

Just  
Say  
you heard  
it  
through  
the

# Viva Vine

THE NEWSLETTER OF THE VIVA VEGIE SOCIETY  
Edited by Pamela Teisler



what the consequences are of their peculiar dietary preference. Join the campaign! Contact the Beyond Beef Campaign, 1130 17th St., NW, Suite 300, Washington, D.C. 20036-4606. Call 202-775-1132. To "adopt" your own McDonald's restaurant in the NYC area, contact The VivaVegie Society at 212-966-2060.

## What about chicken?

Beyond Beef, yes! But no one, and certainly not the people from the Beyond Beef Campaign is saying that poultry products should be the substitute for a decreased beef consumption. The Beyond Beef Campaign unequivocally states that to make up for the decreased beef in one's diet, grains, fruits, vegetables and legumes should be added. And, they say, as for any flesh products a person still eats, free-range meats and poultry should be purchased from small, organic farms.

Because poultry has less fat than beef, it is generally made out to be better for you. But poultry is not healthier than beef (it has just about the same amount of cholesterol as beef), it is not safer than beef (at least half of the poultry sold in super markets

## SUBSCRIBE TO THE VIVA VINE

For \$5./yr., receive 5 bi-monthly issues (no Jul/Aug issue) plus a complimentary copy of "101 Reasons Why I'm a Vegetarian" and your very own personal membership card to The VivaVegie Society.

Cash or check with your request should be sent to: The VivaVegie Society, Prince St. Sta., P.O. Box 294, New York, NY 10012

## Adopt-A-McDonald's Campaign

The Beyond Beef Campaign has a beef. In fact, in regards to the McDonald's Corporation, they have *three*. The advocacy coalition headed by Jeremy Rifkin, author of the book *Beyond Beef: The Rise and Fall of the Cattle Culture*, is putting a little pressure on the multinational fast food chain, asking of it 3 little things: **Number 1.** McDonald's, Would you please put a veggie burger on your menu?; not just in The Netherlands (as you currently are), but in *all* of your restaurants here in the U.S. **Number 2.** Promote your veggie burger, McDonald's, with all that Madison Avenue has to offer. And, **Number 3.** Educate, McDonald's, educate! Let the American public (and the public of the world, no less) know about beef and its costly impact upon the world's economy, the world's environment, the world's health and the world's ethical conscience.

And to press the issue, The Beyond Beef Campaign plans to twist a few arms. With the help of a little VivaVegie Society-type activism. (Leafletting, what else?), The Beyond Beef Campaign is organizing a phalanx of thousands of leafleteers around the country, and around the world. These activists will be adopting-a-McDonald's, one at a time. Launch date for the campaign will be April 17 of this year. One thousand "team captains" will schedule their leafleteers to, in total, distribute a million flyers. (Pamela Teisler is now the NYC area coordinator of Adopt-A-McDonald's.)

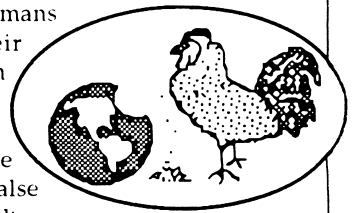
The flyer will be designed around the theme of a receipt. A social receipt. It will challenge McDonald's hamburger eaters, at the entrance to those 1000 targeted McDonald's restaurants to ponder "the real cost" of that 59¢ hamburger they're about to eat. McDonald's hamburger eaters are going to hear, perhaps for the very first time

is contaminated with salmonella), and the poultry industry is generally more cruel than the beef industry (confinement systems will be more intense with poultry because the loss of an individual bird is less costly than that of a steer, although dairy factories are extremely intense —cows become hamburger too).

The #1 reason (literally) to be a vegetarian, and you can follow along with your own copy of "101 Reasons Why I'm a Vegetarian" is: **About 7 billion farm animals, mostly chickens, die or are slaughtered in the U.S. every year for the production of flesh food.** The key words here are: "mostly chickens." The amount of flesh (in pounds) people are eating is really not changing that much, despite the fact that 20,000 people in the

U.S. are reportedly becoming vegetarian every week. The sheer number of sentient beings giving their lives up to humans

eating their flesh has risen astronomically, entirely due to people shifting (on false hopes) to poultry products over beef. Since it takes the flesh of roughly 250 chickens, by pound, to equal that of 1 cow or steer, the general switch to chicken from beef has caused the *total* number of chickens produced



## Calendar

*Tues Feb. 16:* EARTHSAVE VEGAN POTLUCK, 6:30 pm, Greenpeace offices, 462 B'way @ Grand St, 6th Fl; bring a tasty veg. dish; no dairy; and please bring an index card listing ingredients. Call 212/978-4338 to confirm.

