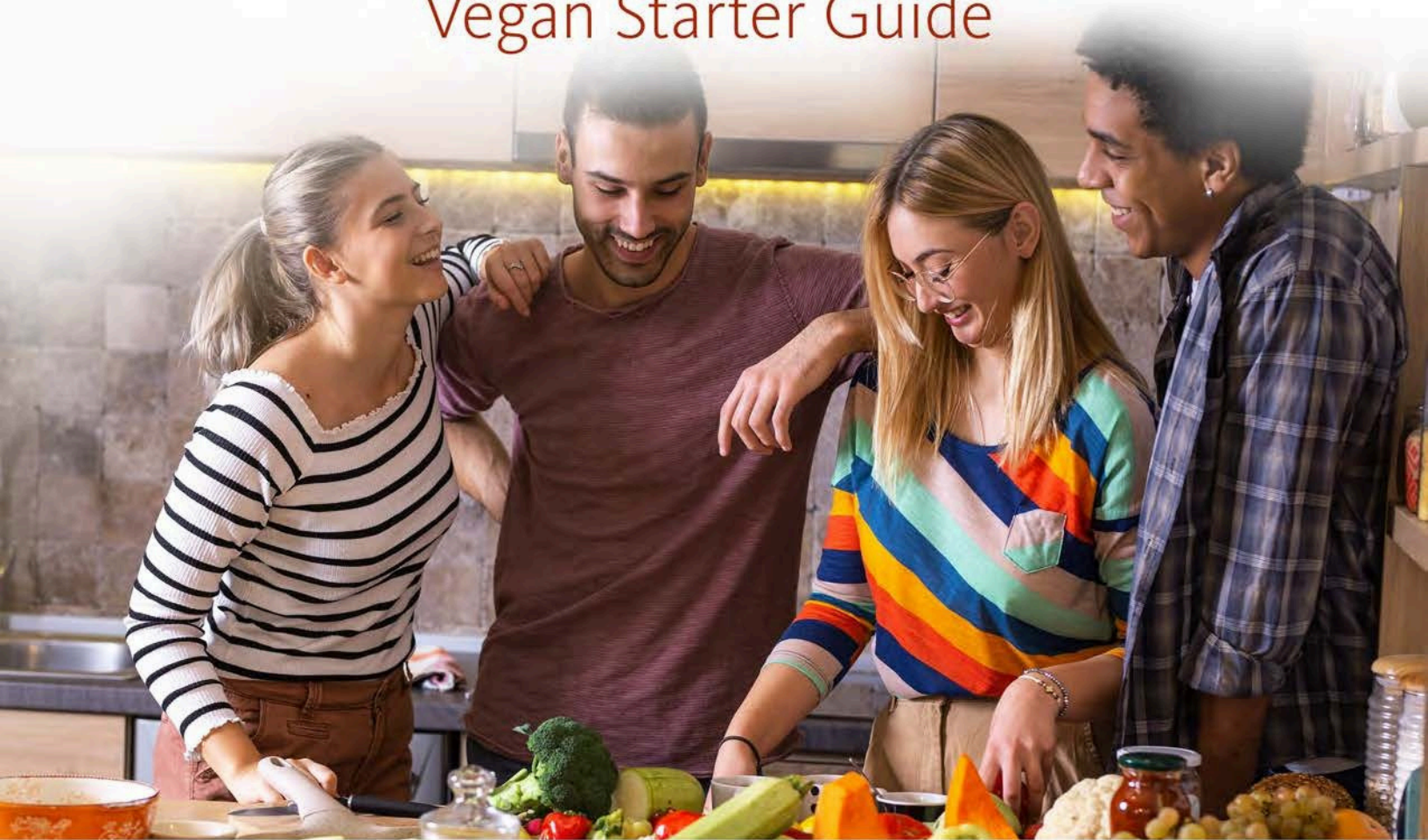


AnimalOutlook

Vegan Starter Guide



THE HOWS AND WHYS OF VEGAN EATING

For the animals, health, and the planet

**AnimalOutlook's
TryVeg**

CONGRATULATIONS

You've taken an important step towards a healthier and more enjoyable life. Eating vegan will allow you to have a deeper connection to your body, our planet, and the awesome animals we share our planet with. By choosing to eat vegan, you will have the opportunity to:



Save animals



Enhance your health



Protect the planet

Now with this guide, you have the tools to get started on your vegan adventure. Every time you eat, you will make a difference for the animals, your health, and the planet. As you'll discover in the pages to come, choosing compassionate foods has never been easier or more delicious.

