

Just
say
you
heard
it
through



The Viva Vine.....

The newsletter of The VivaVeggie Society . by Pamela Teisler

The "101" goes to market

Last issue you heard about the latest status of the updated, revised (and vastly improved) edition of "101 Reasons Why I'm a Vegetarian," the manifesto of The VivaVeggie Society. It has been re-written! and is in nearly final draft form now. In fact, about 400 copies of this nearly-there edition were printed up in time for the Democratic National Convention.

The final edition will be printed in two versions; one 4-page edition to be distributed as always in VivaVeggie street activities (advocacy); the other a professionally-designed and illustrated, 8-page edition which will be marketed to stores and to any person or group that wants it in bulk (packs of 50 or 100). Both editions will be on beautiful (recycled) paper printed in soy-

CALENDAR

Mon., Sept. 14: Hear Exec Dir. Howard Lyman of the BEYOND BEEF CAMPAIGN speak at *Caravan of Dreams* (vegan) restaurant: 6:00 p.m., 405 E. 6th St. (btwn Ave. A and 1st Ave., \$2. admission. Tues., Sept 15: EARTH SAVE VEGAN POTLUCK, 6:30 p.m. Greenpeace offices, 462 B'way at Grand St., 6th Fl.; bring a tasty vegan dish; no dairy; and please bring a 3 x 5 sign listing the ingredients. Call 212-978-4338 to confirm..

SCHEDULE TO DISTRIBUTE "101 Reasons Why I'm a Vegetarian": Sun., Sept. 13: ECOFAIR, Noon, Union Sq. Sun., Sept. 28: CENTRAL PARK, 1 p.m., meet at the s.w.entr. to the park by the statue. Oct. 31: HALLOWEEN PARADE, 6:00 p.m., call ahead 212-966-2060 .

based inks. So far, the old edition is sold in one book store, and is available compliments of one doctor in his office.

Printing of the 2 long-run editions will, now, not occur until October of this year (an earlier date was hoped for); we are waiting for a post office box for which there is a 3-month waiting period.

For those of you who do not know, for a \$20 donation to The VivaVeggie Society, you can have your name printed on the flyer. Write for more information.

Much work needs to be done to get the "101 Reasons" in book and health food stores, veggie restaurants, doctor's offices, and marketed through catalogs.

Anyone who has an idea of where "101 Reasons Why I'm a Vegetarian" should be available, send the name, address and contact-person on to The VivaVeggie Society. Be one of the "Johnny Appleseed"(s) of vegetarianism in your home town. (I, myself am going to get New York City saturated with "The 101"!)

Other news at The VivaVeggie Society: As you can see, this edition of The VivaVine is typeset! The MAC that this newsletter was typeset with is the property of The VivaVeggie Society. So, all future editions of the newsletter will be much more presentable than issues in the past.

A note to those of you who are photocopying copies of "101 Reasons Why I'm a Vegetarian" (and bragging about it, no less ... !): This is really not exactly legal, folks. A better idea, it is suggested, is to obtain multiple copies from The VivaVeggie Society. Copies obtained through VivaVeggie will look quite a bit better. Please contact The VivaVeggie Society for additional copies. Cost? For one copy, postage paid, of either edition, the 8-pager or the 4-pager, is \$1.00. Additional copies of the 4-pager are \$.50 each. Additional copies of the 8-pager are \$.75 each. Packs of 50 of the 4-pager are \$20, and of the 8-pager, \$33. Packs of 100 of the 4-pager are \$35, and of the 8-pager, \$60.

HERE'S A BOOK YOU SHOULD READ

Now, I know what you're saying. "There are a lot of books I need to read." Well, I have to say, how often is a bible written? Apparently, it wasn't enough for Jeremy Rifkin to write **BEYOND BEEF**, and center on the mammoth task of thinning the cattle herd of the Earth. (Rifkin's book **Beyond Beef** was reviewed in the last issue of **The VivaVine**.) He, along with his wife Carol Gruenwald Rifkin, have produced a veritable portable green movement by writing **VOTING GREEN: Your complete environmental guide to making political choices in the 1990's**.

Most of us, when we think of ... CO 2 emissions ... pesticide poisoning ... genetic engineering ... species extinction ... global warming ... wetland / coral reef / rainforest destruction ... biodiversity preservation ... topsoil erosion ... leghold trapping ... groundwater contamination ... animal experimentation and cosmetic testing ... driftnet use ... clear cutting ... factory farming ... oceanic pollution ... landfill overflow and incineration ... indigenous people's survival ... sustainable agriculture ... ozone destruction ... food irradiation ... animal rights (the list goes on), we think that our legislative bodies are doing nothing. Well, according to the Rifkins, ultimately our legislative bodies are *not* doing nothing; they are, however, accomplishing less than they would like.

