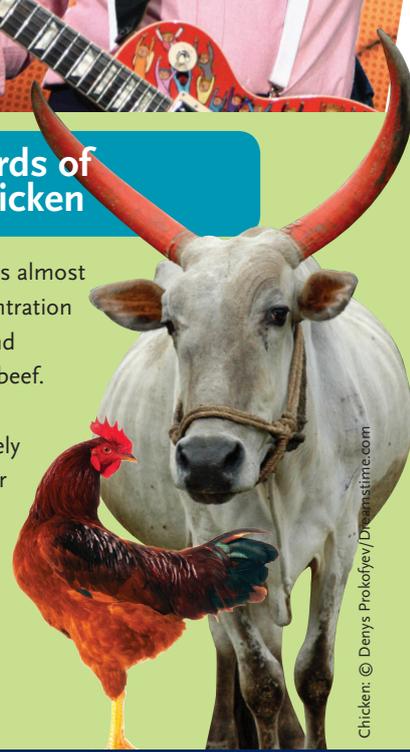
According to medical authorities, vegans get plenty of protein without having to pay particular attention to their diets. Healthy vegan protein sources include whole grains, oatmeal, beans, peanut butter, brown rice, peas, lentils, tofu, soya milk, nuts, seeds and vegan mock meats. Iron is found in numerous plant foods, including beans, nuts, whole grains and leafy green vegetables. Nutritionists recommend fortified foods like breakfast cereals and soya milk or a multivitamin for ample sources of vitamin B12.

What's Wrong With Milk and Eggs?

No species naturally drinks milk beyond the age of weaning, and no species would naturally drink the milk of a different species. For humans, drinking cows' milk has been linked to heart disease, cancer, diabetes and even osteoporosis, the very disease that the dairy industry claims its products are supposed to prevent! The high animal-protein content of milk actually causes calcium to be leached from the body. One egg contains a staggering 220 milligrams of cholesterol, which clogs your arteries and leads to heart disease.

The Hazards of Eating Chicken

Chicken flesh has almost the same concentration of cholesterol and saturated fat as beef. Eating chicken contributes largely to cardiovascular problems, obesity, diabetes and other health ailments, including food poisoning.



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Meet Your Meat

Animals feel pain, just as people do. They value their lives, just as we value ours. They're terrified by the sights and smells of the slaughterhouse, and they fight for every last breath. If you eat animals, you should know what happens to chickens, pigs, cows, sheep, goats and fish who are used for food. Please take a few moments to find out about the routine cruelty involved in raising, transporting and killing these animals.

What Happens to Chickens?

More chickens are raised and killed for food than every other farmed animal combined. Those raised for their flesh are packed into filthy sheds, often with thousands of other birds. Fumes from their accumulated waste burn their throats and eyes. Most birds lose their feathers and develop blistering, ulcerated feet and other ailments.

They're pushed to grow such unnaturally large upper bodies so fast that their legs often become crippled under their own weight.

Chickens are intelligent animals who form strong family ties and mourn when they lose a loved one. According to scientists, a mother hen will turn her eggs as many as five times an hour and cluck to her chicks while they're still in the shell – and her chicks chirp back.

But on egg farms, hens spend their entire lives crammed into wire cages so small that they can't even spread a single wing. As a result, their muscles waste away, their bones deteriorate and their feet become lacerated from standing on the wire. The ends of their sensitive beaks are cut off with a hot blade, causing them chronic pain, and some birds starve to death because eating is too painful. Hens on egg farms never even see their own babies.

At the end of their miserable lives, chickens are grabbed by their frail legs and wings – often causing broken bones – and stuffed inside cages to be transported to the slaughterhouse, where many have their throats slit with dull knives.

What Happens to Pigs?

Like chickens, pigs are friendly, inquisitive animals who love their family members. They often snuggle close together and sleep nose to nose. Newborn piglets learn to run to their mothers' voices, and mother pigs "sing" to their young while nursing.

When given sufficient space, pigs won't excrete near where they eat or sleep. Yet, pigs raised for meat are often confined to small, filthy concrete pens. They're slaughtered nearby, often in front of other pigs. They're repeatedly – and haphazardly – stabbed in the heart, and they scream out in pain. They're left to bleed to death, and some choke on their own blood. Others are dismembered while they're still conscious.

What Happens to Cows?