Like anything, change can be daunting. We are proud of you for taking this step. The good life — rooted in kindness and well being — starts on your plate. And with today's vegan food options, that plate has limitless variety.

Sincerely,

BEN WILLIAMSON
EXECUTIVE DIRECTOR



VEG EATING IS ON THE RISE

A vegan world is our future and is here to stay



27%

of millennials and Gen Z reported eating vegetarian or vegan foods "most" or "all of the time."

72%

of millennials expressed a desire to eat more vegan foods.

14%

of Gen Z adults identify as vegan or vegetarian.

The plant-based food market was estimated to be worth roughly

\$11.77 Billion

in 2024 and is expected to reach

\$30.3 Billion

in 2033.



Institutions are listening to the demand for vegan options



- About 35% of restaurants worldwide now offer substantial vegan menu options.
- Approximately 25% of schools and universities in more economically developed nations now offer vegan options daily.
- 65% of Fortune 500 companies now offer vegan options in their cafeterias.

Your interest in vegan eating puts you in good company. Every day, more people are embracing vegan eating and sharing about the benefits of leaving animals off our plates. From celebrities to activists, to our friends and family.

VEG EATING FOR THE ANIMALS

Animal agriculture and animal cruelty go hand-in-hand. While we are inundated with narratives about happy cows and "humane" meat, the reality is there is no humane way to breed, raise, and kill billions of animals to produce meat, milk, and eggs.

Standard practices of large-scale industrial facilities



Forced impregnation, birth, and separation from babies.



Intensive overcrowding.



Amputations and painful mutilations.



Unnatural and detrimental growth.



Cows:

Dairy cows suffer a constant cycle of cruelty. They are artificially inseminated to ensure continuous milk production. What would be lifelong bonds between mother and calf are shattered as newborn calves are ripped away shortly after birth. Veal is a byproduct of the dairy industry. To produce it, some of the male calves are confined to tiny crates or pens, and often kept malnourished until slaughter. Many female calves remain in the dairy industry. Whether raised for dairy or meat, all cows meet the same end. Dairy cows are sent to slaughter when their exhausted bodies can no longer produce milk.

Did you know? Mother cows are known to cry out for their babies, longing to be close again.

Pigs:

Mother pigs spend most of their lives in extreme confinement. These loving mothers are only able to nurse or have contact with their piglets through the metal bars of their tiny world. These fragile young piglets have their tails cut off, and the males are castrated, all without anesthesia. On many facilities, unwanted "runts" are killed by violently slamming their heads against the floor, a practice known as "thumping." Others will spend their short lives in crowded and filthy conditions. They will be killed at just 5-6 months old.

Birds:

Egg-laying hens are crowded into wire cages so tiny, they can't even spread their wings or turn around. Newly hatched animals that the industry considers to be unprofitable — such as male chicks in the egg industry — are ground up alive, suffocated, or otherwise killed in hatcheries. Depending on the industry, some of these animals have their beaks and/or toes cut or burned off. Their entire short lives are spent in crowded dark sheds. Nearly 90% of the land animals killed for food in the US are chickens. Yet federal transport and slaughter laws that offer minimal protections to mammals killed for meat do not apply to birds.

Did you know? If you grew at the same rate as a chicken raised for meat, you'd weigh 660 pounds at 2 months old.

Fish:

Just as billions of land animals suffer behind the closed doors of animal agribusiness, so too do fish in aquaculture facilities. Often crowded by the tens of thousands in filthy tanks, fish in aquaculture facilities often succumb to disease. The impacts of the putrid conditions in these facilities can spill into the already imperiled oceans, too, affecting wild fish populations. In addition, catching wild fish is decimating our oceans, where the industry doesn't even know how many fish it kills, measuring by tonnage instead. Massive amounts of "non-target" species are killed and wasted, like dolphins, turtles, and birds — made worse by practices like trawling, clear-cutting the ocean floor, and obliterating these vital ecosystems.

