

LIVE WELL

WHY MILLIONS OF CANADIANS ARE CHANGING HOW THEY EAT



INCLUDES
FREE RECIPES

YOU HOLD ENORMOUS POWER



BE THE CHANGE YOU WISH
TO SEE IN THE WORLD.

Canadians eat two-and-a-half times the global average of meat. Our overconsumption of cheap meat means each year in Canada more than 700 million farmed animals are sentenced to horrifying lives and deaths in our country's factory farming system.

The good news is that a third of Canadians are now choosing to reduce their meat consumption or drop animal products entirely—and that number is only growing!

“ WE KNOW THAT IF
SOMEONE OFFERS TO
SHOW US A FILM ON
HOW OUR MEAT IS
PRODUCED, IT WILL BE
A HORROR FILM. ”

Jonathan Safran Foer

Every time you sit down to eat, you can choose to cast a vote for a more compassionate world. By simply cutting the amount of chicken you eat in half, you can spare approximately ten chickens from misery each and every year. By adopting a plant-based diet you can save at least 30 animals!

Most of us are already opposed to cruelty to animals. We know that causing animals to suffer is wrong. Bringing our eating habits into alignment with our values is a powerful way to stop animal suffering and inspire others to help create a kinder, healthier, greener world for all.

INSIDE:

- MOUTHWATERING RECIPES
- VEGETARIAN TIPS & TRICKS
- SAMPLE MEAL PLAN



Photo: Jo-Anne McArthur

MEET HONEY

Meet Honey, a very happy pig who spends her days like all pigs should: rooting around outside and hanging out with her friends. Pigs like Honey are sensitive, intelligent animals who dream and communicate with each other—they can even recognize their own names, and come when called!

Honey is lucky. She started her life on a commercial pig farm. On these farms, mother pigs are typically artificially inseminated and packed into crates. They can't turn around, let alone socialize with others, breathe clean air, or do anything natural or enjoyable.

Piglets have their tails sliced off, and the males their testicles sliced out, by unqualified farm workers and without painkillers. They are then fattened up in crowded, dirty pens before being killed for meat while still babies at about six months of age.



FOR THE BIRDS

Chickens and turkeys are gentle, inquisitive creatures who are self-aware. Hank, pictured here, was rescued from the meat industry and got to live out his life at a farm sanctuary in B.C. Sadly, Hank died of a heart attack while still young—a common fate for animals bred to grow too large, too fast.



Crowded into filthy warehouses, chickens and turkeys raised for food suffer from painful skin conditions as well as respiratory problems from the poor air quality. When they are transported to slaughterhouses, the confused, terrified birds frequently suffer bruising, broken bones, dislocated joints, and other injuries.

The vast majority of animals killed for food in Canada are chickens. By cutting back on or cutting out chicken, you can spare many chickens like Hank from a miserable life and death.

1957
905g



2005
4,202g



**CHICKENS IN CANADA TODAY
ARE BRED **FOUR TIMES LARGER**
THAN THEY WERE IN THE 1950s.**

THEY OFTEN COLLAPSE UNDER THEIR OWN WEIGHT!

Source: University of Alberta Meat Control
The Washington Post

EGG CRUELTY

Chickens used for egg production are crowded into tiny, barren cages, where they can barely move for their entire lives. Imagine spending more than a year trapped in a crowded elevator with strangers!

WHAT ABOUT HUMANE?

Humane certification standards can mean very little. Enormous numbers of animals are still raised in unnatural environments, deprived of virtually anything that makes life worth living. And at the end of their short, miserable lives, they are crowded onto the **same transport** trucks bound for the **same fate**: a frightening, painful and ultimately unnecessary death.





SCOOTER & SPARKY

Scooter and Sparky enjoy head scratches, snuggling, and hanging out in sunny fields. Cows are capable of forming deep friendships and social hierarchies, and have emotionally rich, complex lives.

Scooter and Sparky were born on a dairy farm and would have been killed for veal, as most male calves are. Happily, instead, they were rescued by a sanctuary in B.C.

Like us, mother cows only lactate after giving birth—but mother and baby are immediately separated so humans can drink the milk. This understandably causes immense distress to both. After three to four years of constant pregnancies, the mother cows' bodies are worn out and they are killed for low-grade meat.

