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VOLUME XXVI, NO 3

VEGETARIAN

JOURNAL

HEALTH ECOLOGY ETHICS

What Do Longtime Leaders of the Vegetarian Movement Think the Next 25 Years Will Bring?

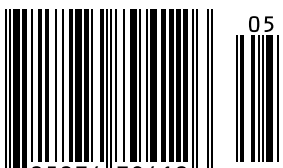
Happy Silver Anniversary, VRC!

Colossal Chocolate Cake with Chocolate Ganache (page 32)



25 Wonderful Vegan Cuisines!

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NUTRITION HOTLINE

REED MANGELS, PhD, RD



This issue's Nutrition Hotline provides advice about feeding children who have just become vegetarian and discusses issues about vegan women and nursing infants.

QUESTION: "My 10-year-old granddaughter has decided to become a vegetarian. My daughter says she doesn't know what to feed her and says she is mainly eating cheese and now is not eating veggies or fruits. My granddaughter keeps saying she is hungry all the time."

A.V., via e-mail

ANSWER: Here are some suggestions you may want to pass on to your daughter. It's important for your granddaughter to be aware that it's her responsibility (with the help of her parents) to choose a variety of healthy vegetarian foods. Showing her an eating plan for vegetarian children (like the one on VRG's website, <www.vrg.org>) and talking with her about choices from each food group is a good way to get her started thinking creatively. Her mom can work with her to help her develop a list of healthy vegetarian foods that she will eat. Ideally, some of these will be foods she can make herself like veggie burgers, peanut butter sandwiches, and bean burritos.

It might be helpful to look for recipes on VRG's website or in books at your local library. Here are a few simple cookbooks:

- *Simply Vegan: Quick Vegetarian Meals* by Debra Wasserman and Reed Mangels (Vegetarian Resource Group).
- *Kids Can Cook: Vegetarian Recipes* by Dorothy Bates (Book Publishing Company).
- *The Teen's Vegetarian Cookbook* by Judy Krizmanic (Puffin). For grades 5 and up.

In addition, your daughter might like some resources on vegetarianism. VRG's website has a section on vegetarian children and teens. Your granddaughter and her parents may find it helpful to meet with a dietitian who is knowledgeable about vegetarian diets and can do nutrition education while helping them develop meal ideas.

QUESTION: "I was wondering if my being a vegan would affect the health of my daughter who is 11 months old and is still nursing. She is on the small side, but I am only 4' 10". Is it possible to nurse and be a vegan at the same time?"
M.M., via e-mail

ANSWER: It is certainly possible to nurse and be a vegan at the same time! Many vegan moms have successfully breastfed their babies. Be sure that your diet contains a reliable source of vitamin B₁₂ (such as vitamin B₁₂-fortified soymilk, vitamin B₁₂-fortified cereal, Vegetarian Support Formula nutritional yeast, or a vitamin supplement) so that your milk will meet your baby's vitamin B₁₂ needs.

Also, talk to your pediatrician about your concerns about your daughter's growth. You may want to share the American Dietetic Association's position paper on vegetarian diets (<www.eatright.org/cps/rde/xchg/ada/hs.xsl/advocacy_933_ENU_HTML.htm>) with your pediatrician since it provides a wealth of information on vegetarianism and documents the nutritional adequacy of vegetarian diets.

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The *Vegetarian Journal* is one project of The Vegetarian Resource Group. We are a nonprofit organization that educates the public about vegetarianism and the interrelated issues of health, nutrition, ecology, ethics, and world hunger. To receive *Vegetarian Journal* in the USA, send \$20 to The Vegetarian Resource Group, P.O. Box 1463, Baltimore, MD 21203.

CELEBRATING VRG'S 25 YEARS



Charles became vegetarian in 1975 and vegan in 1977 because he believed in promoting non-violence and making the world better. Not knowing any vegetarians, he inquired if a friend knew any non-meat-eaters. The answer was just one who said he was vegetarian, but he still ate hamburgers at McDonald's. For a college marketing paper in the 1970s, Charles wrote that Burger King should start Vege King since, back then, Burger King was a part of Pillsbury, which owned Green Giant. Over 30 years later, Burger King does sell a veggie burger produced by a company that owns a meatless burger brand formerly distributed by Green Giant.

To make a statement about solving world hunger and promoting non-violence, Debra became vegan in 1980 while studying international relations at Georgetown University and working for the State Department. Previously, she had taken college courses on terrorism. Unfortunately, the government didn't take seriously much of what was known then about terrorism, ending in disastrous results. We hope the long-term health, ethical, environmental, and monetary implications of vegetarianism will be taken more seriously in relation to the health care crisis, global warming, world hunger, and other complex issues.

In the 1970s, many vegetarian activists and groups were anti-science and anti-establishment. However, we believed there were many professionals and businesspeople interested in vegetarianism. We thought that vegetarian groups didn't always have to be outsiders.

In 1982, we joined forces with three others to begin The Vegetarian Resource Group (then known as the Baltimore Vegetarians) to promote vegetarianism in a scientific and practical way to the general public. Much of what we did was pioneering and criticized by some vegetarians, but the vegetarian movement adopted much of it years later. We appreciate *Natural Foods Retailer*, an industry magazine, which named us as one of 25 influential pioneers, along with the founders of Amy's Organics, Ben and Jerry's, Celestial Seasonings, and White Wave (Silk).

The VRG has had and continues to have a major impact on a daily basis. Here are just a few of our innumerable accomplishments over the years:

- 1) A 1984 *Baltimore Sun* article by Tom Horton about us, which connected the environment and vegetarianism. A resulting *Sun* editorial in this major American newspaper said, "But a decline in the amount of meat and dairy products in the U.S. diet seems inevitable."
- 2) Outreach at supermarket and restaurant conferences before soymilk and burgers were in almost every supermarket, including writing a vegetarian booklet for Wegmans Food Markets and assisting other stores with information.
- 3) The first time we exhibited at the American Dietetic Association's annual meeting, alongside Coca-Cola, pork producers, and cattle representatives.
- 4) VRG dietitians helping to form the American Dietetic Association Vegetarian Nutrition Dietetic Practice Group, proving that vegetarians could give credible

(Continued on page 25)

VRG'S MEMORIAL AND HONORARY GIFT PROGRAM

How often have you wanted to make a gift in honor of a loved one or friend but weren't sure which charities are vegetarian-friendly, pro-environmental, or pro-animal rights? Please remember The Vegetarian Resource Group. You can make a gift in memory of a loved one or as a living tribute to honor someone you care about on a special occasion, such as a wedding or birth. We'll send an acknowledgement to you and to the recipient(s) you choose. Your gift will support educational outreach programs and help promote vegetarianism.

Memorials & Honorary Gifts

In memory of: _____

In honor of: _____

Please send acknowledgement to:

Name: _____

Address: _____

My name and address:

Name: _____

Address: _____

Make checks payable to The Vegetarian Resource Group, P.O. Box 1463, Baltimore, MD 21203.

Thanks to Jay Lavine, MD, who allowed a seventh grade student to interview him about vegetarianism and to film him for her class project.

Special thanks to the following businesses for their generous support: Alternative Baking Co.; Book Publishing Co.; Candle Café; Edward and Sons Trading Co., Inc.; Flora Distributors, Ltd.; Turtle Island Foods; and The Vegetarian Site.

Longtime Vegan and VRG Member Reads Every Word of Each Vegetarian Journal

I would very much like a copy of your booklet, *Vegan Diets in a Nutshell*. I have been a vegan for 20 years and a member of The VRG for many of those years. I enjoy your magazine and read each one cover to cover. I'm looking forward to reading your booklet. Keep up the great work!

Beth P.
Wheeling, IL

A Member Reminisces About VRG's Earlier Years as He Donates His Car to the Cause

Sorry that I won't be able to join you at the VRG's 25th annual Thanksgiving potluck. I'll be with you in spirit—or at least in hunger!

Hard to believe that *Simply Vegan* is already in its 4th edition! Seems like yesterday when I was hawking the 1st edition at outreach tables... My, my... How time flies when you're trying to 'save the world'! :)

FYI... I sent all the paperwork to VRG's agent for donating my

car, which will be towed away tomorrow. (Sniff!) Yep, there are lots of memories in that car, including multiple trips to VRG events like dinners at Mr. Chan's, volunteer parties at the VRG office, and those wonderful trips to the farm! It's like a piece of my history is about to disappear! :(

Congratulations to everyone at VRG on 25 years. Take care,
Phil B., via e-mail

Soy Ice Cream Company Is Grateful for a Product Review and for the Chance to Partner with VRG!

In response to the *Veggie Bits* in Issue 2, 2007:

Dear Keryl,

All I can say is, "Wow!" I just received Volume XXVI, No. 2, of your *Vegetarian Journal*, and page 30 watered my eyes. Thanks SO much for featuring us.

We really love making and selling our products, and we really appreciate your helping us connect with the people we basically created the products for.

Best regards,
Matt Cooper
Good Karma Foods, Inc.

Letters to the Editors can be sent to: *Vegetarian Journal*, P.O. Box 1463, Baltimore, MD 21203. You may also e-mail your letters to vrg@vrg.org.

Coming in the Next Issue:

VEGGIE MEATLOAFS

Plus: *If Your Sugar is Vegan, Making Kids' Lunches Fun, Vegetarian Dining in Costa Rica, and more!*

25 Years of Vegetarianism and a Look into the Future

By Heather Gorn

FOR THIS SPECIAL 25TH ANNIVERSARY ISSUE of *Vegetarian Journal*, I could think of nothing more appropriate than reflecting on the changing state of vegetarianism over the past quarter of a century. I asked a number of prominent activists to help with this project. These are some of the people who have been involved in promoting vegetarianism for 25 years or more. With their unique and experienced perspectives, I took a look back at this country's rediscovery of vegetarianism in the 1960s and 1970s, a look at vegetarianism in the present, and a look into the future. Thank you to everyone who shared their thoughts with us on this special occasion. We look forward to the next 25 years!

FRANCES MOORE LAPPE
Author of *Diet
for a Small Planet*

I grew up in Texas, so the idea of surviving without meat was considered utterly unthinkable. The dominant paradigm was that you could not be healthy without meat and that meat was the center of a healthy diet—meat is what made you strong and smart. I remember this advertisement that I referenced in an early edition of *Diet for a Small Planet*. There was a picture of filet mignon and it said, “This is what you serve if you want to impress your brother-in-law.” Meat was what you ate to impress people as well as what you ate just to live and be strong.

I remember the early readers of *Diet for a Small Planet*, the young people who became vegetarian and their parents were terrified that they would die! And I remember joking with people that one of the most important things that my book did was relieve worried parents who thought their children were going to get sick and die without meat. People could not imagine a meal without meat. The meal was centered around



Sarah Putnam

the meat in the middle, and then you had your starch and your veggie, and that's what the meal was. To start to think of the meal in a different way is huge, and that's what I tried to do with the recipes in *Diet for a Small Planet*, to organize them in types of meals where you had different things in the center.

I thought *Diet for a Small Planet* was going to appeal to 500 people in the San Francisco Bay area, and I was going to publish it myself. When a New York publisher was interested and then it started to sell, I realized that there were millions of people looking for a way to have meaning in their everyday choices. It is so powerful that, in a world where people feel so powerless, they can feel that everyday choices, in choices that people make several times a day, ripple out and affect the earth and affect other people. I think that it was so cool for people to realize that every time they eat in the plant world, they are voting for a shift away from this very wasteful, destructive, and cruel system. It's something that's so moving, and so easy to do.

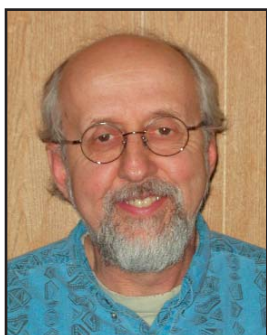
Now, we have knowledge about the danger of a meat-centered diet. That was brand new 25 years ago. When I was growing up, no one knew the research about heart disease related to saturated fats. And it has gone hand-in-hand with the environmental movement. When I wrote *Diet for a Small Planet*, the word 'ecology' had just barely reached its first birthday, so the fact that food had something to do with ecology and the environment was a brand new idea. People were beginning to think about the impact of their food consumption, and I think a lot of people were really moved to say, “Wait a minute, why do I need to eat a wasteful diet when I can eat one that is so good for me and the planet?” It's a win-win-win—why not? And when I opened my eyes to the plant world, I realized that this was where the variety was—in texture, color, shape, and taste; there are endless possibilities. I think that is part of embracing other cuisines—it has allowed everyone to open up to all dimensions of a plant-centered diet and all the kinds of foods that you can create.

I have never felt comfortable predicting the future, but what I've seen in the past few years is books like Center for Science in the Public Interest's new book, *Six Arguments for a Greener Diet*; I feel like it's come full circle. A new generation is discovering all of these reasons that are still powerful today. I think that the interest going forward is going to go a lot from ecological awareness and people like the Union of Concerned Scientists saying, "Yeah, you can get a Prius, but maybe just as important is eating low on the food chain," and people awakening to the fact that not eating meat is just as important as not driving a gas-guzzling car, or maybe more so. There is still a growing interest in animal cruelty—a motivation to relieve animal suffering—and I'm sure that will continue. But I think that equally strong and stronger will be the environmental impetus as people realize that we just can't tolerate this kind of waste.

SETH TIBBOTT
Inventor of Tofurky and
Owner of Turtle Island Foods

I first became a vegetarian in college. The year was 1973, and my first vegetarian meal was a bowl of lentils, rice, and onions from Frances Moore Lappe's classic *Diet for a Small Planet*. I was a teacher/naturalist in training so the environmental aspect of Lappe's book appealed to me. It just made sense that eating plants directly was smarter, more efficient, and better on our battered ecosystems. My mom was unimpressed. She grew up during the Depression and to her it all came down to protein. How was I going to get my protein, she would ask, whenever I called home from Ohio, where I was living. There were no natural foods stores then, but you could buy brightly colored rainbow bags of granola and yogurt, too, in the local head shop. Both items became a staple for me, along with boxes of vanilla wafers. Not a great diet but a start.