These practices are not unique, they are the norm. Even if people eat meat that is labeled "humane," "cage-free," or "grass-fed," the animals they are eating are still often subjected to many of these standard and cruel practices.



VEG EATING FOR THE ANIMALS

On average, a person eating vegan saves 105 animals a year.

Meet Luke and Romeo | Residents at Safe Haven Farm Sanctuary

Luke and Romeo were born on different dairies. One of the cruel realities of the dairy industry is that male calves serve no economic purpose to dairy farmers. Luke (brown calf) and Romeo (black and white calf) were torn from their mothers moments after birth and destined for slaughter. Romeo was born 4 weeks premature and was too small to nurse and too weak to stand. He was tube fed and received medical care from a compassionate person. Fortunately, Luke and Romeo both found a safe home at Safe Haven Farm Sanctuary. These precious calves have already formed a deep bond, and it is a joy watching their friendship flourish. They can often be seen tenderly licking each other's faces which is an expression of affection. They are now happy and healthy and enjoy spending their days exploring and playing together. In the evening, they cuddle together and sleep peacefully knowing they are by each other's side.



ANIMAL OUTLOOK'S RESCUE STORIES

Meet Our Rescued Ducklings

Animal Outlook investigated a chicken and duck hatchery in Santa Cruz, uncovering practices that caused horrific suffering for the animals. Ultimately Animal Outlook sued over this cruelty, winning a settlement that ensured the permanent closure of the hatchery. Our video evidence also prompted Santa Cruz County Animal Services Authority to look further into this case. In conducting its own follow-up investigation, this humane law enforcement agency collected additional evidence of abuse and neglect and impounded 88 ducklings in need of care. While several of these newly-hatched birds were too sick or injured to survive, more than two dozen were given a new chance at life at nearby Farm Sanctuary.



Meet Samuel and Hank

Following Animal Outlook's investigation of a California dairy, we rescued two young calves from the facility. Unfortunately, one of the calves, Hank, was too sick to survive. His companion Samuel, however, lives on at Animal Place sanctuary in California, bringing hope that together we can build a kinder world for all. "I carry a small Holstein calf figurine to remember Hank. The effects of farmed life and the dairy industry were too much for him to survive. That's why I'm still here. After working as an undercover investigator for years, I'm signing on to continue as an animal rights advocate for many more years to fight for animals like Hank."

- Erin, Animal Outlook investigator



By eating vegan, you can create a world where all animals feel the grass beneath their feet, the sunshine on their back, the fresh air against their skin, and a life where their relationship with humans is not defined by violence.

VEG EATING FOR THE PLANET

Eating vegan foods reduces our environmental footprint and is the single best thing we can do for our planet. Animal agriculture is one of the leading contributors to climate change, deforestation, water, air, and land pollution.

VEGAN EATING



Fights Against Climate Change

Vegan eating can reduce your carbon footprint from food by up to 75%.



Conserves Water and Land

Animal farming provides just 18% of calories but takes up 77% of our farmland.

Animal agriculture takes 6X the amount of water to produce a pound of beef than it does to produce a pound of rice (1,800 vs 300 gallons).



Saves our Rainforests

Clearing land for animal agriculture is responsible for 80% of the deforestation of the Amazon Forest.



Protect our Oceans

The largest ocean "dead zone" (the size of New Jersey!), in the Gulf of Mexico, is caused by animal agriculture. Manure and fertilizer flow into our rivers and end up in our oceans, devastating ocean life.

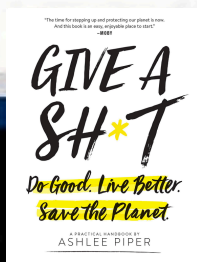


Addresses Pollution

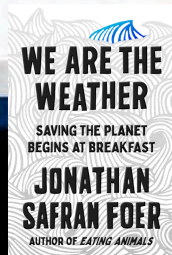
The amount of manure produced by animals on factory farms in the US is 20X greater than the amount of waste produced by humans. Methods of dealing with animal waste often lead to air, water, and land pollution.

