

VEGAN GUIDE

v.9.2016

In memory of Matilda



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It is animal focused in nature, and seeks complete cessation of animal use. The first of its kind in Europe, it was launched in Ireland.

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The animals of the world exist for their own reasons. They were not made for humans any more than black people were made for whites or women for men.



George @ Eden

Alice Walker, Foreword to The Dreaded Comparison: Animal Slavery and Human Slavery (1996) by Marjorie Spiegel

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2 BECOMING VEGAN

Welcome to Veganism. You are about to make the best decision of your life. This guide will provide all the information you need to get started. You will find references, here, and on our website, that you can explore to learn more.

So, let's get started.

3 WHAT IS VEGANISM?

Veganism is a way of living that avoids unnecessarily exploiting other animals & seeks to abolish all human use of them.

If you asked most people if they think it is wrong to harm other animals, they would say yes. Yet, using other animals for any reason causes them harm and suffering.

Other animals are living, feeling beings, unique individuals. They are not inanimate objects. Yet we treat them as if they were inanimate, objectifying them to suit our own purposes.

There is no ingredient in their lives or bodies that is necessary for our lives. Our reasons for using them are habit, taste, convenience, culture and tradition.

Like us, other animals have minds and can think and feel. Their lives are valuable to them. None of them wants to die. In all the ways that matter, they are our kin and our equals.

We all began life as children who would never dream of harming the animals we meet through our books, or films or in person. Veganism will bring you back to that place of knowing that it is unacceptable to harm other lives, to living your life according to that value.

Welcome home.



THEY FEEL EQUALLY

WE TAKE THE MILK & FLESH OF ONE BUT NOT THE OTHER
WHY?

#govegan

4 WHY BE VEGAN?

Other animals are not here for our use. Most species are much older than humans and survived very well for a long time before we evolved. Since our domestication of them 10,000 years ago (a very short time in the history of human evolution) we have dominated, controlled and used them, taking away their purpose and liberty, and causing them to live utterly miserable lives.

Our everyday choices such as what we eat for dinner, which detergent we use to wash our clothes, what we wear, and where we choose to spend our leisure time, seem mundane and unimportant. But when we make everyday choices that are not vegan, we needlessly destroy someone else's life. In fact, each non vegan can harm and kill hundreds of animals every year.

Think about a dog or cat you know well. Now think about what would happen to them if we viewed them as objects to be used for entertainment in a zoo or circus, or in a vivisection laboratory, or as food in the same way we view sheep, cows, pigs, chickens and fishes as food.

If your thoughts are making you feel uncomfortable, you are beginning to understand the rationale for veganism. The next step is to extend those feelings of discomfort to animals you do not know personally. They may look a bit different to the cat or dog you know, but they too are individuals; they feel the same, and they have the same interest in avoiding harm and staying alive.

4.1 OTHER ANIMALS & WHY VEGETARIANISM IS NOT ENOUGH

Once we begin to think critically, most of us grasp that it is unjust to take the life of another. For this reason, the first product that most people think of eliminating is animal flesh. However, it is not enough to use less animal products or to go vegetarian. Other forms of animal use are equally, if not more, harmful.

4.1.1 DAIRY

The exploitation of females for their reproductive capacities by the dairy industry is one of the most cruel forms of injustice we perpetrate on other feeling beings. Cows and their calves are separated so humans can take their milk. They grieve just as humans who lose their children grieve.ⁱ

In many sectors of the dairy industry males, who cannot produce milk, are killed at birth. Some live for a while before being killed by the meat industry. Other male calves are used in the gruesome artificial insemination industry. The fate of female calves is the same as their mothers: repeated cycles of forced impregnation, loss of their calves, and when they have nothing left to give they are killed at 6 years of age. Their natural lifespan is 25 to 30 years.

The dairy and meat industries are closely linked, and the leather industry supports them.

4.1.2 EGGS

Male chicks are killed at one day old in the egg industry. The most common methods of killing are live mincing (maceration) and gassing. Egg laying hens are selectively bred to lay significantly more eggs than the two clutches they would lay in the wild for the purpose of hatching their young. This artificially increased level of ovulation (laying eggs) results in high rates of illnesses and injuriesⁱⁱⁱ such as osteoporotic fractures due to calcium depletion, crop disorders, infection, prolapse, heart and liver failure, and such high rates of reproductive cancer^{iv v vi} that hens are now used as models to study reproductive cancer in human women^{vii}. They are worn out and slaughtered at 18 months; their natural lifespan is at least 12 years.

