

# The VIVA VINE

NEWS-  
STAND  
PRICE:  
\$3

The VivaVeggie Society  
March / April 1997: Vol. 6, No. 2



**Look out, Ronald. Here  
comes Penelo Pea Pod**

(See Page 5)

THE VIVA VEGGIE SOCIETY TAKES VEGETARIAN ADVOCACY TO THE STREETS ...MISSION: DISTRIBUTE, FOR DONATION, AS MANY COPIES AS POSSIBLE OF THE FLYER "101 REASONS WHY I'M A VEGETARIAN"—THE MIGHTY CONVINCER FOR A VEGETARIAN DIET.

The "101" to be translated into Spanish ▶ Page 5

Live-Poultry Market Protest ▶ Page 8

Poetry by Allen Ginsberg ▶ Page 14

Human-milk-protein gene to go in cows ▶ Page 11

## The Excrement Files

### Manure Madness Sweeps the Nation

BY PAMELA RICE

**W**ant to argue the virtues of vegetarianism? Get to know the industrial waste products of the food-animal industry. Sure, meat eaters may defend their gustatory preferences by citing principles of free choice, but unfortunately, their dietary habits have a couple of troublesome drawbacks. I'm talking about manure, and I'm talking about dead animals.

To outsiders the subject of animal waste may seem funny, but to meat and poultry producers, manure and dead animals are serious business. In an industry where one facility can produce tens of thousands of tons of manure, ignoring it would be like ignoring an avalanche. Animals themselves become a waste product when they die before they can be slaughtered—due to the the horrific conditions they are forced to live under. A 1,000-sow farrow-to-finish operation may produce over 40,000 pounds of dead pigs a year.

Get to know this ludicrous story of excrement and dead-pig and -chicken disposal and you'll easily win any argument with a carnivore.

### Animal factories—what a waste

It's not my idea of a good time, but the food-animal industry has decided that it is worth enduring the self-imposed burden of manure-by-the-ton. To deal with it, they cook it, they spray it, they truck it out of town. They move it slowly past blowers. They try to reduce the surface area exposed to air to lessen the stench. They add chemicals to animal feed and to the waste itself—all in an attempt to decrease the extreme noxiousness of industrial-size amounts. Study teams measure it, scrutinize it and contemplate it ad nauseam. As for dead animals, they bury them, they incinerate them, they compost them, or they allow nearby buzzards or alligators

*continued on next page*

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## Manure: May kill on the spot, eat through metal

*continued from previous page*

to take care of them. In the end, it's still a mess! And the cost is astronomical.

Europeans, are currently far ahead of Americans in developing every odd system to control the problems of animal waste. Historically, European communities have been close to farms. Consequently, European laws regarding manure are much stricter than those in the U.S., where farms have been more isolated.

Still, the food-animal industry in the United States, especially hog factories in North Carolina, have gotten so huge—almost overnight—that the U.S. is fast having to confront the problems the Europeans have been dealing with for years. Lawsuits—mainly over manure odor—challenging the lax practices of American manure management are proliferating. Ultimately, only those large operations with the advantage of economies of scale will be able to survive the legal onslaught.

### Manure-industrial complex

With the rise of factory farming, animal-waste management has become a science. In a report entitled "Options for Managing Odor: A Report From the Swine Odor Task Force," published in March, 1995, we are made cognizant of what most of us normally put out of sight and out of mind.

Few people know that odorous gases from hog manure in factory sheds can occur in such concentrations that equipment is damaged by it. Some 150 gases that are found in hog manure can eat through metal and corrode electrical wiring, putting hog housing at risk for fires.

The gases that are created by imprisoned hogs in today's intensive industrial hog factories reach such high concentrations that piglets are put at risk. Indeed, even full-grown hogs can die on the spot when hydrogen sulfide is released from liquid manure that has been agitated.

One method of disposing of animal manure is to spray it over nearby fields via sprinkler systems. An intensive food-animal factory operator can learn through a statistical service that the cost of spray-field preparation and irrigation equipment, including labor and pumping, ranges from \$1.16 to \$2.32 per "finishing hog space." This term refers to the space allotted to a hog in the final stages of fattening before slaughter. The "lagoons," in which such manure is stored before it is sprayed? To construct one adds up to about \$1 per cubic yard, or about \$4.50 per finishing hog space. Undoubtedly, such unit costs and statistics

can offer any factory farmer invaluable planning data. To the uninitiated, however, such ratios may seem beyond absurd.

### 60 Minutes offers glimpse of factory farming

Last December 22, CBS TV's *60 Minutes* aired a full segment on the massive problems of manure in North Carolina.

The segment showed filthy factory conditions, including sows individually packed in farrowing stalls "so narrow, they can't even turn around." It publicized to its millions of viewers the unsavory fact that "pigs excrete four times as much waste as humans...turning North Carolina into a toilet."

Quoted in the segment was Larry Cahoon, a scientist from the University of North Carolina, who acknowledged that manure from corporate hog-confinement operations should be considered industrial waste. "I would consider it hazardous...germs, bacteria, viruses such as flu virus, protozoans, various worm-type parasites," he said. And hazardous chemicals from the manure are seeping into the groundwater via the many leaking cesspools throughout the state.

Morley Safer wrapped up the *60 Minutes* segment with a startling revelation—even for this seasoned observer of animal factories: "Four of the nation's biggest companies," he said, not naming which ones, "have banded together to build a two-million-pig farm in Utah, and more are planned for Minnesota, Iowa and Illinois."

Thus, the bizarre evolution that has brought the world its current system of intensive food-animal production reaches yet a new level of absurdity.



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# The VivaVegie Society IS SEEKING TAX-EXEMPT STATUS —FUNDS ARE NEEDED—

Dear VivaVegie Friends:

The VivaVegie Society plans to become a tax-exempt corporation by 1998.

VivaVegie is going on its sixth year of operation, and it has become glaringly apparent that without 501(c)3 status, we will be doomed to a small and less effectual size. Not until we have this status will donations be tax-deductible.

