Veggie Pride Parade 3
PROGRAM GUIDE
Sunday, May 16, 2010

Greenwich Village • New York City

www.veggieprideparade.org
SEASONAL ORGANIC VEGAN CUISINE

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CO₂ Emissions per Person Equivalent To A Mid-Sized Car

<table>
<thead>
<tr>
<th>Diet</th>
<th>Miles</th>
<th>CO₂ Reduction</th>
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<tbody>
<tr>
<td>Meat Eaters</td>
<td>2956</td>
<td>0%</td>
</tr>
<tr>
<td>Vegetarians</td>
<td>1508</td>
<td>50%</td>
</tr>
<tr>
<td>Vegans</td>
<td>391</td>
<td>87%</td>
</tr>
<tr>
<td>Organic Vegans</td>
<td>175</td>
<td>94%</td>
</tr>
</tbody>
</table>

~Food Watch, German 2008~

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PROGRAM
Veggie Pride Parade NYC 2010
Sunday, May 16, 2010 • Greenwich Village
+ RALLY/EXPO in UNION SQUARE PARK

Parade
11:00 a.m. Lineup for parade begins where Little West 12th Street, Gansevoort Street, Greenwich Street, and 9th Avenue come together (map on page 3)
12 Noon Parade begins

Rally/Expo
Program subject to change. Bios are on following pages.
1:00 p.m. Parade reaches end point: Rally/Expo in Union Square Park (north end), across from Barnes & Noble
1:00 p.m. Leif Erich welcomes parade participants entering the park with a set of original music
1:20 p.m. Pamela Rice (parade organizer) welcomes everyone
1:30 p.m. Mickey Z gives keynote address
1:45 p.m. Special guests
2:05 p.m. George Eisman
2:20 p.m. Pamela Rice presents awards for best-costumes
2:50 p.m. Karen Davis
3:05 p.m. Tracye McQuirter
3:20 p.m. Yee Ying-Ming performs Kung Fu Fan Dance
3:30 p.m. Kathy Stevens
3:45 p.m. Joan Wai
4:00 p.m. Wilson Morales
4:15 p.m. Dave Warwak
4:30 p.m. Pamela Rice introduces authors from the book-signing table
5:00 p.m. Park clean-up commences. All are welcome to pitch in!
Every stand-up comedian in the business knows you can always get an instant laugh: make a vegan the butt of your joke.

Every vegan kid knows he or she is not likely to get a good meat-free and dairy-free meal in the school lunchroom and faces ridicule just for asking.

Vegans in some places have to buy their food by mail order or travel to other neighborhoods or towns just to eat. And ask any vegan about what he or she must go through to convey a simple food order in a non-veg restaurant. It isn’t fun.

All this, even though we know meat is cruel, unhealthy, and catastrophic for the environment, both in terms of resource depletion and pollution.

And why are meat, dairy, and fish so heavily subsidized by governments around the world, particularly in the United States and Europe? None of it makes a bit of sense. Nor is it fair or right.

Enter Veggie Pride Parade 2010, an event that is sure to bring meatless living and all its issues a much-needed boost. Building on the overwhelming success of the 2008 and 2009 parades, this year’s march through Greenwich Village will be even more uplifting and spectacular than before.

Individually, participants come from many different philosophies, religions, and general approaches. But on Sunday, May 16, 2010, all will proclaim with one voice an expression of veggie pride.

Participants will, as in past parades, be encouraged to come in costume and to wear signboards announcing their pride in their veggie lifestyle. Local restaurants and vegan groups will be represented with banners and chants. Mascots Chris P. Carrot and Penelo Pea Pod will again lead off the parade to set the tone. That is:

Food brings joy when it is not derived from animals

The parade begins in the city’s olde meat district. It ends in a festival of over a dozen speakers, live entertainment, 40 exhibitors, and vegan food.

• At about 2:15 p.m., the winners of the costume contest will be announced.
• Babies and youngsters in veggie costumes will be featured on stage thereafter.
• Throughout the day, parade participants will enjoy the opportunity to make use of the “soapbox” testimonial station, a second stage set up at the opposite (west) end of the park. Here, individuals will be able to passionately sing the praises of the veggie diet for all to hear (strictly non-commercial and videotaped for YouTube).

