

F.I.S.H

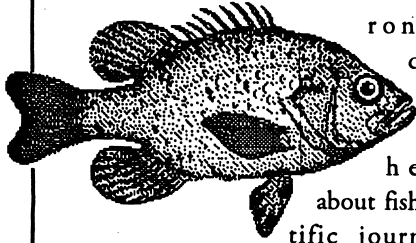
IN PERIL

BY PAMELA TEISLER-RICE

Fish is in the newspaper; and I don't mean wrapped. And I don't mean in the food section,

either. Fish is on the front page, as in stories of an industry's demise. It's in the science section as in environmental devastation. We're hearing about fish in scientific journals and studies. The outlook is grim; and from a vegetarian point of view, senseless and sad.

All to feed a worldwide human addiction for animal-based protein, we hear of species after species of fish being threatened with extinction and aquatic habitats being



marred with degradation due to human activity—overfishing mostly. Countries are practically at war over fishing methods and rights. And what once were quaint fishing towns are now being turned into restoration projects depicting a lost way of life.

And what of aquaculture—that is fish farming? This is where one fifth of the world's fish catch comes from. Is this the dream solution?

When it comes to fish, most people are decidedly indifferent. In most people's minds, it's okay to catch fish, farm fish, eat fish—do anything you like with fish.



THE NEWSLETTER OF THE VIVA VEGIE SOCIETY

Though many people like to think to the contrary, fish surely do feel pain in death. No, they cannot vocalize this agony, but it's there. Fish deaths are prolonged periods of suffering until suffocation finally takes place. No "humane slaughter" laws here. Not even talk of it.

Vegetarians ask, "Why cause pain? It's not necessary."

Conventional wisdom says the natural world will spring forth endlessly with the bounty of the sea. Fish could never run out—

« ↩ p.6 »



Joan Zacharias of The VivaVegie Society

# - Virtually Viva Vegie

AN INTERVIEW WITH VIVA VEGIE PUBLISHER PAMELA TEISLER-RICE BY JULIA FAUCI

JULIA: *The VivaVegie* has been publishing for 4 full years now?

PAMELA: You're right. The little "zine that could" has been out there publishing uninterruptedly for that many years. I think that there is nothing else out there just like it. It's unique. And I know that a lot of people really love to

see it come to them in the mail.

JULIA: What's new?

PAMELA: *The VivaVegie* is available on the World Wide Web and through my Listserver. (Even without Internet access, a person can receive it through e-mail.) Going "virtual" happens to be a very viable route for me. Server access is free to me through an arrangement; and my web site has been donated to me. On the Net, there's no paper, no copying, no circulation list-keeping, no mailing, and no bookkeeping; everything is very easy on line.

JULIA: How can people help you these days?

PAMELA: If I want to keep the PAPER VERSION of *The VivaVegie* going, I'm going to have to get some serious help. *Without help, I will surely fold it up.*

Publishing entails a lot of thankless tasks—the rewards, of course are worth it all. I need a working partner or a string of dedicated interns—a young person, especially, could learn valuable publishing

« ↩ p.2 »

**INSIDE:**  
CONTRIBUTIONS from The VivaVegie's three editorial consultants  
HENRY SPIRA tells of startling (and politically potent) results of his recent survey - PAGE 4  
KAREN DAVIS brings media attention to food animal transport cruelty, rescues 16 birds from overturned truck - PAGE 5  
RICHARDS SCHWARTZ seconds the motion on veg advocacy - PAGE 7

A NEW 1996 EDITION  
Season's (101) Reasons  
see page 8 / insert

from p.1 » skills with VivaVeggie. I have about 18 years of experience in publishing a person could benefit from. I need a circulation manager, a photocopying manager, a mailing night manager, a volunteers coordinator, a sales person—a lot of things need to happen to keep the paper version going.

JULIA: VivaVeggie is hard to maintain.