501(c)3 status may cost us as much as \$900. We are certain this investment will pay off later. With better funding, we will be better able to carry out the work desperately needed for the advancement of vegetarianism.

**Our plans:**



**A vegetarian news bureau**

The meat industry has theirs—vegetarians need one too so the vegetarian point of view is available to the press at all times

**A speakers bureau**

Here's where schools and associations can easily turn for a speaker

**An information clearinghouse**

- a library of vegetarian resources
- a vegetarian archive

**The Vegetarian Center**

- a storefront in Manhattan
- a place to buy literature newsletters from vegetarian societies



from all over the country cookbooks and general vegetarian literature, such as pamphlets, restaurant guides and magazines, as well as the standbys: *Diet for a New America* and *Beyond Beef*, for example

- a place for vegetarians to form groups and to meet (a great place for singles)
- a walk-in resource for those who need answers about vegetarianism face-to-face
- a cybercafé: Internet access to the wealth of vegetarian Internet Web pages
- a nut milk/juice/snack bar
- a bulletin board of events of vegetarian groups, local and otherwise



..... Contributors will be listed in future issues of *The VivaVine* unless we are notified otherwise .....

**Yes, I want to help the VivaVegie Society become tax-exempt with 501(c)3 status.\* Here is my check for:**

- \$10      - \$25      - \$50
- Other \$ \_\_\_\_\_

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Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

\* \_ I want to help now, but please reimburse me once you are able.

# The VIVA VINE

a publication of  
THE VIVA VEGIE SOCIETY

Issue: Vol. 6, No. 2  
March / April 1997

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

## JOIN VivaVegie

To become a member of the VIVA VEGIE SOCIETY for one year, send \$15 to the above address. Membership entitles you to one membership card, five issues of THE VIVA VINE and one copy of "101 Reasons Why I'm a Vegetarian."

## PRODUCTION / ADVERTISING

### VivaVine production schedule

SERIOUS VOLUNTEERS CALL (212) 966-2060	May/June 1997	Sept/Oct 1997
Strategy session for <i>VivaVine</i> (Advertising/distribution)	March 8	July 5
Ad orders with payment due (Marcia Hershkowitz: (212) 957-4161)	March 13	July 10
Editorial meeting (Bring suggestions and reference material)	March 15	July 12
Final ad art due (See below for ad sizes and prices)	March 25	July 22
Due date for articles (Submit stories on disk in ASCII text format)	March 29	July 26
All-day production session (Must be able to get to lower Manhattan)	April 5	Aug 2
All-day production session (Must be able to get to lower Manhattan)	April 12	Aug 9
Publication date ( <i>The VivaVine</i> available for distribution)	May 5	Sept 5
Mailing night (Vegan pizza and talk of vegan revolution)	May 7	Sept 7

### DISPLAY ADVERTISING RATES

PAGE SIZE	DIMENSIONS width x depth	5 ISSUES no July/Aug issue	PER ISSUE
EIGHTH PAGE	3 x 2 $\frac{1}{6}$	\$ 100	\$ 30
SIXTH PAGE	1 $\frac{1}{6}$ x 4 $\frac{5}{6}$	125	35
QUARTER PAGE	1 $\frac{1}{6}$ x 6 $\frac{1}{6}$	150	38
QUARTER PAGE	3 x 4 $\frac{5}{6}$	150	38
THIRD PAGE	1 $\frac{1}{6}$ x 8 $\frac{1}{6}$	200	45
HALF PAGE	6 $\frac{1}{4}$ x 4 $\frac{5}{6}$	270	62
HALF PAGE	3 x 8 $\frac{1}{6}$	270	62
FULL PAGE	6 $\frac{1}{4}$ x 9 $\frac{1}{6}$	400	100

Call Marcia Hershkowitz: (212) 957-4161 to place an ad

Visit our Web site

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

## New VVS mascot: Her name? Penelo Pea Pod !

### Incorporation papers submitted

THE FIRST STEP  
ON OUR WAY TO 501(c)3 STATUS

Heartfelt thanks to the following people, who sent donations to help defray our legal and accounting costs in our quest for tax-exempt status (see page 3 for explanation). Over \$200 was collected—and already put to good use for fees needed to submit forms for incorporation.

Elliot L. Gang

Martin Rowe

Vaughan Dewar

Rochelle Goldman

Keith & Marge Folino

*One contributor preferred to stay anonymous.*

### Spanish edition of “101 Reasons Why I’m a Vegetarian” in the works

Teresa Getting of the Devanand Yoga Center in Jackson Heights, New York, gave the VivaVeggie Society a call just before the December holiday season to let us know that she was translating “101 Reasons Why I’m a Vegetarian” into Spanish. The Devanand Yoga Center, where Ms. Getting is a yogi, is frequented mostly by people whose primary language is Spanish. Teresa felt frustrated that she was not able to share our manifesto with many of her friends and colleagues there, so she decided to take on the task of translation.

When we heard of her endeavor, we suggested that she do it for more than just her friends at the yoga center, that she provide the manuscript to us to digitize and upload to our Internet Web site.

We’ll keep VivaVeggie members up-to-date on the project. Eventually, we would like to produce a paper version to distribute via advocacy tabling in Hispanic neighborhoods.

Thank you, Teresa Getting!

### Penelo Pea Pod to make her debut on Easter Sunday

COSTUME DESIGNER DONATES THE ULTIMATE VEGETARIAN OUTREACH TOOL

VivaVeggie member Janet Bloor told us she wanted to contribute something to advance the cause of vegetarianism. Standing on the street corner, however, just wasn’t it—even though she admired those people who were willing to do it.

Since her strengths lay in other spheres, namely costume design—her company supplies costumes to Broadway and Off-Broadway productions—she asked us if we would wear a veggie costume if she went to the effort of making it. We said yes...a thousand times, yes!

The Easter Parade in New York City has for several years been one of the most fruitful venues for VivaVeggie. On this famous annual occasion, New Yorkers flock to Fifth Avenue between 42nd Street and 57th Street, where traffic is blocked off, to promenade in their Easter Sunday best, which usually includes a beautiful and creatively made headdress.

