

The Peace Advocacy Network

VEGAN STARTER GUIDE



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Jo-Anne McArthur / We Animals Media



Let us help you go vegan!

veg•an

[vee-ghen]

Noun: a person who does not eat or use animal products.
Adjective: using or containing no animal product.



What is it all about?

Being vegan is about living compassionately and without harm to all animals—human and non-human alike. A vegan does not eat, wear, or use animals or animal products. Going vegan shows your respect for the environment and the lives of its human and non-human residents.

Is it hard to be vegan?

Most people were not born vegan. Each of us at Peace Advocacy Network looked at our own animal use and decided that it was unnecessary and unethical. We are using our transition experiences to share our most helpful tips with you.

Most of the time, it's easy!

And when it's not... we are here to help. Really! At PAN, we have vegan volunteers who are happy to answer your questions and give you advice tailored to your specific situation.

Take the free PAN Vegan Pledge

Our primary way of helping people go vegan is through our free 30-day Vegan Pledge Programs, which each consist of five weekly in-person meetings filled with cooking demos, lectures, panel discussions, and more. You'll also receive a vegan mentor who will be there to support your transition. For people who want to go vegan but can't join our meetings, give our Self-Guided Remote Program a try. If you still can't join the Program and would like help, follow us on social media or email us at info@peaceadvocacynetwork.org.

Just remember...

Be positive! You're doing something great by living your values. Nobody's perfect and you should forgive any transition mistakes you make.

You've got this!



Shopping Tips

Don't forget the basics and don't shop hungry. You can never go wrong with fruit, vegetables, nuts, seeds, beans, grains, tofu, tempeh, and seitan.

Learn to read ingredients. Many products are helpfully marked as vegan right on the packaging. For those that are not, start by taking a look at the allergens in bold at the bottom of the listed ingredients. Our website contains a full ingredient list that will tell you whether some of the trickier ingredients are vegan or not.

Check out the smartphone app "Is It Vegan?" which allows you to scan the barcode of any packaged food to see whether it is vegan.

Cooking Tips

Be patient with yourself if dishes don't turn out the way you expected.

Google it! Run an online search using the words "vegan recipe" and the ingredients you would like to include or "vegan version of" the dish you would like to make.

Try something new! Borrow some vegan cookbooks from the library, ask in local groups if anyone has vegan cookbooks to lend or give, check out the recipes on the PAN website, or use some of our tried-and-true recipes at the end of this guide.

sei-tan [sey-tan], noun: a chewy, neutral-flavored, protein-rich food made of wheat gluten, used as a meat substitute in vegan and vegetarian dishes.

tem-peh [tem-pey], noun: a fermented soybean cake high in protein; great as a bacon replacement or on sandwiches.

tofu [toh-foo], noun: a soft, neutral-flavored, high in protein food, made from curdled soybean milk, often used in Asian, vegan, and vegetarian cooking.

Is it vegan?

Here are some common vegan and non-vegan ingredients, de-mystified. For a full Ingredient Guide check out the Vegan Resources section of our website!

✓
Carrageenan
Derived from seaweed and used as a thickener in non-dairy milks and some vegan cheeses.

✗
Shellac Confectioner's Glaze
Derived from the lac bug, and sometimes found in candies.

✓
Nutritional Yeast
A vegan staple, "nooch" is found in many vegan foods that have a cheesy flavor.

✗
Gelatin
A gelling agent derived from animal bones.

✗
Tallow
Animal fat found in some soaps and candles.

✗
Rennet
Enzymes from the stomachs of ruminant animals, often found in cheeses.

✗
Whey
A dairy product derived during the curdling stage of cheese, often found in baked items, protein powders, and bars.

✓
Xanthan Gum
A sugar-compound often used as a thickening agent.

Social and Business Situation Tips

Dining at a new restaurant? Check the menu ahead of time, not just for a meal but for the ingredients they contain. If the restaurant has fruits, veggies, seeds, and grains, there is a very good chance they will be willing to rearrange them to fit your needs. If you don't see anything on the menu that is already vegan, give them a call and ask if there's anything they can do. You'll be surprised how many chefs are not only willing, but excited to create a dish just for you.

Invited to a dinner party?

Talk with your host beforehand. If appropriate, offer to bring a vegan dish.

When attending a wedding

check in with the couple and see what their caterer/venue can do. If you feel comfortable, you can offer to speak directly with the caterer or venue yourself.

