

Validating Veganism

or “*Minimizing the Myths of Meat*”

(abridged version – 3rd edition)



... a collection of synopses of the truths underlying the most common myths & misconceptions about the meat & dairy industry; with factual analyses of the 83 most common arguments made against the cruelty-free vegan lifestyle

via *Scaughdt*
... an (i)am publication

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*"I am a vegan because I love life in all its many forms. Visiting a slaughterhouse and witnessing firsthand what goes on there every day turned my life around ... The callousness and the cruelty of the meat & milk industry cannot be overstated. In essence, anybody who eats the murdered carcass of an innocent animal cannot claim to be truly compassionate. Indeed, to do so willingly is nothing short of a crime of the vastest proportions. For me at least, it has simply become too painful to silently listen to the hideous lies and chronic self-delusion that comes from the mouths of those who profit from – and who financially support – this most terrible & ghastly trade."
~ inspired by Philip Wollen*

PEOPLE OFTEN CLAIM TO
HUNGER FOR TRUTH, BUT
SELDOM LIKE THE TASTE
WHEN IT'S SERVED UP.

-GEORGE R.R. MARTIN-

“I think most of you would want to help an injured animal; a bird with a broken wing – a sea turtle caught in some fishing line – a dog who had been hit by a car – a baby squirrel fallen from its nest – a netted dolphin or a beached whale ... So why not extend that same sense of compassion to the cows, pigs, chickens, turkeys, and fish that wind up on your plate? Their suffering should matter just as much.”

~ inspired by Rich Lysloff



*I am honored to humbly dedicate this tome
with Love & Gratitude to ethical vegans everywhere ...
and to all soon-to-be vegans, both near & far.*

"In such a world of conflict, a world of
victims and executioners, it is the job of
thinking people not to be on the side of the
executioners." -Albert Camus



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The Myths of Meat ... an Introduction

“Awareness is bad for the meat business. Conscience is bad for the meat business. Sensitivity to life is bad for the meat business. Denial, however, the meat business finds indispensable.” ~ John Robbins

I was recently languishing in a bit of a quandary: It seemed that every time I engaged others in open & honest discussion about the basic merits of veganism (or the innate injustices of the meat & milk industry, or even the general “rightness” of animal rights, or the patent “wrongness” of animal cruelty); almost every time I finished making a particularly salient point, my meat-eating &/or dairy-imbibing "opponent" would simply ignore my previous statements and change the subject ...

"But I need to eat meat to be healthy", he would say ... so I would calmly show that we humans most certainly don't ...

"But we humans are omnivores; we are designed to eat meat", she would often counter ... so I would explain gently that we most certainly are not ...

"But I need to eat meat to get my protein", he or she would then offer, changing the subject once again ... so once again, I would slowly & clearly explain why that position too is not at all correct.

And on & on & on this “dance” would continue – mostly for a only few minutes; sometimes for a few hours – until at some point my discussion partner would make one final new argument; shoot out one final meat-eating myth – and then hastily depart before I could respond.

And this “hit & run” dynamic happened not only a few times, but repeated itself over & over & over again – resulting in me earnestly chatting with people for hours & hours while never seeming to have any real exchange of information. And this was mostly because there are simply so many distracting arguments out there; so many popular myths in support of the meat & milk industry that it was too easy for folks to keep hopping from one to the other; hoping while they did so that they would land on one that would somehow justify their continued support for a practice that is patently inhumane, undeniably unnecessary & per se cruel.

Carnist Bingo

Carnists Say the Darndest Things

Humans are Omnivores . Protein, Omega 3, B12. I've studied nutrition.	I have CANINES . My wisdom teeth are just as useful for chewing twigs and tough leaves	Don't shove your beliefs down my THROAT! Respect my CHOICE .	Soy is GMO, assholes . You're with Monsanto	How dare you call me a sheep! BAAAA...CON!
ABORTION	Meat gave us big brains! No, it wasn't cooking. It was MEAT .	If everyone went vegan, food prices will SKYROCKET . I'm not vegan because I am an economist	Food chain! I am at the top, Baby!	I respect animals like Native Americans . Thank you, cow, for your torture, terror, and death.
Is your dog or cat vegan? Ha!	Circle of Life. Lions . And gazelles . And zebras .		I know many, many, many vegans. They all look pale.	Animals die when crops are harvested! SNIFF!
Humane. Free range. Organic. Grass Fed. Sustainable. Responsible.	People Eating Tasty Animals! (I came up with that)	HITLER!	GOD ALMIGHTY put them here for us!	How come you don't care about people?
Deer overpopulate Would you rather see them STARVE?	Plastics! Car Tyres! Houses! Ever heard about stearic acid? I have!	I no how to spel science buzzwords n my grammar RULE .	Plants have feelings. Carrots!	Maasai! Inuit! Samii!

My dear Friends, there has been a dramatic disconnect that has infected humanity over the past several centuries – a disconnect that has most of humanity still living in a state of complete denial – a disconnect that has most of us at least partially ignoring the undeniable *fact* that billions of gentle, sentient, nonhuman animals are being immorally enslaved, brutally tortured and unnecessarily murdered every year, all at the direct request of normally kind & caring people who are simply looking the other way ... Indeed, the chances are good that you are one of these disconnected many, with studies and polls consistently showing that around 97% of the world's 7+ billion human inhabitants are still non-vegans ... with the large majority of them being regular (if not frequent) meat-eaters.

“Regardless of what people say to defend themselves when they eat meat, it is inescapably lodged in the back of their minds that they are actively supporting cruelty and death.”
~ inspired by Benjamin Zephaniah



And yet this need not be cause for shame. Indeed, quite frequently we humans hold on to core beliefs that are quite strong, and quite often we cling to those beliefs so tightly that we cannot let them go – even when presented with solid evidence that clearly shows them to be incorrect &/or immoral. Indeed, even to causally ponder abandoning our long-standing values in favor of fresh & more-moral ones creates such strong feelings of angst – such a highly distressing mix of uncertainty, embarrassment & shame (a state of mental dis-ease called “cognitive dissonance” by social psychologists) – that we often choose to remain champions of our older & less admirable ways, even after learning about newer & more noble ones. And because it is so important for us to protect these comfortable-yet-outdated beliefs – and thereby avoid experiencing the acute discomfort aforementioned, many of us tend to adopt & express any number of hollow arguments in order to rationalize, ignore or even fully deny the information that doesn't support our more comfortable ways of thinking and our more pleasurable ways of behaving.

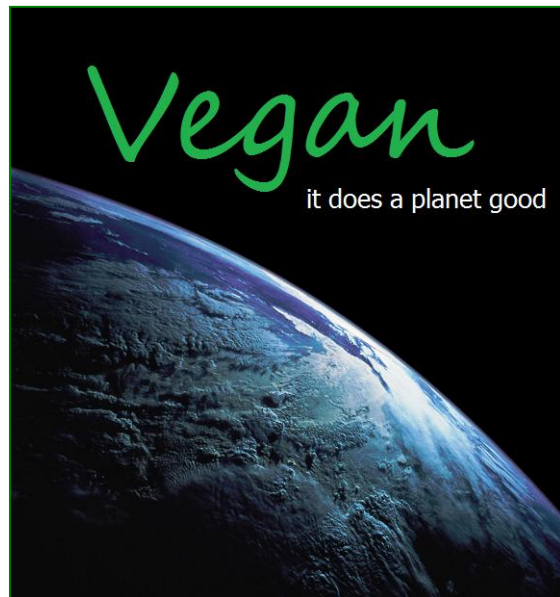
Indeed, this is precisely what is happening within the hearts & minds of the majority of meat-eaters & dairy consumers today. They *know* deep down that farmed animals are self-aware (at the very least just as aware as their beloved cats & dogs & horses); they *know* deep down that farmed animals suffer immensely when confined, abused & slaughtered; and they *know* deep down that it is completely unnecessary for humans to do so ... and yet they keep eating animals anyway.

And yet there is some Good News to report as well ... For it seems that there is a growing cry for justice these days; a growing call for the liberation of our animal friends and the cessation of the massive cruelty humanity still inflicts upon them. Yes, as a consequence of this outcry, the meat & dairy consuming community has come forth en masse to defend their preferences of palate – to defend their choice to treat animals as mere commodities; as mere pieces of private property; as slaves; indeed, even as convicted criminals. And yet, as a direct consequence of this loud & unjust & sometimes aggressive defense, this book was born.

In the chapters that follow, I will be addressing 84 of the most prevalent arguments meat eaters & dairy imbibers use to rationalize their consumption of animals. Note that I will *not* be doing so to “convert” any of you to veganism per se, but rather simply to provide each of you with “the facts”; to present each of you with an objective, unemotional glimpse into the reality of what it means to eat meat & drink milk & consume cheese and yogurt; information that will allow each of you to make better-informed & fully conscious (and potentially more ethical) choices as to how you are going to live the rest of your lives.

Essentially, I simply figure that if any of you are truly going to keep eating meat &/or continue consuming dairy products (and I do realize that more than a few of you are indeed going to continue to do so), at the very least you should do so openly and honestly – without relying on the cowardly crutches of myth & misinformation with which the meat & milk industry has inundated us & our society; fully aware of the truth about the consequences of what you are doing ... and fully conscious as to the real reasons why.

Yes, this synopsis took a bit of time to compile – and yes, it might take a bit of time to read, and yet if you are a consumer of animals it is *extremely important* for you to do so ... After all, while there are indeed many other very important issues facing humanity these days, our consumption of non-human animal flesh & non-human animal secretions (a.k.a. “dairy”) is far & away the most important challenge facing the health of ourselves, the happiness of our loved ones, the continued viability of our planet, and indeed the ultimate survival of our species.



Finally, it is important for me to note that *I will continue to Love & Care for each & every one of you whether you go vegan or not.* Admittedly, I will "hate" the apathy & callousness you are manifesting with your non-vegan food choices, and I will also continue to detest what those choices are doing to my dear animal Friends, *and* I will still continue to Love & Care for *you* regardless ... After all, that is what real Love does, and that – at least for me – is what real Friendship means.

I realize that new ways of seeing the world are always uncomfortable to consider, and I realize as well that it will be very tempting to simply stick your heads back in the sand and disregard all that is disturbing or disconcerting. And yet turning away from an uncomfortable Truth will not make it disappear, just as turning away from the very real consequences of your lifestyle choices will not keep those consequences from coming back to affect – & indeed haunt – you and all those you love.

Today is a new day my Friends, and as such we are each free to walk a different Path – each of us is allowed to alter our choices, and thereby alter the consequences that come from them. Instead of choosing to cause pain – and thereby bring ourselves & others suffering, we are allowed to live lives that affirm Freedom & Justice & Compassion & Happiness ... and thereby bring ourselves (and those we Love) lives of deep-seated Peace and lasting Joy.

And it is because I wish this Peace & this Joy for you & all of yours that I humbly offer what follows ... May the information herein serve you well, and may you use it to guide you to living lives of far greater Bliss & Purpose.

Scaughdt, out ... **Peace**, in
(May 2015)



(P.S. Feel free to contact me at any time or for any reason at rediscoveringpeace@gmail.com)

"The world becoming vegan would right a great and historic wrong. In such a global community, the idea that our fellow sentient creatures might be enslaved by us for self-interested purposes would become so alien as to become unthinkable ... Seen in this light, veganism is not so much a movement about animal welfare as it is one about animal liberation; not only the liberation of the animals who suffer, but also the liberation of the hearts & minds of humanity itself as well ...

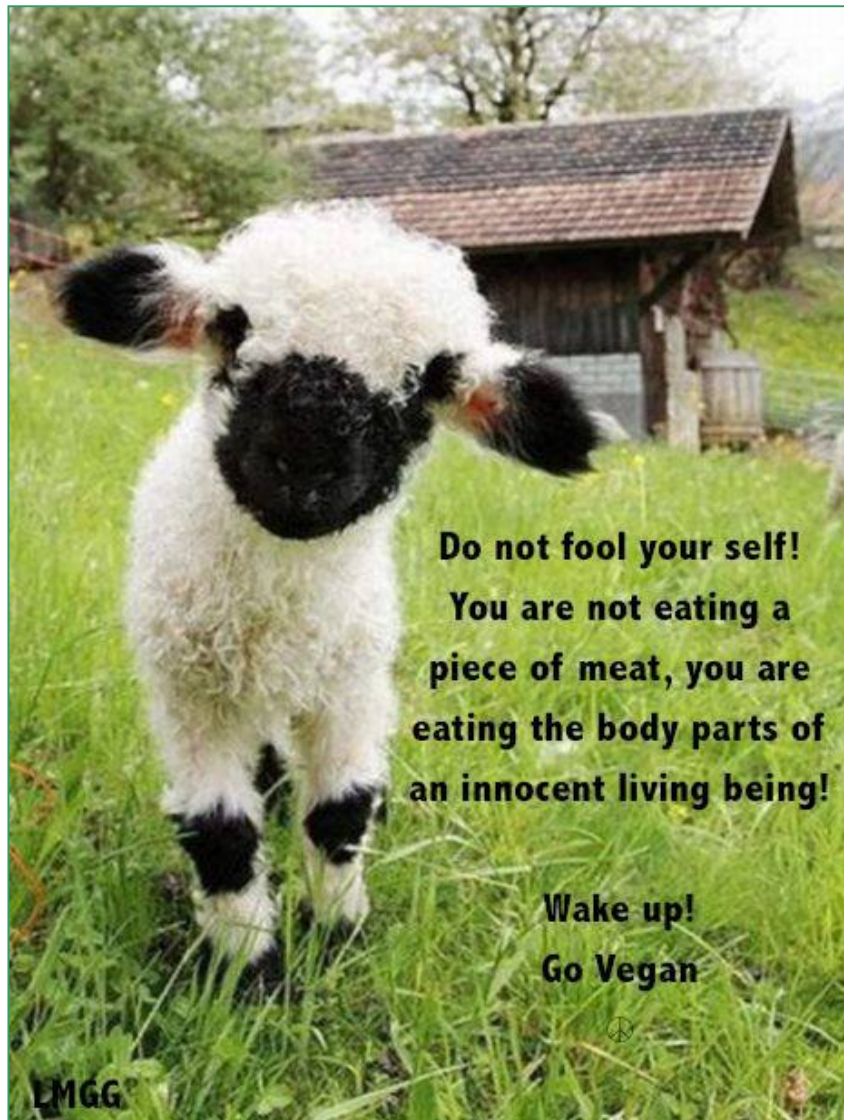
And seen with this vision, the vegan call is no longer one that attempts to make the relationship between humans & animals more bearable, for that is essentially impossible as long as that relationship remains one of master to slave and slave to master. No, for justice to truly reign and peace to fully flourish on Earth, veganism mandates that our feudal relationship to animals be fully abolished; dismantled without exception in order to open the way for a new relationship to thrive in its place – an honest & sincere partnership; one built on equality & compassion. In this light, veganism is the simple affirmation of a full & patent Truth: that where Love wishes to fully BE, exploitation must completely vanish." ~ inspired by Leslie Cross

Myth #01: "But animals are made of meat."

"Meat" is a merely a convenient label we humans have placed upon the rendered flesh of a dead animal. As such, while it is true that pigs and cows and chickens and turkeys are indeed "made of meat", so are the bodies of our dogs, and our cats, and our horses, and our hamsters – and our fellow humans.

In essence, just because we might have an understandable natural bias towards our own species does *not* make it acceptable to abuse species "other" ... and just because other animals are indeed *potential* sources of food does *not* make it acceptable for us to confine them, abuse them or kill them.

Current status of this Myth: **Invalidated**
Justification it provides for eating animals: **NONE**

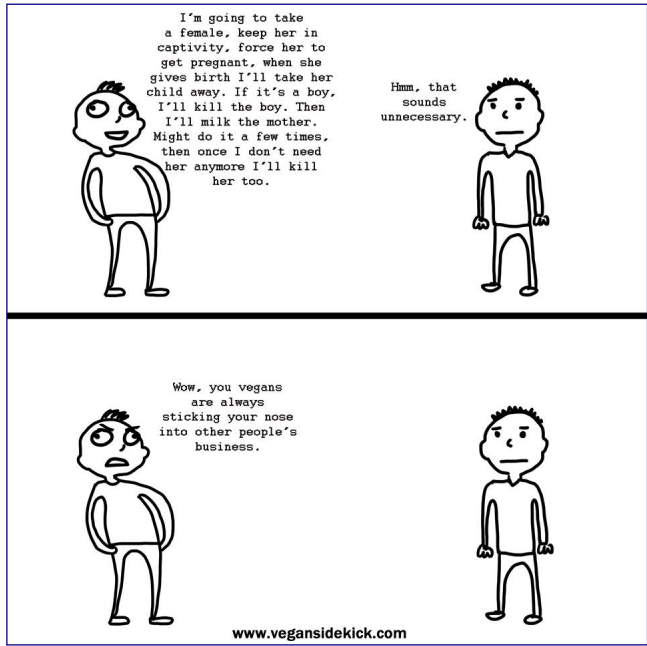


Myth #02: "Mind your own business."

When *your* food choices directly fund the diseases that are flooding the world's hospitals, directly fuel the industry that is destroying the global ecosystem, and directly support the farmers & slaughterhouse workers who are torturing & murdering the lives of millions of my dear Friends ... then those choices have indeed become *my* business.

Current status of this Myth: **Dismantled**
Justification it provides for eating animals: **NONE**





I am not telling you what to eat



I am telling you whom I defend

Myth #03: "Stop pushing your beliefs on me."

My Friends, we vegans are not the ones spending billions of dollars on advertisements & commercials that incessantly shove lies into your faces every day – that is the meat & milk industry that is doing so ... And we vegans are not the ones trying to manipulate you into filling your bodies with the dead carcasses and carcinogenic secretions of imprisoned animals – that is the meat & milk industry that is doing so ... And we vegans are not the ones trying to get you to continue ignoring your conscience by meekly looking away from the horrific cruelties being inflicted upon innocent beings by the millions every day – that is the meat & milk industry that is doing so ... And we vegans are not the ones arbitrarily deciding that the immense suffering of farmed animals is not as important as your own personal pleasure – that is *you* who is doing so.



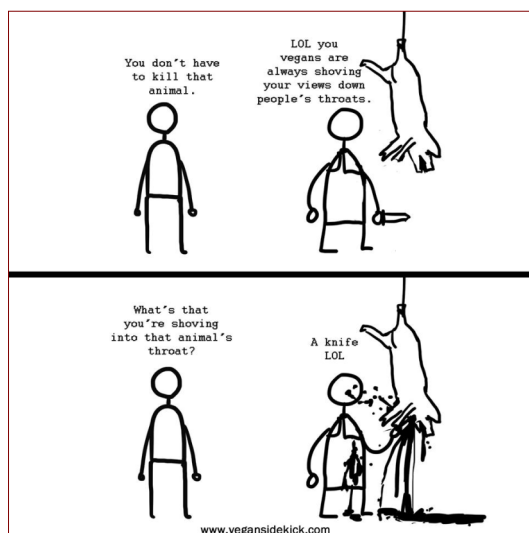
Indeed, the truth of the matter is that vegans are not pushing their beliefs on you at all ... After all, that farmed animals are confined and abused is not a belief – it is a **fact**. After all, that it is completely unnecessary for you to eat animal products to live a longer & healthier life is not a belief – it is a **fact**. And after all, that you paying for animal products directly prolongs the massive suffering & insane injustice of the meat & dairy industry is not a belief either – it is a **fact** as well.

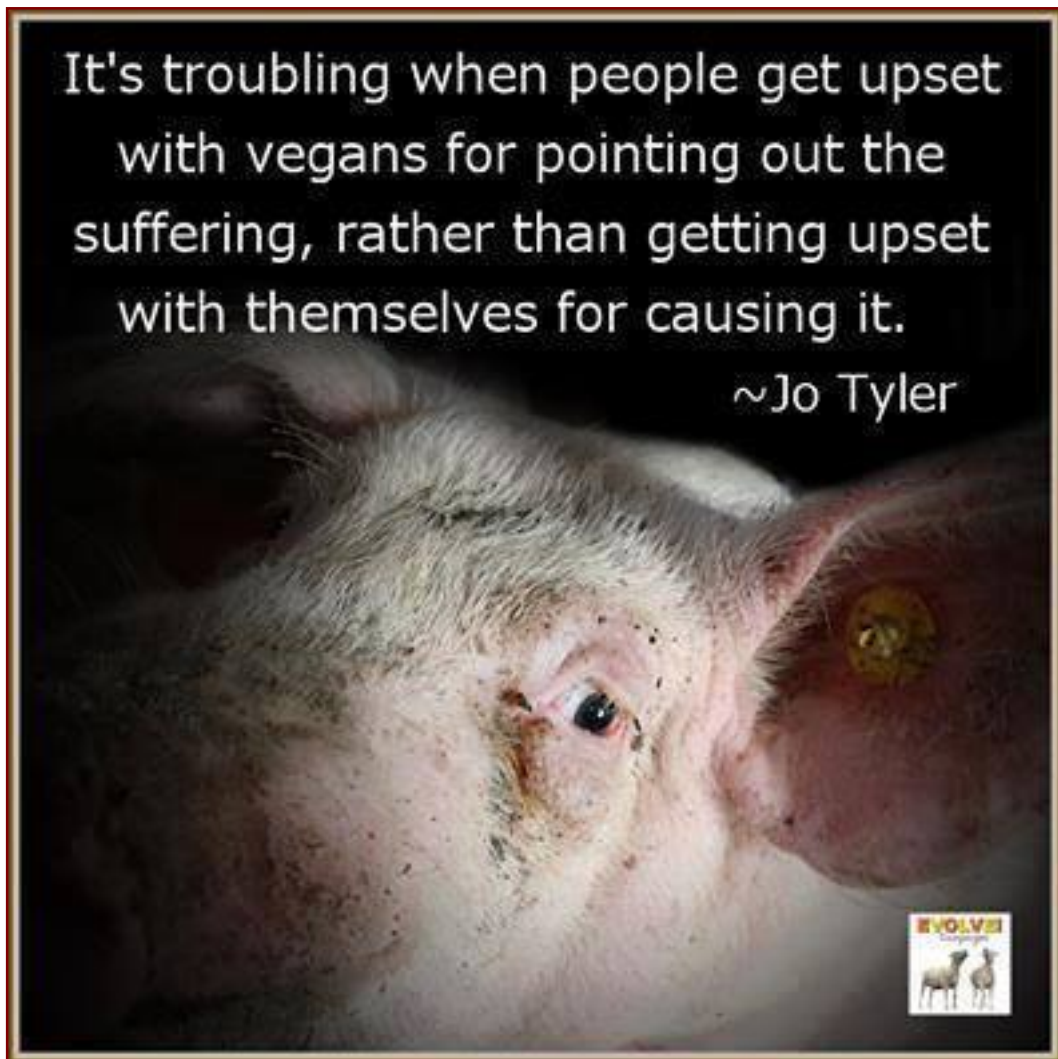
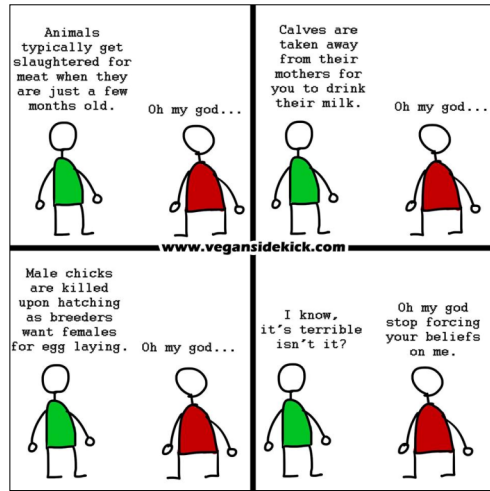
In conclusion, we vegans are not telling you what to eat; we are only apprising you of what you are already eating ... We are not telling you what to support; we are merely informing you what you are already supporting ... We are not telling you what to do; we are simply reminding you of what you are already doing.

As such, if you are the ones telling vegans to stop pushing their beliefs on you, it seems to me that you are simply confused as to who is really pushing whom.

Current status of this Myth: **Disqualified**

Justification it provides for eating animals: **NONE**

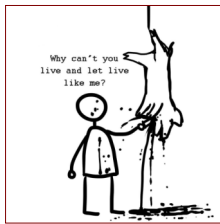




Myth #04: "You vegans are so arrogant & judgmental."
 (also heard as "Why can't you just live & let live?")

I can only speak for myself, of course, and yet there is a **huge** difference between arrogantly championing personal desires at the expense of others' health & well-being, and courageously championing the rights of others at the expense of personal comfort & ease. Indeed, just because a vegan is adamant about the rights of the downtrodden does *not* make him or her arrogant, and just because a vegan correctly judges an action to be unjust or cruel does *not* mean that he or she is condemning the person committing that act.

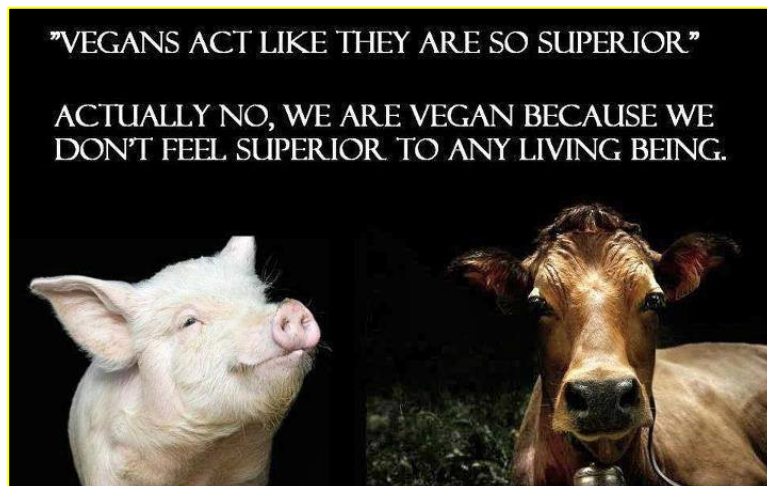
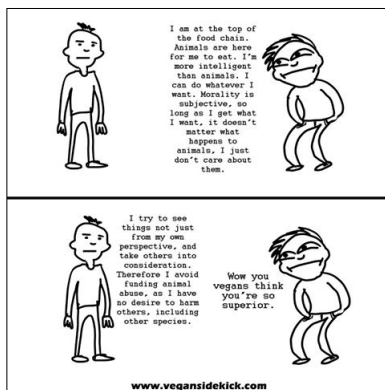
Yes, true vegans **are** indeed somewhat zealous about dismantling injustice, and yes, true vegans **are** in-deed avidly determined to quash animal cruelty. And yet true vegans are also passionate about compassion – compassion for **every** sentient being; including those humans who support the horrific barbarism of the meat & milk industry.



While I will always respect a non-vegan's right to choose, if they wish for me to openly respect their choices, then they need to make choices that are respectful of the lives of others. "Live and let Live" is no defense when your choices support slavery, torture & murder, and "Don't judge me" serves as no shield when your actions so clearly judge other beings to be less worthy of life or happiness than yourself.

It isn't judgmental to point out the simple fact that to support animal farming is to support immense cruelty to innocent beings. It isn't arrogant to do so, my Friends ... It is accurate. And if you don't like it, then there is only one appropriate place to point your accusatory finger – at a mirror.

Current status of this Myth: **Toppled**
 Justification it provides for eating animals: **NONE**



Vegans aren't so much judging non-vegans for eating and using nonhuman animals. It's more about imploring you to open your hearts and minds to the violence and brutality that other animals endure solely because of tradition, taste and preference.

Vegans don't really care much about what non-vegans do in their lives unless it oppresses others. So rather than take it personally, why not consider the lack of values inherent in these systems of animal exploitation and compare them to the values you hold dearly, such as justice, compassion and empathy?



~GARY SMITH



(P.S. As you can well imagine, sentient animals have a **much** more positive opinion of vegans than this.)

Myth #05: "The suffering of animals doesn't bother me."

Friends, your choice to refuse to empathize with the suffering of others is nothing to brag about, and actually runs contrary to the greater moral awareness with which you were born, as well as the fundamental moral awareness you still possess within you to this day. Indeed, even if moral awareness becomes repressed later in adulthood, every child knows full well that **all** sentient beings deserve to be treated with the same basic expressions of justice & the same basic expressions of respect.

Animal abuse is fine so long as:	
I want a bacon sandwich	<input type="checkbox"/>
I want a milk shake	<input type="checkbox"/>
I want an omelette	<input type="checkbox"/>
I want these leather shoes	<input type="checkbox"/>
I want this fur coat	<input type="checkbox"/>
I want to go to the circus	<input type="checkbox"/>

www.vegandick.com

And deep within, you too still know that this is true. Deep within, you know that it is not right to cause other beings to suffer merely to satisfy your own desires for pleasure or amusement or comfort ... Indeed, if you do not recognize these things, then you have chosen – for all practical purposes – to live as a sociopath. And yet I refuse to believe that this is so. I will instead go to my grave erring on the side of believing that deep down – past the thick veneers of societal & cultural indoctrination – you too still know what is right and good and decent; that you too still know that even if we don't happen to like the members of a particular species – or think they are attractive; or want to play or cuddle with them; or choose to respect their unique expressions of intelligence or their palpable desires to live – that you too still know that there are fundamental standards of correctness & decency that simply must be shown to all beings.

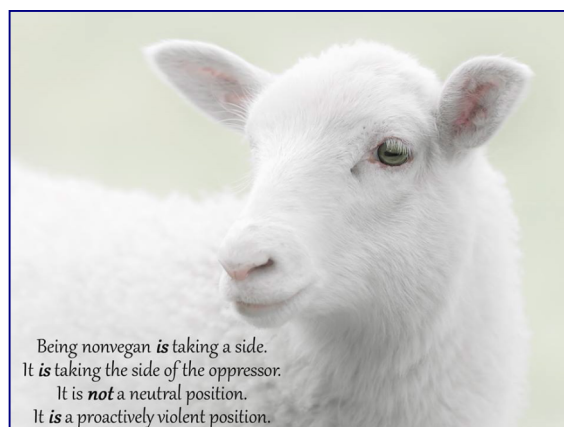


Indeed, justice is not merely for those we happen to like or those for whom we feel affection ... No, justice is for everybody. My Friends, **all** species of animals – human & non-human alike – have the same basic right to live free from all forms of exploitation & free from all forms of violent abuse.

Please wake up to this fact ... and then please act accordingly.

Thank you.

Current status of this Myth: **Illuminated**
Justification it provides for eating animals: **NONE**



*“One doesn’t have to operate with great malice to do great harm.
The absence of empathy and understanding are sufficient.”*

— Charles M. Blow



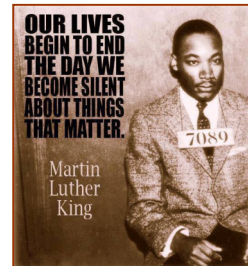
ANIMAL PRODUCTS MEAN ANIMAL CRUELTY. GO VEGAN

VEGANISM IS...



**...for people with enough personal integrity, courage and conviction to say
'enough is enough, I am no longer willing to perpetuate the needless suffering of others.'**

-Matt Rice

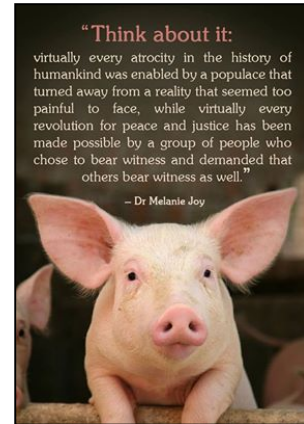


Martin
Luther
King

Myth #06: "Quit preaching to me."

Frankly, I'd like to think that when you see a dog abandoned in a car on a hot day – or when you see a mother hitting her child – or when you see a man physically abusing a woman, that you feel somehow motivated to step in and do something about it; and not only that you merely feel inspired to do so, but that you feel compelled to *actually* do so.

Peace & Freedom & Dignity & Justice are noble values, my Friends. They are per se Good & Right, and their prevalence is necessary if we are to maintain a society that reflects any semblance of morality, justice & civility. And if we are going to be sincere in our attempts to further these great causes – if we are going to express pride in our democracies and loyalty to the precious core values of our most sacred traditions, then we have no choice but to courageously expose and firmly vanquish injustice & cruelty wherever they are found.



As a moral man, there is no doubt that I have been called to bring your attention to the same ... And as man who strives to be Good, there is no question that I must illuminate the wrongs of my world and raise others' awareness about them. The only question, of course, is how best to do so.

So tell me, my Friend ... Would you rather have me whisper of travesties meekly to you while you slept? Or would you rather have me timidly mumble them from the shadows as you pass by on the street? Would it be better for me to calmly offer them while we recline in our living rooms, or tell you of them while we sit placidly behind our desks? Tell me how to share them with you, my Friend ... Tell me how I am to speak them to you so that you will listen – and hear – and remember -- and then finally grant the animals on your plate the freedom & the peace & the respect they deserve.

Current status of this Myth: **Neutralized**

Justification it provides for eating animals: **NONE**

(chapter inspired by Davegan Raza & Will Tuttle)

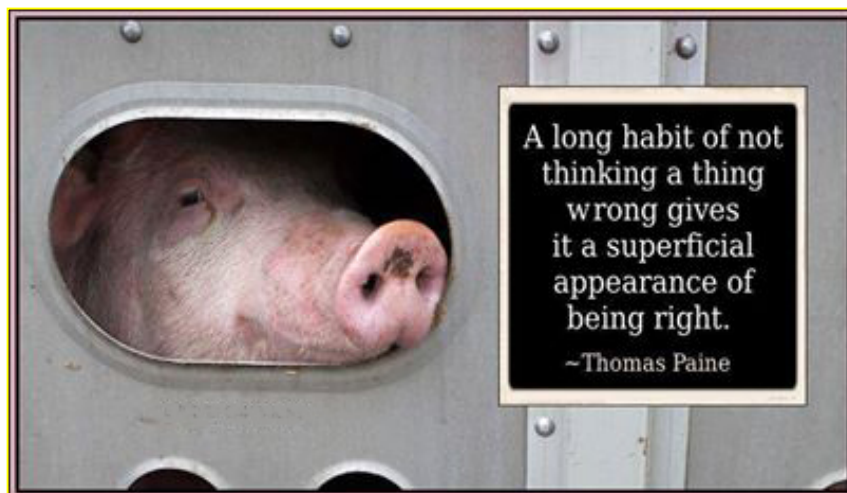
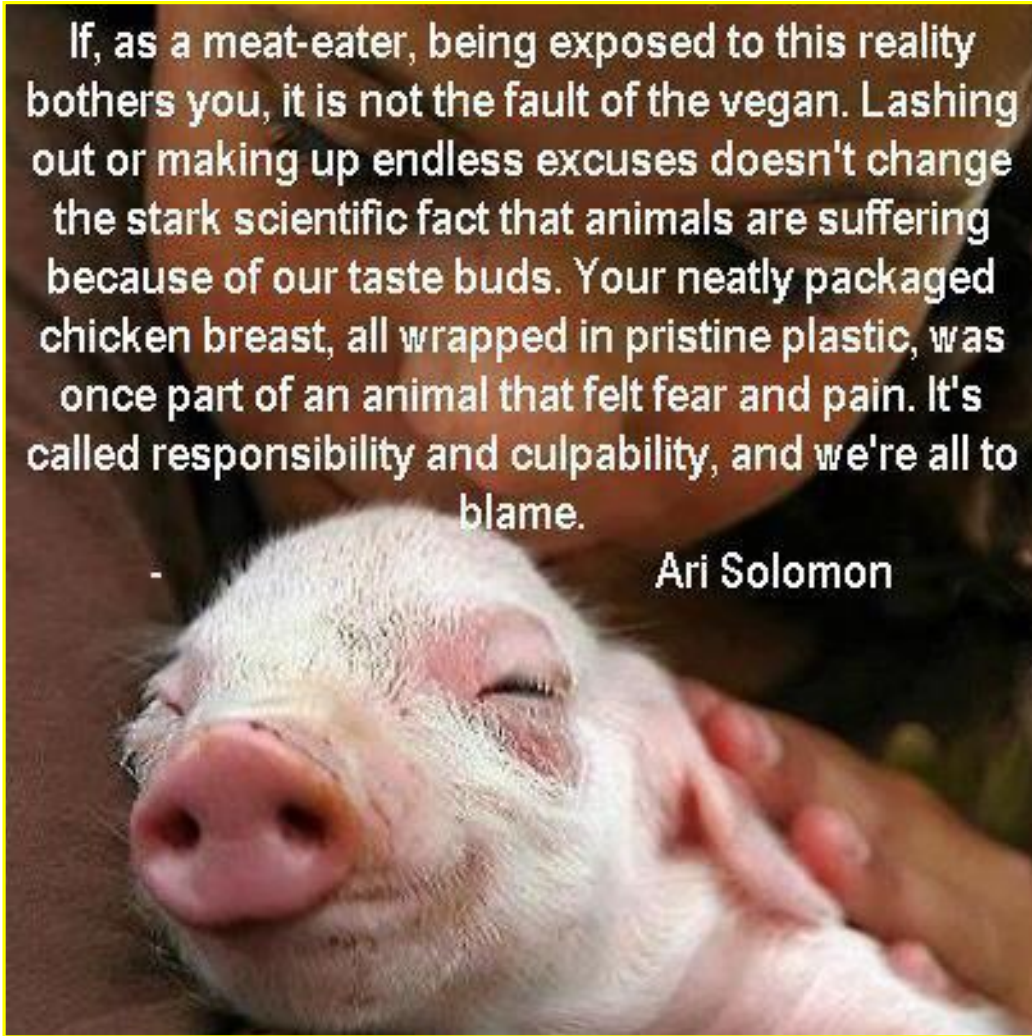
*"Justice will not be served until those who are unaffected are as outraged as those who are."
~ Benjamin Franklin*

Animals killed yearly		
by Meat eaters	59,000,000,000	worldwide
by Experiments	100,000,000	worldwide
for Fur	40,000,000	worldwide
by Hunters	200,000,000	in US alone
by Others(shelters)	4,000,000	in US alone



If, as a meat-eater, being exposed to this reality bothers you, it is not the fault of the vegan. Lashing out or making up endless excuses doesn't change the stark scientific fact that animals are suffering because of our taste buds. Your neatly packaged chicken breast, all wrapped in pristine plastic, was once part of an animal that felt fear and pain. It's called responsibility and culpability, and we're all to blame.

