

EVEN NOW – September 2015



Did you know that...

...vegan **Russell Simmons** just wrote a book called *The Happy Vegan?*

...**Ben & Jerry's** is considering making a vegan ice cream?

...**Subway** Restaurants offers a vegan patty? (Thank you, Compassion Over Killing!)

...**7-11** is rumored to be using only vegan mayo?

...5 excellent sources of **vegan protein for body building** are: quinoa, green peas, almonds, lentils and hempseed?

...Brisbane Institute of Culinary Excellence is offering the first **vegan Certificate II** in hospitality?

...**Yale** is introducing vegan desserts in their dining hall?

...**Top vegetarian cities** (ranked by number of vegetarian restaurants): 1. Portland, OR; 2. Seattle, WA; 3. San Francisco, CA; 4. New York, NY; 5. Atlanta, GA; 6. Washington, DC; 7. Minneapolis, MN; 8. Austin, TX; 9. Philadelphia, PA; 10. Chicago, IL (Source: Vegetarian Resource Group [VRG])

...**Sundance Natural Foods** offers catering from its extensive organic and vegan menu?

...a **group of bunnies** is called a fluffle?

Visit [EVEN's News Blog](#) for more items of interest.

Hello, everyone! Hope you all had a great summer! EVEN has been busy which you can see on our Past EVENTS and Outreach pages and, as you know, that trend is ongoing!

Check out  news items below:



**Dan Piraro: Bizarro Cartoonist
Sunday, 9/27/15, Downtown Library,
Eugene, OR, 2:00 pm, FREE!**

Celebrate freedom of expression with "Bizarro" creator, Dan Piraro. The award-winning (and VEGAN!) cartoonist will give an entertaining illustrated talk in honor of Banned Books Week.

Among people concerned about censorship, newspaper cartoonists rank high. Amidst the constant flood of feedback about their work from readers and publishers, cartoonists directly experience others' impulses to censor messages that are disagreed with, feared, or not understood.

"Bizarro" is published daily in over 360 papers including Eugene's Register-Guard. Piraro's single panel gems are a unique concoction of surrealistic imagery, social commentary, philosophical musings, and witty plays on words. His humor is inspired by a mix of real-life situations and his eccentric imagination. He has a rare talent for ruffling feathers with scathing commentary on the mindlessness of modern life, then smoothing them down with disarming humor, charm, and self-deprecating humility.

In person, Piraro's intriguing perspective on life flows beyond the cartoon frame into a wide-ranging comedic conversation. He stirs up controversy, inspires revelations, and pokes fun at everyone along the way, including himself.

Beloved by readers worldwide, Piraro has a vast reach, including blogs and social media sites that receive tens of thousands of visitors daily. He has won many awards including "Cartoonist of the Year" from the National Cartoonists Society in 2009 and "Best Panel Feature" from the National Cartoonists Society for an unprecedented three consecutive years from 2002 through 2004. He writes and draws a new cartoon every day, 365 days a year.

Portland Veg Fest 2015



Oregon's largest plant-based food event! [VegFest](#) celebrates and promotes sustainable, compassionate and healthy food choices and lifestyles. This low-cost, fun and food-filled event welcomes everyone! **Saturday & Sunday, 11/14 and 15, 10am-6pm**

More than 400 volunteers are needed to help make Northwest VEG's 10th Annual Portland VegFest a success. Did you know that volunteering for just one 3-hour shift earns you **free admission to BOTH days** of Portland VegFest?! **Plus, this year volunteers get a commemorative t-shirt, a chance to win great prizes and an opportunity to hangout in our volunteer break room filled with treats and other surprises.** There is something for everyone!

We still need help with setup, cleanup, the registration table, the NW VEG table (experience required), passing out food samples, working at recycling stations, the children's or teen area (face painters and makeup artists needed), dressing up in a veggie costume, the fitness stage, the kitchen, and more. You can also assist beforehand by signing up to distribute posters and postcards around town to promote Portland VegFest. We need your help to make this year's Portland VegFest the best yet! Please email Chelsea Davis, Northwest VEG's Outreach and Volunteer Coordinator, for more information at volunteer@nwveg.org.



[Cruelty-Free Fashion and AFS Conference](#) sponsored by the Anti-Fur Society. New York, **11/21/15**

This year's Anti-Fur Society Conference & Fashion Show will present special opportunities for ethical fashion traders, designers, models and beauticians to showcase their products. We will continue to show the public that beauty & elegance do not need to hurt sentient beings. Our conference is focused on issues concerning all fur-bearing animals. Topics will include the exploitation and cruelty of fur farms, wool and leather production, "harvesting" of wildlife (trapping, penning, bear baiting, etc.)