For holiday meals,

you could host the meal yourself or bring a few dishes to share. Many hosts are willing to adjust their recipes to make them vegan if you talk with them ahead of time.

Sharing is caring! At the office, consider bringing an occasional vegan dessert to share. It's a great way to introduce your coworkers to your veganism. Check if the caterer of office meetings can make a vegan meal for you, or bring your own lunch to office meetings.

Always be gracious and considerate, of course.



Travel Tips

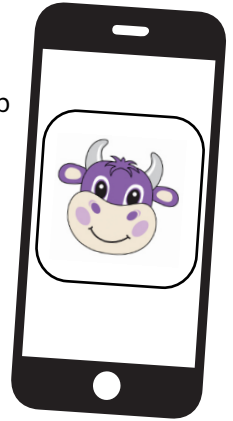
Be prepared by doing a little bit of research beforehand about what your dining options will be. You might be going to a destination or passing through a city that has amazing vegan restaurants.

Roadtrip? Pack a cooler with some of your favorite foods and bring plenty of nonperishable/shelf-stable foods. The website happycow.net and the **Happy Cow smartphone app** can help you find the best vegan and vegan-friendly restaurants and stores in any area.

Check with the locals! Many cities across the country have a Facebook group for vegans local to that area (eg, "Vegan City - Philadelphia" or "Vegans and Vegetarians of Cleveland"). Join those groups and ask for vegan restaurant recommendations.

Don't count out chain restaurants! Many airports and rest stops have vegan options, and some fast food chains like Chipotle™, Subway™, Burger King™, Taco Bell™, and Blaze Pizza™ have vegan or vegan-friendly options when you're on the go. Some chains (like Olive Garden™) even list ingredients to help you determine what menu options are vegan.

Try the neighborhood gems. Indian, Thai, Chinese, Mexican, Ethiopian, and Middle Eastern restaurants often have delicious vegan options.



Snack Attack!

Keep snacks like nuts, vegan protein bars, dehydrated fruit, and chips handy to help curb your hunger on-the-go.



Shopping Tips

Vegan Fashion: Vegans do not wear leather, wool, silk, fur, feathers, or down. Be fashionable instead with cotton, hemp, bamboo, rayon, linen, and synthetic fibers.

Vegan Skincare & Cosmetics: Vegan skincare and cosmetics are widespread. Vegan products avoid animal testing and will not contain tallow, dairy, or beeswax, among other animal origin ingredients. Many products are labeled vegan and cruelty-free for your convenience.

Household Products: Vegan household products will similarly avoid animal testing. You're more likely to find vegan household products among the natural and eco-friendly household cleaners.

THE KEY TO CRUELTY FREE

These helpful icons will ensure your future purchases are vegan-friendly.

The universal vegan logos for food, skincare, and beyond!

Animal free testing icons can be found on tons of skincare and household products.

For shoes, look for these symbols indicating man-made materials and textile fabrics.

It's made from what!?

- **SILK:** Silk is produced through the practice of growing silk-worms for the production of their cocoons.
- **WOOL/CASHMERE:** Wool or cashmere fiber is obtained from forcefully de-hairing goats and sheep.
- **LEATHER:** "Genuine leather" is made from skinning an animal, most commonly cows, although goats, buffalos, and exotic animals such as snakes and alligators are also used, even dogs.

Make the swap

Vegan products have proliferated in the market, especially over the last decade. More people are seeking vegan foods and we are seeing new vegan foods regularly. Check out some of these awesome easy swaps:

Instead of eating animals, try:

- Tofu
- Seitan
- Tempeh
- Beans
- Plant-based nuggets
- Cauliflower, portobello mushroom, or onion steaks
- Black bean, quinoa, or other plant-based burgers
- Pre-made mock meat
- Soy crumbles
- Textured vegetable protein (TVP)

Plant-based milk? You bet! Try:

- Soy
- Cashew
- Oat
- Almond
- Coconut
- Hemp
- Rice
- Quinoa
- Flax
- Macadamia
- Pistachio

Enjoy yogurt, sour cream, or cream cheese? Try options made from:

- Soy
- Cashew
- Almond
- Oat
- Coconut
- Beans

Vegan cheese is also easy to find. It's often made from:

- Soy
- Nuts
- Coconut
- Flours
- Rice
- Beans
- Oils

Or you can make your own by:
Blending up cashews or macadamias
Blending tofu for creaminess
Adding nutritional yeast for cheesy/nutty flavoring
(There are many vegan cheese recipes online to try!)