Almost all the animals we use are killed long before the natural end of their lives. Even if they lived happy lives, and even if slaughter did not involve fear and pain, taking their lives is unjustifiable.

4.1.3 THE HUMANE MYTH

Some people avoid going vegan because they have fallen for the myth that using other animals as food is humane (see *The Humane Myth*, Amy: *The Face of Humane Meat*; *The Humane Myth* discussed on Go Vegan Radio). Labels such as 'outdoor reared', 'grass fed', 'free range', 'organic', or 'happy', frequently identify more expensive 'products', but are of little or no consequence to someone who is used and killed for food. Even organic milk comes from a mother who has lost her baby. Free range eggs result in the deaths of male chicks and the hens who are bred to lay them suffer from the same devastating illnesses as all other hens in the egg industry and end their lives at the same slaughterhouses. As long as we view the bodies, eggs and milk of other animals as food, we continue to objectify and exploit them.

4.1.4 OTHER ANIMAL USE

Using other animals for clothing or entertainment also causes them harm and ultimately the premature loss of their lives.

Feathers, silk and wool are frequently taken from live animals causing unconscionable suffering. Fur and leather, although thought by some to be by-products of the meat industry, are lucrative industries in their own right, and result in unimaginable torment for the unconsenting victims. Therefore, there is no ethical difference between consuming their flesh as meat and wearing their skin as leather.

The cruelty that is inflicted on other animals in the name of science under the guise of vivisection, chemical and drug testing cannot be justified. There is increasing evidence to suggest that animal testing has not been as beneficial to human health as we are led to believe and there are serious questions as to the reliability of animal experimentation and modeling and the predictive value for human wellbeing^{viii}. Regardless of its contribution to human health, it cannot be justified because a human life is not more important or valuable than a non-human life.

It is impossible to avoid medicines that have been tested on other animals. Therefore, if you are very ill and require medication you may have to make an ethical and practical decision that is not easy. Thankfully, most of us are not very ill all that often.

However, it is possible to avoid household cleaning products, cosmetics and personal care products that contain animal ingredients and that have used animals in research. Check out our website for further details on how and why this is an essential part of veganism.

4.1.5 PERSONHOOD

So you can see that veganism is a way of living that avoids harming others to the greatest possible extent. Because it addresses all forms of animal use, veganism is not a 'diet' and it is an entirely different way of living to vegetarianism.

However, veganism is not simply about reducing or eliminating harm or 'cruelty'. The reason that veganism involves complete cessation of animal use is because it is the bedrock of justice towards others. Veganism regards other animals as equal and recognises the personhood of all the other beings who share this planet with us, regardless of the fact that they are different to us.

We all know that it is wrong and unjust to enslave another human, to use them for our own ends, to profit from them, and to own them. This moral recognition of our ethical obligation to respect others has led to slavery becoming illegal. It is just as wrong to use and own other animals. Their lives belong to them as individuals; they have their own purpose; they are not ours to use, in any way or for any reason.

Veganism is not an act of kindness, compassion or charity. It is simply a way of living that avoids supporting practices that cause violence to others.

As well as helping abolish the use of other animals and allowing us to live in accordance with the ethical values we already hold, by happy coincidence there are many other benefits to being vegan.

**SHE HAS ONE
PRECIOUS LIFE**



**WILL YOUR
DINNER TAKE IT?**

4.2 OTHER BENEFITS OF VEGANISM

4.2.1 HUMAN HEALTH

Health organisations and dietetic associations^{ix} agree that a well-planned diet composed of 100% plants is appropriate for all stages of life from pregnancy to old age.

"With good planning and an understanding of what makes up a healthy, balanced vegan diet, you can get all the nutrients your body needs." (NHS).

"It is the position of the American Dietetic Association that appropriately planned vegan diets are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases."

(AMERICAN DIETETIC ASSOCIATION, 2009).

