

Just  
Say  
you heard  
it  
through

# The Viva Vine

THE NEWSLETTER OF THE VIVA VEGIE SOCIETY  
Edited by Pamela Teisler-Rice



## Fecal Fried Chicken

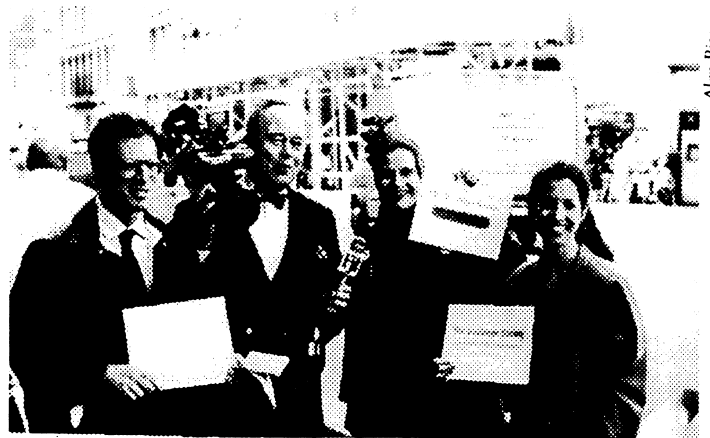
### SAME OLD SAME OLD ON THE INSPECTION FRONT

New government poultry inspection rules due to go into effect within the next 5 months will call for zero tolerances for fecal contamination of bird carcasses. The rules will represent the most significant changes in poultry inspection rules since 1957.

The new rules will require a standardized system of inspection which will uniformly employ exactly two inspectors at inspection points, rather than 3 or only 1. (Currently the number of inspectors at any one plant generally corresponds to the size of the poultry processing plant.) In addition, processors will be required to install equipment for mandatory use of chemical rinses to reduce bacteria. (Refer to *The VivaVine*, vol. 3, no. 3.)

Independent critics of the rules outside of the industry are concerned where the rules decrease the number of line inspectors from three to two, with any reduction considered ludicrous. With the new rules, the number of inspectors at half the plants in the country will be reduced. Critics warn that regardless of the zero tolerance for fecal matter rule, two inspectors is not enough to spot all fecal contamination (the source of salmonella bacteria.) Elaine Dodge, a lawyer with the Government Accountability Project, a whistleblowers' group in Washington, said, "you're reducing inspectors by a third, while these chickens are flying by at 91 per minute. It's just crazy."

*Ed. Note: The above story was taken mostly from a Bloomberg wire, and from the Oct., '94 issue of Vegetarian Times. There was no explanation anywhere in the 4-page Bloomberg wire story as to the source of fecal contamination in poultry processing, that is, why, as they mention, that salmonella contamination affects about 25% of the birds. As VivaVine readers know, the salmonella epidemic is the result of intense confinement food birds are forced to exist in today. The wire story also did not make note of the impact of production line degutting, another fertile ground for the spread of bacteria. The focus of the Bloomberg story was the economic impact that the rules will have on the poultry industry. It's not likely that anyone asked any of the 7.1 billion chickens, turkeys and ducks what they thought about the rules.*



Alun Rice

Hugh Rothbaum, Chauncy Howell, Pamela, and Debby Stromberg

## The VivaVegie Society and Vegetarianism take cable by storm

It was the meat-eaters versus the vegetarians,  
and the vegetarians win handily

This past September 30, New York 1, New York City's 24 hour all news cable station did a 2 minute, 15 second feature on The VivaVegie Society with mock debate on the street between veggie people and meat-eaters. Chauncy Howell, who regularly covers the scene, whatever that may be all over New York City, contacted VivaVegie to pick up on the latest thing going, and we know going veggie is the latest thing going all over — New York City too! The sometimes zany, sometimes serious and hard hitting collection of sound bites played every several hours the following weekend — a total of about eight times.

The videotaping was one crazy New York scene to boot. Filming took place during the teeming workday lunch hour at the corner of Broadway and Prince Street in Manhattan. The bow-tied Chauncy was right at home calling out to anyone within earshot, "Let's get you on camera; what do you think about vegetarianism. Are you a vegetarian? Are you a meat-person?" Up would go his New York 1 videocamera to any willing sucker for stardom, and then on to the next one. VivaVegie was lucky that a couple of very good vegetarian talkers just happen to walk by. Both (unidentified to VivaVegie) were young and hip, and well, what do you expect from Broadway and Prince Street. The first, a young woman, looked right into the camera and said about meat, "Usually I just ignore it, but sometimes it really smells disgusting." And how she said it was really fantastic. And then there was the guy, very radical, very adamant. He

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## QUOTES CORNER

(The following quotes were lovingly sent to The VivaVeggie Society by the tenacious activist/animal-lover Adela Pisarevsky, of New York City)

TO MEAT-EATERS, WE OWE NO APOLOGY! I don't think it's a crime to be a vegetarian! The commandment "Thou Shalt Not Kill" (Exodus XX,13) is a general principle which does not specify human beings or other creatures. Forty years ago I decided my body should henceforth be a "Temple for a Soul" instead of a portable cemetery for dead creatures. I have been a vegetarian ever since.