PAMELA: I have to learn to be a better taskmaster; VivaVeggie could grow. Other than that, there are other things going against me in this endeavor. VivaVeggie doesn't have an office; people should know that. Even The Society to Study the Sex Habits of Prehistoric Fish has its own office! ... Just kidding. But seriously, vegetarianism in itself has yet to be considered anything to rally around. We still have that mentality of being on the defensive,

when the complete opposite should be the case. Vegetarians tend to internalized their oppression—so to speak. We need to organize as a constituency. Now, we're just like grains of sand in the wind. No clout. We don't even know we need clout!

JULIA: Tell me again what happens sometimes when you're out on the street and a vegetarian passes by...

PAMELA: Yes, he or she will yell over to us, 'I AM a vegetarian,' and in a huffy way and walk on. There's a lot going on here. These people are not reacting to us in a productive, or even logical, way. They wrongly are not seeing us as precious advocates of a lifestyle that has them ghettoized. They are not seeing us as agents to get them out of that ghetto; and they are not appreciating that.

JULIA: They're not appreciating it because they wrongly think of their vegetarian lifestyle as nothing more than a peculiar dietary preference. I've seen these people. In their voice is the tone of being insulted. Like you have been standing there assuming that they were not a vegetarian, and they take that as a personal affront.

PAMELA: It's not sane. It seems that the very concept of vegetarian advocacy doesn't register with most people—surprisingly, not even with a lot of vegetarians. It's like having to try to convince blacks in the forties or something that they're discriminated against.

JULIA: Do you ever resent it a little bit that other people haven't given this cause the same commitment that you have?

PAMELA: I don't blame other working people like myself. I'm not in any position to do this; I should not expect anyone else to be either. I do agree with Gary Francione, founder of Rutgers Animal Rights Law Clinic, when he blames the inability of the animal rights movement to gain any critical mass on the major national animal protection organizations. His theory is that they are not feeding portions of their funds to the grass roots...where the energy is—keeping all the funds to themselves, even competing with those grass roots to get funds. Dollar for dollar, VivaVeggie surely has accomplished more than any of the national animal protection organizations.

JULIA: In what way?

PAMELA: Getting the *101 Reasons Why I'm a Vegetarian* out there has had an incredible effect. Often I hear from people who have changed their eating habits because of it. The total effect can never be known. And, we do it on a shoestring—a thin one!

To access The VivaVeggie Society, go to:  
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## BIG APPLE VEGETARIANS EVENTS

Sun., Jan. 7, 4-7 p.m. (\$5): HENRY SPIRA, Pres., Animal Rights Int'l, "Fighting to Win," (bring your own dinner—beverages & snacks provided), Metro Baptist Church, 410 W. 40th St., btwn 9th & 10th Ave's.

Sun., Jan. 28, (\$11): WHOLE FOODS CABARET, Live concert, vegan organic dinner by Whole Foods Project, details TBA.

Sun., Feb. 11, 4-7 p.m. (\$6): VEGAN JEOPARDY!—Emcee, Pamela Teisler-Rice, (bring your own dinner—beverages & snacks provided), Metro Baptist Church, 410 W. 40th St., btwn 9th & 10th Ave's.

Sun., Mar. 10, 4-7 p.m. (\$5): ACLU EXEC. DIR. NORMAN SIEGEL speaks: "Activists' Rights" (bring your own dinner—beverages & snacks provided), Metro Baptist Church, 410 W. 40th St., btwn 9th & 10th Ave's.

STAY ON BIG APPLE'S MAILING LIST: send annual fee of \$5, checks payable to Jean Thaler, 125 Ocean Pkwy., 3a, Bklyn, NY 11218. Recorded message: (718)438-1523.