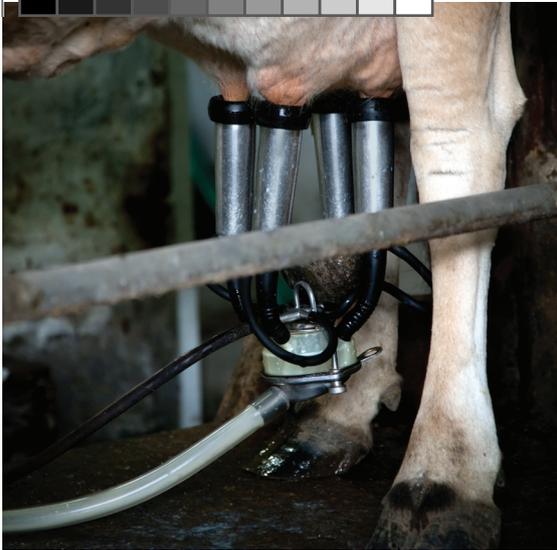
Cows have long-term memories and complex problem-solving skills. Cows and buffaloes are gentle animals who grieve when separated from their loved ones.

Female cows and buffaloes produce milk for their offspring, not for humans. But in today's tabelas – animal factories that are steadily replacing family farms – cows and buffaloes are treated like mere milk machines.

PETA India's investigators have seen cows and buffaloes confined to stalls in which they are forced to stand knee-deep in excrement. Cows and buffaloes are artificially inseminated using unsanitary equipment, exposing animals to infections and diseases. They are often injected with an illegal drug that makes them produce excessive quantities of milk, causing them severe stomach cramps.

Calves are taken from their mothers shortly after birth. They are tethered on short ropes in order to prevent them from reaching their mothers. They often become entangled and can strangle to death as they struggle to break free. Many are simply left to die a slow, agonising death at the dairy facility, and others are sent to slaughter. Their mothers often bellow frantically and search for the calves even after they have been sold for their flesh or skin. When the mothers can no longer produce milk, they, too, are sent to slaughter – often to be turned into leather.





Milking machines take more milk out of the animals than they would naturally and easily yield. Many workers don't pay attention, and the machines keep suctioning the animals' dry udders, causing extreme pain.



Chicks have portions of their sensitive beaks cut off without any painkillers.



Many cows are forced to walk great distances without food or water to get to legal slaughterhouses. When they collapse from exhaustion, illness or injury, handlers rub chilli powder into their eyes or break the joints in their tails to make them get up and move. Others are crammed into lorries in such large numbers that many animals are crushed or gouged by the horns of other animals en route to slaughter. Animals who survive the long journey are usually dragged or pushed into slaughterhouses, where they are cut open – often with dirty, blunt knives – on floors that are covered with faeces, blood, guts and urine.

What Happens to Goats and Sheep?

Goats and sheep – sensitive animals who wag their tails, affectionately nuzzle people and get anxious when they're separated from their social groups or approached by strangers – are often thrown by their fur or pulled by their ears onto extremely crowded lorries.

Those who survive this ordeal are typically killed in front of other terrified animals at slaughterhouses. Workers often use such dull knives that the animals spend a long time in agony before they lose consciousness. Workers generally start the process of skinning and dismembering these animals while they're still conscious.

What Happens to Fish?

Fish, too, are intelligent and have fascinating traits. Dr Sylvia Earle, one of the world's leading marine biologists, says, "I wouldn't deliberately eat a grouper any more than I'd eat a cocker spaniel. They're so good-natured, so curious. You know, fish are sensitive, they have personalities, they hurt when they're wounded". And yet fish are killed by the billions in ways that would be illegal were they any other species.

Massive trawling nets capture hundreds of tonnes of animals as they are dragged along the ocean floor. When fish are hauled onto the ships, they suffer from decompression, are suffocated or are crushed under the massive weight of all the other bodies.

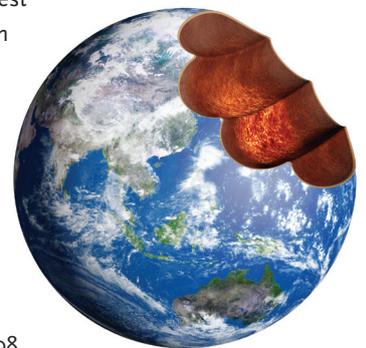
Fish farms are cruel to animals and harmful to the environment. Farmed fish are forced to swim in their own waste in congested, toxic cesspools. Conditions on some farms are so horrendous that 40 per cent of the fish die before farmers are ready to kill and package them as food.



Eating Meat Harms the Planet

Animal factories pollute the planet too. A United Nations report concluded that a global shift towards a vegan diet is necessary to combat climate change, water shortages, forest destruction, pollution and world hunger.

Carbon dioxide, methane and nitrous oxide together cause the vast majority of global warming. Raising animals for food is one of the largest sources of carbon dioxide and the single largest source of both methane and nitrous oxide emissions.



A German study conducted in 2008 concluded that a meat-eater's diet is responsible for more than seven times as much greenhouse-gas emissions as a vegan's diet. Rajendra Pachauri, the head of the UN's Nobel Prize-winning Intergovernmental Panel on Climate Change (and a vegetarian himself), urges people to "please eat less meat – meat is a very carbon-intensive commodity".