The fruit-festooned head stocking, part of the VivaVeggie street advocacy getup, has always been a ready-made Easter Parade sensation. And the camera-wielding crowds are a perfect audience for veggie advocacy.

This year, Penelo Pea Pod is going to knock their socks off! We’re sure to make the local if not the national news on Easter as well the following day, so check your usual media points if you want to see Penelo Pea Pod in all her splendor!

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## Grapevine: Warning. Warning. Bacon in everything...

### “101 Reasons”— no fit for Hitler

While other myths about Hitler—that he was peace loving, etc.—have long been discredited, the myth that he was a vegetarian seems to carry with it a life of its own.

Of course Hitler was carnivorous. None of your 101 reasons for being a vegetarian fit him.

He could not have been a vegetarian for health reasons, as he was a drug addict, taking as many as 28 kinds of drugs, including various injections (one a preparation of pulverized bull testicles).

He could not have been a vegetarian for ecological reasons, having devastated much of Europe.

And does anyone believe he was a vegetarian because he had compassion for animals? There is no greater mistreatment of animals than in war. To understand this, you need only see newsreels of horses being used by the German army on battlefields.

**Ralph Meyer**  
Santa Monica, California

### Consciousness that cannot be shared

I have been a vegetarian for 30 years and feel great. For me, it's an uphill battle because I've had two marriages to nonvegetarians, not realizing that it was important to marry a vegetarian for true harmony in a marriage.

The level of spiritual consciousness and enlightenment attained by a vegetarian cannot be shared with a meat-eating spouse.

**Harold Altman**  
New York, New York



**The VivaVine welcomes your letters. Send them to:**

**The VivaVegie Society  
P.O. Box 294  
Prince Street Station  
New York, NY 10012**

**Or E-mail them to:  
vivavegi@novalink.com**

### Bacon in every- thing they make

*E-mail from a wanna-be vegan*

I have been a vegetarian for about two and a half years, with plans of going vegan in the near future. I'd have done it sooner but for the fact that I'm in the military and the chow hall is where I must eat.

You know, they just love putting bacon in everything they make here. Luckily, in seven months I'll be out and able to shop for myself.

**Mike**  
Langley Air Force Base, Virginia

### More than a two- minute effluvium

*The following letter was sent to The News & Observer of Raleigh, North Carolina, in response to a story about odor from industrial hog production.*

I grew up in England. My parents were avid hikers. Many week-

ends were spent rambling through the countryside of Yorkshire and Derbyshire. It is good farmland, with goodly herds of cows, flocks of sheep, plenty of chickens, geese, pigs, etc. They didn't cause horrendous smells or pollution problems because they were in fields—droppings were widely scattered and degradable. Now we have all this uproar and outrage about nasty, smelly hog farms and stinky chickens and the resultant pollution.

We, the people, have created this mess by crowding animals into small, miserable pens. Pity the woman who has to whip out a fresh deodorizer when she drives by—surely a good two minutes of effluvium to assail her senses.

What about the animals? They have noses, too, and have to live day in and day out in malodorous conditions. We have done this to them, depriving them of their natural-born right to fresh air, sunlight and greenery.

**Patricia Fahmy**  
Raleigh, North Carolina

### Getting past the gulag librarian

*The following letter was sent to Charles Patterson, author of eight books, including Animal Rights.*

In this oppressive environment, where I am incarcerated, there is very little educational material available for prisoners to learn about animal liberation and/or vegetarianism. I will attempt to persuade the “gulag librarian” to order a copy of your book *Animal Rights*, but I doubt if the prison administration will order it for me. If I possessed adequate funds, I would  
*continued on next page*

# Grapevine: Reams of rebuttals we could write

*continued from previous page*  
purchase a copy of it myself.

Yes, I am a vegetarian and have been for over 30 years. Being vegetarian in a penal setting is not the easiest way to exist, as you can imagine.

I will close by saying that it felt good to receive even a Post-It note from a man who has written such a valuable book, which will no doubt save many animal lives and inspire genuine change.

**Harold H. Thompson**

Turney Center Industrial Prison  
Only, Tennessee

*According to Charles, he sent Mr. Thompson a copy of Animal Rights, as well as a copy of "101 Reasons Why I'm a Vegetarian."*

## What timing!

Thanks for posting "101 Reasons Why I'm a Vegetarian" on the Net. We first saw the list posted on a restaurant window in Berkeley...moments after our

niece and nephew had asked why we were vegetarians. Talk about timing.

**Jacaronda**

Arcata, California

## Ours, if you're only having one

*The Vine* arrived today, and all I can say is "Wow!" There's a brewery that says that theirs is "the beer to have if you're only having one."

All I can say about vegetarian societies "VivaVegie is the society to support if you're or supporting one!"

**Stan and Rhoda Sapon**

Rochester Area Vegetarian Society  
Rochester, New York

## No need to write

I am writing on behalf of the Vegetarian Society of Indiana, which has been in existence for less than two years.

Someone handed me your

"101 Reasons Why I'm a Vegetarian" recently, and I found it to be very well done.

I shouldn't say this, but I had considered writing my own until I found yours.

**Monika K.**

Indianapolis, Indiana

*Dear Monika: That's right, you shouldn't say that. Please, Monika, do not think by any means that all the writing that ever needed to be done on this subject has already published! The meat-and-y industrial complex is cranking out their point of view by the ream.*

*Indeed, every time I go through the stacks of reference material I use to produce The VivaVine, I say to myself that I could surely fill a tabloid newspaper every day with rebuttals to the meat-eating world.*

*Join me in cranking out our own reams with our own vegetarian slant. There is much, much more to explain.*

—Peas, Pamela  
*continued on next page*



# "101 Reasons Why I'm a Vegetarian"

More powerful than ever, the 1996 edition of "101 Reasons" is sure to "wake 'em up."

No carnivorous human has a chance against the "101 Reasons."

Yes...please send me \_\_\_\_ (copy / copies) of the 1996 edition of

"101 Reasons Why I'm a Vegetarian."

