

Just
Say
you heard
it
through

The Viva Vine



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

Antidote to Filth

GLEANINGS FROM THE WIRE SERVICES

WASHINGTON, APRIL 11 (Reuter) — Poultry washed in a new salt-rinse solution could be in stores in four to six weeks, said Rhone-Poulenc Food Ingredients, which claims the rinse wipes out virtually all Salmonella and E.Coli on fresh poultry.

Speaking at a press briefing, Richard Kennedy, senior vice president and general manager of Food Ingredients, said the new rinse supports the U.S. Agriculture Department's efforts to implement the state-of-the-art food processing system, called Hazard Analysis Critical Control Points.

"It supports this (HACCP) extremely well," said Kennedy.

Several poultry processors are ready to adopt the rinse, called AvGard, and it will be at their discretion whether they use the teardrop logo on their packaging or not.

"There are certain companies that are ready to go with it and are going with it ... the other companies in the industry are following it closely," said Kennedy, who did not mention names but

noted there are about 250 U.S. poultry plants.

A spokesman for the USDA was not immediately available for comment. However, the USDA granted interim approval for the rinse in February and is currently working on making the approval final.

The AvGard logo is currently awaiting the USDA green light before it can be used on the packaging of treated poultry.

AvGard uses a food-grade salt called trisodium phos-

phate, a compound that is classified as "generally recognized as safe" by the Food and Drug Administration, said Food Ingredients.

While the manufacturers are unsure exactly how the alkaline rinse eliminates disease-causing bacteria, the results are impressive. From more than 8,000 birds tested, average incidence of Salmonella and E.Coli dropped to less than one percent, from 20 to 40 and 60 to 80 percent, respectively.

Just slaughtered birds are sprayed with the salt solution for about 12 seconds while moving suspended along the line. The birds are then allowed to drain before being rinsed again with clean water.

Food Ingredients estimated the process will add less than one cent per bird [to the cost for producers] or less than a quarter of a cent per pound.

The rinse went through extensive testing with about 10 million birds processed using continuous treatment systems in 35 to 40 poultry plants.

The rinse is also effective on beef, pork and seafood. An extensive plant test program on beef will start next month as soon as equipment modifications can be completed. Extensive testing on pork and seafood will depend on resources, said Food Ingredients.

NEW YORK, APRIL 12 (Dow Jones) — Rhone-Poulenc Inc. thinks it has an answer to bacterial contamination of poultry with its salt-solution product called AvGard Rinse. ... Furthermore, it doesn't face the same opposition from consumer groups as irradiation, another bacteria-rid-

Continued on page 2

"Diseases start and spread where many thousands of birds are forced to breathe the same warm, dusty air indoors and are denied the benefit of exercise, health-giving plants, fresh air, sunshine, and the healing gift of space. A bird's natural immunity is compromised by lack of contact with an immunologically healthy mother and with the natural outdoor environment where immunities are built up."

— United Poultry Concerns

"To keep ... animals alive in stressful, overcrowded conditions, [today], producers rely heavily on hormones, antibiotics, and other drugs. Salmonella, toxoplasmosis, and other farm animal diseases are steadily increasing — and being passed on to humans."

— Farm Sanctuary

"Farms like the one of my childhood are rapidly being replaced by animal factories. Animals are reared in huge buildings, crowded in cages stacked up like so many shipping crates. On the factory farms there are no pastures, no streams, no seasons, not even day and night. Animal-wise herdsmen and milkmaids have been replaced by automated feeders, computers, closed-circuit television, and vacuum pumps. Health and productivity come not from frolics in sunny meadows but from syringes and additive-laced feed. I began learning about the trend to animal factories in the early 1970s. The real nature of factory farming was indeed hard to believe. ... I assumed that there were only a few factories and that they were isolated examples. As I looked more deeply, I was overwhelmed by the awesome scale and pervasiveness of this new way of animal rearing. I was amazed how little the public knew about these drastic changes in the production of their food."

— From the 1990 revised and updated edition of Jim Mason's and Peter Singer's book, *Animal Factories*.

"...[E]very time you eat chicken, you are supporting an industry which ... 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. ... Rather than clean up the industry, current proposals call for covering up the dirt and disease by irradiating the birds, [an antidote which will only] encourage the poultry industry to lower already abominable standards."

— Animal Rights International

Antidote to Filth, continued from page 1

ding process that was approved for use in the poultry industry in 1992.