Ari Solomon



Myth #07: "It's the End Times, so it doesn't matter."
(also heard as "We should enjoy life while we can" or "Carpe Diem" or "YOLO")

Whether or not the world is going to soon end has absolutely no bearing on the level of decency and justice we are to show other beings while it is still here. And besides, at least as far as "loving life" is concerned, there is actually no greater Joy than knowing that you are purposefully & willingly living in alignment with your own conscience; that you are purposefully & willingly living a life that causes no intentional harm to others.

But don't just take my word for it ... Try it and see for yourself!

Current status of this Myth: **Nullified**
Justification it provides for eating animals: **NONE**

One meal, soon forgotten, in exchange for a whole life...



HOW DO YOU JUSTIFY IT?

*"Disavowing the life of another being does not only cede those for whom you care into social unintelligibility, but also cedes a large part of yourself into social unintelligibility as well. Indeed, every time you do so, a significant portion of you becomes unreal and ghostly."
~ anonymous*

Myth #08: "But if I go vegan others will be offended."
(also heard as "I don't want to make anyone else uncomfortable.")

Well, regardless of how you define "impolite", it is easy to see that it is actually far more disrespectful to inflict other sentient beings with misery, mutilation & murder than to expose someone of the fact that he or she is causing that same suffering ... Indeed, it is actually educational, informative and potentially downright enlightening to calmly & respectfully inform others about the behaviors they are engaging that contradict their own values. Yes, some people might take great offense at being so exposed, and yet some will not. Some will actually be eternally grateful for the "wake up call" that allowed them to know the Peace that only comes from realigning our actions with our core principles.

And just as importantly, remember as well that purposefully doing nothing about an oppressive injustice is effectively the same as actively supporting that wrong. You might be able to look away from your own moral cowardice for a time, it is true, and yet you will never be able to fully escape the constant call of your conscience. And woe to all who awaken too late to atone for what they have done to others – and for what they have *not* done *for* them!

"When it is applied to evil, tolerance becomes a crime." ~ Thomas Mann

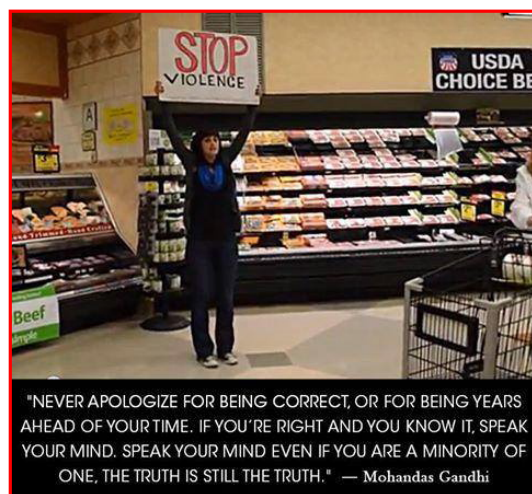
Current status of this Myth: **Scoured**

Justification it provides for eating animals: **NONE**



"Since animals can't speak a language that humans can understand, it is up to us to tell their stories of sorrow & suffering." ~ inspired by Ari Solomon

*"A truly wise person kneels at the feet of **all** creatures, and is thereby unafraid of enduring the petty mockeries of others." ~ Mechtild of Magdeberg*



Myth #09: "It won't happen overnight."

(also heard as "Me going vegan won't change anything soon, so why do it?" or "The whole world will never be completely vegan, so why even try?")

Fact: throughout human history, the only thing that has ever substantially changed the world for the better has been relatively small groups of courageously dedicated people joining forces to stand up for the rights of the downtrodden. Indeed, the only reason our species has grown away from the barbarisms of tribal warfare (and the subjugation of women, and the enslavement of other races, and the persecution of those with alternative genders &/or alternative sexual preferences) and towards the civility of showing respect & decency towards one another is because of the few, brave men & women who dared to stand up against the injustices & the persecutions & the bigotries of the past ... Yes, the world will possibly never be free of human slavery, and yet the global call for human rights – originally made by a brave few – *is* succeeding nonetheless. Yes, the world will possibly never be completely free of sexism or homophobia, and yet the global call for sexual equality – also originally made by only a brave few – *is* beginning to succeed as well. And indeed, I would submit that *all* the successful social justice movements of the past ultimately "won" after gaining the necessary headway – an inertia that was always initiated by the courage of the few despite the ignorance and the apathy of the many. And as such, I will also submit that the animal rights movement *will* similarly succeed in the future once it gains the same momentum ... And yet it cannot do so without people like *you* joining our cause.

Yes, global veganism will not happen overnight, and yes, you are "only one person", *and yet* global veganism *will* rise to the fore, and you *are* one person who is truly & desperately needed – right *now* – to help it do so.

Current status of this Myth: **Rebuked**

Justification it provides for eating animals: **NONE**



"In America, it took 400 years to convince white people not to own black people. So you can understand why this is taking so long....teaching a human being to be compassionate to a chicken or a cow or a pig is twice as hard but it is possible."

- Gary Yourofsky



"Our grandchildren will ask us one day, 'Where were you during the holocaust of the animals? What did you do against these horrific crimes?' This time around we won't be able to say, 'We didn't know it was going on.'" Dr Helmut Kaplan



**WHAT YOU
ALLOW
IS WHAT WILL
CONTINUE**

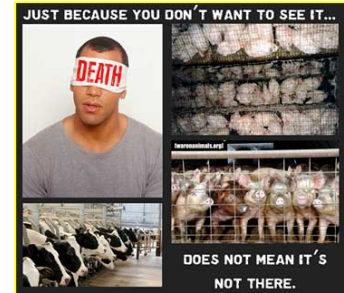
**WHAT YOU
ALLOW
IS WHAT WILL
CONTINUE**

Myth #10: "Relax ... You think too much."

Being vegan is not about "thinking" – It's about *caring*. Closing your eyes to cruelty doesn't make it go away, my Friends. And if being exposed to the cruelty that your choices directly support bothers you, then the place to look is not at the one doing the exposing ...

... The place to look is in the mirror.

Indeed, what would happen if those of us who are morally opposed to injustice & bigotry never stood up to those who own slaves? – or to those who subjugate women? – or to those who abuse children? – or to those who torture dogs or cats or any other beloved household pet?



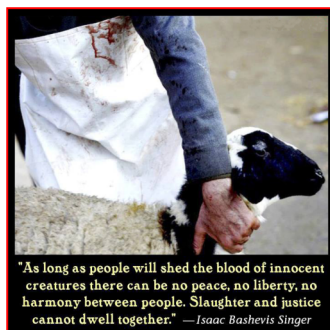
Indeed, cruel systems of oppression never change unless people who are decent and moral and just have the courage to *take a stand* and publicly illuminate their cruelties ...

It is time for all of us to become those people.

Current status of this Myth: **Obliterated**

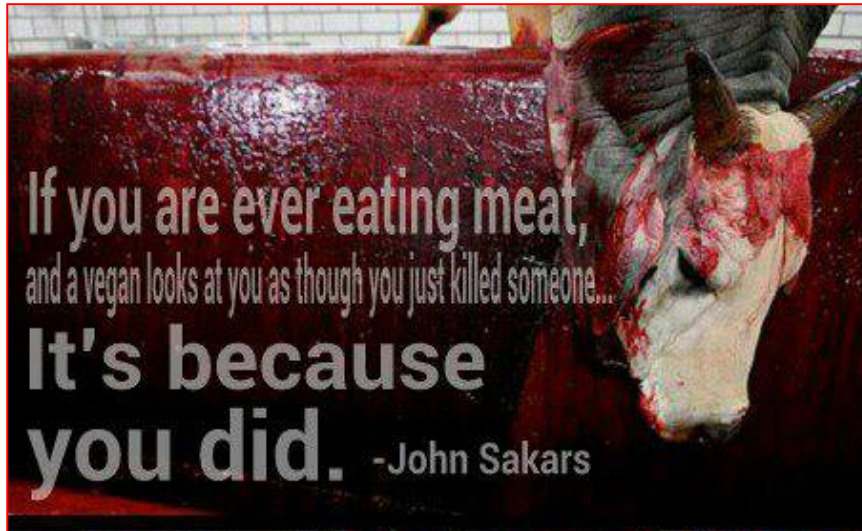
Justification it provides for eating animals: **NONE**

"The Holocaust happened because ordinary people chose to ignore the extraordinary oppression and abuse being inflicted on innocents by the Nazis. Millions of people went about their daily lives, knowingly turning a blind eye to the suffering of those they didn't relate to ... My grandfather often said that this mind-set, whether it manifested itself as the oppression of animals or of people, exemplified the most hideous and dangerous of all racist principles ... Like the victims of the Holocaust, animals are rounded up, trucked hundreds of miles to the kill floor and slaughtered. Comparisons to the Holocaust are not only appropriate but inescapable because, whether we wish to admit it or not, cows, chickens, pigs and turkeys are just as capable of feeling loneliness, fear, pain, joy and affection as we are. To those who defend the modern-day animal Holocaust by saying that animals are slaughtered for food to give us sustenance, I ask: If the victims of the Third Reich had been eaten, would that have justified their abuse and their murder? Did the fact that lampshades, soaps and other 'useful' products were made from their bodies excuse the Holocaust?" ~ inspired by Stephen R. Dujack



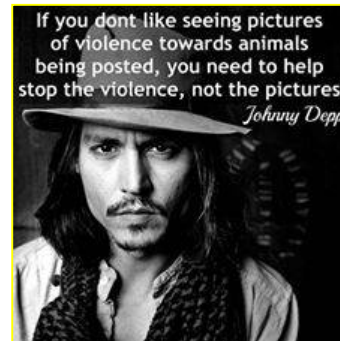
When we turn away from the reality of what we do to animals for our gustatory pleasure, we play a game of pretend, like the child who covers her eyes and thinks you can't see her. And yet, there she remains. Closing our eyes doesn't make violence disappear; it only closes our minds and hearts and enables the violence to continue.

Colleen Patrick-Goudreau



"Those who, by their purchases, require animals to be killed have no right to be shielded from the slaughterhouse or any other aspect of the production of the meat they buy. If it is distasteful for humans to think about, what can it be like for the animals to experience it?"

- Peter Singer



"Think occasionally of the suffering of which you spare yourself the sight"
-Alber^t Schweitzer

Myth #11: "You vegans are so extreme."

(also heard as "But life needs balance.")

Do you mean to say that we need "balance" when it comes to issues of animal cruelty? ... Really? Well, if that's the case, do you also feel the need for "balance" when it comes to rape in our society? – or how about child molestation? – or how about slavery? – or torture? – or kidnapping? – or cold-blooded murder?

Of course you don't!

And as far as being an "extremist" is concerned, let me ask you this: which is more extreme – the vegan who states that all sentient beings deserve the right to live without being imprisoned, tortured and murdered, or the meat-eater who says, "I like the way meat tastes, so they need to not only die for me, but suffer incredibly before they do so"? ... Surely the answer to this question is equally obvious.

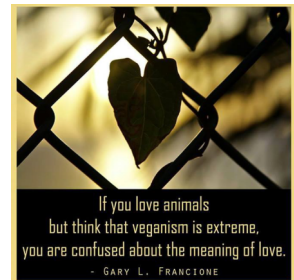
And I wonder as well – was Martin Luther King Jr. really an "extremist" for demanding basic civil liberties for blacks? And was Gandhi really an "extremist" for demanding basic freedom for the people of India? And was Anne Hutchinson really an "extremist" for demanding that women be given basic equality? And are "animal lovers" everywhere really "extremists" for demanding that elephants not be butchered; or that whales not be slaughtered; or that dogs not be baited; or that dolphins not be massacred? Of course not! ... And so I ask you: is there really any difference when it comes to vegans advocating against cruelty for cows & pigs & chickens & sheep & tuna? ... No – there isn't.

Veganism is the radical notion that exploitation of others is wrong.

My Friends, let me tell you what *I* find extreme ... What I find extreme is people pretending to embrace peace & pretending to tout justice & pretending to teach kindness & pretending to rally for freedom -- while simultaneously making violence, slavery, torture, rape & murder a normal part of their everyday life ... Indeed, *that* kind of hypocrisy is "extreme" by any objective measure.

For calling vegans "extreme" is like calling Justice "extreme" ... Calling vegans "extreme" is like calling Compassion "extreme" ... Calling vegans "extreme" is like calling Kindness "extreme" ... Calling vegans "extreme" is like calling Freedom "extreme" ...

And if championing those values make vegans "extreme", then "extreme" is exactly what we all *should* be.

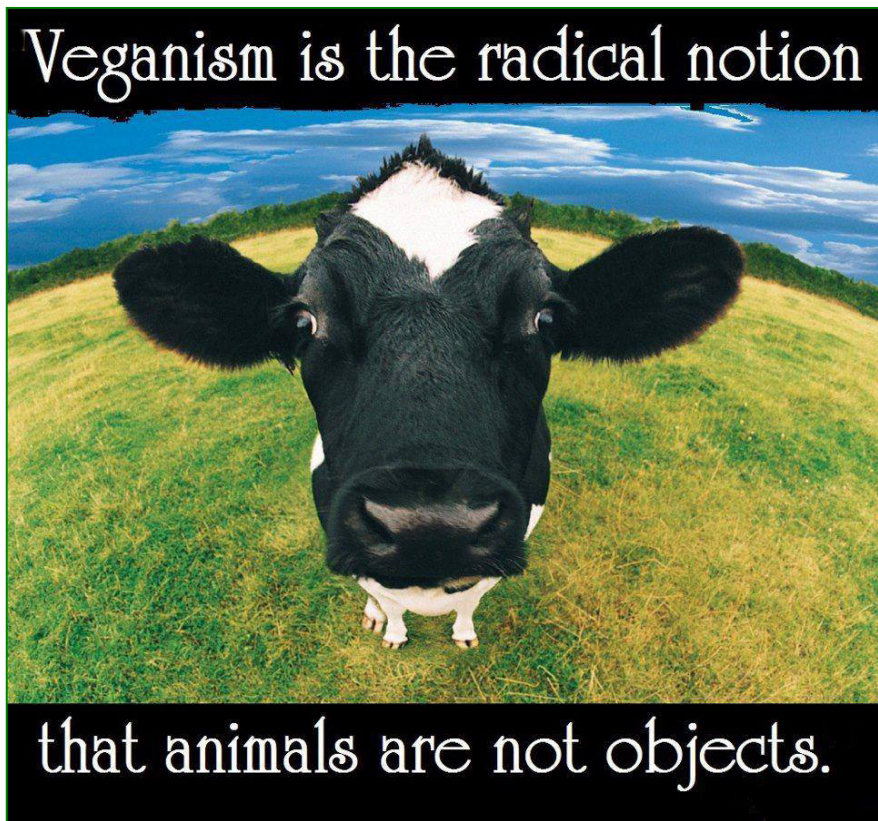


Current status of this Myth: **Disinfected**

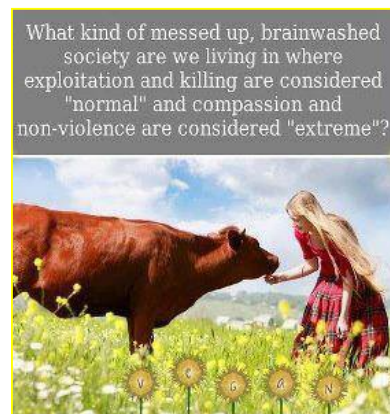
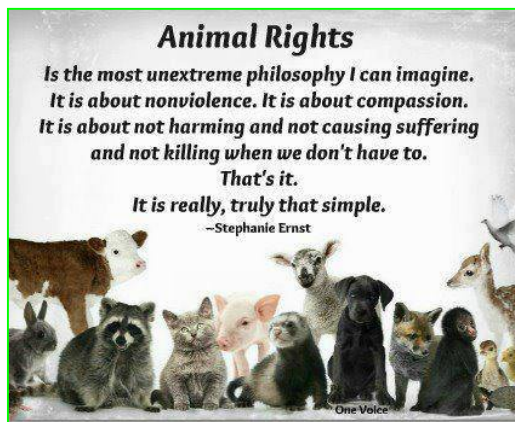
Justification it provides for eating animals: **NONE**

"The question is not whether we will be extremists, but rather what kind of extremists we will be. Will we be extremists for hatred, or for Love? Will we be extremists for the inflicting of injustice, or for the rebirth of justice?"

~ inspired by Martin Luther King, Jr.



“The unspoken suggestion is that extremists must be wrong. And yet I am an extremist when it comes to rape – I am against it all the time. I am an extremist when it comes to child abuse – I am against it all the time. I am an extremist when it comes to torture – I am against it all the time. And I am an extremist when it comes to murder – I am against it all the time.” ~ inspired by Tom Regan



Myth #12: "Veganism is a cult."

(also heard as "You vegans are in a religion that brainwashes people")

For the record, there is no "vegan theology" and there is no "vegan church". Veganism is a practical, ethics-based life philosophy founded by Donald Watson in 1944 – essentially stating that veganism is “the doctrine that mankind should live without exploiting animals”. As such, veganism is simply a way of life that is open to any person who does not want to participate in the exploitation of other sentient beings, and anyone who wants to add themselves to a powerful social justice movement that is taking root and flowering all over the world ...

Essentially, veganism has nothing to do with religion at all. Indeed, when we look at the basic characteristics of both veganism & religion in general, we can readily see that believing veganism to be religion or calling it a “cult” couldn't be further from the truth ... Consider the following:

*Religion is based on mental & emotional faith; while veganism is based on material, tangible facts (with the animal suffering caused exclusively by non-vegans being very, very, very real) ...

*Religion is a theological response to spiritual matters (most often related to the creation, nature &/or purpose of the Universe); while veganism is a practical, ethical response to a witnessable social injustice ...

*Religion worships a celestial godhead(s) who resides elsewhere (often in "Heaven above"); while veganism cherishes justice and equality and kindness **for all beings** right here & now on Earth ...

*Religion is generally closed to all but those who accept its particular tenants; while veganism is a way of cruelty-free & compassion-filled living that is completely open to people of every age, every race, every gender, every nationality -- and indeed – every religion.

Current status of this Myth: **Demystified**

Justification it provides for eating animals: **NONE**

“To live as a vegan is not to subscribe to a rigid belief system; it is rather to eradicate previously held, often dogmatic belief systems by replacing them with opinions and behaviors that are grounded in facts that can be scientifically & morally substantiated.” ~ anonymous

Many people tell me that being vegan is like being in a cult!

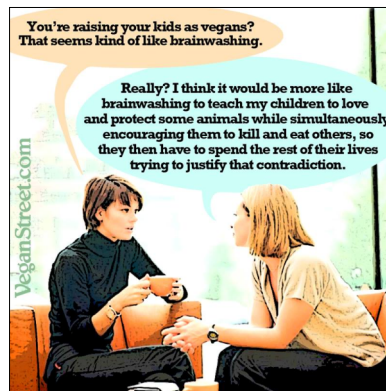
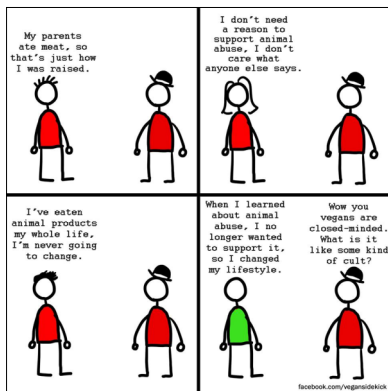
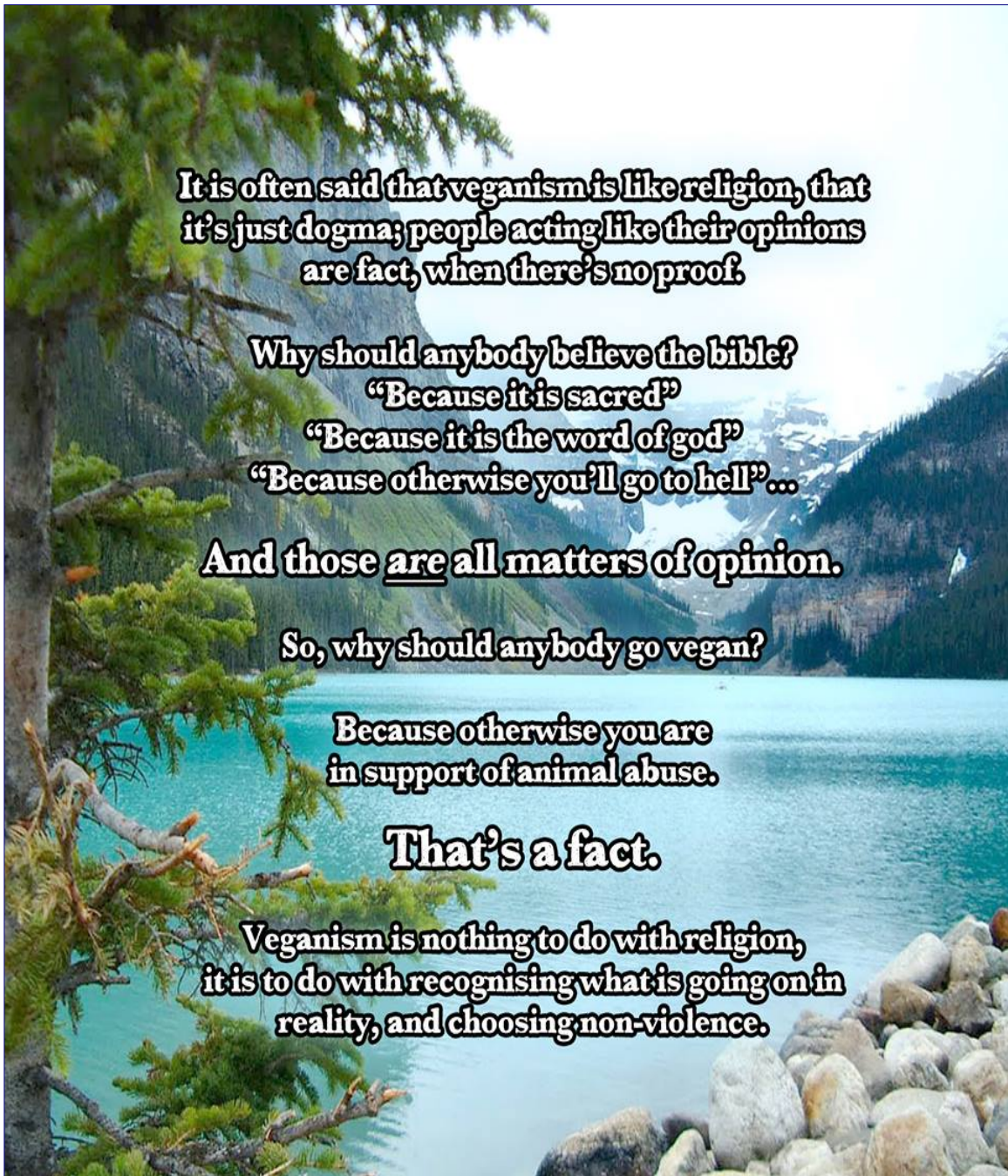
Here's my reply:

You believe that its morally OK to eat animals. This belief was planted in your brain at an early age, before you could think for yourself. Its a belief so fundamental that you'll create any number of crazy justifications rather than examine it. If these justifications fail you'll even revert to 'its right because I just know it.'

Your belief is continually bolstered by the fact that those surrounding you share that belief, including figures of authority. Those who don't share your belief are either ridiculed or forcefully shunned as deranged and dangerous infidels..

.. so maybe you're the one that's in a cult.





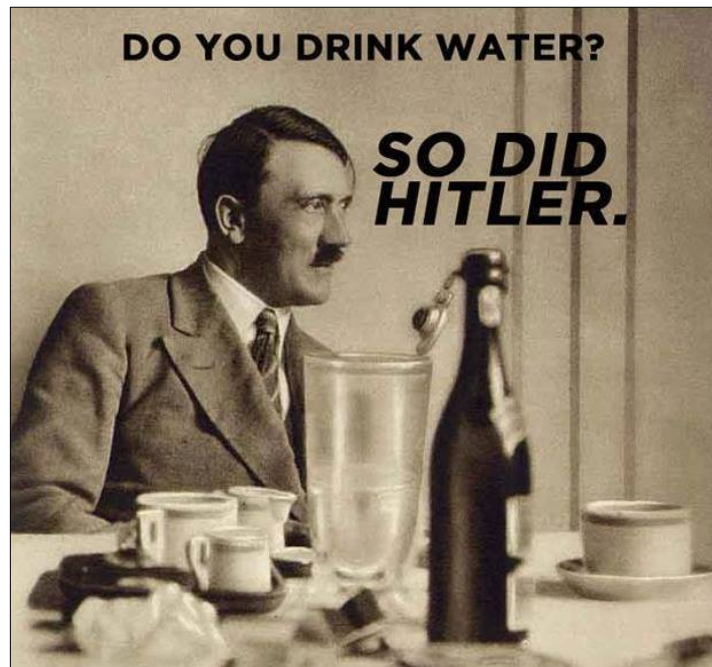
Myth #13: "But Hitler was a vegan."

Aside from the fact that there is ample evidence in the historical record showing that Hitler regularly consumed animals*, it is far more important to note that it is *completely irrelevant* whether he did or didn't ... Just as Mahatma Gandhi, Benjamin Franklin, George Bernard Shaw, Albert Einstein, John Wesley, Voltaire, Leonardo da Vinci, Paul McCartney, Plato, Pythagoras, Isaac Newton and St. Frances of Assisi having been vegans doesn't make veganism more morally compelling, so Hitler being a vegan (if he were, which he wasn't) wouldn't make it any less so. Indeed, if it *were* ever to be shown that Hitler had even gone vegan for one week of his life, that information would actually be a positive for Hitler – *not* a negative for veganism.

In addition, I find myself wondering: if you think Hitler was so bad because of what he did to millions of Jews the 1930's and early 1940's, what gives you the right to argue in favor of an industry that exacts even *greater* cruelties on *billions* of equally innocent and equally sentient beings today?



Current status of this Myth: **Overthrown**
Justification it provides for eating animals: **NONE**



*Even though he may indeed have dabbled in the health benefits of a vegetarian diet, Hitler was known to regularly consume liver dumplings, Bavarian sausages, stuffed pigeon, and caviar. Indeed, there are many first-hand reports from hotel staff and personal chefs that attest to the fact that he ate dishes made of animals or animal products until his bitter end. Indeed, according to Robert Payne (Hitler's biographer), the claim that Adolf was a vegetarian was actually made up by Goebbels to make Hitler seem more moral and more ascetic; ironically – more like Gandhi.

Myth #14: "But eating meat is part of my culture."
 (also heard as "But eating meat is a family tradition/the American Way.")

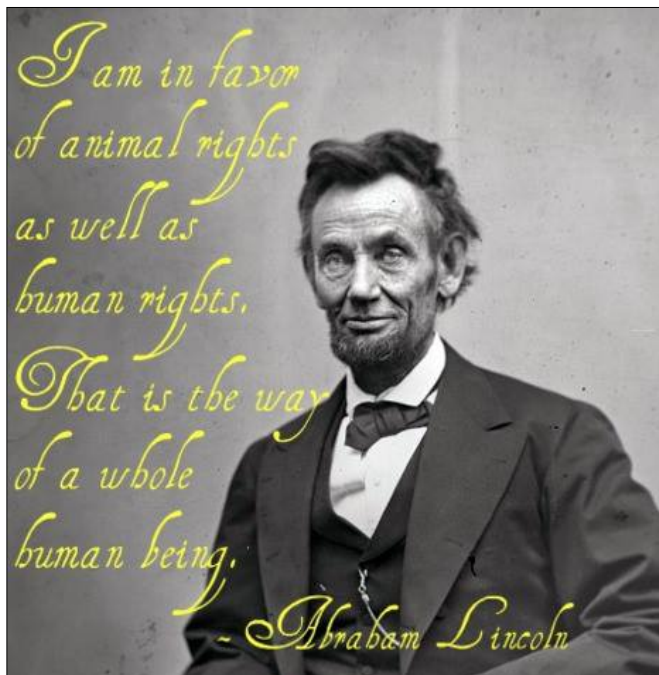
Simply stated, just because something is traditional or culturally acceptable doesn't make it Right or Good. Indeed, in many African nations it is culturally acceptable and an established part of tradition to mutilate the genitalia of young girls, in China and other parts of Asia it is culturally acceptable and an established part of tradition to skin dogs alive before eating them, and in the United States it is culturally acceptable and an established part of tradition to hoard material wealth, to justify the American government's attacks on innocent civilians in foreign lands, and to eat the remnants of tortured pigs (a.k.a. hot dogs).



Abraham Lincoln, one of America's most noble founding fathers, once said that "Those who deny freedom to others deserve it not for themselves", and I would humbly add that upholding freedom & justice for **all** beings is a far better tradition ... Indeed, I would even offer that upholding freedom & justice for **all** beings is the real & true "American Way".

Current status of this Myth: **Abolished**
 Justification it provides for eating animals: **NONE**

"Cruelty might be human, and it might even be cultural ... and yet it never has been acceptable – nor will it ever be." ~ inspired by Jodi Foster



Myth #15: "But eating meat is sexy/manly/macho."


As we have evolved (and continue to evolve) as a species over time, what is considered attractive or "sexy" or "manly" has changed (and will continue to change) as well. I will freely admit that it used to be considered attractive for men to be physically powerful & verbally domineering & arrogantly sexist & even violently abusive – and I will admit as well that it used to be “sexy” for women to openly admire the same “manly” traits ... And I will even admit that this is (unfortunately) still the case in more than a few social circles to this day.

And yet if you take a look around, you will also see that our species is beginning to change; that our species is beginning to judge attractiveness and “manliness” and sex appeal in a very different way. Indeed, these days more & more people are finding both men & women attractive who exhibit the boldness to be openly compassionate towards others; those who are brave enough to open up with heartfelt expressions of intimacy; those who are courageous enough to boldly defend the innocent and openly care for the downtrodden.

My Friends, what it essentially boils down to is that cruelty is no longer sexy (and the argument can be made that it actually never was). In addition, the belief that cruelty is a bellwether for strength & power is dying out as well ... In essence, we humans are waking up to a different way of discerning the attractiveness of others; a way that looks much less at the form of the other’s chest ... and much more to the purity of the Heart that resides therein.

Current status of this Myth: **Uncloaked**

Justification it provides for eating animals: **NONE**



The weightlifting world seems very full of machismo. Meat-eating goes hand-in-hand with manliness in our culture. How do you keep your manhood while bottle feeding lambs?

“It’s funny because I can’t think of anything more cowardly than causing the killing of an innocent animal for some food you don’t need. To me ‘manhood’ is about standing up for what you believe in no matter how inconvenient or unpopular, and I think it takes a lot of guts in our culture for people to say I’m not going to support animal abuse.”



Myth #16: "But eating meat is healthy."

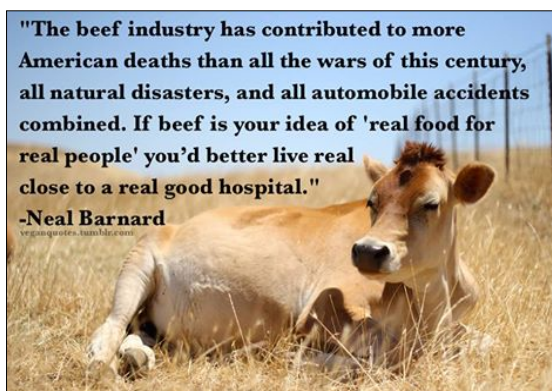
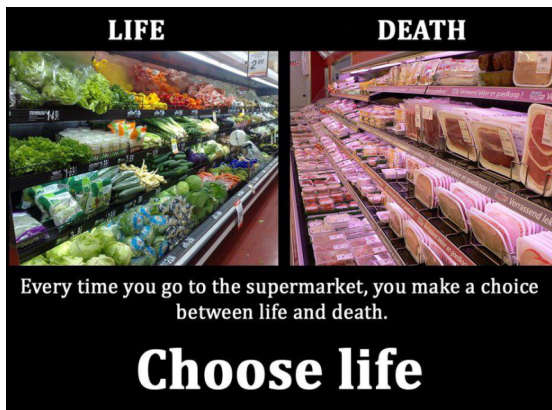
(also heard as "But eating meat is necessary" or "But eating meat is good for me")

Actually, the evidence is now already overwhelming (and still growing stronger & stronger every time the results of each new unbiased study are released) that the human body is intensely damaged by eating animal flesh &/or consuming animal secretions. Studies linking meat & dairy consumption to significantly higher rates of heart disease, heart attacks, strokes, diabetes, cancer, osteoporosis & obesity abound and must be earnestly considered by anyone sincerely interested in their own health or the health of those they love ... On the flip side, the evidence is now strong (and also growing stronger & stronger every day) that the human body becomes far healthier when eating a plant-based diet – with vegans being far less likely to incur the severe health problems mentioned above, being far more resistant to everyday diseases & infections, living noticeably longer lives, having a decidedly more positive attitude towards life, and having far more energy while living.