Pro tip:

Many stores allow you to return products you don't like. If you're on the fence about trying something new, ask about the store's return policy.

FOR THE ANIMALS



Animal Exploitation

Approximately ten billion domesticated animals and even more aquatic animals are killed for food each year in the United States. Millions more are killed each year for their fur, silk, wool, feathers, skin, tusks, and horns.

All of these animals, whether used for dairy, eggs, flesh, or clothing products, meet with the same fate in the end: a death at the hands of humans.

These animals are all forced to live their short lives at the mercy of humans whose main concern is profit. This is even true of animals who are raised on organic, free range, or cage-free farms.

How do you define “humane?”

Meat: The use of the term “humane” tricks people into believing that there is a respectful, kind, or humane way to use and kill animals. Most of the products labeled humane are barely different from other animal products. Even in the best circumstances, the animals are always at the mercy of their owners and the animals’ needs will always take a back seat to the industry’s need to make a profit.

Dairy: Even on “humane” dairy farms, cows must be impregnated to produce milk—which is intended for her calf. Forcible and repeated impregnation is an industry standard even on “organic,” “humane,” “free range,” and “family farms.” All calves are removed from their mother within 48 hours so the milk can be sold. Male calves are of no interest to dairy farmers and are therefore quickly sold to produce veal and leather.

Eggs: Most “cage-free” hens are never allowed outside and instead live confined inside cages in barns with thousands of other hens. Their beaks are painfully burned off so they cannot peck themselves or cage-mates. Male chicks who hatch are not useful to the industry (they cannot lay eggs and they haven’t been bred for their flesh), so they are suffocated, ground up, or gassed.

All of these animals are killed when they are no longer productive for the purposes of the “humane” farmers.

What about this seems humane to you?



FOR THE EARTH



Environmental impact

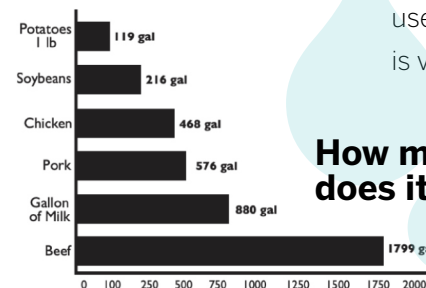
Animal farming is a leading cause of global warming.

On most farms, animal manure and urine are stored in massive waste lagoons that emit toxic gases such as ammonia and methane. These gases make humans and nonhumans in surrounding areas extremely ill. Methane is a potent greenhouse gas, trapping approximately 30 times more heat in the atmosphere than carbon dioxide. It requires two to 10 times more of earth's energy to produce animal products than it does to produce the same number of calories from plant foods.

Ocean and fisheries: Human consumption of fish is destroying ocean life. Common fishing methods such as trawling (dragging huge nets across the ocean floor to collect shrimp), long-line fishing, and fish farming destroy endangered species as well as the fish they are intended to catch. Approximately 40% of fish caught during this process are bycatch—unwanted fish and other marine creatures caught during commercial fishing for a different species—and are simply discarded. The world's oceans are being depleted of fish at alarmingly rapid rates.

Land use and habitat destruction: Pastures used for animal agriculture use more than 30% of the Earth's entire land surface. Animal farms destroy woodlands and other natural habitats. In many states, grazing of cows and sheep has destroyed native grasses, causing soil erosion and lowering stream beds.

Water issues: About 75% of all water quality issues in the United States are caused by animal farming. Manure and urine waste lagoons often break, leak, or overflow, sending dangerous germs, pollution, and drug-resistant bacteria into water supplies. Water use for production of animal products is vastly greater than for plant foods.



How many gallons of water does it take to make our food?



FOR THE HUMANS



A Social Justice issue

Animal agriculture industries are a threat to humans in multiple ways.

While 800 million people on the planet starve, the bulk of corn and soy grown in the world is being fed to animals raised for food. Using animals for food is a major contributor to global warming, which causes droughts, floods, extreme temperatures, and other environmental disasters. These disasters have the potential to devastate billions of human lives, according to the United Nations. Routine antibiotic use in animal agriculture leads to the proliferation of drug-resistant infections. These infections kill about 70,000 humans per year in the United States alone.

Slaughterhouse workers:

Employees in slaughterhouses and other animal farming operations are often immigrants, people of color, and economically vulnerable people. These workers are subjected to unlivable wages and deplorable conditions, including filth from the animals' bodies, long hours, and line speeds that lead to worker injuries.

