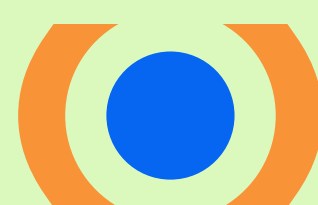




# How to Eat Veg

**For beginners and the just curious.**



MERCY FOR  
ANIMALS

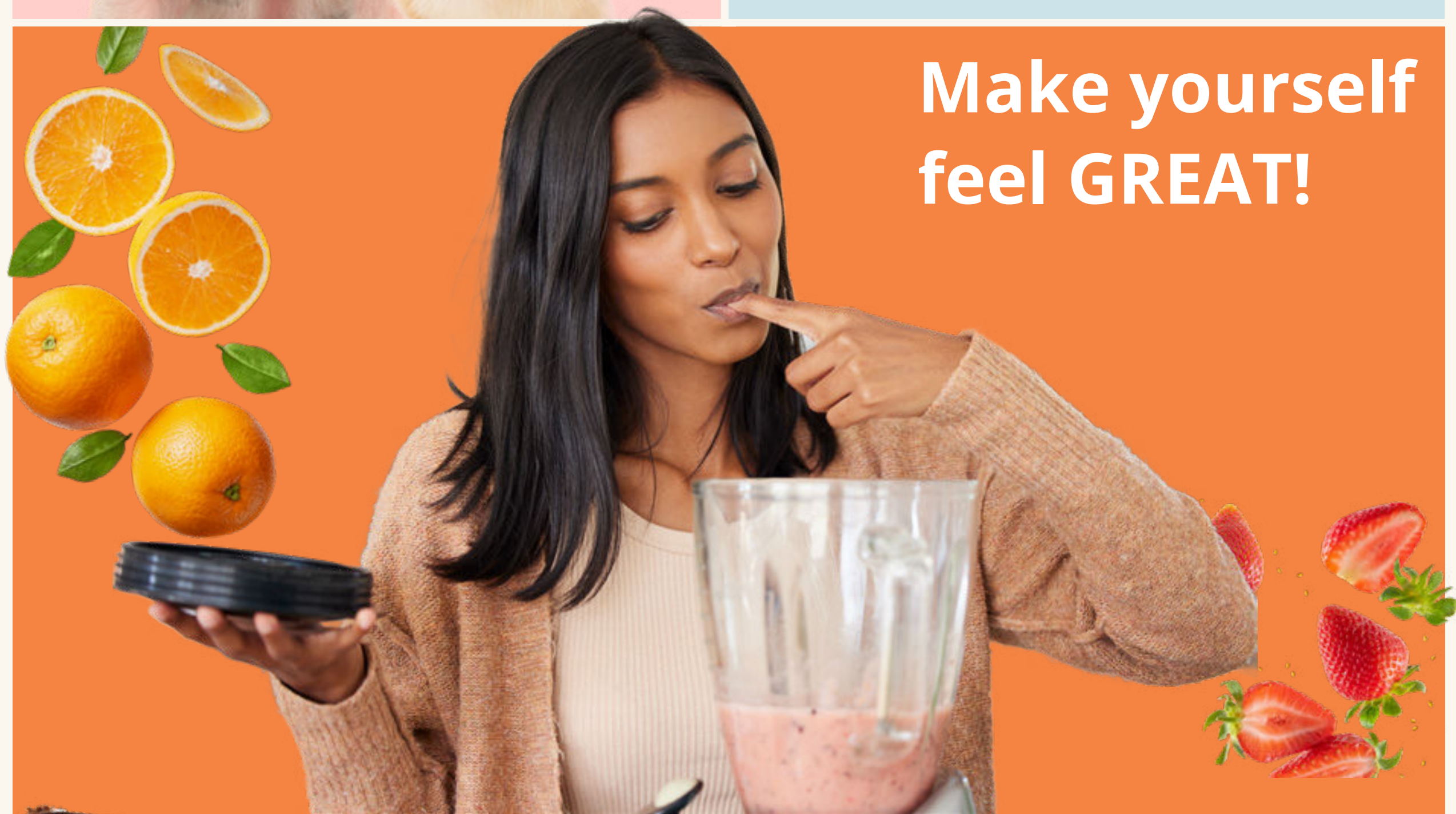
**Help animals.**



**Protect  
the planet.**



**Make yourself  
feel GREAT!**



It's a piece of cake:  
***Choose veg.***

- Simple recipes sure to satisfy
- Meal plans to make it easy
- The what.
- The why.
- The how.
- It's all *right here!*





# *Let's Hear It — for You!*

You're reading this, which means you're on the path to your best self and **helping build a kinder, more sustainable future** along the way.

How great does that feel? By choosing veg, you not only **stand up to animal cruelty**—you play a vital role in keeping our planet clean, cool, and full of life. Besides, nothing says happiness like someone whose choices match their values.

# *Reimagine* Reality

## **Reinvent —**

your routine. With the easy tips in this guide, you'll be well on your way to a **wonderful new world of eating.**



## **Revitalize —**

your body. Healthy plant-based foods can **nourish your body**, give you **peace of mind**, and **lift your spirits.**





## Rethink —

perfection. This isn't about being perfect. It's about doing the best you can to **help yourself and the world.**

## Rediscover —

flavor. Prepare yourself for an **awesome adventure** filled with **enticing new flavors** and delicious **old favorites.**