Goals:

- Promoting compassion in fashion
- Reviving the Animal Rights Movement by promoting effective grass roots activism
- Offering a new view and approach to animal rights advocacy and leadership.

Also in November!



Order EVEN Thanksgiving Peaceful Potluck tickets now for Sunday, 11/22/15.

As in the past, they are free, but limited. So first come, first served. **Email us** your name soon!

See photos from 2014 Thanksgiving Potluck.

Karen Debra Messer, the Vegucator

Karen Messer does a regular vegan segment on the **NU Health radio show on KMUZ radio, 100.7 every Wednesday from 1pm-2pm**. The show is also live on the streaming TuneIn app.

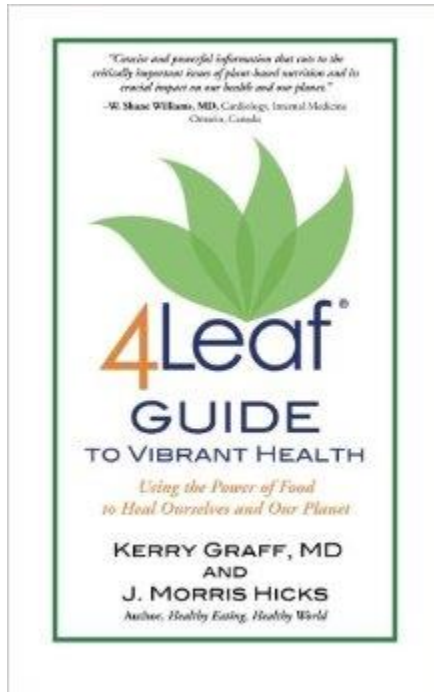
Karen reports on numerous vegan-related topics: nutrition, animal rights, ecology issues, socializing, new vegan products as well as events in Oregon.

If you have a suggestion for the show, have a question, or want a podcast of previous shows, you can contact her at **nwveg@yahoo.com**

4 Leaf Guide to Vibrant Health

Using the Power of Food to Heal Ourselves and Our Planet

by Kerry Graff, MD and J. Morris Hicks



While today's medical professionals still promise to uphold the Hippocratic oath, few modern doctors know about—or adhere to—the ancient Greek physician's maxim, "Let food be thy medicine and medicine be thy food." But the truth of Hippocrates's words still rings true as current research reveals the healing power of plant-based, whole foods.

Cowritten by a practicing MD and the author of *Healthy Eating, Healthy World*, this revolutionary guide to human nutrition fully explains not only why we must change what we're eating

but also exactly how to do it.

Discover how practicing better eating habits can improve your health, as well as actually prevent disease and even reverse its damage—whether it's type II diabetes, cancer, or another type of chronic illness.

4Leaf Guide to Vibrant Health doesn't just give you a list of foods to avoid—it helps you plan what you are going to eat, provides you with tips to remember when you're shopping and dining out, and even includes several starter recipes.

Whether you're a physician seeking nutritional advice or an individual simply wanting to improve your own health, this invaluable guide has the tools you need to live vibrantly.





Healing Cuisine – Meredith McCarty

You don't have to live in Marin County to love Meredith's **healing cuisine!** Sign up for her **Health E-Club membership** for free and receive the latest diet and health news and a new vegan recipe every Monday.



Low-Cost Spay and Neuters for Dogs and Cats

Willamette Animal Guild, **541-345-3566** for appointments and information. [**W.A.G. Clinic**](#)



Your Guide to Healthy Eating and Living Since 1999



Happy Cow is the world's largest free searchable directory for vegetarian restaurants and health food stores with listings in over 100 countries! Visit them to find travel, reviews, community, mobile apps, health recipes, and free newsletter!



All the arguments to prove man's superiority cannot shatter this hard fact: in suffering the animals are our equals. – **Peter Singer**

Vegan Essentials

Where Compassion Meets Convenience.



10% Discount for EVEN! Use "EVEN" as promo code.

Over 1,200 different all-vegan items in stock. [Vegan Essentials.](#)

McDougall Moments

If you haven't signed up yet for Dr. John McDougall's [McDougall Moments](#), you don't know what you're missing. Informative videos on over 5 dozen various topics, each only a couple of minutes, you'll learn a lot, and they're free!

