

Candle Cafe: *made to order* by Mia MacDonald

[Ed. Note: Here is one of the best vegetarian restaurants you'll ever go to, anywhere. And you know what they say about New York... If you can make it there you can make it anywhere! But now, the great news is that this wonderful restaurant plans to incarnate itself into more outlets all over New York, making Candle Cafe a regular feature across the city landscape.

New York City can never have enough vegetarian restaurants. Let's get out there, folks, and make those restaurants worth their trouble!]

VEGAN OASIS

The Upper East Side is not a place usually associated with sustainable living, populated as it is by huge highrises (many with "Trump" in their name), overpriced boutiques for clothes and gems, lavish steakhouses, and in winter, a bevy of fur, very little on the original owners. But as I found on a recent visit, there are some real jewels:

organic markets, a vegan take-out shop, and Candle Cafe, an elegant pure vegetarian restaurant with some of the best food in Manhattan.

Even if Candle Cafe is off your usual route, it's well worth a special trip. The long, narrow restaurant immediately welcomes with the glow of its eponymous candles. Candles grace each table and hang in pairs, unlit, along the restaurant's undulating right wall which is draped in earth-hued canvas panels. Tables and chairs are bistro-black sleek, and the lighting is low. Candle Cafe is up front but not pushy about its ecological consciousness: the menu says the space was built with earth-friendly materials, and that recycling, filtered water and sustainable food production (organic, when possible) are central tenets of the business. The meals that result prove that sound principles can produce sensational food—and that health can be luscious.

THE FOOD. THE FOOD!

The stuffed mushrooms (appetizer, \$6.95) were huge and delicious with a nutty center and

« ↩ p.2 »

The VIVA VINE

THE NEWSLETTER OF THE VIVA VEGIE SOCIETY

FEDS ENDORSE VEGETARIAN DIET FOR THE FIRST TIME

FOR THE FIRST TIME EVER, federal nutrition guidelines gave vegetarian diets honorable mention; i.e., any mention at all.

Accepting recommendations from the Dietary Guidelines Advisory Committee, Agriculture Secretary Dan Glickman and Health and Human Services Secretary Donna Shalala released the fourth edition of "Nutrition and Your Health; Dietary Guidelines for Americans" January 2 of this year.

The Advisory

« ↩ p.2 »

TWENTY GENEROUS PLEDGES • for • 101 REASONS

At press time, VivaVegie has received the equivalent of twenty pledges of \$50 each to get the 1996 edition of *101 Reasons Why I'm a Vegetarian* printed. (See insert and information on page

Jean Thaler
director/
founder
of Big Apple
Vegetarians

3). Aside from 2 anonymous contributions, the following people have pledged:
• Bill Allen of Cedar Grove, NJ, • Eddy Bikales and Ellen Butler of New York City (who donated \$225 !), • Greg Christopher (San Francisco's EarthSave webmaster—email: stork@ best.com), • Craig

and Cherie Cline of Salem, OR, • Craig Filipacchi and Nadine Miral of Earthbase (<http://earthbase.org>) in New York City, the environmental and animal rights photo archive service (and the people with the Internet home page that The VivaVegie Society is on), • Marge Folino of Littleton, CO • Manny Goldman of Jersey City, NJ, resident cinophile for *Satya Magazine* • Leon Gruenbaum of New York City, • Joni Lee Heleotis of Wanamassa, NJ (who dedicated her 101 Reasons pledge to her loving father and beloved cat who both passed away in 1995), • Garland M. Jones of Hunt Valley, MD, • Richard Schwartz of Staten Island, NY, one of *The VivaVine's* editorial consultants and author of *Judaism and Vegetarianism*,

• Jean Thaler of Brooklyn, NY, director and founder of Big Apple Vegetarians, • Donna E. Waldman of Baltimore, MD, • Seth Wilpan of New York City, • and (alphabetically) last, but definitely not least, Joan Zacharias of Brooklyn, NY, advertising director of *The VivaVine*.

Profound thanks to all of these people who demonstratively believe in the concept of *101 Reasons Why I'm a Vegetarian*—as well as the facts therein. Due to this wonderful outpouring of support, I am already making arrangements with the printer—sooner than I had expected!

Peas, Pamela

The next edition of *The VivaVine* will be the Sept./Oct., 1996 issue.

With this issue, The VivaVine enters its fifth year of publication. Subscriptions are \$10 (domestic)/\$15 (foreign) for 5 issues

CANDLE CAFE: *continued from page 1*

rich wild mushroom glaze. The bean pâté (\$4.50) was thick and powerfully flavored—a mini-meal in itself. Entrées, some of which change every few days, range from tempeh burgers to seitan enchiladas, to a hearty spinach pie (sensibly priced from \$4.75 to 11.50). The Paradise Casserole (\$11.50), offered on a recent night, was described as “the best thing I’ve ever eaten” by a friend who’s a gourmet cook. Layers of sweet potato, black beans and millet are served on a bed of greens with roasted root vegetables and wild mushroom gravy. The grilled tempeh portobello burger (\$8.50), served in some of the best pita bread I’ve ever eaten, was thick, hearty and a bit sweet. Needless to say it was delicious, as were the grilled vegetables and huge tomato slice that surrounded it. The spinach pie with mashed potatoes and steamed vegetables (\$11.50) was hearty and well-seasoned, a healthy, lighter redux of a classic, heavy British meal.