Leading London Nutritional therapist Yvonne Bishop-Weston (BBC1, Daily Mail, FT) says *"There is no vital nutrient that cannot easily be obtained on a well balanced vegan diet. A balanced vegan diet is suitable (often superior) for all age groups including during pregnancy. Even in crisis when extra nutrients are needed we have therapeutic dose vegan alternatives of Vitamin D3 (lichen) Omega 3 EPA/DHA (Algae) Vitamin B12 (yeast) Probiotics (usually sugar or soya) iodine and iron."*

An increasing body of evidence links the consumption of animal foods to illness and premature death. A plant based diet can help reduce the risk of cardio-vascular disease, Type II diabetes, and some cancers. In fact, a vegan diet has been shown to reverse heart disease and Type II diabetes.

Being vegan is more expansive than our physical health. It is also important for our psychological wellbeing, and for our social and emotional relations with each other.

Acceptance of violence and oppression of others is the antithesis of healthy psychological functioning.

4.2.2 WORLD HUNGER

Animal foods use significantly more resources than plant foods. If we consumed plant foods directly, instead of using vast resources to feed them to other animals, we could feed billions more people and eradicate one of the leading causes of malnutrition and world hunger.^x

4.2.3 WORKERS' RIGHTS

People employed in industries that exploit other animals endure some of the worst possible working conditions. Studies^{xi xii} show that they frequently suffer work related physical and psychological injury, low wages, long hours, toxic work environments & job insecurity. When we eat animal foods we pay someone else to harm and kill on our behalf.

Veganism supports farmers. Alternatives to animal agriculture are more economically viable, and offer improved working conditions as well as the opportunity to earn a living without compromising our ethical values. Some of the alternatives include forestry, hemp, soft fruit and nuts, legumes, and veganic farming methods. Other alternatives include vegan food processing based on these plants such as vegan dairy products. These products can hold their own in taste tests against any animal dairy, egg or flesh product. (See Grow Green, Tackling Climate Change Through Plant Protein Agriculture, UK Vegan Society).

4.2.4 OUR SHARED ENVIRONMENT

Animal agriculture accounts for, at a conservative estimate, 14.5% (UN-FAO 2013-2014) of Greenhouse Gas Emissions. One study places this figure as high as 51% (Goodland & Anhang, 2009).

It causes climate change, water pollution, plant and species extinction, and land degradation. Switching to a plant diet is one of the easiest and most effective ways to prevent further destruction of the earth we share with others, and on which we all depend for survival.^{xiii xiv}

VEGETARIANISM IS NOT ENOUGH FOR HIM



Male chicks are killed at birth

#ditcheggs

FOOD CHOICE AND
SUSTAINABILITY

*Why Buying Local, Eating Less Meat, and
Taking Baby Steps Won't Work*

Reproduced with kind permission of the author, Dr Richard Oppenlander.



DAIRY TAKES BABIES FROM THEIR MOTHERS

The dairy industry will take all her calves & all her milk. When she has nothing left to give, it will take her life at 6 years. Her natural lifespan is 25 years.

#ditchdairy

5 HOW TO BE VEGAN

Like any worthwhile change, being vegan requires some effort. You will find that this effort has many benefits. Any minor inconvenience of learning how to be vegan pales in comparison to the consequences of not being vegan for ourselves, the planet, others, but most especially for other animals.

Being vegan is not difficult.

Let's remind ourselves of what it is to be vegan:

Vegans do not eat or wear other animals. They do not use products that contain other animals or were tested on them. They do not use them for entertainment or any other purpose.

Happily there are replacements for all of these uses so you will not feel deprived. The only thing you will give up is something that was not yours to take in the first place.

After a week or two your taste buds will adjust to a new way of eating and you will soon learn how to shop and live vegan.

Do some research online where you will find lots of help.

If you think that being vegan is difficult, imagine what it is like when you go on holiday to another country. For the first few days everything seems unfamiliar and strange. The food is different, the temperature is different, the language and culture are different. It can all feel a bit strange. But after a few days we adjust, and things become more familiar, and enjoyable. Even on a short holiday, new habits can form fairly quickly and easily. Going vegan is just like that. It helps if we remain open and willing to change.

Our website will help you to get started.

5.1 DIET & NUTRITION

Like those who follow omnivorous and vegetarian diets, vegans need to ensure that the plant-based diet they consume is healthy. Responsible vegans make sure they meet their nutritional needs. You can do this very easily if you consume a varied diet of wholefoods and fortified foods. You can include one or two supplements to be confident that you are meeting your needs.