Flash forward to 1977 and I was working as a naturalist at outdoor schools in Oregon. My mom was still bugging me about protein, and the first rudimentary co-ops were forming in garages and old warehouses around Portland. I started buying soy grits and making them into soy burgers. Wandering the aisles of the supermarkets, I also was impressed to see entire shelves of yogurt and granola. I had been reading the books of Stephen Gaskin and his 1,700-acre farm in Tennessee. I believe they had over a thousand hippies living on The Farm, all of whom subsisted on a 'pure vegetarian'



diet that was in reality vegan, but I never heard them use the word. They grew soybeans on The Farm and had sent people to the libraries of the National Institutes of Health in Washington, DC, to research how they could use all these soybeans. When I landed a naturalist job that summer in Tennessee on the banks of the Nolichucky River, I took a weekend visit to The Farm and brought back my first tempeh spores. My friends and I were living in tents then, but the weather was hot and humid, perfect for incubating tempeh in stainless steel pans outside. It was love at first bite, eating that first batch of tempeh on the banks of the Nolichucky with Silver Queen sweet corn and okara (soy pulp).

This is all background for 1980, which is when Turtle Island Soy Dairy was founded at Hope Co-op in Forest Grove, Oregon. Back then, the natural foods industry was in its infancy still. The dark, funky co-ops had moved out of the garages and some small stores like Natures in Portland were actually starting to buy new freezers and refrigerated cases. When I brought my first tempeh to the natural foods stores in Portland, it was very easy to get placement for all my three flavors: Soy Tempeh, Five Grain Tempeh, and Tempehroni, a sausage-shaped log of tempeh fermented with herbs and spices. In fact, the people working in the store were like, "Hey, what took you so long to come here? Now we can fill up our empty shelves with something!"

Acceptance from the public was slower and took a lot of education, demos, etc. In fact, during the '80s, soybeans did not really have a great reputation. There wasn't a lot of information (pre-Internet days here, so information traveled slowly, largely through collections of paper with words typed on them and bound together in something called 'books!') on the health benefits of soybeans and soyfoods in general. You could maybe buy tofu in a few enlightened supermarkets, but mostly water-packed tofu was only sold in natural foods stores. In the mid-80s the first Gardenburgers were produced and one of their big selling points was "soy free," which it said across the front of the box. This changed in the 1990s when more and more information became

"I first became a vegetarian in college.... It just made sense that eating plants directly was smarter, more efficient, and better on our battered ecosystems."

— Seth Tibbott

available about positive aspects of soybeans and vegetarian diets in general, culminating in the FDA allowing manufacturers to make health claims about soy protein.

Today, it's amazing to see the plethora of vegetarian products vying for shelf space in not only natural foods stores but grocery stores as well. It is many, many times easier to eat a healthy vegetarian or vegan diet than 25 years ago. The products just keep evolving and getting better and better. In 1980 you pretty much had to make your own vegetarian meals from scratch by a process involving ovens and stoves quaintly called 'cooking.' Now you just need a good freezer and microwave, and your options for quick, delicious tasty meals are literally too numerous to count.

"Vegetarianism has too much truth and innate sensibility going for it not to bubble into an increasingly larger part of the world's diet in the years to come."

— Seth Tibbott

Yet I am still puzzled by the strength of the meat industry and the fact that more about the staggering environmental and health impacts of carnivorous diets is not of greater concern. As I look forward, I believe that eventually these two issues will bubble up to the surface, pushing more and more people to change their diets. Something has got to give here. Best guess is that vegetarian foods will continue to improve in tastes and textures and gain larger and larger market share and acceptance. Meat raised from livestock may lose its dominant place in the American diet and may become an expensive 'delicacy' that only the rich can afford. I would imagine that some type of meat replacement (non-vegetarian) will be grown in labs on an industrial scale and compete with vegetarian meat replacements. This new synthetic meat may have some of the environmental/health concerns removed from it and actually will be marketed as an alternative to the vegetarian meat alternatives.

Evolution is a painstakingly slow process, but even though truth can be suppressed, spun, and twisted, eventually it all comes to the surface, and vegetarianism has too much truth and innate sensibility going for it not to bubble into an increasingly larger part of the world's diet in the years to come.

LAUREL ROBERTSON
Author of *Laurel's Kitchen*

Today, everyone knows that vegetarian eating is healthier! But in 'those days,' doctors and mothers (and sometimes maybe even we) fretted that our lives would be short and decrepit. Hard to believe now but true! Before *Laurel's Kitchen* was published in 1976, you could not find any popular scientifically sound nutritional information, vegetarian or not. And forget about finding good vegetarian recipes or restaurants. There's been a *vast* improvement since then!



On the other side, you were not surrounded by junk food 25 years ago. Most people sat down to meals of mostly real food. Yes, bread was white, and yes, you'd enjoy the occasional birthday cake. But junk wasn't everywhere, wasn't anything like *often*. Ominously, we see junk burrowing deeper. More and more, in the next 25 years, we will need to ask, what is real food? Where is it coming from? Who can afford it? And, which carrot is vegetarian?

Certainly, the '60s generation didn't invent vegetarianism. It took off in the '70s and '80s because of its newly recognized cachet of healthfulness and the newly appreciated ecological benefits of eating lower on the food chain. These are still valid reasons to eat vegetarian. Vegetarian popularity is due for an upswing. It depends a lot on us. How do we present our cause? By serving as walking proof that vegetarian eating is satisfying. Do we believe and show that it's delicious, pretty, easy, cheap, healthful, fun, and kind to animals *and* that it saves the rainforest? What's not to like?

JIM ROSEN
Founder, *Fantastic World Foods*

Today, the idea of eating vegetarian foods in the U.S. is much more common and acceptable to the general public than 25 years ago. In the '70s and '80s, it was a foreign idea to most people. Waiters in restaurants made funny faces when quizzed about ingredients. My children, who grew up as vegetarians, were teased in school. Today, they are respected for being vegetarian. Doctors in general did not advise their patients to avoid meat. Today, practically every



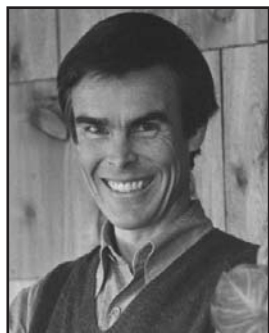
doctor recommends cutting back. Twenty-five years ago, there were only a few companies like Fantastic Foods producing vegetarian foods, and the products were sold only in health foods stores. Today, vegetarian products are produced by large companies and comprise one of the fastest growing categories in supermarkets.

Vegetarianism is a trend as opposed to a fad. While the number of true vegetarians is increasing slowly, a rapidly growing segment of consumers chooses to eat vegetarian meals on a regular basis. Meat consumption is down. Today, there is an animal protein glut in this country. Mad cow disease, cancer, arteriosclerosis, mercury poisoning in fish, etc., have scared people into eating 'more vegetarian.'

In the future, our society (and others) will move to a more vegetarian diet. There are three good reasons why a person chooses to be a vegetarian: compassion/spiritual, health, and environment. In the first category, the number of people who really feel empathy for the suffering of animals is very small today; however, as we evolve into a more aware and enlightened state of mind, the numbers will grow. Second, the aging of the population is making us more aware of the effect of diet on our health. Though this group generally will not become pure vegetarians, they will eat less animal protein. Finally, with respect to the environment, it appears that, as a society, we are about to become very 'green.' Author Thomas Friedman recently wrote that 'green' is the next red, white, and blue. Over the next few years, we will see a powerful environmental movement. As it takes shape, it will be hard to ignore all the evidence that switching to a vegetarian diet could be the most environmentally responsible thing a person could do. One day eating meat will be seen as decadent, cruel, and irresponsible. Twenty-five years from now, I believe that vegetarianism will be the rule rather than the exception.

WILLIAM SHURTLEFF Author of *The Book of Tofu*

Over the past 25 years, the first big change for vegetarianism is that, today, it is acknowledged that a balanced vegetarian diet is actually healthier than the standard American diet. That's a huge change! The question is, what brought about this great change? I think there are three or four major influences. The biggest influence is the Adventist Health Study, which is a health study that



has been running since the 1950s of 50,000 Seventh-day Adventists in California compared with 50,000 non-Seventh-day Adventists. That has led to more than 200 publications in the medical literature. That's something that has never ever happened in the history of vegetarianism before—people can look at numbers published by doctors and see that people who are vegetarian are having dramatically lower rates of heart disease, stroke, diabetes, obesity—and more. So that study, which surprisingly is not very well-known among vegetarians, I think has been the biggest influence and the biggest change in the past 25 years.

The second influence is the consensus that cholesterol and saturated fat are major causes of heart disease. This consensus did not exist before the late 1980s. The consensus had been building since the 1950s, and once that consensus happened, many physicians looked at their heart disease patients (of which there are many)

“Today, it is acknowledged that a balanced vegetarian diet is actually healthier than the standard American diet. That’s a huge change!”

— Bill Shurtleff

and then knew what to say to these people. Many doctors began to say, “You should cut back on your consumption of meat and saturated fat.” And just at that point, meat alternatives began taking off as a category.

The third reason I think health care professionals have changed their attitudes so much is the influence of vegetarian physicians and nutritionists. The ones that come to mind first are Dr. Andrew Weil, Dr. Dean Ornish, and Dr. John McDougall. Not least are the people of The Vegetarian Resource Group, who have been present at one nutrition conference after another for so many years. This is where nutritionists and dietitians meet and ask for information. So, The Vegetarian Resource Group has really done a wonderful job working over many, many years, and I think many people have changed their view based on that type of outreach.

The second big change for vegetarianism that I see is the way that ordinary Americans view a vegetarian diet, which is increasingly positive. Twenty-five years ago, believe it or not, most Americans were trying to increase their consumption of meat. That was seen as a sign of affluence. Today, many Americans are trying to reduce their consumption of meat, especially those who are better educated. People are increasingly

realizing that meat is not good for you. And not only that, they recognize other things about meat, such as the way that it gets to your table, what it does to the environment—subjects that were never even talked about before. Another thing that's quite remarkable is that 17 percent of Americans say they are vegetarians. That means that, first of all, they wouldn't say that if they were thinking that wasn't a cool thing to be, and secondly, even though they are not all vegetarians, it's really nice to have that many people thinking of themselves as vegetarians. It would be nicer if they were really vegetarians, but the fact that so many people say that is a huge change in attitude toward vegetarianism.

Big change number three is how much easier it is for a person to become a vegetarian than it was back then. First, there are all kinds of wonderful meat and dairy alternatives for people who want to take that route. For an awful lot of adults, it's much easier to make a transition to a vegetarian diet if everything kind of looks the same as it did before on their plates. Secondly, there is loads of information—recipes and books about vegetarianism.

The next big change is that I think the number of vegetarian menus that are offered in colleges, universities, restaurants, and so forth has gone way up. You can basically go anywhere now and there will be a vegetarian item on the menu, unless it's a very swanky type of restaurant. A few years ago, I remember going to Yosemite and sitting down at the main eating place and seeing the first item on the menu was a veggie burger. That's amazing.

“Seventeen percent of Americans say they are vegetarians.... They wouldn't say that if they were thinking that wasn't a cool thing to be.”

— Bill Shurtleff

Another big change is the huge increase in the awareness of animal rights and animal welfare that so many people in America have brought about. That will ultimately translate into the way people eat, although it doesn't seem to be doing it that much just yet.

Finally, there has been the huge increase in the number of vegetarian periodicals and their readership. This, in my opinion, is a double-edged sword. The one edge is that you get these glossy, slick publications out there on newsstands in front of the public. But to do

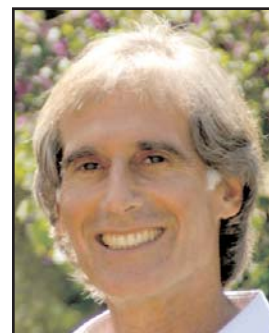
that, you have to change the message from the traditional message to what I would call a one-dimensional message. It's necessary to do that so big advertisers will advertise in those magazines. They want a magazine that Kraft will have no objection to at all. And you do that by having pretty pictures of recipes all through the magazine. When the first post-war American vegetarian periodical was published—*Vegetarian Times*—it was a rich tapestry of everything about vegetarianism. In other words, it did not present vegetarianism as a *diet*, which is the way these modern magazines present it. It presented it as a *lifestyle*.

ANDY BERLINER
Co-Founder of Amy's

Twenty-five years ago, as a consequence of my herbal tea company, Magic Mountain Teas, I was traveling a lot. It was very difficult to find vegetarian food. Generally, you could order a baked potato and a salad or find a place that had a salad bar. When you ate with business people at that time and you were a vegetarian, it was considered very odd. The perception of vegetarians was that they were hippies or health nuts. It was not a concept that was understandable to people.

But I did learn what it was like to be vegetarian on the road, which was quite different from being vegetarian at home. I would pack peanut butter, jelly, and rolls in my suitcase, and when I dipped down low, I would find a little health foods store and keep a little food on ice in the hotel. It was hard. It was really hard.

Now vegetarianism is much more accepted. A lot of people eat less meat. Many people align eating more vegetables with eating healthier—not being vegetarian for moral reasons necessarily but eating much healthier. We always serve vegetarian meals at company events, and we used to get a lot of flack about it. Now, it's just fine. Just in the 18 years that we've had Amy's, there has been a huge shift in the perception of vegetarianism and also in the number of people who are eating vegetarian meals. I think a lot of this has to do with the aging population; people are more concerned about their health and they are finding that a vegetarian diet can be more healthful and lower in fat and cholesterol. The various diseases that have happened over the years, like mad cow disease in Europe, and all of the seafood that has been found containing toxins has put a pale on some people's appetites for meat. It's a gradual transition.