WANT TO LEARN MORE ABOUT VEGAN EATING AND THE ENVIRONMENT?

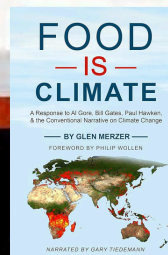
CHECK OUT THESE BOOKS:



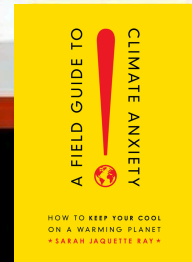
Give a Sh*t
by Ashlee Piper



We Are the Weather
by Jonathan Safran Foer



Food Is Climate
by Glen Merzer



A Field Guide to Climate Anxiety
by Sarah Jaquette Ray

VEG EATING FOR YOUR HEALTH

Eating a diet loaded with vegetables, fruits, grains, and beans is one of the most effective ways to improve your health. Eating vegan can support you in healing current health issues or it can serve as a powerful preventative measure, reducing your risk of heart disease, diabetes, and cancer.

FIVE WAYS VEGAN EATING BENEFITS OUR BODIES:

- #1 Reduces risk of cancer
- #2 Reduces risk of heart disease, diabetes, and stroke
- #3 Improves gut health
- #4 Strengthens the immune system
- #5 Reduces inflammation

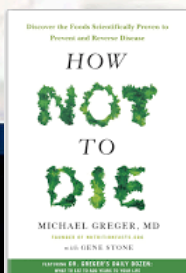
DID YOU KNOW?

Dietary cholesterol, a major contributor to heart disease which is the #1 killer of Americans, comes only from animal products.

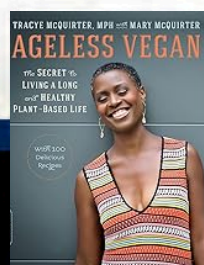
"Being vegan has impacted my physical and mental health in so many positive ways. I feel more at peace. My heart is aligned with my actions on a daily basis. The sense of well-being that brings me is simply immeasurable. I live with a deep sense of purpose. Physically, I feel better and look better. I was dairy-free for 11 years prior to being vegan, but I ate eggs daily. I worked out pretty intensely, and was convinced I needed them to build muscle. However, removing eggs from my diet and replacing them with plant-source protein helped me so much in the gym. My inflammation decreased, joint pain disappeared, and my performance improved. I have more muscle now, as a plant-powered athlete, than I ever did as an omnivore. I don't get seasonal allergies anymore. My skin is clearer and my hair is healthier, too. It has also benefited my gut health — for years, I couldn't tolerate fiber-rich foods like lentils, beans, or cauliflower. Now, my microbiome's diversity is greater and that comes with many positive effects, including the ability to tolerate those healthy foods. My body is being nourished, and I am not consuming the fear, pain, and suffering of another individual." - **ERIN SHARONI**



WANT TO LEARN MORE ABOUT THE HEALTH BENEFITS OF VEGAN EATING?
CHECK OUT THESE BOOKS:



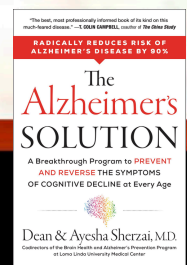
How Not to Die by
Dr. Michael Greger



Ageless Vegan: The Secret to Living a Long and
Healthy Plant-Based Life by Tracey McQuirter



Living Lively
by Haile Thomas



The Alzheimer's Solution
by Dean and Ayesha Sherzai

POWER OF PLANTS

Plants are packed full of the nutrients you need for a healthy body.

CALCIUM

You can get all the calcium your body needs from a number of plant-based sources.



Non-dairy milk, tofu, beans, collard greens, orange juice

IRON

Load up on plant-sources of iron.



Legumes, grains, nuts, tofu, tempeh, vegan dark chocolate, and greens (broccoli, kale, spinach, cabbage)

PROTEIN

You can easily meet your body's protein needs by eating vegan.



Beans, lentils, tofu, nuts, tempeh

VITAMIN B12

Vitamin B12 is essential for healthy nervous system functioning.