Current status of this Myth: **Contravened**
 Justification it provides for eating animals: **NONE**

"Getting your nutrients from meat and dairy is like running your water through a sewer before you drink it."
 ~ inspired by Colleen Riordan



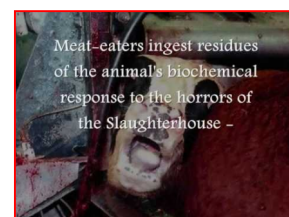
MEAT IS THE NEW TOBACCO

Reduce Your Risk of 23 Types of Cancer and Other Chronic Disease by Ditching These Two Things...

MEAT	TOBACCO
Bladder Cancer	Acute Myeloid Leukemia
Breast Cancer	Bladder Cancer
Colorectal Cancer	Cancer of the Cervix
Esophageal Cancer	Esophageal Cancer
Gastrointestinal Cancer	Kidney Cancer
Kidney Cancer	Cancer of the Larynx (Voice Box)
Leukemia	Lung Cancer
Lung Cancer	Cancer of the Oral Cavity (Mouth)
Non-Hodgkin's Lymphoma	Pancreatic Cancer
Pancreatic Cancer	Cancer of the Pharynx (Throat)
Prostate Cancer	Stomach Cancer

- Chronic Obstructive Pulmonary Disease ✓
- Coronary Artery Disease ✓
- Decreased Bone Health ✓
- Infertility ✓
- Stroke ✓

PhysiciansCommittee for Responsible Medicine PCRM.ORG



Myth #17: "But I need to eat meat to get my protein."

While protein is indeed one of the three macronutrients that humans need to maintain good health (the other two being carbohydrates & fats), almost all of the world's humans (especially those of you capable of reading this article) actually eat too *much* protein, not too little. Especially in the United States, it has been estimated that humans ingest 2-6 times more protein than is healthy for them. And, unlike plant-based proteins, ingesting animal proteins has been clearly linked to kidney disease, osteoporosis, several types of cancer, type 2 diabetes and cardiovascular disease. As such, at least as far as we humans are concerned, plant-based sources of protein* are definitely *far* superior to those found in animal products.

Besides, from where do you think cows and pigs and chickens get the protein in their flesh? That's right – from plants! Getting your protein from plant sources simply cuts out the “middle man” – and cuts out cancer, diabetes, heart disease & unethical callousness while you're at it!

Current status of this Myth: **Exposed**
Justification it provides for eating animals: **NONE**

“We've never treated a single patient with protein deficiency; yet the majority of patients we do see are suffering from heart disease, diabetes, and other chronic illnesses that are the direct result of trying to get enough protein.”

~ Dr. Matthew Lederman

*A standard 50g beef burger contains 10.2 grams of protein and three 90g fish sticks contain 12.1 grams ... In comparison, one cup of kidney beans contains 13 grams of protein, an average serving of pasta (190g cooked) contains 8.5 grams of protein, a few handfuls of almonds (50g) contain 11 grams of protein, a large handful of pumpkin seeds (50g) contains over 16 grams of protein, one cup of buckwheat contains 24 grams of protein, one cup of tofu contains 11 grams of protein, one cup of wild rice contains 7 grams of protein, one cup of lentils contains 18 grams of protein, and one cup of quinoa contains 9 grams of protein ... And, while it is true that – with the exception of soy products & quinoa – animal products are the only foods containing all nine essential amino acids, combining plant-based alternatives (two or more different legumes, grains, vegetables, nuts or seeds) easily provides *all* the amino acids a healthy human needs.



Myth #18: "But I'm an athlete."

Actually, if you are an athlete – of any level, in any sport – then all the more reason for you to go vegan. Indeed, many of the world's greatest athletes* are already vegans, and many more are discovering every day the amazing benefits that a vegan diet brings to athletic performance, including greater gains in strength & endurance, decreased post-workout recovery time, and increased energy – during workouts, during competition, and during everyday living both before & after the two.

Current status of this Myth: **Deflated**

Justification it provides for eating animals: **NONE**

*Here is only a small sample of the world's ever-growing population of elite vegan athletes: Dave Scott (6 time Ironman triathlon champion), Patrick Baboumian (world record holder in the yoke walk and Germany's strongest man), David Carter (NFL professional defensive end), Marc Danzig (professional MMA fighter), Rich Roll (elite ultra-distance endurance athlete), Yassine Diboun (ultra-marathon champion), Carl Lewis (Olympic track & field gold medalist), Josh Garrett (Pacific Crest Trail record holder – 2,655 miles in 59.3 days), Fiona Oakes ("Queen of Extreme" marathon runner), Serena Williams (professional tennis champion), Brendan Brazier (professional triathlete), Steph Davis (professional rock climber), Arian Foster (NFL Pro-Bowl running back), George Laraque (professional ice hockey player), Taj McWilliams-Franklin (WNBA professional basketball player), Geoff Rowley (professional skateboarder), Jake Shields (professional MMA fighter), Amare Stoudamire (NBA professional basketball player).

vegan athletes

Some professional athletes follow a vegan diet for ethical reasons, while others believe that abstaining from meat and dairy products is beneficial to athletic performance.

- Mark Dinning, MMA fighter:** "There's hardly anything more rewarding than helping an animal who needs it."
- Tim Bradley, boxer:** "With a vegan diet you always have energy. You feel light. You don't feel heavy or heavy. It's wonderful any athlete in any sport."
- Aaron Harrison, MMA fighter:** "I like to stick up for those who are being bullied, whether it's people or animals. It's a big reason for human rights and animal rights."
- Robert Cheeke, bodybuilder:** "The vegan lifestyle is a compassionate way to live that supports life, supports fairness and equality, and promotes freedom."
- Alexis Green, MMA fighter:** "It's a mindset of life that want to be constantly progressing mentally, physically, and spiritually."
- Scott Jurek, ultramarathon runner:** "What we eat is a matter of life and death. Food is who we are."
- Patrick Baboumian, powerlifter:** "Strength should build up, not destroy. My strength needs no victims. My strength is my compassion."
- Morgan D'Amato, figure skater:** "I feel I have become stronger since I started a vegan diet and I have more energy to train harder and longer."

**"Strength must build up, not destroy
It should outdo itself, not others who are weaker
Used without responsibility, it causes nothing but harm and death.
I can lift the heaviest weights,
but I can not take the responsibility off my shoulders.
Because the way we use our strength defines our fate.
What traces will I leave on my path into the future
Do we really have to kill in order to live?
My true strength lies in not seeing weakness as weakness.
My strength needs no victims.
My strength is my compassion"**

-Vegan Strongman Patrik Baboumian

PLANT STRONG

BEING VEGAN

"Sure, training is important, but when you get to be my age, you're not going to be able to train at all unless your body holds up. I simply cannot overemphasize the importance of the plant-based diet to my performance."
"No meat, no dairy products, no toxins."
Mike Fremont 91 yr. old Marathon Runner

A UNICORN A VEGAN

REALITY
SOMETIMES DIFFERENT FROM WHAT YOU WOULD EXPECT

**IT'S NOT RABBIT FOOD...
IT'S RHINO FOOD!**

Myth #19: "But I need to eat animals to get my B12."

Actually, vitamin B-12 is not found in meat at all, but is rather produced by bacteria that just happen to grow well in & on meat and other animal products. Interestingly enough, most of those people who truly *are* deficient in vitamin B12 are meat eaters – probably due to the fact that vitamin B12 tends to lose its viability when cooked ... and very few people eat their meat raw.

Indeed, in reality it is extremely rare (literally less than one chance in one million) for a vegan eating a sensible diet to develop a disease from a B12 deficiency. This is possibly so because we humans actually need a surprisingly small amount of vitamin B12 to live healthy lives (less than 3 micrograms a day), and that a roughly three-year supply of B12 is constantly stored in every healthy human liver (with normal body-conservation of B12 – the vast majority of ingested B12 being regularly reabsorbed in the lower intestines – actually boosting the effectiveness of this innate supply *tenfold*).

And yet, for those of you who are sincerely *still* worried about your B12 intake, there are quite a few plant-based sources of B12 readily available (e.g. fortified soy milk & wheat grass, organic & hand-washed vegetables & fruits, and kelp). And even if these or similar sources aren't available to you, an inexpensive, plant-based & cruelty-free B12 supplement almost certainly is.


So, thinking about it objectively – you *can* indeed choose to eat lots B12-rich animal products (raw, of course, otherwise the B12 gets destroyed during cooking &/or pasteurization) and thereby avoid a literally *one-in-a-million* chance of developing reversible anemia. Of course, doing so will also give you a 50% greater risk chance of dying prematurely from heart attack and a 20% greater risk of dying from prostate or breast cancer – and an almost guaranteed likelihood of experiencing obesity, diabetes, osteoporosis, constipation, indigestion &/or arthritis before you die ... *OR* you can relax, eat a balanced vegan diet, and live a decidedly longer and dramatically healthier life ... As always, the choice is yours – so please choose wisely!

Current status of this Myth: **Denounced**

Justification it provides for eating animals: **NONE**


This is your last chance. After this, there is no turning back.

You take the **blue pill** - the story ends, you wake up in your bed and you believe it's OK to take your vitamin B12 from animals that have been enslaved, tortured, given vitamin B12 in order to survive only to be killed.



You take the **red pill** - you take vitamin B12 yourself and show how deep your love for animals goes. Remember, all I'm offering is the truth - nothing more.

66AA



“Are vegan diets unnatural because we need B12 supplements? People over 50 need them, too. Hopefully it's not unnatural to live past 50.”

~Ginny Messina, The Vegan R.D.

Myth #20: "But I need to eat animals to get my DHA."

For those who don't already know, DHA is a long-chain omega-3 fatty acid that plays an important role in human brain and eye function. While the common-held myth assumes that humans must get their DHA from animal flesh (primarily fish), this is actually not the case – with ample amounts of DHA being found in flax seeds, chia seeds, canola oil, walnuts and most dark leafy greens.

On top of that good news, it turns out that DHA is not an *essential* fatty acid at all. In fact, the only two essential fatty acids the human body cannot do without are omega-3 alpha linolenic acid (ALA – which the human body actually uses to produce *its own* supply of DHA) and omega-6 linoleic acid. And as it turns out, the only life-forms that create these two fatty acids are plants, and as such (quite logically) it is from plants – not animals – that we humans should be getting them.

Current status of this Myth: **Dismissed**
Justification it provides for eating animals: **NONE**

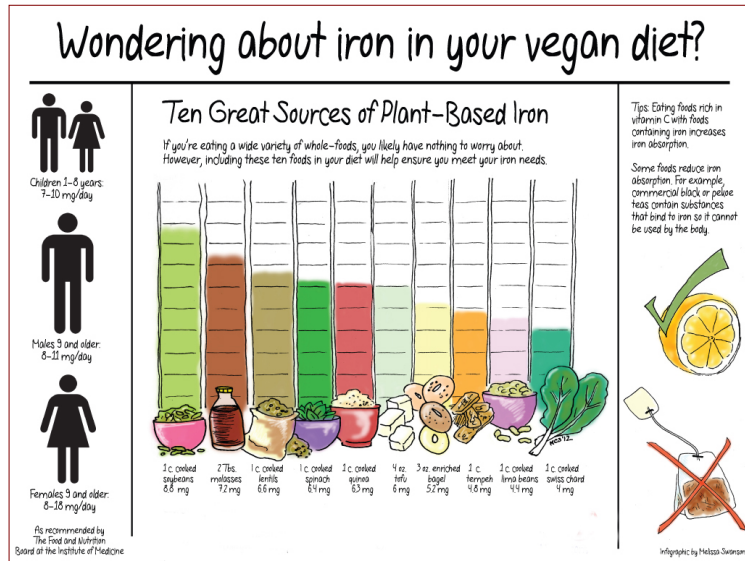


Myth #21: "But I need to eat meat to get my iron."

Actually, while meat-based iron (a.k.a. "heme iron") is indeed more easily absorbed into the bloodstream, higher levels of this type of iron have been directly linked to heart attacks in humans. Excellent plant-based sources of iron, on the other hand – sources that do not pose this health risk – are abundant.* In addition, even the "non-heme iron" found in plants can be absorbed efficiently by the human body when ingested alongside Vitamin C – either via plants that contain both of them (like bok choy or broccoli), or via iron-rich plants eaten alongside vitamin C rich foods.

Current status of this Myth: **Expurgated**
Justification it provides for eating animals: **NONE**

*Great plant-based sources of iron include molasses, most nuts, dried beans (soaked and cooked), tahini and sesame seeds, pumpkin seeds, sunflower seeds, sun-dried tomatoes, dried apricots, parsley, dark green leafy vegetables, spinach, quinoa, tofu, soybeans & lentils.



Myth #22: "But I need to eat meat for my blood type."

This theory, primarily made famous by the best-selling book "Eat Right 4 Your Type", claims that humans must match their diets with their blood types in order to maintain optimum health – and more specifically, that those individuals having type-O blood need to eat animal flesh in order to do so. Not only have I personally debunked this theory (I am blood-type O-negative, have been vegan for almost two years now, and have never been healthier or felt better in my life), but nutritionists see little scientific merit in it as well. Even the author of the book himself notes that "type-O people" *might* want to "explore a more high-protein lifestyle" – **not** that they must obtain that protein from animals.

Current status of this Myth: **Debunked**

Justification it provides for eating animals: **NONE**

*"Well-planned vegetarian diets, including total vegetarian and vegan diets, are healthful, nutritionally adequate, and ... are appropriate for individuals during **all stages** of the human life cycle, including pregnancy, lactation, infancy, childhood, and adolescence."
~ The American Dietetic Association*



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Myth #23: "But I get headaches when I stop eating meat."

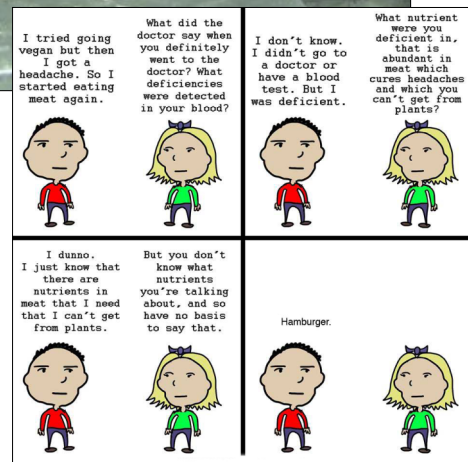
Most of us in the West have to one degree or another been conditioned to crave the taste of cooked flesh. And as such, it is quite reasonable to not only desire meat, but also to experience psychosomatic symptoms (like headaches, or dizziness, or depression, or even "the shakes") after choosing to replace meat with cruelty-free alternatives. And yet these symptoms in no way signify that our bodies "need" meat – only that we are *craving* it.

Indeed, meat & dairy products are both highly addictive substances for humans, and headaches can indeed ensue when we choose to eliminate such unhealthy "comfort-foods" from our lives. Of course, if that does prove to be the case with you, I would recommend simply taking an aspirin for your 15+ minutes of withdrawal-symptom pain ... instead of eating meat and thereby ruining the entire life of another sentient being.

Headaches are annoying, I will freely admit – and yet they are not nearly as annoying as getting shot in the head by a bolt gun.

Current status of this Myth: **Abated**

Justification it provides for eating animals: **NONE**



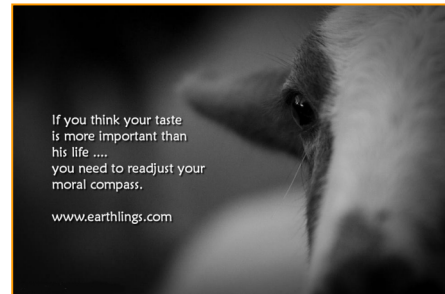
Myth #24: "But meat tastes so good."

Actually, uncooked & unseasoned meat does *not* naturally taste good to humans. We cook our meat to make it chewable, and then we season it to make it palatable, and then we cut it into small pieces to keep from choking on it, and then we eat it ... and then we become physiologically addicted to it; which is then what makes it *seem* as though it "tastes good". Of course in reality, meat is naturally repulsive to us humans, which is why we all naturally feel sorrow when we see an injured animal on the side of the road, and why we all naturally feel disgust when we see a dead one.

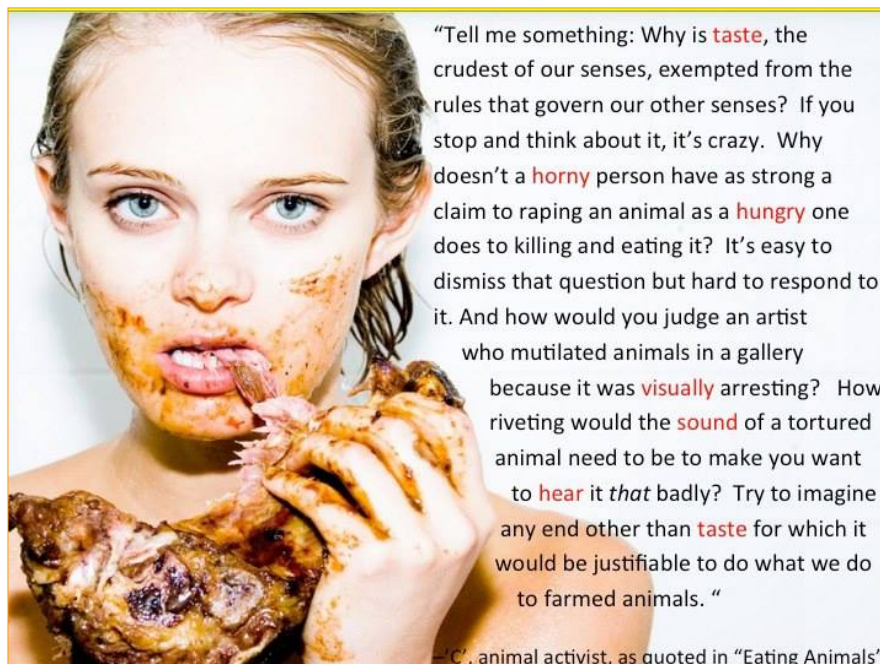


And even if meat *does* truly taste good to you, the fact still remains that no amount of personal pleasure can ever justify the taking of another being's life. Indeed, saying "animals are yummy" as a justification for killing them is on par with a rapist claiming that rape is OK because it feels good, or a child abuser claiming that child abuse is OK because it is "empowering".

My Friends, it requires more than mere sensory pleasure to redeem or justify our behaviors. If we humans are going to claim to be stewards of the Earth – or if we are going to claim to be in any way "better than" or "superior to" the animals with whom we share this planet – then we have no choice but to start acting accordingly.



Current status of this Myth: **Castigated**
Justification it provides for eating animals: **NONE**



Myth #25: "But I'm a meat eater. Mmmmm ... Bacon!"

Seriously?!? Well, it just might interest you to know that the vast majority of the pigs (that are noticeably more intelligent than – and just as self-aware as – your beloved dog) that go into your “bacon” were born into truly horrific lives – with their tails sheared off and their teeth cut out and their testicles torn away (all without anesthesia); with them isolated from their mother's embrace & consolations; with them confined in overcrowded pens or cages; with them wallowing in the unbearable stench of their own urine & feces; with them oftentimes personally witnessing the barbaric murder of their friends; with them ultimately being strung up by their hind legs & having their own throats slit (often while still partially or even fully conscious) ...

And that is just what happens to the pigs that are deemed “profitable” by the pig farmer. Unwanted piglets meet an equally vicious fate – more often than not getting “thumped”; a process whereby workers pick them up by their hind legs, whirl them over their shoulders, and then bash their heads onto a concrete floor. Here is a slaughterhouse worker describing this horrific – yet standard – practice:

'We just swing them, thump them, and then toss them aside. After you've thumped ten, twelve, fourteen of them, you stack them up. If some are still alive, you do it all over again ... There've been times I've walked in and pigs would be running around with an eyeball hanging down the side of their face, just bleeding like crazy, or their jaw would be broken. I've seen them with broken backs still trying to get up. Some of these guys thump them, then just stand on top of their throat, smashing their jaw and everything, until they die. If you get a pig that can't move, you take a meat hook, stick it into his anus and drag him backwards. A lot of times the meat hook rips out of the bunghole ... If the pig collapses near the front, you shove a meat hook into his cheek and drag him forward. I've seen sows being beaten with gate rods, stomped on, and dragged having their throats slowly cut with a tiny scalpel while they were still fully conscious and moaning.'*

And all this just because you want to eat bacon ...

Again, I earnestly ask: ***Seriously?!?***

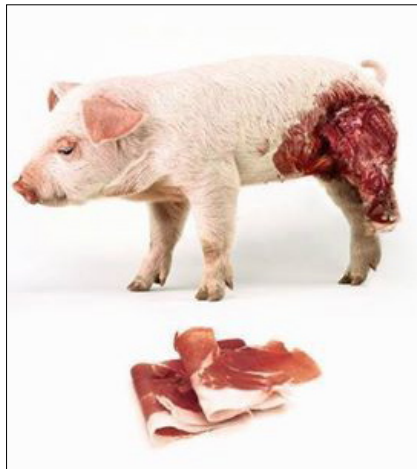
Current status of this Myth: **Discredited**

Justification it provides for eating animals: **NONE**

**excerpt from Gail Eisnitz's book Slaughterhouse: The Shocking Story of Greed, Neglect, and Inhumane Treatment inside the U.S. Meat Industry, a work that "penetrates the veil of psychic numbing that keeps us oblivious to the real truth behind modern meat. If you want to remain a prisoner of your own ignorance, don't read it. It will make you aware. It will wake you up. It will change your life." (quote from John Robbins)*



Meet the victims of your appetite.



**HOW DO YOU
LIVE WITHOUT
BACON?
RELAX IT'S A STRIP
OF DECAYING PIG
CARCASS
NOT AN OXYGEN TANK**

Myth #26: "But I'm allergic to vegetables."

As ridiculous as it might seem or sound, there actually *is* a rare disorder called Oral Allergy Syndrome (OAS) that causes its sufferers to feel an intense burning &/or itching sensation whenever certain fruits & vegetables are eaten. This disorder, also called Fruit Pollen Syndrome, is not dangerous like many of its food-allergy cousins, and yet it does cause great discomfort to those living with it.

Fortunately, for the very few who do suffer from this challenging condition, there is more than a bit of good news ... First of all, OAS allergic reactions tend to be specifically tied to the fruits &/or vegetables that are directly associated with each person's particular pollen allergen.* This means that a person with OAS can avoid discomfort by simply identifying & avoiding the few fruits & vegetables that cause his or her painful reaction. As a backup precaution, peeling the offending fruits or vegetables (or placing them in a microwave for about 30 seconds) is often enough to neutralize an adverse reaction. Heat also neuters most pollen-related reactions, so even lightly steaming vegetables will often allow those with OAS to eat them without pain.

Most importantly, remember that even if you are a true sufferer of OAS, it is ***not*** necessary for you to eat animal products in order to survive – it is only necessary for you to make the effort to find which cruelty-free foods you *can* eat ... and then simply eat ***those*** foods.

Current status of this Myth: **Ameliorated**
Justification it provides for eating animals: **NONE**

(*For example, if you're allergic to birch pollen, you might be prone to an oral allergy to apples, pears, peaches, plums, apricots, cherries, hazelnuts, and kiwis ... Ragweed pollen has a high degree of cross-reactivity with the gourd family—watermelon, cantaloupe, zucchini, and cucumber ... An allergy to the weed mugwort can spell trouble with vegetables and spices of the parsley family, including carrots, celery, dill, and cumin ... Cruciferous vegetables like broccoli and cauliflower, lettuce, green onions, and cabbage – as well as citrus, tropical, and berry fruits – typically do not cause any allergic reactions at all.)

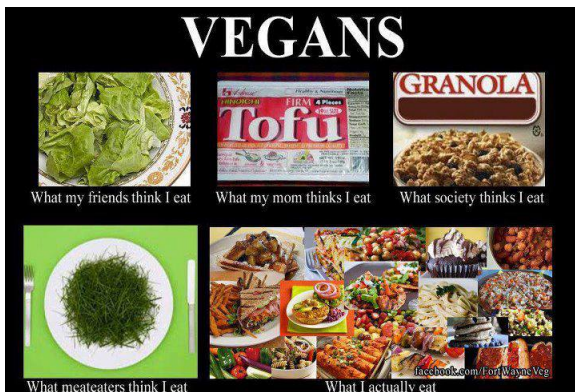
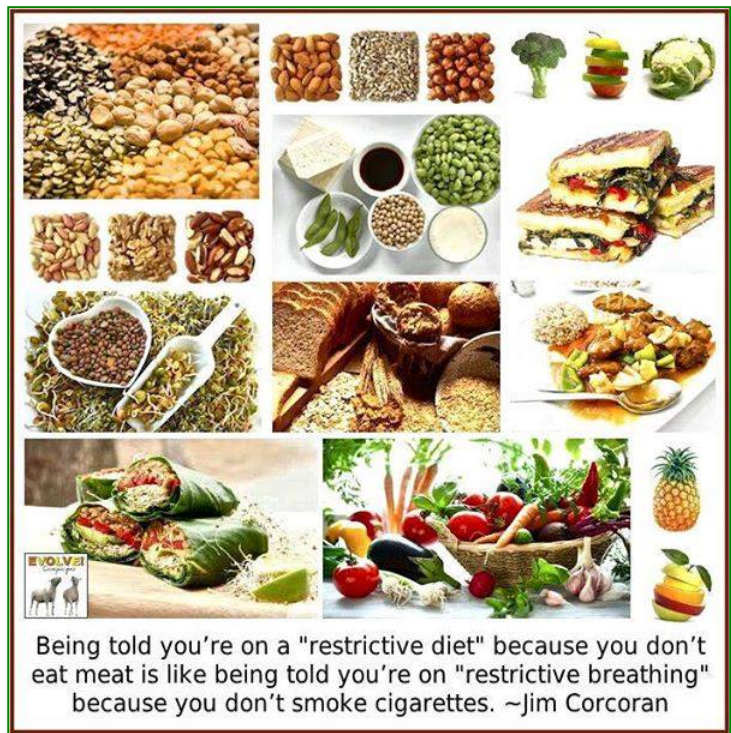
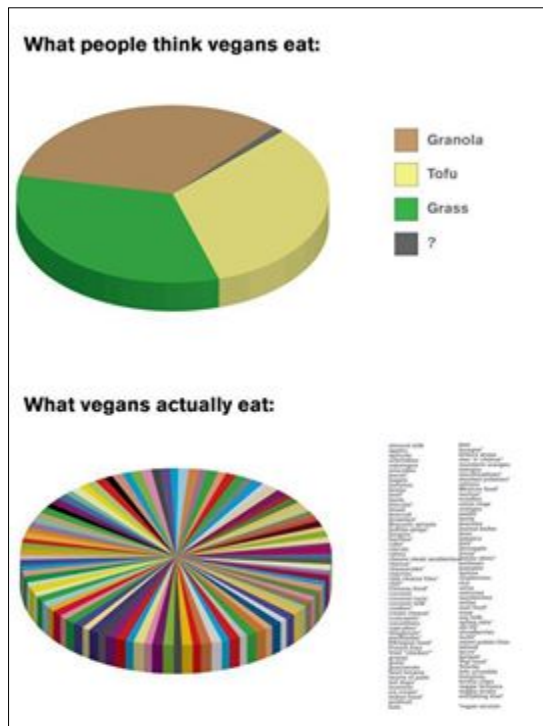


Myth #27: "But vegan food is boring."
 (also heard as "But vegan food tastes like crap.")

First of all, if you are placing your own fleeting pleasures of palate over the immense pain & suffering – indeed, the complete loss of life – that such food choices demand, then maybe it is time for you to look in the mirror and ask yourself what you truly stand for ... Maybe it is time to remind yourself of the truly strong, truly compassionate and truly Caring being you truly are ... And maybe – just maybe – it is time for you to start acting accordingly.

And yet even if it is still too annoying or too uncomfortable for you to do so – even if you are going to continue to choose to heed the whisperings of your palate over the summons of your principles, vegan food is not only **much** better for you & much cheaper to obtain ... It is also remarkably diverse & tastes *absolutely delicious!*

Current status of this Myth: **Shattered**
 Justification it provides for eating animals: **NONE**



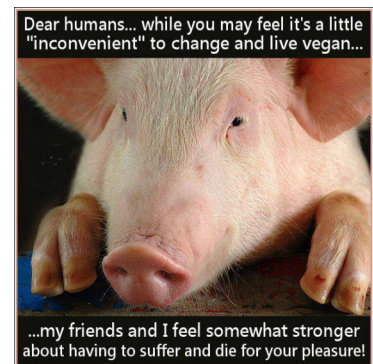
Myth #28: "But going vegan is so difficult."
(also heard as "But going vegan is just so inconvenient.")

Once you get used to it (which doesn't take too long), living as a vegan is actually quite easy. And this is especially true in the West, where vegan alternatives are becoming more & more prevalent every day. Besides, when it gets right down to it, you aren't giving up anything by going vegan – you are simply leaving alone that which wasn't yours to take in the first place.

In fact, contrary to popular belief, going vegan is not really a sacrifice at all – rather, it is an reawakening to the Self you've always been. Indeed, quite ironically, it is your non-vegan choices that are the real sacrifice – castrating your inherent sense of Compassion every time you callously look away from the suffering you are supporting; forfeiting your ability to be authentically Kind every time you side with ease over ethics & every time you choose pleasure over principle.

Now, I will freely admit that there *is* a difference between those who note that veganism is easy and those who believe that veganism is hard – and that difference is this one: Those who say living vegan is easy are focused on the victims of the meat & dairy industry, while those who say going vegan is hard are focused on themselves.

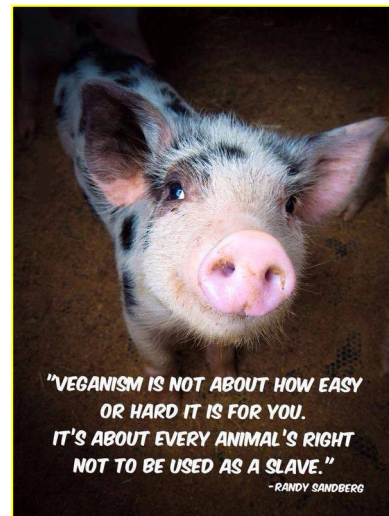
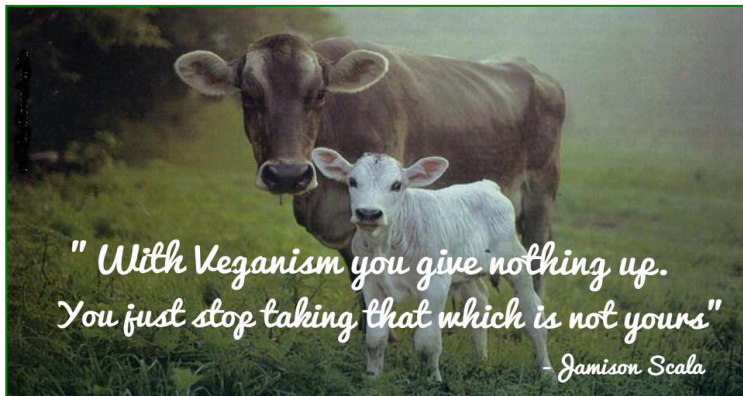
And *that*, my Friends, is the true crux of the matter – the sudden comprehension that veganism is not about **you** having a clearer conscience (though it will be), or **you** being healthier & happier (though you will be), or **you** having a better life (though you most certainly will). Indeed, veganism is not about **YOU** at all ... No, my Friends, veganism is about the animals – It is about *their* state of well-being – both the massive harm that they are currently enduring at our hands, as well as the Joy & Peace that they could one day know and that they most certainly deserve ... Veganism is about *their* right to freedom from torture. It is about *their* being recognized as conscious, equally worthy individuals – and then being treated with according gentleness & respect. It is about *their* cry for justice & mercy, and it is about us humans finally having both the humility and the courage to actively answer that call.



And once we wake up and see veganism from this equally valid and far more just perspective, we simultaneously understand that going vegan is not a limitation at all. We actually see it for what it truly is – an **EXPANSION** of our ability to LOVE; a blossoming of our sense of Justice & Compassion; a re-Awakening of the truly Caring people we once were ...

... and the truly Caring people we could all become again.

Current status of this Myth: **Abrogated**
Justification it provides for eating animals: **NONE**



“Veganism is not a diet, it’s a way of life. It’s a stance of non-participation in animal exploitation and its essence is simply a basic respect for animals. Understand that, and the path becomes easy; with no feelings of deprivation or difficulty at all.” ~ inspired by Butterflies Katz



Myth #29: "But going vegan is so expensive."

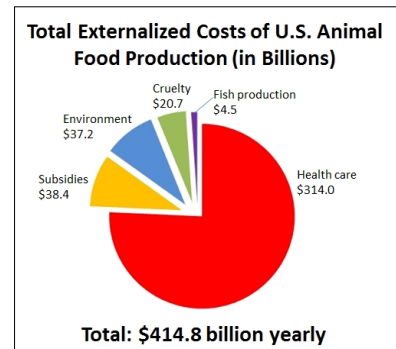
Yes, it is true that quite a few politicians in the West have been bought-out by the meat & milk industry; forcing vegan alternatives to be far more expensive than they could be, and allowing animal products to be far cheaper to buy than to produce. And yet despite this flagrant criminality (our government officials have been placed in office to *serve* us in order to make *our* lives better, not *kill* us to make *their* lives better), it is *still* cheaper to eat a balanced, vegan diet than a meat & milk-infested one.

As proof, consider the following facts:

***Fact:** Vegan staples (e.g. lentils, beans, rice, quinoa, oats, barley etc.) are as inexpensive as they are nutritious. Once your dietary habit patterns shift (a biological-psychological process that generally takes just a few weeks), you will become more efficient in how you use these foods, and the level of your health will increase – along with the size of your bank account.

***Fact:** No matter how expensive vegan food might be in your local grocery store, eating vegan will always be cheaper than the hospital bills you will inevitably be asked to pay as a consequence of a diet containing animal products.

***Fact:** The prices on your meat & milk-based foods are misleading -- i.e. you are actually paying *far more* for them than you think. In fact, American taxpayers currently pay almost *40 billion dollars* every year to fund the U.S. government's subsidies (i.e. corporate welfare payments) to the meat & dairy industry. In fact, there are between \$2 & \$3 in additional hidden costs (taxes, the aforementioned subsidies, health costs, environmental reparative outlays, etc.) that each & every customer inevitably incurs for every \$1 of animal product they purchase.



Of course, when it gets right down to it, veganism is not about you and your personal wealth anyway. It is about harmonizing your actions with your ethics ... It is about refusing to fund animal cruelty & animal abuse ... It is simply about doing what is Right ... *And* I do realize how important financial matters are to most folks, which is why it gives me such great joy to champion a change to veganism – a change that will actually save you money ... while it simultaneously "saves your Soul".

Current status of this Myth: **Quashed**

Justification it provides for eating animals: **NONE**

*"Eating healthy might cost you money,
and yet eating unhealthy will cost you your life."*


~ anonymous

You can save your green and eat it too! **SAVE A LOT OF MONEY—AND LIVES**

Vegan options are cheaper at the grocery store and reduce the likelihood of needing expensive doctor visits, medicine, and heart surgeries in the future.




vs.






High consumption of animal protein is linked to these:



CANCERS

	LENTILS	PORTERHOUSE STEAK
SERVING SIZE:	1 cup	4 oz.
PROTEIN:	17.9 g	22 g
EWG CARBON FOOTPRINT RATING:	BEST out of 20 analyzed	2nd WORST out of 20 analyzed
COST:	20c	\$4
FAT:	0 g	22 g
SATURATED FAT:	0 g	9 g

Average cost of artery bypass surgery: **\$3,714**

Average cost of coronary bypass surgery: **\$57,439**



5 Tips for Eating Well on a Budget

Just a few tips on how to decrease your spending on good food



Vegetarian Foods

Eat more vegetarian foods. Meat can be expensive while legumes, beans, rice and veggies are less so and can be a great source of satisfying protein.



