

Just
Say
you heard
it
through
the

Viva VINE



THE NEWSLETTER OF THE VIVA VEGIE SOCIETY
Edited by Pamela Teisler

Juice on the Loose

by Paul Lamarca

Recent interest in juicing has caused many people to think again about what people like me have been telling them for years. That juicing and being a vegetarian are good ideas that go together very well.

Juicing is a great way to get adequate quantities of organic water, raw enzymes, and vitamins and minerals, all necessary for health. And freshly made juice will contain less pesticides than the original fruit or vegetable it came from. Toxins are stored in the cellulose of the plant which will probably be discarded after juicing. So you get more of the good stuff, and less of the bad! Also, you get more nutrients in freshly made juice than in salad alone, and the nutrients are more easily digested and absorbed by the body.

It should be noted that when you change your diet suddenly, as one might going veggie, there is usually some discomfort. This is not a sign of trouble, but the symptoms of a cleansing process, similar to getting through a cold.

You should try to have your juice before you eat the rest of your meal because juice is absorbed quickly, and by the time you have prepared the rest of your meal, you will probably not feel full.

In the 6 years now that I have been juicing, I've found the Champion brand juicer to be my favorite. It is portable, durable and versatile. (I also use a Norwalk, but at \$2,000 its not for everyone.) The Champion makes fruit and vegetable juice as well as frozen fruit desserts and nut butters. The orange juice it makes is especially good.

My usual routine for shopping is to take my backpack to the Korean grocery and load up for 4 or 5 days at a time. I bring my own plastic bags "saving a tree" while I'm at it.

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Editorial

My newsletter this issue is coming out a little later than usual. But The VivaVegie Society must be forgiven. It was late October, the time when I would normally be working on the next issue, that I was on press with the newly revised and updated edition of "101 Reasons Why I'm a Vegetarian."

And since then, I have been working furiously on marketing strategies. Already, the "Reasons" is being carried at Terra Verde, the beautiful "department store" at 72 Spring Street in Manhattan which only carries environmental products. If you want a copy of the flyer, and do not want to wait to receive it through the mail, head on down there.

Also, a classified ad to obtain "101 Reasons Why I'm a Vegetarian" will be running in *Vegetarian Times* through July of 1993. A copy through the magazine will cost \$2. A little high you might say; but to run the ad ain't cheap...



Photo by Ronald Montano

The VivaVegie Society made its presence known at "Fur Free Friday" this year as in years past. It is the annual march against fur coats which is held the day after Thanksgiving. That's me with Kevin Nealon (star of "Saturday Night Live" and spokesman for animal rights) at the march. Also, I was interviewed on Shelton Walden's radio show on WBAI, "Walden's Pond", earlier in November. Quite a few people called after the interview requesting a copy of "101 Reasons Why I'm a Vegetarian," some of them needing that extra nudge or that extra

incentive to make them change to a vegetarian diet. Many of the callers wanted to obtain a copy of the flyer so they could show it to their relatives at Thanksgiving and the coming holidays.

Shelton Walden's program has now been rescheduled to come on at 1pm, Thursdays. This is a great time slot change on WBAI for "Walden's Pond" which used to be on after midnight. The program centers its discussion on environmental issues, primarily concerning itself with animal rights. The same day that I was interviewed, Merritt Clifton was on the program as well. The former editor of *Animals' Agenda* spoke of his new publication, *Animal People*. See

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Calendar

Tues Dec 22: 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. **Schedule to distribute "101 Reasons Why I'm a Vegetarian"** (always call ahead, 212-966-2060, to confirm): **Sat Dec 19:** TARGET HOLIDAY SHOPPERS, 1 pm, corn. of 5th Ave & 52nd St. **Sat, Jan 10:** SOHO, 1 pm, W. B'way at Spring St.

Picking good vegetables and fruit is easy. For juicing, I buy large carrots, sometimes called "horse carrots," because they are the easiest to peel and juice, and since they don't come in a bag, you can pick the ones you want. Oranges should be firm by the navels, especially if you want to keep them for several days.

When I'm ready to juice, depending upon what I'm making, I get out my gear. For citrus juice, I use an orange peeler. This is a useful but hard to find item (unless you live in Florida) that cuts the peeling time of thin-skinned juice oranges in half. Sure, you can just squeeze the oranges in the conventional way. But with peeling and juicing you're getting the vitamin-rich pectin from the white pulp of the orange. I like to include grapefruit and lemon juices to my juicing diet too, because they offer different benefits that complement the orange juice.

