

EVEN NOW 5/11/11

Mercy For Animals Launches Nationwide Road Show Featuring New Film: *Farm To Fridge*

40-city tour exposes consumers to cruel reality faced by animals on factory farms

Mercy For Animals, a national animal advocacy organization exposes **cruelty to animals at factory farms, hatcheries and slaughterhouses**, in [Farm to Fridge](#), a gripping new 12-minute film exposing the treatment of animals before they reach consumers' plates. A specially modified truck equipped with 80" video screens will bring *Farm to Fridge* directly to campuses, shopping centers, sporting events and other public places in 40 cities around the country. MFA volunteers will also wear shirts with attached iPads playing *Farm to Fridge*.



Narrated by Oscar-nominee **James Cromwell**, *Farm to Fridge* goes behind the closed doors of the nation's largest industrial poultry, pig, dairy and fish farms, hatcheries, and slaughter plants – revealing the often-unseen journey that animals make going from the farm to your fridge.

The Mercy For Animals truck will make stops in 40 cities including **Eugene** on **June 1, 2011** at 11:00 a.m. and 8:45 pm. [Locations to be announced. Stay tuned.] While on the road, Mercy for Animals staffers will partner with local communities for presentations, discussion forums, grassroots outreach, and other educational events.



"Americans have the right to know where their food comes from, and there is growing concern over the cruel treatment of farmed animals," said **Mercy for Animals' Executive Director Nathan Runkle**. "This tour aims to open the hearts and minds of consumers nationwide to the intensive confinement, abusive handling, painful mutilations, careless neglect, and merciless slaughter of the nearly 10 billion sentient animals per year destined to end up on our plates."



Mercy For Animals is a national 501(c)(3) non-profit animal advocacy organization. Founded in 1999 and over 60,000 members and supporters strong, MFA works **to create a society where animals are treated with the respect and compassion they rightly deserve**. Over 99 percent of cruelty to animals in the U.S. occurs in the meat, dairy, and egg industries, which confine, mutilate, and slaughter 9 billion-plus land animals each year. Accordingly, MFA primarily focuses on farmed animal advocacy and promoting cruelty-free food choices, employing consumer education campaigns, research and undercover investigations, rescues, and grassroots activism. Its recent investigations have revealed [abuse of cows and calves at dairy farms](#), [shocking conditions in veal farms](#), [suffering of live fish in an aquaculture facility](#), and [cruelty to egg-laying hens, new born chicks, sows and piglets](#). MFA's work exposing animal abuse in the nation's factory farms, slaughterhouses and hatcheries has triggered international outcry as well as legislative and criminal justice victories on behalf of animals. The organization is headquartered in Chicago, IL. For more information, see www.mercyforanimals.org.

NEW! NEW! NEW! Interview with Karen Davis!

Read EVEN's exclusive interview
with **Karen Davis** [>> here](#)

[EVEN Interviews is a new monthly feature highlighting vegans who are leaders in their fields and who have a deep commitment to veganism. It is designed to offer interesting and inspiring viewpoints to both long-term vegans and newbies alike.]

...We try to present the message that chickens, turkeys and ducks and farmed animals, these are beings that have the same love of life that we have, the same capacity for joy, the same interest in raising their young and exploring the world, and in expressing the potentials of their nature. There is all this marvelous, marvelous food out there that doesn't cause any animal to be tortured and suffer and die for it. – Karen Davis, PhD,
United Poultry Concerns



Forks Over Knives

Everyone is talking about the **Dr. Oz Show!** *Finally*, some guests who pack a punch and don't skirt the issues. Watch **Lee Fulkerson** and **Drs. Campbell, Esselstyn, and Barnard** on the Dr. Oz Show talking about the health benefits of a whole food, plant-based diet.

Click below to watch the videos:

[Diet Changes Lower Disease Risk – Part 1](#)

[Diet Changes Lower Disease Risk – Part 2](#)

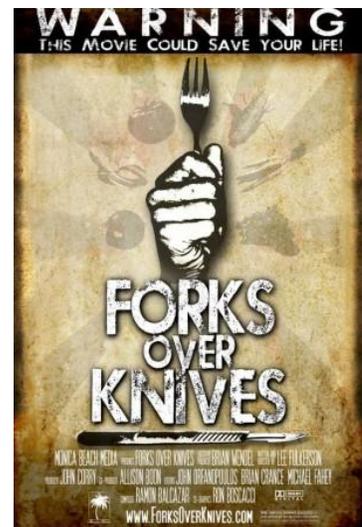
[5 Foods that Cut Cancer Risk – Part 1](#)

[5 Foods that Cut Cancer Risk – Part 2](#)

Learn about their upcoming documentary [Forks Over Knives](#).

WARNING! This movie could save your life!