At Candle Cafe, the “sides,” which in other restaurants are often perfunctory slices of lettuce or kale, receive as much attention from the chefs as the main courses. So packed with flavor and texture, they must be fully eaten. As a result, there’s a danger at Candle Cafe of over-eating because the food is just so good. My suggestion is to make several visits, choosing a few dishes each time and leaving room for dessert. Another option, which I tried on a recent visit, is to eat several small dishes and a

soup. The center of our meal was Wigmore’s Living Foods Salad (\$5.25 for small; \$9.00 for large), a colorful, crunchy and “from the garden” plate of mesclun greens, several kinds of sprouts, carrots, raisins and scallions with a light (but as with all Candle Cafe’s food, flavorful), balsamic vinaigrette. We added butternut squash soup (\$3.75 small bowl; \$4.50 large), a thin and delicious purée of the sweet squash with discreet spice, and bean pâté, and left feeling sated and energized. Another strategy is to order a Good Food plate (\$5.00 to \$8.00). Choose between two and five dishes from an array of macrobiotic-type offerings: grain and bean of the day, sea vegetables, noodles, grilled bread and a huge array of sauces, including carrot butter, B-12 tamari Dijon and roasted garlic tomatoes.

Candle Cafe desserts look delicious, but I’ve only had room to taste one, an apricot-apple and granola confection which was a near-perfect blend of flavors: lots of fruit and lots of crunch. I’ve never tasted a crumble quite like it before. Also on the dessert roster are dairy-free kanten parfaits, pies, cakes and an array of cookies, muffins and brownies/blondies. Candle Cafe has a full juice bar, organic coffee and decaf, grain coffee, teas, and a menu of alcohol-free, health-packed fruit cocktails with exotic sobriquets. Catering and take-out pies and cakes are available.

CANDLE AMBIANCE

Natalie Merchant and funky alternative

rock play in the background, candles flicker, and diners are made to feel at home by owners Joy Pierson and Bart Potenza founders of the innovative Healthy Candle, the precursor to Candle Cafe.

My only complaint is that Candle Cafe is out of the way from where I live and work. Instead of sulking, I guess, I better just schedule another visit uptown.

LOCATION AND HOURS

Candle Cafe is at: 1307 Third Avenue (at 75th Street). Phone: 212-472-0970. It’s open for breakfast, lunch and dinner, with brunch on Saturdays and Sundays. Monday-Friday 7:30 a.m. - 10:30 p.m., Sat. 10 a.m. - 10:30 p.m., Sun. 11 a.m. - 9:30 p.m.

PUBLICATIONS AT CANDLE:

Arthur Brown just came out with a new edition (and a new publisher as well) of his “Vegetarian Dining in New York City” (and not just for the yuppies). New York is the place to be if you’re a vegetarian, and with Arthur’s book, now we know why! The book is now called: “Good and Cheap Vegetarian Dining in New York.” Contact him at 718-434-3180 or pick it up at The Candle Cafe.

Candle Cafe also has *101 Reasons Why I’m a Vegetarian* for sale. Hooray!

Mia MacDonald is an animal activist and writer who lives in Brooklyn. This article first appeared in *Satya Magazine*, New York City’s publication of vegetarianism, environmentalism and animal advocacy. To subscribe for one year, send your check for \$10 to Satya Magazine, P.O. Box 1771, New York, NY 10159.

GOVERNMENT ENDORSES VEG DIET: *continued from page 1*

Committee officially proposed in its government report which is released only once every five years: “Lacto-ovo-vegetarians enjoy excellent health. Vegetarian diets are consistent with the ‘Dietary Guidelines’ and can meet Recommended Dietary Allowances for nutrients.”

Thanks to the panel testimony of a number of physicians, some of whose names should be familiar to vegetarians, the guidelines became a landmark break from the past—names (among others) such as: • Dr. Neal A. Barnard of Physicians Committee for Responsible Medicine, • Dr. Benjamin Spock, well-known author of *Baby and Child Care*, • Henry Heimlich, discoverer of the famous Heimlich Maneuver, • Dr. William Castelli, Director of The Framingham Heart Study, • Dr. William Roberts, of the American Journal of Cardiology, • Dr. Dean Ornish of the San

Francisco Preventive Medicine Institute, and first clinician to offer documented proof that heart disease can be halted or even reversed without drugs or surgery, and • Dr. Frank A. Oski, chairman of the Department of Pediatrics, Johns Hopkins University and author of *Don’t Drink Your Milk*.

The doctors told the advisory committee: “The current recommendation of 2-3 servings of meat every day (or any recommendation for meat consumption) contrasts with the preponderance of scientific evidence showing that meat consumption contributes to several serious illnesses and that those who avoid meats are generally healthier than those who consume them. In particular, vegetarians have much lower rates of hypertension, heart disease, cancer, gallstones and obesity, compared to omnivores.”

For more information about the federal guidelines, call the Vegetarian Awareness Network, (800)USA-VEGE.

Here, at right, are Dean Milan and Joan Zacharias doin' what VivaVeggie does best ... making an appearance at a street fair—in this case, the We Care About New York "World's Largest Block Party" last August. We had the veal crate out for maximum impact, our literature table filled with educational material, and over a dozen volunteers who came by to wear the VivaVeggie T-shirt which asks



(what else...?)
"Ask Me
Why I'm a
Vegetarian."



Now, go ahead and ask me... to send you the above logo on a white T-shirt... The logo is now available in full, beautiful color from The VivaVeggie Society in Xlarge only, for \$22 (includes postage and handling).