If I'm juicing carrots and beets, I always peel them. I think they taste better this way. They also last longer if you're saving some for later.

I like to filter my vegetable juice through a cloth bag (made by Norwalk) to remove the grit from the juice. Most people use a strainer with a fine mesh.

A few practical tips: I try to alternate juicing the greens with that of carrot and beet to avoid clogging and overloading the juicer. I save the celery for last because of its stringy fiber. It has a tendency to clog the juicer faster than anything else. Make sure you cut the veggie pieces up so they will fit into your juicer's feed tube entirely and that the food pusher is completely covering the opening when you start. Otherwise, pulp may back up and shoot out of the feed tube. Also, feed vegetables steadily, not too fast, to avoid stalling the motor.

Always remove the pulp from the machine right away. Removing hard, packed in, dried up fiber from your juicer is something you never want to do. Always rinse your juicer with cold water to avoid mineralization. Mineral scale can deposit rapidly and coat the metal and plastic surfaces of your juicer, reducing its efficiency. If you follow a few rules of ongoing care, your juicer will continue working for you for a long time.

There are a lot of good juice books available for ideas and nutritional information. The one I read was by Dr. N. Walter, entitled *Raw Vegetable Juice*. Though originally written fifty years ago, it has some good juice recipes and information on what and why to eat and not to eat. It clarified a lot of conflicting information I was getting from a lot of different people.

When I started juicing, people I knew would say, "I heard you're on a liquid diet," which was ridiculous because I eat a lot of salad, fruit and nuts. Juice is only a part of a balanced diet, but an important one for vegetarians.

Ed. note: Thanks, Paul for your insight into juicing. Just about everyone I know has heard of, or is using the Champion juice extractor you prefer. But *Consumer Reports* in their Dec., '92 issue didn't even mention the model in their article evaluating juicers! The magazine also had a few derisive words for the fabulous claims about juicing in general. They agree you get necessary nutrition from fruits and vegetables, but that the nutritional value of freshly made juice, they say, is no better than that in commercial juices or from taking vitamins. My theory is that if you are "in to" juicing, you're probably in to health and exercise, and you probably consume more fruits and vegetables in general over animal foods too. So, you're going to be healthier. I know that the people who eat a lot of raw fruits and vegetables have the greatest health of all. This is always apparent when I am with my *raw food* friends. How one takes those raw foods, though, is a matter of preference, I think. Taking them in juice form is undoubtedly lots of fun, very delicious and free from the

salt, sugar and preservatives of commercial food. But personally, I believe that if you eat unjuiced raw veggies, in good quantities, you're still going to be pretty healthy.

In their article, *Consumer Reports* did give a good overview of the juice extractors and juicers that are out there from the standpoint of design, performance and convenience. By the way, to lump all of these products into the heading of "juicer," is not exactly accurate. Technically, a "juicer" is a machine that converts only citrus fruit into juice. It is basically only an electrified version of that roundish cone-ish contraption you bought at the 10¢ store (although *Consumer Reports* features one product as an improvement on that non-electrical implement — the hand powered Metrokane Mighty OJ 3501 for \$35).

(There is a drawback from an ecological point of view to all of these juice machines. Aside from this one aberration — the Metrokane — they all run on electricity...)

So, what Paul wrote about above is really a "juice extractor." The Champion as well as the Panasonic MJ-65PR and Sanyo SJ3020 (the later two being those that *Consumer Reports* recommends as "best buys") do much more than just squeeze citrus fruit. They extract juice from just about anything. Aside from citrus fruit they also make juice out of kale, grapes, peaches, broccoli, watermelon (with rind), peanuts, beets, sprouts, kohlrabi, etc., etc. (Sounds fabulous; I wish I had one...!)

Make no mistake though. Many juice extractors and juicers are poorly designed and overpriced. You may get a product home and never use it because it is so bloody miserable to clean. Juice extractors can be especially exasperating with the pulp finding its way into every nook and cranny. Some models come with a pulp container that can be lined with a bag that can be disposed of making things a little more convenient. (Of course this is all the world needs is some more disposable plastic bags.) Some models virtually need to be entirely dismantled every time you want to dump a batch of pulp.