...Consumer groups which have been vociferous in their opposition to meat irradiation (in which food is zapped with gamma rays) are more receptive of Rhone-Poulenc's rinse. Most welcome the promise of dramatic reductions of bacteria counts on poultry. But concerns include whether phosphate runoff will be recycled and whether processors will use the product as directed.

... An official of Rhone-Poulenc's Food Ingredients division said 16 poultry processors have agreed to test the product by signing

licensing agreements with the company. Rhone-Poulenc is the North American affiliate of French pharmaceuticals and chemicals giant Rhone-Poulenc S.A.

...Currently, poultry processors often rinse birds with chlorinated water, which is less effective at killing bacteria and isn't required by the USDA.

...The USDA considers the rinse a processing aid, not an ingredient, and therefore doesn't require a label listing. Rhone-Poulenc is providing processors with a logo indicating that the "Assur-Rinse" process has been used should processors wish to advertise the fact.

Earthlands: dedicated to lessening the human impact upon the Earth

(Ed. Note: In mid October of last year, The VivaVegie Society helped sponsor Ashley Gilbert and Jeremiah Wallack in pursuit of their sojourn to Earthlands. They were able to attend a weekend workshop entitled The Biggest Button Pusher of All?: Our Food Choices and What's Behind Them. The featured speakers were Sally Clinton, Terry Gips, Howard Lyman, Wayne Pacelle and Heart Phoenix among others.

Ashley and Jeremiah came back with the following report.)

EARTHLANDS IS A COMMUNITY-based organization located in rural New England. It was founded on the premise that humanity's greatest need and challenge is learning how to live in harmony with itself and the Earth and all its creatures. Earthlands lovingly serves as a

center for sustainable living, activist training, and personal retreat.

Being at Earthlands got us in touch with the powerful connections that exists between ourselves and our environment on vast and complex levels. We became acutely aware of the importance of taking responsibility for our everyday actions and feelings. Every day of our lives we are faced with decisions about what we consume, especially what we put inside our bodies. These decisions have an impact on the world outside our skin as well. The highly centralized and inefficient systems of food production in our society are causing immeasurable pain and suffering and are simultaneously depleting the Earth of its regenerative powers. Our reliance on large cor-

porations to produce food and to transport it to disparate regions has separated us from the immediate results of our purchases.

At Earthlands, there is a heartfelt commitment to lessening negative impacts upon the Earth. Much of the community's food comes from its two organic gardens. Workshops and programs deal with the transformation of industrial society and with the healing of the planet. The weekend workshop we attended on food choices strived to incorporate the issues of animal rights, raw foodism, veganism and vegetarianism, as well as food production and distribution. Value systems and cultural sensitivities were dealt with head on as well in the context of sustainability and respect for the land.

Discussing topics ranging from hunting, to harvesting, to shopping, to sharing, we gathered in circles to bring our life stories to the collective. Each shared his or her own unique answers to the issue of lightening human impact upon the planet. In the process, we planted seeds for the creation of a more healthful and hopeful future.

For more information about Earthlands, write them at 39 Glasheen Rd., Petersham, MA 01366. Or call, 508/724-3428



VivaVegie order information

To order a copy of 101 Reasons Why I'm a Vegetarian, send \$1 and a stamped self addressed envelope to: The VivaVegie Society, Prince St. Sta., P.O. Box 294, New York, NY 10012. Obtain additional copies for 50¢ each (60¢ each, foreign or retail). And to pass out to all of your friends: \$20 for 50 copies (\$30, foreign or retail), and \$35 for 100 copies (\$50, foreign or retail). Note: multiple copies, over 2, come postage paid.

For \$5/yr. (\$7, foreign), receive 5 issues of The VivaVine (the newsletter of The VivaVegie Society), and a membership card plus a complimentary copy of 101 Reasons Why I'm a Vegetarian. Checks should be made payable to The VivaVegie Society.

C a l e n d a r

• Fri., Apr. 29: UNITED POULTRY CONCERNS FOURTH ANNUAL SPRING MOURNING VIGIL FOR CHICKENS. 11 a.m. to 2 p.m., Townsends chicken slaughter plant (where one and a half million chickens die every week), Rt. 24, 2 miles east of Millsboro, DE (3-1/2 hours from Washington, D.C.). Call 301/948-2406 for more info. • Sundays, May 15, June 19, and July 17 (or otherwise, the third Sunday of every month, barring last minute changes or other conflicts): VEGAN SOCIETY OF QUEENS POTLUCK, 2 p.m., Flushing, Queens; call Hubert at 718/263-7160 for details. • Tuesdays, May 24 and June 28: BREAK BREAD ... FOR A

