

A young woman with dark hair tied back is shown in profile, kissing a brown cow on the cheek. The cow has horns and is looking towards the camera. The background is a soft-focus green field with trees. The overall mood is peaceful and affectionate.

# Vegan Easy

**YOUR FREE GUIDE TO A  
KINDER, HEALTHIER  
& GREENER LIFE**



## **COVER**

Cara snuggles Strongheart, a survivor of the dairy industry who is now loving life at Liberation Sanctuary.



# GREAT REASONS TO BECOME VEGAN

## ANIMALS

Using animals for food, clothing, testing, entertainment etc., causes horrific suffering and the death of billions of animals every year. Being vegan is the best way to ‘vote with your dollar’ for a more peaceful world.

## ENVIRONMENT

Animal agriculture contributes significantly to climate change and water scarcity. By choosing to be vegan you’ll be contributing daily to a cleaner environment.

## HUMANS

It is widely accepted that eating plant based can reduce the risk of many major health conditions. But the impact of animal agriculture on humans reaches much further, impacting less developed countries, slaughterhouse workers, their families and communities.

## BEING VEGAN MEANS...

... avoiding, as much as possible, all forms of exploitation and cruelty to animals, whether for food, clothing, experimentation, entertainment or any other use. Vegans do not eat or use animal products.



“I am vegan because the animals we live beside on our amazing planet should be afforded the same respect that we aspire to afford to all humans.”

**MERRYN REDENBACH**

Doctor. Vegan since 2002

**MEET  
SOME  
VEGANS**

[veganeasy.org/meetvegans](http://veganeasy.org/meetvegans)



“I am vegan because I love life in all its forms. Meat and milk are four letter words for good reason. They kill.”