Organizer Pamela Rice feels confident that the 2010 parade will indeed be bigger and better than in previous years. The crowd should easily swell to several thousand once the parade reaches the park.

Ms. Rice has said it before, but it bears repeating—“With this event people will see vegans and vegetarians come out from the shadows, once and for all.”
START POINT / END POINT
FROM THE MEAT DISTRICT TO UNION SQUARE PARK

Parade start: the Olde Meat District
Parade end: Union Square Park, north end

THE ROUTE
(SUBJECT TO CHANGE)
The parade begins where Little West 12th St., 9th Ave., Gansevoort St., and Greenwich St. come together. It then makes its way southeast on Greenwich Ave., east on 8th St., north on University Pl. to the north end of Union Square Park.

End: Rally/Expo site
LEIF ERICH is a guitarist, composer, and playwright. His recent off-Broadway musical production, the irreverent I’m God and You’re Not, explored issues of ignorance, environmental degradation, poverty, and war. Among others, Erich will perform his most haunting song from the play, “What Part of Thou Shalt Not Kill Did We Not Understand?” Erich will, as last year, act as the audio consultant and technician for the Veggie Pride Parade NYC. More about Leif Erich is at www.leiferich.com.

MICKEY Z, in his most inimitable style, will wax eloquent on going vegan and why that is an imperative we all must heed. Proudly armed with his high school diploma, born and raised in Astoria, Queens, part working class, part radical vegan, Mickey Z is probably the only person on the planet to have appeared in both a karate flick with Billy Blanks and a political book with Noam Chomsky. He has been a vegan for 15 years. More about Mickey Z is at www.mickeyz.net.

GEOGE EISMAN, MA, MS, RD is nutrition director of the Coalition for Cancer Prevention Through Plant-Based Eating. He is the cofounder and first chairman-elect of the Vegetarian Nutrition Practice Group of the American Dietetic Association. He is the author of The Most Noble Diet: A Basic Course in Vegetarian and Vegan Nutrition and Don’t Let Your Diet Add to Your Cancer Risk. He was inducted into the Vegetarian Hall of Fame (North American Vegetarian Society) in 1993.

KAREN DAVIS, PH.D is president of United Poultry Concerns. She is the founding editor of UPC’s magazine Poultry Press and the author of numerous books including Prisoned Chickens, Poisoned Eggs. Ms. Davis maintains a sanctuary for rescued poultry birds in Virginia. She in an inductee to the U.S. Animal Rights Hall of Fame. Since 1999, Ms. Davis and UPC have hosted eight conferences on farmed-animal advocacy is- sues. For more information, visit www.upc-online.org.

TRACIE McQUIRTER is a nutritionist, author, and twenty-year vegan who leads worldwide seminars on vegan nutrition. Her new book is By Any Greens Necessary: A Revolutionary Guide for Black Women Who Want to Eat Great, Get Healthy, Lose Weight, and Look Phat. She has been featured in dozens of media, including Ebony, Essence, and the Washington Post. She directed the first federally funded vegan nutrition program and worked on legislation to improve federal nutrition guidelines.

YEE YING-MING will treat us to an exhibition of Kung Fu fan dancing. The title of the piece is well known in the world of Kung Fu: Beauty of the Setting Sun. (Search YouTube for other versions.) You will never see a better performance of this dance. You may never be so enchanted. Kung Fu movements naturally project self defense and conscientious resistance. Add a fan and they project beauty and a gentle approach. Ying-Ming represents Youth Buddhism Communications.
Mending our food system is a crucial part of solving the world’s most destructive and persistent problems. Fortunately, the foods that promote health and well-being are the same foods that conserve scarce resources to better feed the world, while reducing greenhouse gas emissions and protecting the environment.

A Well-Fed World is a new organization created to improve and green our food system.

- **We work at the local level** to raise public awareness, support nutrition education, provide food relief, and empower small groups with grants and materials.

- **We work at the organizational level** to connect with other social justice groups, strengthen our common interests, and build bridges of cooperation.