If you are planning pregnancy or have infants or small children, you might find Sandra Hood's Guide on Vegan Babies and Children helpful (UK Vegan Society).

If you struggle to eat healthily and prefer junk food, don't let that stop you being vegan. A poor plant diet at least has the advantage that it does not harm other animals. Going vegan may tempt you to improve your personal self-care too.

Here is what you need to know about vegan nutrition.

**LIKE US
THEIR LIVES MATTER
TO THEM**



Emily, Charlotte, George @ Eden

#govegan

5.2 WHAT VEGANS EAT

5.2.1 LEGUMES

Eat 4+ servings daily

This group includes beans, lentils, and soy products: eat 4 servings per day.

Eat some nuts, seeds and nut butters (nuts and seeds also count as a source of fats).

5.2.2 WHOLEGRAINS

Eat 4-6 servings daily (or more if you are very active)

Rice, pasta, bread, breakfast cereal, oats, wheat, quinoa, millet, bulgur wheat.

5.2.3 VEGETABLES

Eat 4+ servings per day

Eat a wide variety of colours. Green leafy vegetables contain vital nutrients. Eat as many as possible.

5.2.4 FRUIT

Eat 2+ servings per day

5.2.5 FATS

Concentrated fats, found in many processed food and oils, and oil based spreads, are not required for optimal health. Essential fats are found naturally in foods like avocados, olives, nuts and seeds. Keep the amount of oil you use in cooking and salad dressings to a minimum.

5.2.6 PROTEIN & CALCIUM

There is a myth that animal foods are a superior source of protein and calcium to plant foods. As long as you eat sufficient calories, it is easy to get enough protein and calcium to meet your nutritional needs. Include plenty of legumes and green leafy vegetables. Eat fortified foods such as plant milks, and try out soy products such as tofu, tempeh, and seitan.

5.2.7 IMPORTANT NUTRIENTS

The most important nutrients to be aware of with respect to a plant based (suitable for vegans) diet are B12, Vitamin D, and Omega 3 fatty acids.

B12: Everyone over the age of 50, regardless of diet and lifestyle, is recommended to take a B12 supplement. In fact, some studies show that a significant percentage of the general population (39%) have insufficient B12 levels (Tucker et al, 2000: American Society for Clinical Nutrition). Plant foods are not a reliable source of B12. B12 is a very important nutrient and deficiency can have detrimental effects on our health. Therefore, it is recommended that vegans take a B12 supplement and/or include B12 fortified foods such as plant milk and nutritional yeast. B12 supplements suitable for vegans are cheap and easy to find. In fact, most of the B12 supplements produced are given to animals used in animal agriculture who are also deficient because of the environment in which they are reared. Even if they live outdoors and eat grass, heavy use of pesticides and the prolific use of antibiotics for farmed animals kill B12 producing bacteria in the soil and in their intestines.

Vitamin D: Everyone living in countries without a lot of sunshine is recommended to take a Vitamin D supplement. Check out the nutrition section on our website for information on the difference between animal and plant sources of Vitamin D.

Omega 3 Fatty Acids: Dietary sources of Omega 3 fatty acids are preferable to supplements. Indeed, the scientific evidence on the benefits of Omega 3 supplements is far from conclusive. There are some great plant sources of Omega 3 Fatty Acids including flax and chia seeds, walnuts, kidney beans and hemp milk.

Some vegans plan their diets to include sufficient and readily available fortified foods to meet their needs for these particular nutrients. These include fortified plant milks, breakfast cereals, orange juice, yeast extract and nutritional yeast (a flaked, powdery substance that tastes very like cheese). If you want to be fully confident that you are meeting all your nutritional needs, consider taking a supplement such as Veg1 which you can buy from some health stores, local vegan groups and online.

If you are concerned that your dietary choices do not meet your nutritional needs, consider adding supplements of B12, Omega 3s, and vegan Vitamin D3. They are available at pharmacies and health stores but please read the label carefully to make sure they are suitable for vegans. You can also buy them from reputable vegan sources online. They are not expensive and if you buy them in bulk they are good value.

With regard to vegan nutrition, consult reliable resources written by registered dietitians and medical professionals.

If you have health concerns, consult your doctor or consultant AND a dietitian or nutritionist specialising in plant nutrition.