Frequent injury and deaths result from common slaughterhouse conditions; including crushed limbs, loss of extremities, and a number of other serious accidents. Studies have shown that more than 27 workers a day suffer amputations or other injuries severe enough to require hospitalization.

Communities: Factory farms are disproportionately located in low-income communities and communities of color. Studies show that communities of color have five times as many hog farms as predominately white areas.

Proximity to these toxic facilities poses serious public health threats and subjects people to nearly unlivable conditions. The air and water pollution associated with factory farms increases the risk of asthma, miscarriage, infectious disease, heart and lung disease, and many other conditions.



FOR YOUR HEALTH



Nutrition in a nutshell

Do you know how much protein you need? The common recommended amount of protein is 0.36 to 0.45 grams per pound of body weight. It is suggested to vary sources of protein in your daily diet to adequately meet your protein needs. Consider eating beans, legumes, tofu, tempeh, soybeans, nuts, seeds, seitan, and grains.

Eat tofu, leafy greens, sesame seeds, dried figs, and fortified non-dairy milks to be sure you are getting enough **calcium**.

Iron sources include beans, peas, bran flakes, cream of wheat, oatmeal, kombu, prunes, lentils, soybeans, cashews, blackstrap molasses, and dark chocolate. Vitamin C increases iron absorption.

Vitamin B12 traditionally comes from bacteria. While vegans aren't the only ones who need to worry about B12, vegans must take a B12 supplement. Some foods, like plant milks, are fortified with Vitamin B12. If relying on fortified foods, it's better to have at least two fortified sources.

Omega-3s can be obtained from algae, sea vegetables, walnuts, flax seeds, cooked soybeans, soy nuts, firm tofu, and tempeh.

Vitamin D is naturally synthesized by the skin with sun exposure, but be sure to avoid sunburn. Vegan foods such as non-dairy milks are often fortified with vitamin D, and vegan vitamin D supplements are available, including vegan vitamin D3.

Facts

The Academy of Nutrition and Dietetics states that a well-planned vegan diet is safe for all stages of the human lifecycle, including pregnancy, lactation, infancy, childhood, and adolescence, as well as for athletes.

Vegans have lower rates of heart disease, type 2 diabetes, certain types of cancer, and obesity.

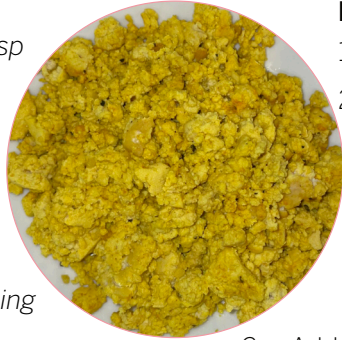
Easy Peasy Vegan Recipes

Tofu Scramble by Jeeseley Soto

@PhatVeganLatina

Ingredients

- 1 Tbsp oil (or 2-3 Tbsp vegetable broth)
- 1 block of extra firm tofu
- 1-2 chopped garlic cloves
- 1 tsp turmeric
- 1 tsp Adobo seasoning (or cumin)
- 1 tsp garlic powder
- ½ tsp onion powder
- 1 Tbsp nutritional yeast
- 1 pinch of black pepper
- 1 tsp soy sauce
- Mushrooms, tomatoes, or other veggies of choice (optional)



Directions

1. Heat up oil in a skillet.
2. Add tofu (breaking apart with hands as you do). Cook the tofu until it starts to get hints of golden color (about 5 to 7 minutes).
3. Add chopped garlic and cook for another minute.
4. If you would like to add optional veggies, do so now!
5. Add spices to the tofu and cook for another minute or two until combined.

Baked Mac n Cheese by Dara Lovitz

@DaraLovitz

Ingredients

- 12 oz. macaroni noodles
- ¾ cup plain soy milk
- ½ cup water
- 1/6 cup soy sauce
- ¾ cups nutritional yeast
- ½ Tbsp paprika
- ½ Tbsp garlic powder
- ½ tsp salt
- 1.5 oz firm tofu
- ½ cup oil
- 1 tsp mustard
- ½ cup bread crumbs (optional)
- 1-2 Tbsp vegan butter (optional)



Directions

1. Preheat oven to 350°F. In the meantime, cook macaroni per instructions on the box.
2. While the macaroni is boiling, put all other ingredients (except optional bread crumbs and butter) in a blender to create sauce. Blend until smooth and creamy.
3. Once the macaroni is cooked, drain, and pour back into the pot.
4. Pour sauce from blender into the pot with the drained macaroni. Mix the sauce and the noodles well.
5. Pour creamy noodle mixture into a greased 9x13 casserole dish.
6. OPTIONAL: sprinkle bread crumbs over noodles and cut little pieces of butter over the bread crumbs – this will add a crispy, crunchy topping.
7. Bake uncovered for 15 to 20 minutes until the top looks slightly browned.