Non-dairy milk, nutritional yeast, fortified cereals. You can also take a B12 supplement or a multivitamin that contains B12.

WANT TO INCREASE YOUR ENDURANCE AND PERFORMANCE?

Power up with plants and follow in the footsteps of Patrik Baboumian, a bodybuilder and one of the world's strongest people.

"As a vegan, I was not only able to maintain my performance level, I even did better. I went heavier with my body weight and I realized that I didn't even have to eat as much as I ate before because my metabolism was getting so much more efficient. One drastic change that I realized was my health. I was recovering so much faster and inflammation in my body went down."- PATRIK BABOUMIAN

After 2 years on a vegan diet, Patrik carried the most weight any human has ever carried: 550kg (1,212 lbs) across 10m (32.8ft).



MAKING THE TRANSITION

Some people transition to vegan eating quickly, while others find it easier taking their time incorporating vegan foods into their diets. Whatever your path, you should feel great that every time you choose vegan foods, you're protecting the animals, the planet, and your health.

5 TIPS TO HELP YOU ALONG THE WAY:

Connect with and build community with other vegans: Join in person meet ups, an online community, and/or volunteer with Animal Outlook.

Go at your own pace: Every step you take towards vegan eating makes a difference.

Try vegan alternatives of your favorite foods: Virtually all dishes can be made vegan by simply swapping out animal products for veg-friendly ones. Look up vegan recipes of your favorite foods and have fun experimenting!

Explore new recipes: The more you explore different cuisines, recipes, and foods, the more you'll find yourself falling in love with meals you never tried or even knew existed. Many cuisines like Indian, Thai, Lebanese, Vietnamese, and Ethiopian have lots of delicious naturally vegan dishes. You never know what could be your next favorite go-to meal.

Find some go-to vegan friendly restaurants and fast food options: Life gets busy. It's great to explore the vegan-friendly restaurants in your area.

EASY VEGAN REPLACEMENTS

Look in your fridge — what are the items you see? Make a list of the common items you buy and replace them with vegan alternatives. Check out the options below which are widely available in grocery stores, co-ops, and online.

CHEESE



CONDIMENTS



MILK/ICE CREAM



MEAT



EGG BAKING REPLACEMENTS

FLAX EGG:

Mix one tablespoon of ground flax with three tablespoons of water and let sit for about 10 minutes.



CHIA EGG:

Combine one tablespoon of seeds with three tablespoons of water and let stand for 10-15 minutes.

MASHED BANANA:

Mash one small banana or half of a large banana until it's nice and creamy, then add to your mixture.



APPLESAUCE:

Try unsweetened original applesauce in your cake — just use 4 cups of applesauce per egg replaced.

VEGAN YOGURT:

Use plain, or play with flavors depending on what you're baking. For each egg replaced, simply use 1/4 cup of vegan yogurt of your choice.



SILKEN TOFU:

Blend 1/4 cup of silken tofu until it's totally smooth and bake away.

VEGANEGG:

The VeganEgg from Follow Your Heart works for baking or cooking up scrambled eggs.



CRAVING SCRAMBLED EGGS? TRY THIS TOFU SCRAMBLE RECIPE FROM TRYVEG.COM:

INGREDIENTS:



One 14-ounce package extra firm tofu, drained



2 tablespoons vegetable oil or vegan butter



½ pound white button mushrooms, sliced



1 bell pepper, chopped



1 cup packed fresh spinach



2 green onions, diced



½ cup nutritional yeast



1 tablespoon garlic powder



1 teaspoon onion powder



1 teaspoon salt



½ teaspoon ground turmeric for color



½ teaspoon black pepper

INSTRUCTIONS:

1 Heat the oil or butter in a medium-sized frying pan over medium-high heat. Crumble the tofu into the pan and sauté, stirring occasionally for 8-10 minutes.