Buy in Bulk

Buy in bulk when possible. Items such as rice stay good for a long time and cost less when bought in bulk.



Eat More Fiber

More fiber, less refined sugar. Refined sugars and hydrogenated oils increase our appetite and therefore our spending on food. Fruits, veggies and nuts however are packed with fiber therefore filling us up and ultimately decreasing our spending on more food!



Pack your Lunch

Pack your lunch. Always cheaper and healthier than a restaurant!



Water Bottle

Carry a water bottle everywhere. This prevents you from buying water, soda, juice, etc.

Myth #30: "But eating meat allowed our brains to evolve."

While neither sociologists nor anthropologists consistently agree on this theory (with many social scientists from both disciplines believing that it was actually the complex multi-tasking and high-level community interaction mandated by *plant-based* food gathering that led to the evolutionary development of our neocortex*), it is important to remember that we are talking about the concept of *evolution* here. Namely, that ***if*** our primitive meat-eating ways did indeed allow our brains to evolve to their current state – and ***if*** meat-eating did indeed allow us to become not only no longer dependent on meat for our survival, but also to feel compassion for our animal cousins, ***then*** why would we abandon that hard-won advancement by continuing to harm ourselves & others – and thereby stunt our further evolution – by continuing to eat meat?

In other words, if evolution is a good thing, then why on Earth would we choose to stop evolving by continuing to eat animals? ... If evolution is a good thing, allowing us to "evolve" into hunters during times of starvation & ignorance, then why would we deny that same engine of development that is now clearly calling for us to *abandon* hunting (and all other forms of animal exploitation) and become gentle stewards of our planet's citizens instead? ... If evolution is a good thing, then why do non-vegans ignore it by perpetuating a diet that makes them far more sickly and noticeably less intelligent? ... If evolution is a good thing, then why do non-vegans discard the most advanced & potent benefits thereof – namely, a life grounded in justice & morality & compassion?

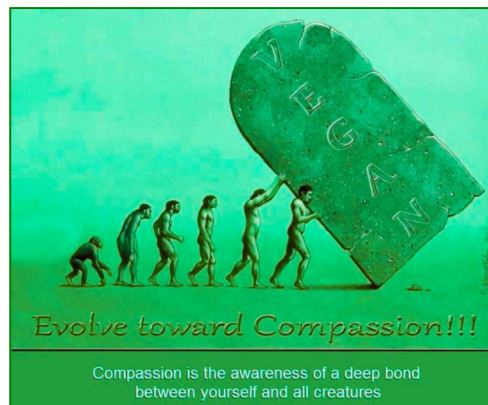
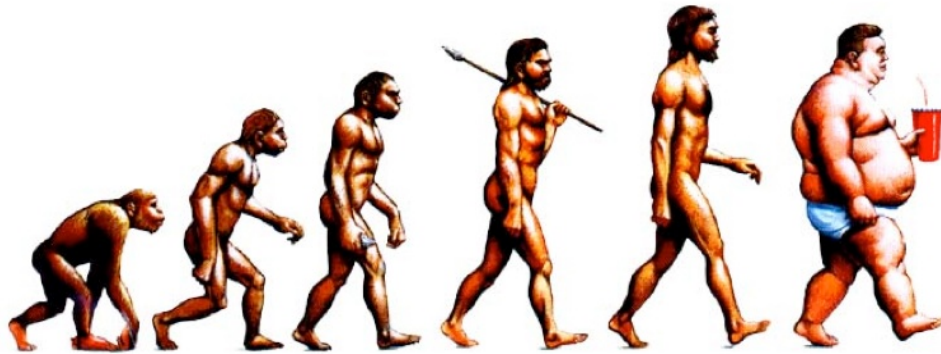
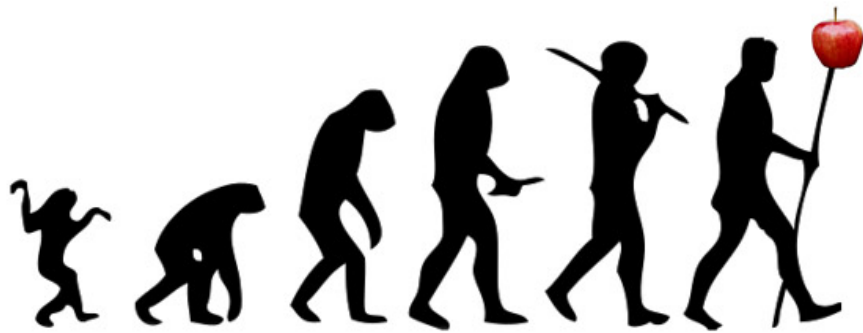
Essentially, evolution only becomes a positive when it is applied positively – so ***if*** meat-eating *did* indeed cause the evolution of the human brain, and ***if*** that evolution is truly a good thing, ***then*** we should honor that gift by ensuring our continued evolution – by choosing to NOT EAT ANIMALS!

None of us live in prehistoric Africa anymore – and no one is currently suffering through an Ice Age. As such, not a single one of us needs to eat meat or consume animal secretions to live long (actually longer) and healthy (actually healthier) lives. Thus, since it is not necessary for us to cause others suffering for our survival, it is immoral – and indeed, borderline despicable – to continue to choose to do so.

We have come a long way as a species, my Friends – far enough that most of us no longer support or engage in slavery, rape, incest, wrongful imprisonment, torture, bigotry, injustice, or cruelty in our relations with other humans ... As such, it is high time we started “acting our age” – by extending the same basic decency to all other sentient animals as well.

Current status of this Myth: **Cleansed**
Justification it provides for eating animals: **NONE**

(*A comprehensive study by lead researcher A. Navarrette – published in Nature magazine in November of 2011 – soundly rejected the “meat as human brain developer” theory, concluding after rigorous examination & testing that “human encephalization [i.e. brain development] was made possible by a combination of factors”; including the stabilization of food sources, a redirection of caloric energy via the use of a more efficient two-legged upright form of locomotion, as well as shifts in the overall human dynamics related to growth and reproduction" ... In addition, the theory that we have only evolved as a species via hunting, aggression and violence is an outmoded one at best. Actually, it is far more likely that we were able to survive and thrive as a species because we were the hunted, not the hunters. Consider the wisdom of Robert Sussman, PhD: “Our intelligence, cooperation and many other features we possess as modern humans developed from our attempts to out-smart predators ... [The idea of humans as hunters] developed from a basic Judeo-Christian ideology of man being inherently evil, aggressive and a natural killer. In fact, when you actually examine the fossil and living non-human primate evidence, that is simply not the case.” ... Finally, considering the fact that the human brain’s neurons run on glucose – and *not* the protein & fat found in animal flesh & animal secretions – consider the words of Peter Ungar, professor & chair of anthropology at the University of Arkansas: “The argument is that meat eating provided the calories needed to power other parts of the body, freeing available carbohydrates to focus on the brain... Even in that case, it’s the carbs eaten before, with and after the meat that powered the brain, *not* the meat itself.”)



Myth #31: "But the Eskimos need to eat meat to survive."
(also heard as "But what about the poor people in the 3rd World?")

Actually, it might be prudent to reevaluate this myth by considering the following facts:

* **Fact:** Members of the Maasai tribe in Kenya, one of the few cultures that sustains itself on a diet that is primarily animal-based, currently have the worst life expectancy in the world.

* **Fact:** Inuit Greenlanders, who historically have had very limited access to fruits & vegetables, have the worst longevity statistics in North America.

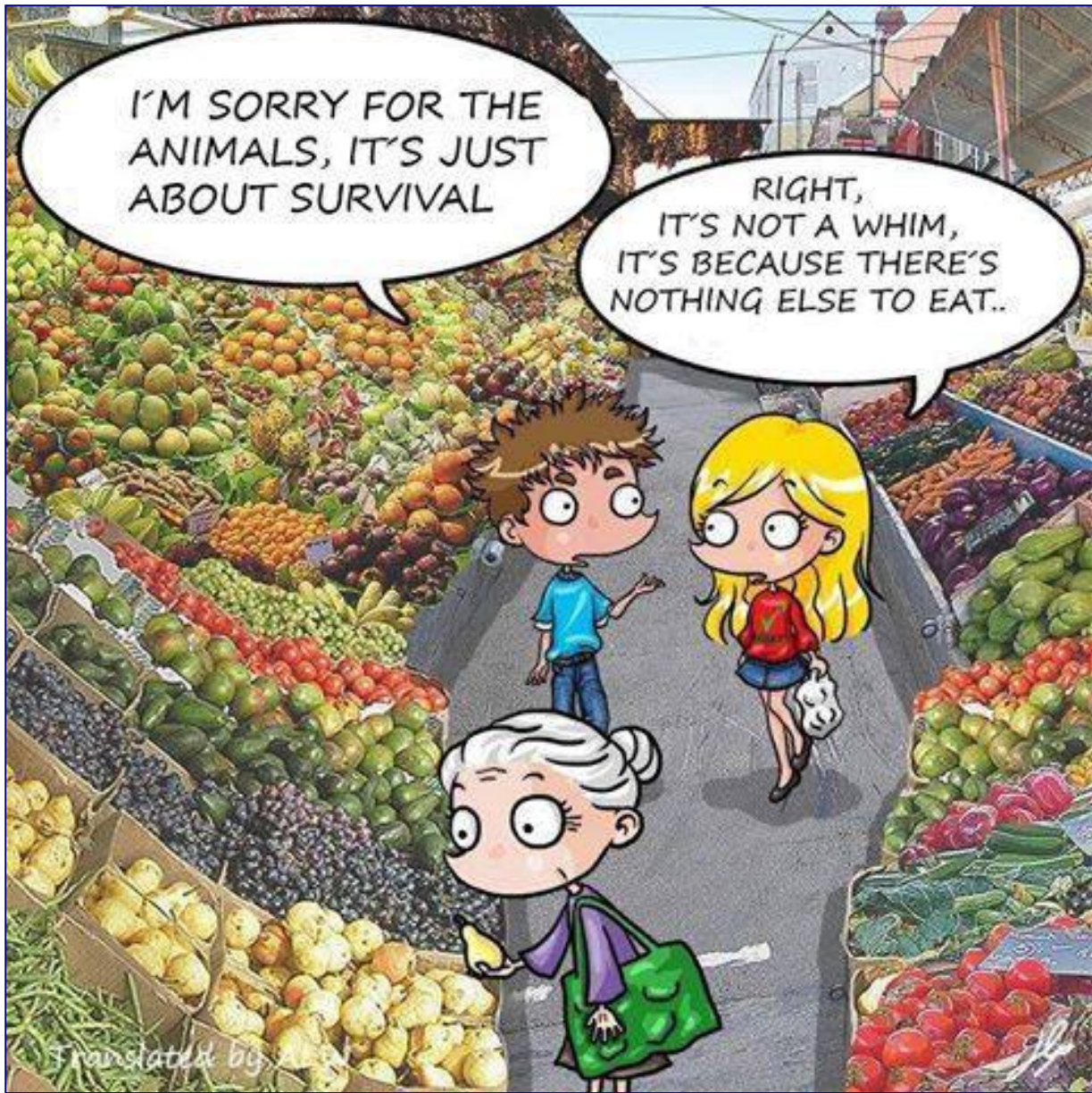
* **Fact:** In Ethiopia, over 40 percent of the population is either hungry or starving – and this, even though that country has one of the largest populations of cattle in the world; a massive herd that happens to be unnecessarily consuming huge quantities of direly needed food, priceless fresh water and unused farmable land. Indeed, instead of inefficiently focusing their resources on livestock, Ethiopians could easily meet *all* their own sustenance needs by using the land and energy and topsoil and water they currently give to their livestock to instead sow and harvest Teff – an ancient, highly-nutritious, protein-laden & calcium-rich grain that has been grown in that region of the world for the past 25,000 years.

* **Fact:** Most importantly of all, *you* are almost certainly not living under even remotely similar circumstances to these people. Basically, *you are not a 3rd World citizen*, and as such, you cannot use this excuse to justify your own fully unnecessary consumption of animals &/or their secretions.

My dear Friends, one person's need cannot ever justify another person's greed. If a battered woman shoots her husband to defend her children, are we all allowed to go forth and gun down whomever we please? If an impoverished father steals medication for his sick child, is it then also acceptable for us all to forcibly take whatever catches our fancy? And if it is OK for a child to tell a lie in order to keep a friend safe from harm, does that make it morally permissible for the rest of us to speak falsehoods whenever it benefits us? ... Of course not!

Similarly, extremely rare instances of 3rd World communities that truly need to eat animals to survive in ***no way*** justify the vast majority of us who live in far more food-rich environments doing so.

Current status of this Myth: **Unmasked**
Justification it provides for eating animals: **NONE**



“We now know that greatly increasing the consumption of vegetables, legumes, fruits, and raw nuts and seeds (and greatly decreasing the consumption of animal products) offers profound increased longevity potential, due in large part to a broad symphony of life-extending phytochemical nutrients that the vegetable-based diet contains. By taking advantage of the year-round availability of high-quality plant foods, we have a unique opportunity to live both healthier and longer than ever before in human history.” ~ Joel Fuhrman, M.D.

Myth #32: "But I need to hunt to feed my family."

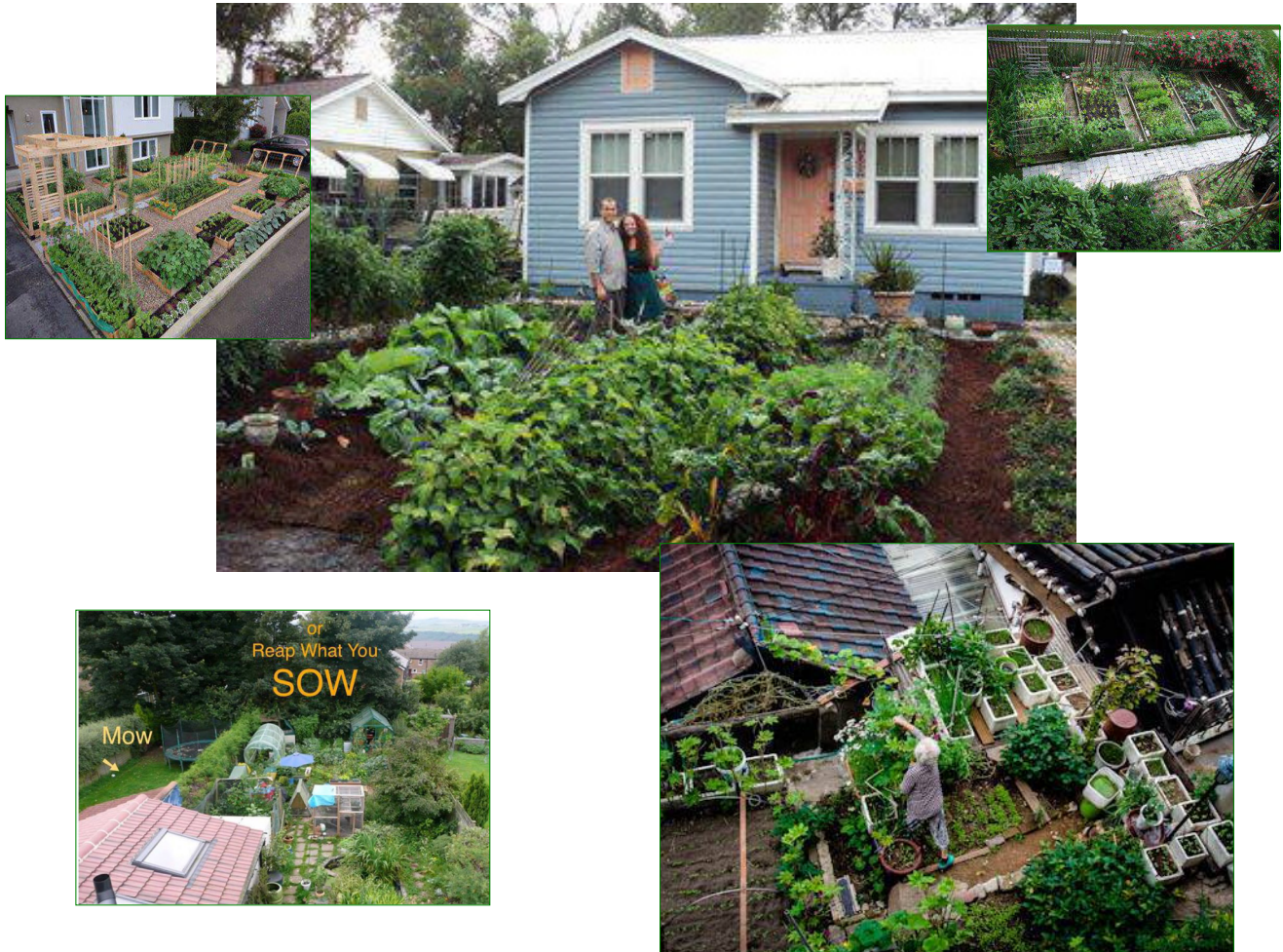
Even though it might seem like hunting animals is justified as a source of “free food”, in reality nothing could be further from the truth. While hunting is on its face a seemingly inexpensive way to provide sustenance, its massive "hidden costs" (clothing, transportation maintenance, fuel, equipment, guns, gun maintenance, ammunition, hunting licenses, etc.) actually make it an extremely inefficient way to provide for you & your family. And once you factor in the massive amount of time it takes for you to find your victims, and all the hunts where very few or no animals are "bagged", you start to realize that gardening* is not only a far healthier (and far less cruel) way to provide for the ones you love, but also a far less expensive and time-consuming one as well.

P.S. By the way, if you own or even have regular access to any equipment that allows you to read this chapter online, you clearly do *not* need to hunt to survive.

Current status of this Myth: **Denuded**

Justification it provides for eating animals: **NONE**

(*It requires an astoundingly small plot of land to provide you &/or your family with a wide array of fruits & vegetables ... And even if you don't have open space of your own, community gardening is a wonderful option that is gaining popularity all over the world -- even on top of the tallest high-rises in the world's largest cities.)



Myth #33: "But what if you were alone on a desert island?"

This is truly one of my favorite myths; so much so that even though it employs a patently ridiculous hypothetical, I will respond as though it isn't ridiculous at all – I will respond as though any one of us actually *could* one day become stranded on a desert island, with little hope of rescue and only a pig (or any other animal) for company. As I will now show, this is actually a scenario in which eating the animal in question would be the *least* logical option one could engage. Consider the following two alternatives to killing & eating the animal(s) with whom we would hypothetically be stranded...

***Alternative A** ... Watch the animals for awhile, see what they are eating, and then simply join them. As innate frugivores, sustaining yourself with plants would actually give you a far better chance of living healthier, living longer & having more energy for the rest of your survival-based activities (e.g. finding shelter, making fire, building rescue beacons etc).

***Alternative B** ... Provide comfort to your animal friend(s) while you go hungry together. I mean, seriously – who in their right mind would murder the only companion one has merely to thereafter die alone and filled with regret &/or shame 2-3 days later anyway? That makes absolutely no sense!

Of course, when we return to reality, this hypothetical becomes cloaked anew in its inherent ludicrousness, if for no other reason than **The Real Question** to pose is the one that all meat-eaters & milk-drinkers must ask themselves; especially the meat-eaters & milk-drinkers who posed this "desert island" hypothetical in the first place – and that question is this: Since we are all currently living in a civilization where there is literally an abundance of cruelty-free food actually available – including fruits, nuts, seeds, grains, legumes & vegetables, why are so many humans choosing to unnecessarily confine, abuse and kill animals for food?



In other words, why are so many humans willing to cause animals so much suffering when doing so is **completely unnecessary**? ... Anyone have a good answer for *that* one? ... I thought not.

Status of this Myth: **Destroyed**
Justification it provides: **NONE**



Myth #34: "But you vegans aren't perfect."

(also heard as "But you kill bugs when you drive" or "But you use medicine that was tested on animals" or "But you have a leather sofa" or "But you step on ants" etc etc etc)

My dear Friends, veganism is not about being perfect; it is about striving to consciously live in a way that consistently & earnestly *intends* to inflict no harm on other sentient animals, that gives a consistently sincere effort to fulfill this intention, and that thereby indeed inflicts very little such harm ... That vegans are not perfect in their attempts to live a cruelty-free life in no way makes their attempt to do so incorrect or unworthy. To the contrary, Western economies are literally filled with products that rely on animal cruelty, precisely because so many meat & dairy consumers continue to financially support the same. Indeed, the law of supply & demand mandates that the more people call for an end to cruelty-laden products, the more cruelty-free alternatives will be developed & provided.

As such, just because a vegan might occasionally fail in their mission to not use animal products – or just because a vegan might occasionally unintentionally kill another sentient being, does **not** mean that the Caring Life that we vegans try to lead is less worthy or noble ... Indeed, it is **far** better to try to live cruelty-free and fail every now & then, than to be a non-vegan and not try at all!

Current status of this Myth: **Annulled**

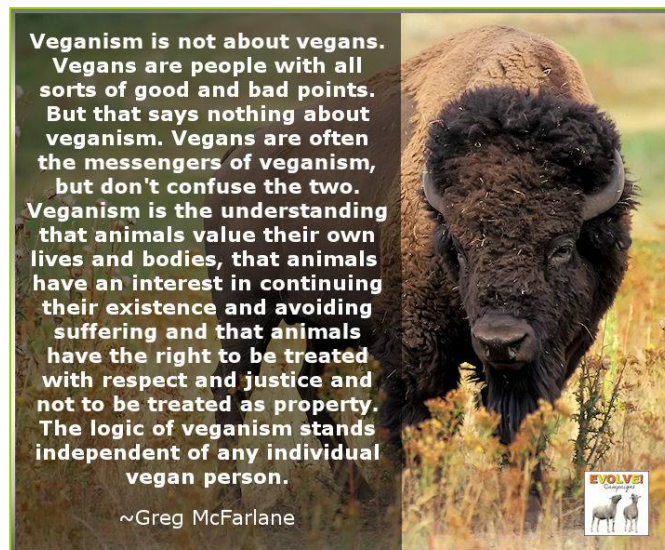
Justification it provides for eating animals: **NONE**

"People sometimes look at me as a vegan and say that since I stepped on a snail or because the vegetables I ate resulted in the harvest-death of a mouse somewhere that somehow I am a hypocrite ... In actuality, nothing could be further from the truth. Indeed, the difference between you and the vegan standing next to you is that while you are both going to step on a bug at some point in the future, the vegan has decided to dedicate their lives in the meantime to doing as little harm to others as possible ..."

*So in no way whatsoever does the animal the vegan might accidentally kill in the future relieve you of **your** responsibility for the cow or the pig or the chicken or the lamb you are paying a stranger to murder today.*

And when you think about it, falling 1% short of an 'unattainable' goal is actually pretty good – especially when you're standing next to someone who isn't even trying."

~ inspired by Shelly Williams



Myth #35: "But vegans kill animals during harvesting."

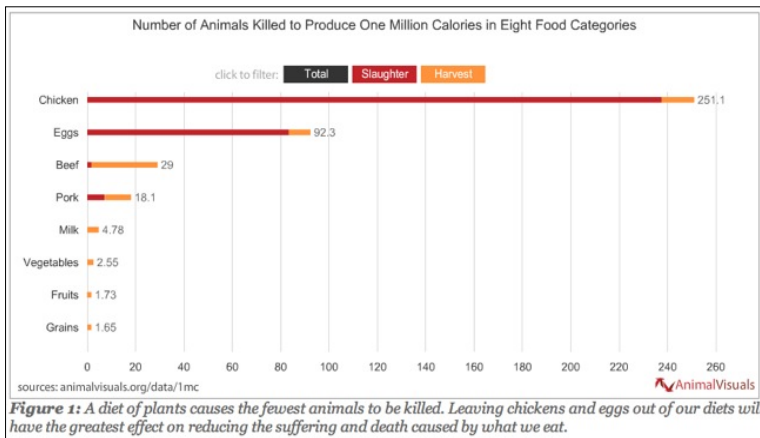
That's true, vegans do occasionally kill some insects, lizards &/or small rodents during their harvests. Of course, the critical difference is this – there is absolutely nothing in the harvesting of edible plants that *requires* the murder of sentient animals. Yes, while the inadvertent death of some animals is always regrettable, it is in no way a direct consequence of veganism. Indeed, true vegans actually do their best to *avoid* causing these harms when they garden & harvest, while it is meat & dairy consumers who actually *demand* that those same harms ensue.

Even more poignantly, far more animals are intentionally murdered by the meat & dairy industry (after leading horrific lives, no less) than vegans incidentally kill during their garden harvests. And in addition to that truth, far more plants are harvested (well over ten times as many) to feed meat & dairy livestock than would ever be harvested by a world filled with vegans, meaning quite simply that *many* more animals are killed by meat & dairy-based plant-harvests than by vegan ones.

In conclusion, while it is true that unintentional injury & death is sometimes the result of vegan farming, vegans are consciously striving to *eliminate* causing any such pain & suffering ... We may not be perfect, but at least we are trying. As such, if you are sincerely concerned about minimizing animal cruelty and maximizing animal well-being, then you too must go vegan to do so.

Current status of this Myth: **Disproved**

Justification it provides for eating animals: **NONE**



"If we all went vegan because we cared morally about nonhumans, that would necessarily translate into methods of crop production that would be more mindful of incidental and unintended deaths." ~ Gary Francione



Myth #36: "But vegan crops cause deforestation."

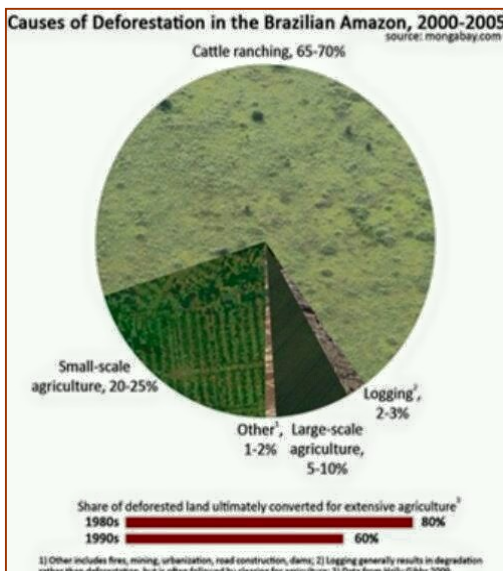
Actually, quite the opposite is true, as the primary driving force behind global deforestation is animal agriculture. Indeed, we humans are cutting down approximately one acre of Amazonian rainforest *per second* every single day right now (and over 260 million acres have already been razed in the United States as well), and the main reason behind this massive destruction of our woodlands is meat & dairy products: leveling forests to provide grazing land for cattle or growing soybeans, over 70 percent of which go to feed imprisoned chickens, cows, pigs, and factory-farmed fish.

As such, if we were to adopt a vegan lifestyle, there would be a commensurate reduction of grazing farmed animals, and therefore that much more land available for growing vegan crops; crops that produce **far** more food per acre than animals do currently. 60% of the world's usable farmland is being stripped and destroyed by livestock – all to produce an incredibly inefficient amount of food (food that has also been proven to be extremely unhealthy for human consumption). A single acre of grazing land currently produces 250 pounds of beef. In contrast, that same acre *could* be producing 40,000 pounds of potatoes, 30,000 pounds of carrots, or 50,000 pounds of tomatoes ... Think about it.

Current status of this Myth: **Demolished**

Justification it provides for eating animals: **NONE**

“When you cut down a forest, an ancient forest in particular, you are not just removing a lot of big trees and a few birds flitting about in its canopy. You are also drastically imperiling a vast array of species living within several miles of it ... The trees are truly mankind’s best friends, but so far we have treated them like our worst enemies. The recent history of our species may properly be said to be the history of our war upon the trees. But while it might seem like we have been crowned the winner of this battle, our victories have only brought us a great and final disaster.” ~ inspired by Edward Wilson & Nathaniel Egleston



The hidden cost of eating meat

- * Every second, a section of rain forest the size of a football field is destroyed to produce 257 hamburgers.
- * More than 90% of the Amazon Forest cleared since 1970 is used for livestock pasture.
- * 16 pounds of grain is needed to produce 1 pound of beef.
- * 1.2 billion people suffer from hunger, and another 1.2 billion are obese.
- * Every year, 760 million tons of grain is fed to livestock. It could solve the global food shortage 14 times over!
- * Grain fed to livestock loses 90% of its energy by the time it's consumed as meat.
- * 1 hectare of land produces potatoes for 22 people.
- * 1 hectare of land produces rice for 15 people.
- * 1 hectare of land produces beef for 1 person.

Myth #37: "Veganism will cause a global recession."

Actually, the opposite is more probably true ... Lusk & Norwood performed an economic study in 2009 that showed that not only does a shift towards plant-based foods lower production prices and save consumers money (thereby freeing up capital to be re-invested in local economies), but that it is also much less costly for farmers to produce nutrients using plant-based sources.

Indeed, though it is true that every economic transition involves a measure of discomfort & adjustment, burgeoning vegan communities all over the world are showing that the more a neighborhood goes vegan, the more its members tend to invest in healthy food, the more they tend to support small locally-owned businesses, and the more they enjoy a cleaner environment and greater economic abundance in general.

It is admittedly true that large-scale veganism would indeed be the death of quite a few monstrously large animal-agriculture-dependent corporations, and yet this is not at all a bad result, as these are the very businesses that are currently destroying our planet, our health and our quality of life anyway.

Current status of this Myth: **Smashed**

Justification it provides for eating animals: **NONE**

"If one person is unkind to an animals, it is considered to be cruelty, and yet where many people are unkind to animals, especially in the name of commerce, that cruelty is condoned and, especially where large sums of money are at stake, will even be vehemently defended to the last by otherwise caring & intelligent people." ~ inspired by Ruth Harrison



Myth #38: "But the meat & dairy industry provides jobs."

If you accept the official figures*, about 40,000 meatpacking workers are killed or injured on the job every year in the United States alone. And yet those figures are probably significantly low – primarily due to the meat industry's well-documented history of discouraging injury reports, falsifying injury data, and putting injured workers back on the job to minimize the reporting of lost workdays.

And just as disconcerting as the horrific physical injuries sustained by slaughterhouse workers is the immense psychological damage suffered by *all* of them. While the meat & dairy consumer is conveniently disconnected from the immense pain & suffering that takes place in the production of meat and eggs and dairy products, workers in the world's slaughterhouses, chicken processing plants and dairy farms are continually immersed in that violence – repeatedly engaged in acts of terrible cruelty committed over & over & over again by their own hands. The drastic psychological & emotional consequences that ensue cannot come as much of a surprise ... Consider the following evidence thereof:

*A study performed at the University of Windsor showed that slaughterhouse workers are increasingly reporting symptoms of PTSD – including extreme anxiety, domestic violence, drug & alcohol abuse, and social withdrawal.

*In 2007, Amy Fitzgerald (a University of Windsor criminology professor) released a study that proved a strong correlation between the presence of large slaughterhouses and high crime rates in U.S. communities. She controlled for an abattoir town's typically disproportionate population of poor, working-class males, and yet *still* found that the presence of the slaughterhouse stood out as the single factor most likely to spike a community's violent crime statistics.

*An Australian study released in 2013 (and published in the *Society & Animals Journal*) also noted that slaughterhouse workers are more prone to violence; finding that people who work in abattoirs are far more likely to be desensitized to the massive suffering they inflict on animals, and thus are far more likely to be violent towards their fellow humans as well.

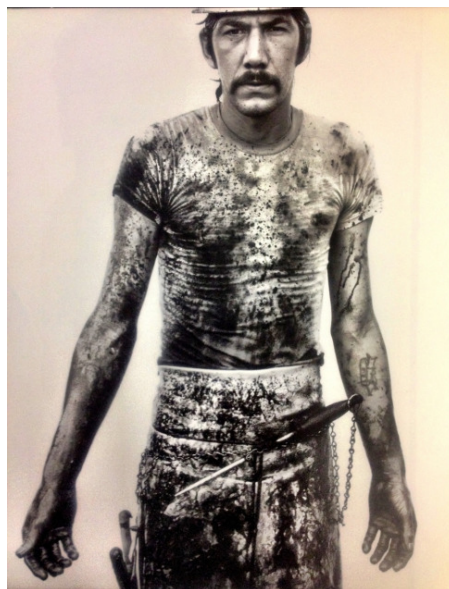
*Flinders University senior sociology lecturer Dr Nik Taylor also found that the more positive a person's attitude towards animals, the lower his or her general aggression levels, and that *the reverse is also true* as well – namely, that if one is cruel towards animals, he or she is more likely to be violent towards other humans. In her particular study, Taylor found that slaughterhouse workers' aggression levels were so high that they actually mirrored those exhibited by the long-term incarcerated.

So yes, the meat & dairy industry *does* provide a lot of jobs ... and then again, so did Nazi concentration camps during World War II ... Think about it.

Current status of this Myth: **Unveiled**
Justification it provides for eating animals: **NONE**



“Meanwhile, the men upon the floor were going about their work. Neither squeals of hogs nor tears of visitors made any difference to them; one by one they hooked up the hogs, and one by one they slit their throats ... It was all so very businesslike that one watched it fascinated ... And yet somehow the most matter-of-fact person could not help thinking of the hogs; they were so very human in their protests – and so perfectly within their rights! They had done nothing to deserve it; and it was adding insult to injury, swinging them up in this cold-blooded, impersonal way, without even a pretence at apology; without even the homage of a tear. Now and then a visitor wept, to be sure; but the slaughtering-machine ran on ... It was like some horrible crime committed in a dungeon, all unseen and unheeded, buried out of sight and memory.”
 ~ Upton Sinclair



**"I LOVE NOT KILLING ANIMALS.
 I COULD DO IT ALL DAY."**
 ~ Vegan Sidekick

[*The rate of cumulative trauma injuries in meatpacking is the highest of any American industry; about 33 times higher than the national average. Even the Bureau of Labor Statistics admits that meatpacking is the nation's most dangerous occupation. Indeed, in 1999 alone, more than one-quarter of America's nearly 150,000 meatpacking workers suffered a job-related injury. And though some progress in worker safety has been made since then, the meatpacking industry still has by far not only the highest injury rate, but also the highest rate of serious injury – more than five times the national average. It's no wonder that meatpacking is currently not only one of America's lowest-paid industrial jobs, but also has one of its highest job-turnover rates.]

Myth #39: "Veganism discriminates against minorities."

While going vegan does pull the plug on supporting an industry that primarily employs poor people of color, and while the principle of veganism would indeed be difficult to immediately employ in the very few regions of the world where people are actually starving due to inadequate agriculture, this in no way means that veganism *discriminates* against these people. Indeed, the opposite is actually true, as a vegan environment would actually provide far better jobs to the workers currently suffering in slaughterhouses, and veganism would actually provide far more & far healthier food to those currently suffering from a lack thereof.

Besides, if the issue truly is discrimination, then non-vegans have no fingers to point, for *they* are the ones doing the actual discriminating – against the millions of animals that their choices cause to be enslaved, abused, and murdered every day.