Tempeh Bac'n by Nicholas Vaughan

Ingredients

- 1 package tempeh, sliced thinly
- 1 Tbsp agave
- 1 dash of apple cider vinegar
- 1 dash liquid smoke (or more for smokier flavor)
- ⅓ cup soy sauce



Directions

1. Preheat oven to 350° F.
2. Mix liquid ingredients together in a bowl to create marinade. Marinate tempeh slices for about 5 minutes.
3. Place marinated tempeh on a baking sheet and drizzle oil generously over them.
4. Bake for 20 minutes, taking out the pieces as they turn brown. The thinnest pieces will finish cooking fastest. Enjoy as is, on a BLT, or with a side of tofu scramble!

Sloppy Joes by Deanna Meyler

@AnEverydayVeg

Ingredients

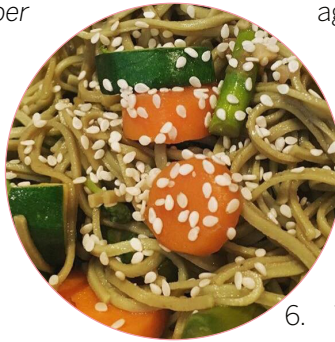
- 1 cup green lentils
- 2 cups + 2 Tbsp water
- 1 veggie bouillon cube
- ½ red onion, diced
- 2 garlic cloves, minced
- 1 red bell pepper, diced
- 15-oz of tomato sauce
- 2 Tbsps maple syrup
- 2 Tbsps vegan Worcestershire Sauce (optional)
- 2 tsp chili powder
- 1 tsp cumin
- ⅓ tsp paprika
- Salt and pepper to taste

Directions

1. Place 2 cups of water, rinsed lentils, and bouillon cube in a pot. Bring to boil and reduce heat to simmer, uncovered, until soft, about 20 minutes. Drain any remaining water once the lentils are soft.
2. In a pan with a lid, add 2 Tbsps of water, onion, garlic, and bell pepper. Cover and let cook over medium heat until soft, stirring frequently. Add a little more water if needed. Add everything to the vegetables and mix well and let heat up.
3. Season to taste and serve warm on buns with sliced onion and lettuce or as a stew with crusty bread.

Ingredients

- ½ box of stir fry rice noodles
- ¼ cup soy sauce
- Splash of rice vinegar
- 1 tsp agave nectar or maple syrup
- 1 Tbsp sesame oil
- 1 small zucchini, chopped
- 2 large carrots, chopped
- ½ head broccoli, chopped
- 2 cloves garlic
- 5 spears asparagus, cut into 1" pieces
- Crushed red pepper (to taste)
- Ginger powder (to taste)
- Cayenne pepper (to taste)
- Sesame seeds (to taste)

**Directions**

1. Cook pasta according to instructions. When done, run cold water over it to keep it from overcooking.
2. Heat oil in a large skillet over medium heat. Add garlic and cook for 1 to 2 minutes.
3. Add carrots, cook for 5 minutes, then add asparagus, broccoli, agave, Bragg's, rice vinegar, and spices and mix thoroughly.
4. When vegetables are soft, add in zucchini.
5. Stir cooked pasta into the mixture and cook for 3 to 5 more minutes.
6. Top with sesame seeds and DEVOUR!

Ingredients

- 1 cup mashed banana
- 1 cup brown sugar
- ½ cup applesauce
- 1 tsp vanilla extract
- 1 ½ cup flour
- 1 tsp baking soda
- 1 tsp cinnamon
- ½ tsp salt
- 3 cups oats

**Directions**

1. Beat the banana with the sugar until creamy.
2. Add the applesauce and vanilla and beat well.
3. Add the flour, baking soda, cinnamon, and salt and mix until incorporated.
4. Stir in the oats.
5. Scoop rounded tablespoons onto a baking sheet, bake for 15 to 20 minutes, and enjoy!