The first copy is: \$1 plus one first-class stamp or SASE

- Add'l copies are 50¢ each, postage paid
- 50 copies are \$20
- 100 copies are \$35

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## Now: BECOME A MEMBER of the VivaVegie Society

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- one membership card

(Yes, I) / (No, I do not) want to become a card-carrying member of the VivaVegie Society.

Herewith, also, is a donation to the VivaVegie Society for \$ \_\_\_\_\_. Total enclosed \$ \_\_\_\_\_.

Checks payable to the VivaVegie Society • Send order to the VivaVegie Society, P.O. Box 294, Prince St. Sta., New York, NY 10012

## Grapevine: Want to eat an animal? Kill it yourself...

*continued from previous page*

### Backyard throat-slitting, anyone?

*The following letter was published in the August 29, 1996, edition of The New York Times in response to a story about street-level live-food markets, like the live-poultry market that was the target of a protest late last year by New York City's VegOut (see below).*

Regarding your Aug. 26 front-

page article on the sale of live animals in San Francisco's Chinese markets, I have a suggestion that may surprise my fellow vegetarians and animal-rights advocates.

Rather than outlaw the sale of live animals, we should require that all stores—from the neighborhood grocery to Grand Union—sell only live animals. I wonder how many American fathers would serve their families steak for dinner if they had to string a cow up by its feet and

slit its throat in their own backyards.

I wonder how many American women would be willing to chase a headless chicken around the kitchen before plucking out its feathers.

I am far more troubled by the hypocrisy of those Americans who find it more convenient to purchase meat only after it has been cleaned and packaged in shiny plastic wrap.

**Erica Shulman**  
Chicago, Illinois

## THEY ARE RAISED IN FILTHY, OVERCROWDED CONDITIONS Putting bodies on the line for chickens

### Picketing a live-poultry market in New Jersey

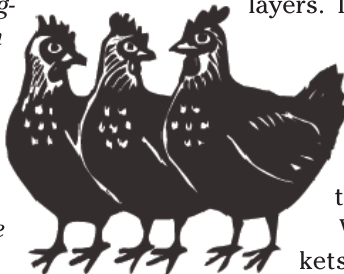
BY CAROL MOON

*It was an especially chilly November day when a dozen vegetarian activists from the Tri-State area set up a picket at Marzigliano's Live-Poultry Market, in Union City, New Jersey, to distribute informational leaflets to shoppers in the neighborhood. The activists, led by Carol Moon of Veg-Out—a Manhattan-based vegetarian group—and George Vasquez, a Union City resident, surely had better things to do this day, but just knowing of the impending Thanksgiving Day carnage that turkeys and other domestic fowl throughout the nation were about to endure, they felt that the proprietor and customers of this unsavory establishment needed to hear their vegetarian voices.*

*The editors of The VivaVine are grateful for the following impassioned arguments for an end to live-poultry markets as well as for the adoption of a compassionate vegetarian lifestyle.*

**I**n the United States each year, 7 billion chickens and 300 million turkeys are slaughtered, 40 mil-

lion turkeys for Thanksgiving alone. They are raised in filthy, overcrowded conditions, biologically engineered so that they are often too fat to stand up and too fat to breed without artificial insemination. They are brutally debeaked at an early age, and most spend their entire lives without enough room to spread their wings. Male chicks, no good for breeding or egg laying, are tossed into trash barrels as soon as they hatch and left to smother or sometimes ground up alive for fertilizer. The chickens who make it as far as the live-poultry markets are usually "spent" fowl, who have outlived their usefulness as breeders or layers.



Those who survive the rigors of transportation are stuffed into overcrowded cages, only to await their turn to be hung upside down by their feet, have their throats sliced and then be thrown, dead or alive, into a scald tank to loosen their feathers.

Why are we targeting live-poultry markets when the conditions in a Tyson or Perdue factory operation are undoubtedly just as bad? One reason is the proximity. These markets are proliferating on otherwise peaceful streets throughout the area. Marzigliano's slaughterhouse is flanked by a jewelry store and a gift shop. Why is it that I am not legally allowed to have a chicken in my backyard but Mr. Marzigliano can have a flock of noisy, smelly, unhealthy-looking victims shipped in weekly?

*continued on next page*



## Activism: Picketing a live-poultry market in Jersey

*continued from previous page*

Second, we take issue most strongly with the blatant cruelty exhibited in these markets. Studies have shown that birds experience pain and suffering just like mammals and have complex cognitive capabilities, yet here their casual deaths become an afternoon's entertainment for the family. As Karen Davis of United Poultry Concerns has stated, "Live-animal markets encourage an attitude of callous indifference to the feelings and needs of other creatures that is contrary to the growing consensus in our society that a much more progressive moral attitude is urgently needed."

Needless to say, what Mr. Marzigliano's customers thought was "ridiculous" was quite serious to us. He stated that "either people are going to eat meat or they're not," implying a simple preference, much like saying, "People are either going to drink coffee or they're not." The difference is obvious. No one has ever heard a coffee bean shriek in fear or seen it struggle to escape as it nears the grinder. In a live-animal market, both the consumer and the consumed have an interest in preserving their own life.

Ironically, the notion of preserving (or prolonging) life was how Mr. Marzigliano chose to respond to our picket signs. He countered with two signs of his own—one in English, one in (bad) Spanish—proclaiming, "Live longer, eat more chicken." Being rather sadly amused, I asked Mr. Marzigliano what medical facts he could offer to support this advice, which, according to all the studies I have read, makes about as much sense as "Breathe easier—smoke more cigarettes." Certain-

ly eating more chicken would keep one alive longer than eating nothing, but studies have shown there is a definite link between eating animals and the three biggest killers in the country—heart disease, cancer and stroke. Turkeys have more fat and cholesterol than many cuts of beef. Chickens are often contaminated with salmonella and other dangerous bacteria. We maintain that eating these birds is very unhealthy.