*Sat, Feb. 20:* HEAR PAMELA TEISLER SPEAK ABOUT THE ADOPT-A-McDONALD'S CAMPAIGN, 2-7 pm, "open house" w/ main talk at 2, Good Food Co-op, 75 E. 4th St., NYC

**Schedule to distribute "101 Reasons Why I'm a Vegetarian"** (always call ahead, 212-966-2060, to confirm): *Sat, Mar. 20:* GREAT AMERICAN MEAT-OUT, 11 a.m. corn. of B'way & Prince St., NYC

Continued on page 2

for food consumption to rise by 85% in the last 15 years. In 1992 total animal slaughter (which does not include animals that die in processing which are often recycled as feed, nor the male chicks disposed of in the egg business) rose to over 7.6 billion animals. Of this 7.6 billion, only 130 million are cattle, pigs or sheep. These grim figures (obtained from the newsletter of Farm Animal Reform Movement — an activist organization on behalf of farm animals) puts things into perspective. **Go beyond beef, folks; but also go beyond chicken.** The annual Great American Meat-Out, which F.A.R.M is actively involved with is coming up March 20. Contact F.A.R.M., Box 30654, Bethesda, MD 20824, (301) 530-1737; or join The VivaVegie Society, Sat., Mar. 20, from 11 a.m. to 5 p.m. at Prince St. & Broadway in lower Manhattan. We'll be out there.

Another heroic animal protection group is Animal Rights International. It has been hard at work out there on the Purdue front. The organization of the indefatigable Henry Spira uses full page ads in publications to expose the chicken industry for what it truly is. In one of their latest ads, ARI ran key excerpts from testimony from the June 28, 1991 Hearing of the Committee on Labor and Human Resources, U.S. Senate on *Poultry Safety: Consumers at Risk*. A synopsis from ARI, after the alarming reprinted testimony, states: "You are risking more than your health every time you eat chicken. You are supporting an industry which cripples workers, destroys the environment and creates an unending horror for birds. Twenty-five thousand birds at a time are crammed into a dark warehouse, with less than one square foot of living space per bird, choking from accumulated ammonia fumes. And, one more thing to worry about . . ." ARI continues, "Rather than clean up the industry, current proposals call for covering up the dirt and disease (created during chicken processing) by irradiating the birds. But using nuclear waste to irradiate chickens, effectively turns consumers into individual toxic waste dumps. While this may help to dispose of nuclear waste, it introduces additional unknown health risks and encourages the poultry industry to further lower already abominable standards." Contact Animal Rights International with a self addressed stamped envelope and a tax deductible

"The final product is no different than if you took a bird . . . stuck it in the toilet and then ate it. . ."

Gerald Kuester  
Former USDA Microbiologist

Testimony, U.S. Senate:  
*Poultry Safety: Consumers at Risk*

"The first thing they go through is the scald tank. There, it's nothing but boiling fecal soup. . . It's a mass accumulation of bacteria on top of bacteria. Today, basically, the consumers eat it.

USDA Poultry Inspectors

Testimony, U.S. Senate:  
*Poultry Safety: Consumers at Risk*, pp. 341-342

The following comes from the Fall, 1992 issue of *Intn'l Society for Animal Rights Report*, newsletter for ISAR:

Representative Andrew Jacobs has introduced H.R. 4124, The Humane Methods of Poultry Slaughter Act, which would amend the Federal Poultry Products Inspection Act to require humane slaughter of poultry. Currently, stunning prior to slaughter is not required by law. Typically, when it is done, it is not for humane reasons but to ensure satisfactory bleeding and feather release. The birds are hung upside down and their heads are dragged through a trough of electrified liquid. Many birds receive repeated smaller shocks before they are stunned unconscious in the trough.

For more efficient bleeding, birds are often allowed to recover before their throats are cut. Millions enter the scald tank (to loosen feathers) still conscious.

contribution. ARI, P.O. Box 214, Planetarium Station, New York, NY 10024.

**Salmonella in eggs?** Many know of today's prevalence of salmonella in poultry. But eggs? Take note. It is definitely not wise to eat raw eggs these days. Salmonella may be in them which can cause a person, who comes in contact with it in uncooked form, to contract salmonellosis. These are not eggs that became cracked and were exposed to salmonella-infected chicken excrement. The salmonella in eggs (evidence is showing) is getting there by way of bacteria-infested ovaries and internal organs of the hens. So, think of this next time you take that nip of egg nog.

Salmonellosis, by the way, according to United Poultry Concerns of Potomac, MD, is no fun at all, with a victim suffering nausea and vomiting, diarrhea, fever, chills, abdominal cramps, weakness and exhaustion. In a bad case, the bacteria may penetrate a victim's intestinal tissue and enter the blood. The bacteria could colonize other tissues causing blood poisoning, spinal cord and brain disease or bone disease, and even death.