It is an evolution of more focus on health, more focus on the environment, on animals—a lot more than when I was growing up. More people are becoming aware of it—not just from a health perspective but also from a moral perspective. I think vegetarianism will just keep growing and growing, not at an enormous rate but at a good, steady pace.

RACHEL BERLINER
Co-Founder of Amy's

I've been a vegetarian since 1969. I was a teenager living in southern California, and there was a vegetarian crusader who would take a little lamb and stand outside restaurants with lamb on the menu and try to let people know when they came out that was what they were eating. I was 15 at the time, and I never really realized what I was eating. My father was a vegetarian, and I thought it was the oddest thing—I'd look at his plate and there would be a vegetable and a big hole where the meat was supposed to be. But I never really understood what meat was; once I realized that I was eating an animal, then that was it. I didn't eat meat again.

I remember hearing about veganism when we first started Amy's. Vegans would write to us saying that they wanted us to offer vegan foods (because we used dairy in our products). At that time, the options for vegan food were not good. Veganism just wasn't considered 'a healthy way' in the '70s, and now it is. I think that shows a lot of understanding of how to eat correctly. Vegetarianism used to be a negative thing; now it is considered a positive thing with many people. You will hear a lot of people say, "Oh, vegetarianism! I wish I could be a vegetarian; it sounds like a good thing to do."

Today, there are more options. Previously, everyone's perception of vegetarianism was just a boiled vegetable and a salad or baked potato. Now, people travel around the world and have become more global,



"People travel around the world and have become more global.... People are realizing that there is a lot of delicious food that is made without meat."

— Rachel Berliner

and there are so many vegetarian options that are delicious that come from Mexico and India and Thailand. People are realizing that there is a lot of delicious food that is made without meat.

INGRID NEWKIRK
Co-Founder and President of People for the Ethical Treatment of Animals (PETA)

Cranks! That was the name of the London restaurant for vegetarians and our family's steamed 'Christmas puddings,' which contained a lucky coin and were made with fat from unlucky cows. We were a rare breed, walking our lonely walk through meaty and milky supermarket aisles, having 'given up' the foods we were raised on, whether steak and kidney pie and roast beef or hot dogs and hamburgers. "How bizarre!" said a waitress, when I explained my dietary preference.

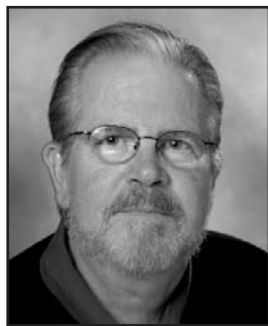
Today, there are veggie burgers in every 'fish and chip' shop in England and vegan cuisine on the menu at Brown's and other lah-di-da places to eat, and there is not only vegan Christmas pudding but vegan haggis (blood sausage) and vegan 'caviar.' My local southern Virginia grocery has shelves creaking with soymilk, and there are faux chicken nuggets in the freezer case. We want for no sensation that our tastebuds once knew but our intellect and hearts rejected. The medical profession, writers, and even most of the carcass-crunching masses realize now that we vegans have not 'given up' anything except a bigger chance of experiencing heart disease and stroke.

I can't wait to read what we'll say in 25 more years! I see vegetarian ideals permeating the Muslim world via small beginnings such as the website <www.islamicconcerns.com>, warning labels on meat and milk, the end of government subsidies for poisonous meat and dairy products, physicians telling patients (as they do now with smoking) to stay off animal protein, and new vegan adults, born of their enlightenment from growing up in vegan households and veganized school lunch lines.

Thanks to VRG's work and that of so many individuals who care about animals, human health, and more, being a daily ambassador for vegan living is no longer hard, pioneering work—it is a pleasant duty. Happy Anniversary, you wonderful people!



TOM REGAN
Professor Emeritus
of Philosophy, North
Carolina State University.
His most recent book is
*Empty Cages: Facing the
Challenge of Animal Rights.*



My wife, Nancy, and I became vegetarians over 30 years ago. At the time, we didn't have any friends who were vegetarians. In fact, we didn't even know any vegetarians. Given our circumstances, we felt like we were absolutely alone. It was several years before we began to make contact with other like-minded people.

Eating out was a challenge. There weren't any upscale restaurants that served vegetarian dishes. They thought a vegetarian dinner was a slab of steak, a baked potato, and a tossed salad, only hold the steak. And even though Nancy and I were no longer youngsters, her parents and mine both thought that by not eating meat we were doing something dangerous and unhealthy.

Compare these snapshots from our past with the way things are today. Take the Triangle Vegetarian Society, for example, a vibrant, growing voice for vegetarianism in the area where we live. For several years, TVS has sponsored an annual Thanksgiving banquet.

“While health and environmental considerations will move some people to adopt a vegetarian way of life, the core concept... is respect for animals.”

— Tom Regan

Attendance has grown from 20 or so to upwards of 300. In the past, vegetarians were limited to two or three tables. Now, we require a whole restaurant, for the whole day. As for the food, it is 100 percent vegan gourmet, consisting of so many tastes and textures, colors, and aromas that mere words cannot do it justice. Oh, and did I mention? It's healthy, too.

So, yes, we have seen many changes, and many of them for the good. As for the future, Nancy and I believe that change will continue to be the order of the day. While health and environmental considerations will move some people to adopt a vegetarian way of life, the core concept—the one that will play the greatest

role in fostering the growth of what we believe in—is respect for animals. There are many efforts underway, and more to come, aimed at improving the living conditions of farmed animals to make their life more 'natural.' This includes providing them with less crowded, more 'humane' daily environments in which to live. We have no doubt that many of these initiatives will succeed. Paradoxically, though, the more 'natural,' the more 'humane' their living conditions become, the more acceptable *eating animal flesh* is likely to be in the minds of many consumers. This is the greatest challenge we vegetarians face in the years ahead, which is why our central message must always be the same: we don't show respect for animals by eating their corpses, no matter how 'natural' or 'humane' the treatment they have received.

MICHAEL JACOBSON
Co-Founder of Center
for Science in the Public
Interest (CSPI)



Back in the early 1980s, I think vegetarianism was considered a stupid, bizarre diet. There was probably some begrudging acknowledgment that vegetarian diets were healthy, but those acknowledgements were accompanied by copious possibilities of nutrient deficiencies. The nutrition community was constantly trying to find fault, saying you could just eat soda and Twinkies and you'd be a vegetarian.

It's quite amazing to read articles in the journals of the American Dietetic Association that really acknowledge the mental benefits of a healthy vegetarian diet, and the dietary guidelines for Americans emphasize eating more vegetables and whole grains, even more than eating lean meats and fat-free dairy products. I think that those kinds of publications reflect a major change in the way vegetarianism is viewed by the establishment.

I think the weight of opinion is acknowledging the benefits of a more vegetarian diet. When you look at the American Heart Association's and the American Cancer Society's recommendations, they are very much in line with the dietary guidelines for Americans. It is curious that one of the contrary forces, to some extent, really encouraging the consumption of animal products is the sustainable agriculture movement, where anything produced by a local sustainable farm is good. They do not recognize that meat, even if grass-fed,

is likely to increase cancer risk, and dairy products certainly increase heart disease risk.

Ideally, in the future, people will be eating a more vegetarian diet, and the animal products that are eaten will be produced on sustainable farms with the animals treated humanely. Americans aren't all going to eat a vegetarian or vegan diet ever, so we should encourage a more sensible way to produce animal products.

NANCI ALEXANDER
Founder of Sublime
Restaurant and the Animal
Rights Foundation of Florida

In Florida, about 20 years ago, it was difficult to find a tiny store (large walk-in closet-sized) that had some organic vegetables and grains in bins, a single refrigerated unit, and maybe a frozen unit. Most were not very appealing.



Usually, a bulletin board could be found in the store. Then, about 15 years ago, a large store called the Unicorn Village and Marketplace was opened in Aventura, Florida. The owner sold it to Whole Foods and, five years later, became my original partner at Sublime. Vegan restaurants started appearing on the scene in Florida about 12 years ago. These restaurants had a seating capacity of about 30.

In 2003, Sublime, a vegan restaurant, was opened in Ft. Lauderdale. Sublime seats 175 people.

I think, in 25 years, we should see quick-service vegetarian restaurants, like McDonald's. Meat analogs have come to resemble animal products, leaving people little reason to eat animal flesh.

Heather Gorn is an undergraduate at the University of Pennsylvania and a longtime volunteer with The VRG. She also wrote the 'Vegetarian Action' article about Bill Shurtleff that appears on page 35 of this issue.

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25 Vegan Cuisines

The Reasons, the Regions, and the Remarkable Recipes

By Chef Nancy Berkoff, RD, EdD, CCE

AS WE CELEBRATE 25 YEARS OF BRINGING YOU VEGAN information, we thought an article celebrating the vast diversity of vegan cuisine that *Vegetarian Journal* has examined was in order. Unfortunately, we have featured so many different menus over the past quarter of a century that we could never include them all in one article. Therefore, we narrowed them down to (fittingly) 25 approaches to vegan cooking and included one

recipe that typifies each of the many different lifestyles, health needs, cultures, and belief systems. You'll notice a very brief overview of each cuisine before the recipe. We realize that such an introduction cannot cover the depth and detail of each wonderful approach to vegan eating, but we hope you will enjoy our whirlwind tour of delicious food as much as we did.

VEGAN LIFESTYLES

Middle-of-the-Road Healthy Vegan

Vegan cuisine can be as American as maple syrup-sweetened apple pie. Many vegans eat a healthy, moderate diet, utilizing regional and seasonal ingredients as well as vegan items available in traditional grocery stores. Fruits, vegetables, grains, beans, nuts, and vegan convenience items are only a few of the many ingredients that characterize the basic middle-of-the-road vegan diet.

CARROT AND ZUCCHINI BREAD

(Makes two 8" x 4" loaf pans or approximately twenty-four 1-ounce muffins)

This recipe is great when paired with a hearty soup or toasted and

served with carrot marmalade. In fact, you may want to make a double batch and freeze some.

3 cups all-purpose flour (or half all-purpose flour and half whole wheat flour)

1 teaspoon baking soda

¼ teaspoon baking powder

1 teaspoon ginger

1 teaspoon cinnamon

¼ cup silken tofu

2 cups sugar (Use your favorite vegan variety.)

¼ cup oil

½ cup puréed bananas

1 cup grated carrots

1 cup grated zucchini

1 teaspoon vanilla extract

½ teaspoon orange zest

1 cup chopped walnuts

Vegetable oil spray and additional flour to prepare loaf pans

Preheat oven to 350 degrees.

In a large mixing bowl, combine flour, baking soda, baking powder, ginger, and cinnamon.

In a small bowl, whisk tofu until airy and frothy. Stir in sugar, oil, bananas, carrots, zucchini, vanilla, and zest. Add to dry ingredients and mix only until combined. Stir in nuts.

Pour into greased and floured loaf pans or into muffin tins lined with baking papers. Bake for 45 minutes or until knife inserted in center comes out clean.

Total calories per muffin: 180	Fat: 6 grams
Carbohydrates: 30 grams	Protein: 3 grams
Sodium: 66 milligrams	Fiber: 1 gram

Vegan Junk Food

Let's face it. Vegans are as likely to 'stray' when it comes to fat, calories, and salt as anyone else. We tried to make this recipe as

'terrible' as possible to fit with typical junk food profiles!

QUICK NACHOS

(Serves 4)

- 3 Tablespoons plus 3 teaspoons vegetable oil, divided
- 1 cup chopped onions
- 1 cup canned chopped tomatoes, not drained
- 1 cup canned red kidney beans, drained
- 1 cup canned black beans, not drained
- 1 teaspoon cumin powder
- 2 teaspoons chili powder
- 2 teaspoons tomato purée
- Approximately 4 cups tortilla chips
- 1½ cups grated vegan cheese

Preheat oven to 400 degrees.

Heat 3 Tablespoons of oil in a large frying pan. Add onions and sauté until soft. Add tomatoes, beans, spices, and purée and cook, stirring, until heated and thick, approximately 3 minutes. Remove from stove and mix in remaining vegetable oil. Pour chips into a 2-quart ovenproof casserole dish.

Pour sauce on top and heat in oven for 5 minutes. Top with cheese and allow to bake for another 3 minutes or until cheese is melted and bubbly. Serve hot.

Total calories per serving: 631 Fat: 26 grams
Carbohydrates: 84 grams Protein: 19 grams
Sodium: 1,187 milligrams Fiber: 21 grams

Gourmet

Use this recipe to amaze your vegan and non-vegan friends.

SWEET POTATO FLAN

(Serves 8)

- 2 cups peeled raw sweet potatoes, cut into large pieces (Start with 1½ pounds of unpeeled sweet potatoes.)

- 1 cup lowfat soymilk
- 2 cups plain silken tofu
- ½ cup beaten silken tofu
- ½ cup sugar (Use your favorite vegan variety.)
- 2 teaspoons vanilla extract
- 1 teaspoon orange zest
- Vegetable oil spray
- Water to steam flan

Preheat oven to 350 degrees. Bake the sweet potatoes until they are soft enough to mash with a fork, approximately 45 minutes to an hour, depending on thickness of the potatoes. Remove from oven and mash with a fork or with a food processor.

In a medium-sized saucepan, combine the soymilk and plain silken tofu and heat until just simmering. Set aside.

In a large bowl, mix the potatoes, the beaten tofu, sugar, vanilla, and zest to combine. Slowly add the soymilk mixture, stirring constantly until combined.

Spray a 10" baking pan with vegetable oil and fill the pan with the sweet potatoes mixture. Fill a larger pan with two inches of water to oversteam the flan. Place the 10" pan into the larger pan.

Place the nesting pans into the oven and bake for 35 minutes or until a knife inserted into the center comes out clean. Remove the pans from the oven, remove the 10" pan from larger pan, and allow flan to cool before serving.