Source: [T. Colin Campbell Foundation](#)



Mark Your Calendars for 2011 **NW Veg Fest!**



Saturday & Sunday, September 17 & 18, 2011

Oregon Convention Center - Exhibit Hall A
777 NE MLK, Jr. Blvd. Portland, OR 97232
10am - 6pm

“**VegFest** is 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! VegFest features:

- **Food Samples!**
- **Speakers & Classes**
- **Cooking Demonstrations**
- **Ask the Experts**
- **Family Activities**
- **Restaurants**
- **Non-profit organizations**

VegFest Update: **Dr. Neal Barnard Keynote Presenter**
This year’s VegFest will feature **Dr. Neal Barnard**, President, **Physicians Committee for Responsible Medicine (PCRM)**



The planning of **VegFest 2011** is well underway, and we’re excited to announce that **Dr. Neal Barnard** will be our keynote speaker! Dr. Barnard is a clinical researcher, author, and one of America’s leading advocates for health, nutrition, and higher standards in research. He is also the founder and president of the **Physicians Committee for Responsible Medicine (PCRM)**. Dr. Barnard has been featured on Oprah and Ellen, and his nutrition program is appearing on PBS stations across the country (hopefully in Portland soon). His newest book, *21-Day Weight Loss Kickstart*, recommends foods that help tame the appetite and boost metabolism.”

Veg Host Family Needed!

Vegetarian German Girl Needs Host Family 2011-2012 school year.



Svea is a mature 16 year old who enjoys sports and helping others. She speaks fluent German, Danish, and English, and is looking forward to her exchange year.

If you are interested in this great cultural opportunity, please call her community rep:

Karyn LaCroix: 541-343-0238.



LOOK! Free Lectures from VSH!!

Don't pass up this opportunity to see and hear a wide variety of 100++ video lectures. All free!

[Free Lectures from the Vegetarian Society of Hawaii - \(Multiple Videos\)](#)

Vegan diets that are free of all animal products, including meat, fish, dairy and eggs, are becoming more mainstream and attracting high-profile advocates such as President Bill Clinton, hotel magnate Steve Wynn, and television personality Ellen DeGeneres.

Look at All These Recipes!



Great sources here [for more vegan recipes](#) than you could make even if you lived to be 100. (And if you're eating vegan, you well may.)

Tofurky Packs a Meatout Wallop

"As an official sponsor of the 2011 National Meat Out (www.meatout.org) **Tofurky** provided thousands of samples to teams of dedicated volunteers hosting educational events for the world's largest grassroots diet education campaign. A whopping 35,000 vegan samples were handed out across America and we're so proud to have our products be among them.



For more information about **Tofurky** products, including our new **Tofurky Vegan Pizzas**, visit www.tofurky.com "

"Dog Wars" by Google

Google-owned Android Marketplace currently has an app for sale called "Dog Wars," which, believe it or not, glamorizes dogfighting and encourages people to participate in a digital version of this blood "sport."

Who doesn't know by now that dogs used for fighting are kept penned or chained (often with heavy logging chains) and that many are taunted and starved in order to trigger extreme survival instincts and aggression? [>> MORE](#)



A Louisiana state police officer who conducts dogfighting investigations said, "When you go to where these fights have happened, you'll find a couple of dog corpses or a pit full of blood."

The Dark Side of Recent Egg Headlines

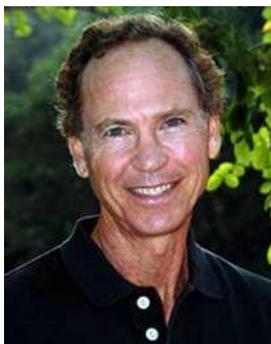
By John Robbins

As I wrote in *The Food Revolution*, the sad fact of modern industrialized egg production is that layer hens are crammed together in filthy cages so small that the birds are not able to lift a single wing. The amount of space the birds are given is less than they would have if you stuffed several of them into a file drawer. One building will frequently house 30,000 hens packed together under these grotesquely crowded and seriously unhealthy conditions. [>> MORE](#)



According to the **American Dietetic Association**, a vegan diet is healthful and appropriate for all stages of the lifecycle, including pregnancy, lactation, infancy, and childhood, and may provide health benefits in the prevention and treatment of certain diseases.

Is It Wrong to Eat Animals?



John Robbins Video (2:26)

<http://www.johnrobbins.info/videos/is-it-wrong-to-eat-animals/>

USDA Demonizes Starch, While Promoting Meat, Dairy, and Disease



Dr. John McDougall

The United States Department of Agriculture (USDA), the government agency responsible for the health of Americans, has recently enacted two national nutrition policies that limit the consumption of starchy grains and starchy vegetables, two traditional food groups that have provided the bulk of human diets for all of recordable history. [>>> MORE](#)

We will only be free ourselves and have peace and joy and sustainability and quality and justice as we extend those to animals. - **Will Tuttle, PhD, *The World Peace Diet***

Want to GO GREEN? GO VEG!