Current status of this Myth: **Ousted**

Justification it provides for eating animals: **NONE**



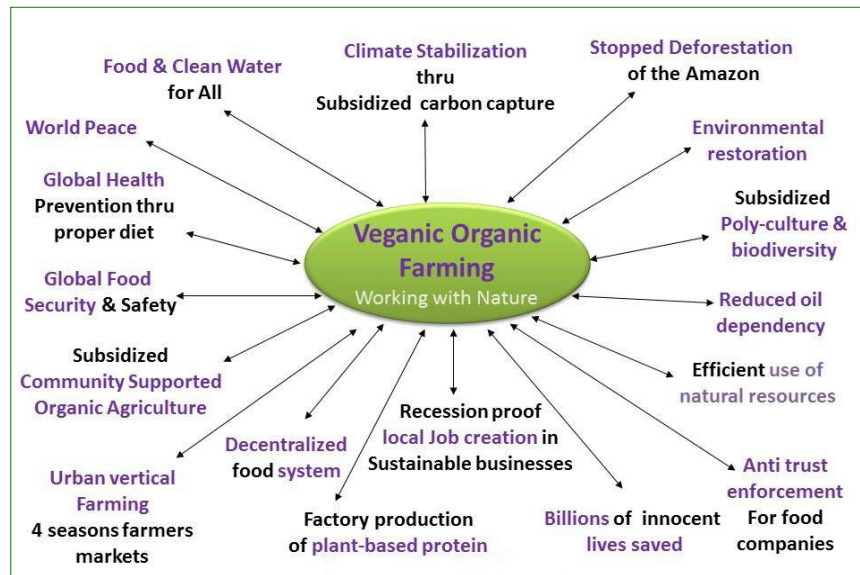
Myth #40: "You vegans hate farmers."
 (also heard as "Veganism is anti-farming.")

Actually, once again the opposite is true. Not only will a transition from corporate factory farms to vegan farms provide farming communities with *more* jobs and individual farmers with *more* money, it will provide them with a *far* superior work environment to boot. And this says nothing of the peace of mind that would come to all the farmers who would finally begin to align their actions with their values (as opposed to merely their jobs with their fears about their wallets).

Black slavery was finally recognized as being morally repugnant even though it was highly profitable for the white elite in the Antebellum South. Similarly, the enslavement & murder of other sentient animals is equally wrong. And this is true no matter how economically advantageous such abuse might be for the relatively few big-time farmers who currently profit therefrom. After all, just because something is advantageous or beneficial, does not make it Right or Just.

In short, veganism is *not* trying to eliminate farming, my Friends ... Indeed, going vegan will actually not only significantly expand the farming industry – it will significantly improve both the lives & the livelihoods of all farmers within it as well.

Current status of this Myth: **Expunged**
 Justification it provides for eating animals: **NONE**



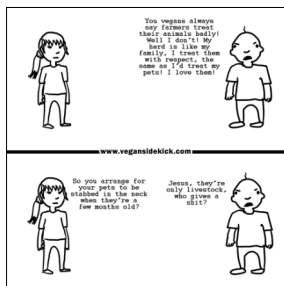
Myth #41: "But most farmers are kind to their animals."

The truth of the matter is actually quite different – with over 99% of all the meat & egg & dairy products in stores today coming from animals who were not only enslaved and murdered in their youth, but who were also treated horrifically before their terrible end. Indeed, the **vast** majority of farmed animals today (indeed, even those confined on “animal friendly” farms) are castrated, docked, de-toothed, de-beaked, de-horned, &/or repeatedly forcibly inseminated – all against their will, and all without anesthesia. No matter what reason a farmer might give for these practices, they most certainly cannot be labeled as "kind".

And yet you might ask, “But what about the small, local, organic farmer who treats his animals far better than that?” ... Well, those who make this argument are completely missing the all-important point: that regardless of how well an animal is fed (or how gently he or she is cared for, or how often she or he is stroked or petted), no animal that is bred into an enslaved existence to be ultimately killed in its adolescence is *ever* treated with true Kindness. Indeed, robbing an animal of the vast majority of its natural life by brutally murdering it in its youth is actually the *least* kind thing a farmer could ever do.



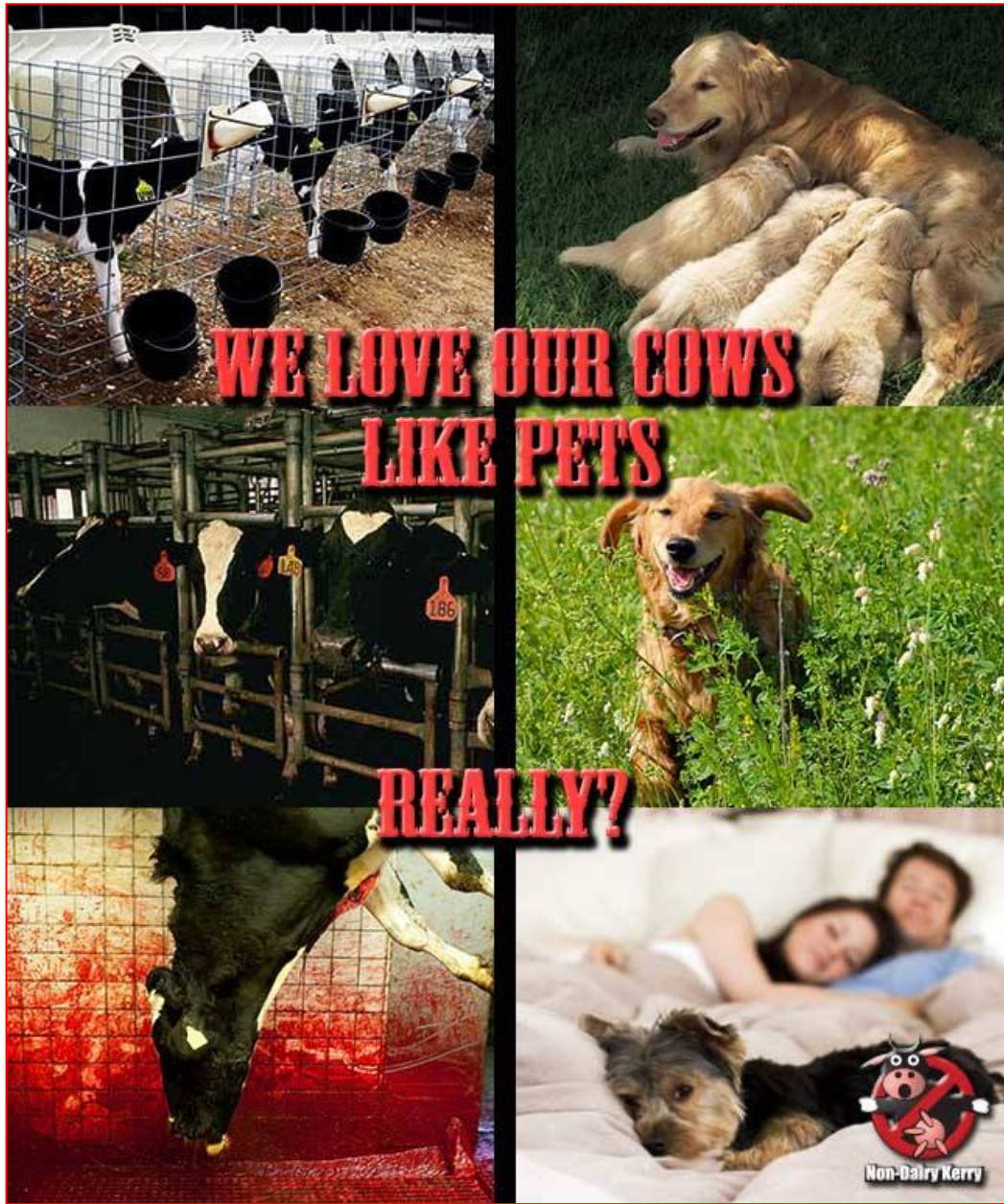
My Friends, no amount of "kindness" shown to animals before they are murdered is a justification for using them against their will or for ultimately killing them while they are still young. A slave-owner providing his slaves with comfortable housing does not make enslaving them acceptable, a torturer feeding his victims fine food before an interrogation does not make torturing them acceptable, and an executioner who plays her victims soft music or lends them soothing words does not make murdering them acceptable.



Similarly, as long as a farmer's animals are bred to be used for profit, as long as they are treated as commodities – without any rights to life & liberty, and without any available redress for the terrible wrongs done to them; indeed, as long as they are ruthlessly murdered after only a few years of "service", then that farmer has no right to speak of “kindness” whatsoever.

Current status of this Myth: **Unshrouded**
Justification it provides for eating animals: **NONE**

*“Some meat & dairy farmers claim that they love their animals & treat them with respect before they are slaughtered, and yet there is absolutely no denying the fact that it is **the animal** who determines whether or not he or she is being truly loved and that it is the animal **and the animal alone** who determines whether or not he or she is being truly respected.” ~ anonymous*



Myth #42: "But I only eat humane meat."

First & foremost my Friends, there is absolutely no such thing as "cruelty-free meat" – and there most certainly is no such thing as "humane slaughter" ... Leaving aside the fact that many of the most egregious cases of animal cruelty have been documented on "cage-free" &/or "small-family" &/or "animal friendly" farms, every single farmed animal on every single for-profit farm is inevitably forced to suffer a cold, cruel death at a very young age. Is this blatant contradiction not clear enough? Then let's take a neutral, unbiased look at the basic definitions of the words involved:



"*Humane*" is generally known to mean "characterized by tenderness and compassion, especially for those who are suffering or in distress".

"*Slaughter*", on the other hand, is recognized as meaning "to kill another being in a violent or brutal manner" ... Now, let's define one more term –

"*Oxymoron*", which is "where two or more incongruous positions are combined to create a patent contradiction" – with a prime example of this being, of course, "humane slaughter".

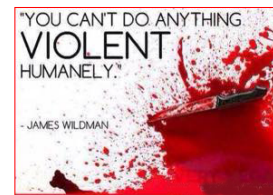
*You see my Friends, no matter how "humanely" farmed animals are raised, they still suffer immensely – both physically as well as emotionally – throughout their drastically shortened lives.



*You see my Friends, the terms "cage-free" & "free-range" & "grass fed" & "humane" are merely distractions; hollow words provided by the meat & dairy industry to keep you from recognizing the ultimate Truth: namely, that sentient beings are being imprisoned, enslaved & ultimately murdered solely because they are not powerful enough to stop us from doing so.

*You see my Friends, it is no more possible to "respect" farmed animals than it was for a slave owner to "respect" his slaves – or for a concentration camp guard who had been kind to the Jews under his command to "respect" them while leading them to the gas chamber.

*You see my Friends, there really is no such thing as "humane slaughter" – just like there is no such thing as "humane rape", or "humane torture", or "humane child abuse", or "humane domestic violence".



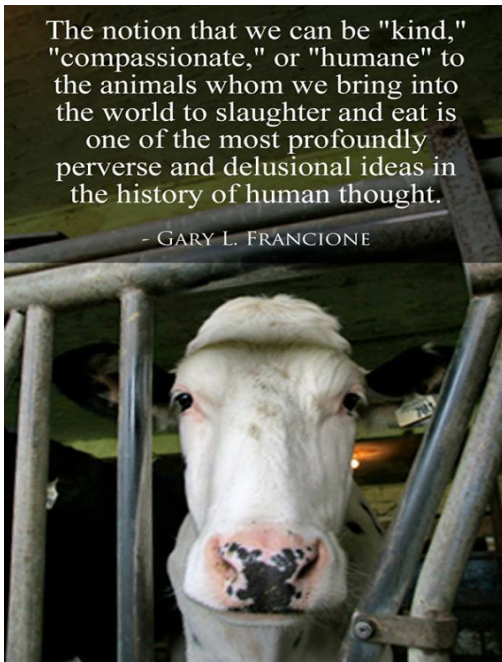
*You see my Friends, it's not *how* we use animals that is the salient point, but rather that we are using them *at all*. The patent wrongfulness of slavery & slaughter lies not in the way they are carried out, but that they are carried out in the first place. The harm of slavery is the enslavement -- just as the harm of slaughter is the forceful ending of lives that desperately wanted to continue living.

*You see my Friends, if the animals' treatment from beginning to end were truly "humane", then you would have no problem if your dog or your cat or your horse were treated the same way. Indeed, if the animals' treatment were truly "humane", then you would have no qualms about trading places with them yourself.

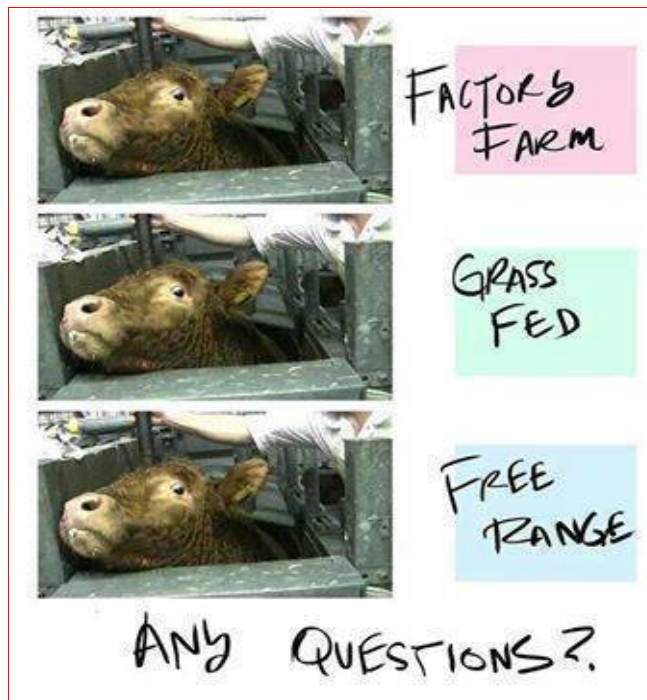


So, my "cruelty free" meat-eating Friends ... now do you *SEE*?

Current status of this Myth: **Thrashed**
Justification it provides for eating animals: **NONE**



“For all those championing the cause of ‘humane slaughter’, it all boils down to a single question – a question that is critical to be courageously asked, and a question that simply must be sincerely answered. And that question is this one: Seeing as how even the most gentle of murders is undeniably both unjust & immoral, why are you continuing to look for ‘the right way’ to do a very wrong thing?” ~ anonymous



"For when injustice is absolute, one must oppose it absolutely. It was not 'reformed' slavery that justice demanded; not 'reformed' child labor; not 'reformed' subjugation of women. In each of these cases, complete abolition was the only answer. Merely to reform absolute injustice is to prolong that injustice." ~ Tom Regan



Myth #43: "But I absolutely crave meat."

This might come as a surprise to you, but your powerful meat-cravings are **not** a reason to continue eating meat ... Indeed, they are actually a sign that you need to **STOP** doing so!

Yes, it is true that most meat-eaters end up feeling a bit "down" &/or low on energy if they don't eat meat for a significant period of time. And many of them choose to believe that this feeling comes from no longer ingesting the protein &/or nutrients in meat that they "need to be healthy". Of course, science has now clearly shown that meat is actually *damaging* to human health (see Myth #16 previously), so where do these "meat withdrawal" feelings of malaise & discomfort (cited by a number of scientific studies & medical doctors, including Joel Fuhrman & George Pamplona-Roger) come from? Well, as it turns out, the muscle cells of meat contain hypoxanthine, inosinic acid, and guanylic acid – all substances that have a chemical structure similar to caffeine & nicotine. Indeed, these compounds are all powerful chemical stimulants, and they are all highly addictive. To make matters even worse, the blood in meat contains albumin, hemoglobin, and gamma globulin – all of which have been found to activate the opioid receptors in the human brain.

So now you know – You don't merely crave meat, my Friends; ***you are literally addicted to it!*** Yes, it is an addiction that might indeed feel good, and yet it is an addiction that is killing you nonetheless. Heroin addicts might feel great while they are "shooting it up", and alcoholics might feel fantastic while they are "sucking it down", and yet these are **not** justifications for continuing these extremely dangerous & very deadly habits ... and the same is true for you and your cravings for meat.

But how can you break this insidious addiction? How can you free yourself from its most powerful & most deadly grasp? Well, for starters, raw willpower is actually quite effective. Indeed, if you go meat-free for only two weeks, your withdrawal symptoms will significantly dissipate and you will begin to crave meat no more. Indeed, as your body goes without ingesting the flesh of another being, you will steadily return to your natural state of being – and will actually start to feel *repulsed* by the mere sight of meat.

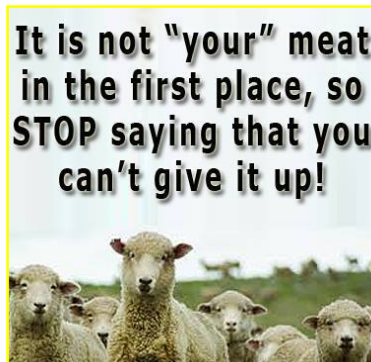
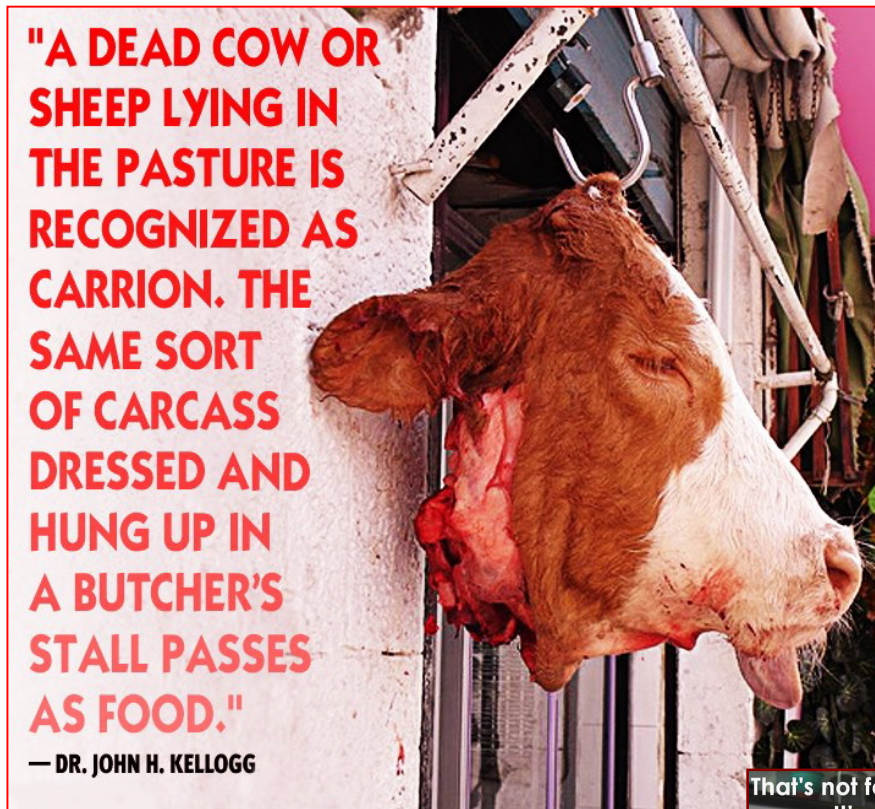
In addition, a great help in liberating yourself from meat is regularly remembering that you weren't eating "meat" in the first place ... Indeed, just a few short days after an animal has been slaughtered, the natural rotting process begins and its flesh begins to turn a sickly gray-green. Freezing the flesh helps to slow down this decomposition – and the meat industry uses nitrates & carbon monoxide & other poisonous preservatives to make your "meat" appear red in the store – and yet nothing can change the fact that this flesh isn't really "meat" at all, but is rather the dead body parts of what was only recently a living, breathing animal. And if you are going to eat pieces of rotting flesh, then you should call it just that. It's not "meat" that you are eating, my Friends – it is rotting animal flesh, and you are definitely **NOT** designed to eat the same.

In short my Friends, we humans are not carrion feeders, so we really should leave the dead flesh of dead animals to those who are – to the bacteria & the vultures & the hyenas & the worms.

Current status of this Myth: **Dethroned**
Justification it provides for eating animals: **NONE**

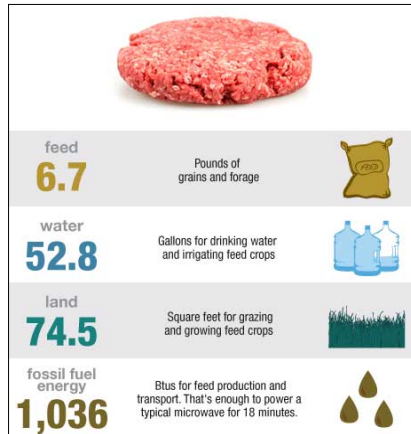
P.S. Of course, the very best way to beat your meat addiction is to simply remember that it's not **your** meat to begin with; that meat is in fact the dead flesh of someone else ... someone else who wanted to live!

"It is sometimes difficult to understand the level of arrogance and callousness that are required to calmly say, 'My pleasure is worth your pain.'" ~ unknown



Myth #44: "But I don't eat that much meat."

Well, if that's true – if you don't eat much meat to begin with – then it won't be very difficult for you to give it up entirely for one month, which is the amount of time it normally takes for a human body to wean itself from any physical addiction.



And remember, while you are doing so – while you are cleansing yourself of this disastrously unhealthy habit, every single steak or burger you refuse to eat saves enough fresh water for you & your entire family to shower every day for months, saves enough grain to feed dozens of hungry children and, of course, saves the life of at least one innocent sentient being who would have otherwise been cruelly confined, emotionally abused and painfully murdered ... This is true for every single steak or burger (or sausage link, or piece of chicken) – every single time you refuse to eat the same.

Indeed, even one meat-laden meal does an amazing amount of damage to the health of you & your family, an amazing amount of damage to the health of your planet, and an amazing amount of damage to the health of the animals that needlessly lost their lives to provide that few minutes of food-fun.

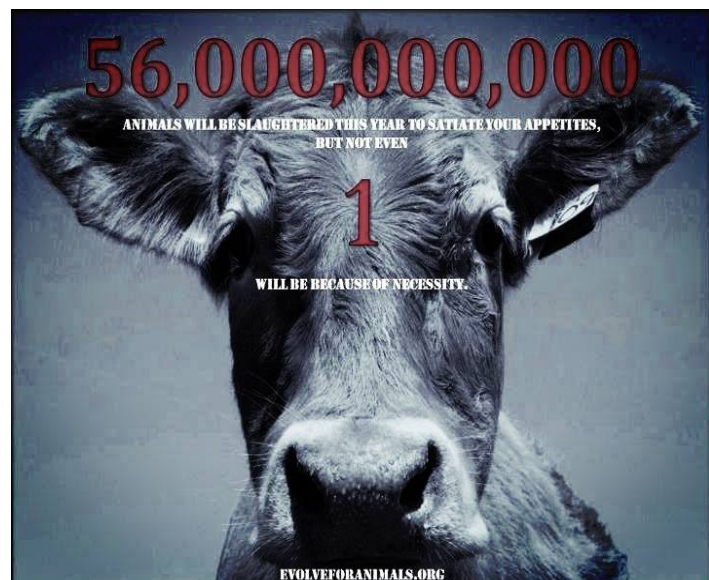
Every meal counts, my Friends ...
... So please, eat accordingly.

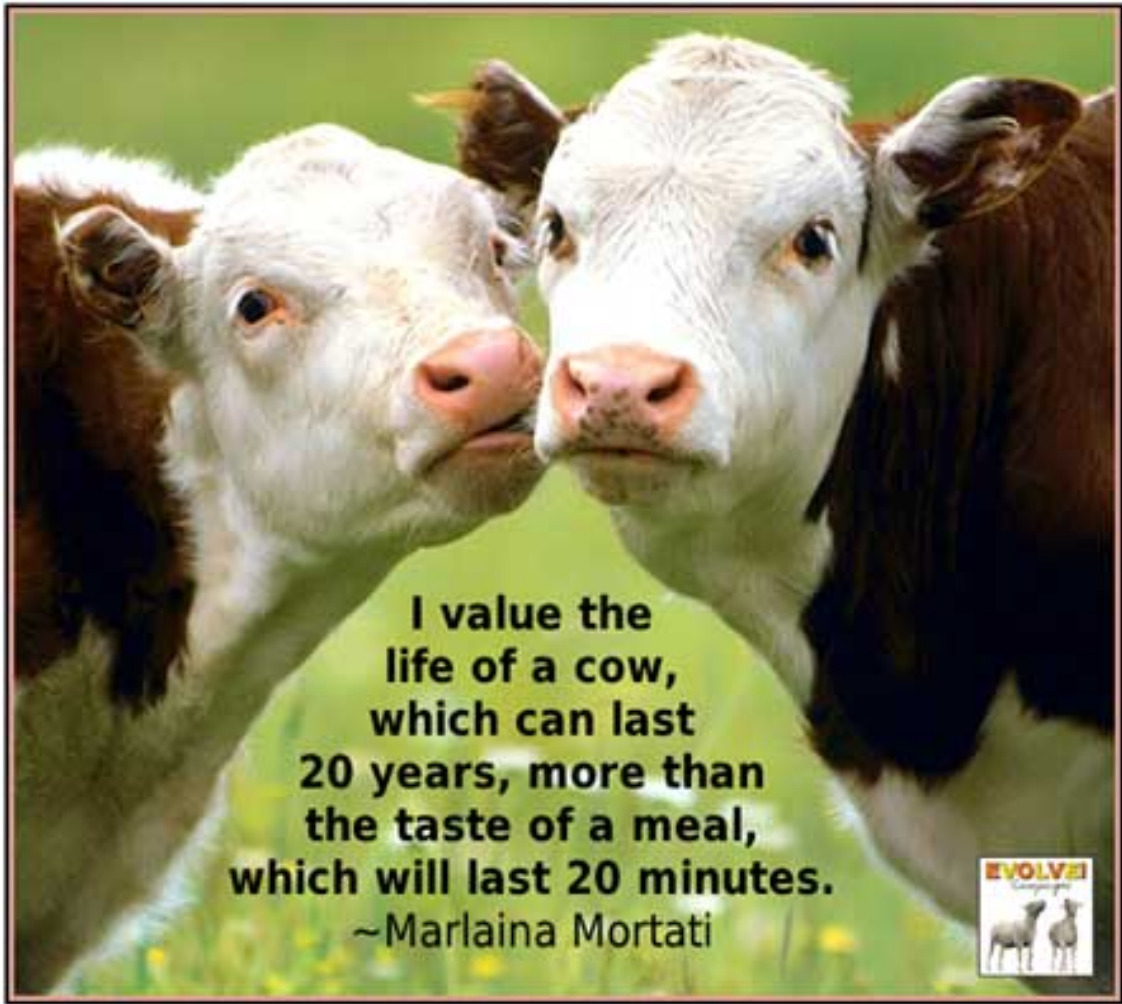
Thank you.

Current status of this Myth: **Impeached**

Justification it provides for eating animals: **NONE**

"So often I am told by people that they 'hardly eat any meat'. To those who say this I would like to ask why they feel obliged to mention it at all? To say that you 'only occasionally' cause immense suffering and 'only occasionally' snuff out the life of an innocent creature when you have absolutely no need to do so is actually an admission that you fully understand that what you're doing is not consistent with your own values – that what you are doing is morally wrong – and yet that you are doing it anyway." ~ unknown





I value the
life of a cow,
which can last
20 years, more than
the taste of a meal,
which will last 20 minutes.
~Marlaina Mortati



Every
hamburger
begins with
an animal
begging for
its life



Myth #45: "But I only eat fish, and they don't feel pain."

Actually, this rationalization rests on a complete falsehood; a myth of mere convenience as hollow as it is delusional. Research is now consistently showing that fish most certainly **do** feel pain when they are hooked, and that they most certainly **do** suffer immensely when pulled out of the water to suffocate to death on dry land ... (“Oh, so *that* is what all that desperate gasping & frantic flopping around is all about.”)

Not only that, science is now finally beginning to consistently verify that fish actually exhibit many traits that show them to be creatures both highly intelligent & highly sensitive – with many of them possessing enough self-awareness to recognize individuals of other species and interact with others consciously, with many of them nurturing their young with an intimate tenderness that can only accurately be described as "love", with many of them forming specific relationship-bonds with others that can only accurately be called "friendship"; and with many having unique behavior patterns & preferences – having what can only be appropriately termed as “individual personalities”.

Yes, it is a good thing for all cows pigs & chickens that you have chosen to stop supporting their enslavement & chosen to stop funding their murder ... **and** it is **not** a good thing that you do so at the expense of equally viable, equally sensitive & equally sentient beings – namely, the fish. For just because an animal looks completely different from you does **not** mean that its nerve-endings are any less sensitive ... Just because an animal communicates differently than you does **not** mean that its fears are any less acute ... And just because an animal responds more stoically to pain than you does **not** mean that its suffering is any less dramatic.

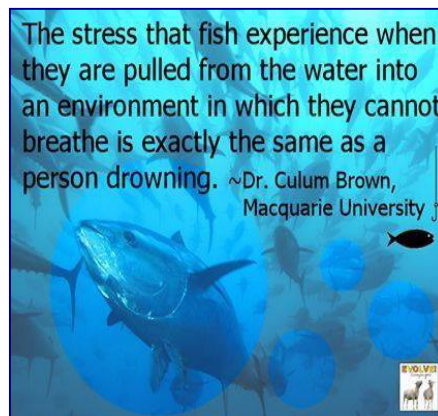
My Friends, rest assured that this information comes not from a place of judgment or arrogance, for I too once believed similar falsehoods about fish, and I too used my ignorance to justify eating fish for many years – up until the day I became aware of the needless suffering I was causing them – at which point I simply stopped doing so.

Unlike the brilliant complexity that is the average fish, it really is that simple.

Current status of this Myth: **Punctured**

Justification it provides for eating animals: **NONE**

“The scientific literature is quite clear: Anatomically, physiologically and biologically, the pain system in fish is virtually the same as in birds and mammals.” ~ Donald Broom (Cambridge University professor)



Myth #46: "But I need fish to get my Omega 3's."

Ummmmm ... **NO** – you really don't. It is actually completely unnecessary to eat any fish (or any other sentient form of aquatic life, for that matter) to obtain more than enough Omega-3 fatty acids in your diet.

Current status of this Myth: **Deleted**
 Justification it provides for eating animals: **NONE**

But I have to eat fish for the omega 3
 😞

Salmon 100g	2,586mg omega 3 (182 calories)
Flax Seed 4 teaspoons (12g)	2,964mg omega 3 (68 calories)



Myth #47: "But I'm already a vegetarian."

As it turns out, I am more sympathetic to this particular argument than most others, if for no other reason than I myself was an "ethical vegetarian" (an oxymoron, of course, as I ultimately came to understand) for over nine years before finally going vegan. I too was unaware of the sordid Truths that the milk industry had purposefully hidden from me (and everyone else as well) for the first 4+ decades of my life: namely, that in actuality **there is no independent milk industry** at all; that the meat industry & the milk industry are actually ONE & THE SAME!



To make matters even worse, milk cows – even before they are hauled off to be brutally slaughtered at the tender age of four (despite having a normal life expectancy of over 20) – actually suffer far *greater* traumas & abuses than their beef-cow cousins. Milk, just like is meat, is murder – with an extra-heavy dose of mourning and mutilation thrown in to boot ... Consider the following facts:

***Fact:** Dairy cows, like meat cows, are almost exclusively confined for the entirety of the shortened lives in disgusting conditions. And unlike beef cows, dairy cows suffer the additional torture of being repeatedly raped (or "artificially inseminated"; a process whereby each female cow is tied to a "rape rack" and then forcibly penetrated – simultaneously anally & vaginally – in order to assure an involuntary pregnancy) ...





**Fact:* After insemination, every impregnated dairy cow gives birth roughly ten months later, and then within 24 hours of doing so her baby calf is forcibly taken from her (and this, despite her enraged protests -- and ultimately mournful cries)...

**Fact:* She is then confined and mechanically milked for roughly 16 months – forced to produce up to 10 times more milk than she normally would have for her stolen baby during the same amount of time; a radical "over-milking" that is cost efficient for the farmer, and yet that is extremely painful for the cow (frequently causing mastitis – a chronic swelling of her udder) ...



**Fact:* This process (from forced pregnancy - to stolen calf - to manipulated over-milking) is repeated with each gentle girl at least three more times, after which she can no longer produce enough milk to be profitable – and is shipped off at the tender age of 4-6 (Again, cows have a normal lifespan of 20-25) to a slaughterhouse to be ruthlessly murdered and ground into cheap meat ...

**Fact:* Her children, disturbingly enough, have it no better ... If she gives birth to a healthy female calf, the child is set aside to be made pregnancy-ready as quickly as possible – essentially taking her mother's place once she has been turned into hamburger ...



***Fact:** If she gives birth to a healthy male calf, her child is put into a tiny pen and quickly fattened up to then be slaughtered and sold as "veal" (over 802,000 -- that's over *eight hundred thousand* – veal calves were murdered in the U.S. alone ... in 2012 alone!) In addition to these atrocities, all unhealthy calves (both male & female) are disposed of more "efficiently", using far less "humane" methods ...



"There is no reason to drink cow's milk at any time in your life. It was designed for calves, not humans, and we should all stop drinking it today."
-Dr. Frank A. Oski



***Fact:** What is especially disturbing about this objectively vile process is that it is both fully unnatural and completely unnecessary. Humans are the only species on the planet that imbibes mammary excretions past childhood, and we are also the only species on the planet that takes mammary "nourishment" from a species other than our own. Indeed, it is the unnaturalness of this behavior that best explains why the ingestion of animal milk is a primary cause of osteoporosis, breast cancer & prostate cancer in humans. Dairy product consumption has also been conclusively linked to heart disease, a higher rate & a higher intensity of internal infections, irritable bowel syndrome & other painful digestive difficulties in humans.

It really does all boil down to a series of most uncomfortable Truths:

- *Truth #01:** Consuming dairy products is both unnatural & unnecessary.
- *Truth #02:** Consuming dairy products is extremely unhealthy.
- *Truth #03:** Consuming dairy products directly funds horrific cruelty.

There is no such thing as a "Happy Cow" on a milk farm, my Friends. You have been lied to and manipulated long enough. The insidious Truth is now out, and the ball is now in your court ...

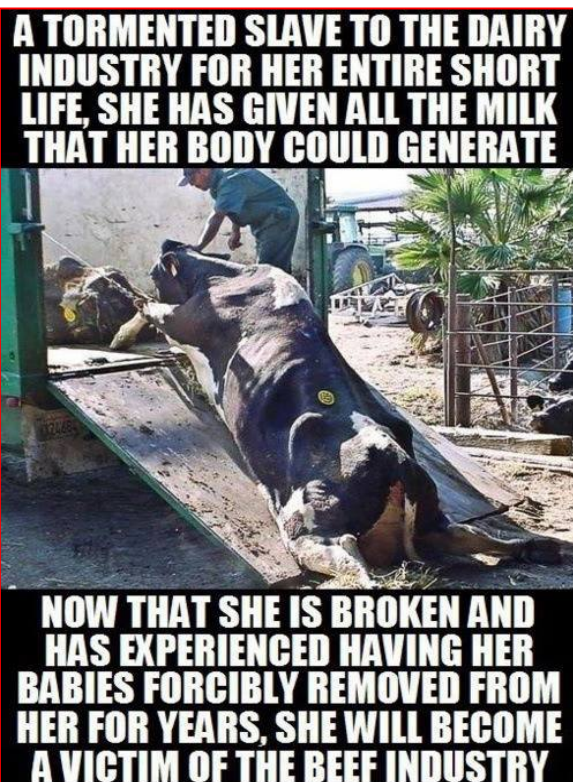
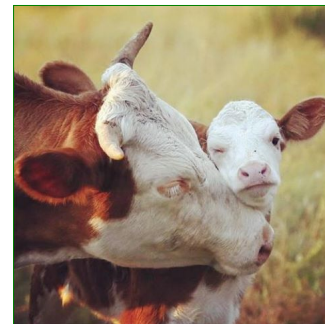
Please act accordingly.

Thank you.