**PHILIP WOLLEN OAM**

Merchant Banker, Philanthropist.  
Vegan since 2000

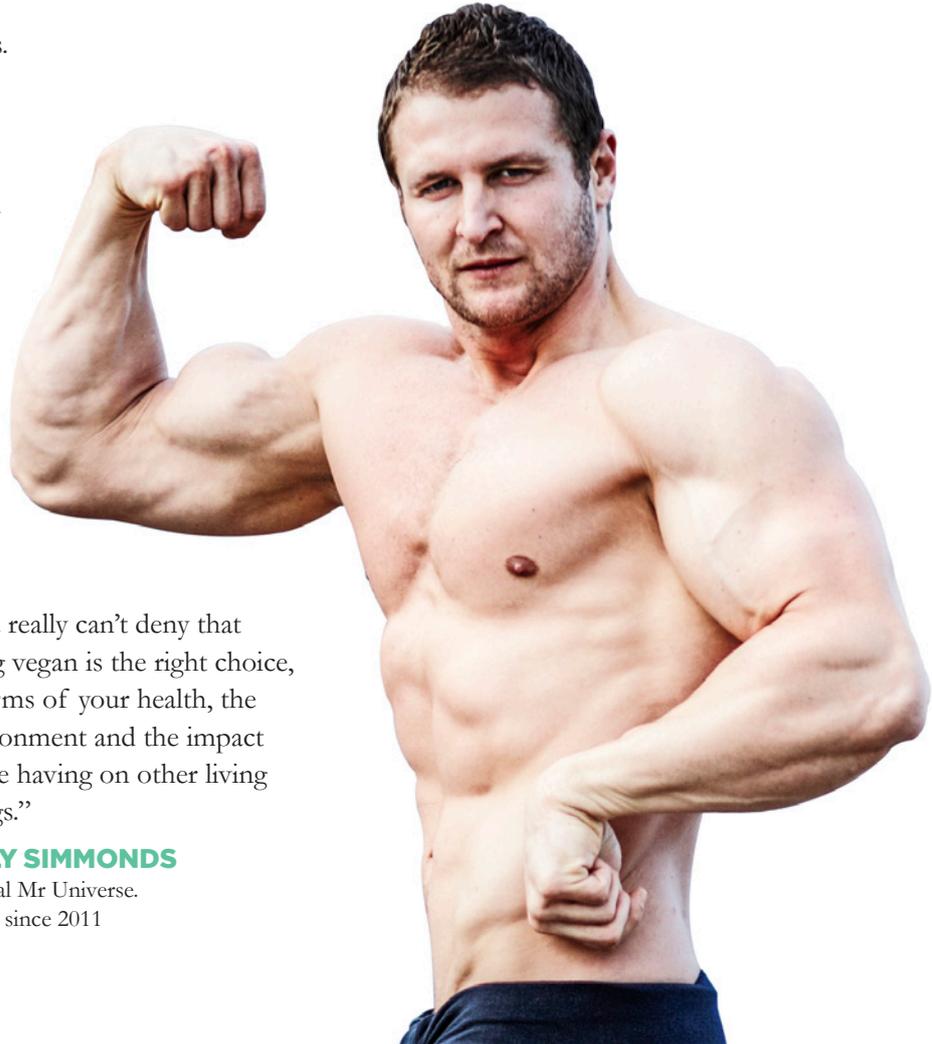




“Animals suffer  
unconscionable abuses.  
Protecting their  
interests is the least I  
can do.”

**SOFIA TODOROVA**

Lawyer. Vegan since 2010



“You really can’t deny that  
going vegan is the right choice,  
in terms of your health, the  
environment and the impact  
you’re having on other living  
beings.”

**BILLY SIMMONDS**

Natural Mr Universe.  
Vegan since 2011

# ANIMALS



# DEATH TOLL

**Over 74 billion land animals and trillions of water animals each year.**

Every year we humans raise over *74 billion* land animals just to be senselessly killed for our use and consumption. On the seas we catch and kill between *one to three trillion* water animals. We end up feeding over 30% back to the land animals we eat.

They are all sentient beings. Like us they feel pain, experience emotions and build strong bonds with other members of their kin, and sometimes even with other species. There is no justification for the horrors we force upon them, whether the industry is conventional or free-range.

There is a better way - animals don't need to die for us to thrive.



## A FAIRER WORLD

Just as we reject racism, sexism and other prejudices, we also reject speciesism. No individual should ever be denied basic rights to life and liberty because of their race, gender, age, ability, sexual orientation or species membership.



# PIGS

**Pigs are sociable, affectionate, strong-willed individuals who form close bonds with family and friends, just like we do.**

The mother pictured opposite is a typical example of sows who give birth to nearly 5 million pigs raised for slaughter in Australia each year. Their piglets are killed when five months old. The mother's lifespan depends on how long her body can withstand constant pregnancy, confinement, depression and deprivation.

Despite how they are raised, whether on factory facilities or free range farms, most pigs are stunned in CO2 gas chambers, where they suffer horrifically from their first lungful of gas burning from the inside out. They then have their throats cut and bleed out.

**“The killing of free range pigs at the slaughterhouse was particularly distressing. One pig was absolutely terrified, screaming and frothing at the mouth. She could see pigs bleeding out before her. She twisted and turned her body desperately trying to escape. The slaughterman panicked and planted the electrical stunner on her head so tightly that smoke rose. Her eyes caught mine in sheer terror and pain - more than anything I wanted to get her out of there.” - Patty Mark, Founder, Animal Liberation Victoria**



# WAITING TO DIE

This mother is broken, defeated, exhausted and waiting to die.

# CHICKENS

A staggering 66 billion chickens are slaughtered for human use each year.



# BROILER BIRDS



Broiler chickens, raised for their meat, are bred to grow so quickly that their legs often collapse under their artificially enhanced weight, crippling them. They are killed at about 40 days old, already heavier than the average adult laying hen.

Many die of starvation and dehydration because their broken legs will not carry them to food and water. They are crammed by the tens of thousands into sheds thick with ammonia fumes.

They routinely suffer broken bones from being grabbed by their legs and violently stuffed or thrown into crates, or from being slammed into shackles upside-down at the slaughterhouse.