Total calories per serving: 140 Fat: 2 grams
Carbohydrates: 25 grams Protein: 5 grams
Sodium: 21 milligrams Fiber: 1 gram

Vegan Fast Food

Some vegans want their food fast, and they want it good. You don't have to visit a drive-thru to achieve a quick yet tasty meal.

PIZZA PRONTO SOUTHWEST

(Serves 4)

- 4 corn tortillas or whole wheat pitas
- 1 cup canned, vegan refried beans
- 1 cup frozen corn (not thawed)
- ½ cup grated vegan cheese
- 4 teaspoons chopped green chilies
- 4 slices ripe avocado

Preheat oven to 400 degrees. Place tortillas or pitas on a baking sheet. Top each tortilla or pita with ¼ cup beans, ¼ cup corn, 2 Tablespoons cheese, 1 teaspoon chilies, and 1 slice avocado. Bake for 5 to 8 minutes or until all ingredients are heated. Serve hot.

Total calories per serving: 196 Fat: 5 grams
Carbohydrates: 35 grams Protein: 6 grams
Sodium: 419 milligrams Fiber: 6 grams

Raw

Raw foodists prefer their ingredients not be heated above 118



degrees to retain maximum nutritional value and function. Raw foodists use sprouting, grinding, dehydrating, and soaking to create an extensive list of tempting dishes.

BANANA BARS

(Serves 6)

- 1 cup mashed ripe bananas
- $\frac{2}{3}$ cup ground almonds
- $\frac{2}{3}$ cup ground oats
- $\frac{1}{2}$ teaspoon ground ginger
- $\frac{1}{2}$ teaspoon nutmeg
- 1 teaspoon vanilla extract
- $\frac{1}{2}$ teaspoon fresh orange zest
- 3 Tablespoons chopped dates
- $\frac{1}{2}$ cup sprouted millet (available in the produce or refrigerated section of natural foods stores and at farmers' markets)
- 3 Tablespoons shredded coconut

In a food processor or blender, coarsely chop bananas, almonds,

and oats. Add ginger, nutmeg, vanilla, zest, dates, and millet and process to combine.

Pour mixture onto waxed paper and roll into a log. Refrigerate for at least 2 hours. Unroll log and garnish with coconut before slicing.

Total calories per serving: 201 Fat: 6 grams
Carbohydrates: 34 grams Protein: 5 grams
Sodium: 3 milligrams Fiber: 3 grams

Fruitarian

Fruitarianism is a diet that focuses on eating only the 'fruit' of plants. These include not only apples or grapes but also tomatoes, peas, beans, nuts, seeds, and other foods.

There are different variations of fruitarianism. Some fruitarians only eat the fruit of a plant so that the plant does not have to be killed. For instance, when one eats

a root vegetable, such as a carrot, the whole carrot plant dies. Other fruitarians will eat all of the edible parts of fruits and vegetables. This recipe will please both kinds of fruitarians, as well as everyone else.

GREEN AVOCADO SOUP

(Serves 2)

- 4 ripe, mashed avocados (to make 2 cups)
- 1 Tablespoon chopped red bell pepper
- 2-3 mashed ripe bananas (to make 1 cup)
- $\frac{1}{2}$ cups water
- 1 cup orange juice

Place all of the ingredients in a blender and process until smooth. Serve at room temperature or allow soup to chill for 30 minutes prior to serving.

Total calories per serving: 531 Fat: 36 grams
Carbohydrates: 57 grams Protein: 7 grams
Sodium: 31 milligrams Fiber: 15 grams

WITH HEALTH IN MIND

Lowfat

This dish tastes good and has very little fat!

BANANA-PEACH MOUSSE

(Serves 12)

- Approximately 8-12 peeled ripe bananas (to make 4 cups)
- 1 pound (approximately 2 cups) chopped dried peaches or apricots
- 4 cups peach- or vanilla-flavored soy yogurt
- 2 teaspoons orange zest
- 2 Tablespoons orange juice concentrate

Place all ingredients in a blender or food processor and blend until smooth.

Portion into individual dishes. Allow mousse to set, refrigerated, for at least 2 hours before serving.

Total calories per serving: 239 Fat: 1 gram
Carbohydrates: 54 grams Protein: 4 grams
Sodium: 10 milligrams Fiber: 4 grams

High-Protein

High-protein diet regimens became popular several years ago. Here is a fiery, high-protein entrée.

THREE BEAN SPICY STEW

(Serves 12)

- 1 quart vegetable broth
- 2 cups cooked or canned garbanzo beans, drained

- 1 cup cooked or canned kidney beans, drained
- 2 cups cooked or canned navy beans, drained
- $\frac{3}{4}$ cup diced red onions
- 1 cup canned diced tomatoes, not drained
- 2 cloves garlic, minced
- 1 teaspoon ground cumin
- 1 Tablespoon freshly ground black pepper
- 1 Tablespoon fresh lime juice
- 1 Tablespoon hot sauce
- 1 Tablespoon chopped fresh cilantro or flat-leaf parsley

Combine broth and beans in a small stockpot. Bring to a fast boil, reduce the heat, and simmer, covered, for 5 minutes. Drain, reserving 2 cups of the cooking liquid.

Place beans and liquid back in the pot with onions, tomatoes,

garlic, and cumin. Simmer, covered, for 20 minutes. Add pepper, lime juice, hot sauce, and cilantro. Stir and serve immediately.

Total calories per serving: 132 Fat: 1 gram
 Carbohydrates: 24 grams Protein: 8 grams
 Sodium: 441 milligrams Fiber: 6 grams

Macrobiotic

Followers of macrobiotics believe that food and food quality affect health, well-being, and happiness. They maintain it is beneficial to choose foods that are less processed and locally, organically grown and to use more traditional methods of cooking foods.

Cereals, especially rice, are seen as being naturally balanced in terms of yin and yang and make up the main part of the diet. Foods that are either extremely yin (sweet) in nature or extremely yang (salty) in nature are eaten very rarely, if at all.

HERBED BLACK SOYBEANS (Serves 5)

- 2½ cups cooked or canned black soybeans, drained
- 1 teaspoon minced, peeled fresh ginger
- 1 Tablespoon shredded fresh basil
- 2 teaspoons minced fresh oregano
- 3 Tablespoons fresh lemon juice
- 2 Tablespoons fresh chopped parsley (for garnish)

Heat beans and ginger gently in a pot over medium heat. Add basil, oregano, and lemon juice. Mix and simmer for 1 minute. Remove from heat, place in a serving bowl, and garnish with parsley. Serve with steamed brown rice.

Total calories per serving: 94 Fat: 2 grams
 Carbohydrates: 10 grams Protein: 9 grams
 Sodium: 1 milligram Fiber: 5 grams



Ornish

Dean Ornish, MD, formulated a diet for reversing heart disease and, as an additional benefit, for losing weight. The Ornish diet is generally vegetarian and does allow some egg whites, but most Ornish-style recipes are vegan. The emphasis is on lowfat foods that are filling yet high in fiber with the calorie breakdown being 10 percent fat, 20 percent protein, and 70 percent carbohydrates, especially complex carbohydrates.

GRILLED VEGETABLES WITH MUSTARD- MAPLE SAUCE (Serves 12)

- 3 pounds (approximately 7 cups) cauliflower or broccoli florets or sliced summer squash
- 2 cups water
- ¾ cup prepared mustard
- ½ cup maple syrup
- 2 teaspoons fresh lemon zest
- 1 Tablespoon cornstarch, if needed
- 2 Tablespoons water, if needed

Preheat grill. Grill cauliflower, broccoli, or squash lightly, turning once. Set aside.

To prepare sauce, heat water in a small pot until simmering. Stir in mustard and maple syrup. Heat and stir until slightly thickened. Stir in zest. If sauce is not as thick as desired, combine cornstarch and water and stir into sauce. Allow sauce to simmer, stirring, until thickened.

When sauce is thick, arrange vegetables on a serving platter, drizzle with sauce, and serve.

Total calories per serving: 82 Fat: 2 grams
 Carbohydrates: 16 grams Protein: 3 grams
 Sodium: 403 milligrams Fiber: 3 grams

McDougall

The McDougall diet provides the structure of a lowfat, starch-based diet that promotes a broad range of health benefits. These include weight loss and the reversal of serious health conditions, such as heart disease, without the use of drugs. The McDougall diet focuses on adopting a dietary regimen and lifestyle that encourages human beings' natural tendencies to be healthy. The program is based on proper foods, moderate exercise, adequate sunshine, clean air and water, and surroundings that promote psychological well-being.

POTATO AND GARLIC SOUP

(Serves 6)

- 4 cloves garlic, not peeled
- 2 large onions, not peeled (approximately 1½ pounds)
- 4 cups chopped peeled baking potatoes
- 4 cups low-sodium vegetable or mushroom broth
- 2 teaspoons ground white pepper
- ½ teaspoon ground nutmeg

Preheat oven to 400 degrees. Wrap garlic cloves together in a packet of aluminum foil; wrap the onions, separately, in foil. Place on a baking tray and allow garlic and onions to roast for 20 to 30 minutes, until soft enough to mash with a fork. Remove from oven, peel garlic and onions, and mash.

Place potatoes and broth in a medium-sized pot and bring to a fast boil. Lower heat, add onions and garlic, and allow soup to simmer until potatoes are soft, approximately 20 minutes. In batches, process soup in a blender or food processor until desired consistency is achieved. (This could be a smooth purée or a chunky soup, depending on your preference.) Return soup to pot, add pepper and nutmeg, and heat for 5 minutes. Serve hot.

Total calories per serving: 148 Fat: <1 gram
Carbohydrates: 33 grams Protein: 4 grams
Sodium: 316 milligrams Fiber: 4 grams

Diabetic

Yes, people with diabetes can—and often do—enjoy great vegan cuisine, and some even adopt a vegan lifestyle.

APPLE PIE, HOLD THE SUGAR

(Serves 8)

- 3 Tablespoons cornstarch
- 1 Tablespoon ground cinnamon
- ½ teaspoon nutmeg
- ½ teaspoon mace
- 1 cup unsweetened frozen apple juice concentrate, divided
- 2 pounds peeled, cored, and thinly sliced baking apples
- Two unbaked 9-inch vegan pie shells, one for the bottom crust and one for the top crust

Preheat oven to 350 degrees.

In a small bowl, whisk together the cornstarch, cinnamon, nutmeg, mace, and ¼ cup of apple juice concentrate.

Place the remaining apple juice in a small pot, add apples, and simmer until tender, approximately 10 minutes. Add the cornstarch mixture, stirring, and allow to simmer until thickened.

Place one pie shell into a 9" pie pan. Pour apples over the shell and cover the apples with the other pie crust. Bake for 30 minutes or until top crust is golden brown.

Total calories per serving: 286 Fat: 11 grams
Carbohydrates: 48 grams Protein: 2 grams
Sodium: 215 milligrams Fiber: 3 grams

Gluten-Free

More and more people are discovering life without wheat or other gluten-containing ingredients. Baking without gluten takes some creativity, as gluten adds the 'rise' and 'chew' to baked products, but these brownies have stood the test at many a party and reception.

GLUTEN-FREE BROWNIES

(Makes twelve 2-inch brownies)

- 1 cup sugar (Use your favorite vegan variety.)
- ½ cup nonhydrogenated vegan margarine
- 1 teaspoon gluten-free vanilla
- ¼ teaspoon salt
- ½ cup silken tofu
- ½ cup rice flour
- ½ cup vegan chocolate syrup
- ½ cup potato starch

Preheat oven to 325 degrees.

Thoroughly combine sugar and margarine. Add remaining ingredients and mix well. Pour into an ungreased 8" x 8" pan and bake for 20 minutes or until a knife inserted into the center comes out clean. Allow brownies to cool prior to cutting.

Total calories per brownie: 216 Fat: 8 grams
Carbohydrates: 34 grams Protein: 1 gram
Sodium: 63 milligrams Fiber: 1 gram

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ETHNIC VEGAN CUISINE

Northern Indian

Northern Indian cuisine has rice as a staple. You may be familiar with Northern Indian breads, such as roti or chapati, as well as dahl (lentil stew), vegetable and potato curries, chutney (relish), and *achars* (pickles).

KASHMIR SPINACH

(Serves 5)

Dishes described as Kashmir have their origins in the Indian state of that same name.

4 Tablespoons vegetable oil

1/8 teaspoon ground *asafetida* (a brownish resin from some plants in the parsley family available in South Asian and Latin markets or from online retailers)

2 1/2 pounds fresh spinach, washed and chopped (approximately 8 cups in total after chopping)

1/2 teaspoon ground turmeric

1/2 teaspoon cayenne

1 teaspoon salt

1/2 teaspoon baking soda (optional)

2 cups water

1/4 teaspoon *garam masala* (a spice blend found in South Asian markets or available from online retailers)

Heat oil in a very large pan over high heat. Add the *asafetida* and spinach and stir. Add the turmeric, cayenne, salt, and baking soda. Cook and stir until the spinach has wilted.

Add water and cook, uncovered, on medium-high heat for approximately 25 minutes or until little liquid is left. Stir occasionally. Turn the heat to low and mash the spinach with the back of a spoon. Continue to cook, uncov-

ered, for an additional 10 minutes. Sprinkle the *garam masala* over the top and mix. Serve this dish over basmati rice.

Total calories per serving: 148
Carbohydrates: 8 grams
Sodium: 647 milligrams

Fat: 12 grams
Protein: 7 grams
Fiber: 2 grams

Southern Indian

South Indian cuisine is also largely rice-based, with coconut added to many dishes. You may have enjoyed the *sambars* (spicy condiments) and *dosas* (potato-flour crêpes) from this region as well.