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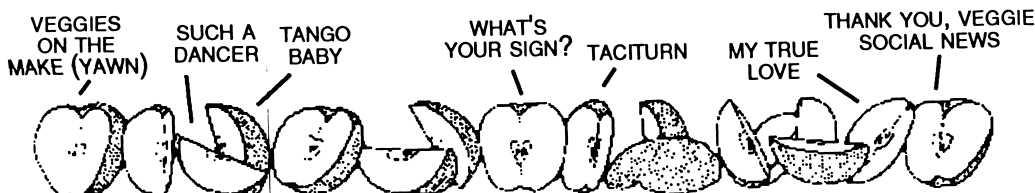
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places where veggies can meet and socialize with each other, and articles on food, health, animal rights, dating and relationships. It also has recipes, product and restaurant reviews, puzzles, cartoons, and more. A 1-year subscription costs just \$18. Personal ads (up to 40 words) are FREE. For more info, or to order an ad or subscription, call 718-437-0190.



## The VivaVine

newsletter of

THE VIVAVEGIE SOCIETY

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Special thanks to  
Craig Filipacchi and  
Nadine Miral of  
Earthbase

# Twenty-five Million Gallon Wake-up Call

BY HENRY SPIRA, *Animal Rights International*

On June 21st 25 million gallons of manure from 10,000 hogs broke out of a "lagoon" at the Ocean View Hog Farm in Onslow, North Carolina, pouring into nearby fields and into streams feeding the New River. The spill was enormous – twice the volume of the 11 million gallons the Exxon Valdez dumped in 1989. That same day another hog lagoon ruptured in Sampson, NC. Then on July 3rd, a four-acre poultry lagoon broke in Duplin County, NC spewing 8.6 million gallons of waste into tributaries of the Northeast Cape Fear River.

*Feedstuffs*, the leading publication of the animal ag industry, commented that "Anti-corporate farming activists have the smoking gun they've been looking for" (7/3/95). Meanwhile, the Raleigh, NC *News & Observer* with the headline "Big Stink in Onslow" commented "The pork industry has assured North Carolinians repeatedly that it has environmental risks under control. But those assurances were undermined last week in about as dramatic a fashion as you can get. The collapse of a dike on the waste lagoon of a huge state-of-the-art hog

farm in Onslow County allowed the public to see – and smell – the real story. . . That was the public's water that is now befouled, and those are the neighbors who are having to cope with the mess... Of course hog farms can pollute in ways more insidious than gushing spills, including the release of ammonia gases, seepage from lagoons and runoff from fields treated with manure" (N&O Editorial 6/25/95).

Cathy Davis, a hog farm executive, said, "It was terrible what happened. . . It is bad publicity for pork producers. It is bad for the environment. It's been a field day for the environmentalists and the media. It's been a wake-up call for the industry" (N&O 7/9/95). For industry, a "wake-up call" could translate into more protection money paid out to legislators. In the past four years more than half the current North Carolina General Assembly members got contributions

from the pork industry (N&O 7/13/95).

For environmental activists these massive spills translate into a dramatic wake-up call that the raising of seven and half billion animals for food every year is destroying our environment while gobbling up our limited resources with an insatiable appetite for land, water and energy.

It's encouraging that more environmental groups are now protesting the environmental damage caused by mega hog factories. In recent weeks, these have included the National Campaign for Family Farms & the Environment, the Clean Water Network, the Alliance for a Responsible Swine Industry, Halifax Environmental Loss Prevention, the Conservation Council of North Carolina and the North Carolina chapter of the Sierra Club.

In the past, many environmentalists have spent too much time trying to save the world from plastic plates while ignoring the meat that's served on them. Isn't now the time for environmental activists, nationwide and worldwide, to get their heads together and help the planet, the people and the suffering

animals by promoting a no meat or less meat lifestyle and thereby a sustainable agriculture? An ounce of vegetarianism may well be worth a pound of environmental cleanup.

industries should be held legally responsible for protecting farm animals from cruelty.

What may surprise some in the corporate sector, however, is that 58% of the public believes that fast food restaurants and supermarkets, who profit from factory intensive farming, have similar legal obligations.

Contact: Animal Rights Int'l, Box 214, Planetarium Sta., New York, NY 10024.