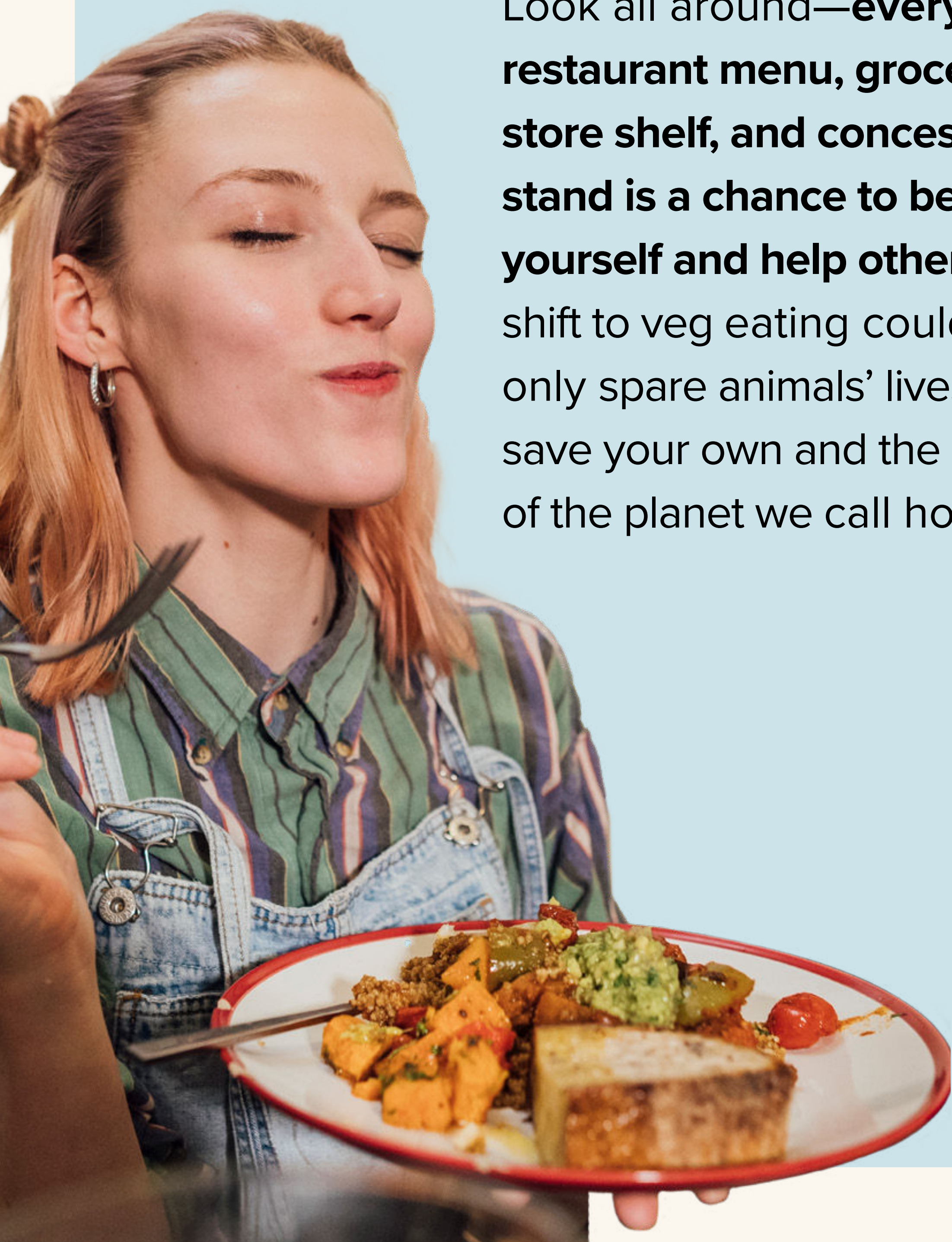


# *Benefits* with Every *Bite*

**Most of us oppose animal cruelty** and would like to keep the earth inhabitable—and who wouldn't like to steer clear of chronic disease?

## But how?

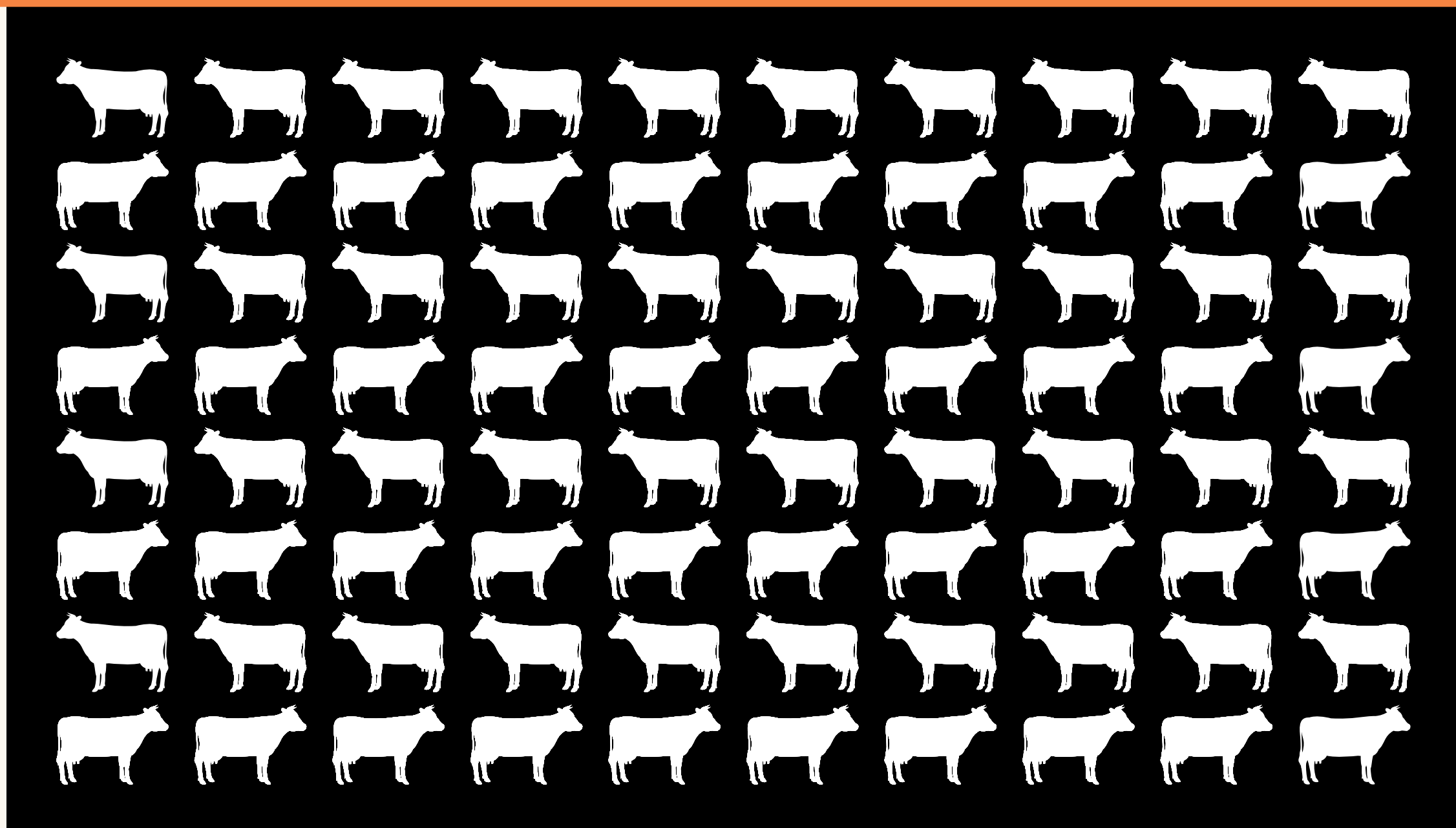
Look all around—**every restaurant menu, grocery store shelf, and concession stand is a chance to better yourself and help others.** A shift to veg eating could not only spare animals' lives but save your own and the future of the planet we call home.