USPS "Go Green" Stamps---Missing the boat?---Missing the Point!

The **United States Postal Service** says it is doing its part to "Go Green" by designing a series of 16 Go Green stamps, showing what each of us can do to promote the health of our environment.

It's baffling whenever lists of "solutions" consistently omit **going veg** as the most effective way to **go green**. Were it not so tragic, it might be laughable how one's moving toward a healthful, plant-based diet is conveniently sidestepped.



Everyone wants to jump on the Go Green bandwagon, but composting, changing lightbulbs and picking up litter (although wonderful efforts!) do not have the **powerful impact that kicking meat and dairy out of our diets** would have. So since USPS excluded a Go Vegan! stamp, the greenest stamp of all, we'll just have to write it on the envelope ourselves. **Go Veg!**

Targeting Diabetes



Targeting Diabetes

Groundbreaking **PCRM** Study Shows the Dramatic Impact of a Low-Fat Vegan Diet

EVEN never seems to stop getting emails about diabetes. For those new to this information, or for those who wish to review it, please read below:

More than 20 million Americans have diabetes, a condition that greatly increases the risk of heart problems and other complications. A new study has shown that a low-fat vegan diet treats type 2 diabetes more effectively than a standard diabetes diet and may be more effective than single-agent therapy with oral diabetes drugs.

[>> MORE](#)

And be sure to see the [Vegan Diet How-to Guide for Diabetes](#) as well!

Earth Day 2011 and Other Important Thank You's

It was a beautiful, sunny, and productive Earth Day for EVEN to distribute HUNDREDS of [vegetarian starter kits](#), [coupons](#), [vegan leaflets](#), [vegan recipe booklets](#), and [vegan animal stickers](#) (for kids of all ages).



Adeline, EVEN volunteer, hands out PCRM Vegetarian Starter Kit.



Thank you, **Physicians Committee for Responsible Medicine, Eden Organics, PETA and**

Vegan Outreach for the comprehensive literature.

Thank you, **E-The Environmental Magazine** for subscription donations for EVEN's free raffle!

Thank you, **Hilliard, Adeline and Andrea** for your tabling help!

Thank you, **Toby's Family Foods**, for donating delicious vegan tofu spread for everyone to sample.

And **thank you to everyone** who stopped by to greet, chat or inquire!

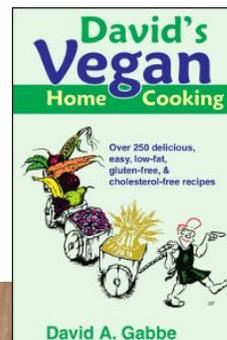
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Thank you, **Svevo**, for your donations to EVEN!

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Thank you, **David Gabbe**, for making 5/3/11 an informative and fun-filled educational EVENT! (See more information at the bottom of this newsletter for recipes and how to order David's book.)



David Gabbe presents [David's Vegan Home Cooking](#) to some EVEN folks on 5/3/11.

How to Order David's Gabbe's *Vegan Home Cooking* book

David's Cookbook

**special student discount
40% off**

SECTIONS INCLUDE:
 Daily Healthy Eating Guide
 Sample Menus and Transitioning Tips
 Stocking & Equipping the Vegan Kitchen
 Glossary of Wholefoods Ingredients
 Protein, Calcium, & Iron Review
 Desserts & Beverages
 Soups, Wraps, Dips, & Salads
 Oven & Skillet Dishes
 'Cheesy' & Grain Dishes

pages: 192
 size: 8½x5½
 list price: \$15.95

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Chocolate Mousse

8 ounces firm tofu

¾ cup non-dairy milk

¼ cup each: cocoa powder and non-dairy chocolate chips

¼ cup sugar (i.e. evaporated cane juice)

1 tablespoon peanut butter or other nut butter

2 teaspoons vanilla extract

¼ teaspoon salt

1. Bring small pot of water to boil. Cut tofu in several pieces, and boil 5 minutes. Rinse tofu under cold water until cool.

2. Place all ingredients in blender and blend until smooth.

3. Chill mousse for firmer texture, if desired.

Note: Refrigerate leftovers and use within 5 days.

Yield: 2-4 servings

Variation: For **Tofu Mocha 'Mousse'**, add 1 tablespoon instant coffee (granules or powder) to blender in step 2.