VivaVine readers note: The next edition of *The VivaVine* will not appear again until the September/October, 1996 edition. The six month shut down is necessary so that VivaVeggie has time to accomplish 3 important goals: **1)** Make the 1996 edition of *101 Reasons Why I'm a Vegetarian* fully up to date and factually sound, **2)** Write grant proposals, and **3)** Seek reliable and energetic intern help. If your membership fee of \$10 comes in before April 30, 1996, you are entitled to an additional 6th issue of *The VivaVine* as part of your subscription. (Note: The VivaVine does not have a July/Aug. issue.) SEE PAGE 8.

Contribute to the next edition of
101 Reasons Why I'm a Vegetarian
Keep the "mighty convincer" alive!

101 Reasons Why I'm a Vegetarian is due to come out again early in 1996. The VivaVeggie Society needs a total of \$1500 in pledges to send it back to press. One thousand dollars in pledges have already been made. One person has donated storage space for it, and several retailers have agreed to keep it in their stores. The VivaVeggie Society is getting low on inventory. Remember, about 25,000 copies of the "mighty convincer" have already been distributed.

**In exchange for a \$50 pledge, have your name
or your company name appear in the flyer.**

We plan to go to press with 20,000 copies, which will last for about 3 or 4 years. More than ever before, The VivaVeggie Society is calling on you to help. Please make this contribution. And keep *101 Reasons Why I'm a Vegetarian* alive.



For a \$50 pledge, this space will be reserved for you to place your name or your company name. 20,000 copies will be printed



Go now to the insert of this newsletter. Find a form to make your pledge.

The VivaVine

newsletter of

THE VIVA-VEGGIE SOCIETY

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*Special thanks to
Craig Filipacchi and
Nadine Miral of
Earthbase*

CURE FOR RUSTY BRAINS

Dear VivaVeggie Society

I'm planning on recording some of the reasons in your *101 Reasons* on my answering machine. People will get the message—well, they'll at least hear something to get their rusty brains thinking!

—Sincerely, Rita Graham, Cedar, MN

XEROXED BEYOND ALL RECOGNITION

Dear VivaVeggie:

I found a flyer in my bookstore today that was entitled *101 Reasons Why I'm a Vegetarian*. There were several copies left there for people to take and I have no idea who put them there but I found the information amazing. It had obviously been Xeroxed many times because some of it was a bit hard to read.

Please send a fresh copy if it's still in print. Thanks.

—John Bamburoski, Denver, CO

MY TUMMY, NOT A CASKET

I am meeting more and more people who are eating a nonviolent diet. It is interesting to note that many are young people, mostly teenagers. Have you noticed this back East? ... Too bad a VivaVeggie Society does not exist out here in California, especially down in Sacramento, the state capital. Daily, there are crusades and protest taking place in front of the capital building. ... Your most recent edition of *The VivaVine* was powerful and dynamic. How wonderful to have Henry Spira. ... Animals are my friends, and I don't eat my friends! My tummy is not a casket for dead animals!

—Jane McAvineu-Manges
Cameron Park, CA

**being
cruel
isn't cool**



(animals feel pain too)

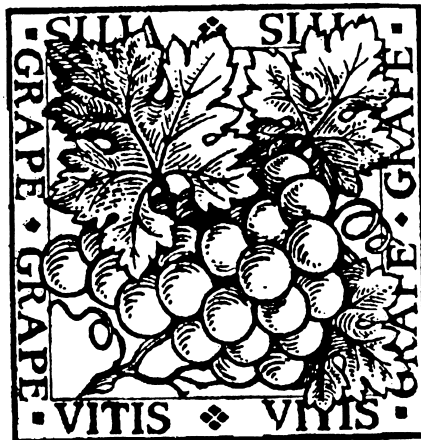
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GRAPE VINE



FUTURE EX-CONS MADE READY FOR VEGGIE FOOD SERVICE

I am writing to request that you please send me your *101 Reasons Why I'm a Vegetarian*. As you can see by my return address, I am the instructor of a cooking course and, in this capacity, I am preparing men at this prison for a career in food service when they obtain their release.

In order for them to be truly knowledgeable in their field, it is important that they are taught the various eating habits of all segments of society. Such information is not readily available because, quite often, the standard course material presents only the viewpoint of corporate food interests.

—Chef Kevelin Brown, *Food Tech. Inst.*
Ryan Regional Correctional Facility
17600 Ryan Rd., Detroit, MI 48212

PAMELA'S PRISONER FRIEND SEEKS VEGGIE PEN PALS

Danny Procopio 92A6529
Clinton Correctional Facility
P.O. Box 2001
Dannemora, NY 12929

[*Danny sends me the latest news of official policy regarding vegetarian options on the prisoner menu. At Clinton, a veggie option is now mandatory. Regarding the veggie alternative menu, he wrote:*] It's cool. The meals are very popular; but the state is cheating—using boiled eggs and cheese as alternatives—but, all in all, it's a success.

—Yours in the
pumpkin patch, Danny

I WAS AMAZED...

I once visited a hog farm while accompanying a rural vet on his rounds. I was amazed (to say the least) at the conditions in which these animals live (if it can be called that).

Upon nearing the barn, the stench of the manure and urine of the pigs was overwhelming. It was so strong that I could feel it burning the back of my throat when I began to breathe through my mouth to avoid the smell. The pigs are kept in cages that are too small for them to even turn around in. They wallow in their own manure and piss. It is difficult for them to even lay down and stand up in their small cages.