— Rabbi Aryeh Ben-Shemer

"A vegetarian diet is the acid test of humanitarianism." — Tolstoy

"Man is the only animal that can remain on friendly terms with the victims he intends to eat until he eats them!" — Samuel Butler

All beings tremble before violence  
All fear death  
All love life  
See yourself in others  
Then whom can you hurt?  
What harm can you do?  
—Buddha

"Don't just switch from beef to chicken! Take the slaughterhouse out of your kitchen!" — Karen Davis  
United Poultry Concerns

Then this one from Leon Trotsky... a man who, shall we say, did not mince words:

The price we pay for living in a free country is that greedy, self-serving, torture/death merchants have a right to speak their minds through shameful lies!  
—Leon Trotsky

and there you have it . . .

All Heaven in a Rage, eloquent essays and moving editorials on the eating of animals, edited by Laura A. Moretti, of *The Animals' Voice Magazine*. Send check or money order for \$8.95 per copy (which includes shipping and handling) to MBK Publishing, 1370 Trancas St., #179, Napa, CA 94558.

(A LETTER TO "THE STRAIGHT DOPE" / CECIL ADAMS)

I have heard that McDonald's milk shakes contain seaweed. Can this be true?  
—J.M., Arlington Heights, IL

The Answer:

Absolutely. But the real shocker is that every McDonald's hamburger contains chopped-up pieces of — brace yourself — dead cow. So let's not get hung up on a little seaweed.

Every 24 hours, somewhere in the world, 3 new McDonald's restaurants open up.

Two hundred years ago the average amount of topsoil in the U.S. was 21 inches. Now, only 6 inches remain due to the excess over-cultivation of land necessary to sustain our society's meat centered diet. Of this loss, 85% is due to raising livestock.

- McDonald's has increased its number of foreign stores by over 80% in 6 years.
- McDonald's is the most advertised single brand in the world budgeting \$1.4 billion on promotion.
- McDonald's owns some 36 million square feet of store space worldwide (book value \$10 billion), the world's largest collector of land parcels.

It takes 3-1/4 acres of land to sustain a person with the average American meat-based diet. A vegan diet requires only 1/6 of an acre. Such excess proportionately contributes to the depletion of fresh water, fossil fuels and topsoil — vital non-renewable natural resources.

It is projected that McDonald's will eventually increase its number of foreign restaurants to 42,000 stores — a near 9-fold increase over the current number today.

Nearly a third of the Earth's landmass is suffering from desertification, primarily and necessarily due to the production of livestock — overgrazing of livestock, over-cultivation of land, and deforestation of wilderness areas.

- The first job for 1 out of 15 Americans is at McDonald's
- Antarctica is the only continent free of McDonald's

"If you step back and look at the data, the optimum amount of red meat you eat should be zero."  
— Walter Willet, M.D., Dir. of the largest study every conducted on colon cancer and diet. (taken from "Our Food Our World," published by the Earthsave Foundation)

"There are still so many new points of distribution out there—hospitals, sports arenas and roadways."  
—Burger King CEO Jim Adamson

Risk of death from heart attack for a vegan male in the U.S. is 4 per hundred. For the U.S. male with the average American meat centered diet, risk of death by heart attack is 50 per hundred. Heart attack as well as stroke is virtually

## In Search of a Hitwich? — Go Veg, McDonald's!

The October 17 *Fortune* magazine article from which most of the above McDonald's facts come from repeatedly noted that Mac CEO Mike Quinlan has been at a loss to find the next McDonald's "Hitwich." Hitwich? you ask. The Hitwich in McDonald's-ese is the next Big Mac or Egg McMuffin which will take Mac profits into the double digits. May we suggest, McDonald's, that you market the veggie burger pictured on the front cover of the June, 1991 edition of *Vegetarian Times*? That should bring in a good amount from the 12.4 million vegetarians there are in the U.S. alone.