Here are McDougall Moments on questions we get frequently, so listen to what the expert has to say:

[High Protein Low Carb Diets](#)

[High Blood Pressure a Symptom, not a Disease](#)

[GERD](#)

[Vitamin B12](#)

[You Can Have a Healthy Pregnancy](#)

Callicoon Kitchen – now 100% vegan – YAY!

You'll enjoy all of Ron's recipes and youtube cooking at [Callicoon Kitchen](#). Recipes, pictures, videos, instructions are all simple and clear. Without a doubt, I haven't tried a recipe there yet that wasn't 100% vegan yummy.

Did you know that **Naked Juice** is owned by Pepsi and **Odwalla Juice** is owned by Coke? That **Food Should Taste Good**, **Annie's Homegrown**, **Cascadia Farms** and **Muir Glen** are all owned by General Mills? Did you know that **Lightlife** is owned by Conagra and **Boca** is owned by Kraft (Philip Morris)?

Edward & Sons Trading Co., Inc.

Convenience without Compromise

Isn't it wonderful when you can buy a vegan product like this? A product that proudly announces on its package:

No artificial flavors, colors or preservatives. Dairy Free. Vegan. Casein Free. Gluten Free. What Free.

Wow! Thank you, Edward & Sons!

Try their crackers, their gravies and their vegan Worcestershire sauce.

Morinaga – Tofu Basil Dressing



I don't know if Morinaga is a **vegan** company, but their Mori-Nu **Organic** Tofu is **non-gmo**.

One of the best vegan salad dressings I ever had (except maybe those delicious, vegan dressings that **Govinda's** makes from scratch!) is called **Tofu Basil Dressing**. Use one of the **Mori-Nu 12.3 oz. tofu** aseptic packages, **blend or food process** with 4 Tbsp of **apple cider vinegar**, 4 Tbsp of **apple or orange juice**, 1 tsp. **Dijon** mustard, 1-2 cloves of fresh **garlic**, minced, 3-4 Tbsp. of fresh **basil**, chopped, ½-1 tsp. **salt**.

Cover, refrigerate, will last about a week.

Vegan, organic, non-gmo. Count me in.

[FAQs about Mori-Nu](#)

Do **you** have a favorite vegan food or vegan company? Tell us what or who it is and why you like them. We'll publish your answer and the first 10 will receive a free green I <3 Being Vegan Wristband.



The US Egg Industry Has Fought Dirty in Its Takedown of Vegan Mayonnaise

You may recall that a couple of weeks ago, the Food and Drug Administration sent a “strongly worded letter” to Silicon Valley **vegan startup Hampton Creek** warning that their eggless mayo could not, in fact, be officially considered mayonnaise at all.



Hampton Creek has been openly intent on getting consumers to switch to their plant-based products, which include mayonnaise and cookie dough, and subsequently eat fewer eggs. And that is really getting on the nerves of the American egg industry. As it turns out, the aforementioned warning letter may not have just been a technicality in syntax.

According to *The Guardian*, **The American Egg Board—a US government-controlled industry marketing group**—hasn't been playing nice in trying to bring about the demise of the Silicon Valley-backed startup. The AEB is targeting food bloggers, publications, and even celebrity chef Andrew Zimmern in an attempt to promote eggs and bring down the anti-egg Hampton Creek. **The attack may actually violate US Department of Agriculture rules**, which prohibits disparagement in advertising and press releases, according to a public health attorney that *The Guardian* consulted.

Evidently, the egg industry sees Hampton Creek as a “crisis and major threat to the future” of the \$5 billion-a-year egg industry. The egg industry’s campaign against Hampton Creek even has a name: “Beyond Eggs,” which was Hampton Creek’s original company name, and the AEB has hired Edelman, the world’s largest PR firm, to devise the strategy.

The Guardian recently got hold of 600 pages of internal emails from the AEB through a Freedom of Information Act request. The emails reveal the extent of the conspiracy, with the egg board seeking to pay food bloggers up to \$2,500 each to post about the virtues of eggs. Some of the bloggers have disclosed that the resulting articles were sponsored; others didn't even realize that a marketing company was paying them.

The emails also revealed that the AEB has targeted publications that wrote positive articles about the startup, and that the board also tried—without success—to recruit food activist Temple Grandin and food author Ree Drummond to promote egg consumption in response to Hampton Creek's advent. They even sought to buy ad space for eggs that would pop up when people search "Hampton Creek," or the name of its founder, "Joshua Tetrick."