## A Compassionate Side of the Average

### American Discovered— So Finds New Survey

THE NEXT STEP IS TO USE INFORMATION, SCIENTIFICALLY DERIVED, TO PRESSURE ANIMAL FOOD PURVEYORS TO MAKE CONDITIONS FOR ANIMALS MORE HUMANE

**M**OST AMERICANS think farm animals need to be protected from cruelty. This is the overall finding of a recent survey conducted for Animal Rights International by Opinion Research Corporation of Princeton, New Jersey.

A huge 93% of American adults said that animal pain and suffering should be reduced as much as possible even though the animals are going to be slaughtered anyway.

The same study found

that nine out of ten adults in the United States disapprove of current methods of raising food animals in spaces so confining that sows and calves can't even turn

around and that laying hens are unable to stretch their wings. Given these concerns, it's hardly surprising that more than eight out of ten people think the meat and egg

*"We recently launched a campaign to end the face branding of cattle. Our success was due to widespread public outrage after the facts became known. Similarly, large, image conscious corporations who profit from the products of animal agriculture are increasingly vulnerable to consumer backlash once the realities become widely known. Backed by the survey results, we have begun to urge such companies to set humane standards for themselves and their suppliers. The alternative to corporate responsiveness is public awareness campaigns."*

—ANIMAL RIGHTS INTERNATIONAL coordinator *Henry Spira*

# To Me, Each One Is an Edna or an Ethel

by Karen Davis, United Poultry Concerns

Police said it was against the law to rescue the "merchandise." They said the thousands of helpless, dying birds were commercial property. Little did I know when I saw 5,000 chickens strewn over the highway that Edna and Ethel would soon be safe at my side.

On August 24th of this year a speeding truck on its way to the slaughterhouse carrying thousands of "spent" hens overturned on Interstate 95 in Springfield, Virginia. Hundreds of terrified and wounded birds covered the highway. Thousands more sat locked in the jumbled crates by police.

Joined by fellow United Poultry Concerns activists I found myself trying to save as many hens as I could. One activist seized three hens from a collapsed crate, rushing them to safety in the back of her car. Another quietly took a heavy crate into her van and drove away! After dark, I began lifting wet, shivering birds out of the crates placing them in my car, dreading that at

any moment police officers would discover me.

*The Washington Post* and local TV crews arrived to report on the carnage—I had made a point of calling *The Post* before leaving my house to go to the accident.

Our activism drew excellent media coverage. *The Washington Post* published a shocking report the next day in which I was quoted: "This is extremely inhumane. We will give them a home."

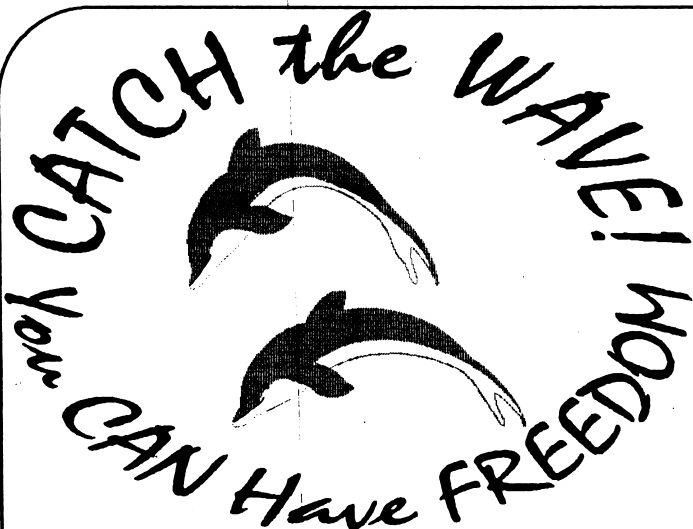
The CBS nightly news did a sympathetic story about the suffering of the chickens and the compassionate role of UPC. The next day a TV crew from News Channel 8 visited United Poultry Concerns, enabling thousands of viewers to see the chickens recovering in our living room!

One week later, *The Washington Post* did a special story about United Poultry Concerns and the sixteen chickens we rescued. (Send an SASE to The VivaVegie Society to receive a copy of that story.)