Going vegan is the best thing you can do to help animals, people and the planet.

Milking machinery: © Creatista/Dreamstime.com
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Recipes for Life

It's easy to go vegan once you know how. Here are some recipes to get you started.

Tofu Scramble

- 1 Tbsp olive oil
- 1 onion, cut into small chunks
- 5 garlic cloves, minced
- 1/2 tsp curry powder
- 1 tsp onion powder
- 480 g firm tofu, patted dry and crumbled
- 1/2 tsp salt
- 160 g of your favourite vegetables such as broccoli, mushrooms, bell peppers or tomatoes
- Freshly ground pepper, to taste

- Heat the olive oil over medium heat in a large skillet and sauté the onion for 5 minutes, until softened.
- Add the garlic and spices, stir and cook for 1 minute. Add the tofu and cook for 3 minutes.
- Add the remaining ingredients, stir well and cook for 5 to 8 minutes, until the vegetables are cooked and the tofu is heated through.

Makes 4 servings



Vegan Kadhi

- 200 g flour
- 1 small onion, diced
- 1 small potato, diced
- 1 tsp ajwain
- 1 tsp red chilli powder
- 1 tsp minced ginger
- 1/2 tsp baking powder
- 1/2 tsp salt
- 840 ml water
- Vegetable oil for deep frying
- 240 ml vegan peanut curd (see recipe)
- 1 tsp turmeric powder
- Salt, to taste
- Pinch of asafoetida
- 1 Tbsp vegetable oil
- 1 tsp fenugreek seeds
- 2 dry red chillies

- For the pakoras, in a bowl, mix together 160 g flour and the onion, potato, ajwain, chilli powder, ginger, baking powder, salt and 120 ml water. Form into balls.
- Heat the vegetable oil in a large pot and deep-fry the pakora balls until golden brown. Drain on paper towels.
- In a separate bowl, beat together the peanut curd and the remaining 40 g flour until there are no lumps. Add turmeric powder, salt, asafoetida and the remaining 720 ml of water and beat again.
- Heat 2 tablespoonfuls vegetable oil in a large skillet. Add the fenugreek seeds and dry red chillies. Stir-fry for 30 seconds. Add the peanut curd mixture. Bring it to a boil, reduce heat and simmer for 15 minutes, stirring occasionally.
- Add the fried pakoras and continue simmering for 5 minutes.

Makes 4 servings

Peanut Curd

- 150 g raw peanuts
- 480 ml water
- 1/4 tsp lime juice

- Place the peanuts in a bowl, cover with cool water, and allow to soak for 4 hours or overnight.
- Drain and rinse the peanuts in fresh water, then peel off their skins. Place in a blender or food processor and grind to a smooth paste as you slowly add the water.
- Strain the peanut "milk" through a fine mesh strainer or cheesecloth.
- Pour the peanut "milk" into a small sauce pot. Bring to a boil over medium heat, then reduce to low and simmer for 5 minutes, stirring constantly. Remove from heat and allow to cool.
- Stir in the lime juice. Set the bowl aside, uncovered and at room temperature, for 5 hours or overnight to allow curds to form.
- Drain mixture to separate the curds. If desired, save a spoonful of the curds to use as future "starter". Curds can also be frozen.

Makes 4 servings





© Steve Lee Studios

Fried 'Chicken'

- 1 tsp salt
- 1/2 tsp onion powder
- 1 tsp pepper
- 1 tsp garlic powder
- 320 g unbleached white flour
- 4 Tbsp nutritional yeast (optional)
- 3 Tbsp yellow mustard
- 120 ml water
- 2 Tbsp baking powder
- 480 g faux-chicken pieces
- Vegetable oil for deep frying

- Mix together the salt, onion powder, pepper, garlic powder, flour and nutritional yeast in a deep bowl.
- In a separate bowl, dilute the mustard with the water. Add 1/3 of the flour mixture to the mustard mixture and stir.
- Add the baking powder to the dry flour mixture and stir to combine.
- Dip chunks of the mock chicken into the mustard batter, then drop each chunk into the flour mixture and coat with the desired amount of "crust".
- Fry the chunks in hot oil on medium-high heat in a large skillet or deep fryer until crispy and golden brown, turning as needed.