I gave up the idea of being a vet that day.
—Eric Hale (*cyberspace*)

DEAD COW BLOCKS MCDONALD'S DRIVE-THRU IN ANTI-MEAT PROTEST

Animal rights activists blocked the drive-thru lane at a McDonald's restaurant with the corpse of a dead calf on October 1, last year, in Huntington Beach, CA. The action was in conjunction with World Vegetarian Day and World Farm Animals Day.

Jerry Friedman, spokesperson for Orange County People for Animals, the organization claiming responsibility for the act, explained the group's stance:

For those who find this shocking, we must ask, why? Technically, this is simply yet-to-be processed 'food.' If this is horrifying, it is surely because, after seeing a dead body, people immediately recognize the tremendous suffering involved in the process...a hideous process from which most people prefer to be shielded.

The body of the calf was obtained from a local farm, where a number of calves had just died from pneumonia.

For more information contact:
OCPA at (714) 751-6272
David Hayden:
dhayden@envirolink.org

The VivaVeggie Society is launching a new project. It is designed to produce a comprehensive list documenting the REAL COST OF MEAT to our society. Its final purpose is to ask that the meat eaters and the businesses that supply them, PAY THEIR OWN COSTS —without the help of government i.e. the taxpayers, including vegetarians and non-vegetarians alike. Here begins the:

PROJECT FOR ECONOMIC JUSTICE FOR VEGETARIANS

At one time the philosophy of “a chicken in every pot,” was an ideal to strive for. But now that we have nearly universally achieved that goal, it has been found that the ideal has many serious drawbacks. Animal agriculture, including the growing of grain to feed the animals destined for our plates, is responsible for much of the environmental devastation we see today. General human health has diminished, as well, as meat products have proliferated. It has become apparent that the tradition that brought us to this point—government economic support—at the very least, needs to be re-examined. From a vegetarian point of view, the support must stop.

THERE IS NO JUSTICE IN the steep public financing of animal agriculture—outright or hidden. Not counting the detriments of meat production and the ill effects of eating meat, there isn’t even any universal positive value in the end product. Meat production can hardly be put into the same category with other government sponsored goods such as schools and parks—even roads or the IRS. Ultimately, the costs of animal agriculture should be paid by the consumers of animal products at the grocery store, not by the general tax-paying public.

TO THE PRODUCERS (AND THEIR SUPPLIERS) OF ANIMAL BASED FOODS: GRAIN FARMERS, FARMERS OF THE ANIMALS, AND MEAT PACKERS* ...

- 1) we ask an end to government subsidies, such as payments to not grow crops.
- 2) we ask an to end price supports for these farmers
- 3) we ask an end to government paid clean-up of pollution and other environmental devastation caused by these farmers.

* It is acknowledged that government subsidies are justified for farmers of grains, legumes, fruits and vegetables destined for direct human consumption.

—farmers should be fined and charged appropriately for damage to the environment which they cause.

- 4) we ask an end to government cash give-aways, for example, for marketing animal foods or grains, currently part of the plan to promote American goods overseas.
- 5) we ask an end to government sponsored predator control for the benefit of ranchers.
- 6) we ask an end to below market rate public land use policies for ranchers.
- 7) we ask an end to government-paid surplus buy-ups.
- 8) we ask an end to tax write-offs for business losses.

TO THE UNITED STATES CONGRESS ...

- 1) we ask that the U.S. Congress change the Animal Welfare Act to include animals used for food.
 - the exemption of food animals from protection allows animal agriculture the luxury of intensive animal confinement, which drastically lowers production costs, lowering the price of meat products for consumers, making a meat diet more viable for more people and therefore exacerbating all of the health and environmental costs associated with meat.
- 2) we ask that the current FOOD PYRAMID which shows milk and meat as food sources *mandatory* for health be replaced by THE NEW FOUR FOOD GROUPS (legumes, grains, fruit and vegetables), put forth by the Physicians Committee for Responsible Medicine.
- 3) we ask that neither milk nor meat be part of the school lunch program.
- 4) we ask that the U.S. Congress launch an educational campaign rigorously informing the public about the new USDA endorsement of a vegetarian diet.
- 5) we ask that the U.S. Congress not

allow fast food chains such as McDonald’s to set up shop in or near public schools.

- 6) we ask that meat packing plants incur the costs associated with the employment of meat inspectors.
 - meat packers themselves should be required to bear the burden of the cost of keeping pathogens out of the meat supply; as it stands now, current practices in meat production exacerbate the proliferation of bacteria and toxicity in meat, but the safety of meat remains the burden of the government.

TO HEALTH INSURANCE COMPANIES ...

- we ask that vegetarians (like non-smokers in some cases) be afforded drastically lower medical insurance rates.

The above requests form some guidelines to begin a comprehensive list of examples of meat subsidization—identifying the real cost of meat. Some forms of meat subsidization have likely been overlooked. At this time, however, the goal is to attract people to be part of this project, so that *every* form of meat subsidization is eventually revealed. Our aim is to invite people to be involved with the creation of this list and to eventually fine tune it to be a comprehensive and carefully referenced document.

It must be pointed out that our goal is not to antagonize, but to call attention to the injustice of meat sponsorship either blatantly—by hard core dollar subsidies and tax breaks from federal and local governments, or through ignorance or habit—by doctors, insurance companies, educators, commercial entities and the like.