GOAN RICE PILAF

(Serves 4)

2 cups uncooked basmati rice

Water to cover rice

2 Tablespoons vegetable oil

8 whole cloves

6 whole cardamom pods

Two 2-inch cinnamon sticks

2 cups thinly sliced onions

1 cup peeled and chopped fresh tomatoes

4 cups vegetable stock

Rinse the rice under cold water and drain. Put rice into a bowl,

cover with water, and allow rice to soak for 30 minutes. Drain and set aside.

Heat oil in a heavy frying pan over medium-high heat. Add cloves, cardamom, and cinnamon and fry for 20 seconds. Add onions and cook, stirring continuously, until brown. Add tomatoes and cook until they soften. Add drained rice, reduce heat, and cook gently for 1 minute. Add the stock and bring to a fast boil. Cover, turn heat down to a simmer, and cook for 25 minutes or until all liquid is absorbed. Serve hot, warning guests to navigate around the whole spices.

Total calories per serving: 540
Carbohydrates: 97 grams
Sodium: 478 milligrams

Fat: 9 grams
Protein: 11 grams
Fiber: 8 grams

Middle Eastern

As with all regions, cuisine can vary from neighborhood to neighborhood, not to mention from country to country. We chose a savory, quick-to-assemble stew that is popular throughout much of the Middle East.



KOSHARI (LENTILS AND RICE WITH TOMATO SAUCE)

(Serves 5)

Koshari is a savory stew, fast to toss together and requiring little more than a stir while it is simmering. It is made of lentils, rice, and tomato sauce and can be made as spicy or mild as you like. Save extra cooked rice and pasta to use in koshari.

- 1 cup gray or brown lentils, rinsed
- 9 cups water, divided
- 1 cup long-grain white rice, rinsed
- 1 cup uncooked macaroni, such as elbows or orzo
- 2 Tablespoons olive oil
- 1 cup diced onions
- 2 cloves garlic, minced
- 2½ cups tomato sauce
- 1 teaspoon hot sauce

Place lentils in a saucepan, cover with 3 cups of water, and bring to a fast boil. Reduce heat and simmer for 30 minutes or until tender. While lentils are cooking, steam rice in 2 cups of water and cook pasta in the remaining 4 cups of water. When pasta is *al dente* (just tender), drain and set aside.

In a large sauce pot, combine cooked lentils, rice, and macaroni. Heat a frying pan and add oil. Add onions and garlic and cook until just soft.

Add tomato sauce to onions and garlic and heat until bubbling. Remove from heat.

Place lentil mixture on a serving platter and top with sauce. Garnish with hot sauce and serve immediately.

Total calories per serving: 391 Fat: 6 grams
Carbohydrates: 69 grams Protein: 17 grams
Sodium: 772 milligrams Fiber: 14 grams

Kosher-Ashkenazi

Because of Central and Eastern Europe's harsh climate, Jews in this region ate many grains, root vegetables, and stews. Dried and seasonal fruit was available, and it was used in almost everything, including soups and sauces. Bagels, knishes, and blintzes were popular foods, as were beet- and horseradish-spiked dishes.

ROMANIAN STUFFED CABBAGE

(Makes approximately 20 stuffed cabbage rolls, depending on the number of leaves in each head of cabbage)

This is a traditional stuffed cabbage recipe of Eastern European origin. It does take some time to prepare, so make a big batch and freeze some for later. You can also make miniature cabbage rollies with spinach leaves; lightly steamed, cooled Swiss chard leaves or kale can be used as well.

- 2 large heads of cabbage, frozen, then defrosted*
- 1 cup sliced onions

FILLING MIXTURE

- 2 pounds vegan 'ground round' or chopped Tofurky (about 4½ cups)
- 4 Tablespoons silken tofu
- ¼ cup sugar or vegan sweetener, such as palm or date sugar
- 3 Tablespoons lemon juice
- ½ cup cooked white rice (Start with ¼ cup uncooked rice.)

SAUCE

- 4 cups prepared tomato sauce
- 1 cup water
- ¼ cup raisins
- ½ cup sugar or vegan sweetener, such as palm or date sugar
- 3 Tablespoons lemon juice

TOPPING

- ½ cup torn cabbage leaves
- 4 vegan ginger snap cookies or
- 1 Tablespoon crystallized ginger

Preheat oven to 350 degrees.

Peel leaves from the cabbage heads, being careful not to tear them. Cut up smaller leaves and any torn leaves. Set aside ½ cup torn cabbage leaves for the topping. Place the remaining torn leaves in the bottom of a deep baking pan (approximately 5 quarts in size) with onions.

In a bowl, mix the ingredients of the filling together until well combined. Put a small amount of the filling mixture on the end of each whole cabbage leaf. Roll leaves, tucking in the ends, and place finished rolls over torn cabbage and onions in the pan.

Combine all sauce ingredients in a small saucepan and cook over medium heat, stirring, for 3 minutes. Pour sauce over rolls. Top sauce with reserved cabbage leaves, spreading in a thin layer; top leaves with a single layer of ginger snaps. Bake in oven, covered, for 2 hours. Check often and baste with sauce. If cabbage leaves are not tender, continue to bake until they are.

Remove from oven, remove torn cabbage leaves and ginger from top, and serve hot.

**Note:* Instead of blanching the cabbage so that you can separate the leaves, you can freeze the whole head of cabbage. When the cabbage is removed from the freezer, the leaves separate easily and are wilted enough to roll without cracking.

Total calories per roll: 183 Fat: <1 gram
Carbohydrates: 36 grams Protein: 9 grams
Sodium: 486 milligrams Fiber: 6 grams

Kosher-Sephardic

Sephardic cuisine describes the foods eaten by a large and diverse group of Jews that bear the unique stamp of their regions of origin. These regions include Spain, North Africa, the Middle East, the Balkans, and Turkey, but Italian, Indian, and other non-European Jewish foods are also sometimes included. Pilafs, tagines, and date- and cumin-spiced dishes are just some of this cuisine's popular items.

MOROCCAN ROASTED EGGPLANT AND PEPPER SALAD

(Serves 5)

This is a spicy salad that can be served hot or cold, as an appetizer or an entrée.

2 large eggplants
2 medium red bell peppers
2 Tablespoons oil
2 garlic cloves, minced
1 teaspoon paprika
1 teaspoon cumin
1 teaspoon red pepper flakes or cayenne
½ cup water
¼ cup lemon juice

Wash and pat dry eggplants and peppers. Pierce each with a fork in several places. If you have a gas stove, you can place the eggplants and peppers right in the flame of a burner, turning very often with a fork, until the skins are blistered and black.

For electric stoves (or if you don't like to play with fire), heat your oven to 475 degrees. Place eggplants and peppers on an ungreased baking sheet and allow to roast, turning often, until skins

begin to blister. The eggplants should be very soft, almost falling apart when a fork is inserted.

Remove vegetables from heat, place in a plastic bag, and allow to sit for 10 minutes. Remove from the bag and gently peel. Discard the pepper seeds and the peels from both vegetables. Cut peppers into small squares and the eggplants into small cubes. Set aside.

In a large pot, heat oil. Add garlic, paprika, cumin, and red pepper flakes or cayenne. Stir over low heat for 3 minutes or until the garlic is soft. Remove from heat and allow mixture to cool for 5 minutes. Add water and lemon juice and stir. Return to low heat and stir in eggplants and peppers. Allow to cook, stirring occasionally, for 15 minutes or until the liquid is absorbed and the flavors are combined.

Serving suggestions:

- Serve this recipe as an entrée with mild steamed vegetables, such as spinach or carrots.
- Stuff small tomatoes, mild onions, or peppers with this dish and heat in a 350-degree oven for 10 minutes.
- Combine with prepared matzah stuffing to make a savory entrée.

Total calories per serving: 126 Fat: 6 grams
Carbohydrates: 18 grams Protein: 3 grams
Sodium: 9 milligrams Fiber: 7 grams

Italian

Italian and Sicilian cuisines have so much to offer. Not only can the dishes be vegan, but they can be based on wheat, corn (such as polenta), rice (like risotto), or potatoes (for example, gnocchi), depending on your preferences about taste and your dietary needs.

PASTA PUGLIESI

(Serves 4)

This is an example of a dish that creates its own sauce. As a variation, substitute finely chopped kale or broccoli rabe for the broccoli.

4 Tablespoons olive oil, divided
4 garlic cloves, minced
2 teaspoons red pepper flakes
1 pound uncooked pasta, such as small shells, rotini, or fusilli
1½ cups fresh broccoli florets
1 teaspoon chopped fresh parsley

Pour 2 Tablespoons of oil into a frying pan and heat. Quickly sauté the garlic and red pepper flakes for 2 minutes. Set aside.

Cook the pasta according to the package directions until just tender (*al dente*). Drain the pasta, but save the water to use for the broccoli. Cook the broccoli in same pot until tender. Drain, discarding water, and set aside.

Pour the remaining oil in a large pot and heat for 1 minute. Add parsley and stir to combine. Toss in the pasta, broccoli, and garlic mixture, remove from heat, and serve immediately.

Total calories per serving: 541 Fat: 16 grams
Carbohydrates: 85 grams Protein: 16 grams
Sodium: 14 milligrams Fiber: 5 grams

Ethnic vegan cuisine can be based on wheat, corn, potatoes, or rice, depending on your taste buds' preferences and your dietary needs.

English

Nut and lentil loaves are familiar vegan entrées throughout the British Isles.

TRADITIONAL NUT AND LENTIL LOAF

(Serves 8)

2 cups cooked gray, brown, or yellow lentils
1½ cups chopped and sautéed onions
1½ cups cooked brown rice
½ cup chopped celery
¼ cup minced carrots
½ cup ground walnuts
1 teaspoon ground sage
1 teaspoon ground thyme
1 teaspoon ground black pepper
Vegetable oil spray

Preheat oven to 375 degrees. Combine all ingredients, except vegetable oil spray, in a bowl and mix until well combined. Form into a loaf and refrigerate for at least 30 minutes. Spray a baking sheet with oil. Place loaf on sheet

and bake for 20 minutes or until heated thoroughly.

Total calories per serving: 272 Fat: 6 grams
Carbohydrates: 41 grams Protein: 16 grams
Sodium: 15 milligrams Fiber: 17 grams

Latino

With the popularity of rice and bean combinations, Latino cuisines lend themselves to appetizing vegan menus.

FIDEO SOUP

(Serves 6)

Fideo is the Spanish word for a noodle of any type. In Mexico, the word fideo often refers to pasta similar to vermicelli, while people in Spain use it to describe the very short noodles that replace rice in some dishes.

This savory soup is aromatic with garlic and chili. Serve it with a hot bean dish, such as pinto beans sautéed with onions and tomatoes, for a hearty meal.

Vegetable oil spray
½ cup uncooked fideo (vermicelli noodles or angel hair pasta)
3 seeded and chopped fresh chilies, such as chipotle (approximately 3 Tablespoons)
½ cup chopped fresh tomatoes
3 garlic cloves, chopped
¼ cup chopped yellow or white onions
1 quart vegetable broth
½ cup sliced avocado
¼ cup shredded fresh cilantro

In a large pot, heat vegetable oil spray. Quickly sauté *fideo*, stirring constantly, until golden brown. Add chilies and continue to stir and heat for 2 minutes.

In a blender, combine tomatoes, garlic, and onions and purée until smooth. Add to chilies. Add broth, lower heat, and simmer, covered, for 15 minutes or until *fideo* are tender. Ladle soup into serving bowls and garnish each bowl with avocado and cilantro.

Total calories per serving: 66 Fat: 2 grams
Carbohydrates: 10 grams Protein: 2 grams
Sodium: 338 milligrams Fiber: 1 gram

— VEGAN BECAUSE OF RELIGION OR BELIEF SYSTEM —

Adventist Vegan

It's pretty difficult to summarize the diversity of Adventist dietary precepts in several sentences. In general, Adventists base health principles on Old Testament laws, which include, in current interpretation, abstaining from blood, flesh, and fat. Other abstentions include caffeine, alcohol, tobacco, and refined sugar. Adventist beliefs link diet and lifestyle in the Eight Laws of Health, which include vegan diet and good nutrition; abstemiousness (moderation in

food and drink); the liberal use of water; sunlight and fresh air; judicious exercise; adequate rest; and trust in divine power.

CROCK POT® CASHEW LOAF

(Serves 8)

¾ cup chopped raw cashews
1½ cups soy or nut milk
¼ cup diced onions
¼ cup minced celery
1 cup fresh whole wheat bread crumbs
1 teaspoon nutritional yeast

2 Tablespoons Bragg Liquid Aminos (available in natural foods stores)
2 cloves garlic, minced
3 Tablespoons chopped fresh parsley
1¼ cups quick oats
1 cup water or carrot juice
Vegetable oil spray

Combine all ingredients, except vegetable oil, in a large bowl and mix until evenly combined. Form into a round loaf that will fit into a Crock-Pot® slow cooker. Cover and refrigerate for 30 minutes.

Spray cooker with oil. Place loaf in cooker and allow to cook

on medium for 1½ hours or until heated thoroughly.

Total calories per serving: 202 Fat: 9 grams
Carbohydrates: 25 grams Protein: 7 grams
Sodium: 144 milligrams Fiber: 3 grams

Seventh-day Adventist Vegan (Agatha Thrash-Style)

Vegans following Agatha Thrash embrace the idea of diet to help prevent and remedy different disease states. In addition to the Adventist precepts listed earlier, these vegans adhere to the following dictates:

- Do not drink generously of beverages or liquid foods at meals.
- Follow the idea that the variety of foods one uses at one meal should be small. For example, fruits are eaten at one meal, and vegetables are consumed at the next.
- Attempt to not overeat. To prevent overeating, it is advised to get up from the table knowing that you could comfortably still eat more.
- Satisfy only hunger, not appetite.
- Eat slowly, chewing adequately.
- Allow five hours between meals.

OATMEAL SHAKE (Serves 1)

Here is a shake that can be prepared quickly and consumed to replace a meal.