# LAYING HENS



Laying hens are raised solely to lay eggs. They are kept either in barren wire battery cages, sheds or semi-outdoors (called free-range).

Their parents (breeders) are kept in cramped conditions until they are killed. The hens become red and raw from constant mating. They lay fertile eggs which hatch to become laying hens.

Half of the chicks hatched are male, who are useless to the industry because they don't lay eggs. They are disposed of either by being gassed, or dropped into industrial shredders and ground up while fully conscious.

Laying hens now lay around 300 eggs per year, instead of the 12 or so once laid by their jungle fowl ancestors. Despite a lifespan of up to ten years, these hens are sent to slaughter at about 18 months of age, when they are no longer considered 'profitable'.

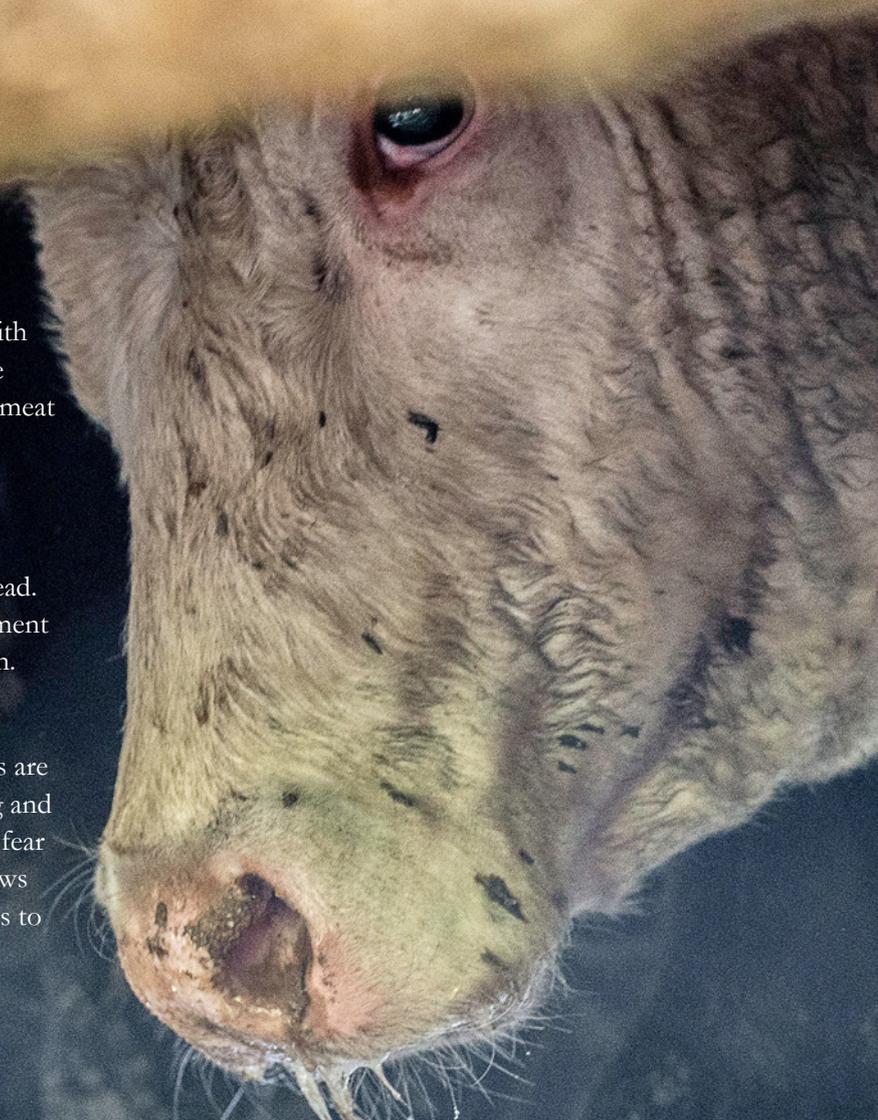
# COWS

## The myth of a happy farm life and painless death masks a life of misery.

Cows are intelligent animals who form lifelong bonds with each other. Cows can live for 20 years, yet dairy cows are typically killed in their seventh year, and cows raised for meat are killed at about one and a half years of age.