Other harmful bacteria are found in poultry. *Campylobacter jejuni* causes flu-like symptoms and *Listeria monocytogenes* leads to meningitis, septicemia, miscarriages, stillbirths, and abscesses. Incubation may be up to 10 weeks making causes hard to trace.

So the modern confinement systems in our animal factories is producing "one scary product." Quoting from Number 47 in the "101 Reasons Why I'm a Vegetarian," "Animal health in the farm of old came from exercise, sunlight and freedom to peck or root in the soil. Today, animals are packed indoors and barely kept alive with drugs and vitamin injections." Unhealthy, and tortured birds, living in the death camps that are our modern poultry plants, do have their revenge, however. United Poultry Concerns tells us that "the Institute for Southern Studies estimated that in 1988, 2.5 million

Americans were poisoned [by salmonellosis] of whom 5,000 died from the disease." The problem is, salmonella is rarely seen as the culprit. Cause of death is simply labeled as something else (which is very convenient for the poultry industry). We would otherwise undoubtedly hear more about salmonella.

United Poultry Concerns tells us what we can do to end our poultry ills. Taken from their literature:

- Stop eating poultry and eggs. As consumer demand increases, so does the need to boost production resulting in increased bird density in poultry houses and even filthier housing conditions.

- Contact your legislators and urge them to sponsor legislation requiring more floor space for chickens and turkeys and prohibiting battery cages for laying hens.

- Express concerns to the National Broiler Council, 1155 15th St., NW, Suite 614, Washington, DC 20005 (202-296-2622), the United Egg Producers, 3951 Snapfinger Pkwy, Ste. 580, Decatur, GA 30035 (404-288-6700), and the Nat'l Turkey Federation, 11319 Sunset Hills Rd., Reston, VA 22090 (703-435-7206).

- Contact United Poultry Concerns, Inc., P.O. Box 59367, Potomac, MD, 20859 (301-948-2406) for more information including vegetarian alternatives to poultry and eggs. (See page 4.)

## Have you ever wondered . . .

about **NATURAL HYGIENE**? According to Natural Hygienist Steve Pastor, "Natural Hygiene is a system of healthful living and health care, based upon the science of applied physiology which promotes healing and cleansing through diet, exercise, rest, fresh air, and sunshine resulting in optimal well-being and emotional poise. A person adhering to the precepts of Natural Hygiene effectively gets out of the way of the body's natural healing abilities, supplying the basic requirements of life in their purest form."

According to another Natural Hygienist Pat Mezzullo, the typical diet in America is full of addictive foods with animal-based foods resulting in the worst addictions of all. In addition, he writes, "it is common to find that when people eat high on the food chain, they desire such things as concentrated sugars, caffeine and alcohol to compensate for a resulting low energy level. Highest on the food chain of course is meat — draining so much energy to metabolize and process during digestion that soon after, something "potent," a "fix" so to speak, is needed for another energy boost. Eliminating the energy drain of sugar, caffeine, salt, oils and even spices, let alone animal-based foods, and substituting in raw, whole, unprocessed

foods entirely free from stimulants, channels away the addictive syndrome." Mezzullo continues, "fasting is a method of bodily cleansing one may employ. It gives the body a chance to clean and revitalize itself from within. Dietary overload of addictive foods, however, makes this cleansing initially unpleasant; and diets focused around meat contribute even more to the difficulties. Discomfort begins when addictive foods and their by-products, stored in the body, are traveling into eliminative channels more quickly during the fast. That is, antibiotics, toxic agricultural chemicals, and meat decay that build up in the body from eating flesh foods become significantly higher in the blood and various organs during early stages of a fast — causing what is called a "healing crises." Mezzullo suggests that an easier fast is one done on a daily basis, from 10 to 14 hours nightly.

Make a note, people, that there is a newly formed group that calls itself **Natural Hygiene New York** which meets on the second Sunday of every month. The next meeting will be on February 14 from 2-4 p.m. (Be prompt.) It meets at the Lamb's Club, 130 W. 44th St. in Manhattan in one of the lower level meeting rooms. A suggested donation is \$3. Call (212)459-4209 to hear NHNY's hotline message, or to leave a message.

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# grapevine

letters from readers



Dear Pamela, The new "101 Reasons I'm a Vegetarian" is great and I would like to order 100 copies. I have convinced several people to explore the vegetarian way with this flyer.

I started a vegetarian group as well as an animal rights group. Hope one of these years it will be just one, but at this time not all of the animal rights members are ready for a vegetarian diet and not all of the vegetarians are vegetarians for ethical reasons. I have my work cut out.