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Kathy Stevens is founder and director of Catskill Animal Sanctuary, an 80-acre haven for farmed animals located two hours from Manhattan. She is author of the critically acclaimed Where the Blind Horse Sings: Love and Healing at an Animal Sanctuary and the upcoming Animal Camp: My Summer with a Horse, a Cow, a Pig, a Goat, a Dog, Three Cats, and One Very Patient Man. Kathy regularly speaks at schools, conferences, and events and delights in kissing the sanctuary pigs. See www.casanctuary.org.

Joan Wai is the founder (1984) and director of Youth Buddhism Communications Center (NYC). The organization recently set up the Green Compassion Web site to encourage veganism and non-violence. Since 2000, Joan has organized an annual vegan banquet with over a thousand attendees. In celebration of Women’s History Month 2004, borough president Virginia Fields recognized and saluted Joan for her outstanding accomplishments and many undertakings in service to her community.

Wilson Morales was ordained as a Seventh Day Adventist elder in 1997 and has been preaching and teaching sabbath school ever since. He describes himself as a born-again Protestant Christian and adherent to the teachings of the sect’s prophetess, Ellen G. White. Seventh Day Adventism professes the vegetarian diet and is perhaps the only Christian church in America to do so. It is believed that whatever is done in eating or drinking should honor and glorify God in the preservation of health.

Dave Warwak is a meditator, philosopher, humanitarian, artist, musician, poet, and writer. Formerly a tenured middle school art teacher, he became an animal rights activist after he was notoriously fired for teaching veganism to his students. Warwak’s mission has since been to tell children the truth about our world. Ask Dave about transcripts that document his fight to keep his job, which include testimony by his A-number-one fan, Dr. T. Colin Campbell. See www.inslide.com.

Pamela Rice is the author of “101 Reasons Why I’m a Vegetarian,” both book and pamphlet. She is the founding director of the Vegetarian Center of NYC and the organizer for this event. She is the founding director of the VivaVegie Society, the parade’s sponsoring group. She is also the erstwhile publisher of The VivaVine: The Vegetarian Issues Magazine. Pamela acted as writer, editor, art director, graphic designer, ad sales rep, and production manager for this program guide.

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Photo: Davida G. Breier

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WHEN STEPPING OUT
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MooShoes

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Last year’s Veggie Pride Parade
post-parade rally/expo/festival

TOP: Union Square Park crowd.
LEFT: Keynoter Dada J.P. Vaswani of Sadhu Vaswani Mission.
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Eating a plant-based diet is the most important thing an individual can do to help the environment. Livestock agriculture is by far the leading source of climate-changing gases and water pollutants.

It is the most effective thing an individual can do to alleviate the suffering of the world’s hungry people. Most corn and soybeans in the United States are used for animal feed, which is then very inefficiently converted to animal products like milk and meat.

It is, of course, the surest thing an individual can do to save the lives of countless innocent farmed animals.

It is also the most effective way to improve one’s own health, especially in regard to reducing cancer risk.

While deaths from cancer continue to rise, the public is not made aware of the many studies that have linked our diet, especially our intake of dairy, meat, and other animal products, with higher rates of this dreaded disease.

Cancer organizations that take money from food industries, especially dairy-product companies, do not report these connections for fear of losing their funding.

This is a message all of us need to spread to our schools, places of worship, and civic organizations.

MEAT AND CANCER
A higher intake of meat, including poultry and fish, is associated with a significantly higher incidence of breast cancer. For each 3-ounce serving eaten per day, risk rises by about 30 percent. (European Journal of Cancer Prevention, 2008. 17:39-47).

DAIRY AND CANCER
Statistics show that death rates due to breast cancer are considerably higher in regions where dairy consumption is high. (British Journal of Cancer, 24, 633-43). Each additional daily glass of milk a woman consumes, raises her risk of dying from ovarian cancer by 20 percent. (International Journal of Cancer, 80,5:1353-1357).