Cows lead miserable lives. They are routinely desexed, dehorned and hot-iron branded without any pain relief. Feedlots for both meat and dairy cows are now widespread. The confined animals either stand deep in muddy excrement or suffer dust, flies and relentless heat from a blazing sun.

The journey to saleyard and slaughterhouse is long and traumatic, without food or water. In the killing line, cows are fully aware of what lies ahead. They are terrified, kicking and screaming. They foam at the mouth in the kill box from fear as the slaughter worker takes aim between their eyes. Cows too sick or injured to stand are often dragged with chains to the killing floor or left to slowly die.



# DAIRY

## A slaughter industry.

Like humans, cows only produce milk for their offspring. However, for the dairy cows their babies are killed so we can drink their milk.

Dairy cows are routinely artificially impregnated and kept in a relentless cycle of pregnancy, birthing and milk production. Many suffer chronic mastitis, lameness, severe liver damage and painful digestive disorders.

**Cows and their calves are separated at birth. Mums will break down fences and walk miles to reunite with their babies. Both cry out for days to be reunited.**

Male calves and surplus females are reared for veal or immediately slaughtered. Millions of cows and their calves are killed every year so humans can consume dairy products. After approximately 7 years, when the repetitive cycle of abuse has taken its toll and milk production has decreased, cows are sent to slaughter, in some cases while pregnant.



# LAMBS & SHEEP

**Gentle animals, used and abused for their wool and flesh.**

Sheep are intelligent animals, with remarkable memory and recognition skills. They build friendships and show loyalty to one another. A 2009 study published in *Animal Welfare* found that sheep experience a wide range of feelings, from fear to anger, despair, boredom and happiness.

Over 30 million lambs and sheep are slaughtered every year in Australia. Most sheep are killed around 6 - 8 *months* of age, whereas their natural life span is 12-14 *years*. Additionally, every year in Australia an almost unbelievable 10 to 15 million newborn lambs die of starvation, neglect and exposure within 48 hours of birth. This is largely due to malnutrition and/or exposure due to the practice of winter lambing.

Sheep are subjected to routine mutilations, such as tail docking and castration, as well as the stress of saleyards, transportation, shearing (which can result in abuse and horrific injuries) and weather extremes with no protection.



# FISH

A large school of salmon swimming in clear blue water. The fish are seen from various angles, some in the foreground and others in the background, creating a sense of depth and movement. The water is bright and clear, with some light reflections on the fish's scales.

## The ones who don't scream.

Our oceans are home to countless amazingly diverse beings. Fish can recognize other individuals, keep track of complex social relationships, and work cooperatively with other species. As with other sentient animals, fish also feel pain, fear and stress. But because they don't scream, their suffering often goes unnoticed.

It is not just the fish we eat who are harmed. Every year 27 million tonnes of by-catch (unintentionally caught fish and marine life, such as endangered turtles, sharks, and dolphins) are also killed in the fishing industry.

**A study published in the journal *Science* predicted that if fishing rates continue unchanged, we could see fishless oceans by the year 2048.**

*Future of Marine Animal Populations* scientists reported that in the last 60 years up to 90 percent of all large fish, such as cod, grouper, tuna, swordfish, marlin, sharks, and halibut are now gone from the world's oceans. Today consumer demand for fish is devastating the seas with 90 percent of fisheries classified as overfished or fully exploited.