# Scale \_\_\_\_\_ of Suffering

Around the world each year,

**ABOUT 80 BILLION LAND ANIMALS**

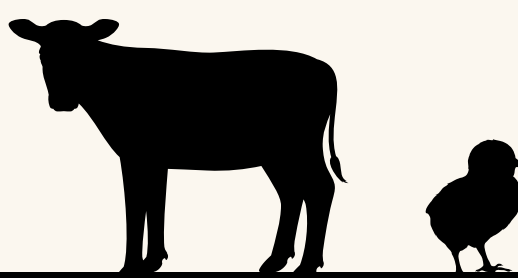


are cruelly slaughtered for meat, along with 100 million metric tons of aquatic animals.

Around *five billion* hens

and *270 million* cows

are relentlessly abused for eggs and dairy.



**“BYPRODUCTS”**

of their suffering include **seven billion** unwanted **male chicks** killed by the egg industry and **21 million calves** born at dairies and sold for veal or cheap beef.



*Not* **OK**



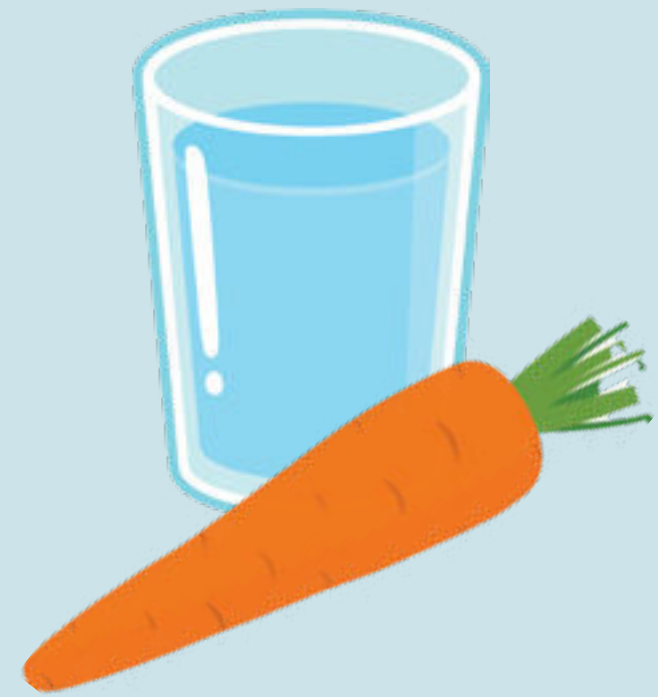
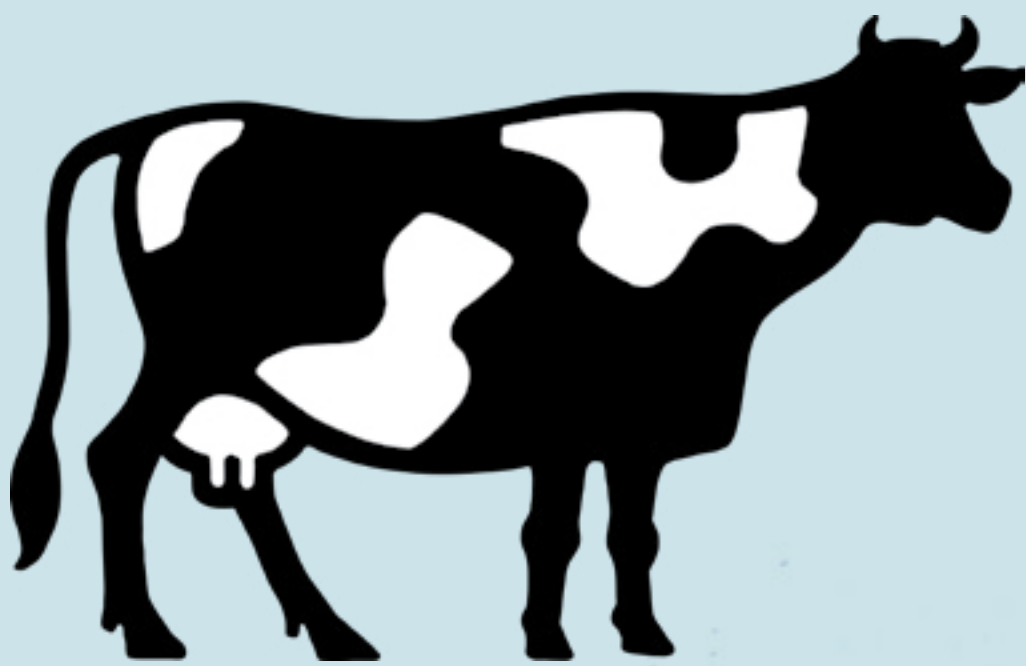
**Most land animals** used for food and a **rising number of aquatic animals** are raised in **factory farms**.

These often **dim, filthy facilities** typically **overcrowd animals**, deny them painkillers during **agonizing mutilations**, and **brutally kill** sick, injured, and “runt” animals. As smart and sensitive as our own cats and dogs, most farmed animals **barely have room to move** and endure **constant frustration** from lack of activity and mental stimulation.



# Thirstier Than Plants

A calorie of vegetables takes almost *eight times less* water to produce than a calorie of beef, and a calorie of cereal takes *20 times less*!



Better yet, crops use around *80% less land* and emit *85% less greenhouse gas*.

Not to be outdone, plant-based meat, milk, and eggs use up to *95% less water* and *91% less land* than animal proteins and generate up to *92% less planet-warming carbon*. Win. Win. WIN.

# Turn Down — the *Heat*

**Shifts to plant-based eating, along with less food loss and waste, could lower greenhouse gas emissions** by seven billion metric tons by 2050!