CHANGE (vegan potluck) 6:30 p.m., Greenpeace offices, 462 B'way @ Grand St, 6th Fl. The May potluck will feature a talk by Alison Holden, volunteer coordinator for Greenpeace, NYC, "James Bay: The

Struggle to Save an Ecosystem in Danger." At June's potluck we will hear Shelley Martin, chef, natural foods industry expert and food consultant, speak on "Bovine Growth Hormone: What you can do to protect yourself." Call 718/797-4175 for more info. • June 3-5: ANIMAL RIGHTS: NEW STRATEGIES FOR THE 90'S, Hyatt Regency Hotel, New Brunswick, NJ. Including meals and accommodations, \$195. Call 201/648-1087.

Schedule to distribute 101 Reasons Why I'm a Vegetarian in VivaVegie-style vegetarian street advocacy (call ahead, 212/966-2060, to confirm):

• Sun., May. 8: MOTHER'S DAY/YEAL BAN DAY. 12 Noon. to 4:00 p.m., Corner of B'way and Prince St. • Sun., May 29: MEMORIAL DAY WEEKEND. 1 p.m. to 5:00 p.m., Central Park. • Sun., July 3: FOURTH OF JULY WEEKEND. 1 p.m. to 5:00 p.m., South St. Seaport. (The VivaVegie Society frequently goes out on short notice. Call to learn of unscheduled events: 212/966-2060.)

grapevine

Letters from readers

The VivaVine welcomes letters, articles, manuscripts and graphics for publication or reference. Deadline for submissions for next issue is August 10. (No July/August issue.) The VivaVine always needs help at mailing time. Next issue mails at the end of August.

Dear VivaVeggie Society: I am a college student who ran across your pamphlet *101 Reasons Why I'm a Vegetarian*. Many of the arguments appeal to me, and I have since become a vegetarian.

Right after reading the pamphlet, I began to refrain from eating any animal products, including milk, cheese, or eggs. The idea of being free from animal products (including foods animals produce) appeals to me in some ways.

However, I've found it hard to hold up this pattern of eating because of all the different foods that contain milk and egg. Doesn't bread from the supermarket contain these products? I consider bread to be a base of my diet.

All in all, I guess you will be happy in knowing that I've given up all meat.

— Sincerely, David Steiner, Lancaster, PA

Dear David: Welcome to the ranks of label readers. It can be a hard life, being a vegetarian, unfortunately — a hard life because the people outside of it have made it that way. My salvation is the support I get from other vegetarians. I have surrounded myself with friends who are in this animal products-free world, too. On the one hand, these friends and the little world I've built around me, get me through the day; on the other hand, I live for a time when the issues of vegetarianism fill the airwaves and dominate the front pages of all the daily newspapers. I truly believe that vegetarians must become political because the lifestyle is not only one of a peculiar preference, but one of deep social consciousness.

Happy that you are a vegetarian? Well, I'm not exactly marking notches on the wall. I might note that I am forever grateful to my friend Kim Rosenthal for exposing me to vegetarianism; but ultimately, I made the choice.

My "veg-evangelism" falls on deaf ears all the time. So, just thank *yourself* for having the strength of character to set aside a whole world of propaganda and brainwashing in order to see the common sense in a vegetarian diet. You made the choice and you, I guarantee, will reap invaluable benefits.

Finally, hang in there. And as Karen Davis (of United Poultry Concerns) told me recently: Never, ever apologize for caring about animals, the earth, your health, for hungry peo-

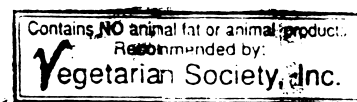
ple, or in other words, for being a vegetarian. The next letter, here, offers some hope.

— Sincerely, Pamela

Pamela: The local Vegy Society is introducing a seal of approval for food companies that are concerned about their customer's health. I was getting eye strain reading ingredient labels, and this seal simplifies food choices. Here is a sample of it. What do you think?

— Ralph Meyer, Santa Monica, CA

Dear Ralph: I love it! And you just gave me an idea—a large-type edition of *The VivaVine*.—Pamela



Good Morning! Enclosed is one dollar and an SASE. Please send me your *101 Reasons Why I'm a Vegetarian*. My biggest reason for being a vegetarian is it bothers my conscience to eat animal products.

— Sincerely, J.M., Cameron Park, CA

To *The VivaVine*: My wife gave me a copy of your newsletter and your *101 Reasons...* as a stocking-stuffer this past Christmas. I'd love to start receiving *The VivaVine* regularly as I find it very inspiring to read about vegetarianism.