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looked right into the camera and said, "Meat is death!" and over and over he was edited in to say, "Death!" "Death!" "Death!" In between each "Death!" the final edited piece had a deli guy holding up a chopped steak. "Death!" was given the last word...

New York 1 put me in view doing my proselytizing of course in full costumed regalia, and on roller blades, no less. It was a cute touch. But don't worry, I did get a few good facts out for the viewers. I noted that chicken is not good to eat because it will clog up your arteries as well as your digestive tract. "Fish?" Chauncy asked. "What about fish?"

I responded, "Fish is not too good either, Chauncy; it's full of toxicity from the oceans. It's got no fiber and no Vitamin C. Why not just go back to nature," I said, "and stick to the four food groups?"

"And what are those?" Chauncy asked.

"Fruits, vegetables, legumes and grains," I said.

And at this point a soundover made fun of the way I said legumes, which was very funny.

There was some playful banter about tofu too, with one old guy at one point blurting out, "Tofu to you," which definitely added a hefty portion of mirth to the whole bit.

VivaVegie members Debby Stromberg, Hugh Rothbaum, and Martin Rowe also put their bodies on the line in front of the camera for the veg cause. But all of us learned that in a soundbite world, sometimes you can rehearse and rehearse, but with a taping session like this, the piece that is finally edited is not going to be like anything you imagined! — Pamela

# grapevine

letters from readers

Dear Pam,

I'd like to obtain a copy of your "101 Reasons..." I am a ballet teacher and a vegetarian for 18 years. I teach my dancers about good nutrition and peace through the arts. Many are now veggies!

—Sincerely, Debbie C., Westland, MI 48185

Pam,

I work for Shoprite. One of the things I really don't like about my job is meats. Sometimes the meat packages are runny, sticky and bloody. Yek. I immediately put them in another plastic bag so I don't have to touch them twice. But, sometimes I forget and touch my finger to my tongue...

—Vera P., Kearny, NJ

Hello Friends!

Your "101 Reasons..." was wonderful! Very thorough, to say the least. Please send me the references.

—Nicole G, Peekskill, NY

Hi Pamela

I became a vegetarian almost 2 years ago and someone is always asking me why. The sad thing is the feeling of amazement and even pity I get from other people, that I would deprive myself of so many good things to eat! Next time someone asks me, I will show them "101 Reasons..." and then see how they feel about my deprivation!

—Carol H. Mpls., MN

Dear VivaVegie Society,...I've been a vegetarian for five years and there is absolutely no going back!

—Jaclyn Dee H., Merlin, OR

Dear Pamela:

When I came across your "101 Reasons..." I had been working on a newsletter of my own with the same idea—to convert people to vegetarianism. Mine was to be more like a newsletter, with articles on the health/moral/planetary reasons to be vegi as well as excerpts from my favorite books, recipes, pictures, and even song lyrics, such as *Meat is Murder* by The Smiths. A graphic designer by trade, the project was also fun for the design exercise. However, your "101 Reasons..." was so effective that I pretty much halted production immediately after reading it! I may go back to it at some point.

Otherwise, I loved your vision of a community center. Here's an idea: many of us wanna-be New York activists would love to come visit and contribute to campaigns, demonstrations, etc., but do not have friends in New York. The community center could include a bed & breakfast/hostel-like accommodation.

—Stephanie Fitz, San Francisco, CA

## The Humane Methods of Slaughter Act

In the United States seven of the eight billion animals slaughtered for human food each year are chickens. These birds, plus millions of turkeys, spent laying hens, ducks and small birds, are specifically excluded from federal humane slaughter laws. Current commercial practice is to stun the birds electrically, but millions are missed by stunning equipment and remain fully conscious. So-called "spent" laying hens and small birds such as quail do not receive even this small mercy. Unstunned

and poorly stunned birds are then subjected to having their neck vessels cut, causing severe and extended agony while they are left hanging upside down by their feet in the "bleedout tunnel" before being plunged into a tank of scalding water, in many cases still alive, conscious, and breathing.

Send \$1 donation plus an SASE to United Poultry Concerns to obtain petitions directed at the U.S. Congress for the passage of the H.R. 649 Humane Methods of Poultry Slaughter Act.

Write: United Poultry Concerns, P.O. Box 59367, Potomac, MD 20859, or call

301/948-2406 for more information

— from United Poultry Concerns

## See how it feels

Last December, four men accepted a \$15,000 challenge from British activists to live for a week like battery-caged hens. The men quit after 18 hours, emerging from their 3-ft. square, 6-ft. high cage sore, hungry, and cold, unable to endure for even one day what hens must endure for their entire 2-year lives.