**WE ALL HAVE
ONE PRECIOUS LIFE**



**WILL YOUR LUNCH
TAKE HERS?**

#ditchfish



LEAVE US OFF THE MENU

"With good planning and an understanding of what makes up a healthy, balanced vegan diet, you can get all the nutrients your body needs." (NHS)

"It is the position of the American Dietetic Association that appropriately planned vegan diets are healthful, nutritionally adequate, and may provide health benefits in the prevention and treatment of certain diseases."

(AMERICAN DIETETIC ASSOCIATION, 2009)

#govegan

6 VEGAN MENU PLANNING

The following menu plan is an example of how you might eat on an average week as a vegan. Feel free to substitute the suggestions with your own preferences. Check out our website for recipe ideas.

As you can see, it is very easy and enjoyable to eat a wholefood plant diet without resorting to too many expensive processed substitutes.



Breakfast

Lunch

Dinner

Snacks

Monday

Porridge, fresh berries, flax seeds, soy milk.

Vegetable soup, wholemeal bread. Raw vegan snickers bar

Spaghetti bolognaise (based on lentils, vegan quorn, or soy mince)

Plant yogurt
Apple
Hot beverages & fortified plant milk.

Tuesday

Wholemeal toast, peanut butter, banana

Hummus, salad, wrap. Apple.

Thai curry.
Vegan ice cream (bought or home made raw vegan)

Sunflower seeds
Fresh or dried apricots
Hot beverages & fortified plant milk.

Wednesday

Oats, soy yogurt, blueberries

Mixed salads including spinach & green salad, mixed bean salad, tomatoes. Smoked tofu. Wholemeal bread. Fortified orange juice.

Baked potato, baked beans, salad. Pear.

Vegan chocolate
Hot beverages & fortified plant milk.

Thursday

Fruit & vegetable smoothie with ground flax seeds.

Vegan cheese sandwich. Vegan chocolate brownie

Chilli Bean casserole & grain/baked potato. Kale/green salad.

Coconut yogurt
Orange
Hot beverages & fortified plant milk.

Friday

Chia seeds with fortified plant milk (prepared the night before)

Vegan pizza. Grain and Kale salad (use last night's leftover kale salad if you have any)

Rice (or noodles) and vegetable stir fry with tofu.

Nuts
Apple
Hot beverages & fortified plant milk.

Saturday

Wholemeal bread, hummus, tomatoes. Fortified orange juice.

Vegan pate and wholemeal bread. Green salad

Vegan burger and fries with baked beans.

Vegan crisps
Grapes
Vegan beer or wine
Hot beverages & fortified plant milk.

Sunday

Tofu scramble, wholemeal toast.

Lentil soup and mixed salads.

Cauliflower cheese. Baked potato. Green salad. Vegan cheesecake.

Kiwi fruit
Mixed fresh berries
Hot beverages & fortified plant milk.



HUMANE MILK IS A MYTH DON'T BUY IT

Dairy calves are separated from their mothers
so humans can take their milk

#ditchdairy

7 VEGAN ALTERNATIVES

Vegans do not eat foods that are obtained from animals. That includes the flesh of cows, pigs, chickens, turkeys, ducks, geese, and hunted animals such as deer, pheasants, pigeons etc. They also do not eat fish or shellfish, dairy, eggs, honey or foods that contain ingredients that come from animals' bodies.

7.1 FOOD REPLACEMENTS

Every animal food can be replaced with a plant alternative.

Supermarkets

You can buy almost all the products you require for a plant diet at your local supermarket. The range of vegan products available in supermarkets is increasing all the time. If there is something you would like that your supermarket does not stock, it is worth getting in contact with them to request it. If there is a demand for something they will stock it. You can also consult their up to date Suitable for Vegans Products List (check our website for more information).

Online Stores

www.plantgoodness24.ie
www.GoodnessDirect.co.uk
www.Shopvegan.co.uk
www.Veganstore.co.uk
www.Realfoods.co.uk
www.AlternativeStores.co.uk
www.Amazon.co.uk

ANIMAL FLESH REPLACEMENTS

Animal Food	Plant Food	Brands / Information
Meat & Fish	Tofu, Tempeh, Seitan, Meat Analogues, vegan pate.	Many supermarkets are now introducing vegan ranges. Ask at your local store. You will also find excellent brands in your local health store or at online stores. Asian food stores also stock interesting ranges and particularly good tofu.