1 cup freshly squeezed apple juice or organic apple cider

1 cup uncooked old-fashioned oats ½ cup crushed ice

Combine all ingredients in a food processor or heavy-duty blender and process until desired consistency is achieved. Serve cool, and sip slowly.

Total calories per serving: 412 Fat: 6 grams
Carbohydrates: 83 grams Protein: 11 grams
Sodium: 5 milligrams Fiber: 7 grams

Buddhist

The understanding that animals are conscious and suffering beings drives many Buddhists to abstain from killing animals and eating meat. According to Buddhist tradition, killing or eating animals is bad for one's karma.

Some Buddhists also avoid eating strong-smelling plants, such as onions, garlic, and leeks. One theory behind this dietary restriction is that these vegetables have pungent flavors that excite the senses and represent a roadblock to Buddhists seeking to control their desires.

Another theory is that these are all root crops, and harvesting them requires killing organisms in the soil. This explanation is accepted in the Jain religion that was developing in India at the same time as Buddhism and quite possibly influenced its practices.

BUDDHIST MONK'S SOUP (Serves 8)

1 quart water
1 pound (approximately 3 cups) peeled, deseeded, and chopped butternut squash
1 cup peeled and chopped sweet potatoes
½ cup raw, shelled peanuts or cashews

⅓ cup dry mung beans or small white beans
2 Tablespoons vegetable oil
One 1-pound firm tofu
3 cups regular or lite coconut milk
½ cup uncooked cellophane or rice noodles

Place water in a large pot and bring to a boil. Add in the squash, sweet potatoes, nuts, and beans. Cook on medium heat, covered, for 30 minutes or until squash and beans are soft.

While beans are cooking, add oil to a frying pan and heat. Add the block of tofu and sauté until light brown on both sides. Remove from pan, slice lengthwise into ¼-inch strips, and set aside.

When beans are soft, stir in coconut milk and noodles. Bring to a fast boil, reduce heat, and allow to simmer until noodles are soft. Add tofu, allow to heat for 2 minutes, and serve hot over steamed rice.

Total calories per serving: 219 Fat: 11 grams
Carbohydrates: 23 grams Protein: 10 grams
Sodium: 54 milligrams Fiber: 5 grams

Lenten

An ancient Christian tradition calls for the abstaining from meat consumption during Lent, which is the 40-day period of fasting and sacrifice that begins with Ash Wednesday and leads up to the celebration of Easter. Lenten dishes have evolved over the years in different cuisines, and many became so popular they are served beyond the period of Lent.

Kofta are vegan meatballs with their roots in Middle Eastern and/or Southeast Asian culinary traditions. This version would be familiar to many Armenian gourmets.

TOPIG (LENTEN CHICKPEA KOFTA)

(Serves 8)

You will need cheesecloth or unbleached muslin and bakers' string for this recipe.

DOUGH

1½ cups cooked or canned chickpeas, drained
1 cup boiled, cooled, and peeled potatoes
1 teaspoon ground white pepper

Place chickpeas in the canister of a food processor and process into a paste. In a large bowl, mash potatoes finely with a fork. Combine with ground chickpeas and add pepper. Blend thoroughly, cover, and set aside.

FILLING

2 cups thinly sliced onions
2 Tablespoons water
¼ teaspoon ground allspice
½ teaspoon ground cumin
⅓ cup pine nuts
⅓ cup raisins
¾ cup tahini
2 teaspoons ground black pepper

Place onions in a pot with the water, cover, and steam over medium heat for 10 minutes. Remove cover and allow onions to cook until all moisture evaporates. Place in a bowl and allow onions to cool. Add allspice, cumin, pine nuts, and raisins and blend well. Mix in tahini and black pepper.

ASSEMBLING AND COOKING

3 quarts boiling water

Take four pieces of cheesecloth, each approximately 4 x 8 inches, and scald in boiling water. Allow cheesecloth to cool a little, then wring out well. Open a piece of the cloth on a clean surface, place a quarter of the dough in the center of each, and spread with a spatula. Top with filling and spread evenly with a spatula. Lift up the corners of cloth to bring each corner of the paste over the filling. The paste should enclose filling like an envelope. Gather the sides of each filled cloth to make a small tramp's bag and secure with string.

Bring water to a boil, and then lower heat. Using a large spoon,

carefully lower *topigs* into the water and return water to a boil. Cover and boil steadily for 12 to 15 minutes or until *topigs* become firm and float. Use the spoon to lift out immediately and place on a tray, allowing the water to drain off into the tray. Untie *topigs* and invert them onto platter. Allow to cool.

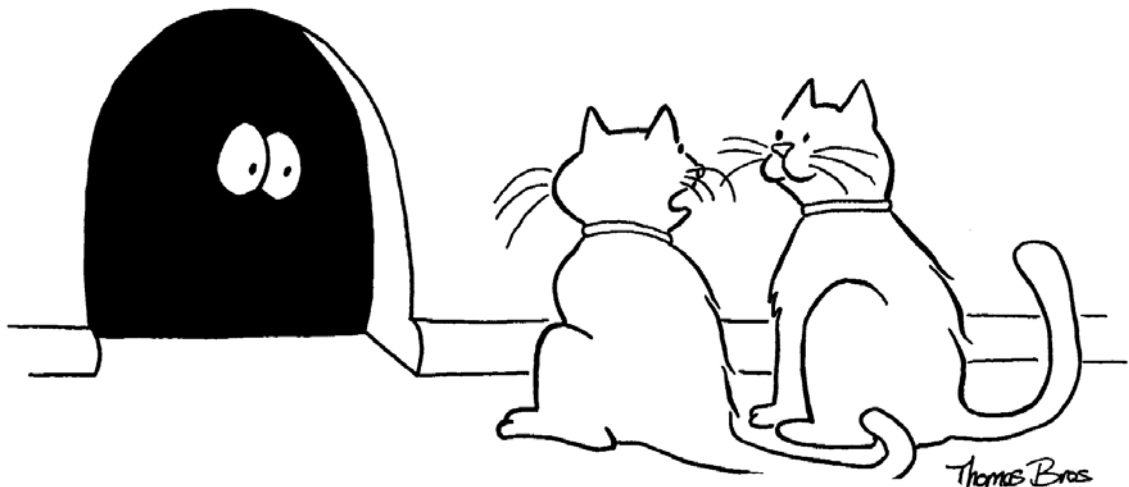
GARNISHING

1 Tablespoon olive oil
1 Tablespoon ground cinnamon
8 lemon wedges
8 parsley sprigs

When ready to serve, pour a little olive oil over each *topig* and dust lightly with cinnamon. Garnish platter with lemon wedges and parsley. To serve, cut each *topig* in half, then slice in thick pieces.

Total calories per serving: 269 Fat: 15 grams
Carbohydrates: 28 grams Protein: 8 grams
Sodium: 147 milligrams Fiber: 5 grams

Chef Nancy Berkoff, RD, EdD, CCE, is The VRG's Food Service Advisor. She is the author of *Vegan Meals for One or Two* and other cookbooks.



“What do you say we become vegetarians?”

NOTE FROM THE COORDINATORS

(Continued from page 4)

information and be involved in professional organizations in a positive way.

- 5) Debra giving a vegan cooking demonstration on *Good Morning America* in September 1994.
- 6) Reed Mangels writing chapters for nutrition and medical textbooks.
- 7) Being told by a government agency that our testimony is practical and useful.
- 8) Nancy Berkoff giving vegetarian cooking demonstrations at the annual meetings of the National Association of College and University Food Service, American Dietetic Association, and elsewhere. Plus much, much more.

A Few Examples of Our Funny Moments:

- 1) At a dietetic conference, male staff members from the cattlemen's booth were flirting with two of VRG's dietitians in the elevator, not realizing they were wearing vegetarian badges.
- 2) At a professional meeting, we overheard two organizing honchos snottily say that all vegetarians look alike, unaware they were looking at two sisters whose nametags displayed their married names.
- 3) While putting on a dinner for 400 people in New York City, no one ever knew we lost all power in the kitchen, and Debra organized the serving of the food thanks to a light bulb that her father rigged up with several extension cords. (Actually, not so funny when it occurred.)
- 4) In the 1980s, we tried to give away leftover samples of a particular vegetarian food to homeless people, and even they wouldn't eat it.
- 5) We're sure you heard about the early soy cheese. Their factory in Cleveland burned down, but the cheese still didn't melt. We're grateful for the new and improved vegan cheeses on the market. (We vegetarians have to have a sense of humor.)

Charles is very thankful to Nat Altman, who was author of the first book he found on vegetarianism. Thank you to Dick Stafursky, who had so many pioneering ideas when we were involved with the Vegetarian Society of D.C. We remember the early years when Cindy Blum and Michael Blum lugged our wooden outreach booth around town and when Sandy Weinstein did a tofu cooking demo on a local TV show with Richard Sher. (He co-hosted this series with Oprah Winfrey at one point.)

After 9/11, tsunamis, and hurricanes, economic conditions became very difficult for small businesses and social change groups. Thank you to Nancy Berkoff, Keryl Cryer, John Cunningham, Reed Mangels, and Jeannie McStay, who have stayed with us through rough times. Kudos to Brad Scott who set up our website, which now has over 150,000 visitors a month. In January, we had 2 million pages accessed. Welcome again to Jeanne Yacoubou, who volunteered with us in the 1980s, took a break to work in the Peace Corps, did our fast food guide in the 1990s, and is back with us doing her excellent research. Thank you to Sonja Helman, who does so much work answering inquiries each day. We have to acknowledge Sid Bravmann, who is willing to take on the hard job of raising money.

Thank you to Phil Becker, Cathy Conway, Jim Dunn, Sarah Ellis, Suzanne Havala Hobbs, Jane Michalek, Alisa Mills, Mark Rifkin, Stephanie Schueler, our board members, and the thousands of VRG supporters, donors, and volunteers. Each helps to make change possible.

According to VRG polls, approximately 2-3 percent of the population is vegetarian, though we would say 30-40 percent is interested in vegetarian products. It is VRG's role to continue supporting those who are vegetarian and assisting others in becoming vegetarian. We sincerely

believe that some day the U.S. and Canada will be mostly vegetarian and vegan because the products taste better and are less expensive than meat. People will be vegetarian because most other people are vegetarian. We do not expect this to happen in our lifetimes.

You are reading *Vegetarian Journal* and are a member of VRG because you care about a better world. For a group to survive long-term and remain vibrant for generations to come, it needs money. How else can you afford to hire dietitians, lawyers, computer programmers, editors, grant writers, activists, volunteer organizers, educators, and the other professionals necessary to make change? As we enter our second quarter-century, we hope you will take vegetarianism seriously and consider naming The VRG in your will, life insurance policies, IRAs, and other legacy vehicles.

Here's to happy, healthy, and ethical eating. May our children, grandchildren, and great-grandchildren see a more peaceful and empathetic world.

Debra Wasserman & Charles Stahler



Coordinators of The Vegetarian Resource Group

Celebrate World Vegetarian Day at VRG's Vegan Chinese Dinner in Philadelphia

The Vegetarian Resource Group will hold a vegan dinner during the American Dietetic Association Food and Nutrition Conference and Expo. Dietitians, VRG members, and the public are invited. Come and meet the dietitians from the ADA Vegetarian Nutrition Dietetic Practice Group and The VRG staff.

Where: Charles Plaza Restaurant in Philadelphia's Chinatown ♦ 234 North 10th Street

When: Sunday, September 30, 2007 ♦ 6 P.M.

Menu: House Special Wonton Soup ♦ Hot and Sour Soup
Steamed Vegetable Dumplings ♦ Shanghai Spring Rolls
Fresh Fruit Sataan in Bird's Nest (Taro) ♦ General Tao's Chicken (Soy)
Sizzling Beef with Black Bean Sauce (Seitan) ♦ Mixed Vegetable Lo Mein
Dry Sautéed Green Beans with Vegetables in Season ♦ Brown and White Rice

Cost: \$22 each for adults before 9/1/07 and \$25 each after 9/1/07 ♦ \$10 each for children
Prices include tax and tip. **Payment must be made in advance.**

Menu subject to change. Please reserve early as seating is limited. Refunds will be made only if we have a replacement for your seat. Call (410) 366-8343 between 9 A.M. and 5 P.M. Eastern time Monday to Friday; fax (410) 366-8804; e-mail vrg@vrg.org; click the "Donation" button at www.vrg.org and write "ADA Dinner" in the notes section; or send a check to VRG, P.O. Box 1463, Baltimore, MD 21203.

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of the following individuals/businesses
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25 Years of Vegetarian Food and Nutrition

Where We've Come From and Where We're Going Now

By Reed Mangels, PhD, RD

TWENTY-FIVE YEARS AGO, IT COULD BE CHALLENGING to be a vegetarian or a vegan. I remember packing a suitcase with cartons of soymilk to visit my parents in northern Florida. Soymilk simply wasn't available in the stores in their area, nor was tofu, tempeh, veggie burgers, tofu hot dogs, or non-dairy frozen desserts. Many brands of cookies and crackers were made with lard or beef tallow. Lots of restaurants either didn't have vegetarian options, or the only vegetarian option was an iceberg lettuce salad.

Times have certainly changed. Now at the supermarket near my parents' house, I have my choice of several brands of tofu and veggie burgers. Most commercial cookies and crackers don't contain lard or beef tallow (and may even be free of hydrogenated fats). Many restaurants offer several vegetarian entrées, and most servers no longer suggest fish when you say you're a vegetarian.

So, yes, it is easier to be a vegetarian or a vegan today. Every time that I dash in with little time to cook, I am thankful for all the vegan convenience foods in my pantry, refrigerator, and freezer. Mixed with my gratitude, however, is a shadow of concern. I sometimes wonder if convenience is costing us too much in terms of its effects on health.