— from PAWS Action, newsletter of Progressive Animal Welfare Society

### The First Vegetarian Art Show

is set for Spring, 1995 in SoHo, New York City. Works are now being sought.

Necessarily-vegetarian artists are invited to share their art — illuminating any aspect of the philosophy of vegetarianism. Artists should call Sunnen Gallery, where the show will take place May 6 to May 25, 1995, before sending any art. Call 212/966-3188 for details.

### Pushing fast food to go veggie

The operators of the Subway chain, Franchise World Headquarters, allows every outlet the

option of carrying up to five local options along with the standard menu. The "No-Fat Burger" can be carried by any restaurant of the chain. Please call your local Subway franchise operator and corporate development agent now. Let them know that you as a consumer would like to be able to purchase the veggie option at your local Subway shop. The burger is also marketed at Publix supermarkets under the name Boca Burger. It was found out that a whole shipment of 3,300 Boca Burgers was sent to the White House recently.

They had been recommended to the President and First Lady by Dr. Dean Ornish, the best selling author who has pioneered techniques in reversing heart disease through diet, spirituality and stress reduction. The burger reportedly is also aboard Air Force One.

ALSO, KEEP THOSE calls to Burger King coming. Call 1-800-YES-1800 to voice your strong approval of a "Watkins Glen"- style veggie burger, and that you would like the veggie option to expand to the rest of the 5,800 U.S. Burger King outlets.

## C a l e n d a r

• Thursday, Nov. 24: BIG APPLE VEGETARIANS CELEBRATES THANKSGIVING, hosted by Jean Thaler in Brooklyn, NY on Thanksgiving Day. "Big Apple" is the new New York kid on the block, organizing get-togethers taking place (so far) mostly in the boroughs. Most events are \$5; however, for this special event with all the vegan fixin's you can eat (tofu turkey, Jean?), you pay \$10. Call 718/438-1523.

• Sun., Dec. 18: BIG APPLE AWARDS FOR EXCELLENT NY VEGETARIANS OF 1994. This Big Apple event boasts an awards ceremony to honor noteworthy or exemplary veg people who have advanced the cause of vegetarianism. Call 718/438-1523 for details.

• Friday, Nov. 25: FUR FREE FRIDAY. The parade begins at 10:30 a.m. in front of the Council of Fashion Designers of America, 1412 Broadway, between 39th and 40th streets in Manhattan, and ends at a rally at Central Park West and 59th Street.

• The third Sunday of every month, barring last minute changes: VEGAN SOCIETY OF QUEENS POTLUCK, 2 p.m., Flushing, Queens; call 718/263-7160 for details. • The fourth Tuesday of the month: BREAK BREAD... FOR A CHANGE (New York City's granddaddy vegan potluck—the reincarnation of Earthsave New York), 6:30 p.m., Greenpeace offices, 462 B'way @ Grand St, 6th Fl. Call 718/797-4175, if you must.

**Schedule to distribute 101 Reasons Why I'm a Vegetarian in VivaVeggie-style vegetarian street advocacy (call ahead, 212/966-2060, to confirm and to learn of meeting place):**

• Sun., Nov. 6: NEW YORK CITY MARATHON. Viva Veggie and fellow activists will be holding a banner donated by F.A.R.M. (Farm Animal Reform Movement) emblazoned with the words: "Vegetarianism — For the Long Run!" (call for game plan). • Sat., Dec. 10, TARGET MIDTOWN HOLIDAY SHOPPERS, 11 a.m. - 2:30 p.m., followed by lunch at Zen Palate. (The VivaVeggie Society frequently goes out on short notice. Keep in touch.)

### SO, WHAT IS THE VIVA VEGIE SOCIETY?


The VivaVeggie Society takes vegetarian advocacy to the streets. VivaVeggie advocates confront Mr. and Ms. Pedestrian to get the facts out about their healthful, ethical and environmentally conscious vegetarian diet.

Advocates assemble where there is plenty of pedestrian traffic. They come equipped with brightly-colored T-shirts with vegetarian messages, and plenty of fact-filled information. Founder Pamela Teisler wears the outfit shown on the reverse side of this newsletter. The mission?

To distribute, for donation, the flyer, *101 Reasons Why I'm a Vegetarian*, written by Pamela Teisler and inspired by John Robbins' book, *Diet for a New America*.

The VivaVeggie Society has been, and will be in the future, involved with various projects such as World Vegetarian Day and mass mailings of *101 Reasons Why I'm a Vegetarian*.

• DONATIONS CAN BE SENT TO THE ADDRESS BELOW.

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