Perhaps most disturbing of all, children who consume a diet that includes 2 or more cups of milk per day have almost three times the risk of developing colorectal cancer in adulthood compared with children who consume less than a half a cup per day. The study that determined this correlation was conducted over a period of 65 years. These findings held true even after researchers adjusted for differences in meat, fruit, and vegetable intake, as well as socio-economic status. (American Journal of Clinical Nutrition, 2007, 86:1722-1729).

Continued on page 12
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Protein, Not Just Fat, Is the Problem

Some of the links to cancer are attributed to growth hormones (vital for growing small calves into large cows in less than a year) that occur naturally in animal milks and the meat of young animals. These growth hormones are proteins, so they are still present even in low-fat dairy products and flesh foods. Other cancer links include proteins—such as casein—and lactose and galactose, the sugars in milk. Consider this: It takes a whopping ten pounds of milk to make one pound of cheese.

How ‘Bout Organic?

Organic animal products (beef, poultry, dairy) contain only slightly less of the growth hormones that are naturally in these products. No study has shown that using organic rather than conventional animal products lessens cancer risk. Better choices are meatless burgers and plant-based milks (soy, rice, and almond, etc.). Organic fruits, vegetables, and grains have better nutritional value and fewer pesticide residues.

Eating lots of fresh fruits and vegetables, especially greens, and getting protein from beans, nuts, seeds, and whole grains rather than animal products, lowers cancer and heart-disease risk as well—the two leading causes of death in America. And those greens provide even more calcium than milk on a nutrient-per-calorie basis.

For more information, go to the Web site for Physicians Committee for Responsible Medicine: www.pcrm.org.

George Eisman is an author, registered dietician, and expert in vegan nutrition. He is a speaker at this year’s parade. See his bio on page 4.
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Ethical Culture Society
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Farm Sanctuary
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Lantern Books
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Mercy for Animals
Micah Publishing
Mid-Hudson Vegetarian Society
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North American Vegetarian Society (NAVS)
People for the Ethical Treatment of Animals (PeTA)
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Turn the page for more exhibitors
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• Peacefood Cafe: two $50 dinner certificates

• Counter restaurant: dinner for two

• Quintessence restaurant: dinner for two

• Candle Cafe: dinner for two

• Go Max Go, makers of Jokerz, Twilight, Buccaneer, and Mahalo candy bars: each contestant in the Veggie Pride Parade costume contest will get one

• Curly’s restaurant: $50 in gift coupons

• Bonobos, raw deli: two $20 gift certificates

• Lula’s Sweet Apothecary, vegan ice cream parlor: gift certificate

• Books & DVDs: two copies of By Any Greens Necessary, by VPP speaker Tracey McQuirter • one copy of Where the Blind Horse Sings, by VPP speaker Kathy Stevens (prize includes membership goodies from Catskill Animal Sanctuary) • two copies of Totally Vegetarian, by Toni Fiore • Adela Pisarevsky gave one copy of The RAVE Diet & Lifestyle and one copy of PeTA’s Meet Your Meat
With the world rapidly heading toward an unprecedented climate catastrophe, a shift toward veganism is more important than ever. Visit ASacredDuty.com to view and/or request a free DVD of A SACred DUTY APPLYING JEWISH VALUES TO HELP HEAL THE WORLD Praised by Jews and non-Jews, vegetarians and non-vegetarians, religious and non-religious viewers. To see 140 articles and a free course on Judaism and vegetarianism, please visit JewishVeg.com/schwartz For more information, also visit JewishVeg.com

THANK YOU TO THE VOLUNTEERS

Alan Rice
Bernie G.
Leif Erich
Jorge Guevara
Claudia Rose Emerson
Carlos Pinto
Tom Thompson
Celia Harary
Santos Lopez
Margaret Halley
Lisa Lindblom
Mindy Getch
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You don’t have to rely strictly on vegan oriented media sources for vegan news. The mainstream has plenty of it. They may not refer to it as such, but that’s what it is. Here are a few stories I have found over the past year.
—Pamela Rice

A mad cow in your fish
Citing a study published in a June 2009 issue of Journal of Alzheimer’s Disease, the Kentucky Post reported [15 Jun. 2009] that farmed fish fed the rendered remains of cows could transmit Mad Cow Disease to the humans who eat them. Government rules prohibit feeding the rendered remains of cows to cows; but other species are not off limits. The lead researcher commented, “Fish do very well in the seas without eating cows.”