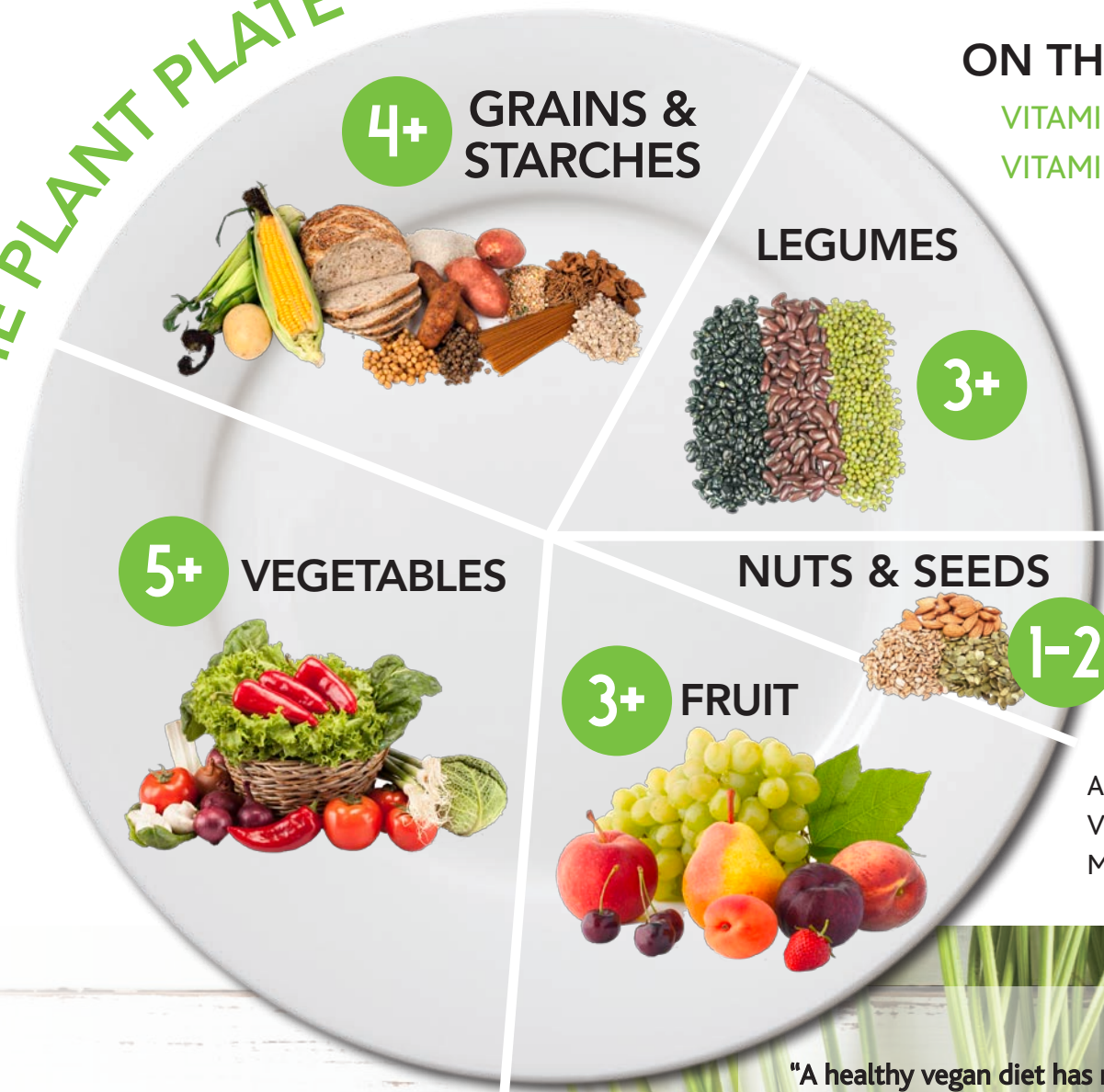
Aquatic animals look so alien to us that we don't always realize that they are not so different from land animals. Science has shown that fish have personalities, can use tools, and experience emotional and physical pain in much the same way we do.

The extreme confinement on Canadian fish farms can cause abrasions, sea lice infestations, oxygen starvation, deformities, and the frustration of any normal or natural behaviours. Fish farming also puts wild populations at risk.

Aquatic animals are generally killed by being suffocated, and desperately struggle for their lives when they are pulled from the water.