We believe that though we as vegetarians have especially obvious reasons to point out the injustice of the general abundance of what we call meat promotion, we also believe that in pointing out the dollars and cents aspect of this issue, the project will ultimately benefit the society as a whole.

Just four sample items of a list you can help make grow:

1. The Food Safety and Inspection Service is the USDA agency responsible for ensuring that the nation's meat and poultry supply is "safe" and accurately labeled. The federal government budgeted \$545 million to this agency for 1996. The FSIS currently employs approximately 7,400 inspectors for 6,200 federal meat processing plants (slaughter houses) around the country.

Reference

The Food Safety and Inspection Service (USDA): News Office; phone conversation with contact person Jacque Knight (202) 720-9113.

2. Congress finds that (1) bacterial food borne illness exacts a terrible toll on United States citizens, taking approximately 9,000 lives each year and causing between 6.5 million and 80 million illnesses; (2) meat and meat food products, and poultry and

poultry products, contaminated with pathogenic bacteria are a leading cause of food borne illness; (3) food borne illness related to meat and poultry cost Americans between \$2 billion and \$4 billion each year in medical expenses and lost wages....

Reference

The Family Food Protection Act of 1995 (S.515), Section 2, Findings

3. The United States Department of Agriculture has handed out over \$1 billion since 1985 (even to huge corporations) to aid in the marketing of U.S. products abroad.

McDonald's, which reported \$1.2 billion in profits in 1994, got \$11.6 million in government subsidies during a nine month period in the same year, according to the Campaign of an America That Works, a coalition of labor and liberal groups

Smaller animal food vendors

have also benefited. Royal Baltic Ltd. of Brooklyn, NY received \$50,000 in government help to produce its catalog offering smoked fish products to the former Soviet Union.

Reference

4. "Can't Stomach Food Biz Grants," New York Daily News, p. 22, July 10, 1995.

4. "After reviewing earlier studies of meat consumption and disease, The Physicians Committee for Responsible Medicine has published a report arguing that the yearly national health care costs of eating meat are comparable to the estimated \$50 billion spent each year to treat illnesses related to smoking."

Reference

Quote from: "Health Cost of Meat Diet Is billions, Study Says," The New York Times, Science section, p. C6, November 21, 1995.

TYPE YOUR ITEM HERE. KEEP YOUR ITEM TO UNDER 110 WORDS. ATTACH A SEPARATE PIECE OF PAPER IF NECESSARY

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REFERENCE (YOUR ITEM WILL BE REJECTED WITHOUT PROPER REFERENCE):

chapter or article title: _____

magazine, publication or book title: _____

publisher _____

location (city, state, country) of publisher: _____

date of publication: month: _____, day: _____, year: _____

page(s): _____

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BRINGING OUR BELIEFS TO OTHERS

THE VIVA VEGIE SOCIETY P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 · 212/966-2060

101 Reasons Why I'm a Vegetarian is great and I'd like to order 100 copies. I have convinced several people to explore the vegetarian way with this flyer. (S.S. / El Paso, TX)

When I first read your compiled list of reasons to become a vegetarian I thought how great it was to have something so concise and yet informative and interesting to read (rather than some lengthy piece of literature) to spread "the V word."
(M.R. /Hoboken, NJ)

I loved *101 Reasons Why I'm a Vegetarian*. It was the most interesting, shocking, scary, angering informative thing I've read in a long while... P.S.: I thought you would like to know that I know of 3 people who have seriously altered their eating habits as a result of reading "101 Reasons."
(K.H. / Croton-On-Hudson, NY)

Pamela — Great job! (on your *101 Reasons Why I'm a Vegetarian*). Keep up your wonderful work.
(from the author of *Judaism and Vegetarianism*, Richard Schwartz)

While I was visiting New York, I read your *101 Reasons Why I'm a Vegetarian*. It was very touching and it really makes you think. I have been thinking about becoming one for quite some time and it made me want to even more.
(S.W. / PA)

— 16 years old)

I found your "101 Reasons ..." very enlightening, and have shared much of the information with friends and family.
(C.N. / Salt Lake City, UT)

Beautiful ... Beautiful !! — Your *101 Reasons Why I'm a Vegetarian*. (P.W. / FL)

I just met someone doing the "Walk Across America for Mother Earth" who was given your *101 Reasons Why I'm a Vegetarian*. She showed it to me. It's EXCELLENT! (I.O. / Clarksville, MD)

Dear Folks: I would like to surprise my husband with a copy of your "101 Reasons ..." in his Christmas stocking. Please send me one as soon as you can so that it will get here in time for the holiday.
(L.W. / East Hampton, CT)

I obtained a copy of *101 Reasons Why I'm a Vegetarian* in New York City in May while I was visiting. On my drive back to Canada where I live, I read your "Reasons" & I even wrote and asked you for references. Nevertheless, I stopped eating meat & chicken — and in July I stopped eating fish. I eat very little dairy products & I feel a lot better. My weight has dropped & mentally I feel clearer (physically too). Taking all into account, I would like to thank you *very very* much for opening my eyes & making me realize that I'm a part of the world & what I do has an effect, positive or negative. I also feel that you have added years onto my life. And for this and many other reasons, Thank you!
(E.P. /Ontario, Canada)

I've been a vegetarian for 15 years. But not until I read your *101 Reasons Why I'm a Vegetarian* did I feel validated. Your paper is so valuable. I am now a true vegetarian because I understand how I am helping the planet. More so, I want to convince others to be vegetarians also. I can see the whole planet changing so much from people becoming more aware. Keep up your wonderful work.
(E.R. / NYC)

...I fully applaud your efforts!
(J.D. / NY, NY)

CONTRIBUTE TO THE NEXT EDITION OF **101 Reasons Why I'm a Vegetarian** KEEP THE "MIGHTY CONVINCER" ALIVE !