Keep of the good work, Socorro M. Sargent, El Paso, TX

Dear Pamela - I'm the first caller you spoke to after you were aired on WBAI this afternoon. I am contemplating "the switch" and would be greatly assisted if I had your crystallized philosophy in the form of "101 Reasons" in my mental arsenal. After all, I've got to tell my Mom *something* when I visit her and won't eat turkey this Thanksgiving. I'll show *her* the pamphlet too.

Thanks! -Regards, Toni M., NYC

Dear Pamela: Your article on juicing in the last issue of *The VivaVine* was excellent; however, 2 points come to mind. 1) It is best to sip or spoon-feed the juice rather than drink it like water. The body gets shocked when you just "drink" it. 2) Resistance exercise is key to health. Resistance exercise forces blood into the bones and de-toxes as well. This resistance is necessary for our gums as well — so it is imperative that we eat (and chew well) a wide variety of fruits and veggies and a goodly amount.

Warm best wishes,

-Jo Willard, Natural Hygiene, Inc., Huntington, CT.

*Ed. Note:* What I hear Jo Willard saying is that chewing should be part of a healthy body's physical work-out, so to speak.

Though we do not think of it as exercise, like swimming or jogging, chewing is indeed exercise, necessary for health. Drinking juice all the time, therefore, may do our gums an injustice as they need the work out too, and on a regular basis. (Jo Willard is the editor of *The Journal of Natural Hygiene*. She has been a natural hygienist for some 40 years and a radio spokesperson on the subject for many, many of those years. Hear her wonderful voice and her wonderful message of natural hygiene on WBAI in the NYC metropolitan area, 99.5 FM every Wed., at 9 am. And those of you in Long Island, Connecticut or Maine, hear her every Sat., at 2 pm on WPKN, 89.5 FM.

Dear Pamela - It was good talking to you over the phone the other day. I'm sorry we could not have spoken longer. Anyway, you said you hadn't read *Fit for Life* by Marilyn and Harvey Diamond. I was appalled! This is the *bible*!!! This book lays a foundation on diet and life in general. It tells you about proper fruit consumption; natural hygiene; natural cycles; high-water content food; food combining; etc., etc., etc. **NO ONE** should go through life without this knowledge. It's inhuman. I believe it should be taught in elementary school! It should be a requirement to move on to another grade! Shame on you for not reading it.

Getting back — I would like a list of references, please, to your "101 Reasons Why I'm a Vegetarian." Here's \$1 and an SASE for 4 copies.

-Thanks, and all my love,

John M., Minneapolis, MN

*Ed. Note:* Okay, okay . . . ! I'll read it. Just after I read Al Gore's current book, *Earth in the Balance*.

## Good Folks. Get To Know Them.

Here's Karen Davis, at right, with just one of her companion chickens which live at her home. Now, if you dared to quantify all the animal cruelty in the world, chickens would, by sheer numbers, get the prize. It's Ms. Davis, PhD and college instructor, and president of United Poultry Concerns, who is their champion. Watchdog, activist, researcher, spokesperson, investigative reporter, educator, and compassionate writer about our feathered friends, Ms. Davis, covers the issues of all human-food birds. Today's poultry industry is a gross obscenity, and Ms. Davis has simply decided that this must change. She's doing more than could be imagined on behalf of these exploited, mutilated animals. She fights for them with all her heart and all her might. She is an inspiration to The VivaVeggie Society. Please support her. Contact United Poultry Concerns. Send \$15 to become a member. United Poultry Concerns, P.O. Box 59367, Potomac, MD 20859. 301/948-2406.



**So, what is The VivaVeggie 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 the **Adopt-A McDonald's** campaign. Donations can be sent to: The VivaVeggie Society, Prince St. Sta., P.O. Box 294, New York, NY 10012. Call 212/966-2060.

Always send a stamped self addressed envelope when you want to receive information from vegetarian groups ... especially the VivaVeggie Society.

One important person who needs a little veg-evangelical enlightenment is President Clinton. It's been said that he eats like a Tasmanian devil, with high-fat, processed foods being his favorites. No food seems to be restricted from his diet. Jay Leno rightfully warned in his Tonight Show monologue that AL GORE IS "JUST A BIG MAC AWAY FROM THE PRESIDENCY." Richard Schwartz, author of *Judaism and Vegetarianism* told me he's sent a copy of "101 Reasons Why I'm a Vegetarian" to the President. Sounds like Clinton may be too far gone at this time to get anything out of it, that is if he receives it. According to a story in the Jan. 17 issue of *The New York Times Magazine*, Alice Waters of Berkeley's "exceedingly cutting-edge" restaurant Chez Panisse wrote the President urging him to appoint a White House chef who would serve food that shows "care for our waters and pastures."

Drop your own line to the new Prez: President Bill Clinton, The White House, 1600 Pennsylvania Ave. Washington, D.C., 20500.



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