— Scott Walker, East Hampton, CT

Dear Pam,
Thanks to your newsletter our local mountain store, here in the Catskills, is "hormone free," that is BGH free.

Listen, I thought you would be interested in this poem about my neighbors. Here it goes ...

Cowboy Deer
Cowboy deer with big ears
like the pistol handles
of a pioneer
sticking out on each side
standing
in the middle of the road
staring — daring
me to go for my gun
— but I have none.

This one
and his kind
are the real cowboys
and cowgirls of this world.
Every year they face the guns
and hard winters,
sleep beneath stars
without shelter
armed with nothing but the
glorious spirit
of a cowboy deer.

by Randy Fredrix, rock musician
and cowboy deer lover, caretaker
of one vegan cat Marx, and one
vegan dog Hopi

Dear Pam Teisler: I just subscribed to *Vegetarian Times*. I became a vegetarian at the beginning of November of 1993 and I would love to receive your *101 Reasons Why I'm a Vegetarian*. Where I live lots of people are telling me I'm not doing the right thing. I feel that I am. It's been in my heart a long time to do this. I would like to have your reasons to be a vegetarian so I have some more besides my own. I feel much healthier and happier. Thank you.

— A.O., Bellingham, WA

Dear Ms. Teisler: During last year's Easter Parade, my husband took a picture of you addressing a crowd. The picture turned out very well; it shows you — dressed in your veggie outfit — holding up a brochure. Passers by look at you as one records you on a camcorder.

I was interested in the picture because I am developing a text for use with a beginning level university public speaking class. I would like to use the photograph in the context of types of audiences. The caption under the picture would read something like this: "Speakers sometimes use unusual means to attract a pedestrian audience." Thank you.

— Clella I. Jaffe, Ph.D. Assistant Professor
(Ed. Note: Permission was given to run the photo. The publisher is Wadsworth Publishing Company of Belmont, California.)

(Ed. Note: More letters from those 540 congress-people who were each sent a copy of the 101 Reasons... in the next *The VivaVine*.)

Making downers unprofitable

The Downed Animal Protection Act currently pending in the U.S. Senate (S.367) and U.S. House of Representatives (H.R. 559) needs your active support. The legislation will make it illegal for stockyards to dump living animals on dead piles, to abandon downed animals, or to drag downed animals to slaughter with chains. But mostly, through this legislation, downed animals (those immobilized from sickness or from being crippled) will not be allowed to be sold. "Downers" exist because of neglect and abuse. If neglect

and abuse of livestock didn't pay off for a rancher, a lot of cruelty would cease to exist. For more information, contact Farm Sanctuary, P.O. Box 150, Watkins Glen, NY 14891, 607/583-2225. Send a donation and a self addressed stamped envelope with your request.

An Act of humaneness for billions

While the 1958 federal Humane Methods of Slaughter Act has extended to mammals in the U.S. since 1958, it has never covered poultry. When there are 7 billion chickens slaughtered every year in this country, this adds up to an

unfathomable amount of animal cruelty.

Today, thanks to Congressman Andrew Jacobs, Jr., we have H.R. 649, the Humane Methods of Poultry Slaughter Act of 1993. It would simply mandate that poultry be rendered insensible to pain prior to being killed. Without delay, contact your U.S. Congressperson to voice your support for this legislation.

Write or call United Poultry Concerns, P.O. Box 59367, Potomac, MD 20859; 301/948-2406. Send a donation and a self addressed stamped envelope with your written request.

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 mass mailings of *101 Reasons Why I'm a Vegetarian*. Donations can be sent to the address below.

With this recipe, Lorna Sass is a woman after my own heart!

Roasted Garlic: Peel off as much papery skin of the garlic as will come off easily while still keeping the head intact. Brush the garlic liberally with olive oil. Place it in a small shallow baking dish in the toaster oven and roast at 375° until the outside is lightly browned and the innermost cloves are soft, about 20 minutes. Refrigerate in a sealed container for up to 2 weeks. Roasted garlic makes a great snack spread on whole grain bread or crackers. Or have guests eat it as is at your next dinner party! Roasted garlic should always be on hand for when you're making salad dressings or soups.

This culinary hint was brought to you by Lorna Sass's wonderful book *Recipes from an Ecological Kitchen* — the totally vegan cookbook. *VivaVine* readers can get a 25% discount, says Ms. Sass. Send a check made out to Lorna Sass for \$20 with a mention of VivaVeggie, and you will receive the book postage paid! No vegan household should be without this book.



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