Mr. Marzigliano's reply to my challenge was to cite the freshness argument—"Would you rather buy your meat off a supermarket shelf where it's been sitting for hours or fresh from a poultry market?" When I explained that I didn't eat meat, the analogy switched to vegetables. There I was momentarily stumped. Of course, I would prefer fresh to old, stale produce, but when I looked through the door at Mr. Marzigliano's "fresh"

merchandise, I knew my argument was solid. Cages were stacked three decks high, filled with frantic, overcrowded birds, nearly all of whom were missing most of their feathers. In the corner of one of the front cages was a heap of white—a dead chicken—which stayed there the entire afternoon. In the cage next to it were two chickens so close to death that they must have ended up in the garbage before they were selected as someone's "fresh" dinner. This sad presentation surely should make eating a decapitated bird with leg stumps for the holiday dinner quite unappealing.

*More information on poultry can be obtained from United Poultry Concerns, P.O. Box 59367, Potomac, Maryland 20859, (301) 948-2406, or from People for the Ethical Treatment of Animals, 501 Front St., Norfolk, Virginia 23510, (757) 622-7382.*

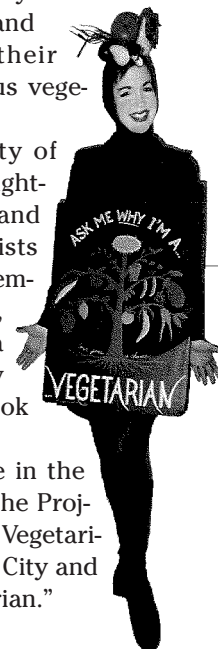
### So, what is The VivaVeggie Society?

THE VIVA VEGGIE 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. VivaVeggie activists take turns wearing the outfit shown here on member Joan Zacharias. Our mission? To distribute, for donation, the flyer "101 Reasons Why I'm a Vegetarian" (the mighty convincer), written by Pamela Rice and inspired by John Robbins's book *Diet for a New America*.

The VivaVeggie Society has been, and will be in the future, involved with various projects, such as the Project for Economic Justice for Vegetarians, World Vegetarian Day, starting a vegetarian center in New York City and mass mailings of "101 Reasons Why I'm a Vegetarian."

**Donations are appreciated**



## Rare-breed solution: Protect them to death

### Koreans, Swiss Cling to Canine Cuisine

In a civilized country such as ours, where patriotic consumers devour the corpses of several billion cows, pigs and chickens each year, news of the culinary quirks of other nations can be a source of horror and outrage.

Horror and outrage were, presumably, the reaction that the authors of an Associated Press wire report on the continued popularity of "bow-wow soup" and other canine-derived specialty items in South Korea expected to evoke. According to the report, published last November, dog-meat consumption has persisted in that nation despite government efforts to suppress it. Providing a telling look into the psychology behind this alien practice, the report noted, "Dealers say the butchered dogs are unwanted animals gathered from farms throughout the country. Some are said to be raised specifically for their meat." Of course, we're all well aware that it's OK to eat animals as long as they are "raised for that purpose" (and not otherwise wanted). Especially if their bodies please the palate and, as local folklore proclaims, increase male sexual prowess.

In rural areas of eastern Switzerland, meanwhile, dog eaters echo the Korean line that mongrel meat not only tastes good but is good for you. The European Vegetarian Union's *EVU News* cited a November 1996 article in a weekly newspaper from the region, in which a farmer says, "Meat from dogs is the healthiest of all. It has shorter fibers than cow meat, has no

hormones like veal, no antibiotics like pork." According to the *EVU* story, Switzerland, unlike South Korea, has no law against the consumption of domestic animals.

### "Animal Lover" Newt Sends Pork to New York City

House Speaker Newt Gingrich, who noisily protested when he learned that his leonine costar on the cover of the glossy political mag *George* had been mistreated by its owner, showed a striking lack of concern for other animals last December when his reelection committee paid \$10,000 to ship barbecued pork ribs, chicken, beef and Brunswick stew to feed 250 homeless people on Staten Island. This putative humanitarian gesture was to settle a losing bet with Congresswoman Susan Molinari after the New York Yankees defeated the Atlanta Braves in the 1996 World Series.

### Wild Horses: From Freedom to French Fries

In another report sure to scandalize animal-loving (and, mostly, animal-eating) Americans, AP broke the story this past January of how a federal program to protect wild horses was having the effect of sending them to dinner plates in Europe and Asia. The United States Bureau of Land Management, charged with finding homes for "excess" horses, parceled them out to "adopters," many of whom simply sent the horses straight to the slaughterhouse. A *New York Times* article cited a Justice Department memo that said, "Faced with the need to remove

10,000 horses a year from public lands, BLM has an unstated policy of not looking too closely at proposed adoptions." In the article, a former BLM manager of adoptions in the Southwest says of the program, "They've always had too many horses. We were under pressure all the time to move more horses." Why the pressure, and why the "excess" of untamed equines? An aspect of the story downplayed by both AP and the *Times* was that the wild horses had to be cleared away from our federal lands to make room for cattle. That's right: More Happy Meals at home means more horseburgers abroad.

### English Eat Rare Breeds to "Save" Them

A *New York Times* Food Section article in late January gave glowing coverage (complete with recipes) to a morally hare-brained scheme in England to save rare breeds of traditional farm animals by raising them for food. "I know it sounds shocking at first," the executive director of the Rare Breeds Survival Trust is quoted as saying, "but unless we make a commercial market for them, there is no way that people are going to raise them." According to the article, "There was no resistance to the alarming-sounding idea from among the trust's 10,000 conservation-minded members. Some became believers on sampling...the meat and finding how much better the gamey, woody, peaty tastes and the succulent, tender textures were than what they had become used to from their supermarkets." A butcher's brochure, also quoted, gushes,  
*continued on next page*

## Cows' milk: Quest to make it more like baby food

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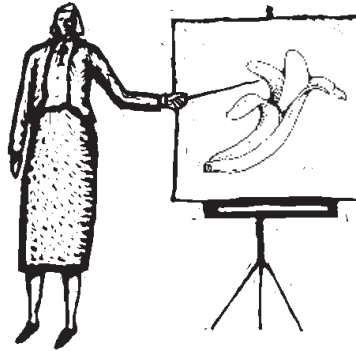
"Remember the days of Grandma's Sunday dinners, when the pork had real crackling on it and the gravy from the joint of beef was so tasty you would mop it up with a slice of bread? Each breed was as distinctive as its markings, so the Hebridean hogget [a yearling sheep] and the Portland lamb were as different in flavor and texture as Cheddar and Cheshire cheese." A customer of the butcher helpfully adds, "There's no point in not eating them. If we weren't eating them, they wouldn't be here anymore." Apparently, despite their increasing numbers, no Hebridean hoggets were available to express their gratitude.