According to climate forecasts, **one million species** could **become extinct by 2050**, **25% of the earth** could face extreme **drought** or **desertification**, and nearly **six billion people** could **lack enough drinking water**—if we don't act now.



*We can all combat climate change today by choosing plant-based foods.*



# Eat \_\_\_\_\_ to *Thrive*

Choosing veg does much more than *delight your taste buds*.

It's also an excellent first step in **protecting your own health**.

Veg eating is linked to **lower rates of colon, breast, and prostate cancers**. It can help control blood sugar, reducing the risk of type 2 diabetes, and lower harmful cholesterol, decreasing our chances of heart disease, stroke, and Alzheimer's. A diet filled with healthy plant-based foods is also *suitable for everyone*, including expectant moms and babies.





# A Healthier — You

If your food choices could be described as “Western”—**high in fat and sodium** and **low in fruit and vegetables**—you probably *aren't getting enough fiber.*

**Plant foods tend to be high in fiber,** which makes you **feel fuller for longer** and less likely to reach for unhealthy snacks. Plant-based foods can easily meet your needs for most nutrients, but be sure to get enough B12 through fortified foods or a supplement.

# *Exploiting the Most Vulnerable*

This isn't the 1600s. So contract farmers shouldn't feel like indentured servants in their relationships with major meat companies.

Yet they take on **massive debt** to begin their operations and often fall into a loop of paying off additional loans used to make improvements demanded by the companies. **The workers? They don't fare much better.** Most are vulnerable people whose social, financial, or legal status forces them to accept dangerous work for low pay.





# Factory Farms *Stink*

Factory farms **pollute the environment** and **harm communities**.

People living near them suffer **more breathing problems, headaches, nausea, and eye irritation**. Odor from farm facilities often causes **stress, anxiety, anger, and depression**.

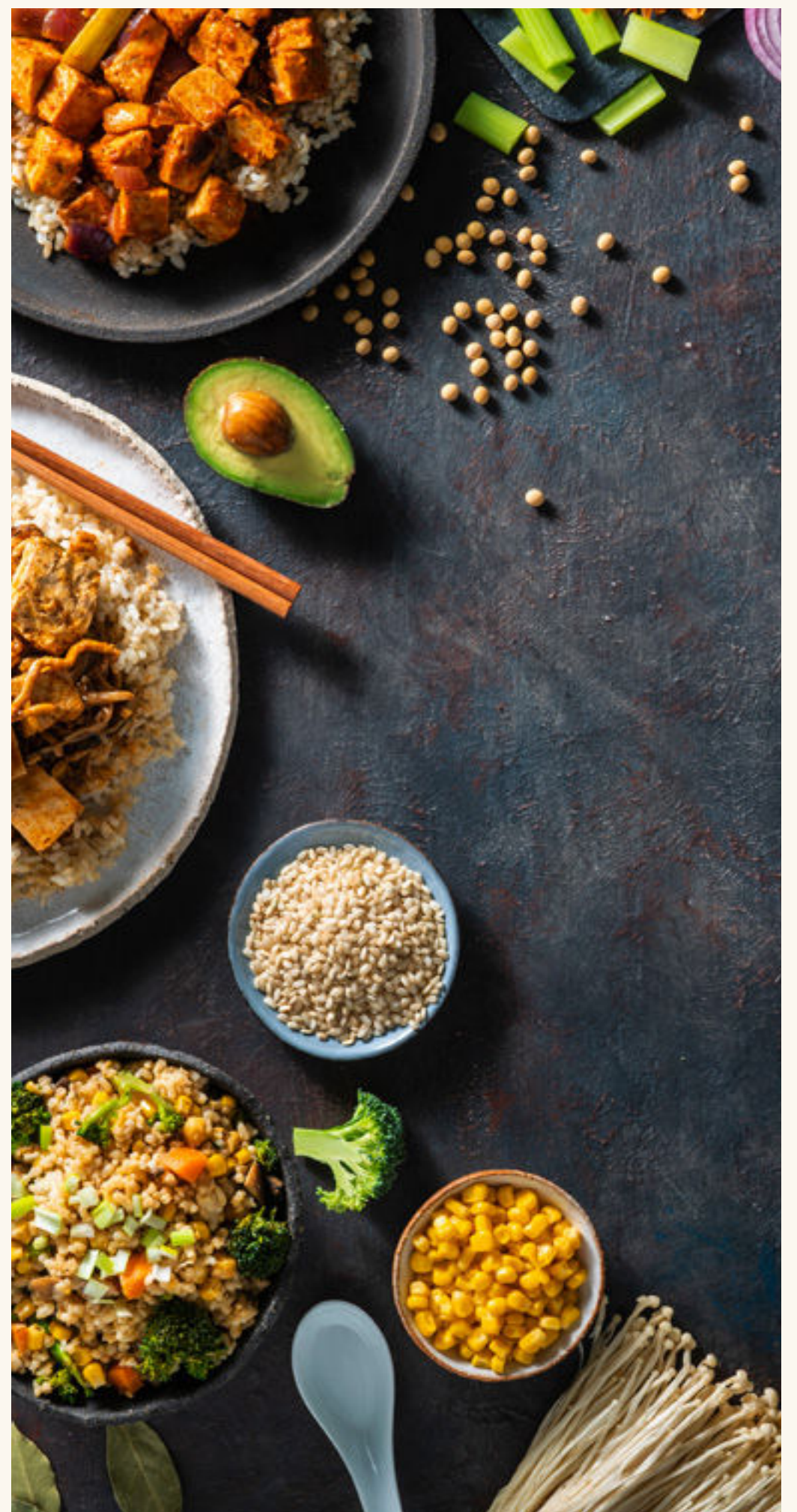
Then there is “spillover” violence from meatpacking. Slaughterhouse employment has been shown to increase total arrest rates in surrounding communities, along with arrests for violent crimes, rape, and other sex offenses.