# ENVIRONMENT

**THE EARTH  
IS IN CRISIS**

**“SHIFTING FROM A CONVENTIONAL DIET, WHICH INCLUDES MEAT AND DAIRY,  
TO A VEGAN DIET WILL REDUCE YOUR DIETARY EMISSIONS BY 87 PERCENT.”**

*FOODWATCH REPORT (GERMANY 2009)*

# VEGAN FOR THE PLANET

The way we live our lives, including what we eat, has a major impact on the world around us. In particular, our demand for animal products has made animal industries one of the largest contributors to climate and environmental devastation, including:

- Climate change
- Species extinction, primarily due to habitat destruction for grazing
- Water shortages
- Deforestation & land degradation
- Depletion of resources & energy overuse
- Pollution
- Ocean dead zones

Animal agriculture is a major source of greenhouse gases, and is the greatest source of short-term emissions, like methane. In Australia, methane emissions from livestock are greater than the carbon dioxide emissions from all our coal-fired power stations combined. Carbon dioxide takes hundreds of years to break down and disappear from the atmosphere, whereas methane is short-lived, taking 8-10 years to break down. Reducing methane is the key to quickly halt rising global temperatures. *CSIRO Perfidy* (Russell 2009). Learn more: [alv.org.au/earth](http://alv.org.au/earth)

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A substantial reduction of [climate] impacts would only be possible with a substantial worldwide diet change, away from animal products” - UNEP (2010)

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# HUMANS HEALTH

**“Vegan diets are healthful, nutritionally adequate and may provide health benefits for the prevention and treatment of certain diseases. These diets are appropriate for all stages of the life cycle, including pregnancy, lactation, infancy, childhood, adolescence, older adulthood and for athletes.”**

- The Academy of Nutrition and Dietetics,  
December 2016

**“The most ethical diet just so happens to be the most environmentally sound diet and just so happens to be the healthiest.” - Dr. Michael Greger**

In the most comprehensive study to be conducted into diet and disease, The China Study showed plant-based diets to be associated with decreased risks of developing cardiovascular disease, cancer, diabetes and many other diseases.

Since the publication of The China Study in 2006, many other studies have shown vegan diets prevent and treat many of the most common diseases Australians are facing, as well as being associated with a higher life expectancy.

In 2013, experts recognized this and the Australian Dietary Guidelines were updated to include “vegan diets are healthy and nutritionally adequate... during all stages of the life cycle.”



# THE PLANT FOOD GROUPS

By Amanda Benham  
Accredited Practising Dietitian

Foods derived from plants can be classified into different groups. Basing our daily diet on a variety of foods from each of the plant food groups will help ensure that our diets are rich in essential nutrients. Aiming to eat mostly “whole” plant foods rather than highly processed foods is recommended.

## Whole Grains

Whole grains are grains that have not had the outer bran layer or the “germ” part removed. They are more nutritious than refined grains, being richer in vitamins, minerals and fibre. Examples are brown rice, rolled oats, corn, quinoa, and barley.

Products made from wholemeal flour, such as pasta, bread and crackers are also in this group. If choosing breakfast cereals, look for varieties that are 100% whole grain.

## Vegetables

Vegetables are low in fat but rich in essential nutrients. The most important vegetables to eat every day are green vegetables. They are particularly rich in nutrients and health-enhancing components.

It is also important to eat red/orange/yellow vegetables as these are rich in pro-vitamin A and other health-enhancing antioxidants. Examples include carrots, pumpkin, yellow squash, sweet potato, sweet corn, red and yellow capsicum and tomatoes.

## Fruit

It is good to eat a variety of different fruits. Try to choose some that are rich in vitamin C such as mango, pineapple, berries and kiwifruit. Fresh, whole fruit is the best choice, as processing fruit destroys valuable nutrients.