2 Add the remaining ingredients. Lightly toss in the pan until well-cooked, about 5 more minutes.

3 Adjust spices to taste and serve hot.



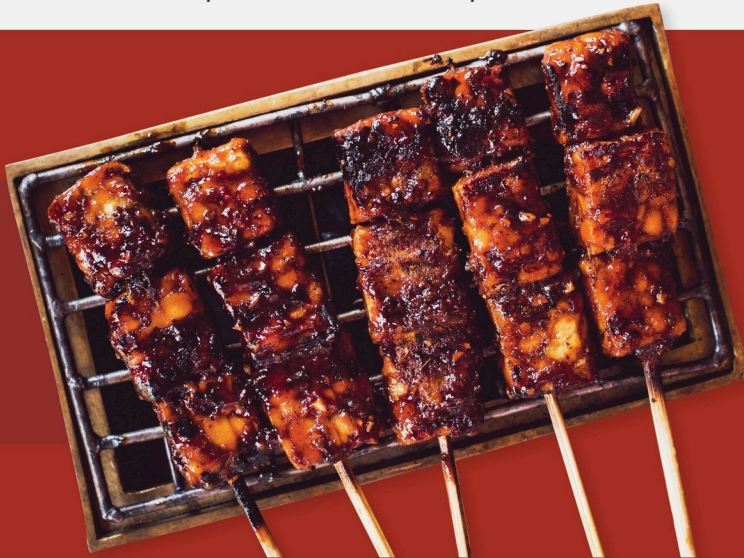
SWAP OUT MEAT WITH THESE HEALTHY AND DELICIOUS OPTIONS

Tofu:

Made from soybeans, tofu can easily absorb flavors. Try it fried, sauteed, or steamed.

BENEFITS:

- Anti-inflammatory
- Improves heart health
- Reduces hotflashes during menopause
- Lowers risk of cancer
- Boosts memory and brain health
- Packed with protein, fiber, iron, potassium, zinc, and vitamin B



TEMPEH:

Firmer than tofu, tempeh is also made from soy. With a nutty mushroom flavor, it can easily take the place of meat in a recipe.

BENEFITS:

- Promotes digestive health
- May reduce oxidative stress
- Lowers cholesterol levels
- Supports bone health

Packed with protein, calcium, iron, manganese, phosphorus, and magnesium

JACKFRUIT:

Has a texture similar to pulled pork or shredded chicken which is great for BBQ sandwiches, stir-fry dishes, and Philly cheesesteaks.

BENEFITS:

- Cancer fighting
- Lowers blood pressure
- Prevents ulcers
- Relieves constipation
- Promotes healthy skin

Packed with Vitamin A, B, C, fiber, folate, niacin, riboflavin, potassium, and magnesium



SWAP OUT MEAT WITH THESE HEALTHY AND DELICIOUS OPTIONS

MUSHROOMS:

Thanks to their thickness, chewy texture, and versatility, mushrooms are great on the grill, as a "burger," or in an enchilada.

BENEFITS:

- Can lower blood pressure and cholesterol levels
- Aids in healthy gut bacteria
- Boosts the immune system
- Protective effects on the brain

Packed with Vitamin D, zinc, and potassium



CAULIFLOWER:

Great sliced and wood-grilled, ground up with other ingredients (like walnuts) to make "meat," and even fried up to make vegan "buffalo wings."

BENEFITS:

- Full of antioxidants
- Hydrating
- Cancer fighting
- Supports circulation
- Boosts memory

Packed with fiber, Vitamin C, K, and B6, folate, potassium, and magnesium

LENTILS:

Hearty texture, lentils make an awesome substitute for meat in all kinds of entrees. Cook and then pulse them in a food processor and they'll start to resemble ground beef.

BENEFITS:

- Supports a healthy gut
- Protects against a number of chronic diseases, including heart disease
- Anti-inflammatory

Packed with protein, iron, fiber, B vitamins, magnesium, zinc, and potassium





DINING OUT AND MORE

From James Beard nominated restaurants, such as Vedge in Philadelphia, to national chains like Chipotle, there's an abundance of vegan options available in restaurants across the country — no matter your taste or budget.

DINING OUT:

As the number of people who choose vegan continues to grow, so do the number of restaurants offering vegan options. Use Yelp or the website/app Happy Cow to find vegan friendly restaurants near you. If you are going to a restaurant that doesn't appear to have options, call in advance to let them know you are coming. Many chefs are happy to accommodate you if you give them some time to prepare.