In a move of cartel-like oversight, the AEB made plans to "confront" Andrew Zimmern. Why? He did a positive feature on Hampton Creek on his Travel Channel show *Bizarre Foods*.

Are you wondering why in the world the egg industry would be so damn rattled and go to such lengths to try to quash a relatively small startup?



Wall Street Journal photo

Hampton Creek is hot. The food technology company, founded in 2011, has raised over \$100 million from backers including Bill Gates, Peter Thiel, Vinod Khosla, and other Silicon Valley big-wigs. Its manifesto is to provide high-tech and sustainable alternatives to various foods—including factory-farmed eggs and products made from them. Hampton Creek’s products—Just Mayo, Just Cookie Dough, and Just Cookies—are resolutely eggless.

Hampton Creek, however, has not been without its own problems. As we reported in August, the FDA warned Hampton Creek that the name of Just Mayo was misleading because “mayo,” in the FDA’s opinion, means there are eggs involved. They have also faced allegations of suspect science and hazardous work environments, including in an expose on *Business Insider*.

And, this is not the first time that the company has faced the ire of big food, big time. Unilever, the \$62 billion juggernaut, sued the vegan upstart last year, alleging false advertising. Hellman’s was also on the warpath, although they dropped their case, which was essentially the same as the no-eggs, no-mayo claim by the FDA.

Still, the egg board says it is not unduly targeting Hampton Creek. The AEB’s chief executive, Joanne Ivy—named 2015 Egg Person of the Year (a lofty title indeed)—recently said: “While egg replacers have been around for many years, we recognize that the interest in this category has increased recently. [I]n response, we bolstered our efforts to increase the demand for eggs and egg products through research, education and promotional activities.”

She claims that the campaign against Hampton Creek is just a strategy that is “common within the consumer products industry, [and] include[s] continuing to work with industry thought-leaders, conducting a paid social media strategy to balance existing media efforts and liaising with partner organizations.”

Tetrick, on the other hand, feels that the AEB has gone way too far. The Hampton Creek founder called for a congressional inquiry on Thursday. "They have gone way beyond what they are allowed to do," Tetrick said of the egg lobbying group, and that their retaliation against his company is "hard to wrap your head around."

It's not easy to take on Big Egg. But Hampton Creek is doing it.

Source: Alex Swerdloff for [Munchies](#)

The Vegg



The Vegg is a versatile egg yolk replacer that can be used (instead of eggs) in a wide range of recipes. Whip up vegan versions of classic dishes like egg noodles, French toast, custard, pan frittata, Hollandaise sauce, and so much more. It's also ideal as a liquid base when breading foods for frying. You can even use it as a liquid "yolk" for dipping toast. It looks, smells, and even tastes like eggs but without all the cruelty.

Buy the book! Glossy stock, 80 pages, 7" x 7", \$12.99 and **free shipping!**

The Vegg is great news for the more than 250 million egg-laying hens in the US, most of whom spend their lives intensively confined inside barren wire cages. And since it's made using 100% plant-based ingredients, it's cholesterol-free, which makes it a heart-healthy alternative. Contact rocky@thevegg.com

Vegg Burrito with The Vegg Scramble!

Lay out a large flour tortilla, liberally spread the vegan mayo. Add the Vegg Scramble (made per instructions on pkg). mix in chunks of fake meat and roll up. Voila!

You can get The Vegg Scramble here... www.thevegg.com/shop



Trick For More Convincing Vegg Tofu Scramble

Trick For More Convincing Vegg Tofu Scramble

I like the way interspersing some small chunks of soft tofu in with larger firmer ones, gives a nice egg white appearance. And of course the runny yolk make it looks amazing, IMHO. www.thevegg.com



How To Become A Vegg Retailer

Do you currently have an online store and are you tired of the 9-5 grind? Well, here's your chance to sell The Vegg products online with this very special offer.

Just buy 32 cases or more from my co-packer in St. Louis, Missouri.

50 (4+ cases of 12)The Vegg French Toast Mix=\$475

50 (8 cases of 6)The Vegg Baking Mix=\$475

60 (5 cases of 12)The Vegg Vegan Egg Yolk=\$510

60 (5 cases of 12)The Vegg Baking Mix=\$570

Total \$2030 plus shipping from co-packer

3-4 wk lead time and must be paid in advance of shipping

Email rocky@thevegg.com



Billboards: Stop Using Live Animals to Teach Human Medicine

Ninety-nine percent of U.S. and Canadian medical schools exclusively use nonanimal teaching methods for surgical training. Ten Physicians Committee billboards in Memphis recently urged the University of Tennessee Health Science Center College of Medicine to do the same.