U.S. diet, carcinogenic
The New York Times reported [06 Aug. 2009] on a University of Miami Miller School of Medicine study that found Hispanics who move to the United States are 40 percent more likely to develop certain cancers than those who remain in their native countries. To blame? Diet was the primary suspect.

Mercury for your sole
An Associated Press story reported [19 Aug. 2009] that according to a comprehensive U.S. Geological Survey study, essentially every fish in our nation’s fresh-water streams is contaminated with mercury. And 25 percent of them contain mercury in amounts exceeding edible-safe thresholds set by the Environmental Protection Agency (EPA). Scientists tested more than a thousand fish from nearly 300 streams nationwide between 1998 and 2005.

Resistance now futile
Seventy percent of antibiotic use in the United States is for non-therapeutic purposes in livestock raised for food, so the animals grow faster and ward off the effects of intensive confinement. Such cavalier use of antimicrobials is clearly contributing to the worldwide crisis of antibiotic resistance, which today contributes to increased U.S. medical costs to the tune of $50 billion per year. Such were the facts brought out a the Washington Post story last fall [16 Sept. 2009].

90K burned alive
Two and a half “broiler” sheds crammed with living chickens went up in flames in Stanwood, Washington, in June 2009, burning alive approximately 90,000 birds over night. Tanker trucks (needed to extinguish the flames) arrived too late to mitigate what came to be a charred wasteland. The Komonews story [03 Jun. 2009] dwelt on the economic losses the fire caused for the farmer: $2.2 million.

Vegan leap: 18 to 51
The world’s meat-centered diet generates roughly 51 percent of all human-caused climate-changing gases, according to Worldwatch Institute [Livestock’s Long Shadow] that vegans have been quoting since fall 2006, one that put the percentage at only 18 percent. Worldwatch editors recommended a prompt retooling of products across the globe that for some already have a name: vegan.

Animal ag off the hook
The link between carnivorous practices among the world’s humans and the spectre of climate change is a reality tough for some to take. In recent months, Al Gore has repeatedly been captured on air dismissing the need to educate Americans about the connection. In Washington, the denial is equally pronounced. An Associated Press story last year
[20 Jun. 2009] began, “One contributor to global warming—bigger than coal mines, landfills and sewage treatment plants—is being left out of efforts by the Obama administration and House Democrats to limit greenhouse gas emissions”: cow burps. According to the EPA, the story noted, the nation’s 170 million cattle, sheep, and pigs produce about one-quarter of the methane released in the United States each year, making livestock the largest source of the heat-trapping gas.

Taking poop head on

If you eat meat, there’s poop on your plate: mega-tons of it! No, the Washington Post didn’t exactly put it that way. But this, in essence, was its message in a recent article [03 Mar. 2010]. Its main point: We’ve largely conquered the nation’s non-organic pollution problems. But in their place is one as old as agriculture itself. That is, what do we do with the manure? Today’s “unmanageable” quantities, as it described them, are, in fact, too much of a good thing. Methane and ammonia gluts translate into global warming and acid rain. And America’s coasts are today plagued by, no less, 230 suffocating dead zones, up from 16 in the 1950s. Meanwhile, factory farmers whine ad nauseam that ever-present looming manure regulations will crush them financially. Sadly, their voices hold much weight in Washington.
Veggie Pride Parade: Goals

1. To set a positive example by standing proud and standing up for the veg’n lifestyle.
2. To show our true love of animals, which must include farmed animals.
3. To celebrate our healthy diet.
4. To educate about the issues surrounding today’s cruel, unsustainable, and exploitative meat-, egg-, and dairy-production systems.
5. To encourage meat eaters—through advocacy and example—to join us in our compassionate way of living.

Vegetarians Have Good Hearts!
Good Luck in This Year’s Parade!