## Plant Milks

Plant milks include soy milk, almond milk and rice milk. Check the label and choose varieties that have been fortified with added calcium and vitamin B12.\*

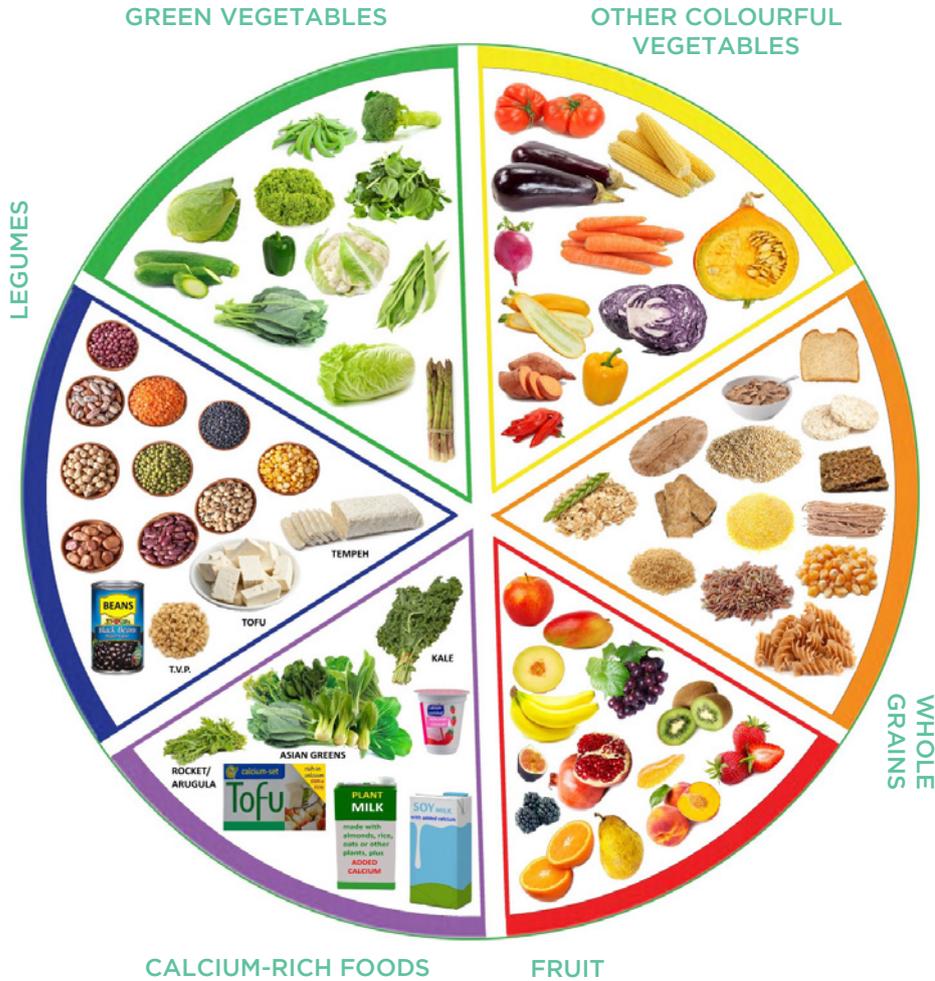
## Legumes etc.

Legumes such as lentils, chickpeas, kidney beans and baked beans are rich in protein, minerals and fibre. This group includes soy products such as tofu, tempeh and textured vegetable protein (TVP).

Nuts and seeds can be eaten whole or ground, or in paste form such as peanut butter and tahini (sesame paste). Flaxseeds/linseeds are rich in essential fatty acids, which are reputed to be good for your heart and brain.

Eat a wide variety of nutritious foods from these five food groups every day to ensure you get the nutrients you need. For serving sizes and more information visit [www.humanherbivore.com](http://www.humanherbivore.com)

\* If not consuming the recommended amount of fortified plant milk each day, seek other sources of calcium and vitamin B12. Supplementation with Vitamin B12 is essential for all vegans.



## Vitamins & EFAs

*The only vitamins that are not readily obtainable from unprocessed plant foods are Vitamins B12 and D. It is important for anyone eating a vegan diet to know where to get them.*

**Vitamin D** - The Sun! 10-30 minutes of daily mild sun exposure, without sunscreen, is recommended. During winter or for those living in less sunny areas vegan Vitamin D supplements are recommended.

