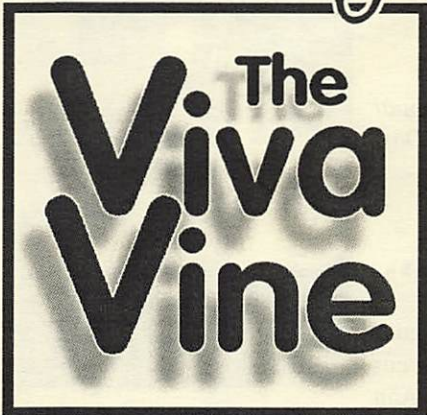


# ...the vegetarian-issues magazine



**Easter Parade blowout:** VivaVeggie breaks outreach record with the "101" ♣ page 2

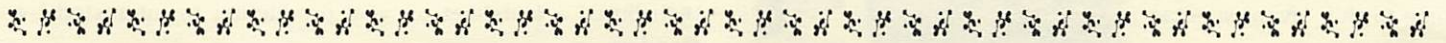
**VVS Veal protest:** Getting real about the horror of the veal crate ♣ page 2

**USDA hearing:** Pamela Rice gives ag agency the vegetarian perspective ♣ page 3

**Support vegetarian advocacy:** Be a proud contributor to VVS, order form ♣ page 3

**VVS sojourn:** Pamela Rice speaks on meat's environmental impact, at AVS ♣ page 2

**The VivaVine** is a publication of the **VivaVeggie Society**, **New York City's** premier vegetarian-outreach organization.



## Reality check: We could lose the Veggie Center...

I do hate to be dramatic to get your attention (I really do), but I'm afraid this unfortunate possibility is currently the case. Yes, for the first time, since it was opened in March 1999, our prized Vegetarian Center is in financial trouble. Blame it on the stock market downfall of 2001. Attribute it to the uncertainty we all feel since 9/11. But we may have to close up shop, and that would be a real shame.



I'm calling on people at this time to see what can be done.

(Please keep it in mind that VivaVeggie is an all-volunteer organization, so your suggestions may turn into a calling for you, yourself, to get involved.)

If you are in the NYC area, your volunteer efforts or financial contributions are needed. If you are out of the area, your financial help, however small, is most appreciated at this time.

As most people know, I have been spending a lot of time writing my book: *101 Reasons Why I'm a Vegetarian*. Still, many of the activities of VivaVeggie continue to go on. Take some time to browse through this newsletter to see what VivaVeggie has done for vegetarianism lately! We continue at our end to do all that we can to promote the vegetarian cause. Now, let us know about the inputs you would like to make. We're looking forward to hearing from you.

—Pamela Rice, PRES.



Michael Greger, MD, at the Veggie Center (May 13), giving vital information about vegan nutrition.



Judaism and Vegetarianism author Dr. Richard Schwartz, at the Veggie Center (April 14), making a case for the vegetarian imperative.

W

g -

[www.vivavegie.org](http://www.vivavegie.org)



## VivaVeggie distributes 2,000 copies of its "101 Reasons" at 5th Avenue Easter Parade

NEW YORK—April 1, 2002—VivaVeggie Society broke an outreach record on Sunday (March 31) when it distributed 2,000 copies of its "mighty convincer," the 16-page "101 Reasons Why I'm a Vegetarian," in just three hours at the annual Easter Parade in New York City. Seven activists wearing signboards stating "Ask me why I'm a vegetarian" and a giant green mascot got the vegetarian message out to the spring-time crowds who come to this "event spectacular" every year.

Penelo Pea Pod—the vegetarian non-profit's 7-foot-tall human pea pod—wowed holiday promenaders with vegetable pizzazz. And a sign around her neck made her point crystal clear: "Give Peas a Chance: Go Vegetarian."



With many people dressed in their Easter-bonnet best, ranging from the simply beautiful to full-body creation, no one would think to leave home without a camera, amateur or professional photographer alike. Local television (WPIX-Channel 11) gave Penelo Pea Pod 5 seconds on its evening newscast.

It would be impossible to count the number of times Penelo Pea Pod had her picture taken. In any event, the grande dame of vegetableland drew the people close, making the job of the activists a cinch.

On hand from the VivaVeggie Society were Tom Thompson, Judea Johnson, Jesse Legue, Kate Garrison, Bobbie Flowers, John Ciprio, and "101 Reasons"-author Pamela Rice. Penelo Pea Pod took time off from the VivaVeggie flowerpot.

## Pamela Rice speaks on the environmental impacts of a meat-centered diet at AVS

MALAGA, NEW JERSEY, MAY 26, 2002—A rundown of environmental reasons for a meatless diet were given at the American Vegan Society's annual picnic, May 26. The Farm Bill, which was just signed into law on May 13, as well as subsidies that the meat industry enjoys, were also discussed. A lively question-and-answer period ensued afterwards. The American Vegan Society was founded in 1960!