I always felt that the vegetarian movement of the 1960s and 1970s was a part of a larger movement towards a more whole foods diet. Food co-ops sprang up; people scrutinized labels for additives, preservatives, white flour, and sugar. For example, I remember a sign

**"Times have certainly changed....
Many restaurants offer several
vegetarian entrées, and most
servers no longer suggest fish
when you say you're a vegetarian."**

proclaiming "White Sugar = Death" at the food co-op in Cleveland, Ohio, that I frequented. Cookbooks centered on whole wheat flour, brown rice, dried beans, and lots of wheat germ. Many of us smile now when we think of some of the foods we ate because they seemed so much better than the foods we grew up with.

As it so often does in food and nutrition, the pendulum seems to have swung away from the whole foods that were a feature of the vegetarian movement 25 or more years ago. Many vegetarian convenience foods feature ingredient labels that are anything but simple and that may include plenty of sugar, salt, and hydrogenated or saturated fat. Some people will say, "I'd be a vegetarian, but it just takes so much time!" If you or someone you know is in that situation, convenience foods can make a difference and may ease the transition to a vegetarian diet.

No, I'm not suggesting going back to spending hours cooking dried beans and whole grains. What I am suggesting is that we vegetarians take stock of our diets. Just because a product is vegetarian or vegan doesn't mean it's healthy. An occasional splurge on vegan dark chocolate or French fries is one thing; using these types of products daily as a mainstay of one's diet is something else. There are many convenience foods that are quick to prepare and that don't have a ton of artificial ingredients. These include canned beans (rinsed to reduce sodium), fresh fruit, fresh vegetables, nuts, and nut butters.

What's with the soy? My daughter's summer camp ate lunch at a local college. They offered vegan options everyday. Apparently, vegans only eat tofu hot dogs, tofu burgers, soy cheese, scrambled tofu, chili with TVP, and soy 'ice cream'; at least, that's all they offered in terms of vegan options. I like tofu burgers and veggie pepperoni, but I do eat other foods. Is this the perception of vegetarians—give them fake meat and dairy products and they'll be happy? I hope not! While soy appears to be safe, never before have people regularly

eaten the quantities of soy that some vegetarians eat. Think about it—soymilk on morning cereal and soysage at breakfast, soy deli slices on a lunch sandwich, soy nuts and a soy-based energy bar for snacks, a couple of soy burgers for dinner, and a bedtime snack of soy-based, non-dairy dessert. Soy can be a significant part of your diet. Considering what we know right now, there's no reason to avoid soy, but there's also no reason to base most meals on soy. Traditional cultures eat, on average, two to three servings of soy a day. So, try hummus on that lunch sandwich, snack on nuts or fruit, opt for a bean burrito in place of a veggie burger sometimes, and eat a frozen juice bar or sorbet instead of always going for a soy-based dessert!

Over the past quarter-century or so, there have also been changes in what is considered to be a healthful diet. Consider this: In 1979, just three years before VRG was founded, an article in a medical journal described vegetarian diets as “cult diets” and as “a form

“Just because a product is vegetarian or vegan doesn't mean it's healthy. An occasional splurge on vegan dark chocolate or French fries is one thing; using these types of products daily as a mainstay of one's diet is something else.”

of child abuse.” Oh my, we have come a long way! Today, according to the American Dietetic Association's position on vegetarian diets, “Appropriately planned vegetarian diets are healthful, nutritionally adequate, and provide health benefits in the prevention and treatment of certain diseases.” It's safe to say that now most health and nutrition professionals recognize that vegetarian diets are health-promoting.

We've also seen an emphasis on lowfat diets, high protein diets, raw foods, macrobiotic diets, and much more. What will the next 25 years bring in terms of vegetarian diets? It's hard to say, but chances are excellent that a diet based on whole grains, beans, nuts, fruits, and vegetables will still be a healthy way of eating.

Close to 25 years ago, Tom Horton, an environmental writer for the *Baltimore Sun*, had lunch with Charles Stahler and Debra Wasserman, the organizers of what was then the Baltimore Vegetarians. Horton stated, “[They] are probably doing, in the most basic of ways, as much as anyone in the state about the

kind of pollution that is troubling the Chesapeake Bay.” A resulting editorial in the *Sun* pointed out that eating meat and dairy products was a primary cause of ecologically harmful runoffs that damaged important waterways. This certainly seems prescient. Today, organizations as diverse as the Food and Agriculture Organization of the United Nations and the Center for Science in the Public Interest (CSPI) are calling for an increased awareness of the impact of what we eat on our environment. I fervently hope that the next 25 years will see greater public awareness of the tremendous environmental consequences of diets based on animal products and a resultant move to the widespread use of diets free of animal products. If I could have one wish come true on VRG's 25th birthday, it would be that all people would eat mindfully and compassionately for our own health, the well-being of animals, and the survival of our world.

One major focus of VRG has been providing credible, fact-based information about vegetarian diets to both the general public and health professionals, such as doctors, nurses, and dietitians. This emphasis on factual information was what impressed me about VRG in the beginning. When VRG started, the American Dietetic Association had just developed its first position paper on vegetarian diets. This position paper is now being revised for the fifth time. Each time the paper has been revised, VRG's dietitians have played a part in making sure that the position paper accurately reflects what is known about vegetarian diets. This has allowed us to have an impact on a tool that is used by media spokespeople, policy makers, and health care professionals.

Vegetarian Journal represents one of the ways that we provide nutrition and health information to our members. A regular feature of *Vegetarian Journal* is ‘Scientific Update,’ short reviews of recent articles from medical journals. This has been a part of *Vegetarian Journal* almost from the beginning. Thousands of medical articles are published each month. From these, I select a half dozen or so to review in each issue. How do I choose articles? Here are some of my considerations:

- **Relevance to vegetarians.** Studies of vegetarians are not published that often, but when they are, I try to include them. Some articles show health benefits of vegetarian diets. It's important to be aware of these because they can be used to document the health value of being a vegetarian. Some articles point out nutrients that are lacking in diets of some

vegetarians. We want our readers to be aware of these studies as well so that they can fine-tune their diets if they need to.

- **Quality of the study.** I look for well-done studies with meaningful results.
- **Variety.** If we've had a string of articles showing that fruits and vegetables reduce risk of cancer, I may not submit another one on that topic for a few issues. I also try to vary the age group and condition or disease so that, over time, most ages and topics of interest will be covered.
- **Up to date.** I try to choose articles published within the past three months.

All of us at *Vegetarian Journal* hope that you've enjoyed (and learned from) the articles that we've reviewed in 'Scientific Update.'

No 25th anniversary celebration would be complete without a few thank yous. So many people have worked together to support The Vegetarian Resource Group that it would be impossible to thank them all in the space allotted to this editorial. I'll just recognize a few people for their special contributions. I would never have known about VRG (then Baltimore Vegetarians) if Karen Lazarus, MD, hadn't suggested checking it out. Sue Havala Hobbs, DrPH, MS, RD, has a long history of working with VRG from the earliest days

and has set a high standard for accuracy and professionalism. Most of all, I want to thank Charles Stahler and Debra Wasserman. Charles and Debra have been the glue that has held VRG together for so many years. They've truly devoted their lives to this group and have

"So many people have worked together to support The VRG that it would be impossible to thank them all in the space allotted..."

made it the success that it is today. In addition, thank you to all of you who have supported us over the years. Maybe you've made donations to help us carry out our work, maybe you've talked to other people about something you've read in *Vegetarian Journal*, maybe you've bought books from us or visited our website, or maybe you've done some volunteer work to assist the group. Regardless, we hope that you'll join us in celebrating our first 25 years and continue to support us for the next 25 (or longer)!

Reed Mangels, PhD, RD, is one of The Vegetarian Resource Group's Nutrition Advisors. She is the co-author of *Simply Vegan* and has written many articles for dietetic and health journals.

NOTES FROM THE VRG SCIENTIFIC DEPARTMENT

VRG IN THE NEWS

Vegetarian Resource Group Nutrition Advisor Reed Mangels, PhD, RD, was interviewed for *Seventeen* magazine and provided tips for teens who want to go vegetarian. She was also interviewed for a story in the *York Daily Record/Sunday News* about the movie *Charlotte's Web* and the health benefits of vegetarian diets for children. Reed was interviewed by Rodale Press about how to purchase artichokes, avocados, and beets and how to prepare vegetables and by *Bicycling* magazine about the purchase and care of fruits and vegetables. In addition, she had a letter to the editor about the joys and advantages of being vegetarian published in the *Daily Hampshire Gazette*, which serves Northampton, Massachusetts.

VRG OUTREACH

Vegetarian Resource Group Nutrition Advisor Reed Mangels, PhD, RD, did an interview on the *For the Love of Produce* show that KSVY Radio broadcasts from Sonoma, California. She and fellow VRG dietitians Catherine Conway and Mark Rifkin will be appearing on the show, which is broadcast on Saturdays at noon Pacific time, once a month. Rebroadcasts are available on <www.ksvy.org/shows-AudioArchive/ForTheLoveOfProduce.htm>. Recently, Reed began responding to vegetarian-related questions for ParentsConnect.com, an MTV/Nickelodeon venture, and plans to continue doing so on an on-going basis.

Vegetarian-Friendly and Cruelty-Free Firms Still Going Strong After 25 Years

By Wayne Smeltz, PhD

I CONDUCTED A STUDY, WITH THE HELP OF THE Vegetarian Resource Group, that examined businesses and nonprofits in the healthy product industry from 1987 to 1990. This study included interviews with and surveys of the owners and/or managers of approximately 40 organizations. I asked them about their (1) reasons for becoming a healthy product entrepreneur, (2) value priorities, (3) attitudes toward business and its participants, (4) commitment to the healthy product movement and the importance of feeling part of that movement, (5) personality attributes, and (6) business practices and strategy. The major finding of this study was there were people who started organizations because of their ethical beliefs and the assertion that their activities would improve people's health, the treatment of animals, and/or the environment.

As a follow-up to this study, I sought to learn what happened to the interviewees and their organizations, specifically how many were still functioning after 25 years. In several cases, the interviewee moved on and became part of another organization while their original employer continued to operate.

One aspect of note is the longevity of some of the firms. The longest running has been in business since the early 1960s, producing commercial juicers named Nutrifaster. When I conducted the original interviews, one of the two brothers who founded and ran the firm discussed his future strategy for the business. He was 86 at the time. While the brothers firmly believed that juicing improved one's health, they knew they better fit the traditional profile. The business now appears to be operated by family members, but older juicer models are available on eBay and the like, and advertisers promote that the products were designed by the Austad brothers.

Another organization that has operated for almost as long is Beauty Without Cruelty (BWC). This organization is certainly ethically motivated, having almost founded the cruelty-free cosmetic and body care movement. It also has an interesting structure, with business and nonprofit sub-organizations throughout the world. When interviewed, the CEO expressed some concern

with the organization's progress since it seemed to have missed the growth of the industry as other businesses took advantage of their trailblazing efforts. However, BWC remains true to its mission.

Another interesting aspect of the sample is that the four firms in the publishing and media segment of the industry remain viable today, although two of the four have been bought by other firms. *The Natural Food Merchandiser* has been responsible for the trade show that all in the food and personal care industry attend.

"I sought to learn what happened to the interviewees and their organizations, specifically how many were still functioning after 25 years."

The publication was acquired by Penton Media in 1999 and seems to be operating with a similar strategy, producing influential publications in the natural foods and personal care space and still running the Natural Products Expos around the world.

At the time of the original interviews, *Vegetarian Times* served as the voice of the natural/alternative food movement. It had just been reacquired by its founder, Paul Obis, who was the interviewee. He published the magazine for a few years and sold it again, and it has changed hands several times since. *Vegetarian Times* continues to have the largest subscriber base in the vegetarian segment, but it has become mainstream in its orientation as it tries to grow beyond the vegetarian market.

The third organization in the media group is the Book Publishing Company, which is an offshoot of The Farm, a Tennessee commune that traces its roots back

to the 'return to nature' movement of the 1960s. The publishing arm is still located in the original commune location and has been operating as a separate entity since 1974. Its management has remained the same as when first interviewed and continues on as a champion of balancing ethics, environmental concern, and commerce.

The fourth is, of course, *Vegetarian Journal*.

Other firms that have remained viable over the 25-year period include Galaxy Nutritional Foods, a soy cheese company that was begun in 1972 and is a leader in that market segment. Barbara's Bakery started in 1971 as an organic bakery and has been providing healthful snacks and cookies as part of Weetabix, a British food company, for the last 20 years. ABCO Laboratory has been in business for more than 30 years and is a leading provider of flavors that go into many natural and organic foods. Whole Earth Cooperative of Princeton, New Jersey, has operated since 1970, making it the longest surviving retail food market in that vicinity. It continues to do good works, as it is the first market in the state to embrace wind power

for part of its energy needs. Probably the most famous name is Celestial Seasonings, which is now part of Hain and has thrived for more than 25 years. It has been through a few owners and management teams, but the company remains strong. The most successful interviewee had to have been Mark Egide, who has created two highly successful personal care product businesses and sold them to larger firms. His companies helped create standards for that industry, and *The Natural Food Merchandiser* has named him one of 25 people who made natural beautiful.

When I first undertook this study, there were many skeptics about whether businesses catering to vegetarians and the like could exist and stay vibrant. The evidence above shows that they can, and hopefully the list will continue to grow.

Wayne Smeltz, PhD, is an advisor to The Vegetarian Resource Group and Associate Professor at Rider University, specializing in sustainable and ethical business issues.



Cover recipe from **MORE GREAT GOOD DAIRY-FREE DESSERTS NATURALLY**

By Fran Costigan

CHOCOLATE GANACHE (Makes 2²/₃-3 cups or twenty-eight 1-ounce servings)

**Pictured on the cover with Colossal
Chocolate Cake.*

Classic ganache is made with heavy cream and chocolate. The proportions of cream and chocolate differ based on the use; a pouring ganache for a glaze is thinner than one made for a frosting or a truffle. Soy creamer makes a good substitute for the cream, but make sure you use a good-quality chocolate with a flavor you like because it's the taste of the chocolate that comes through.