The startling fact that you learn when you read **VOTING GREEN** is that legislation exists, has been written, and is there for all to see that could utterly transform (remake) society and our environment for the better!

All that the Rifkins did was put it into one 8-1/2 x 5-3/8 x 7/8 inch package.

All of this legislation is around, but the various people who contributed to its existence, to a large extent, may not know of the existence of all the other people who contributed to its existence. With this book, individuals and disparate forces for *Reason* can become a *Coalition*.

According to the Rifkins, the old coalitions of left and right, liberal and conservative, Republican and Democrat, urban, suburban and rural become blurred with the advent of green politics; where simplistic commercial concerns for the "E" word,

"*Economy*," become trivial against the complex dynamic of another "E" word ... "*Environment*."

In **VOTING GREEN**, the Rifkins first explain their simple (but profound) mission; then they explain, one by one, each environmental issue; they let the reader in on 270 pieces of specific green legislation.

Other newly-published books that have come to **The VivaVine** recently include:

May All be Fed is John Robbins' new book. The author of *Diet for a New America* gives world hunger and the connection it has to our food choices his eloquence. (The Sept. '92 issue of *Vegetarian Times* has excerpts.)

Moosewood Cookbook. Fifteen years after the 1st edition was put out by Ten-Speed Press, author Mollie Katzen has made a revision, this time with *lighter* recipes, i.e., less dairy.

Recipes from an Ecological Kitchen. Lorna J. Sass has authored a vegan cookbook to help people pre- pare meals and promote a clean environment. Betty Crocker, move aside... If you don't know what to do with that miso, wakame, seitan, tofu, kale, or amaranth flour, here is your book. Ms. Sass makes a lot of use of the energy saving pressure cooker. Find the book at Terra Verde (the ecological department store in lower Manhattan, 72 Spring St.) They have pressure cookers too.

Free the Animals. Here's a book about the heroic actions of the Animal Liberation Front. Author and Peta (People for the Ethical Treatment of Animals) national director Ingrid Newkirk gives a history of ALF's research laboratory break-ins and animal rescues.

Call for submissions for **The VivaVine**. Do you have a good idea for a story, an article, a great recipe, a clandestine investigation ... ? If you write well, and have something that may be of interest to vegetarians or people concerned about health, the environment or animal rights, contact **The VivaVeggie Society** to discuss your proposal.

Frankenstein Food

"In the short twenty years since its birth, the new technology of genetic engineering has changed our world more profoundly than any of history's discoveries. Yet the world is generally unaware of, and fully unprepared for, the changes this new science has brought." (A quote from DOTING GREEN, reviewed on previous page.)

According to the latest EarthSave newsletter (see p. 4), genetic engineering techniques today are able to "paste" together the genes of two species, even if one species is a plant and the other an animal. Needless to say, for vegetarians as well as people with allergies, this is a scary prospect. A new "improved" potato has been created which resists bruising because a gene from a moth has been spliced into it.

Genetic engineering strays so far away from anything that has gone before, because, unlike the development of chemicals for instance, a living organism is created, perhaps for all time (perhaps until a time after man is extinct). For this reason, insurance companies will not insure genetically engineered life forms. They could never guarantee the cost for a clean-up of a "mistake" that got into the biological mainstream. So, why should we allow this? Ask the FDA, whose jurisdiction is rather shaky, why they are allowing genetically altered foods to go to market without any identifying labels next summer.

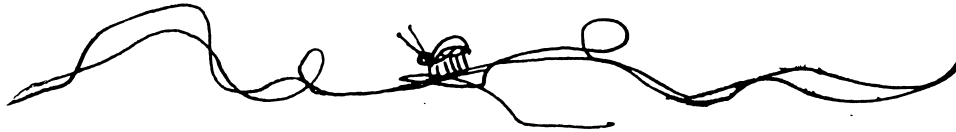
The FDA ruling has served to create a powerful economic incentive to biotech companies. In addition, the U.S. Supreme Court ruled in 1980 in favor of allowing patents for "man-made" micro-organisms. Today, the U.S. patent office has received nearly 20,000 biotech patent applications. According to DOTING GREEN, there are at least 145 patents pending for created *animals* through genetic engineering. Animals may be designed for hamburger; they may be automatically born with cancer -- ready made for lab research.

Write: FDA, Dockets Management Branch, Docket No. 92N0139, 12420 Parklawn Dr., Rm 1-23, Rockville, MD 20857 to express your concern.