Right: Pamela Rice addresses gathering at the American Vegan Society picnic over the Labor Day weekend.

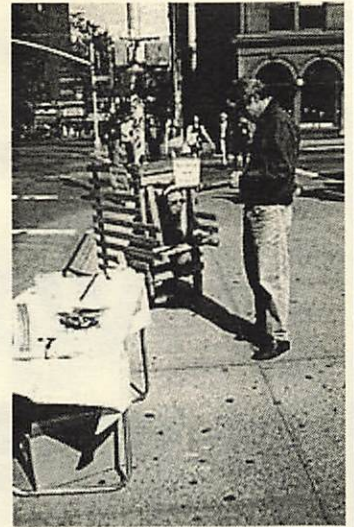


## Graphic image of animal cruelty cuts to the quick

VivaVeggie staged its 9th annual observance of Veal Ban Day, Sunday, May 19, 2002.

**ACTIVISTS PAMELA RICE, BOBBIE FLOWERS, AND IRENE GINSBERG:**

- Beckoned passersby to sign a petition we sent to President Bush and USDA secretary Ann Veneman
- Distributed a factsheet on veal production to interested bystanders
- Sat in the crate
- Heard passersby say things like: "I'm never going to eat meat ever again!"
- Promoted the slogan: "Your dinner led a horrible life."



## Volunteer with VivaVeggie!

*All that is necessary for the triumph of evil is for good men to do nothing.*

—Edmund Burke English statesman and orator (1729-1797)

### HERE'S WHAT YOU CAN DO:

- **PUBLICITY.** Keep in touch with media points in order to promote VivaVeggie events.
- **SALES.** Sell advertising in *The VivaVine*.
- **TAKE CHARGE.** Keep the VivaVeggie library in order.
- **PUBLIC RELATIONS.** Make a splash. Get media for VivaVeggie.
- **ORGANIZE.** Straighten out menus or the photo album at the Veggie Center.
- **MAKE A PRESENTATION.** Display VivaVeggie archive material chronologically in notebooks.
- **BE AN ANSWER MAVEN.** Answer E-mail inquiries made to the VivaVeggie Society.
- **OUTREACH.** Get "101 Reasons" sold at a local store, restaurant, or office.
- **WRITE.** Cover news for *The VivaVine*.
- **GET CLERICAL.** Filing is a constant need at the Vegetarian Center.
- **DO AN ERRAND.** Call when you have a little bit of time to run across town.
- **TYPE.** Database input is never ending.
- **COMPILE.** Keep promotional mail/flyers in order.
- **VEG-EVANGELIST.** Street outreach distributing copies of "101 Reasons" to the public.

Call 646-424-9595 to get involved.

## VivaVeggie working for veg

**PAMELA RICE ON GOVEGANRADIO.COM**

On May 22 producer Bob Linden interviewed Pamela Rice. An audiotape of the broadcast is available at the Veggie Center.

*GoVeganRadio.com* is a phenomenal show, heroically produced. Worth any vegan's listening time, every week!



**USDA HEARING: PAMELA RICE GIVES A PIECE OF HER VEGETARIAN MIND**

Public comment on the child nutrition programs of the USDA took place through May 8, 2002. For more information on the programs and the "outreach sessions," visit the following Web sites:

- <http://www.fns.usda.gov/cnd/menu/whatsnew/WhatsNew.htm>
- <http://www.fns.usda.gov/cga/outreach.htm>

*The following is a statement submitted in writing and in person by Pamela Rice during the New York City session, April 16, 2002. About half of the wording and focus of this tract came from PCRM (Physicians Committee for Responsible Medicine) general counsel Mindy Kursban.*

I would like to thank the USDA and the Food and Nutrition Service for the opportunity to comment on the reauthorization of the child nutrition programs.

I am the founder of a vegetarian organization in New York City, the founder and coordinator of the Vegetarian Center of New York City, and the publisher of a vegetarian-issues magazine.

Over 150,000 copies of my 16-page pamphlet, which I wrote, entitled "101 Reasons Why I'm a Vegetarian," have been distributed widely throughout the city as well as all over the country. It sells by word of mouth.

I mention this because everyday people today are more and more adopting the vegetarian lifestyle, simply because it embodies common sense.

But vegetarianism is much more than a peculiar dietary lifestyle. Its issues touch on matters of health, economics, the environment, and animal welfare.