# What Is *Veg Eating?*



It's eclectic. Or simple. It's familiar flavors, aromas, and textures but also a palate's **wonderland!** It's international and local—even mainstream.

This **bountiful** shift in eating encompasses **every fruit, vegetable, nut, seed, grain, chickpea, lentil, and bean** on Earth. It could also fool you in a blind taste test, with hearty veg replicas of your favorite fast foods and popular meat, egg, and dairy products (that's right, you don't have to live without cheese!).



# Indulge the *Kind Way*

***Give in  
without giving in.***

Jonesing for a bacon, egg, and cheese sandwich? **Plant-based eggs, meaty mainstays, and creamy, melty dairy products abound in most grocery stores.** Or try satisfying whole foods, like curried tofu or sautéed portobello caps.



***Eat!***

Fruit and veggies can't hack it by themselves. To stay full and energized we all need a robust share of grains, protein, and fat. *So be sure to eat them!*







(cravings, cont.)

*Enjoy the Oreos*, because they're **totally veg**. If you occasionally eat a whole box of cookies over the kitchen counter, sorry—we can't help you there. But if the urge strikes, many treats you know and love are animal-free—Fritos and Nutter Butters, anyone?

*Relax*. Don't pressure yourself to be perfect. If temptation wins in the moment and you eat something that isn't veg, stay forward-looking, and remember that **you'll get another chance** to align your plate with your principles at your very next meal.





# Fast and *Familiar* — Foods



In the U.S. alone, **more than half the top chain restaurants serve plant-based options** or options that can be plant-based with a few tweaks. Familiar favorites include Chipotle, Baja Fresh, and Burger King.



Many items already on your shopping list are plant-based—fixins for peanut butter and jelly sandwiches, pasta and many pasta sauces, tortillas and guacamole, and much more.

# This for *That*

---

## Chicken

Your supermarket is a treasure trove of plant-based nuggets, wings, seasoned breasts, crispy patties, and more.