### Where the Buffalo Roam... Feds Slay 'Em

When the beef industry feels threatened, nothing is safe, not even bison, the symbol of the U.S. Department of the Interior, who barely escaped extinction in the 19th century at the hands of cattlemen. This year, to settle a lawsuit filed by the state of Montana, federal officials have been offing buffalo who approach the limits of Yellowstone National Park, near the private property of Montana cattle ranchers. As of early February, the Park Service had sent 401 bison to slaughterhouses and shot six others, and agents of the state of Montana had dispatched 350, leaving about 2,100 in the Yellowstone herd, according to *The New York Times*. The reason for the carnage is brucellosis, a disease that the cattlemen fear might be transmitted from the bison to their herds, causing cows to abort their

calves and leading to a quarantine on Montana beef. According to the *Times*, the buffalo bashing has persisted even though "there is no evidence that wild bison pass the disease on to cattle, and park officials have maintained for years that the state is overreacting."

Strangely, while Montana is shooting wayward bison, North



Dakota is flush with a growing \$50-million-a-year buffalo industry. Last year, the *Times* reported that the nation's first packing plant devoted solely to buffalo was doubling its capacity, to "process" 10,000 buffalo annually. To meet "quality" standards set by the U.S. Department of Agriculture, the plant accepts only buffalo that are under 30 months of age and that have passed the final four months of their abbreviated lives in industrial feedlots. According to the article, this "delicacy" appeals to "health-conscious" consumers because it is lower in fat, cholesterol and calories than traditional beef. Still, the hardy, self-reliant bison have a long way to go before they become a common menu item. As the article notes, "Every two days in the United States, about 250,000 beef cattle are slaughtered—a number equivalent to the nation's total buffalo herd."

### Genetically Altered Cows to Produce "Human" Milk

Educated vegans know that cow's milk is nature's most perfect food...for baby cows; for humans, it's a poorly balanced, often allergenic must-to-avoid. Now, according to a February report in *The Electronic Telegraph*, scientists are hard at work on a project to inject a human-milk-protein gene into cows in an effort to produce milk more like the kind that nourished many of us back in our infancy. PPL Therapeutics, a company based in Virginia and the United Kingdom, says that each liter of this Frankenstein milk contains 2.4 grams of alpha-lactalbumin, which is produced in human milk at a much higher concentration than in cow's milk. So does it do a body good? Maybe if you're a baby minotaur...

### USDA Secretary Boasts of Increased Beef Exports

Despite overwhelming evidence that a plant-based diet is best for human health and the health of the planet and that the standard American diet (SAD) is unsustainable on a global scale, the U.S. continues to proselytize for this cruel, wasteful, heart-disease-and-cancer-causing way of eating. In remarks delivered before a meeting of the National Cattlemen's Beef Association in late January, Dan Glickman, the Secretary of the U.S. Department of Agriculture, crowed that

*continued on next page*

## Fast-food monolith: Livin' is easy on the dole

*continued from previous page*

"world population is growing faster than ever. Rising incomes in Asia, Latin America and Eastern Europe are translating into more money for food and an increasingly Western palate, including an increased appetite for red meat." According to Glickman, our yearly beef exports have jumped from about \$1.6 billion in 1990 to a total of \$2.6 billion in 1996. Beef and veal exports to Mexico alone increased nearly 80 percent. As Glickman ominously put it, "We have the safest, highest-quality beef in the world. So we should see the world for what it is—96 percent of our potential customer base."

### Wendy's Founder Undergoes Quadruple Bypass

Dave Thomas, 64, the founder of Wendy's Old Fashioned Hamburgers and the company's familiar TV spokesman, was forced to check into a Cleveland hospital for quadruple-bypass heart surgery late last year. While the less charitable among us might gloat over seeing this animal-exploiting, cholesterol-hawking huckster undone by his own cuisine, we at *The Viva Vine* wish Thomas a speedy recovery and look forward to the health-supportive vegetarian cuisine that will undoubtedly replace

the bacon cheeseburgers and fried chicken now that Thomas has had a chance to see the error of his ways.

### McDonald's Gorges on Fat Taxpayer Subsidy

In view of the pro-beef philosophy of the U.S. government, it's depressing but hardly surprising that the U.S. Department of Agriculture paid McDonald's \$1.6 million in 1996 to help the multi-billion-dollar company peddle its fatty wares to European consumers. This tidbit was part of a report on corporate welfare issued by the U.S. Libertarian Party in January.

## Calendar

*continued from back page*

### Wednesday, April 9

- Beginning of the Humane Society of the United States' Large Animal Cruelty course, in Morristown, N.J. Information: (301) 258-3030.

### Sunday, April 27

- VegOut potluck lunch (see March 23).

### Tuesday, April 29

- Tentative date for Boston Vegetarian Food Festival at the Massachusetts Institute of Technology. Information: (617) 424-8846.

### Sunday, May 11

Mother's Day is Veal Ban Day. To get an action kit for staging an event yourself, call the Farm Animal Reform Movement at (800) ASKFARM.

- The VivaVegie Society will be out in New York City with its veal crate, as always. Information: (212) 966-2060.

### Wednesday, July 9

- NAVS Vegetarian Summerfest, until Sun., July 13, at the University of Pittsburgh branch in Johnstown, Pa. Nutrition tips, activist seminars, medical help, award-winning food. Information: (518) 568-7970.