And what about the Juiceman? You've heard of him. Juiceman Jay Kordich has been showing his "infomercials" mostly on cable tv for over a year now. On his shows, the energetic septuagenarian makes juice out to be on the level of the second coming of Christ. I guess he has to. His product is probably the most overpriced of them all. *Consumer Reports* gives it quite a low grade. And when the two models noted above which *Consumer Reports* endorsed cost only \$80 or \$60, respectively, the \$290 pricetag on Kordich's model sounds like a rip-off. Still, from the standpoint of sheer media exposure, Kordich is getting the word out, in no uncertain terms, that people should edge out the animal products and welcome in the veggies; and raw at that! And that's great. And on one of his latest programs, I saw Kordich feature Dr. Neal Barnard, the head of Physician's Committee for Responsible Medicine, as an expert. PCRM, as has been mentioned in previous issues of *The VivaVine*, is a tremendous group of 3000 physicians who are educating people about the tragedy of animal experimentation as well as the health benefits of a vegetarian diet. They're the group that put forth the "new four food groups," which includes no animal foods at all. They also, with the support of baby doctor Dr. Benjamin Spock, came out recently recommending that parents not necessarily feed cow's milk to their children.

One other important point *Consumer Reports* came out with in their article is that the cost of fresh juice, even when you make it yourself, costs more than that of commercial juice. Down the line: apple, orange, grape, tomato... etc., per pound, fresh juice you make yourself costs 30% (orange) to 1000% (tomato) more. A lot of people believe that the extra cost is worth it. Let's hear from you. **The forum is open on juicing.** I'm sure a lot of readers out there have some very strong opinions on the subject.

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page 4 for more information about it.

In September, **The VivaVeggie Society**, the Earthsave New York vegan potlucks (see calendar, page 1), and my vegetarian street advocacy were featured, as one person put it, endearingly, by Bob Morris, in the "Style" section of **The New York Times**. Send an SASE to **The VivaVeggie Society** if you would like a copy of the article.

Again, thank you to everyone who sent cash contributions as seed money for the production of the new edition of "*101 Reasons Why I'm a Vegetarian*." It happens that since the production took about twice as much money as I expected, I am being as saavy as possible about marketing it. The flyer now never

comes free of charge as in the past. Even though the flyer is often approached, regrettably, with trepidation, I must charge for it. I must recoup expenses.

Of course, to all who know, the information that lies within it is worth more than the price tag. Right? The information one reads in "*101 Reasons Why I'm a Vegetarian*," as many have come back to tell me, can completely change your life!

Keep those cards and letters (and calls ... 212/966-2060) coming, folks. And if a donation comes to **The VivaVeggie Society**, know that it is going to a worthy cause.

- Pamela



grapevine

letters from readers

Dear Pamela: I met you in front of Tower Records on Broadway starring as a veg-evangelist. I introduced you to my vegetarian dog and we discussed his preference for biscuits over prime rib! All of my friends and I would like to know of and participate with you in your veg-evangelistic work. Your style is very encouraging. Please contact us.

Sincerely, Randy F., NYC

(Ed. note: Yes, according to Randy, when a friend of his challenged him about his vegetarian dog, they put both a slab of prime rib and a biscuit down in front of him for him to eat. He chose the biscuit. The dog's coat, by the way, is beautiful.)

Dear Ms. Teisler: I was given your "101 Reasons" list by my colon therapist last month & my life has not been the same since...

Sincerely, Amy S., Brooklyn, NY

Dear VivaVeggie: Recently I received a copy of "*101 Reasons Why I'm a Vegetarian*." *(Ed. note: this person has the current issue printed in green ink.)* In reference to item #30, I believe there is a subtle suggestion that it would be better to use formula vs. breastfeed if you are not a vegetarian. Human breast milk is *the* best thing for human babies. I will be sending a copy of your publication to the International LeLeche League, a non-profit organization which encourages mothers to breastfeed as well as make good nutritional choices.

Lisa G.APO AE

(Lisa: I made no mention of baby formula in Reason #30 and did not have it in mind when the reason was written. I did not approach the

issue from all angles as I see now; and really was not considering those women who insist on continuing their meat eating despite the risks. I do need to stand outside of my veggio-centric world sometimes. You're right, as I understand it, no matter the toxicity of human milk, as the result of flesh eating, breast feeding is superior to baby formula feeding. It's hard to believe, but true. Thank you for the critique, Lisa. I feel a little a-feared, though, of what the LeLeche League is going to do to me once they get their copy. And oh, by the way, who told you you could make a photocopy of my copyrighted "101 Reasons"? ..Pamela)

Pamela: ...I just got back from my Amazon expedition which was fascinating.... Congratulations on your next printing of "101 Reasons." Some members of the Amazon trip were not vegetarians and ate hamburgers on their return to Iquitos — helping to destroy the region they visited; they need to read your brochure.