101 Reasons Why I'm a Vegetarian is due to come out again early in 1996. The VivaVegie Society needs \$1500 in pledges to send it back to press. The VivaVegie Society is getting low on inventory. Remember, about 25,000 copies of the "mighty convincer" have already been distributed.
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And keep **101 Reasons Why I'm a Vegetarian** alive.

For a \$50 pledge, this space will be reserved for you to place your name or your company name.
—20,000 copies will be printed—

Your efforts have really changed lives for many people close to me. Thank you.
(K.G./Wayne, NE)

Thank you for compiling the 101 reasons, re: veg. I am very glad to have your info & have quoted from it two times already.

... I feel we've simply got to reach the mainstream.
(R.D. / Minneapolis, MN)

I pledge \$50 to The VivaVegie Society to contribute toward the 1996 edition of *101 Reasons Why I'm a Vegetarian*—a press run of 20,000 copies. For this, I am entitled to the boxed shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date _____ Name _____
(CALL AHEAD IF AFTER MAR. 30, 1996)

Address _____ State _____ Zip _____

Phone (important!): AREA CODE (_____) NUMBER _____

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212)966-2060

MANURE GUN

From: ahogan@CapAccess.org

A past Dave Barry syndicated column (appearing in the Miami Herald, Washington Post, among others) dealt with Mr. Barry's recent visit to Iowa. Naturally, he used his usual humorous approach, but he brought up some serious points about hog farms.

Apparently, for one thing, there is a HOG MANURE GUN—no kidding—that shoots the massive quantities of, ur, hog shit onto fields, and sometimes onto cars and into streams.

REAL CARNIVORES

From: marklan@microsoft.com
(Mark Langley)

Hi Pamela: Here are a few of my reasons you may want to add to your *101 Reasons*:

- Vegetarian animals (like humans, and horses) are water cooled, and perspire. Carnivorous ones (dogs, lions) are air cooled, they pant. The reason for this is that the processing of animal proteins requires a lot of water. Carnivorous animals cannot become dehydrated, so cannot spare the water (perspiration) to cool themselves.

- It might also be good to point out (to the protein paranoid) that proteins are made from amino acids and that animal proteins are not usable without considerable digestion. Furthermore that the human body is very good at recycling amino acids. Nor does exercise increase the need for protein. (*Arnold's Bodybuilding for Men* lists comparable protein requirements to the ones you list in your *101 Reasons*.)

- You might also mention that a true carnivore will not touch cooked meat, or pasteurized milk.

—Thanks, Mark

GOV'T PREDATOR CONTROL

Eric Hale sent The VivaVine an email: Here's an item I just heard about on the radio. Apparently our government through the USDA Animal Damage Control Program, spent \$35 million on killing over 100,000 'predator' animals last year. Those animals were killing our precious beef cattle (and we can't have that!). —Eric

[Eric gave the following address to find more information about the so-called damage

Email address: vivavegi@novalink.com

NEW WORLD WIDE WEB ADDRESS:

<http://www.earthbase.org/vivavegie>

cyber.vine

control program: Predator Project P.O. Box 6733 Bozeman, MT 59771 (406)-587-3389]

MCDONALD PROTEST IN NEW ZEALAND

Date: Tue, 16 Jan 1996

A new McDonald's opened this morning in Dunedin, New Zealand. The opening was attended by a number of children and a group of protesters. The pavement was wet as chalk-ups from the previous night had been washed away. Some protesters wore face paint and costumes. Our props included placards and a big stick with dead animals and bones attached. We chanted and made a lot of noise. Our chants included: McDeath, McLitter, McLibel • Eat clean and green • You are what you eat, Don't eat McDonald's • Big Mac, Big Crap, Chicken Fat.

We also distributed leaflets, annoyed the manager and made some of the diners think a little... so it was a successful, though small, protest.

—Alice Evatt, Student Activist,
Dunedin, New Zealand
alice.evatt@stonebow.otago.ac.nz

MEAT INSPECTORS ON DUTY TO THE BITTER END

From somewhere on the web: To be sure, the government has not "shut down," though that is the shorthand the media use to describe the budgetary stalemate between Republicans in Congress and the Democrat in the White House. The "shut down" would be better described as a "partial shut-down." The Army, Navy, Air Force, Coast Guard and Marines are still on guard. So are air traffic controllers, weather watchers, railway inspectors, MEAT INSPECTORS [emphasis added] and the folks who feed the pandas and pythons at the National Zoo.

[Ed Note: So, the government continues to fund the deadly habits of meat eaters to the bitter end. But think about that for a minute.

Should not the burden [and expense!] of the safety of our meat supply be put on to the producers and consumers of meat? Should not the cost of inspection be paid by the producers, passing on the cost to its consumers? Dare I say yes? What's the matter? Can't we trust the meat packers and stockyards to take care of this themselves. Doctors have to pay malpractice insurance. Meatpackers should have to pay meat contamination insurance.

Make the meat-eaters pay their own way—the cry of the vegetarians.]