*Vegetarian activists Alex Press and Joe Thomas ask, What if fast-food logos told the real story? Alex's T-shirt reads, "Murder King" and Joe's T-shirt reads, "McDead Cows."*



## The pusher men: Ad dollars add up to billions deceived

A lot of people eat meat and don't think a thing of it. Hoping to perpetuate this mindless flesh eating, the fast-food pushers of dead animals spend a pretty penny on TV advertising.

Their ad dollars not only convince many of the acceptability and desirability of eating animal corpses but also quell any real editorial criticism of their products and business practices. Measured in exposures-per-household, McDonald's and Burger King, topping the list of TV advertisers, entered our homes a total of over 37.2 billion times in 1996. Of the top-ten TV advertisers, five were fast-food chains.

### TOP TV ADVERTISERS (from USA Today: 1/6/97) 50-week review, Jan. 1-Dec. 15, 1996

	Advertised brand	No. of household exposures*	Times ad aired
1.	<b>McDonald's</b>	<b>21.5</b>	<b>2,798</b>
2.	<b>Burger King</b>	<b>15.7</b>	<b>2,232</b>
3.	Sears	8.2	987
4.	AT&T	7.0	956
5.	<b>KFC</b>	<b>6.7</b>	<b>869</b>
6.	Tylenol	6.4	784
7.	<b>Wendy's</b>	<b>6.2</b>	<b>894</b>
8.	JC Penney	6.1	735
9.	MCI	5.5	732
10.	<b>Red Lobster</b>	<b>5.1</b>	<b>618</b>

\* In billions. One household might be exposed to several ads each day.  
Source: Nielsen Media Research, Monitor-Plus service

### Super Bowl Commercials Reveal:

## Vegetarians Are Losers; Dead Animals Are Funny

BY EDDY BIKALES

I'm not much of a professional-football fan, and on Super Bowl Sunday I found out why—because I'm a vegetarian. Ridiculous? This notion was actually expressed in a commercial just before the game. For animal lovers, it was only the beginning.

Though I don't follow the sport or watch much TV, I couldn't resist flipping on the tube about 15 minutes before kickoff. Call it my duty as an American male. Beyond the game itself, I was vaguely curious about the much hyped Super Bowl commercials, which I'd heard were running at \$1.2 million for 30 seconds.

The first commercial was a promo for a *Simpsons*-like family cartoon series. It showed a hefty midwestern guy with a case of beer and stack of beef at the checkout counter. A dweeby, zitty teenager running the cash register looks disapprovingly at these items. "Why not get some of the spicy hummus?" he asks. Pause for laughter. "Boy," midwestern guy sneers, "you've never even seen a football." Dweeb looks crestfallen. End of commercial.

Hmm. Should I be offended? I vaguely hoped

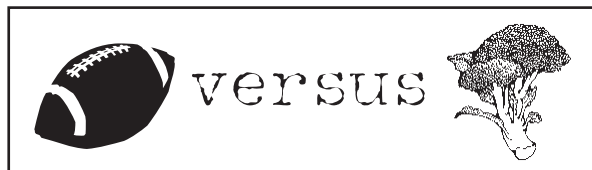
that America was laughing at midwestern guy, not the dweeb. But what marketers judge to be the Zeitgeist became clearer as I watched on.

One of the next few commercials showed a ransacked Pepsi machine, its dripping contents spread across a field. A brief investigation leads to a cow as the suspect. "Justice" prevails as we see plastic-wrapped bright red beef being laid out for sale in a supermarket. Message: Buy Pepsi.

Up next: A fancy car drives swiftly, swerving to avoid flying pigeons, who are dropping poop from above. Car darts into a garage, garage door shuts, pigeon crashes into door, its head dangling inside, dead. Message: Buy a Nissan.

In the next few minutes, I was treated to a spot for "pork, the other white meat" and was told to prepare for the big Oscar Meyer halftime show.

With kickoff moments away, I guess I could have kept watching. Instead, I punted.



**ANIMAL RIGHTS '97**  
**National Convention**  
June 26 - 30, Washington, DC

With Michael Klaper, Howard Lyman, Ingrid Newkirk, Tom Regan

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- \* 'Rap' sessions
- \* Activist networking
- \* Movement Expo

**SUPPORTING ORGANIZATIONS (partial list):** Amer. Antivivisection Society, Animals' Voice, FARM, Farm Sanctuary, In Defense of Animals, Int'l Fund for Animal Welfare, Int'l Society for Animal Rights, PETA, Physicians Committee for Responsible Medicine, Sea Shepherd Conservation Society, World Society for Protection of Animals

**REGISTRATION: \$100 before May 27; \$125 after May 27**

**INFO: AR97, Box 5888, Bethesda MD 20824; 1-888-FARM-USA**

# C'mon Pigs of Western Civilization Eat More Grease

by Allen Ginsberg

Eat Eat more marbled Sirloin more Pork'n  
    gravy!  
Lard up the dressing, fry chicken in  
    boiling oil  
Carry it dribbling to gray climes, snowed with  
    salt,  
Little lambs covered with mint roast in racks  
    surrounded by roast potatoes wet with  
    buttersauce,  
Buttered veal medallions in creamy saliva,  
    battered beef, by glistening mountains  
    of french fries  
Stroganoffs in white hot sour cream, chops  
    soaked in olive oil,  
surrounded by olives, salty feta cheese, followed  
    by Roquefort & Bleu & Stilton  
    thirsty  
for wine, beer Cocacola Fanta Champagne  
    Pepsi retsina arak whiskey  
    vodka  
Agh! Watch out heart attack, pop more  
    angina pills  
order a plate of Bratwurst, fried frankfurters,  
couple billion Wimpys', MacDonald burgers  
    to the moon & burp!  
Salt on those fries! Boil onions  
    & breaded mushrooms even zucchini  
    in deep hot Crisco pans—Hot Dog!  
Forget greenbeans, everyday a few carrots,  
    a mini big spoonful of salty rice'll  
    do, make the plate pretty;  
throw in some vinegar pickles, briney sauerkraut  
    check yr. cholesterol, swallow a pill  
and order a sugar Cream donut, pack 2 under  
    the size 44 belt