Makes 4 servings



© Steve Lee Studios

Pasta Alfredo

- 1 Tbsp olive oil
- 4 cloves garlic, minced
- 120 ml white wine
- 120 ml vegetable broth
- 360 ml cups Cashew Cream (see recipe)
- 4 Tbsp. nutritional yeast (optional)
- Salt and freshly ground black pepper, to taste
- 450 g macaroni or favourite noodles, cooked according to package directions and drained
- 2 Tbsp minced fresh parsley

- Heat the olive oil in a sauté pan over medium heat. Add the garlic and cook until fragrant, about 1 minute.
- Add the white wine, vegetable broth, Cashew Cream and nutritional yeast, adjusting the seasoning with salt and pepper. Reduce the heat to low and cook for 10 minutes, stirring frequently.
- In a bowl, toss together the pasta, Alfredo sauce and parsley. Serve immediately.

Makes 6 servings



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Cashew Cream

- 160 g raw cashews

- Place the cashews in a bowl, add water to cover and allow to soak overnight. Drain and rinse with cold water.
- Place the cashews in a blender. Add fresh cold water to cover the cashews by 3 cm. Blend several minutes until very smooth.

Makes 360 ml

Coconut Milk and Fig Ice Cream

- 220 g sugar
- 240 ml water
- 500 ml canned coconut milk
- 110 g diced fresh or dried figs

- Place the sugar and water in a saucepan over low heat and stir until dissolved. Increase the heat to high and boil for 1 minute. Set aside to cool.
- Add the coconut milk and figs to the cooled syrup and stir to combine.
- Pour into an ice-cream machine and churn according to the manufacturer's instructions. Serve immediately or freeze.

Makes 4 servings



Making the Transition

There's no mystery to creating deliciously satisfying vegan meals. Tasty alternatives to the animal ingredients that you may be cooking with are easier to find than ever.

Q & A

Where can I get vegan foods in my town?

You can now find soya milk as well as veggie burgers and other mock meats in many major supermarkets. If you don't see a certain product at your local store, just ask – store managers want suggestions from their customers. Of course, a large percentage of the foods that you already eat are vegan, including staples like rice, pasta, oatmeal, beans, nuts, vegetables, fruit and peanut butter as well as many cookies, chips, breads, crackers, pastries, cereals, soups and candies.

Try These Easy Substitutes

Meat: tofu, tempeh, soya mince, mushrooms or mock meats such as Nutrela Soya Chunks and McCain vegetarian burgers

Milk: soya milk (try Godrej Softit or Staeta brands), rice milk, almond milk or coconut milk

Butter or Ghee: vegan margarine or olive oil

Paneer: tofu

Eggs: corn starch or apple sauce (for binding) or tofu (in scrambles and other dishes)

Make Replacements

Try the ever-growing lineup of mock meats, including veggie burgers, soya mince and soya chunks. In addition to being delicious, mock meats are high in healthy plant protein and low in saturated fat and contain zero cholesterol.

Adapt Favourites

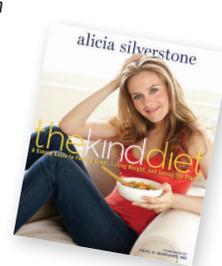
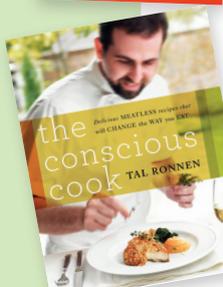
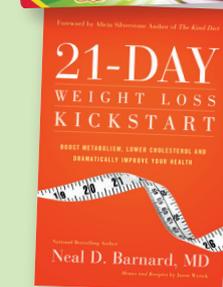
If you are just getting started, you may want to try simply “vegging up” your favourite recipes. Replace meat in sandwiches with baked beans and grilled veggies. Replace butter and cheese in sandwiches with peanut butter, hummus or other vegan sandwich spreads. Replace paneer in subzits with tofu or soya chunks. Try soya mince in pasta and make homemade pizzas with mock meat and vegetable toppings. Ice creams can be replaced with delicious and healthy fresh fruit sorbets and smoothies.



Other Resources

For more tips and motivation for switching to vegetarian meals, check out the following vegan groups and cookbooks:

- Mumbai Vegans (<http://mumbaivegans.blogspot.com/>)
- Vegan Bengaluru (<http://veganbengaluru.wordpress.com/>)
- Delhi Vegans Club (<http://delhivegans.blogspot.com/>)
- Indian Vegan (<http://www.indianvegan.com/home.php>)
- Sharan (<http://sharan-india.org/>)
- Chennai Vegan Drinks (<https://facebook.com/chennaivegandrinks>)
- 21-Day Weight Loss Kickstart by Dr Neal Barnard
- Forks Over Knives: The Plant-Based Way to Health by Gene Stone (editor)
- The Kind Diet: A Simple Guide to Feeling Great, Losing Weight, and Saving the Planet by Alicia Silverstone
- The Conscious Cook: Delicious Meatless Recipes That Will Change the Way You Eat by Tal Ronnen
- A Vegan Taste of India by Linda Majzlik



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