As for health—which this hearing is primarily concerned with—I believe that in order to improve the overall health of our nation's children, decrease childhood obesity, and teach our children healthy

*Continued on the following page*

## Veggie Center enthusiasts:

Until every town and city has its own public vegetarian center, please consider supporting the only one in the nation in existence at the moment: VivaVeggie's Vegetarian Center of New York City. It takes enormous amounts of time and money to keep this symbol of vegetarian solidarity running.

Financial support is vital to the Center's operations. And of course, VivaVeggie is 501(c)3, which means that your donations are tax-deductible.

### Vegetarian Center:

121 E. 27th St., Suite 704  
Call ahead: 646-424-9595

OFFICE HOURS ARE

GENERALLY:

4:00 p.m. to 7:00 p.m.,



## I want to contribute to the Vegetarian Center of New York City.

Enclosed find \$ \_\_\_\_\_.

- Friend: \$25-\$199     Sponsor: \$200-\$499     Major Contributor: \$500-\$1,999     Benefactor: \$2,000 and up

for VivaVeggie's Vegetarian Center of New York City.

Date: \_\_\_\_\_ Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Title: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone number: \_\_\_\_\_

The VivaVeggie Society is a nonprofit, 501(c)3, charitable organization. Donations are tax-deductible. VivaVeggie will issue receipts for contributions over \$15. Mailing address: The VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012-0005. • For more information, call 646-424-9595.

## "101 Reasons Why I'm a Vegetarian"

2001 Edition! • No carnivorous human has a chance against it.

**YES...** please send me \_\_\_\_\_ (copy / copies) of

"101 Reasons Why I'm a Vegetarian." The first copy is \$2, postage paid.

- Additional copies are 50¢ each, postage paid.
- 50 copies are \$20.
- 100 copies are \$35.

Name \_\_\_\_\_ ☎ (\_\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

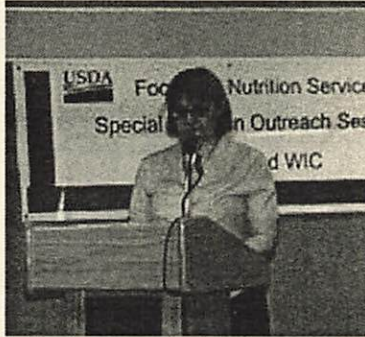
Checks payable to the VivaVeggie Society • Send order to the VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012-0005.



Continued from previous page

eating habits, I recommend that the child nutrition programs:

- Provide more fresh fruits and vegetables, including calcium-rich vegetables, and much less meat, poultry, and fried foods.
- They should provide soy milk and rice milk to children, regardless of whether a medical or dietary need is shown. To do otherwise, I believe, is simply an outrage.
- Ultimately, the programs should provide information about nutrition so that children not only have the option, but the desire to choose healthier foods. Overall, the USDA must sever its ties to the meat and



*USDA HEARING: Pamela Rice gives a piece of her vegetarian mind*

dairy industries.

As for the current food pyramid, from the vegetarian point of view:

- Why do we have a milk group? Because we have a National Dairy Council.
  - Why do we have a meat group? Because we have a powerful meat lobby.
- Vegetarian children grow up to be slimmer, healthier, and live longer than their meat-eating friends. They are less likely to suffer from cardiovascular diseases, diabetes and certain kinds of cancers.

It is in fact much easier to build a nutritious diet that meets the goals of the Dietary Guidelines from vegetarian foods than from animal foods. Meat and dairy have just too many calories and too much

fat for the nutrients that they provide.

And vegetarian foods contain absolutely no cholesterol.

An extensive body of research shows that consuming cow's milk is associated with osteoporosis. It is linked to juvenile diabetes, anemia, constipation, allergies, ear infections, asthma, and prostate cancer.

Moreover, a majority of ethnic populations are lactose intolerant.

Epidemiological research shows that countries with the highest incidence of osteoporosis, including the U.S., have the highest dairy consumption rates.

My final comment, as a resident of New York, is to oppose Senator Charles Schumer's proposal to put milk vending machines in public schools as part of the school lunch program. I would favor bottled water, juices, and nutritious soy and nut milks.

Pamela Rice

President, VivaVegie Society

## VivaVegie Society

P.O. Box 294

**VivaVegie Society**

**P.O. Box 294**

**New York, NY 10012**

**www.vivavegie.org**

## So, what is the VivaVegie Society?

**T**he VivaVegie Society takes vegetarian advocacy to the streets. VivaVegie advocates approach 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 donned in T-shirts and brightly colored and expressive sandwich boards—like the one shown on Paul Dios at right. They carry plenty of fact-filled information. The mission? To distribute, for donations, the flyer “101 Reasons Why I’m a Vegetarian,” written by Pamela Rice and inspired by John Robbins’s book *Diet for a New America*. The VivaVegie Society welcomes new outreach activists.



**DONATIONS ARE  
TAX-DEDUCTIBLE.**