THE PLANT PLATE



Adapted from
Virginia Messina,
M.P.H., R.D

A BETTER YOU, A BETTER WORLD

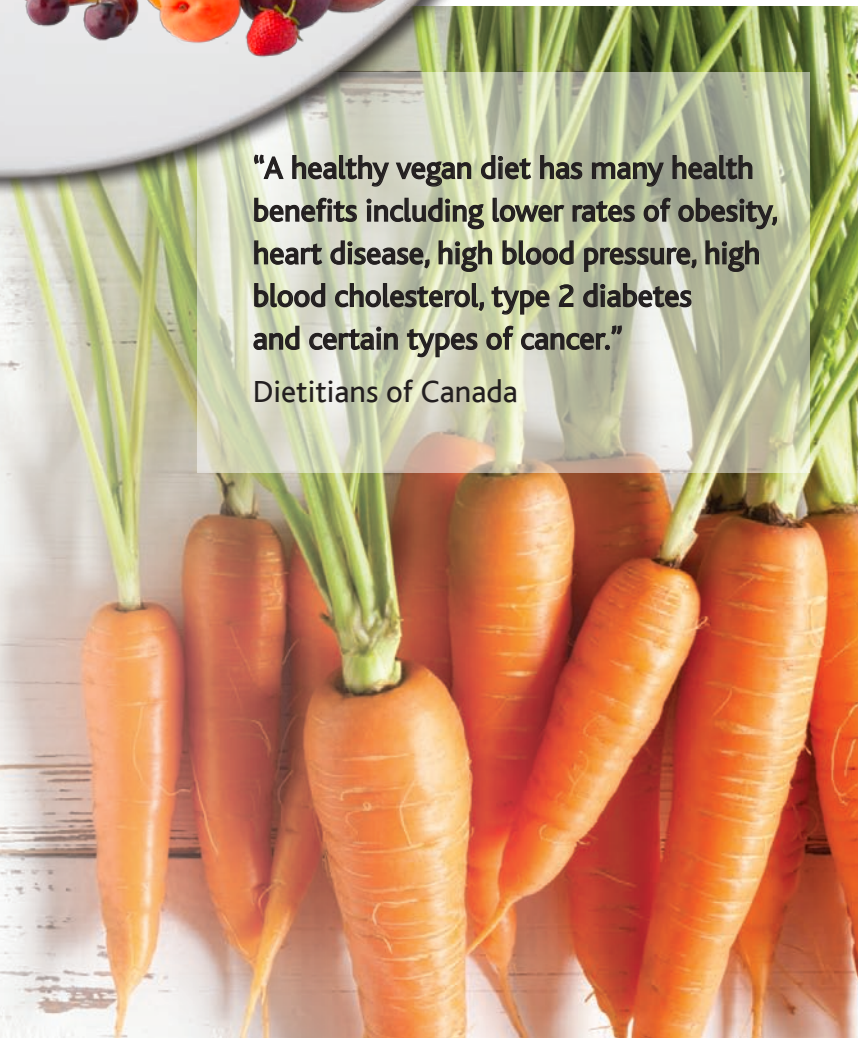
According to the United Nations, animal agriculture is a major contributor to climate change, water use and pollution, and biodiversity loss. In fact, animal agriculture is responsible for more greenhouse gas emissions than all cars, planes, buses, and trains combined!

"Livestock are one of the most significant contributors to today's most serious environmental problems. Urgent action is required to remedy the situation."

Henning Steinfeld, Food and Agriculture Organization of the United Nations

"A healthy vegan diet has many health benefits including lower rates of obesity, heart disease, high blood pressure, high blood cholesterol, type 2 diabetes and certain types of cancer."

Dietitians of Canada



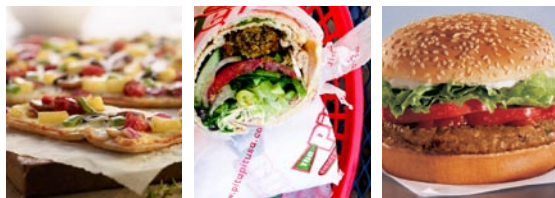
VEG EATING WITH EASE

Each time you choose to eat a plant-based meal, you are making a meaningful difference. Start by trying Meatless Mondays, cutting back on the number of chickens you eat, and filling your plate with the plant-based foods you already love. Every meal matters.

Think global, eat local: many cultures have a rich history of vegetarian eating that you may already be familiar with. Think falafel and hummus, pad Thai with tofu, lentil curry and naan, black bean tacos, pasta primavera, and vegetable chow mein.

Supermarkets are bursting with nutritious and affordable veg options. Load up your cart with vegetables, fruit, peanut butter, nuts, beans, lentils, rice, pasta, bread, rolled oats, and more.

Many national chains offer veg options, including Chipotle, Taco Bell, Taco Del Mar, Harvey's, Burger King, A&W, Nando's, Extreme Pita, Pita Pit, Quizno's, Subway, Mr. Sub, Panago, and Tim Horton's.



Vegetarian meats and dairy products are also widely available. Try Tofurky deli slices, Field Roast sausages, Yves ground round, Sol Cuisine veggie burgers, Gardein fish filets, Vegenaïse mayo, and Earth Balance buttery spread. Plant-based milks dominate dairy sections; soy and almond milk are the most popular.