CHAIN RESTAURANTS:

Many chain restaurants are recognizing the benefits of offering vegan options. For example: Taco Bell, Chipotle, P.F. Changs, Olive Garden, The Cheesecake Factory, BLAZE Pizza, Denny's, Subway, PEI WEI, and The Pita Pit.

So many more options are being added nationwide every day for vegans. Simply google "vegan fast food options" and see what pops up.

HOLIDAYS AND GATHERINGS:

You may find yourself at a friend or family member's home for a meal that won't be vegan. But this doesn't mean you have to miss out! One option is to bring your own vegan dish to share with others. It can also be helpful to check in and give your host a heads-up that you'll be eating vegan. When you do, you may find that people are excited to incorporate some veg-friendly dishes into the meal for everyone to enjoy. If that's not the case, remember, you have a community of support in Animal Outlook!

- FAQ PAGE

HOW DO VEGANS GET ENOUGH PROTEIN?



Vegans, just like animals, get protein directly from plants. High quality proteins can be found in many plant-based foods such as whole grains, beans, nuts, lentils, quinoa, and vegetables - and without the additional health risks. It's rare to be deficient in protein if you consume enough calories. So, if you're worried about protein, fear not. It's easy to meet all your dietary needs from plant-based sources — and it's actually beneficial to do so.



IS IT MORE EXPENSIVE TO EAT A VEGAN DIET?

Animal meat can be quite costly so eating a diet full of naturally vegan foods, like beans, rice, and grains is typically less expensive, and can be more budget-friendly. However, if you are purchasing processed vegan substitutes, like vegan meats, that tends to be more expensive. To keep costs down, minimize the use of processed foods, purchase in season fruits and veggies, and buy beans, grains, nuts, and seeds in bulk.

IS A VEGAN DIET HEALTHY FOR KIDS?



Yes! According to the Academy of Nutrition and Dietetics, "well-planned vegetarian and vegan eating patterns are healthy for infants and toddlers." Moreover, "well-planned vegetarian diets are appropriate for individuals during all stages of the life cycle, including pregnancy, lactation, infancy, childhood, and adolescence, and for athletes." Other good resources on this topic include Physicians Committee for Responsible Medicine (PCRM.org) and Vegucated (Vegucated.com).



HOW DO I GIVE UP CHEESE?

We've been there. It can be challenging to give up dairy cheese. Fortunately, there are so many amazing vegan cheeses out there — from fancy artisan cheese to comforting nacho queso dip. Once you explore these yummy vegan alternatives, you'll discover a life without dairy cheese is not only possible, but also enjoyable (your body will feel much better when you ditch the dairy.) So get out there, try some delicious vegan cheese and enjoy plant-based pizza, nachos, and more.



SHOW YOUR SUPPORT

Support our life-saving work.
There are so many creative
ways to support Animal Outlook.

MONTHLY MEMBERSHIP:

Help animals every month and save time by setting up a monthly recurring donation at animaloutlook.org/donate.

COMPASSIONATE LEGACY:

Include Animal Outlook in your estate plans to continue your impact for animals. Go to animaloutlook.org/ways-to-give

MAKE A STOCK DONATION:

Expand your giving portfolio with a stock donation. Email info@animaloutlook.org for our eTrade account details.

VOLUNTEER:

Are you interested in helping at events or performing outreach?
Want to help with research or communications?
Email us at info@animaloutlook.org to learn more.

INTERN:

Are you a current student interested in communications or outreach?
Are you a current law student looking for experience in animal law?
Email us at info@animaloutlook.org to learn more.

AnimalOutlook

animaloutlook.org



MAKE THE WORLD A BETTER PLACE ONE DELICIOUS MEAL AT A TIME

Animal Outlook is a national nonprofit animal advocacy organization founded in 1995. We're strategically challenging the status quo of animal agribusiness through undercover investigations, legal advocacy, corporate and food system reform, and empowering everyone to choose vegan. To learn more about us or to support our work on behalf of animals, visit animaloutlook.org.

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