Current status of this Myth: **Purged**
 Justification it provides for eating animals: **NONE**

"The whole dairy business is founded upon stealing: forcibly stealing calves from their mothers and forcibly stealing mother's milk from those calves. We have become desensitized to just how incredibly cruel and unjust this truly is ... The mother cow cannot fight the hands that steal her baby away or tell us in human words how terribly we are hurting her. And yet her enormous pain is patently obvious to anyone with eyes to see or ears to hear. For us to ignore her suffering and the suffering of her baby – hundreds, thousands, millions of times every day – is also to ignore and indeed to fully deny our own integrity & decency." ~ inspired by Will Tuttle



“It did not occur to me originally that the dairy industry was equally vile for animals. And yet once I saw firsthand the horror that veal calves endure, the emotional trauma that mother cows go through when their calves are taken from them (not to mention when they are repeatedly & forcibly inseminated against their will), and the sheer carnage of the slaughterhouse (where all milk cows end up at a still young age), dairy very easily became the next atrocity to cross off my list.” ~ inspired by Philip Wollen

Myth #48: "But dairy cows need to be milked."

It is indeed true that if a dairy cow is not relieved of her milk, her udders can become painfully distended. Of course, this almost never happens in nature because cows, like all other mammals – including humans, only lactate while nursing their young after having given birth to them. In essence, then, the only reason that a dairy cow "needs to be milked" is because the dairy farmer has forcibly impregnated her and then stolen her baby calf after it was born. As such, it is absolutely preposterous for a dairy farmer to even indirectly claim to be milking a cow for her own benefit – when those same *farmers are the ones who caused her suffering in the first place!*

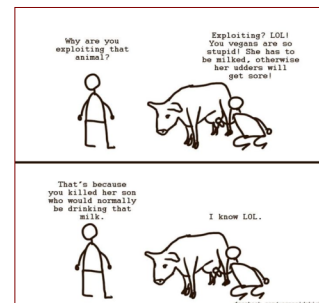
In addition, this argument completely neglects the fact that dairy cows are forced to produce **far** more milk than they ever would naturally. Left to her own life, the average cow would produce roughly one gallon of milk per day for her baby calf ... On the average dairy farm (where cows are frequently given large quantities of hormones to keep their milk production high – hormones like "Insulin-like Growth Factor One" that have been scientifically linked to breast, prostate and colon cancer in humans), she is hooked up to a machine that sucks 6-10 gallons from her udders every day, and this, for months at a time.

Logically, such aggressive over-milking causes the average cow's udder to quickly bloat well beyond its normal size, resulting in severe pain, and frequently leading to the development of open sores and chronic mastitis. Because of this, over 50 different antibiotics are regularly used to control the infections that invariably ensue – antibiotics that not only make it into the customer's milk supply, but that also provide a happy breeding ground for fast-mutating "super-viruses". The prevalence of these serious health problems in dairy cows explains why the U.S. Food & Drug Administration is practically forced to allow the presence of 750,000 blood & puss cells and 20,000 living bacteria in every cubic centimeter of milk produced – which is, without any doubt, patently disgusting.

All in all, regardless of where a dairy cow is found – whether painfully enslaved on a factory farm or coddled gently on an organic one – one thing remains certain: the only time she ever truly "needs to be milked" is shortly after she has been deeply abused – and shortly before she will be brutally murdered.

Current status of this Myth: **Cancelled**

Justification it provides for eating animals: **NONE**



Myth #49: "But I need dairy for my calcium."

In a bizarre twist of irony, not only do milk products *not* provide a form of calcium that is easily digested by humans, but they *do* contain animal-based proteins that raise the acidity levels of our blood when ingested; a condition which then causes our bodies to actually take calcium *away* from our bones and ultimately excrete it from our system via our urine* ... In essence then, animal milk doesn't make stronger bones for us humans – it actually makes more brittle ones!

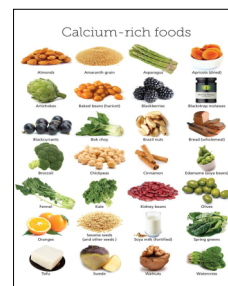
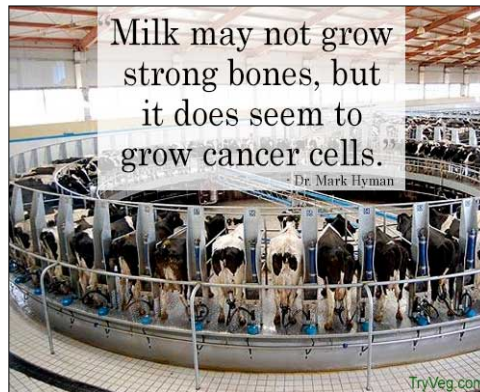
(* Plant-based proteins, in case you were wondering, do not have this effect.)

Quite a number of studies have shown this to be true – one of them, performed at and published by the University of California, showed that older women with a high intake of animal proteins had a significantly higher risk for hip fractures than those in a control group. Indeed, even the USDA recently admitted that the nutrition claims of the famous "milk mustache" ads are completely false – that milk consumption does *not* improve athletic performance in any way, and that milk consumption *does* cause digestive difficulties and *does* decrease bone strength.

So, my Friends, it would be worth it to keep in mind that milk (and cheese, and yogurt, and sour cream etc.) does *not* "do the body good" – and that the best way to keep this in mind; the best way to care for your own health as well as the health of those you Love (not to mention the health of all dairy cows), is to keep animal dairy completely out of your diet.

Current status of this Myth: **Sanitized**

Justification it provides for eating animals: **NONE**



Myth #50: "But I only consume goat dairy."

This excuse is actually almost dear to me, as it was the very last excuse I used before finally going vegan. My addiction to dairy (primarily the casein in the massive amounts of cheese I was eating) was so strong that I actually convinced myself for a few weeks that dairy goats were treated humanely; that dairy goats were not forcibly impregnated like their bovine cousins – that they didn't have their babies stolen from them immediately after birth, that they weren't over-milked, and that they weren't slaughtered after only a few short years of abuse after their milk production dropped and they no longer remained profitable.

Of course, after only a few short weeks steeped in this delusion, I knew that something was amiss. I knew that – just like with their cow-based cousins – there is no way for goat farms to avoid bankruptcy (let alone make any money) if they treat their older, non-milk producing goats with respect and allow them to live out their lives naturally. I also intuitively knew that male kids on all of these farms were slaughtered shortly after birth and that "used up" adolescent female goats met a similarly brutal end.

And it was at that moment that I finally accepted the fact that there is no way to humanely treat another sentient being as either a slave or as a commodity; I knew that there is no way to force another conscious being into service that involved immense suffering, and I knew that there is simply no way to caringly terminate another being's life merely because he or she no longer satisfies my own wants or desires.

So after researching the goat dairy industry and finding out that my hunches were glaringly correct ... I became a vegan the very next day.

Current status of this Myth: **Rebutted**

Justification it provides for eating animals: **NONE**

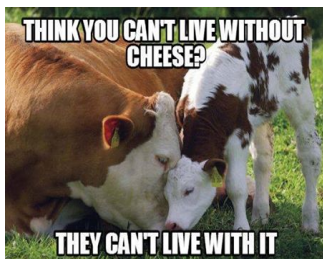


Myth #51: "But I just love cheese so much."

This might also come as a surprise, but your powerful cheese-cravings are *not* a reason for you to continue eating cheese ... Indeed, they are actually a clear sign that you need to **STOP** doing so!

Yes, it is true that most cheese-lovers do feel a bit "edgy" (or itchy, or shaky, or even experience headaches) when they stop eating cheese for a significant period of time. And many of these folks think that this means that they simply "love the taste of cheese" – with some of them even choosing to believe that eating cheese is somehow good for their health. Of course, science has now clearly proven that cheese is actually *extremely harmful* to the human body (The average slice of cheese is composed of over 70% fat!) ... So we are left to wonder: where does the intense desire to eat cheese come from? Well, as it turns out, casein – the base protein in cheese – is digested in the human stomach into smaller peptides and a family of active agents called casomorphins; protein fragments that have a strong opioid effect. That's right, the more you ingest & digest cheese, the more you physiologically crave it ... So now you know – You don't actually *crave* cheese, my Friends; ***you are literally addicted to it!*** It is an addiction that might feel good when regularly sated, and yet it is an addiction that is slowly yet surely killing you nevertheless.

And yet even though your cheese addiction is undoubtedly a strong one, I have some good news – for if you can go cheese-free for only a few weeks your withdrawal symptoms will dissipate and you will begin to crave cheese no more ... To do so, aside from repeatedly reminding yourself that eating cheese has been linked to the development of several forms of cancer, it can be helpful to regularly remind yourself that you never were actually eating "cheese" in the first place. No, when you eat cheese, you are actually eating the coagulated breast milk of a female cow; milk that was coagulated into cheese using "rennet" – and enzyme taken from the stomachs of freshly killed male calves; milk that was forcibly taken from a cow after she was forcibly impregnated against her will; milk that was forcibly taken from her shortly after her newborn calf was forcibly ripped from her side; milk that was forcibly taken from her shortly before her own throat was ruthlessly slit – after she finally couldn't produce enough milk to make your next piece of cheese.



So my Friends, the next time you are about to consume cheese, please remember that you aren't only eating cheese when you do so; Remember that you are also eating pain ...

Remember that you are also eating suffering ...

Remember that you are also eating mourning ...

Remember that you are also eating death.

Current status of this Myth: **Expelled**
Justification for eating animals: **NONE**

Myth #52: "But eating eggs doesn't harm anybody."

I actually used to believe this myth as well, so I pass no judgment on those of you who still believe it. Unfortunately, this myth is based in a series of flagrant lies and insidious deceptions propagated by the egg industry ... Consider the following facts:

***Fact:** Chickens are intelligent and caring and sympathetic. Each one of them has a distinct personality, each one of them is definitely aware of its own existence, and each & every one of them definitely wants to continue living ... Researchers have consistently supported these claims; noting that mother hens display obvious signs of affection & empathy for their chicks, finding that chickens are able to remember and recognize over 100 different individual members of their flock, and even documenting that chickens have shown the ability to recognize and differentiate between individual humans as well ... Like other birds and mammals, chickens experience REM sleep (directly associated with dreaming), exhibit very sophisticated social behaviors, and share complex communications with one another ... Chickens, unlike human toddlers, are also able to comprehend that an object (like an egg or a chick) still exists even when it is taken away and hidden from them.



***Fact:** The vast majority of laying hens (even those on “free range” farms) are constantly weary, emotionally abused, and physiologically exploited. Over 90% of laying hens in the United States live the entirety of their lives in ridiculously tiny cages & over one third of all hens have at least one broken leg when they arrive for slaughter. They are also all enslaved in a cycle of forced reproduction, whereby they are manipulated to produce up to **ten times** the eggs that they normally would if left alone to procreate naturally (laying roughly an egg a day for 10 months straight, instead of 3 seasonal layings of only 10-12 eggs each like they do naturally).

***Fact:** After 18 months to 2 years of hard labor (literally), all laying hens (even those kept on “organic”, “cruelty free” &/or “backyard” farms) stop producing enough eggs to be profitable, and are therefore slaughtered – most often by being strung up by their feet and having their throats slashed **while still conscious**. In larger factories (where the vast majority of chickens are slaughtered) the machine doing the slashing regularly misses, whereupon those doubly unlucky hens are boiled alive in a scalding tank.



***Fact:** For the vast majority of baby chicks that are born in the egg industry, the cruelty is even worse, with female chicks having the tips of their sensitive beaks burned off (without anesthesia), being fattened up and sent to egg-production cages as soon as possible, and then living out their short lives in despicably squalid & impossibly cramped conditions.





***Fact:** Male chicks, useless to the egg farmer, experience their own special nightmare – being gassed to death, suffocated in garbage bags, or ground up alive (by horrible machines called “macerators”) within hours after their birth (with 200 million of them destroyed using the brutal macerator-method in the U.S. alone each year).

***Fact:** Even the most "humanely" treated "free range" hens are raised in disgusting, overcrowded hen houses and are cruelly slaughtered in "kill cones" – again, also *while fully conscious*.



In conclusion, no matter what beliefs you hold about the relative intelligence level of chickens, there is **no excuse** for treating *any* sentient being the way chickens are treated... none whatsoever! Indeed, the year is now 2015, and it is high-time for us to stop treating chickens cruelly – which means that it is high-time for us to completely stop supporting the industry that still does so.

Current status of this Myth: **Crushed**

Justification it provides for eating animals: **NONE**

"It doesn't take special insight or expertise to see that a hen confined in a tiny cage or living in an overcrowded coop is suffering, and it doesn't take a large measure of intelligence to imagine what her feelings must be when her eggs are taken from her or when she is immobilized upside down before having her throat slit. As humans, we arrogantly believe that we are capable of knowing just about anything that we want to know—except, ironically, what it feels like to be one of our own victims. We are told we are being 'overly emotional' if we care about a chicken or grieve a chicken's plight. However, it is not our emotion that is under attack here, but rather the very qualities that make us human – namely, our ability to empathize, our ability to show compassion, and our ability to feel indignity on behalf of a fellow sentient being who is in pain and calling for help."

~ inspired by Karen Davis

IF THIS CHICK IS FEMALE SHE WILL HAVE 18 MONTHS OF MISERY THEN A VIOLENT DEATH.

IF THIS CHICK IS MALE HE WILL BE THROWN INTO A GRINDER ALIVE, AT JUST A FEW HOURS OLD, AND HAVE A VIOLENT DEATH.

ALL FOR A PRODUCT WE DO NOT NEED.

PLEASE CONSIDER YOUR FOOD CHOICES WITH COMPASSION.



FACT: IN THE EGG INDUSTRY, MILLIONS OF MALE CHICKS ARE GROUND UP ALIVE OR TOSSED INTO TRASH BAGS TO SUFFOCATE.



Myth #53: "But eating honey doesn't harm anybody."

This myth is admittedly a tough one for most folks to discard, and indeed honey was one of the last animal-based foods I stopped eating before finally going vegan. After all, I thought at the time, we humans aren't slaughtering bees to eat them; we are only eating their excess honey – honey that they calmly & willingly give us. Ahhh, if only this were true ... Of course, it isn't. Please consider the following little-known facts:

***Fact:** Even though we have been taught that bees are "only insects", James Gould (professor of ecology at Princeton University) and Carol Gould (professor of evolutionary biology, also at Princeton) noted that "*Honey bees are at the top of their part of the evolutionary tree ... To look at honeybees, then, is to see one of the most elegant solutions to the challenges of life on our planet*" ... Furthermore, Martin Giurfa noted in his 2001 study that bees are capable of abstract thinking and also able to distinguish their immediate family members from other bees in their hive ... Fred Dyer noted (in *The Journal of Experimental Biology*) that bees use real-time visual cues to map their travels, and Judith Reinhard and her team of researchers noted in a 2004 study that – similar to the way that smells invoke powerful memories for humans – specific odors also trigger memories in bees ... Finally, and for some most importantly, independent studies done by Balderrama & Núñez both showed conclusively that bees do indeed feel pain when harmed ... What all this research boils down to, my Friends, is that regardless of what you may think about their level of intelligence, bees are quite clearly much more than "only insects". What this research collectively shows is that bees are sentient, that bees are conscious and that bees are capable of suffering when frightened, harmed &/or killed.

***Fact:** Despite what we have been taught, most honeybees are *not* kept in idyllic, small-farm or backyard hives, but rather are almost exclusively enslaved in far larger, far more callous operations. Indeed, as a result of pesticide-related diseases and man-caused climate shifts, the world's honeybee population has been nearly decimated over the past several decades. And yet the demand for honey has remained so high that these tiny animals have become primarily factory-farmed slaves – much like chickens, pigs & cows.

***Fact:** Bees are greatly harmed during the honey farming process ... First of all, even though queen bees can naturally live as long as five years, bee farmers maximize their honey production by killing their queens off and replacing them every two years (sometimes even yearly). These "replacement queens" almost invariably come from commercial queen suppliers – essentially puppy mills for bees ... In addition, many of the larger bee farmers purposefully kill off *entire hives* during the winter months; murdering hundreds of thousands of healthy bees merely to maximize the subsequent honey production in newer hives ... Bee farmers also use smoke when working with their bees – which makes the bees passive by forcing them to gorge themselves on their own honey ... Also, even the most careful bee farmers end up injuring, dismembering, squashing or otherwise killing many dozens (if not many of hundreds) of bees in every single hive when honey is collected.

Yes, the argument is often made that we humans are only taking the surplus honey that bees don't want or don't need, and yet this claim is also **untrue** ... Commercial bee farms (again, from where the vast majority of your store-bought honey comes) frequently remove *all* their hives' fall-season honey, and then either feed their bee colonies sugar syrup over the winter or let them die off completely. And it is also common for *all* bee honey operations to take *all* of a hive's spring-season "crop" as well, forcing those bees to then work in "sweat-shop" fashion over the summer months to replenish their suddenly depleted stores of food for the coming winter – stores that will then again be stolen by the bee farmer, whereupon the cycle of enslavement starts all over again.

In conclusion, then, while it might reasonably be stated that the harms suffered by honey bees pale in comparison to the tortured lives of farmed chickens, farmed pigs & farmed cows, there is no doubt that farmed honey bees *are* deeply harmed & that farmed honey bees **DO** suffer greatly. There is no sweetener of any kind that is patently necessary for humans to ingest in order to live long & healthy lives, and numerous plant-based sweeteners are becoming quite easy to procure. As such, since honey causes suffering and eating honey is completely unnecessary, consider choosing to sweeten your life with something other than the stress & suffering of others.

Thank you.

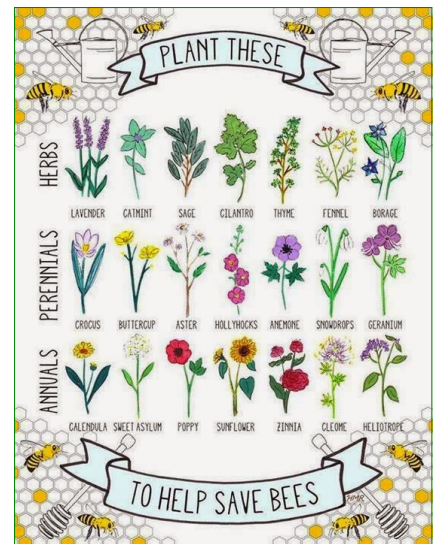
Current status of this Myth: **Refuted**

Justification it provides for eating animals: **NONE**

If you care about bees and the massive die-offs which are occurring today, it's simple. Stop buying bee products (honey, wax, pollen, etc.). Stop using bees. Stop supporting GMOs. Stop buying plants which contain built-in insecticides (Neonicotinoids) which are lethal to bees. Stop using insecticides in general. Grow plants which bees love.



Go **VEGAN!**



A teaspoon of honey is actually the lifework of 12 bees.

Myth #54: "I'm just one person; I don't do much harm."

Actually, due to the immense gravity of harm directly linked to the confinement & slaughter of farmed animals, each and every non-vegan does quite a large amount of harm indeed ... Please consider the following facts:

***Fact:** For every pound of meat you consume, you are indirectly responsible for the production of over 20 pounds of carbon dioxide-equivalent GHG emissions ... **Fact:** For every pound of animal flesh you consume, you are indirectly consuming the roughly 16 pounds of soy &/or grains it took to create it ... **Fact:** For every pound of meat you eat, either 220 square feet of forestland has been destroyed or 220 square feet of potential cruelty-free cropland has been over-occupied.

***Fact:** For every pound of chicken flesh you consume, you are indirectly "drinking" 815 gallons of potable water. For every pound of pig flesh eaten, that number rises to over 1600 gallons, and for every pound of cow flesh – to over 2500 gallons. By the way, drought is becoming more than a mere nuisance in many regions of the world, and many global think-tanks continue to maintain that the next major global war will be fought over fresh water supplies ... Think about it.

***Fact:** Most importantly of all, every time you eat a hamburger for lunch or enjoy an ice cream cone for a snack, you are directly asking the meat & milk industry to match that demand by enslaving, mutilating, abusing and eventually murdering yet another cow ... Every time you eat bacon for breakfast or pork chops for dinner, you are directly asking the meat & milk industry to match that demand by enslaving, mutilating, abusing and eventually murdering yet another pig ... And every time you eat eggs for breakfast or fried chicken for lunch, you are directly requesting the meat & milk industry to match that demand by enslaving, mutilating, abusing and eventually murdering yet another chicken.

My Friends, there is simply no way around the fact that *your* choices drive this cruel industry. Yes, you most certainly do have the right to choose – there is little doubt about that. And yet even though you do have the freedom of choice, what you cannot escape is the direct & inevitable consequences that come from your choices. Each & every one of your decisions **does** make a difference, my Friends ...

Please make that difference a positive one.

Current status of this Myth: **Overtuned**

Justification it provides for eating animals: **NONE**

"We humans, it seems, have a tremendous capacity for empathy; and yet we also have a strong tendency towards apathy. We are capable of great good, and also great evil. And we are, for the most part, blessed with the luxury of choosing between the two. So the question becomes: which will we choose? The next time we go grocery shopping, will we choose kindness or cruelty? The next time we go to a restaurant, will we choose to support justice or perpetuate slavery? The next time we throw a party or prepare a meal, will we choose to care about the earth and the fate of other people, or will we continue to buy the animal-based foods which intensify global warming and entrench world hunger? ..."

In the end, every single day of our lives we must decide whether we will strive to make the world a better place, or continue to defend and perpetuate its miseries ... The good news is: it's up to us. The bad news is: ... it's up to us." ~ inspired by Jo Tyler

How Vegans Save

Prevent cruelty
Chickens can keep their beaks & feathers; cows can keep their sensitive horns that are usually removed without anaesthetic or pain killers

Save 198 animals every year
ZOO
A Vegan saves 3x ALL the animals in San Diego Zoo in their lifetime

Save the lives of dairy cows
that are killed at 2 or 3 years old because they are not as productive

ANIMALS

Save baby egg-laying male chicks and male dairy calves
that are killed because they are not useful

Save animals from dying of shock
whilst being transported to the slaughterhouse

Save wildlife by saving the rainforests
Rainforest land larger than the size of South America has been destroyed for livestock production

... AND OUR PLANET

51% of the worlds greenhouse gas emissions comes from animal agriculture

Save 60,000 balloons worth of Greenhouse gases from being released into the environment every year
If greenhouse gases were like helium that's enough balloons to lift a 1.5ton car

40% of the worlds grain is fed to livestock
Save Starving people
That's enough food to feed all the people in Europe

50% of the worlds water used goes to animal agriculture
Save 6 months worth of shower water for every 1 pound of meat NOT eaten
1lb wheat = 2 showers
1lb meat = 168 showers

50%
If everyone in the US went vegan we could feed 800 MILLION people just with the grain currently fed to livestock

Myth #55: "But I'm too set in my ways to change."

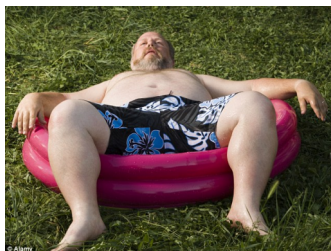
No matter how old we happen to be, or how enmeshed we are in our more comfortable belief systems, **we are never too old** to gather new information – and we are never too old to make better decisions based upon the same.

If you are determined to avoid unfamiliar facts and unpopular truths – if you are determined to remain locked in your cell of ignorance or imprisoned in your cage of arrogance, then there truly is no hope; no hope for those who are the victims of your ill-informed decisions, and thereby no hope for *you* to know a life of deeper Meaning or real, deep-seated Joy.

That having been said, what this book clearly shows – at the very least – is that *ignorance is indeed a choice* and that arrogant error is unnecessary; that the more profound Truths related to animal sentience, human health and the relationship between the two are now readily available for *everyone* to witness, readily available for *everyone* to accept, and readily available for *everyone* to enliven. Yes, once you make the admittedly scary leap into the world of facts – facts about human health and the patent non-necessity of eating animals or their secretions; facts about how animals suffer when imprisoned & "processed" for human consumption; facts about how animal agriculture is damning the entire planet to an imminent ecological collapse of catastrophic proportions – then the portal opens wide upon a far more beautiful life of empowerment & peace; a life consistent with your true core values; a life consistent with the principles of Love & Justice & Decency & Dignity.

As such, no matter how old you are or how crusty & crystallized your beliefs might have become, there is ***always*** the opportunity for you to awaken to a life constructed from Compassion instead of cruelty; a life grounded in Gentleness instead of greed.

Current status of this Myth: **Extinguished**
Justification it provides for eating animals: **NONE**

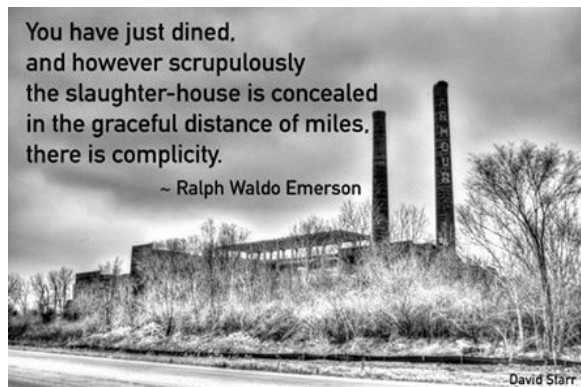


Myth #56: "But my meat is already dead when I buy it."

My dear Friends, as much as you would like to believe otherwise, if you did not "demand" the violent assault of farmed animals by paying someone else to do the farming, exploiting, enslaving and killing of them, then the milk & dairy industry would cease supplying the flesh & secretions produced by that exploitation.

More simply stated: if you would simply stop paying them to confine, abuse & murder animals, they would definitely stop doing so.

Current status of this Myth: **Eradicated**
Justification it provides for eating animals: **NONE**



Myth #57: "But animals don't have the same rights."

Says who? Say we humans, of course – members of a species so arrogantly homeocentric that we are not only brazenly rationalizing the horrific atrocities currently being committed every day against vast populations of farmed animals, but also willfully destroying our own planet of origin at an alarming rate – and knowingly taking the majority of other sentient species “over the cliff” with us while we do so! As such, in all fairness, it seems as though the only animals on the entire planet that *actually* have no right to speak about rights are we humans!

To make matters worse, our hubris continues to blind us to the many ways that many other species are clearly superior to our own – that cows are more nurturing, that herons are more faithful, that dogs show greater loyalty, that elephants have greater empathy, and that dolphins exhibit a more complete (and possibly a more complex) intelligence – just to name a few.

Of course, it doesn't really matter whether a particular species is "smarter" or more "technologically savvy" than we are. After all, we aren't talking about the right to vote or the right to drive a car here ... We are talking about the innate Right of every sentient being to be treated with fundamental Respect; the innate Right of every sentient being to be able to live a life free from the unjust & cruel intrusions of enslavement, confinement, torture & murder. And these are Rights that belong to every sentient creature, regardless of their race, regardless of their gender, regardless of their spiritual beliefs – and regardless of their species

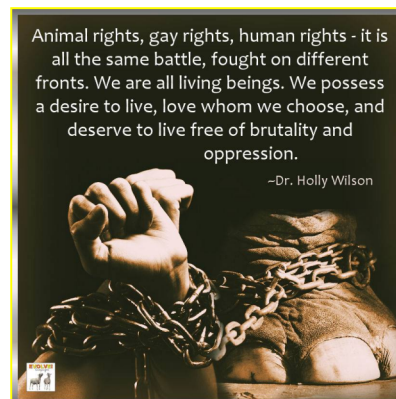
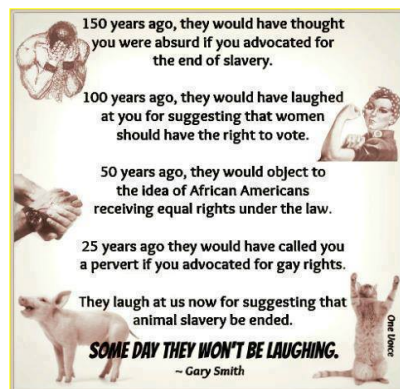


My Friends, the truly superior being is not the one who can speak in clear sentences or operate machinery or force his or her will upon another. The truly superior being is the one who deeply Respects the rights of *all* his sentient brothers & sisters – and then acts accordingly.

Let it be so!

Current status of this Myth: **Negated**

Justification it provides for eating animals: **NONE**



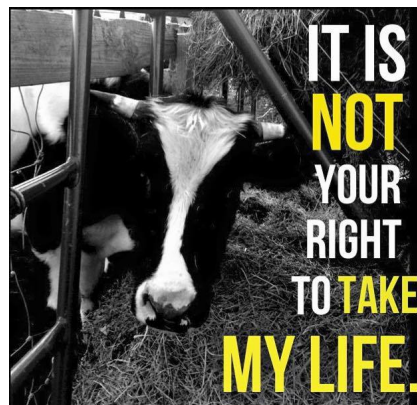
To end the oppression of one



We must challenge the oppression of all

We do not need any new morals for animals. We must merely stop arbitrarily excluding animals from our present morals.

~ Helmut Kaplan,
German philosopher



Myth #58: "But eating animals is legal."

Yes, eating animals *is* indeed still legal. Of course, not that long ago in the United States, it was legal for an African-American to be owned by a white American ... Not that long ago in the United States, it was legal for married women to be sexually subjugated by their husbands and for all women to be judged as legally "inferior" to all men ... Not that long ago in the United States, it was illegal for homosexuals to marry the ones they loved (and it is actually still illegal to do so in some states today). And not that long ago, it was perfectly legal for the British to commit horrendous atrocities in Gandhi's colonial India, and for the followers of Hitler to perpetrate even worse atrocities on innocent Jews before & during World War II.

My Friends, quite clearly, just because something is deemed "legal" doesn't come close to making it moral or Right ... Indeed, for anyone to treat living, breathing, feeling, self-aware animals as mere pieces of property is a blatant form of bigotry – one just as immoral & just as unjust as any other form of discrimination. Massive social response to moral hypocrisy has been the ultimate downfall of every unjust system of government in human history, and unless we choose to make our systems of justice equitable & unconditional, a similar uprising will be the ultimate downfall of ours as well. For in Truth, no legal system has any semblance of real credibility until it extends to **all** its sentient subjects the same fundamental rights that it extends to its more privileged ones.

In essence, that it is currently legal to be callous & cruel & murderous towards animals does **not** prove that such perversions are acceptable ... It merely proves that the laws allowing such behaviors are themselves perverted.

Current status of this Myth: **Mitigated**

Justification it provides for eating animals: **NONE**

*"How does legality establish morality?
Slavery was legal; apartheid was legal;
Stalinist, Nazi and Maoist purges were all
legal. As such, quite clearly the fact of legality
does not justify such crimes. Indeed, legality
alone cannot be the talisman of truly moral
people." ~ inspired by Walter E. Williams*



Myth #59: "But I honor the animals I eat."

I'm curious – Why do you give thanks for engaging in a practice that causes so much suffering? Why do you give thanks for engaging a cruel choice that is completely unnecessary to make? Why do you give thanks for a decision that flows completely contrary to your own values of Justice & Decency? Why do you give thanks for an act that keeps you from becoming the Kind & Caring person you truly want to be – indeed, the Kind & Caring person you truly already are?

Yes, several tribes of Native Americans *did* give thanks for the animals they killed – and maybe you find those expressions of humble gratitude to be noble ones. And yet you are in all likelihood *not* a member of any of those tribes ... And even if you are, if you have access to any equipment that allows you to read this book online or obtain a copy from a local library, then you too do *not* need to kill animals to survive.

It is not in any way "spiritually evolved" to thank God (or "the Great Spirit", or Allah, or Buddha, or Chi, or Ra, or Prana, or Life, or "the Universe") for providing sustenance that comes from tremendous arrogance and brutal violence. Indeed, we can only become truly "spiritually evolved" after we first realize that it is completely unnecessary to sustain our own lives at the expense of the lives of others – and then act accordingly.

My Friends, the animals that you are consuming don't need your thanks or your "honor" ... They need you to stop killing & consuming them.

Current status of this Myth: **Confuted**

Justification it provides for eating animals: **NONE**

"Animals do not 'give' their lives to us, as the sugar-coated lie would have it. No, we take their lives. They struggle and fight to the very last breath, just as we would if we were in their place." ~ John Robbins



Myth #60: "But I'm already an animal rights advocate."

As well-intended and as socially active as you might very well be, it is impossible to be a truly effective "animal rights activist" while simultaneously supporting a system that enslaves, abuses and murders animals.

Maybe you *are* rescuing strays from the streets & maybe you *are* liberating the inmates of fur farms & maybe you *are* petitioning against whale hunting & maybe you *are* protesting against dolphin slaughter & maybe you *are* boycotting zoos & circuses (all **very** Good Things to do, by the way), and yet if you are also eating meat or consuming dairy products then the hypocrisy of your diet is harming beings equally worthy of the ones you are striving to protect – and thereby weakening the power of your “activism” to boot.

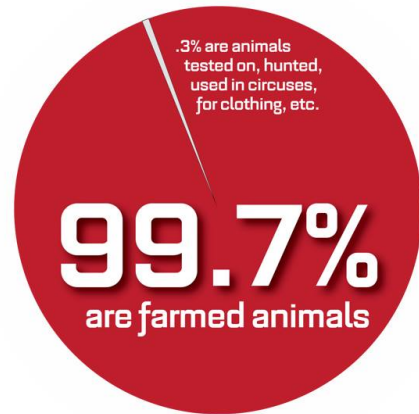
In essence, there is only one way to become a truly effective advocate for the animals, and that is to completely cease to treat **any** of them as commodities; and to begin to treat **all** of them with the Respect & Dignity they deserve.

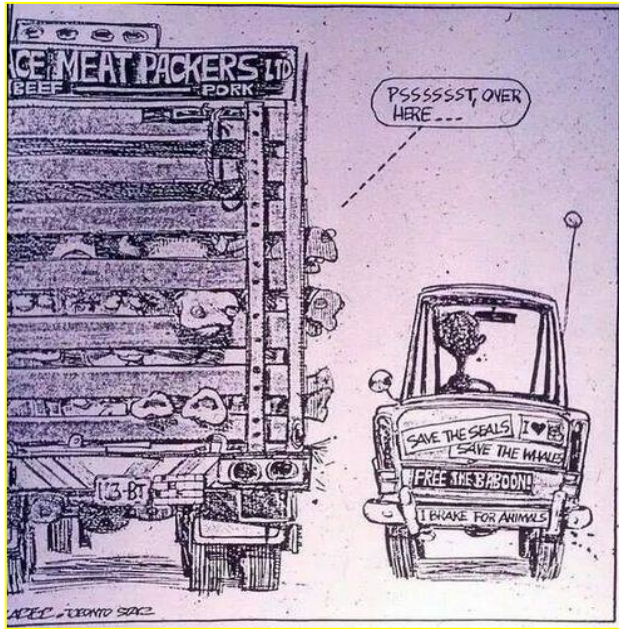
Current status of this Myth: **Purified**

Justification it provides for eating animals: **NONE**

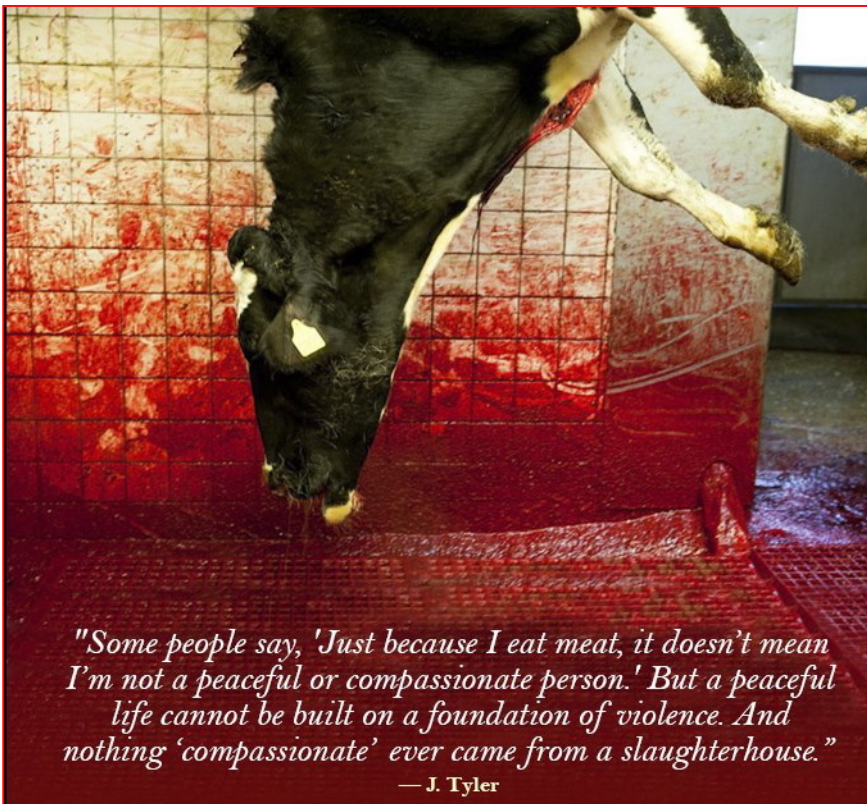
By the way: of all the animals
inflicted with acts of cruelty ...