**Vitamin B12** - B12 is produced by bacteria and is found in soil and waterways, but is not normally found in common plant foods. Vegans can obtain vitamin B12 from fortified foods or taking vitamin B12 supplements in lozenge, tablet or spray form. Daily supplementation is recommended.

**Omega 3** - Vegans also require a good ratio of essential fatty acids (EFAs), which generally means adding more omega 3 fatty acids to the diet. Alpha linolenic acid (ALA) is obtained from flax seeds (sprinkle 2-3 teaspoons over cereal), chia seeds (make your own pudding) or flax seed oil (drizzle over salads). The other omega 3 fatty acids (EPA and DHA) can be obtained from algae, which is where fish get it from. Algal supplements of EPA and DHA are available.

More information available at [veganeasy.org](http://veganeasy.org) and [humanherbivore.com](http://humanherbivore.com)

# HUMAN RIGHTS

## Respect for animals is respect for humans.

Humans like the idea of living in a more compassionate world, but often don't realise the intrinsic connection between animal rights and human rights.

As well as animal exploitation, animal industries also negatively impact upon humans, including workers and their communities, and people in less developed countries.

### The full impacts of this violent and damaging industry are widespread:

- Higher rates of domestic violence and violent crimes by slaughterhouse workers
- Physical, mental health and safety risks to slaughterhouse and farm workers
- Exploitation of poorer countries to raise animals for wealthier countries
- Feeding crops to animals instead of using them to end world hunger
- Destruction of the environment and creation of climate refugees



**“Global warming could create  
150 million climate refugees  
by 2050”**

- Institute for Environmental  
Management and Assessment 2015

# MEAL IDEAS

## Breakfast

Porridge or cereal with soy, rice or nut milk and fresh fruit

Scrambled tofu with grilled tomatoes and mushroom on toasted English muffin

Wholegrain toast with vegemite/avocado/jam or baked beans

Fresh fruit salad and soy yoghurt

Green smoothie

Blueberry, apple or pear muffins

Vegan pancakes with maple syrup

Breakfast burrito

## Lunch

Sandwich or wrap - using a variety of salads, vegan mayonnaise, mustard, hommus, roasted vegetables, falafel, crispy tofu, mock meat slices or vegan schnitzels

Minestrone soup with crusty bread

Vegetable frittata

Tempeh or bean burger

Hearty salads using lentils, beans, potatoes, rice or pasta

Avocado or vegan sushi

Baked potato topped with mixed beans, veggie salad and tofutti cream cheese

## Dinner

Vegan lasagne or garlic broccoli penne

BBQ tofu/veggie skewers with corn on the cob

Vegetable curry or dahl with garlic roti bread



Thai-Style noodles with peanut basil sauce

Mixed veggie stir-fry with tofu or tempeh served with rice or noodles

Vegan chilli with salad greens and guacamole

Black bean tacos with salsa and avocado

Lentil burger with chunky oven fries

[veganeasy.org/recipes](https://veganeasy.org/recipes) 

# RECIPES

## GREEN SMOOTHIE

Smoothies are a quick and easy way to get your greens! Blending greens with fruit is a fantastic way to start your day in a super healthy way. Greens are full of iron, calcium and heaps of vitamins and minerals. Blending them makes these nutrients more readily available to your body.

The smoothie pictured was made with baby spinach, juiced wheatgrass, curly kale leaves, cucumber, celery apple, pear and ginger. Baby spinach is good to start with as it's mild, but you can use any greens - try lettuce (not iceberg), bok choy, silverbeet, kale, parsley, carrot tops, beet leaves and more!

Add enough of your favourite whole soft fruit to sweeten and blend well. They're a fun way for kids to get their greens!



## SCRAMBLED TOFU

A delicious cruelty free breakfast. Pictured on a toasted English muffin with grilled portobello mushroom and roasted tomatoes.