## Beef

Grounds, meatballs, pepperoni, steak tips, and patties from plants—unless you like gristle, you won't miss a thing.



## Bacon

From tempeh and seitan to coconut and shiitake, almost every plant food wants to be bacon. Try fun recipes or one of many popular plant-based brands.



## Pork

Veg links, patties, and franks plump just as much when you cook 'em (bonus: no head meat or other random bits).



## Fish

Seasoned veg tuna, along with crispy fillets, sticks, and cakes, are as close as your local grocer. Got tomato-based Ahimi? Then you won't miss the fish in your maki.



## Dairy

Almond, cashew, coconut, hazelnut, hemp, macadamia, oat, soy—the nutritious, delicious plant-based milk varieties are too numerous to list—and for almost every veg milk out there, you'll find yogurt, ice cream, or cheese made with it!



## Eggs

Fry up some plant-based eggs, or try a tofu scramble. For baked goods, use a commercial egg replacer, or learn how applesauce, mashed banana, flax seed, and other veg foods can keep them moist and fluffy.



Let's Go

# *Shopping*

Click below, and then choose the foods you like to create your custom plant-based shopping list. Download it so you'll have it on hand for your next trip to the grocery store.



CHOOSEVEG



**Wondering what you'll eat once you go veg? Wonder no more. We've got fun, quick recipes and two weeks of easy, mouthwatering meal suggestions for you.**

**Looking for more info on what to eat, where to eat, and what's in all those amazing plant-based foods? Let the many veg-friendly phone apps guide the way!**



# Week One Meal Plan

*Breakfast*

*Lunch*

*Dinner*

## Monday

---



Oatmeal with fruit



Plant-based turkey sandwich



Vegetarian sushi rolls

## Tuesday

---



Cereal



Mega salad with beans, nuts, and tofu



Veggie burger and fries

## Wednesday

---



Toast with peanut butter and jelly



Lentil soup



Three-bean chili on a bed of rice

## Thursday

---



Bagel with jam and margarine



Peanut butter and jelly sandwich



Plant-based pizza

## Friday

---



Pancakes



Veggie sub with plant-based meat



Bean and rice burritos

## Saturday

---



Hashbrowns and vegan sausage



Vegetable curry



Pasta with marinara sauce

## Sunday

---



Muffins and fruit



Plant-based chicken nuggets with veggies



Vegetable lo mein

# Week Two Meal Plan

*Breakfast*

*Lunch*

*Dinner*

## Monday

---



Granola with fruit



Vegetable stir-fry with tofu



Baked potato and bean chili

## Tuesday

---



Protein-packed smoothie



Vegetarian hot dog and chips



Dairy-free pasta Alfredo

## Wednesday

---



Cereal



Vegetable noodle soup



Plant-based chicken piccata

## Thursday

---



Dairy-free yogurt parfait



Hummus wrap



Seasoned beans and rice

## Friday

---



Tofu scramble



Pasta salad



Vegetable fried rice

## Saturday

---



Granola bars



Vegetable wrap



Falafel pita

## Sunday

---



Vegetable breakfast burrito



Southwest bean salad



Pad thai



# Creators of

# How to Eat Veg



A project of Mercy For Animals, ChooseVeg offers this guide free to you. For more tips, recipes, and motivation, visit [ChooseVeg.com](http://ChooseVeg.com). Please consider a donation of any amount to help us continue to share our resources.



A leading international nonprofit, Mercy For Animals works to end industrial animal agriculture by constructing a just and sustainable food system. Join us at [MercyForAnimals.org](http://MercyForAnimals.org).



Hey, have you heard about Veganuary? This charity inspires people worldwide to eat vegan for January and throughout the year. Veganuary aims to create a global mass movement championing compassionate food choices. Check them out.



# Join the *Conversation*



Follow us on Facebook, Twitter, and Instagram to meet others, ask questions, and share advice!