*“Hungry for dog, anyone? Well, if you eat the flesh of other animals, you often are ... After all, what's the difference? You can't be truly **against** the killing and eating of dogs & cats & whales & dolphins if you are simultaneously **for** the killing and eating of other sentient animals. Right Action just doesn't work like that. It's either **all** wrong, or none of it is. Needless killing is needless killing ... The species and the bodily form of the victim of that killing is irrelevant. It is time for all animal activities to break free from their hypocritical conditioning and drop their moral schizophrenia. To be vegan is to have the guts to deny the fairy tale of the 'harmless animal product' ... To be vegan is to bridge the psychological distance between the flesh in the Styrofoam tray at the supermarket and the **someone** – not the **something** – from whom that meat came ... To be vegan is to live fully and honestly with yourself about how animals are treated ... To be vegan is about your no longer participating in that exploitative system. Veganism is not only an affirmation about how we want the world to be, it is **a lived form of protest**, and our open & vocal reminder to others that everything is not at all right when it comes to how we currently treat farmed animals. Indeed, veganism is a form of everyday heroism in a world gone terribly wrong; it is your refusal to participate in a system that is ethically bankrupt. It is bold bravery & courageous caring in a time of feeble cowardice & callous apathy.” ~ inspired by Bob & Jenna Torres*





"To all the marvelous people who sacrifice so much to rescue animals: the ones we save are no different than the ones we eat. Please go vegan."
- Gary L. Francione



"Some people say, 'Just because I eat meat, it doesn't mean I'm not a peaceful or compassionate person.' But a peaceful life cannot be built on a foundation of violence. And nothing 'compassionate' ever came from a slaughterhouse."
— J. Tyler



"If you want to stop animal 'abuse,' the most powerful petition you can sign is the one that says:

Myth #61: "But I love animals."

I'm sorry my Friends, but there really is no possible way for you to truly "love animals" while financially supporting an industry that is systematically imprisoning them, abusing them, mutilating them, raping them and ultimately murdering them. Now you might indeed truly love your own dog or cat (or dogs or cats in general – or horses, or hamsters, or parakeets, or whatever other species your own personal "pet" happens to be), **and yet** if you are eating the flesh or consuming the secretions of cows or goats or pigs or chickens, then you are only a "personal pet lover", **NOT** an actual Animal Lover.



Indeed, it is standard practice in the meat & dairy industry – even on so-called "cruelty free" & "humane" farms – for animals to be forcibly impregnated, to have their babies stolen from them immediately after birth, to have male calves & male chicks brutally murdered (as they can neither produce milk nor lay eggs), and to have all other animals slaughtered after only a few short years of life (via having a bolt shot into their brains and then having their throats slit – often while still conscious, or by driving an electrocution rod into their rectums to stimulate terminal grand mal seizures, or by being painfully suffocated by foam or carbon dioxide gas, or simply by being repeatedly struck in the head by boot or hammer). If any one of these practices alone would be inflicted on any of our fellow human beings, we would rightly consider them horrible crimes of violence, if not versions of genocide. And if any one of these practices alone would be inflicted upon our beloved companion animals, we would reasonably cry out for the perpetrators thereof to be prosecuted on charges of animal cruelty.



And this all brings us to a most salient Truth: that what is wrong when done to humans or cats or dogs is **just as wrong** when done to cows or pigs or chickens or fish. My dear Friends, you *know* this is true in your Heart of Hearts, just as you know in your Heart of Hearts that you are by nature indeed *true* Animal Lovers.



Please start acting accordingly today.

Thank you.

Current status of this Myth: **Revoked**

Justification it provides for eating animals: **NONE**

*"Animal abusers aren't only the dog fighters, the puppy mill operators and the backyard breeders of the world. When you consume animal products you too are an animal abuser. If you pay the hit man, then you are also the murderer."
~ inspired by Marlaina Mortati*





Dinner.

Companion.

Similar to a 3-year old child. They can recognize their own names, play video games and learn tricks like sitting for a treat.	Intelligence Level	Similar to a 2 or 2 1/2-year old child. They can recognize their own names, operate simple latches and learn tricks like sitting for a treat.
Pigs are social animals that under free-ranging conditions live in groups of about 8 individuals, and begin forming a hierarchy during nursing.	Social Order	Most domestic dogs instinctually retain the mentality of a pack with a clearly recognized hierarchical order that includes people.
Most are bred to be docile and to grow fast.	Selective Breeding	There are dozens of different breeds, but most are bred to be friendly to humans.
97% of US pigs are raised in factory farms where thousands are crowded into barns and often caged most of their lives.	Typical Life	Many end up in shelters or are euthanized, but many others live in comfortable homes where they are treated as members of the family.
Castration, tail docking and teeth clipping are typical, almost always without anesthesia.	Body Modification	It is recommended that companion dogs are spayed or neutered with anesthesia.
Pigs reach market weight at 6 months of age, when they are shipped to a slaughterhouse, stunned with a bolt gun, and hung upside down, killed, and cut up to make pork products.	Lifespan and End-of-Life	Family dogs typically live out their lives (about 12 - 20 years depending on the breed) with their human families, and usually die of natural causes and are mourned by their families.



Culturally different. Equally evil.



America

Asia

I see no difference because I love animals, I don't eat them. If you think it's ok to eat one but not the other, you're a hypocrite.



HYPOCRISY

WHY LOVE ONE BUT EAT THE OTHER?



Don't be a victim of selective compassion. Respect them all. Respect their right to live.

Myth #62: "But lions eat meat."

(also heard as "But animals eat meat, and humans are animals too.")

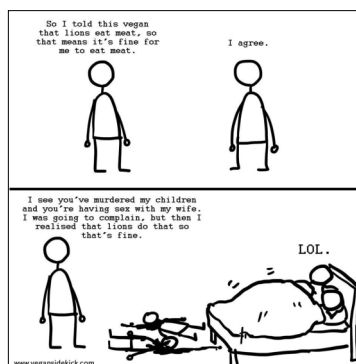
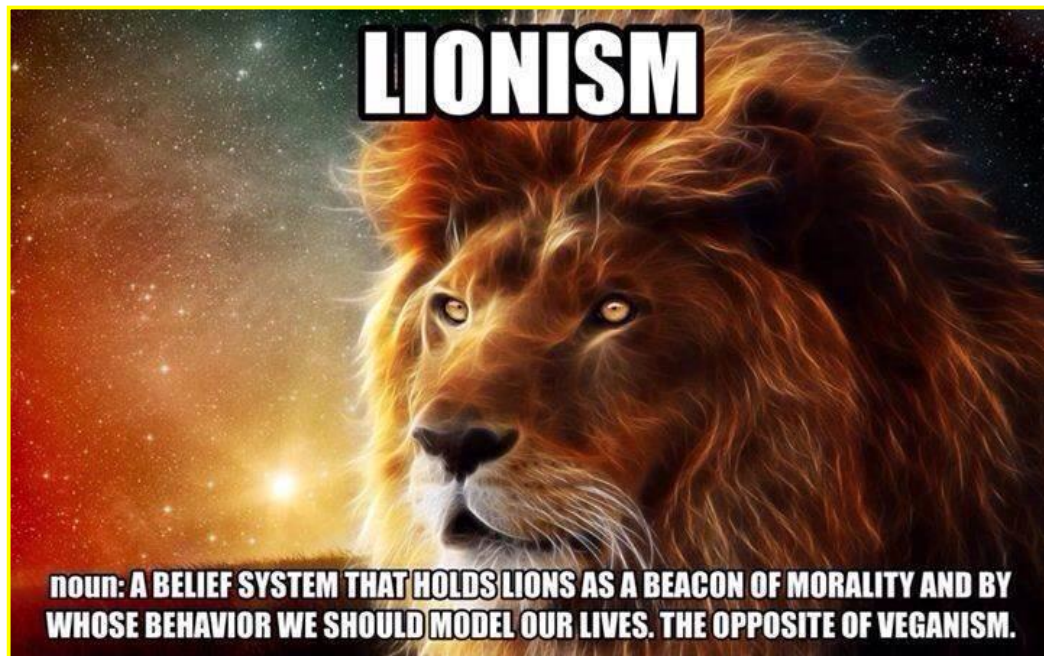
Allow me to immediately concede that lions do indeed kill other animals and that lions do indeed eat meat. Of course, this makes perfect sense, as lions – unlike us humans – are obligate carnivores. Lions eat other animals for need – whereas we humans do so for greed.

More importantly, just because a behavior exists in nature does *not* make it morally acceptable or even pragmatically beneficial (and neither is the case with regards to humans eating meat) ... Indeed, lions regularly engage in murder & infanticide & rape – all atrocities which any psychologically healthy human would openly & vehemently denounce, and yet no one in their right mind would argue that the mere presence of these behaviors in the lion community makes them ethical or acceptable for us humans to emulate.

In essence, lions are not our role models, my Friends ... Lions are lions.

Current status of this Myth: **Decimated**

Justification it provides for eating animals: **NONE**



Myth #63: "But humans are at the top of the Food Chain."

Actually, the pyramidal "food chain" mentioned here is an arbitrary concept – one invented by humans – and one that does not exist in nature. Indeed, in reality there is no "food chain" for humans to climb at all. Rather, nature consistently reflects an interconnected web of mutual interdependence that encourages all species to evidence an unconditional respect for life and for each other.

Indeed, with the exception of humans, in the animal kingdom killing takes place when it is *necessary*, and it doesn't take place when it isn't ... Non-vegan humans, on the other hand, have adopted a lifestyle that fully violates this natural principle; killing merely to satisfy their yearnings for power &/or pleasure, and doing so to the detriment not only of their own health and the well-being of the animals they unnecessarily kill, but to the Earth's entire ecosystem as well.

Yes, despite our lack of claws or fangs or innate carnivorous instincts, we humans have evolved in ways that have indeed given us the *ability* to kill and eat other animals. And yet, just because we *can* do so does **not** justify us actually doing so. After all, "might makes right" only when might is exercised rightly.

Current status of this Myth: **Extirpated**

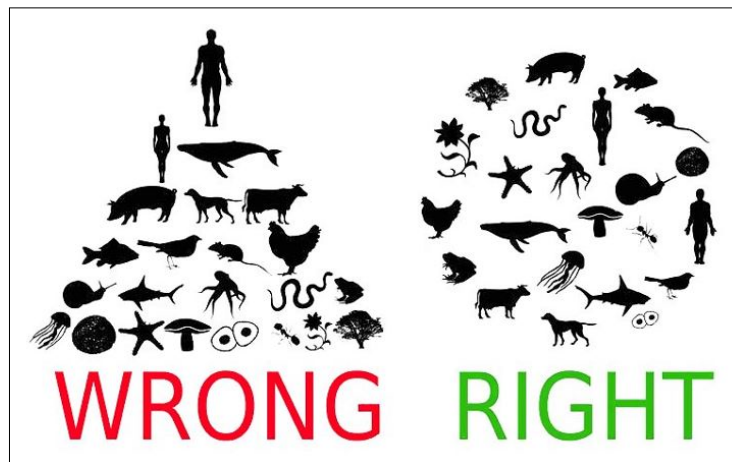
Justification it provides for eating animals: **NONE**

"The idea that humans belong 'atop the food chain' is patently absurd – nothing more than a long promoted fallacy used to justify the senseless and cruel exploitation, abuse, confinement, murder, and consumption of animals. Your power over animals is derived from Smith & Wesson, not your intellectual or physical superiority. And there was never any 'climbing' involved whatsoever; only a few clever tools invented long before your time – the arrow, the gun, the trap, the cage, and the slaughterhouse – all of them unnatural, all of them violent, and all of them unjust."

~ inspired by Andrew Kirschner



What right do humans have to bring into the world a vulnerable sentient creature to whom all rights will be summarily denied solely for the purposes of exploitation?



Myth #64: "But veganism will increase world hunger."

Actually, the probability is ***much*** higher that the exact opposite will come true ... The Worldwatch Institute (a think-tank that analyzes interdisciplinary environmental data from around the world) noted that meat consumption is a highly inefficient use of grain – grain which would be far better utilized if consumed directly by humans. Indeed, every day tens of thousands of children die from starvation, while roughly 50% of the world's grain harvest and roughly 90% of the world's soybean harvest is fed to meat & dairy livestock. On top of that, roughly 80% of the world's starving children live in countries that actually have a grain *surplus* – a surplus that is exported to other lands to feed farmed animals.

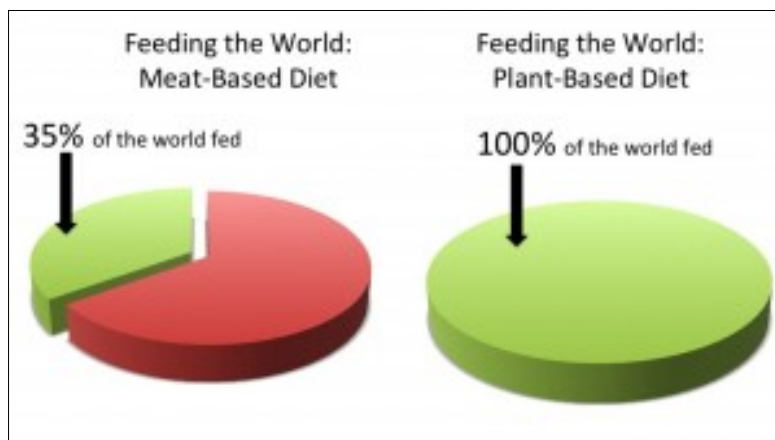
Dr. W. Bello, director of the Institute for Food and Development Policy, affirmed this opinion when he noted that, "There is enough food in the world for everyone, and yet tragically, much of the world's food and land resources are tied up in producing beef and other livestock – food for the well off – while millions of children and adults suffer from malnutrition and starvation" ... Jean Ziegler, former member of the Swiss National Council added the disturbing fact that, "Over 500,000 tons [of the world's grain harvest] are fed to cattle in rich nations – while 43,000 children die of hunger in the 122 Third World countries *every single day* ... I refuse to participate in this horrible mass murder any longer: eating no meat is the minimum I can do."

Indeed, it takes roughly 16 pounds of grain to create only one pound of beef. As such, if we simply stopped wastefully funneling grains & soybeans through animals to feed the few, we would have more than enough plant-foods to feed *everyone on the planet*.

Current status of this Myth: **Uprooted**

Justification it provides for eating animals: **NONE**

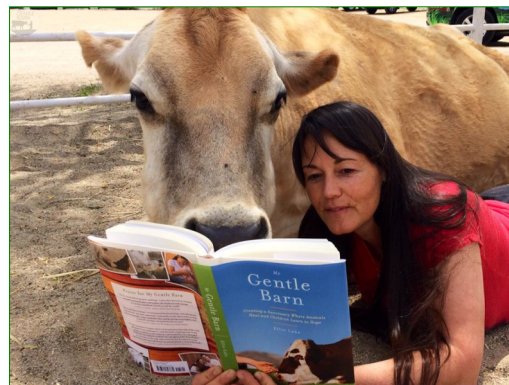
"When I travel around the world, I see that poor countries sell their grain to the West while their own children starve in their arms. And we in the West go and feed it to livestock ... Am I the only one who sees this as a crime? Every morsel of meat we eat is a slap to the tearstained face of a starving child."~ Philip Wollen



Myth #65: "But if we don't eat them, they will eat us."

This argument really makes no sense whatsoever ... The reason why humans raise and “harvest” animals like cows & pigs & chickens is because they are innately docile species who are primarily (if not solely) herbivorous. As such, they pose absolutely no threat to us humans now, nor would they pose any threat to us if we stopped breeding, abusing & murdering them en masse.

Current status of this Myth: **Impugned**
Justification it provides for eating animals: **NONE**



Myth #66: "But veganism robs animals of their Purpose."

Even though quite a few people believe this myth to be true, it is actually nothing more than an arrogant fabrication of the human mind. Rest assured that farmed animals do **not** see themselves as mere “food” for any other being – certainly not us humans, and that their obvious terror & fervent unwillingness to die in slaughterhouses is definite proof of this fact.

No, "food animals" are seen in this way only because a large portion of the human population has been indoctrinated to label them as such. Indeed, every single sentient animal knows life and wants to live, every single sentient animal knows companionship and wants to love & be loved, and every single sentient animal knows comfort and wants to be free from pain & suffering. Not a single one of the billions of animals who are murdered annually around the world had as its primary purpose becoming food for humans – **not a single one** of them! And all the humans who have had the good fortune to visit an animal sanctuary and experience firsthand the peaceful nature & warm personalities of deer, sheep, pigs, cows, horses, chickens, turkeys, and goats know this Truth already ... And those who haven't, too often do not.

Anyway, this myth isn't really about arguing for the innate worth & independent meaning of the lives of sentient animals ... What it's *really* about is awakening humans to the raw arrogance & sheer ignorance of their egocentric value systems that judge animals to be “less than”, and thereby rationalize placing them under our jurisdiction to do with as we please.

When it gets right down to it, we really aren't the most moral of species, and it would behoove us all to get off our high horse (often literally) and start treating sentient animals with the basic Respect & fundamental Decency they **all** deserve. Remember, there was a time not that long ago when the majority of us humans believed that the Earth was flat, that diseases were caused by demons, and that thunderstorms were caused by an angry god. Fortunately, we woke up from those delusions -- which means that we can wake up from our current falsehoods as well.

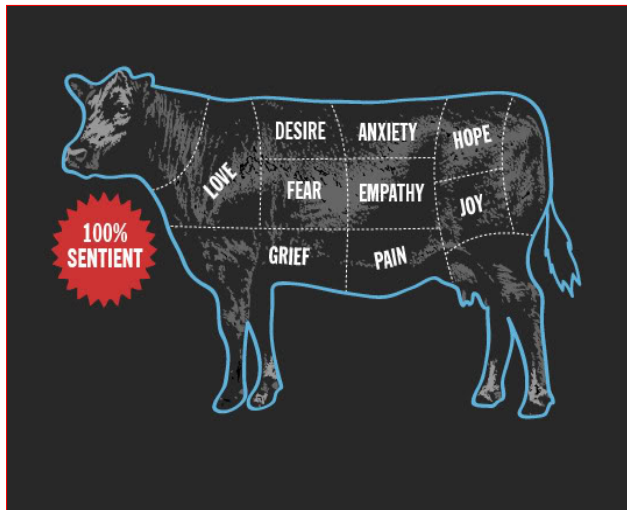
My Friends, our fellow sentient animals are **not** our property, they are **not** our servants, and they most certainly are **not** our food. Animals have their own lives, their own desires, and their own reasons for being. It is time we awaken to this fact ... and it is time we start acting accordingly.

Thank you.

Current status of this Myth: **Excoriated**

Justification it provides for eating animals: **NONE**

“A pig is intelligent and, like other sentient animals, has a sense of family about it. When I sit down next to a tree, my pigs sit down with me. I could no more kill one of them than I could my dog ... As such, I've logically grown to find the taste of meat repulsive, and meat itself – in knowing from when it comes, despicable.” ~ inspired by David Lay



*“How could it ever be our Purpose
to rob another being of his or her Purpose?”
~ Will Tuttle*

Myth #67: "But we made domestic breeds in the 1st place."

Do you actually believe that purposefully breeding an animal makes it a slave to its breeder as soon as it is born? Do you actually believe that the many years of forced enslavement and manipulated breeding of animals means that the present-day offspring of those arrogant misdeeds are rightfully subject to imprisonment, pain, suffering and murder? ... Fair enough – but if this patently immoral “rule of law” applies to your cows and your pigs and your sheep and your chickens, then it must equally apply to your dogs and your cats and your horses and your hamsters – and even to your own children.

Of course, it is now hopefully quite clear how absurd this contention is. Our ancestors "creating" modern-day cows and pigs and sheep and chickens centuries ago via selective breeding did **not** give them the right to torture or abuse or murder those animals then – and it most certainly does **not** give us the right to imprison, abuse and murder the currently living members of those species today.

Current status of this Myth: **Redacted**

Justification it provides for eating animals: **NONE**

“Wisdom is not the blind following of unjust and yet still-popular traditions ... Wisdom is having the courage to dismantle and transcend them.” ~ anonymous

"It were much better that a sentient being should never have existed, than that it should have existed only to endure unmitigated misery." ~ Percy Bysshe Shelley



Myth #68: "But if we don't kill them they'll starve."

First of all, my Friends, the world is not going to go vegan overnight. Yes, it *is* going to *gradually* become vegan due to a gradual shift in consciousness that is going to gradually build in both frequency and popularity; a tempo of Awakening to which the populations of all domesticated animals will be able to easily adjust. Less & less animals will be bred into enslavement & torment, and more & more of the remaining animals will therefore have more & more plant-foods with which to nourish themselves. As such, barring any unforeseen climatic disaster (that will be much less likely in an increasingly vegan world, by the way), there will be no "mass starvation" whatsoever.

And besides, even if we *were* to go completely vegan overnight (which would be *fantastic*, if for no other reason than doing so would stop the imminent climate catastrophe from wiping out a sizable chunk of the populations of **all** the world's species – including us humans) and if there *were* farmed animals that starved as a result, they would have a *far* better life and a *far* less cruel death than the short "lives" and brutal deaths they are being forced to endure today as slaves to the meat & dairy industry.

It's not really rocket science, my Friends – if given the choice, every single sentient animal in existence would without a doubt choose a longer life of freedom that ended in starvation over a shorter life of suffering that ended in a violent slaughterhouse murder ... Let us learn to respect those most reasonable wishes.

Current status of this Myth: **Quelled**

Justification it provides for eating animals: **NONE**

So, you get to decide: *THIS* ...



... or **THIS**?



(Hint: This should be a **VERY** easy decision to make.)

Myth #69: "But if we don't breed them they'll go extinct."

Sadly, it is indeed true that several species of animals have been bred (and recently even genetically manipulated) to be more efficiently usable as commodities by us humans. And it is also true that one of the reasons behind the continued existence of these species is our continued breeding of them for selfish and ultimately violent ends. As such, the argument *can* indeed be made that if we stop using (and abusing) these species, that they will indeed – possibly – eventually go extinct.

Of course, as with every other rationalization given for animal abuse, this one fails miserably as well ... Consider the following facts:

***Fact:** First of all, realize that it is impossible for an artificially created species – one that was not created via the process of natural evolution – to "go extinct" at all. In addition to this truth, realize as well that each & every generation of farmed animals bred for human consumption already "goes extinct" every time it is collectively sent to slaughter; thousands upon thousands of generations of animals gone forever; only to be continually replaced by the next line of prisoners in an endless assembly line of raw human greed & selfish human brutality.

***Fact:** Secondly, how arrogant it is for anyone to believe that just because we humans would stop using farmed animals for food & clothing that these animals would automatically stop breeding on their own in manageable quantities. Yes, the perversely massive herd-sizes that we have created today would dwindle gradually to sustainable numbers, and yet there is nothing to say that these species – if allowed to exercise their inalienable right to pursue life & liberty & happiness – wouldn't continue to find mates and bear young and care for their families. There wouldn't be as many of these animals, true enough, and yet they would indeed still be here – not for us to use & abuse as sources of food, of course, but rather for us to appreciate & honor as sources of companionship.

Fact:** Finally, and *by far* most importantly, even if this myth *were* true; even if farmed animals *would* gradually go extinct were we to stop using them for our own selfish ends, that is no justification ***whatsoever for systematically murdering them merely so that they can continue to fulfill those same superficial & selfish purposes. How disturbingly – indeed, how repulsively – ironic it is that meat-eaters profess to be concerned for the survival of farmed species that they themselves are artificially breeding, and that they themselves are then only allowing to reach the age of adolescence before sending to a brutal slaughterhouse end!

As such, please take a moment to take an honest look at the images on the opposing page – one pair representing what death would look like for animals allowed to live out their lives naturally, and the other showing what death *already* looks like for the millions upon millions of adolescent farmed animals who are brutally slaughtered every single day ...

And after looking at these pictures for even only a few seconds, it simply *must* be clear to you that it would be *far* better for animals to peacefully “go extinct” than continue to be bred into a life of callous confinement and malicious murder ... And I have very little doubt that every single cow & every single pig (& every single chicken & every single turkey & every single goat etc.) in existence today wholeheartedly agrees.



In conclusion, be not fooled, my Friends – animal agriculture is *not* a conservation movement, and animal agriculture does *not* factor either the survival of species or the ecological sustainability of its practices into its decision-making. No, animal agriculture is about maximizing profit – maximizing profit at the expense of the incredible suffering of millions upon millions of our innocent, sentient animal cousins. And as such, in the end, we need not be concerned about the extinction of farmed animal species at all. Rather, we should be focusing our efforts & our energies on making animal agriculture itself – once & for all – finally go extinct.

Current status of this Myth: **Vaporized**
Justification it provides for eating animals: **NONE**

"If you knew your life would be defined by enslavement, mutilation, sexual violation, reproductive control, the theft of your offspring, and a violent slaughterhouse end in your youth, what would be the advantage of being born at all?" ~ Free From Harm

"Animals – even the ones we have bred for specific purposes -- are not here for us to use as we wish. Rather, animals are here to help us remember what we have long since forgotten; they are here to help us remember how to look and listen in a different way; they are here to help us remember how to live from the Heart." ~ unknown

Myth #70: "But if we don't cull them they'll take over."

Despite being one of the more popular non-vegan myths, this one simply makes no sense whatsoever. As more & more people inevitably continue to shift to a cruelty-free vegan lifestyle (Hooray for that!), less & less animals will be bred for slaughter, and herd populations will gradually decrease over time ... It really is that simple.

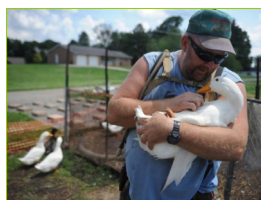
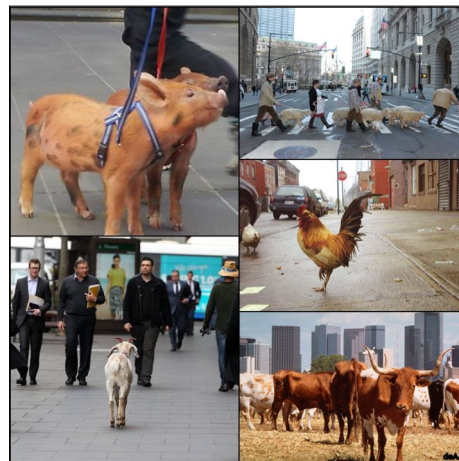
Indeed, even if we went completely vegan overnight and immediately stopped mass-breeding cows & pigs & chickens for slaughter, we would simply need to use the space & feed that is *already available* to allow our farm-animal friends to live out their lives naturally. Herd sizes would naturally dwindle over the 15-year lifespan of the current farmed animal generation, and an easily managed peaceful co-existence with their downsized populations would be enjoyed thereafter.

In closing, it is important to remember that "Mother Nature" does a fantastic job of balancing herd sizes with her own environmental resources, and has been doing so brilliantly for billions & billions of years before we humans showed up and started trying to make things "better". It is indeed the height of arrogance to assert that She would need our help in encouraging the world's cow, pig & chicken populations to reach sustainable proportions – especially in light of how our species has really screwed things up for everyone else over only the past handful of centuries.

As such, maybe it's finally time for us to truly start minding our own business;
... I know the animals sure wouldn't mind.

Current status of this Myth: **Razed**

Justification it provides for eating animals: **NONE**



Myth #71: "But killing animals is part of the Circle of Life."

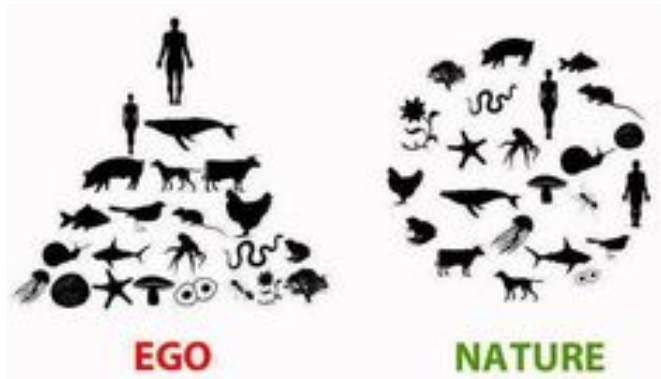
It is indeed true that obligate carnivores & "true omnivores" *do* kill other animals, **and** it is also true that they do so only when they need to in order to survive ... Of course, the latter of these truths does not apply to the **vast** majority of humans on the planet at this time (certainly not a single one of you currently reading this book). We humans have **no** carnivorous instincts, we humans are **not** natural animal-killers, and we humans are most certainly **not** by nature carrion feeders. And yet *these* are precisely the niches that meat-eaters have chosen to occupy in their human-imagined & human-biased "cycle of life". As such, it proves to be most ironic that what non-vegans call "natural" is actually about as unnatural as it gets.

Indeed, we need to be very careful about using "the natural cycle of life" to justify our choices, for the same reasoning could also be used to justify rape, slavery, murder, war, genocide and any of the other human vices that are an unfortunate part of our human legacy. What comes "naturally" to us does **not** automatically qualify as good or ethical (or in this case even beneficial). So if we are going to talk about what is "natural", then we need to be very careful – indeed, very Care-full. Do we really want to continue to make excuses for our barbaric past? Do we really want to advocate being "only human" when we have the ability to become fully Humane? Is it really in our inherent nature to imprison others who are weaker or less intelligent or less aggressive than we are? Is that all that we can ever hope to become?

Well to all those questions I answer with a definitive NO! I say that free will is also natural, and I say that with the choices we freely make comes a responsibility to weigh the negative and positive impacts of those choices. And I say we can choose differently – I say that we can be more than "only human" – I say that we can become a noble Force of Compassion instead of only a destructive cancer of consumption ... And quite fortunately, there are already **millions** of vegans around the world (with more & more of awakening every minute) proving me right every single day.

Current status of this Myth: **Terminated**

Justification it provides for eating animals: **NONE**



Myth #72: "But our ancestors ate meat."

(also heard as "But we humans have always been hunters.")

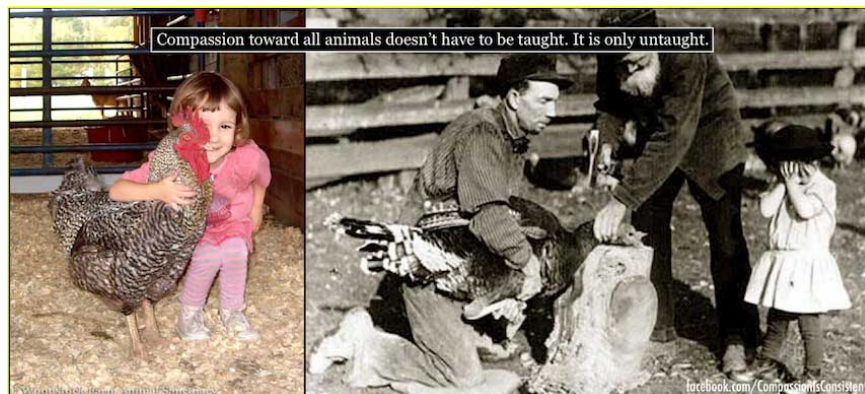
Well, our ancient ancestors also raped women, enslaved their enemies and murdered their adversaries, and yet we have fortunately evolved to the point of realizing that these practices – just like abusing, enslaving & murdering other sentient animals – are **not** acceptable forms of behavior. But I'm getting ahead of myself ...

When it comes to understanding the actual role our ancestry plays in the animal cruelty debate, feel free to consider the following facts:

***Fact:** We humans are *not* instinctively aggressive or cruel ... To the contrary, we are by nature plant-eating herd animals who have thrived as a species **not** due to our self-destructive tendency towards aggressive violence, but rather due to our ability to come together in groups and care for one another. Consider the wisdom of Robert Sussman, PhD – professor of anthropology at Washington University in St. Louis: "Our intelligence, cooperation and many other features we possess as modern humans developed from our attempts to out-smart predators ... [The idea of humans as hunters] developed from a basic Judeo-Christian ideology of man being inherently evil, aggressive and a natural killer. Yet in fact, when you examine the fossil and living non-human primate evidence, that is simply not the case."

Yes, our herds (often called "tribes" or "communities" or "nations" today) *did* sometimes compete with one another – admittedly sometimes violently – *and yet* they did so (and sometimes still do so) **against their true nature**. Indeed, behaviors that are aggressive & practices that are cruel are *not* "natural" to our species – rather, they are habits inherited from our previous cultures, responses learned from our parents, or thoughtless reactions to circumstances in our environments.

Yes, we are still a young, confused species, and yes, acts of violence are still widespread in human societies around the globe, *and yet* these are **not** arguments for the continuation of these practices. Indeed, the time has come for us to "grow up" as a species. The time has come for inhumane behaviors that are protected by tradition, custom and ignorance to succumb to a more mature humanity – a humanity that is championed instead by thought, by reason, by morality and by compassion.



***Fact:** We humans do *not* have any innate carnivorous instincts ... Put one hundred human infants (or babies, or toddlers, or even young children) in one hundred rooms containing one hundred rabbits (or puppies, or kittens, or calves, or chickens, or baby pigs, or lambs, etc) and *every single one of them* will either try to play with those animals or sit and stare at them in wonderment. In fact, not a single human infant (or baby or toddler or young child) will *ever* try to kill & eat any animal whatsoever – unless he or she has some sort of brain injury or psychological defect ... Think about that for a moment.