I can see Edna and Ethel from my office window as I write. They and the rest of this heroic little group of hens are spreading their wings beneath the sun for the first time. They're roaming through the grass! Ethel runs up to me now, and shy Edna crawls into my lap to take an afternoon nap.

I wanted to rescue them all from the highway nightmare. Moreover, I want to save each one of the seven billion chickens, turkeys, and other birds who are slaughtered each year in the United States. To me, each one is an Edna or an Ethel.

For all the precious Ednas and Ethels who are out there, alone and crying for our help, generous contributions are needed. A gift to United Poultry Concerns will provide the needed resources for a larger chicken sanctuary, rescue and veterinary care endeavors, public education programs, and expanded research and investigation campaigns. Write: United Poultry Concerns, P.O. Box 59367, Potomac, MD 20859.



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*Daryl Kollman, co-founder of Cell Tech*

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they reproduce too fast! Unfortunately when you examine such convenient points of view, you find not all is okay with fish.

A current story in the November edition of *Scientific American* puts much of the story together for any vegetarian arguing for the virtues of his or her lifestyle. It puts an ocean-size damper on the table for any fish-eating apologist. We find in this story some of what we already suspected, but never had documentation for previously. We find that in some ways the problems of fish are bigger than even those of other animal agriculture. This "fish" story contains the tragedy of extinction, looming perilously soon.

Wading through the myths, point by point, the *Scientific American* article lists the technological innovations which today threaten the survival of fish; it describes the biological reasons for fish depletion due largely to this technology; it trashes the view that aquaculture is the answer to species extinction; and it notes some of the economic forces at work.

A line and a hook is murder on fish, one at a time. But, what's technology brought us?

—Today, radar helps fishermen navigate through fog. It's no longer "lower ye anchors" when that blasted fog hits.

—Sonar, today, can detect schools of fish. It's no longer hit or miss to find a net-full.

—With satellite technology a ship is able to retrace its steps to that place it found fish before. In addition, today's fisherman is able to purchase satellite maps that chart weather conditions and water temperature, predicting the movement of fish.

—Some ocean vessels work in tandem with airplanes flying overhead spotting fish for it.

—Ships today may be equipped as floating factories, processing fish as they are caught. Vessels are able to be at sea for months. No longer are fishermen inconvenienced by rotting fish on board ship having to rush back to shore.

—These factories will employ submerged longlines, 80 miles in length, with thousands of baited hooks. Or, bag-shaped trawl nets may be used, large enough to, according to the *Scientific American* story, engulf 12 jumbo jetliners.

—As for those 40-mile-long driftnets we've heard about, the U.N. has proclaimed

a worldwide ban on them. Still, France, Ireland and Italy (among other nations) continue to employ them.

Driftnets, longlines, and trawlnets all contribute criminally to what is today termed "bycatch" or "bykill." One in every 4 animals taken from the sea is unwanted and then discarded dead overboard.

To quote from the *Scientific American* article: "For the past two decades, the fishing industry has had increasingly to face the result of extracting [fish] faster than fish populations [can] reproduce."

Solutions? The solutions, unfortunately, are often just as bad as the original problem. For instance, when preferred species are no longer available, other species, lower on the food web, may be fished—those fish which otherwise may be dinner for the preferred fish, starving them out and diminishing their numbers even further.

So, what of aquaculture? Has it taken pressure off the problems of fish extinction? On the contrary. Aquaculture is often the cause of even more disruption to the environment.

Few may believe that aquaculture actually accelerates the depletion of fish. But just a little logic tells you that shrimp or any other fish on fish farms still need to eat. And what do they eat? Fish, of course. Fish from the ocean. Albeit, the species they eat may be those undesirable to humans. Still,

it is surely a species important to the food chain of the sea.

In addition, today's farmed shrimp has ushered in the practice of what is termed "biomass fishing," the scooping up of everything in a catch with a fine mesh net. Most everything in the catch can be processed as food for shrimp. The problem with this is that the fine mesh collects juvenile fish that never grow to an age to reproduce.