The Vegetarian Resource Group
Visit Us Online at WWW.VRG.ORG

Emanuel Goldman
The Vegetarian Cinophile
Naomi Weinshenker, M.D.
Adult, Child & Adolescent Psychiatry
Cifton, NJ
973-471-4448
CHANTS

End the suffering: Go veg.
Feed the hungry: Go veg.
Protect the earth: Go veg.
Enjoy good health: Go veg.

Get hip. Go veg.

One struggle one fight.
Human freedom,
Animal rights!

One, two, three, four,
Global warming’s at
our door.
Five, six, seven, eight,
We need to go veggie
before it’s too late.

Hey, ho, we’re so cool,
Being veggie truly rules.

What do we want?
Vegan options
in our schools.
When do we want it?
Now!

Hey, hey, ho, ho,
Factory farming’s got
to go.
Ha, ha, hee, hee,
Let the animals run free.

Your dinner, my friend,
led a horrible life.
Change it all with fork
and knife.

Vegan, Vegan, it’s the way,
Stay good ’n’ healthy
every day.
Vegan, vegan, it’s the way,
help the planet stay okay.
Vegan, vegan, it’s the way,
to love all animals
all the same.
NOTES ON
THE 2010
PARADE

All New York parades, including ours, ordered shortened by 25 percent, because of budget cuts

If you were at the Veggie Pride Parade in 2009, you know that our procession rounded Washington Square Park before heading up University Place to its final destination spot: Union Square Park (north end).

This year, unfortunately, our route is very likely to be abbreviated. Our parade will be the same as before, but probably without this lovely detour, south of 8th Street.

See news story at: tinyurl.com/yc6gzuw.

Program guide note
The three photos not credited on page 8 are by Alan Rice.

101 Reasons Why I’m a Vegetarian
by Pamela Rice
Available in both pamphlet and book form. Copies of the pamphlet are free at the VivaVeggie exhibit booth. Book version, sold at cost: $10 each.
ONLINE RESOURCES FOR VEGANS

For the best restaurant finder and vegan blog, go to:
SuperVegan.com

For a great online travel-information source, go to:
HappyCow.com

To reach out and meet your fellow vegan, go to:
Meetup.com

To air your rants, your raves, your 2¢, go to the Veggie Pride Parade bulletin board:
veggieprideparade.org/forum/index.php

PeTA’s vegan source:
GoVeg.com

Nutrition how-to and family guide:
VGR.org

Resource for all things veggie:
VegSource.com

Erik Marcus’s blog:
Vegan.com

Vegan radio supreme:
VeganRadio.com

To stay informed about the VivaVeggie Society, go to:
http://tinyurl.com/cwyuny

2010 PARADE SPONSORS

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GreenCompassion.us
Candle Cafe
NALITH
Lisa Lindblom
Roberta Schiff
Veg Fund
Jean Thaler
Lantern Books
TalkingStickTV.org
Anonymous

www.veggieprideparade.org • 27
peacefood cafe

peafood cafe

peacefood cafe  a vegan kitchen & bakery
460 amsterdam avenue (@82 nd street) nyc
t: 212.362.2266  www.peacefoodcafe.com
SEASONAL ORGANIC
VEGAN CUISINE

Original Location ...
Candle Cafe
1307 Third Avenue
at 75th Street
New York, NY 10021
212-472-0970

The Upscale ...
Candle 79
154 East 79th St.
New York, NY 10021
212-537-7179

Co₂ Emissions per Person Equivalent To A Mid-Sized Car

<table>
<thead>
<tr>
<th>Diet</th>
<th>Miles</th>
<th>CO₂ Reduction</th>
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</thead>
<tbody>
<tr>
<td>Meat Eaters</td>
<td>2956</td>
<td>0%</td>
</tr>
<tr>
<td>Vegetarians</td>
<td>1508</td>
<td>50%</td>
</tr>
<tr>
<td>Vegans</td>
<td>391</td>
<td>87%</td>
</tr>
<tr>
<td>Organic Vegans</td>
<td>175</td>
<td>94%</td>
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</tbody>
</table>

~Food Watch, German 2008~

Being Vegan
the fastest way
to a cooler planet
Leading The World
To a New Era
www.SupremeMasterTV.com