John Pippin, M.D., director of academic affairs at the Physicians Committee, also sent a letter to David Stern, M.D., dean of the College of Medicine in Memphis, urging him to end the use of animals in Chattanooga as has been done at the Memphis and Knoxville campuses.

Note: 274 facilities in the United States and Canada use only nonanimal methods, including medical simulators, for teaching Advanced Trauma Life Support courses. The American College of Surgeons, which oversees ATLS programs, has endorsed simulation to replace animal use, while earlier this year the U.S. Department of Defense ended the use of animals for ATLS training in favor of modern medical simulation.

More from PCRM on Omega-3s:

A new study found no evidence that fish oil improves brain health.

Dr. Barnard explains why plant foods are the healthiest source of omega-3s:

Omega-3 supplements don't keep your brain healthy, according to a new study in the Journal of the American Medical Association.

Researchers followed 4,000 patients over a five-year period and found that the supplements don't slow cognitive decline.

It's not the first time the supposed benefits of omega-3 supplements—typically derived from fish oil—have been debunked.

*Recent studies published in the New England Journal of Medicine, Journal of the American Medical Association, and Archives of Internal Medicine all found that **supplementing with omega-3 fatty acids does not improve heart health. Omega-3 supplements may also increase men's risk of developing prostate cancer.***

Omega-3 fatty acids are important in the normal functioning of all tissues of the body, but they are best obtained through a plant-based diet, not fish oil supplements.

See **PCRM Omega-3 infographic** below to learn more about the most healthful sources.

Better Omega-3s Please!



Q. What are omega-3s?

A. Omega-3 fatty acids are derived from alpha-linolenic acid (ALA). ALA is then converted into EPA & DHA.

ALA is the only essential omega-3!

But what do omega-3s do?

Omega-3s are used in the formation of cell walls and assist in improving circulation and oxygen intake.



Adequate Intake?

 Women: 1.1g/day
 Men: 1.6g/day

Sources of Omega-3s

Edamame



Walnuts



Flaxseeds



Black Beans & Kidney Beans



Winter Squash



Why not me?

Fish has high amounts of “bad fat” and can contain unsafe levels of contaminants. And what about FIBER? Fish has no fiber, which is an essential nutrient for digestion and cancer-prevention.

While most plants are low in fat, the fat they do contain are in the perfect amounts to allow ALA to convert to EPA and DHA. More fats in the diet make this conversion difficult. The key is to consume an overall low-fat, plant-based diet. No supplements required!

What about supplements?



For more nutrition information, visit: PCRM.org

Brought to you by Physicians Committee for Responsible Medicine

[PCRM Career Opportunities](#)



EVEN Volunteers



Photo by Stacey Willits Photography

Back Row: Linda, Stacy, Jay, Sandy

Middle Row: Mary Faith, Lin, Hilliard, Linda, Mary, Jeanette, Leah, Jim

*Front Row: Adam, Stephan, Robert and Heidi
(Kate, Eric and Cliff not shown)*

EVEN Has Many Volunteer Opportunities

Come join a hardworking and sincere group of fun-loving volunteers!

If you are interested in working to help the animals and the planet, as well as other people, **EVEN needs a few more wonderful volunteers.** If you are friendly, non-judgmental and reliable, let us know. We have projects that you can do in one day, one week, or you might choose to tackle something larger. It's all up to you!



Let us know what skills or talents you have and we'll line you up with activities that are exciting and rewarding. [**EVEN will be grateful for all your time and heart.**](#)

When large numbers of people willingly participate in their own brainwashing, blatantly totalitarian government becomes unnecessary. – **John Robbins**

EVEN Information Tabling

Look for EVEN again at **SE Neighbors Fall Festival** on **9/12** and **Eugene Sunday Streets** on **9/20**.

Vegan Non-Profits

There are so many unbelievably good and kind groups all working on behalf of our non-human friends and our planet. EVEN is especially partial to some who have consistently demonstrated big hearts, truth and overall solidarity in the movement. Their work advances the cause and helps everyone in their path. If you wonder who these groups are that we love, respect and support, you can find some of them on our [**Recommended Links page.**](#) **Visit their websites and be inspired!**

Remember to please support those who support EVEN's vegan education and outreach efforts.