Cordially, Ralph M., Santa Monica, CA

(Ralph, perhaps you now know that in the current edition of "101 Reasons," unlike the 1st edition, I make no mention of the Rainforest. True, cattle ranching in the Rainforest is a driving force behind up to half of their destruction. However, the truth is that only 2% of the meat consumed by people in the United States comes from the Rainforest. Rainforest land is simply and utterly not suited for cattle grazing, which is what makes ranching there such a tragedy. Because one individual in the U.S. becoming a vegetarian would have such a tiny effect upon the Rainforest specifically, I left this information out. I believe that there are other factors in the Rainforest story. Namely plain old greed, stupidity, and economic tyranny just to name a few.)

Thank you, all, for the letters to The VivaVeggie Society. Keep it comin'!

Good Folks. Get To Know Them.

EarthSave New York. This growing NYC group, our local chapter of John Robbins' national organization in Santa Cruz, Calif., has recently come out with a NYC area guide to "Environmentally healthy restaurants and markets" — which means that you'll find vegetarian selections and meat substitutes at the places listed. Send a SASE to EarthSave New York, P.O. Box 2779, Rockefeller Ctr Sta., NYC 10185 to obtain a copy. Call the hotline at 212-978-4338 for potluck updates, etc. also.

Animal People: *News for People Who Care About Animals.* This publication, just founded by two mainstays of *Animals' Agenda* (Kim Bartlett and Merritt Clifton), comes in a timely newspaper format. Ten issues a year for \$18. Checks (in U.S. dollars) to Animal People, P.O. Box 205, Shushan, NY 12873.

Natural Hygiene, Incorporated. Get the inspiration you

need to take coffee, dairy, and cooked and processed foods off your table. Get a mailing by sending \$5 to Natural Hygiene, Inc., P.O. Box 2132, Huntington, CT 06484. Hear Jo Willard of NHI Wed. at 9 a.m on WBAI, 95.5 FM (in the NYC area), giving excellent advise about health and diet!

Beyond Beef Campaign. Get ready to:

Adopt-a-McDonald's

During April and May of 1993, *Beyond Beef* will be organizing a nation-wide educational sweep. With the help of thousands of people, informed about the emense cost of beef consumption in our country, one thousand McDonald's restarurants will be targetted. Their goal is to reach more than a million McDonald's patrons with leaflets and other educational materials. Hamburger eaters: get ready to learn "the real cost of a hamburger." In the New York area, contact Pamela Teisler at 212/966-2060. Also, contact **Beyond Beef**, 1130 Seventeenth St., NW, Suite 300, Washington, D.C. 20036. Phone: 202/775-1132.

So, what is **The VivaVegie Society**? The VivaVegie Society takes vegetarian advocacy to the streets. VivaVegie 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 VivaVegie 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 VivaVegie 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 VivaVegie Society.

The following is from **United Poultry Concerns, Inc.**, (Potomac, Maryland); Karen Davis, Pres.

(Ed. note: *United Poultry Concerns* will be featured next issue)

Egg Substitutes

Corn starch: 2 TB for 1 egg

Arrowroot flour: 2 TB for 1 egg

Soy powder: 1 heaping TB + 2 TB water for 1 egg

Bananas: 1 banana for 1 egg

Tahini (sesame seed butter made from ground sesame seeds and oil; makes a delicious salad dressing; rich in calcium & high in protein.): 2 heaping TB tahini & 4 TB water

Tofu (soybean curd): 1/4 C blended for 1 egg

Flax seed: 4 TB flax seeds + 1 C water; blend flax seeds & water in a blender for 1 to 2 minutes until mixture is thick and has the consistency of beaten egg white.

ENER-G Egg Replacer (available in health food stores and in progressive supermarkets; comes in powder form in a box; no preservatives, artificial flavoring or added sugar; sodium free; no cholesterol; 10 calories per serving; no animal ingredients):

1-1/2 t of ENER-G Egg Replacer + 2 TB water for 1 egg.



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