COMPASSION CAMPAIGN LAUNCHED

From a sample letter from the COMPASSION CAMPAIGN, to be sent to our elected officials: "We are writing to request a statement of your position on animal rights. We are particularly interested in your position on the veal crate, the batter cages, the LD50 and Draize tests, and the steel-jaw leghold trap. Your statement (or failure to issue one) will be circulated to millions of American voters who care deeply about this issue."

Contact the COMPASSION CAMPAIGN to obtain the rest of the letter as a guide, as well as other information, before the November election. Offer them any support you can. Compassion Campaign '92, P.O. Box 30654, Bethesda, MD 20824, (301)530-1737



Become a card-carrying member of
The VivaVeggie Society
and receive The VivaVine

Look above your mailing address, directly on the other side of this coupon. You can see when you will be receiving your last issue of **The VivaVine** if you do not become a member. (If the date above your name is 9/92, this is your last issue.) If you would like to stay on the mailing list, please go by the schedule on the coupon at right (membership will take you through the May/June, '93 **VivaVine** issue regardless of *when* you pay):

I would like to become a card-carrying member of
The VivaVeggie Society.

Enclosed is a check or money order
made out to **The VivaVeggie Society.**

Payment sent by 10/15/92: enclosed find, \$5.
Payment sent by 12/15/92, enclosed find \$4.
Payment sent by 2/15/92, enclosed find \$3.
Payment sent by 4/15/92, enclosed find \$2.

Name: _____

Address: _____

Phone #: (____) _____ Amount: _____

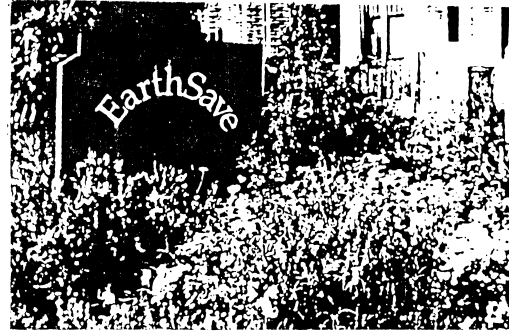
The VivaVine comes out every other month except Jul./Aug.

Good Folks, Get to Know Them

Bunny Huggers' Gazette. Here is the animal rights "yellow pages" of organizations, legislation, lists of boycotts, media contacts, petitions and protests. Sample protest letters and news items are also a regular feature in the bi-monthly publication. The name is cutesy, but the amount of information you'll receive with every issue is really amazing. For \$13 a year (for a general subscription), it is a must for anyone interested in animal rights. Send a self addressed stamped envelope with your inquiry. P.O. Box 601, Temple, Texas 76503.

EarthSave. Alas, this organization has not been featured in this section of past issues of *The*

VivaVine. (Perhaps it has been taken for granted that everyone has heard of this group which was founded by John Robbins, author of *Diet for a New America.*) Kudos go to them as always, but especially after the most recent issue of their newsletter. It was excellent; and as always, ready to handle the important issues. Contact EarthSave at 706 Frederick St., Santa Cruz, CA 95062.



Here is a photograph of the front lawn of the EarthSave offices

← Taken by Pamela

So, what is The VivaVeggie Society? The VivaVeggie Society takes vegetarian advocacy to the streets. VivaVeggie advocates confront Mr. and Ms. Pedestrian to get the facts out about their healthful, ethical and environmentally conscious vegetarian diet.

Advocates assemble where there is plenty of pedestrian traffic. They come equipped with brightly-colored T-shirts with vegetarian messages, and plenty of fact-filled information. Founder Pamela Teisler wears the outfit shown on the reverse side of this newsletter. The mission? To pass out the flyer, "101 Reasons Why I'm a Vegetarian," written by Pamela Teisler and inspired by John Robbins' book, *Diet for a New America.* The VivaVeggie Society has been, and will be in the future, involved with various projects such as World Vegetarian Day and media awareness campaigns. Donations can be sent to: The VivaVeggie Society, 234 Mulberry St., #17, New York, NY 10012.

Always send a stamped self addressed envelope when you want to receive information from vegetarian groups... especially the VivaVeggie Society.

Greenpeace Walk '92,

To commemorate **World Vegetarian Day** and **World Farm Animals Day**, The VivaVeggie Society will be making a presence at the **Greenpeace Walk** on October 3. If you would like to sponsor us in support of Greenpeace, contact The VivaVeggie Society (\$10 is the suggested amount). If you would like to walk with us, you'll be making an important statement about one of the most important factors in environmental clean-up, a vegetarian diet. We'll have signs and flyers. Call 212/966-2060 to join us. The walk takes place at Riverside Park at 72nd St. It goes for 10K and begins at 9 a.m. with registration and pledge turn-in beginning at 8 a.m.



The VivaVeggie Society
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