MCLIBEL DIRECTOR FOR U.S. DISCOVERS 101 REASONS

[David Briers sent me the following email about a year ago...and has since learned a lot about The VivaVegie Society.]

Dear Pamela:

As to my own level of vegetarianism, I would call it "too cheap to buy much meat;" but reading *101 Reasons* I was pumped up enough to consider meat to be greasy, ill suited to humans, and full of poison as well as being environmentally and socially destructive. So I was on the road today and had to eat out, and actually felt disgust at the meat fare that is almost universally presented at restaurants. I ordered a vegetarian meal. It was one of those all-American restaurants, so it wasn't what you would call exotic, but it was OK. So you see, it does a lot of good to get the word spread. I don't know how many people have read this list, but I think it is over a thousand.

—David Briers

Director, McLibel Campaign
Email dbriers@world.std.com
U.S. McLibel Support Campaign,
Press office: PO Box 62,
Craftsbury, VT 05826-0062
Phone/Fax 802-586-9628

[Ed. note: Yes, David, over 1000 have seen the *101 Reasons*. In fact, try over 25,000!, not including photocopied versions, pass-along copies, and those now getting it on line over the Internet in two sites, one being the McLibel site itself. Go to: <http://www.interlog.com/eyel/Misc/McLibel/>

Sun., Feb. 11, 4-7 p.m. (\$6): **VEGAN**

JEOPARDY! (A Big Apple event)—Moderator, Pamela Teisler-Rice (bring your own dinner—beverages & snacks provided), Metro Baptist Church, 410 W. 40th St., btwn 9th & 10th Ave's.

Sun., Mar. 31, 5 p.m. (A Big Apple event: \$2 with home cooked food; \$10, otherwise—no chips, no hummus; repeat, \$2 w/home cooked food!): **ARLEN BADEN** speaks on "Macrobiotics—not just


C A L E N D A R

brown rice," Metro Baptist Church, 410 W. 40th St., btwn 9th & 10th Ave's.

Sun., June 23: **MARCH FOR THE ANIMALS**: part of World

Animal Awareness Week (June 18-24) sponsored by The National Alliance for Animals, Washington D.C. Write: NAA, P.O. Box 77196, Washington, D.C. 20013-1089.

July 29-Aug. 4: **VEGETARIAN SUMMERFEST 1996**: A WORLD VEGETARIAN CONGRESS!, sponsored by the North American Vegetarian Society, Conference Center at Pitt-Johnstown, PA; write for details: NAVS, P.O. Box 72, Dolgeville, NY 13329, or call: 518/568-7970.



BE A VOICE FOR THE VOICELESS!
MARCH FOR THE ANIMALS!

There is strength in numbers! Join tens of thousands of animal rights activists and movement leaders for a historical week in Washington, D.C., as we expose the untold suffering and injustice endured by millions of animals every day. World Animal Awareness Week promises to be a turning point for our movement. Be a part of it!

To find out more about the March for the Animals, The World Congress for Animals, National Lobby Day for Animals and other World Animal Awareness Week events, contact:

NAA
National Alliance for Animals
P.O. Box 77196 • Washington, D.C. 20013-7196
tel: 703/810-1085 • fax: 703/810-1089

Sponsored in part by:

The Fund for Animals, The Humane Society of the United States, The Humane Farming Association, People for the Ethical Treatment of Animals, The Houston Rockets, New England Anti-Vivisection Society, Animal Protection Institute, The Ark Trust, The Elephant Alliance, The Animals' Agenda, International Network for Religion and Animals, How On Earth! Youth Magazine, Farm Sanctuary, In Defense of Animals, Doris Day Animal League, The American Society for the Prevention of Cruelty to Animals, The Massachusetts Society for the Prevention of Cruelty to Animals, The American Anti-Vivisection Society, Farm Animal Reform Movement, Psychologists for the Ethical Treatment of Animals, Performing Animal Welfare Society, Friends of Animals, Animal Rights Foundation of Florida, United Poultry Concerns.

VivaVeggie street action:

call (212)966-2060 for exact location, closer to the event :

Sun., Mar. 17, 12 Noon: **GREAT AMERICAN MEATOUT**: tabling at the St. Patrick's Day Parade

Sun., Apr. 7, 12 Noon: **EASTER PARADE**: veggie hats rule

Sat., Apr. 20, 12 Noon: **EARTH DAY**: tabling at the street fair

Thurs., July 4, 9:30 a.m.: Don't be late—this is the media event of the year!, **NATHAN'S HOT DOG EATING CONTEST**, Coney Island store. (Last Fourth of July VivaVeggie got broadcast worldwide via CNN and Headline News.)



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Want to strike terror in the heart of any business person who uses animals as commodities? Want to engage every neighbor in your town to the beliefs of animal rights? Want to turn every animal-abusing industry, plop, up side down, turned on its head? Want to join a campaign that reaches nearly all animal rights issues in one fell swoop?

It's simple. Yes, quite simple—and with its simplicity, this campaign gains its greatest power.

Few people are aware (even animal rights advocates) that the Animal Welfare Act as passed by the United States Congress, does not cover animals used for "food or fiber"—animals used for commercial purposes.

As it stands today, if you use animals as part of your business: chickens, minks, sheep, hogs, cows, mares (whatever), no one can bring you up on any legal charge if you inflict abuse upon those animals.

If **ALL** animals were covered by the Animal Welfare Act, it would be a lot harder to put an animal in a tiny stall for its entire life. It would become a little harder to allow an animal to languor in a cage neglected till it starves to death.