If you cannot find soy creamer, use good-tasting, full-fat soymilk and add 1 teaspoon vanilla extract.

**1 pound non-dairy semisweet or
bittersweet chocolate, very finely
chopped**
1 1/2 cups soy creamer

Place the chocolate in a medium heatproof bowl.

Pour the creamer into a small saucepan and bring to a boil over medium heat. Pour over the chocolate and let set for 1 minute. Stir gently with a rubber spatula until the chocolate melts and is smooth.

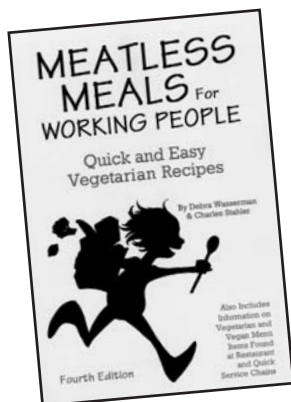
Pour the ganache into a shallow dish and refrigerate for 1 to 2 hours or until firm enough to spread. The ganache will keep for one week in the refrigerator. Warm to spreading consistency in a heat-proof bowl over simmering water, stirring until it can be spread.

Total calories per serving: 143 Fat: 8 grams
Carbohydrates: 19 grams Protein: 1 gram
Sodium: 27 milligrams Fiber: <1 gram

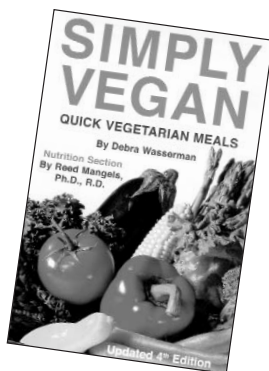
**More Great Good Dairy-Free Desserts
Naturally (ISBN 1570671834) is published
by the Book Publishing Company and is
224 pages. It retails for \$19.95 and is
available from your local bookstore.**

VRG Catalog

Books



Meatless Meals for Working People—Quick and Easy Vegetarian Recipes (\$12) by Debra Wasserman. We recommend using whole grains and fresh vegetables. However, for the busy working person, this isn't always possible. This 192-page book contains over 100 fast and easy recipes and tells you how to be a vegetarian within your hectic schedule using common, convenient foods. Spice chart, low-cost meal plans, party ideas, information on fast food restaurants, soy dishes, and more. Over 90,000 copies in print.



Simply Vegan (\$14.95) by Debra Wasserman and Reed Mangels, PhD, RD, CCE. These 224 pages contain over 160 quick and easy vegan recipes, a complete vegan nutrition section, and a list of where to mail order vegan food, clothing, cosmetics, and household products. Vegan menus and meal plans. Over 85,000 copies sold.

Conveniently Vegan (\$15) by Debra Wasserman. Prepare meals with all the natural foods products found in stores today, including soymilk, tempeh, tofu, veggie hot dogs. . . . You'll find 150 recipes using convenience foods (including canned beans) along with grains, fresh fruits, and vegetables. Menu ideas, product sources, and food definitions included. (208 pp.)



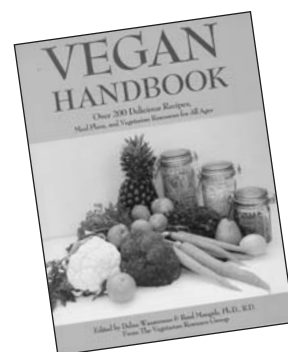
Vegan Meals for One or Two—Your Own Personal Recipes (\$15) by Nancy Berkoff, EdD, RD, CCE. Whether you live alone, are a couple, or are the only one in your household who is vegetarian, this 216-page book is for you. Each recipe is written to serve one or two people and is designed so that you can realistically use ingredients the way they come packaged from the store. Information on meal planning and shopping is included, as well as breakfast ideas, one-pot wonders, recipes that can be frozen for later use, grab-and-go suggestions, everyday and special occasion entrées, plus desserts and snacks. A glossary is also provided.

Vegan in Volume (\$20) by Nancy Berkoff, EdD, RD. This 272-page quantity cookbook is loaded with terrific recipes serving 25. Suitable for catered events, college food services, restaurants, parties in your own home, weddings, and much more.

No Cholesterol Passover Recipes (\$9) by Debra Wasserman. Includes 100 eggless and dairyless recipes. Seder plate ideas. (96 pp.)

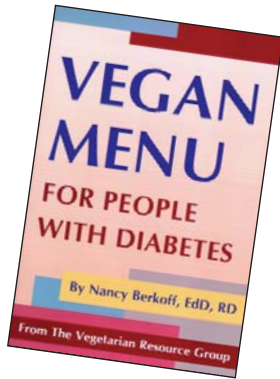
The Lowfat Jewish Vegetarian Cookbook—Healthy Traditions from Around the World (\$15) by Debra Wasserman. Over 150 lowfat international vegan recipes with nutritional breakdowns, including Romanian Apricot Dumplings, Pumpernickel Bread, Russian Flat Bread, Potato Knishes, North African Barley Pudding, and much more. Menu suggestions and holiday recipes. (224 pp.)

Vegan Passover Recipes (\$6) by Chef Nancy Berkoff. This 48-page booklet features vegan soups and salads, side dishes and sauces, entrées, desserts, and dishes you can prepare in a microwave during Passover. All the recipes follow Ashkenazi Jewish traditions and are pareve.



Vegan Handbook (\$20) edited by Debra Wasserman and Reed Mangels, PhD, RD. Over 200 vegan recipes and vegetarian resources. Includes sports nutrition, seniors' guide, feeding vegan children, recipes for egg-free cakes and vegan pancakes, Thanksgiving ideas, vegetarian history, menus, and more. (256 pp.)

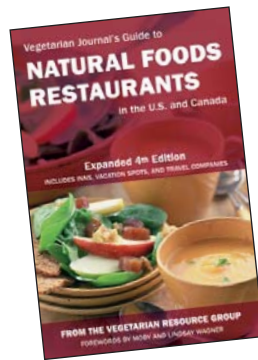
Vegan Microwave Cookbook (\$16.95) by Chef Nancy Berkoff, RD, EdD, CCE. This 288-page cookbook contains 165 recipes, some of which take less than 10 minutes to cook. It also includes information for converting traditional recipes to the microwave, microwave baking and desserts, making breakfasts in a snap, and suggestions and recipes for holidays and parties.



Vegan Menu for People with Diabetes (\$10) by Nancy Berkoff, EdD, RD, CCE. This 96-page book gives people with (or at risk for) diabetes a four-week meal plan, exchange listings for meat substitutes and soy products, and recipes for enjoyable dishes, such as Creamy Carrot Soup, Tangy Tofu Salad, Baked Bean Quesadillas, and French Toast.

Vegan and Vegetarian FAQ—Answers to Your Frequently Asked Questions (\$15) by Davida Gypsy Breier and Reed Mangels, PhD, RD. Based on answers given to some of the over 150,000 visitors every month to The Vegetarian Resource Group website <www.vrg.org>, this 272-page guide

addresses many circumstances of living as a vegetarian. You will find answers for everything from food ingredients to veggie kids to how to cook tofu. Includes 35 popular recipes as well as sources for thousands more. A perfect gift for a new vegetarian or for a seasoned vegan looking for unusual items, such as vegan bowling shoes or ballet slippers.



Vegetarian Journal's Guide to Natural Foods Restaurants in the U.S. and Canada (\$18). Whether you're traveling on business or planning a much-needed vacation, this book is certain to make your dining experiences better. This fourth edition lists more than 2,200 restaurants, vacation spots, and local vegetarian groups to contact for more info about dining in their areas. (448 pp.)

For Children and Teens

Leprechaun Cake and Other Tales (\$10) by Vonnie Crist, recipes by Debra Wasserman. A vegan story/cookbook for children ages 8-11, with glossary of cooking terms. (128 pp.)

The Soup to Nuts Natural Foods Coloring Book (\$3) by Ellen Sue Spivak.

The Teen's Vegetarian Cookbook (\$9.99) by Judy Krizmanic. This book is packed with health info, easy recipes, college cuisine, glossary terms, and more. (186 pp.)

Bumper Stickers

Bumper Stickers (\$1 each, 10+ \$.50 each)
 "Be Kind to Animals—Don't Eat Them"
 "Vegetarians Are Sprouting Up All Over"

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William Shurtleff - The Soy King

By Heather Gorn

IF YOU'VE EVER EATEN SOY, WILLIAM SHURTLEFF has probably played a role in your life. The soybean has proven to be his life's calling, beginning with his penning of *The Book of Tofu*, the seminal book on soy in this country, more than 30 years ago.

Shurtleff traces the beginning of his journey toward vegetarianism to 1964, when he taught with Dr. Albert Schweitzer in Gabon. There was no discussion of vegetarianism nor was Dr. Schweitzer a vegetarian; however, at the age of 23, Shurtleff had learned a valuable lesson from Schweitzer's article, "The Ethics of Reverence for Life," and decided to live by this philosophy.

Upon returning to the U.S. to continue his studies at Stanford University, Shurtleff moved into the university's Peace and Liberation Commune. In 1968, the commune went vegetarian. "It seemed somehow to be in harmony with the spirit of the time," Shurtleff said, "and the meat in the fridge was so gross because people would leave it in there for weeks."

After completing his master's at Stanford, Shurtleff moved to Tassajara Zen Mountain Center near Big Sur in California to live a Zen Buddhist lifestyle. All meals there were vegetarian in accordance with the Buddhist belief that compassion must extend to all living beings. For the last year of his 2½-year stay, Shurtleff served as a cook. Though becoming well-versed about food was not his primary objective, it would come to be a significant byproduct as he learned about tofu, miso, and other soy products and how to cook with them.

Then, Suzuki-roshi, the renowned Zen master with whom Shurtleff had gone to meditate at Tassajara, asked him to go to Japan with him so they could start a temple for the large numbers of Westerners interested in practicing Zen. Within a year of Shurtleff's arrival in Japan, Suzuki-roshi died of cancer.

"I found myself there, and the reason for my being there had vanished, and it never returned," Shurtleff said. "And at that point, my reason for being there changed into pursuing my interest in food." He asked to become an apprentice to a tofu master and began to learn the craft of making tofu.

It was during this time that Shurtleff and his future wife, Akiko Aoyagi, began work on *The Book of Tofu*. Almost immediately, an eager publisher surfaced and all the pieces fell into place. When one commits to an unselfish purpose, as with the book, Shurtleff observes "the universe becomes your servant and helper." The volume, which provides a history of the soybean and details ways to make many varieties of tofu, was a huge success. Shurtleff immediately began touring the U.S. in a van, doing approximately 70 presentations at universities and community centers. With every place he visited, a tofu shop opened in that town within a year.

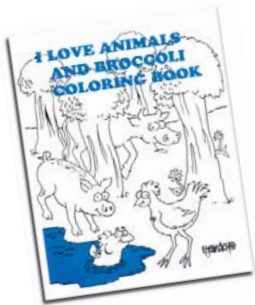
Though not explicitly expressed, *The Book of Tofu* provided a great service in advancing arguments for vegetarianism: "I didn't make it clear what the purpose of the book was. The book was to help people become vegetarians, and yet that's not ever clearly stated in the book because I knew that it would turn off a lot of people. I wanted it to be for everybody."

A series of books followed that, including *The Book of Miso*, *The Book of Tempeh*, and the book he considers perhaps his most important book, *Tofu & Soy milk Production*. Though it only sold about 4,000 to 5,000 copies, it has been used to help start hundreds of soy-food businesses all over the world.

In the midst of these projects, Shurtleff established the Soyfoods Center, which serves as a bastion of information about soy and related issues. In 1980, he started writing *The History of Soybeans and Soyfoods*, and his "main work switched from being a writer to being a producer of a computerized database on two subjects: soyfoods and vegetarianism." With more than 75,000 records, the Soyfoods Center holds the best records on vegetarianism anywhere in the world. At some point, when the technology is more easily accessible, Shurtleff hopes to put this database on the Internet. But for now, as ever, he is working on an even more thorough history of the soybean.

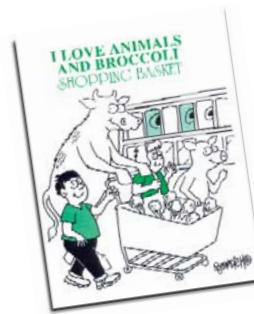
Heather Gorn is an undergraduate at the University of Pennsylvania and a longtime volunteer with The VRG.

Resources for Veggie Kids and Teens!



I Love Animals and Broccoli Coloring Book

This eight-page coloring booklet for 3- to 7-year-olds encourages healthy eating with depictions of children choosing and enjoying nutritious meals and images of their happy animal friends.



I Love Animals and Broccoli Shopping Basket

This eight-page activity book engages 8- to 12-year-olds in choosing good foods and dealing with peer pressure with thought-provoking questions, crossword puzzles, and more.

Vegetarian Nutrition for Teenagers

This full-color, eight-panel brochure gives teenagers a healthy foundation on which to build a vegetarian or vegan diet. It addresses the advantages of vegetarianism, essential nutrients and how to get them, and ideas for eating well while on the run.



Vegan Diets in a Nutshell

This full-color, eight-panel brochure for all ages contains all of the basics that people want to know about veganism, including substitutes for eggs and dairy products and the most up-to-date nutritional information.



College Scholarships for Graduating High School Seniors

Every year, The Vegetarian Resource Group awards two \$5,000 scholarships to graduating U.S. high school seniors who have shown compassion, courage, and a strong commitment to promoting a peaceful world through a vegetarian diet and lifestyle. Visit www.vrg.org/student/scholar.htm for more details. The deadline for each year's competition is February 20 the year the student graduates.

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