SAMPLE VEGETARIAN MEAL PLAN

TIP

IF YOU CAN'T FIND
A PRODUCT YOU
WANT, ASK YOUR
SUPERMARKET
MANAGER TO
STOCK IT

	BREAKFAST	LUNCH	DINNER
MONDAY	SMOOTHIE	HUMMUS & VEGGIE WRAP	BLACK BEAN TACOS
TUESDAY	CEREAL WITH SOYMILK	QUINOA SALAD WITH MANGO AND BLACK BEANS	CASHEW CREAM PASTA recipe on next page
WEDNESDAY	OATMEAL	PEANUT OR ALMOND BUTTER & JAM SANDWICH	VEGGIE BURGERS
THURSDAY	TOAST WITH NUT BUTTER	KALE CAESAR SALAD WITH VEGGIE CHICKEN OR CANNED BEANS	COCONUT CURRY RED LENTIL SOUP recipe on next page
FRIDAY	NON-DAIRY YOGURT WITH FRESH FRUIT	CHICKPEA SALAD SANDWICHES recipe on next page	SPAGHETTI WITH TOMATO SAUCE & VEGGIE GROUND ROUND
SATURDAY	TOFU SCRAMBLE	THREE BEAN CHILI	TOFU STIR FRY
SUNDAY	PANCAKES	SESAME PEANUT NOODLES recipe on next page	VEGGIE SAUSAGES, GREEN BEANS & VEGGIE GRAVY

CASHEW CREAM PASTA

SERVES 4 TO 6

- 1 lb pasta
- 1 cup cashews, soaked in warm water for 2 hrs
- 1 1/4 cups water
- 2 tbsp nutritional yeast
- 1 tsp onion powder
- 2 cloves garlic
- 1 tsp salt or to taste

1. Bring salted water to boil; cook pasta according to package directions and drain.
2. Blend all other ingredients until smooth and creamy. Stir into cooked pasta.

TIP: add thawed frozen spinach or fresh chopped tomatoes for extra nutrition and flavour!



CHICKPEA SALAD SANDWICHES

SERVES 2 TO 3

Recipe can easily be doubled

- 15 oz can or 1 1/2 cups cooked chickpeas
- 2 - 3 tbsp Veganaise or other vegan mayo
- Salt to taste
- Bread to serve
- Optional add-ins:
 - diced pickles and or celery
 - minced onions
 - fresh or dried dill
 - Dijon mustard and or relish
 - lemon juice

1. Using a potato masher or fork, mash chickpeas until no whole ones remain
2. Stir in Veganaise, salt and add-ins until well combined. Serve open faced or in a sandwich, with lettuce and tomatoes if you like.



COCONUT CURRY RED LENTIL SOUP

SERVES 4 TO 6

- 1 tbsp oil
- 1 medium onion
- 4 cloves garlic
- 15 oz can or 1½ cups fresh diced tomatoes
- 2 to 3 tbsp curry powder, to taste
- 1 1/2 cups red lentils, rinsed
- 4 to 5 cups water or vegetable broth
- 15 oz can coconut milk
- 1 tbsp lime juice
- 1 tsp salt or to taste

1. Heat a large pot over medium heat. When hot, add oil and onions and cook until onions soften, about five minutes. Add garlic and curry powder, and stir for another 30 seconds.
2. Stir in tomatoes, lentils and four cups of the water or broth and bring to a simmer. Cover the pot and simmer until lentils disintegrate, about 15 to 25 minutes. Add an additional cup of water if you prefer a thinner soup.
3. Stir in the coconut milk, lime juice, and salt, and warm through. Taste for seasonings. Serve with bread or rice. The soup will thicken and flavours deepen as it sits.



SESAME PEANUT NOODLES

SERVES 4 TO 6

- 1 lb rice, soba or udon noodles
- 2/3 cup peanut butter
- 2 cloves garlic
- 1/2 cup water
- 1/3 cup soy sauce or tamari
- 1/4 cup rice vinegar or lime juice
- 2 tbsp maple syrup or other sweetener
- 2 tbsp toasted sesame oil, optional
- 1 tsp salt or to taste
- **Optional add-ins:** chopped spinach, grated carrot, sliced green onion, grated cucumber, minced cilantro, sesame seeds, shredded cabbage, steamed broccoli

1. Cook noodles according to package directions.
2. Meanwhile, blend peanut butter through salt until smooth. Taste and adjust to taste.
3. Combine noodles, sauce and optional add-ins. Serve!





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VANCOUVER HUMANE SOCIETY

#303 – 8623 Granville St, Vancouver, BC Canada V6P 5A2

T: 604 266 9744 F: 604 266 1311

info@vancouverhumanesociety.bc.ca

www.vancouverhumanesociety.bc.ca

To learn more about
Canada's cruel factory farming
industry, please visit
www.MeatVideo.ca