Pass out in the vomitorium come back cough  
    up strands of sandwich still chewing  
    pastrami at Katz's delicatessen  
Back to central Europe & gobble Kielbasa  
    in Łódź  
swallow salami in Munich with beer, Liverwurst  
on pumpernickel in Berlin, greasy cheese in  
    a 3 star Hotel near Syntagma, on white  
    bread thick-buttered  
Set an example for developing nations, salt,  
    sugar, animal fat, coffee tobacco Schnapps  
Drop dead faster! make room for  
    Chinese guestworkers with alien soybean  
    curds green cabbage & rice!  
Africans Latins with rice beans & calabash can  
    stay thin & crowd in apartments for working  
    class foodfreaks—  
  
Not like western cuisine rich in protein  
    cancer heart attack hypertension sweat  
    bloated liver & spleen megaly  
Diabetes & stroke—monuments to carnivorous  
    civilizations  
presently murdering Belfast  
    Bosnia Cypress Ngorno Karabach Georgia  
mailing love letter bombs in  
    Vienna or setting houses afire  
    in East Germany—have another coffee,  
    here's a cigar.  
And this is a plate of black forest chocolate cake,  
    you deserve it.

*Athens, December 19, 1993*  
*from Selected Poems 1947–1995*  
Harper/Collins, 1996  
(permission granted by author)

## Population: Meat and the bomb that continues to tick

### More than sheer numbers

BY PAMELA RICE

Remember *The Population Bomb*? Remember Paul Ehrlich, the book's author?

It's hard to believe it's been 30 years since the release of this groundbreaking work that predicted doom from human proliferation. For all these years, I've carried the thesis of *The Population Bomb* around like a cloud over my head. And now, with the 30th anniversary of its publication, I was reminded of the man who had darkened my skies.

*E Magazine* recently did an interview with Mr. Ehrlich and his partner/wife, fellow Stanford University professor Anne Ehrlich. And though not all of the predictions of *Population Bomb* have come to pass, it's clear that without radical change, a "collision," as *E Magazine* puts it, is sure to occur between humanity and "the consequences of runaway population growth."

But is it just the sheer number of humans that threatens our demise? Or is the issue more complex? When asked about this by *E Magazine*, Paul Ehrlich drew a distinction, and vegetarianism entered the equation.

**E Magazine:** Do you think of population as a sheer numbers problem? Is there a definitive carrying capacity of the Earth?

**Paul Ehrlich:** The carrying capacity of the Earth depends on the behavior of the individuals. At current behavior we're clearly above the carrying capacity because we're reducing the capacity of the planet to support people in the future. Now that doesn't mean that, in theory, if you worked out a system by which everyone was vegetarian and nobody went anywhere [drove cars], you might be able to permanently support something like the present population.

So the best-known population authority acknowledges meat-eating as a definitive factor affecting the carrying capacity of life on Earth. And though Ehrlich says that a general awareness of population growth exists among the general public, he laments, "There is almost no concern about consumption control in the United States"—where consumption is at a fever pitch and where the world's third-largest population resides.



### The march of the humans

In the six seconds it takes you to read this sentence, twenty-four people will be added to the Earth's population.

Within an hour, that number will reach 11,000. By day's end, 260,000.

Before you go to bed two nights from now, the net growth in human numbers will be enough to fill a city the size of San Francisco.

It took four million years for humanity to reach the 2 billion mark and only 30 years to add a third billion. Now we're increasing by 95 million every single year.

**No wonder they call it the human race.**

To obtain a copy of the above image in 5"x 7" matte-finish, full-color print format, send \$6 along with your name and address to:

CCAR  
P.O. Box 720483  
Jackson Heights, NY 11372

## CALENDAR

### Tuesday, March 11

- Friends of Animals activist meeting. 7 p.m. to 9 p.m. at the Source of Life Center, fifth floor of 22 W. 34th St., between Fifth and Sixth Avenues, New York City. Information: (212) 757-2166.

### Thursday, March 20

Great American Meatout, sponsored by Farm Animal Reform Movement. To get an action kit for staging an event, call (800) MEATOUT. Events:

- Leafleting and dinner in New York City with the VivaVegie Society, Big Apple Vegetarians, the Vegetarian Outings Committee of the Sierra Club's New York City Group, Vegetarian Vision and VegOut. Guest speakers and music. Leaflet with the VivaVegie Society at 5 p.m. Dinner at Vegetarian Heaven, 7 p.m., at 58th St. and Eighth Ave., \$20. RSVP to Jean at (718) 855-6030.
- Vegan dinner in South Jersey. Three seatings, 5:30 p.m., 7 p.m. and 8:30 p.m., at Evergreen Health Gourmet at the Pathmark Shopping Center, 1450 Clements Bridge Rd., Rt. 544, Deptford. Experts and literature will be on hand. Nonvegetarians welcome. Dinner is \$16 per person, including tax and tip. Reservations

required. Information: (609) 216-9095.

### Saturday, March 22

- Continue your Meatout festivities with an EarthSave potluck in Westchester County. Pamela Rice of the VivaVegie Society will speak on vegetarian activism. 6 p.m., Pleasantville, N.Y. Information: 914-472-7392
- Early-afternoon "steak out" protest at the Post House in New York City with Friends of Animals. Information: (212) 757-2166.

### Sunday, March 23

- VegOut potluck lunch (fourth Sunday of every month). 1 p.m. to 3:30 p.m., Lesbian and Gay Community Services Center, 208 W. 13th St., New York City. Bring vegan dish to share. \$3 donation. Information: (212) 802-8655.
- Beginning of Third International Congress on Vegetarian Nutrition, in Loma Linda, Calif. Continues Monday. Information: (909) 478-8621.

### Sunday, March 30

- Easter Sunday. Don't miss the VivaVegie Society and Penelo Pea Pod at the Easter Parade at Fifth Ave. and 50th St. in New York City. Information: (212) 966-2060.

*continued on page 12*



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THE VIVAVEGIE SOCIETY  
Prince Street Station  
P.O. Box 294  
New York, NY 10012-0005  
(212) 966-2060