Kasha Krunch Cereal

3 cups uncooked raw buckwheat

½ cup almonds, pecans, or other nuts (chopped)

½ cup sugar (i.e. evaporated cane juice)

1 tablespoon coconut oil (melted) or canola oil

½ teaspoon each: cinnamon and salt

¾ cup raisins or other dried fruit (chopped)

3 tablespoons peanut butter or other seed or nut butter

1. Preheat oven to 300°.

2. Pick through grains, discarding any foreign matter. Rinse grains.

3. In bowl, mix buckwheat with next 5 ingredients.

4. Spread mixture on large, oiled baking sheet (or baking dish).

5. Bake 20 minutes. Stir and bake 20 minutes more.

6. Transfer hot grains to bowl. Mix with raisins and peanut butter.

Note: Refrigerate leftovers and use within 14 days.

Yield: 6-8 servings



A Short Story by Peter Aladjem

A Food Chain is a Food Chain is a Food Chain
or
What Goes Around, Comes Around

Trog was not in a joking mood. So when Plithtard came to make his report about the unhappy humans, Trog was not amused.

“Sir,” said Plithtard with as much diplomacy as possible. “They’re really upset.”

“Who?” Trog asked, “Zeltonians from Zelton 5?”

“No,” corrected Plithtard. “The humans. They’re really, really upset.”

“They’re really, really upset are they?” mimicked Trog. “I suppose they are complaining about being eaten. I suppose they are organising delegations and passing resolutions and convening their national and international bodies to object. I suppose they are trying to muster their puny armies and their pathetic nuclear arsenals. Mr. Plithtard, I am growing quite tired of your equivocations. They are just humans, Plithtard. They are a part of our food chain just as sure as a jumping fish is a part of theirs.”

“But Sir, their request to have just 5 years of time to live out their lives is...”

“Plithtard!” Trog interrupted. “They’re just humans, right? And we eat humans, right? It’s just the natural order of things in the whole galaxy. If it wasn’t, then why did the Great Creator endow us with these here harvesters?”

“But, Sir, they do have some feelings..”

“Plithtard!” shouted Trog. “Feelings, shmeelings. A food chain is a food chain is a food chain. Now, if we don’t harvest the entire planet by 1800 hours, I’ll be in big trouble with Zelton 5. Capiche? Now, get to it. Right away. That’s an order!”

“Right, Sir.” Plithtard conceded and withdrew to carry out his obviously unpleasant responsibilities.

Meanwhile, way off in space, even further than the Zeltonian ship, was a massive space cruiser from Nircon. The captain of the Nircon ship smiled when he located the Zeltonian ship in his viewfinder.

“Bingo!” he cried to himself. “A Zeltonian ship! I just love those Zeltonians. They are so tasty.”

(c) Peter Aladjem – 2011

Peter Aladjem is a semi retired teacher who lives in the Boston area. As a writer, a number of his poems have been printed in Boston's 'Spare Change' a community newspaper by and for homeless people. Writing is one of his favourite ways of contributing to the world around him. He has been a vegetarian for approximately 8 years.

Top Medical Schools End Live Animal Labs!



http://www.pcrm.org/resch/meded/ethics_med_list.html
Thank you PCRM!

Shop Vegan Essentials!

June is coming up fast, and we're back once more to tell you all about what's new since our last product updates newsletter. We've got plenty that's just arrived in stock and new items to tell you about! [Shop Vegan Essentials Online](#)



Say Hello to Shanti Claire!



Look at this adorable veg beauty, Shanti Claire, age 3 --- brimming with vibrant health. [Diana and Eric's](#) own bundle of joy!

WANTED: Volunteers!



EVEN needs more [great volunteers](#) who are **knowledgeable**, **friendly** and **reliable**.

EVEN is growing and we've got long jobs, short jobs, 'tweener jobs, hard jobs, easy jobs...we've got them all. If you can commit to an hour or two or more, especially if you have telephone, computer, office, or general business experience, contact us at eugvegedunet@comcast.net

Thank you! We need your help and support!

Have You Been To EVEN's Website Lately?

- Use the [Site Map](#) to find your way around or go to our
- [Welcome page](#) for some Quick Links.
- Wondering about [Going Veg](#) and [how to start?](#)
- [Newsletters/Announcements Archive](#)
- [About EVEN](#) – Who are we?
- [EVEN's Mission Statement](#) – Why are we?
- [What EVEN Does](#) – What do we do?
- [Past Speakers](#)
- [How to Help EVEN](#) – We appreciate your help and support!
- Huge amounts of [Resources](#) including Books, Recipes and Recommended Links
- Even [MORE information](#) here including Articles, Edustats, Quotes, If Truth Be Known and Wake Up Call



[Thank you, Webmaster Robert, for so masterfully and diligently working on [EVEN's website!](#)]

The **Eugene Veg Education Network (EVEN)** is an **official 501(c)(3) non-profit** based in Eugene Oregon 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 access to pertinent information on veganism and its positive impact on the health of the planet and all its inhabitants. www.eugeneveg.org **Peace.**

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