Also, the construction of pens that confine farmed fish along the coast demands that mangroves—the natural nurseries for fish—be cut down. The Worldwatch Institute has reported that aquaculture is the major reason that half the world's mangroves have been destroyed.

Another tragic consequence of aquaculture is that certain profitable species do not breed in captivity. This leads producers to rob the oceans of newly hatched fish, again, not allowing them to grow to reproducing age. In addition, aquaculture requires huge amounts of clean water. In tightly quartered pens, fish produce, just like factory raised pigs and chickens, dangerous concentrations of waste.

Fish. What is the real cost to the environment? What are we facing in the way of extinction?

Vegetarians say, save the whales, yes. But save the fish too. It's easy! Just use your fork and your knife.

## DEAD ZONES TO RIVAL NEW JERSEY

**A** WALL STREET JOURNAL editorial page commentary brought out some new grist for the vegetarian mill, in its Friday, September 8, 1995 edition.

The writer, Johathan Tolman, described as an environmental policy analyst at the Competitive Enterprise Institute in Washington, revealed a new category of reasons why one should not eat meat.

It seems that there is a brand new environmental threat: DEAD ZONES. This is what scientists are calling it.

Quoting from Mr. Tolman's essay: "Every summer a

lifeless area devoid of oxygen develops on the bottom of the Gulf of Mexico. And by the end of July this year, it had grown to nearly the size of New Jersey, more than 7,000 square miles — the largest dead zone ever recorded.

"The dead zone is the end result of an ecological chain reaction set in motion by all the fertilizers, sewage and runoff that end up in the Mississippi. Although many sources contribute, according to Robert Howarth of the Center for the Environment at Cornell University, the overwhelming majority of

nutrient inputs into the Mississippi River system come from agriculture." [Read that: animal agriculture]

More from Mr. Tolman's essay: "Every year farms dump more than 40 billion pounds of fertilizer on fields all across the country. This translates into 130 pounds of fertilizer per acre of cropland. In addition, they use more than 500 million pounds of pesticides — 2.3 pounds per acre. Currently the U.S. is spending \$1.4 billion to control pesticide pollution and an additional \$600 million to control agricultural runoff."

DEAR PAMELA, I wish to strongly commend you and the Viva Vegie Society for the excellent job that you are doing in making more and more people aware of the many benefits of vegetarianism. By putting together and distributing the *101 Reasons Why I Am a Vegetarian* and engaging in dialogues with people at various events, you have shown the kind of creativity and personal involvement that should serve as a model for many similar activities. I have been greatly honored at being selected as one of the editorial consultants of *The Viva Vine*, along with creative and dynamic activists Karen Davis and Henry Spira. I am eager to continue that role as you convert words on paper to electronic information "on line."

Based on the realities of meat-based diets and livestock agriculture, I have been becoming increasingly convinced that vegetarianism today is not only an important personal choice, but also a societal imperative. The excellent article,

"Pace Picks Up on Export of American Diet" by you and Alan Rice in the May/June, 1995 issue, showing the strong efforts to get other countries to adopt very harmful and unhealthy typical U. S. diets, only reinforces this conclusion. Hence, your wonderful efforts are becoming increasingly important and I wish you much continued success with them.

I also urge other VivaVegie Society members to adopt creative and courteous approaches similar to yours to help bring that day when, in the words of the prophet, Isaiah, there shall be an end of violence and destruction. Here are a few suggestions:

1. Show the links between animal-based diets and current financial problems at the city, state, and national levels. Total health costs in the United States have soared from \$80 billion in 1970 (6% of the national GNP) to \$1.06 trillion in 1994 (14% of the GNP), and is projected to reach 20% of GNP in 10 to 12 years; hence, close to one dollar of every seven dollars presently spent

# GRAPE VINE



*Pam: I was sorry to hear about the possibility of The VivaVine folding. But you have provided a wonderful service for many people for a long time, so I hope you view it as having been a success, even if it has to end. Whatever happens, I certainly have enjoyed the hard copy version, and consider myself lucky to be able to continue to receive it via your Listserve as email ... —Eddy Bikales*

in the U. S. is for health care, and this is projected to reach one in five dollars early in the next century. These very high medical expenditures have contributed to huge annual budget deficits, and this has contributed to a total U. S. debt of about \$4.8 trillion dollars in 1995, a number five times greater than just 15 years ago. These startling statistics correspond to recent proposals for major cutbacks in education, health care, and other important services.