DAIRY

Animal Food	Plant Food	Brands / Information
Dairy Ice Cream	Plant Based Ice Cream	Swedish Glace & Booja Booja. Available at supermarkets, your local health store and online. Some supermarket own brands are vegan. Check labels.
Dairy Milk	Plant Milks	Soy, oat, hemp, rice, and nut milks. Most supermarkets carry a wide range. You can even get plant milk at your local corner shop or petrol station. The same plant milk in your supermarket can cost twice or three times more in a health store, so shop wisely. Consult our website for tips on using plant milk for coffee.
Dairy Cream	Plant creams	Soy, grain or nut based. Available at most supermarkets, health stores and online. Available in pouring and whipped consistency.
Dairy Cheese	Plant cheese	The range of plant cheese on the market is excellent and many supermarkets now carry a vegan range. There are several brands including soy free 'cheeses'. Vegusto is an excellent replacement for people who are cheese lovers. Violife is very reasonably priced, melts well and has good flavour. The smoked slices are excellent and lovers of Italian food will be impressed with their vegan Parmesan. There are also excellent replacements for cream cheese. Check out the growing number of artisan vegan cheese manufacturers such as Tyne Cheese.
Dairy Yogurt	Soy or coconut yogurt or Set/Greek style yogurt.	Available at most supermarkets, convenience stores, health stores, and online.
Dairy Spreads/Butter	Plant based spreads	Several brands available at your local supermarket, health store and online. Brand names to watch out for include Pure, Biona, and Vitalite. Stork (in blocks but not tubs) can be used for baking.
Chocolate	Dairy Free Chocolate*	Vegan chocolate can be just as luxurious as the brands you are used to. Check out supermarket own brands for ranges of dark chocolate that are inexpensive and suitable for vegans. Some brands such as Booja Booja, Considerit Chocolate, Vego are all vegan while others have some suitable products (e.g. Celtic Chocolates/Choices). Available at some supermarkets, some health stores, and online.

* Please be aware that human slavery is a serious concern in the chocolate industry.

HONEY

Animal Food	Plant Food	Brands / Information
Honey & Bee Products	Vegan sweeteners	Agave, rice, maple, date and other fruit syrups. Brands to watch out for include Sweet Freedom which also includes Hot Chocolate. Available at most supermarkets, health stores and online.

EGGS

Animal Food	Plant Food	Brands / Information
Mayonnaise	Egg Free Mayonnaise	You will find brands such as Kelkin, Plamil, and Vegenaise at supermarkets, health stores, and online.
Eggs	Commercial egg replacers or use substitutes for cooking and baking	Tofu is a useful replacement for scrambled eggs, in omelettes and quiches. Commercial replacements for baking and cooking can be found in some supermarkets, health stores, and online. Brands to watch out for include Orgran, The Vegg and The Vegan Egg from Follow Your Heart.

7.2 CLOTHING

By reading labels you will soon learn how to distinguish a vegan from a non-vegan clothing product.

Vegans do NOT wear:

- Wool (mohair, cashmere, lamb's wool, alpaca wool, angora, astrakhan etc.)
- Feathers (down used in clothing, bedding etc.)
- Silk
- Skin (fur, leather, suede, etc.)
- Other animal products

Vegans DO wear:

Natural & Synthetic fibres including:

- | | |
|--------------|---------------------|
| • Cotton | • Bamboo |
| • Linen | • Hemp |
| • Nylon | • Jute |
| • Viscose | • Pleather |
| • Polyester | • Satin |
| • Rayon | • Tencel/Eucalyptus |
| • Microfiber | |

7.3 PERSONAL CARE

Vegans do not use products that contain animal ingredients or that were tested on other animals.

Watch out for cosmetics, personal care products, and cleaning products that carry the Vegan Society Logo. There is a great range available online.

'Cruelty Free International' using the Leaping Bunny Logo is universally recognised as meaning that the product has not been tested on animals. However, this label alone **cannot** be taken as confirmation that the product does not contain animal ingredients.

A growing range is now clearly marked as suitable for vegans. Check out Co-op, Superdrug own brand and Aldi.

It is widely publicised that animal testing is no longer a legal requirement in Europe, however it should be noted and understood that large companies with a multinational consumer base are legally required by some countries to carry out testing before their products may be marketed.