Wynant's
Family Health Foods
Your Complete Health Foods Store
"Health is Wealth"

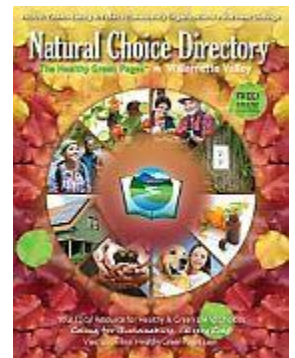
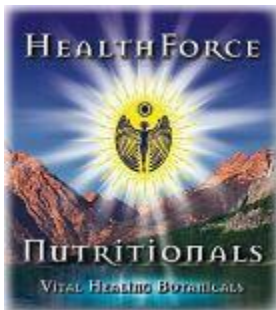


**Gutierrez Holistic
Family Medicine**
Your Primary Care Physician



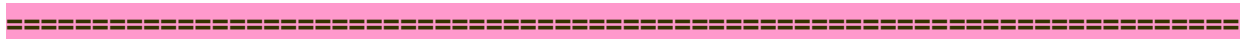
Food for the Way You Live

Toby's



GENESIS
organic juice

a well-fed world



He who is cruel to animals becomes hard also in his dealings with men. We can judge the heart of a man by his treatment of animals. – **Immanuel Kant**

Eugene Veg Education Network (EVEN)

www.eugeneveg.org

Eugene Veg Education Network

---EVEN - serving as a vegan resource since 2005---

Check Out [EVEN's News Blog](#) for hundreds of valuable, vegan morsels.

The **Eugene Veg Education Network (EVEN)** is a **501(c)(3)** non-profit serving as a resource for those seeking information on a **healthful, vegan lifestyle**. EVEN's emphasis is one of **non-violence, compassion and sustainability**. Focus is on the **interconnectedness of all life** and how a plant-based diet benefits the earth, non-human animals, and the individual. EVEN's Mission Statement is **to inform, educate & encourage our members**--- as well as the larger community ---by providing pertinent information on veganism and its positive impact on the health of the planet and all its inhabitants. www.eugeneveg.org **Peace**. If you would like to opt out of EVEN's free email list, just reply to this email, include "Unsubscribe" in the subject line, and click Send.

Vegan means you sleep better knowing your dinner didn't die screaming.



Vegan. It's the least we can do.

RIP Cecil the Lion (2002-2015)



The Paradox of Our Times

Today we have bigger houses and smaller families
More conveniences, but less time.

We have more degrees, but less common sense,
More knowledge, but less judgment,
We have more experts, and more problems, more medicine, but
less wellness.

We spend too recklessly, laugh too little,
Drive too fast, get angry far too quickly,
Stay up late, get up too tired,
Read too little, watch T.V. too often,
And pray too seldom.

We have multiplied our possessions, but have reduced our values,
We talk too much, love too little, and lie too often.

We have learned how to make a living, but not a life.
We have added years to life,
Not life to years.

We have taller buildings, but shorter tempers.
Wider freeways, but narrow viewpoints.
We spend more, but have less; we buy more, and enjoy less.

We've been all the way to the moon and back,
But have trouble crossing the street to meet the new neighbor.

We've conquered outer space, but not inner space,
We have split the atom, but not our prejudice.

We write more, but learn less.
Plan more, but accomplish less.
We've learned to rush, but not to want,
We have higher incomes, but lower morals.

We build more computers to hold more information,
To produce more copies, but communicate less,
We are long on quantity, but short on quality.

These are the times of fast food, and slow digestion,
Tall men, and short character,
Steep profits and shallow relationships,
More leisure and less fun.

More kinds of food, but less nutrition,
Two incomes, but more divorce,
Fancier houses, but more broken homes.

That's why I propose, that as of today,
You do not keep anything for a special occasion,
Because everyday that you live is a special occasion.

Search for knowledge, read more,
Sit on the porch and admire the view,
Without paying attention to your needs.

Spend more time with your family and friends,
Eat your favorite foods and,
Visit the places you love.

Enjoyment is life as a chain of moments,
Not long drawn out survival,
Remove from your vocabulary phrases like,
" One of these days" and "Someday."

Let's tell our families and friends how much we love them.
Do not delay anything that adds laughter and joy to your life.

Everyday, every hour, and every minute is special.
And you do it knowing that it could be your last...

Just think... one of these days you may not be here to do any of
the above!

Author – Octavian Paler



###