2. Relate the realities of livestock agriculture (factory farming) to the many ecological threats, including potential global warming, the destruction of tropical rain forests and other important habitats, ozone depletion, soil erosion and depletion, and air and water pollution, that are increasingly in the news today. As Keith Akers, author of the *Vegetarian Sourcebook*, has persuasively argued, the most important thing that an individual can do for the environment is to become a vegetarian.

Comprehensive coverage of health, eco-

logical, and other diet-related issues may be found in many recent wonderful books, including *The Power of Your Plate* by Neal D. Barnard, M. D. (Book Publishing Co., 1990), *McDougall's Medicine: A Challenging Second Opinion* by John McDougall, M. D. (New Century Publishers, 1985), *Diet for a New America* by John Robbins (Stillpoint Publishing, 1987), and *Beyond Beef* by Jeremy Rifkin (Dutton, 1992).

3. Respectfully challenge members of religious communities with questions such as: in view of the strong religious mandates to be compassionate to animals, preserve health, help feed the hungry, protect the environment, conserve resources, and seek and pursue peace, and the very negative

effects animal-centered diets have in each of these areas, shouldn't you seriously consider switching to a vegetarian diet?

4. In addition to reaching out to the general public, select a key person (or several key people), such as a teacher, a religious leader, a politician, a labor or business leader, a writer or editor, etc., and personally make that person aware of reasons why he or she should become a vegetarian and should use his or her influence to educate others about vegetarianism.

Very truly yours,

—Richard H. Schwartz,  
Professor, Mathematics,  
College of Staten Island,  
author of *Judaism and Vegetarianism*

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New information to be incorporated into the 1996 edition of:  
*101 Reasons Why I'm a Vegetarian ...*

FROM: The Family Food Protection Act of 1995 (S.515) SEC. 2. FINDINGS. Congress finds that  
(1) bacterial foodborne illness exacts a terrible toll on United States citizens, taking approximately 9,000

lives each year and causing between 6,500,000 and 80,000,000 illnesses; (2) meat and meat food products, and poultry and poultry products, contaminated with pathogenic bacteria are a leading cause of foodborne illness; (3) foodborne illness related to meat and poultry cost Americans between \$2,000,000,000 and \$4,000,000,000 each year in medical expenses and lost wages....

THE VIVA VEGIE SOCIETY: *working to reveal the real cost of animals as food.*

SO, WHAT IS THE VIVA VEGIE 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. Our mission? To distribute, for donation, the flyer, *101 Reasons Why I'm a Vegetarian*, written by Pamela Teisler and inspired by John Robbins' book, *Diet for a New America*.

The VivaVegie Society has been, and will be in the future, involved with various projects such as World Vegetarian Day and mass mailings of *101 Reasons Why I'm a Vegetarian*. DONATIONS ARE APPRECIATED

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

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

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

We plan to go to press with 20,000 copies, which will last for about 3 or 4 years. More than ever before, The VivaVegie Society is calling on you to help. Please make this contribution.

And keep *101 Reasons Why I'm a Vegetarian* alive.



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



**Look now** to the interior of this newsletter. Find there an easy, ready-made form to make your pledge. A self-addressed envelope is also available for you.

⊗ Photocopied on recycled paper



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**IF YOUR MAILING LABEL INDICATES DEC., '95, THIS IS YOUR LAST ISSUE IN YOUR SUBSCRIPTION. PLEASE WAIT FOR A FUTURE MAILING FOR INFORMATION ABOUT RENEWAL**