It is, however, relatively easy to find inexpensive products in most major supermarkets.

IS AN EGG WORTH HER LIFE?



**She will be worn out
and killed at 18 months;
her natural lifespan
is 12 years**

#ditcheggs



Watch out for cosmetics, personal care products, and cleaning products that carry the Vegan Society Logo.



Products containing the Leaping Bunny logo are not tested on animals but may contain animal ingredients and NOT be vegan.



8 RECIPES

Vegan food is economical and quick to prepare. You may have to do a little extra chopping, but cooking times will be greatly reduced. Use the internet to search for free recipes or consult some of the excellent recipe books on plant foods. You will find recipes for everything from breakfasts, to main courses, soups, vegan baking and raw desserts.

Check our website for more recipes.



THEY TRUST US
WE BUTCHER THEM FOR TASTE

#govegan

9 TRAVELLING & DINING OUT

There are several sources of information online including dining out and travel guides. Please check out the Travelling & Dining Out Section of our website.

The easiest way to ensure that you can eat ethically when you are visiting a friend or relative is to call in advance and explain what you eat and do not eat as a vegan. You can compromise between something that you would like to eat that is also practical and manageable for your host to prepare. You can also suggest that you bring a dish with you. These situations can be used as opportunities to help others understand veganism.

Phone restaurants and wedding or party hosts in advance. Make it easy for them to accommodate your ethical beliefs. If a restaurant does not have any vegan options speak to the chef and explain how easy it is to veganise any recipe. As the vegan population grows many establishments are offering vegan options.



LIKE US THEY FEEL
PLEASE GO VEGAN

#govegan

10 WANT TO KNOW MORE?

There are vegan groups & societies and social meetup groups in many areas. There are also animal rights activist and educational groups both online and around the world. The internet is a wonderful resource for new vegans.

If you need help and support just ask for it. We all had questions when we first went vegan. Asking for help is a demonstration of your commitment to other animals and is to be welcomed.

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DISCLAIMER

Go Vegan World is dedicated to the complete cessation of human use of other animals through vegan education. This guide and the accompanying website link to other websites, individuals, organisations, and media. However, Go Vegan World does not necessarily endorse or agree with all of their material. Go Vegan World explicitly does not promote content that is not vegan; that promotes reduced animal use; vegetarianism; welfare reform, a compromised representation of non-humans; violent direct action; or any behaviour that is designed to undermine and harm other animals and other rights based activists acting on their behalf.

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The information on human health provided in this guide, the accompanying public adverts and website, is not designed to replace medical advice. If you have health concerns that you think may be related to your diet, please consult a doctor or registered dietitian.

Go Vegan World is inspired, informed and guided by the residents of Eden Farmed Animal Sanctuary. It is their campaign and as a result it is animal focused and directed at non-vegans in an effort to move us closer to a vegan world.

CREDITS

Go Vegan World was inspired by my work with the residents at Eden Farmed Animal Sanctuary, Ireland who taught me about the personhood of other animals and the atrocity we have perpetrated on them by our use of them. It is surely the greatest tragedy this world has ever witnessed.

This project has evolved through a collaborative and supportive network of some of the most generous, courageous people I know. They include, but are not limited to the following, to whom I extend my deepest appreciation and gratitude:

Chris Copeland Photography & Agatha Kisiel Photography for their representation of the residents at Eden Farmed Animal Sanctuary; Jack T (Trzewiczek) for his passion, clear sightedness, and collaboration on the campaign design and management; Linda Clark and Bronwyn Slater for proof-reading and editing; Ronnie and Sany for their care of Eden so that I could give my time to this project; those whose generosity and belief in a vegan future funded the campaign, and those present in the photographs: Colleen McIvor, Agatha Kisiel, Charlotte, Frank, Annie, Justin, Emily, George, Ally, Connie and the other animals in the photographs whose names are not known to us.

May it bring us closer to animal equality and a vegan world.



Thank you for reading

Visit our website to find out more

GOVEGANWORLD.com

Go Vegan World is a Public Vegan Advertising Campaign run by Eden Farmed Animal Sanctuary, Ireland.

It is animal focused in nature, and seeks complete cessation of animal use. The first of its kind in Europe, it was launched in Ireland.

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