## INGREDIENTS (serves 2)

200g tofu, crumbled  
2 spring onions, sliced  
2 tsp tamari, or soy sauce  
2 tsp savoury yeast flakes  
½ tsp turmeric  
2-3 Tbsp water  
1 Tbsp chopped fresh parsley or chives  
Freshly ground pepper  
Olive oil for frying

## METHOD

Heat a little olive oil in a frying pan. Fry onion and tofu for a minute or two.

Add tamari, yeast flakes, turmeric and water to pan and fry for a further minute.

Remove from heat and stir through the fresh herbs. Add cracked black pepper to taste.





## **PIZZA**

Everyone loves a pizza.

We bought a ready made base and covered it with pizza sauce (Leggo's is vegan). Just add your favourite toppings. You can use a vegan cheese or make your own!

# SWEET POTATO BLACK BEAN BURGER

## INGREDIENTS

300 grams dry roasted sweet potato

300 grams of cooked black beans

1 tsp cumin

1/2 tsp paprika

Salt to taste

1/2 tsp turmeric

1 to 2 tsp coconut sugar

3 Tbsp plain flour

1/2 cup rolled oats

## METHOD

Roast sweet potatoes whole until a fork can go through them easily. Move them to a large mixing bowl and add the black beans.

Add the spices and sugar and mash with a potato masher until roughly mixed, leave some texture with the beans. Taste for spice and salt, adjust if desired.

Now, add the flour and oats, and with a mixing spoon mix together.

Form even sized patties and roll in a bit of extra flour. With a little oil on a medium heat, fry until golden brown, flipping once.

Serve in a bun with salad and cashew dill aoli. Enjoy!



# **CHOCOLATE BROWNIE CHEESECAKE**

For this recipe visit  
[veganeasy.org/brownie-cheesecake](http://veganeasy.org/brownie-cheesecake)





## **VEGAN SWEET TREATS**

There are an enormous and ever increasing variety of vegan sweets available, like vegan chocolate, ice cream, cakes, pies, muffins, cheesecakes, jellies, sauces, creams and cookies. Or be creative and make your own, see our recipes on [veganeasy.org](http://veganeasy.org) for inspiration.

# FOR MORE INFORMATION

## Helpful Websites

[veganeasy.org](http://veganeasy.org)

Vegan recipes, products, tips and more!

[alv.org.au](http://alv.org.au)

Animal Liberation Victoria

Saving lives for over 40 years

[freerangefraud.com](http://freerangefraud.com)

Exposing the reality of free range farming

[humanemyth.org](http://humanemyth.org)

Deconstructing the myth of humane animal agriculture

[humanherbivore.com](http://humanherbivore.com)

Vegan health for all

[nutritionfacts.org](http://nutritionfacts.org)

Science based nutrition

[alv.org.au/earth](http://alv.org.au/earth)

Earth's biggest threat



## Suggested Reading

**Introduction to Animal Rights: Your Child or the Dog?**

by Professor Gary Francione

**How Not To Die**

by Dr Michael Greger

**Why We Love Dogs, Eat Pigs, and Wear Cows**

by Melanie Joy, Ph.D.

**Easy Vegan**

by Sue Quinn

## Recommended Viewing

*Available from [alv.org.au](http://alv.org.au)*

**Dominion**

[dominionmovement.com](http://dominionmovement.com)

**Cowspiracy: The Sustainability Secret**

[cowspiracy.com](http://cowspiracy.com)

**What The Health**

[whatthehealthfilm.com](http://whatthehealthfilm.com)

# ANIMAL LIBERATION VICTORIA

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## Design

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## Principal photography

Noah Hannibal

# ANIMAL liberation [alv.org.au](http://alv.org.au)

Animal Rights is a social justice issue. Animals are individuals, not property, possessions or slaves

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[liberation.org.au](http://liberation.org.au)

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VEGAN STORE

[uproar.org.au](http://uproar.org.au)

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Richmond, West Melbourne, Northcote, Brisbane, Perth

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liberation [alv.org.au](http://alv.org.au)