Animal factories that have proliferated unabated for the last 50 years could regularly be brought to court to answer for their abuses—and abuse is integral to their operations.

Here is an irresistible campaign that will engage average people. Here is *our* all-encompassing "Endangered Species Act." Here is the issue that exposes the reason for nearly all animal abuse—it's cheap and it's convenient ... and the government joins in the complicity.

The complicity must end.

Send in your comments, your ideas, your support to: The VivaVeggie Society, P.O. Box 294, Prince St. Sta. New York, NY 10012

Contact The VivaVeggie Society for camera copy of this ad

DIRT ON FARMERS

BY PAMELA TEISLER-RICE

A NEW VIVA VINE DEPARTMENT

Since I've had access to the Internet, I've had easy access to industry literature of animal agriculture. The University of Pennsylvania offers a mammoth size archive on line of hard core advice for farmers. The archive goes by the name Penn Pages. You get into the site by telnet psupen.psu.edu; log in your two-letter state abbreviation. Once you're in at the Penn Pages opening menu, you can do keyword searches. Keywords I've used have been: "veal," "hog," "poultry," "ostrich," just to name a few. I've uncovered a lot of incriminating material

the so-called animal agriculture sciences.

Perhaps we don't think of farmers as bad people. There's this ingrained attitude most of us have that the farming profession is undeniably wholesome, beyond reproach. Think again. Animal agriculture has always been undeniably cruel to animals. But now, animals on today's farms, read animal factories, live out existences beyond our worst nightmares.

A WINDOW ON THEIR WORLD

Penn Pages has given me a window to peer through into the nitty gritty day-to-day management practices of today's animal handlers. And oh, by the way, they know we're out there, we animal people. They definitely know the difference between animal rights and animal welfare. Animal welfare people are how they describe themselves. It is a sugar coated term to describe the handling of animals for the good of those who exploit them, that is, handling animals so that they don't die and cause economic losses to the farmers.

Rights? Animals simply have none. Not in farmers' eyes; and luck would have it, not in the U.S. government's eyes either... From a letter I received from the USDA, in response to a letter I wrote to it calling for the abolition of the veal crate—accompanied by 28 pages of signed petitions—I was told that the Animal Welfare Act as passed by the



"Slaughtered Pig," painting by Werner Brenner, one of 16 exhibits at the First Vegetarian Art Show, Sunnen Gallery (NYC), May, 1995

from an animal rights perspective. In this new department of *The VivaVine*, I will show a few of the more egregious examples of commonplace techniques used on today's food animal assembly lines, revealed by the people who study and write in

continued on page 8

United States Congress does not pertain to animals raised for food or fiber.

HANDING HOGS

Under keyword search, "hog," I found Kenneth B. Kephart's essay, "Handling Hogs," (October, 1994). The Extension Swine Specialist of the Department of Dairy and Animal Science at Penn State University writes, "If we totaled all the marketing losses nationwide, we'd find that over 250 hogs show up dead at packing plants every day. That's more than we could fit on one tractor-trailer load and amounts to about \$27,000. Although most of these deaths are probably avoidable, the industry regards them as acceptable. Who's to blame? I think all of us."

The essay gave precise quantities of space to the amount a hog needs on a truck in transit—dependent upon weather. It gave advice about the amount of feed (or lack of feed) to give a hog prior to slaughter. It gave advice on how to goad a hog that will not move:

Kephart writes: "Now there's the obvious question of what to do when hogs come to a standstill. A slap on the back might work. But a shock-

er, in my opinion, is just as humane when used properly. A slight touch of electricity will almost always get a hog moving again. The key is to use it when there is only one way to go—forward. Therefore, use the shocker or slap the hog that's in the front of the pack and already pointed in the right direction."

IT DOESN'T TAKE A LOT OF IMAGINATION

Mr. Kephart's summary gets to the heart of the matter: "Death losses during transport are too high—amounting to more than \$8 million per year. But it doesn't take a lot of imagination to figure out why we load as many hogs on a truck as we do. It's cheaper. Even with a zero death rate that might be associated with providing more space on the truck, the hogs that we save would not be enough to pay for the increased transportation costs of hauling fewer hogs on a load. So it becomes a moral issue. Is it right to overload trucks and save 25¢ per head in the process, while the overcrowding contributes to the deaths of 80,000 hogs each year?"

Next issue: Apologists for the Veal Crate

Become a card carrying member of The VivaVeggie Society!

Indulge the veg-evangelist in you... Receive: (1) a membership card, (2) one copy of the flyer *101 Reasons Why I'm a Vegetarian*, and (3) five issues of *The VivaVine*

Due to special projects (*see page 3*) taking place in the Spring and Summer of 1996, there will only be 3 issues of *The VivaVine* within the year of 1996—Jan./Feb. (this issue), Sept./Oct. and Nov./Dec. Submit membership request by Mar. 31, 1996, and receive an add'l 6th issue of *The VivaVine*

To become a member: send \$10 (domestic)/\$15 (foreign) to The VivaVeggie Society

Quantity orders of *101 Reasons Why I'm a Vegetarian*:

one copy: \$1 plus SASE • additional copies: \$50 ea. • 50 copies: \$20 • 100 copies: \$35

SO, WHAT IS THE VIVA VEGGIE 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. Our 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 ARE APPRECIATED

⊗ Photocopied on recycled paper



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