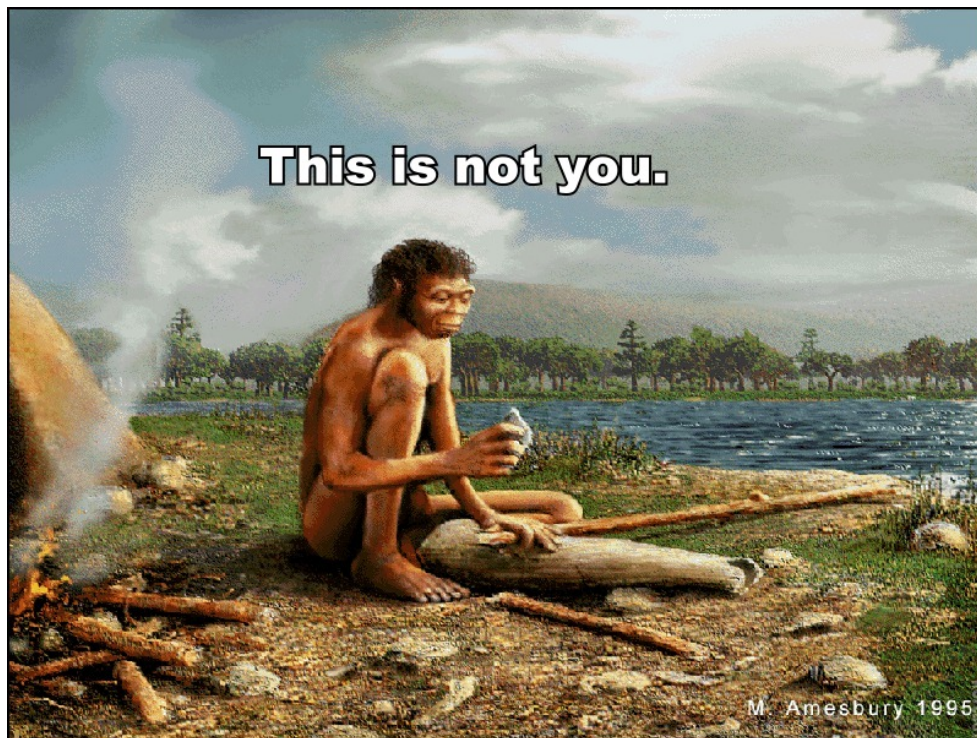
Fact:** Humanity's *oldest* ancestors were actually vegans ... Yes, "paleo diets" are still the rage (literally) in many circles, and yet if these people are trying to use the diets of their ancestors to justify their cravings for meat, then why are they only looking at their relatively *recent* human ancestors to do so? In fact, our oldest human ancestors actually ate an almost exclusively plant-based diet ... That's right, while the relatively young diets of Homo-erectus and the Neanderthals are still up for debate (with quite a few paleontologists believing that these ancestors' diets were primarily plant-based as well), there is little doubt that our more original ancestors were almost exclusively plant-eaters. Indeed, in a 2013 study released by the Proceedings of the National Academy of Sciences, it was reported that up until roughly 4 million years ago, all our earliest ancestors (for roughly 26 million years!) had diets that were very similar to chimpanzees – diets that, other than including the very rare lizard or occasional termite, were ***completely plant-based.

***Fact:** We humans do not have the biological tools required to catch, or kill, or render live game ... Dr. Richard Leakey, world-renowned anthropologist, summarized the issue as follows: "You can't tear flesh by hand and you can't tear hide by hand. Our anterior teeth are also not suited for tearing flesh or hide. We don't have large canine teeth, and we wouldn't have been able to deal with food sources that require those large canines." In addition, Dr. Neal D. Barnard, founder and president of the Physicians Committee for Responsible Medicine, says humans lack the raw abilities to be good hunters, noting that, "We are not quick, like cats, hawks or other predators. It was not until the advent of arrowheads, hatchets and other implements that killing and capturing prey even became possible."



***Fact:** Just because our ancestors were forced to hunt in order to survive times of severe famine, does **not** mean that we should continue to eat animals today ... As stated earlier, during most of our evolutionary history we were almost completely vegan. The addition of meat to the early human diet came only with the discovery of fire, which allowed us to lower the risk of being sickened or killed by the parasites in the meat our ancestors were *forced* to eat to avoid starvation (or learned to eat via addictive habit thereafter). In addition, we humans only started consuming animal dairy roughly 10,000 years ago – also very recently in our species’ evolution, and also in response to times of desperate famine. Please note that these behaviors did **not** turn our ancestors (or us) into carnivores or “true omnivores”, but rather simply allowed our early forefathers & foremothers to survive periods of time when far healthier plant foods were unavailable.

And besides ...



***Fact:** Just because we humans *can* do certain things, does **not** mean that we are *designed* to do so. I mean we *can* digest cardboard, but that doesn’t make it a good idea to eat it ... And in fact, at least when it comes to eating meat and digesting milk products, it is quite clear that we humans are actually designed to **NOT** do so. This is why our GI tract has so much trouble digesting animal flesh and the mammary secretions from other species, and this is why the consumption of animal products has been conclusively linked to higher rates of various types of cancer, diabetes, colorectal disorders, high blood pressure, heart attack, heart disease, osteoporosis, stroke & obesity in humans today.

Cardiologist William C. Roberts (the editor in chief of The American Journal of Cardiology, and the medical director of the Baylor Heart and Vascular Institute at Baylor University Medical Center) says without hesitation that humans aren't physiologically designed to eat meat, stating: "I think the evidence is pretty clear. If you look at various characteristics of carnivores versus herbivores, it doesn't take a genius to see where humans line up."

Indeed, there are literally dozens of such physiological characteristics that show quite clearly that humans are clearly *not* designed to eat meat, and thus not meant to hunt it or farm it either. Consider the following chart that identifies just some of the same:

Comparative Anatomy, where do HUMANS fit in?				
CARNIVORE	OMNIVORE	HERBIVORE	FRUGIVORE	HUMAN
				
Physiological food : meat	PF : meat & vegetables	PF : grass & tree foliage	PF : fruits, vegetables, nuts	PF : fruits, vegetables, nuts
4 paws with claws	4 paws with claws/hooves	4 paws with hooves	Prehensile hands and feet	Prehensile hands
Walks on 4 paws	Walks on 4 paws	Walks on 4 paws	Walks on 4 paws/upright	Walks upright
Mouth opening : large	Mouth opening : large	Mouth opening : small	Mouth opening : small/M	Mouth opening : small
Great sharp fangs	Great sharp fangs	Rudimentary, blunt canines	Canines for defense	Rudimentary, blunt canines
Short and pointed incisors	Short and pointed incisors	Big and flattened incisors	Big and flattened incisors	Big and flattened incisors
Blade shaped molars	Blade shaped/crushing molars	Flattened & strong molars	Flattened molars	Flattened molars
Lower jaw embedded inside of the top; no lateral or forward mobility	Lower jaw embedded inside of the top; no lateral or forward mobility/minimal	Upper jaw sits on the bottom; great lateral and forward mobility	Upper jaw sits on the bottom; great lateral and forward mobility	Upper jaw sits on the bottom; great lateral and forward mobility
Shear; swallow w/o chewing	Shear & swallow/crushing	No shear; chew much	No shear; chew their food	No shear; chew their food
Small salivary glands	Small salivary glands	Big salivary glands	Big salivary glands	Big salivary glands
Acid saliva without ptyalin	Acid saliva without ptyalin	Alkaline saliva with ptyalin	Alkaline saliva with ptyalin	Alkaline saliva with ptyalin
Acid urine	Acid urine	Alkaline urine	Alkaline urine	Alkaline urine
Renal secretion of uricase	Renal secretion of uricase	Does not secrete uricase	Does not secrete uricase	Does not secrete uricase
Strong hydrochloric acid	Strong hydrochloric acid	Weak hydrochloric acid	Weak hydrochloric acid	Weak hydrochloric acid
Does not requires fiber to stimulate peristalsis	Does not requires fiber to stimulate peristalsis	Requires fiber to stimulate peristalsis	Requires fiber to stimulate peristalsis	Requires fiber to stimulate peristalsis
Metabolize large amount of cholesterol and vitamin A	Metabolize large amount of cholesterol and vitamin A	Metabolize small amount of cholesterol and vitamin A	Metabolize small amount of cholesterol and vitamin A	Metabolize small amount of cholesterol and vitamin A
Sweat glands in the paws; gasp to cool the blood	Sweat glands in the whole body	Sweat glands in the whole body	Sweat glands in the whole body	Sweat glands in the whole body
Intestine from 1.5 to 3 times body length	Intestine 3 times body length	Intestine 20 times body length	Intestine 9 times body length	Intestine 9 times body length
Colon short smooth alkaline	Colon short smooth alkaline	Colon long complex acid	Colon long sacculated acid	Colon long sacculated acid
Not metabolize cellulose	Not metabolize cellulose	Metabolize cellulose	Does not metabolize cellulose	Does not metabolize cellulose
Complete digestion 2-4 hrs	Complete digestion 6-10 hrs	Complete digestion 24-48 hrs	Complete digestion 12-18 hrs	Complete digestion 12-18 hrs

Revised poster by bananagirdiet.com with credit for original design to arcoirisuniversal.org

In essence then, just because our ancestors “naturally” made grave dietary errors in our species’ distant past in order to survive dire circumstances, does *not* make it wise or prudent for us to repeat those same mistakes today.

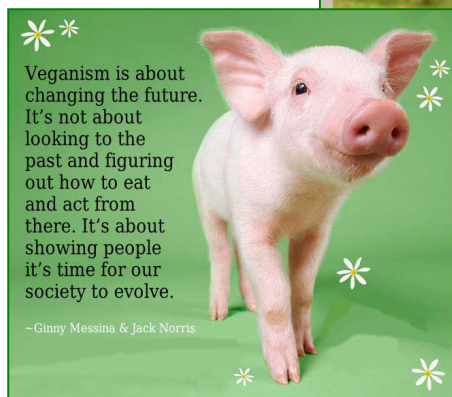
***Fact:** Finally -- and **by far most importantly**, even if it *were* natural for humans to kill animals (which it clearly isn't), just because something is "natural" and we *can* do it, does **not** mean it is a choice worthy of support or that we *should* do so ... Indeed – murder, rape, slavery and cannibalism are all human practices that are actually older than hunting, and thus even more "natural" than eating animals, *and yet* we do not invoke their brutal history to justify their continuance today. And why not? Well, primarily because they are cruel & primitive & unnecessarily violent & patently immoral ...

... just like killing animals for food.

Current status of this Myth: **Clarified (and Crushed)**

Justification it provides for eating animals: **NONE**

"The question of whether a vegan diet is the most natural or the healthiest is essentially irrelevant. I frankly don't care what our ancestors ate thousands – or even hundreds – of years ago. It's 2015 now and we know for a fact that we do not need to eat meat, dairy or eggs to survive & thrive. Choosing to take the life of another sentient being when we have no biological need to do so is selfish at best, immoral at standard, and downright evil at worst." ~ inspired by Gary Smith



Myth #73: "But look at my canine teeth."

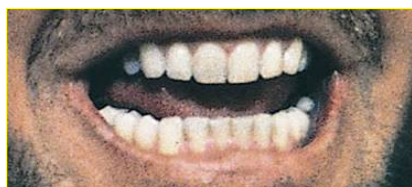
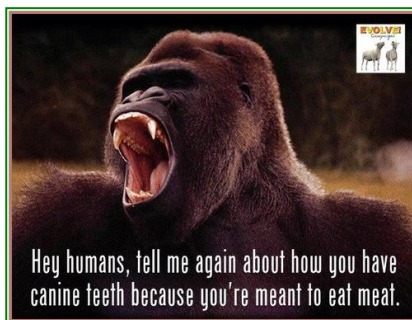
First of all, the teeth of true carnivores & meat-oriented omnivores are spaced so as not to trap stringy debris. Their incisors are short, pointed and prong-like for grasping and shredding, their canines are greatly elongated and dagger-like for killing and tearing prey, and their molars are flattened with jagged edges to function like serrated-edged blades. In marked contrast, we humans (like most herbivores & all frugivores) have incisors that are broad, flattened and spade-like, canines that are relatively small, and a diverse array of molars ideally suited for grinding plants and nuts. Like most other plant-eaters, we humans have teeth that are closely grouped and jaw muscles that are designed to use those teeth to meticulously chew our food in order to ensure that it thoroughly mixes with our saliva – saliva which, unlike in carnivorous & omnivorous meat-eaters, contains carbohydrate-digesting enzymes which break down plant-based food molecules while our food is still in our mouths.

Of course, dispelling this myth doesn't need to be so complicated ... Short & sweet is often the best way to destroy delusions, so if any of you sincerely insist on arguing that we humans are obligate meat-consuming omnivores and are therefore designed to eat meat (Hint: we aren't; see Myth #74 that follows) – then please consider the very simple wisdom of Olli Brander when he stated the very obvious:

"The existence of your teeth isn't forcing you to support the meat industry any more than the existence of your hands is forcing you to strangle your neighbors."

Current status of this Myth: **Undermined**

Justification it provides for eating animals: **NONE**



So these are the fearsome canine teeth that allegedly prove we're designed to eat meat? Try again.



Myth #74: "But humans are natural omnivores."

Interestingly enough, of all the arguments I have heard by meat-eaters attempting to defend their consumption of flesh, this one seems to be by far the most common – that somehow our mere ability to digest meat, along with the mere presence of rather unimpressive “canines” in the human dental pattern, is enough to justify the imprisonment, abuse, murder and consumption of our sentient animal cousins. And yet once again, science simply does not support this myth either ...

Yes, over the millennia we humans have indeed developed the ability to eat animal flesh and consume animal secretions *to survive in times of starvation*, and yet the vast majority of our digestive physiology is clearly designed to consume plant material. This fact explains why meat-eaters live noticeably shorter lives than vegans, and also why meat-eaters & dairy-consumers suffer dramatically higher incidences of cancer, heart disease, diabetes, stroke and osteoporosis than humans who have adopted a plant-based diet instead.

And if the dramatic & documented health benefits of going vegan (see Myth #16 previously) are not proof enough that we humans are primarily plant-eaters by nature (“frugivores”, actually – mammals designed to almost exclusively eat a diverse array of fruits, vegetables, seeds & nuts), then the factual evidence of the physiological makeup of our bodies should do so. Indeed, when we compare the basic physical traits of humans to other animals, it becomes astoundingly clear that our bodies bear a *remarkably* close resemblance to herbivores – and are *remarkably* different from the bodies of most meat-oriented omnivores* and obligate carnivores ... Consider the following small sample of these traits for your enlightenment:

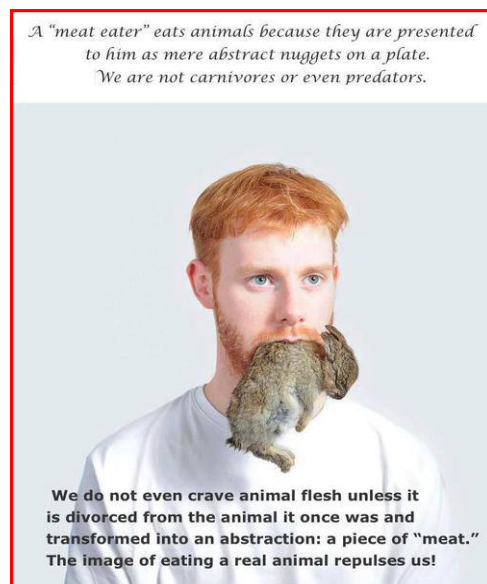
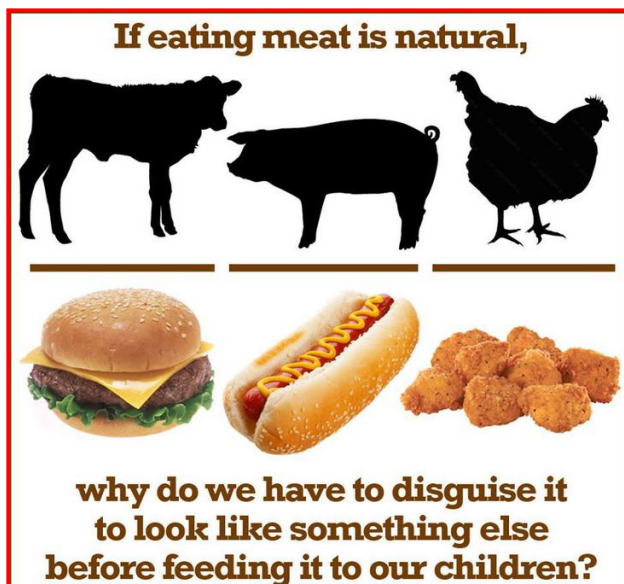
Unlike carnivores & meat-oriented omnivores, human facial muscles are well-developed ... Unlike carnivores & meat-oriented omnivores, human jaws have an expanded angle ... Unlike carnivores & meat-oriented omnivores, human jaw joints are found above the plane of our molars ... Unlike carnivores & meat-oriented omnivores, human jaws do not shear our food, but chew it with a side-to-side motion ... Unlike carnivores & meat-oriented omnivores, humans' primary jaw muscles are the masseter & the pterygoids ... Unlike carnivores & meat-oriented omnivores, human mouth openings are small compared to our head size ... Unlike carnivores & meat-oriented omnivores, human incisors are broad, flattened & spade-shaped ... Unlike carnivores & meat-oriented omnivores, human canines are short & blunted ... Unlike carnivores & meat-oriented omnivores, human molars are flattened with cusps ... Unlike carnivores & meat-oriented omnivores, humans must first chew their food to digest it properly ... Unlike carnivores & meat-oriented omnivores, human saliva contains carbohydrate-digesting enzymes ... Unlike carnivores & meat-oriented omnivores, human stomach-acidity has a pH level of 4 to 5 when food is present ... Unlike carnivores & meat-oriented omnivores, human stomachs have a capacity that is less than 30% of their entire digestive tract ... Unlike carnivores & meat-oriented omnivores, human small intestines are over 10 times their body length ... Unlike carnivores & meat-oriented omnivores, human colons are long & sacculated ... Unlike carnivores & meat-oriented omnivores, human livers cannot detoxify Vitamin A ... Unlike carnivores & meat-oriented omnivores, human kidneys produce moderately concentrated urine ... Unlike carnivores & meat-oriented omnivores, humans have flattened nails instead of claws.

The list actually continues on & on, and yet the point has been clearly made clearly enough: we humans – despite possessing the ability to consume small amounts of the flesh &/or the secretions from other animals when forced to do so – are plant-eaters by nature.

Some also argue that since chimpanzees (our closet animal relatives) eat meat, we humans should as well. And yet here once again, the science tends to say otherwise. In a recent Harvard University study (researched by Conklin-Brittain, Wrangham & Smith), meat consumption of the primates studied was so rare it was documented in the data under the title “miscellaneous” (not even as “meat”). The study noted that chimps obtained less than 1% of their calories from non-plant sources (and these mostly via the consumption of insects – primarily termites) ... To put that into perspective for us humans, after rounding the Harvard figure up to a generous 1%, the average chimpanzee insect consumption would equate to roughly 8 grams of meat a day for us humans – about the size of a cube of sugar. That’s right, *if* you truly desire to accurately mimic the “omnivorous” diets of our closest primate relatives (which I personally do *not* recommend – as a pure vegan diet is not only more ethical, but much tastier & much healthier as well), then you would be limited to one tiny fingertip of meat a day.

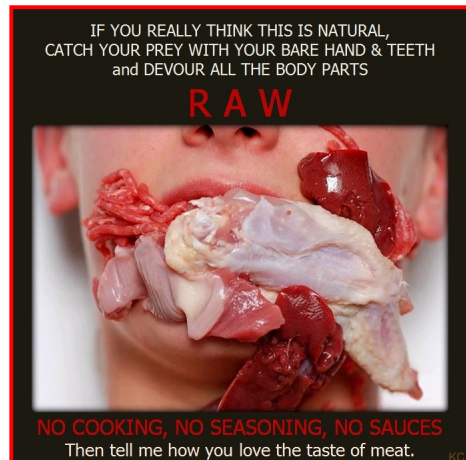
Of course, when it comes to ethical decisions as important as what foods we choose to put on our plates, do we really want to play “monkey see, monkey do” ... with monkeys?

“Eating meat is indeed absolutely natural [in the animal kingdom]. However, the fact that it is natural does not imply that it is ethically acceptable. If we believed that eating meat was ethically permissible simply because other animals did it as well, then this would imply that there is nothing wrong with rape, cannibalism, or infanticide, all of which routinely occur there.” ~ Eugene Khutoryansky



Indeed, if we humans are made to eat meat, why must we cook it to consume it safely, thereafter cut it into small pieces to keep from choking on it, and then chew it thoroughly to be able to even partially digest it (all problems unknown to true carnivores & meat-oriented omnivores)? ... Indeed, if we humans are made to eat meat, why do we instinctively react with sorrow when we see an injured animal, and disgust when we see a dead one? ... Indeed, if we humans are made to eat meat, why is that anyone choosing to kill an animal with his or her bare hands and then eat its corpse raw is rightfully considered “despicable” or “deviant”, if not downright “deranged”? ... Indeed, if we humans are made to eat meat, why are the vast majority of us not aroused by the scent of blood – and why are the vast majority of us disgusted by the sight of raw flesh and revolted by the screams of animals being ripped apart and murdered? ... Indeed, if we humans are made to eat meat, why do we adore the animals our cultures deem to be “pets”, and severely condemn and sternly punish all the “criminals” who happen to inflict pain & suffering upon them?

In case you are at a loss as to how to respond to these very important questions, allow me to provide you with more than a mere hint – We engage such practices (and experience such reactions, and suffer such feelings, and make such judgments) for one simple reason: We humans are simply *not* designed to eat meat.



Finally, and *most importantly of all*, even if we humans *were* natural meat-oriented omnivores, a plant-based diet has *still* been proven to be a thoroughly healthy & completely cruelty-free alternative for all humans ... As such, since we do not need to cause other sentient species to suffer and die in order to live a long (actually longer) & healthy (actually healthier) life, why shouldn't we avoid doing so? After all, it really doesn't matter what we have eaten in the past or what we *can* eat today... It only matters that we now know better – and that we then eat accordingly.

Current status of this Myth: **Decontaminated**
 Justification it provides for eating animals: **NONE**

“We are born with a strong natural aversion to violence and blood; to the brutal act of preying on another animal. We possess the ability to feel our fellow animals’ pain & fear as if it were our own, and to choose to use this empathy to guide our judgment. The shackles and weapons we have devised may allow us to distance ourselves from the cruel reality of capturing, imprisoning, and killing our fellow animal. But they cannot shield us from the deeper Truth that is in our hearts.”
 ~ inspired by Alisa Rutherford-Fortunati

“Human beings have the gastrointestinal tract structure of a ‘committed’ herbivore, and do not show the mixed structural features one expects and finds in anatomical omnivores such as bears and raccoon. Thus, from comparing the gastrointestinal tract of humans to that of carnivores, herbivores, and omnivores, we must conclude that humankind's GI tract is designed for a purely plant-food diet.”

~ Dr. Milton Mills

“Stepping away from animal exploitation, I was able to heighten my perspective enough to see through the greatest conspiracy of all; the conspiracy that has convinced the whole human race that they are predatory animals, fashioned to hunt and kill prey and consume their body parts; a conspiracy that has persuaded an unknowing and trusting public that they have the right to sacrifice the lives of other sentient beings for their pleasure, comfort and convenience; a conspiracy that has cost humans their physical and spiritual health, the earth its precious natural resources, and caused the animal kingdom untold suffering via the cruel termination of billions upon billions of their innocent lives.” ~ anonymous

Dietary Class	Carnivore	Omnivore	Herbivore	Frugivore	Human
Anatomy:					
Optimal Diet:	Meat	Meat and plants	Leafy plants and grasses	Fruits, veggies, nuts, legumes and seeds	Fruits, veggies, nuts, legumes and seeds
Vision (mammals):	Does not see in full color-scale	Does not see in full color-scale	Sees in full color-scale	Sees in full color-scale	Sees in full color-scale
Brain Chemistry:	Fueled by fats and proteins	Fueled by fats and proteins	Fueled by glycogen	Fueled by glycogen	Fueled by glycogen
Circadian Rhythm (mammals):	Sleep 18-20 hours per 24-hour cycle	Sleep 18-20 hours per 24-hour cycle	Sleep 8 hours or less per 24-hour cycle	Sleep 8 hours or less per 24-hour cycle	Sleep 8 hours or less per 24-hour cycle
Mouth Opening Vs. Head Size:	Large	Large	Small	Small to medium	Small
Jaw Type:	Lower jaw embedded inside of upper jaw	Lower jaw embedded inside of upper jaw	Upper jaw sits on the bottom jaw	Upper jaw sits on the bottom jaw	Upper jaw sits on the bottom jaw
Jaw Angle:	Not expanded	Not expanded	Expanded	Expanded	Expanded
Jaw Joint Location:	On the same plane as the molar teeth	On the same plane as the molar teeth	Above the plane of the molar teeth	Above the plane of the molar teeth	Above the plane of the molar teeth
Jaw Motion And Mastication:	Shears meat and swallows; no lateral or forward mobility for chewing	Shearing & crushing; minimal to no lateral or forward mobility for chewing	Great lateral and forward mobility for chewing leafy green plants and grasses	Great lateral and forward mobility for chewing fruit, seeds, nuts and vegetation	Great lateral and forward mobility for chewing fruit, seeds, nuts and vegetables
Necessity Of Chewing Food:	None; swallows food whole	Swallows food whole &/or simple crushing	Extensive chewing necessary	Extensive chewing necessary	Extensive chewing necessary
Facial Muscles:	Reduced to allow wide mouth gape	Reduced to allow wide mouth gape	Well-developed to facilitate chewing	Well-developed to facilitate chewing	Well-developed to facilitate chewing
Major Jaw Muscles:	Temporalis	Temporalis	Masseter and Pterygoids	Masseter and Pterygoids	Masseter and Pterygoids
Teeth (canines):	Long, sharp, curved fangs	Long, sharp, curved fangs	Rudimentary, dull and short or none	Dull and short or long (for defense)	Rudimentary, short and blunted
Teeth (incisors):	Short and pointed	Short and pointed	Broad, flattened and spade-shaped	Broad, flattened and spade-shaped	Broad, flattened and spade-shaped
Teeth (molars):	Sharp, jagged and blade-shaped	Sharp blades and/or flattened	Flattened with cusps vs. complex surface	Flattened with nodular cusps	Flattened with nodular cusps
Tongue:	Extremely rough for use in tearing meat	Moderate to rough	Moderate to rough	Smooth; used mainly like a shovel for food	Smooth; used mainly like a shovel for food
Salivary Gland Size:	Small	Small	Large	Large	Large
Salivary Chemistry:	Acidic	Acidic	Alkaline	Alkaline	Alkaline
Salivary Enzymes:	No carb-digesting enzymes; lysosomes	No carb-digesting enzymes; lysosomes	Has carb-digesting enzymes like ptyalin	Has carb-digesting enzymes like ptyalin	Has carb-digesting enzymes like ptyalin
Stomach Capacity:	60-70% of total vol. of digestive tract	60-70% of total vol. of digestive tract	Less than 30% of total vol. of digestive tract	21-27% of total vol. of digestive tract	21-27% of total vol. of digestive tract
Stomach Acidity:	Less than or = pH 1 with food in stomach	Less than or = pH 1 with food in stomach	pH 4 to 5 with food in stomach	pH 4 to 5 with food in stomach	pH 4 to 5 with food in stomach
Peristalsis:	Does not require fiber to stimulate	Does not require fiber to stimulate	Requires fiber to stimulate	Requires fiber to stimulate	Requires fiber to stimulate
Length Of Small Intestine:	1.5 to 3 times body-length	3 times body-length	20 times body-length	9 times body-length	9 times body-length
Colon Type:	Simple	Simple	Complex	Complex	Complex
Colon Length:	Short	Short	Long	Long	Long
Colon Shape:	Smooth	Somewhat sacculated	Sacculated	Sacculated	Sacculated
Colon Chemistry:	Alkaline	Alkaline	Acidic	Acidic	Acidic
Liver Type:	Complex with 5 distinct chambers	Complex	Simple	Simple	Simple
Liver Size:	Proportionally 50% larger than others	Proportionally larger than herbivores	Slightly larger than frugivores	Proportionally relatively small	Proportionally relatively small
Bile Flow:	Comparatively heavy	Comparatively moderate	Comparatively weak	Comparatively weak	Comparatively weak
Vitamin A (liver detoxification):	Can metabolize large amounts efficiently	Can metabolize large amounts efficiently	Can only metabolize smaller amounts eff.	Can only metabolize smaller amounts eff.	Can only metabolize smaller amounts eff.
Short-Chain Fatty Acids:	Can't convert to LCFAs	Can't convert to LCFAs	Can convert to LCFAs	Can convert to LCFAs	Can convert to LCFAs
Cholesterol:	Can metabolize large amounts efficiently	Can metabolize large amounts efficiently	Can only metabolize phytosterols eff.	Can only metabolize phytosterols eff.	Can only metabolize phytosterols eff.
Uricase:	Renal secretion (kidneys)	Renal secretion (kidneys)	No secretion	No secretion	No secretion
Urinary Concentration:	Extreme	Extreme	Comparatively weak	Moderate	Moderate
Urinary Chemistry:	Acidic	Acidic	Alkaline	Alkaline	Alkaline
Digestion (time to complete):	From 2 to 4 hours	From 6 to 10 hours	From 24 to 48 hours	From 12 to 18 hours	From 12 to 18 hours
Placenta (mammals):	Zonary-shaped	Zonary-shaped	Discoid-shaped	Discoid-shaped	Discoid-shaped
Limbs:	Has 4 paws with claws	Has 4 paws with claws or hooves	Has 4 legs with hooves	Has arms with prehensile hands & feet	Has arms with prehensile hands
Locomotion:	Walks on all 4 legs	Walks on all 4 legs	Walks on all 4 legs	Walks on all 4 limbs or upright	Walks Upright
Mammaries:	Multiple teats for nursing litters	Multiple teats for nursing litters	Multiple teats for 1-2 offspring or litters	Dual breasts for nursing 1-2 offspring	Dual breasts for nursing 1-2 offspring
Skin And Hair (mammals):	100% covered in hair	100% covered in hair	Pores with extensive hair covering body	Pores with extensive hair covering body	Pores with minimal hair
Cooling System:	Has sweat glands in paws only; panting	Minimal sweat glands in mammals	Has sweat glands all over the body	Has sweat glands all over the body	Has sweat glands all over the body
Nails:	Sharp claws	Sharp claws or blunt hooves	Blunt hooves	Flattened nails	Flattened nails

*NOTE: There is actually no such thing as a “standard omnivore” ... What there **IS** is a wide-ranging gradient of omnivorous species, many of which having much of their GI tract resembling that of carnivores (wolverines – who eat primarily other animals, possums & badgers – who eat primarily insects &/or earthworms, raccoons – who obtain roughly two-thirds of their calories from eating other animals, dogs & bears & chickens – who eat whatever is available, and maned wolves – who split their animal & plant-based calories 50/50). Then there are omnivores whose GI tracts start to more closely resemble their herbivorous cousins (pigs – who get the majority of their calories from plants, and squirrels & chipmunks – who obtain roughly 85% of their caloric intake from plant sources). Finally, at the far end of the spectrum, we have the “frugivores” – chimps and bonobos and gorillas and orangutans ... and humans; animals who naturally obtain over 99% of their caloric intake from plant-based sources. Yes, we humans are an unusual species, as we have few carnivorous digestive traits (hydrochloric acid in our stomachs being one of them), many dozens of traits common to herbivores, and a few that are common to neither. Thus, our relatively unique classification as “frugivores” – just like our relatively unique fruit&nut-based diet – is quite accurate indeed.

Myth #75: "But eating animals is my personal choice."
(also heard as "But it is my right to eat animals.")

It is true that I myself have no right to criticize the decisions you make that do not infringe on the rights of others, *and yet* I have **every right** to openly defend the innocent by denouncing any & all of your choices that willfully & knowingly confine, abuse, terrify, violate &/or murder other sentient beings ... After all, we humans have – as a general rule – finally evolved far enough as a species to understand that ***acceptable personal choices do not have victims.***

My Friends, it is not possible for you to hide behind the mantra of "live and let live" or "to each his or her own" while supporting the premature death of innocent beings, nor is it correct to claim a "right to eat meat" when that right destroys the rights – indeed the entire lives – of those others ... In essence, while I will always support your right to choose, that right becomes fully null & void the moment you use it to rob another conscious being of the same privilege. After all, there is no right to harm – there is only the right to live free from the same.

And this makes complete sense ... After all, if you were to witness a pedophile molesting a child, would you excuse it as a matter of "personal choice"? If you were to witness a slave-owner brutally beating his servant, would you excuse it as a matter of "personal choice"? If you were to witness a bigot verbally blasting a homosexual, would you excuse it as a matter of "personal choice"? If you were to witness a rapist sexually violating your mother or your sister, would you excuse it as a matter of "personal choice"? If you were to witness a neighbor torturing his dog, would you excuse it as a matter of "personal choice"? ... Of course you wouldn't! And it is every bit as true that it's not an acceptable "personal choice" to confine & abuse & murder the billions of animals that just want to live their portion of time on Earth in peace, fully free from human cruelties of any kind.

Indeed, any being who can suffer; any being who is fully aware and experiencing an individual life – breathing and feeling and loving, should be staunchly protected from any other stronger being who thinks it is his or her "personal choice" or "personal right" to willfully harm them in any way. As such, my non-vegan Friends, please know without a shadow of a doubt that you have absolutely ***NO RIGHT*** -- based on ***your*** traditions or ***your*** culture or ***your*** desires – to deny animals *their* freedom ... or *their* happiness ... or *their* lives.

To do so is not to support rights ...

... To do so is to create injustice.

To do so is not to support your freedom ...

... To do so is to shackle your own Soul.



Current status of this Myth: **Reproved & Rejected**

Justification it provides for eating animals: **NONE**

“As a vegan, I am regularly asked by meat eaters to respect their decision to eat meat. How absurd! Such a request is directly on par with asking women to respect sexists, asking blacks to respect racists, asking gays to respect bigots and asking Jews to respect Nazis. How can it be moral or even practical to respect the suffering, or the oppression, or the exploitation, or the cold-blooded murder of another being?” ~ anonymous



“You can't say 'Live and let live' while not letting others live ... That's not how morality works.” ~ Felix Sampson



Myth #76: "But there are no moral absolutes."

If you sincerely believe that the mere words "there are no moral absolutes" or "don't criticize my personal morality" provide a safe haven for those who wish to continue supporting the confinement, the exploitation and the murder of billions of farmed animals all over the world, then you must *also* grant the same non-judgmental acceptance to all the world's child abusers, all the world's serial rapists and all the world's mass murderers ... And even if you thereafter amend your statement to claim that moral relativism only applies to the treatment of non-humans, then you will *still* be forced to accept – if not even applaud – the violent cruelties perpetrated in the world's most repulsive dolphin massacres, its filthiest puppy mills, its most fetid dog fighting rings, its most depressing roadside zoos, its most barbaric whale hunts, its most vile fur farms, and its most diabolical animal experimentation asylums.

Without a doubt, even the most callously conditioned meat-eater must admit that this doesn't "feel right" at all – that it just doesn't make any moral sense to abuse any innocent animals in any way merely for our own entertainment, our own pleasure or our own convenience. And even as a purely practical matter, we must pause and wonder – if the morality of animal cruelty is indeed truly relative, where are all the meat & milk industry-sponsored films & documentaries convincing the world's vegans to go back to supporting animal abuse? ... Seriously, where are they?

Moral discernment is the fundamental basis of every legal system that has ever existed over the course of human history, and yet the indignant words "Don't judge me" have become a resort for many who don't want their unethical behaviors questioned by the compassionate or the concerned. And yet the vast majority of people are decent & dignified enough to never accept "Don't judge me" as a defense for human slavery – or the abuse of children – or the rape of women – or the torture of prisoners – or the murder of the innocent ... And as such, neither can such hollow words provide rest or reprieve for those who commit the same atrocities to innocent non-humans.

Indeed, I have just as much a right to assign a moral rejection of your discrimination against non-humans as you have to assign repugnance to any hate-crimes spawned by racism or sexism or homophobia. And I also have just as much a right to morally denounce the incredible cruelties you directly or indirectly inflict on my non-human cousins as you have to decry the imprisonment of the innocent, the rape of the subjugated or the murder of all those too weak to prevent the same.



My Friends, while it is true that there are more than a few complicated ethical conundrums in life, refusing to exploit the vulnerable is certainly *not* one of them. Indeed, determining Right Action really isn't that complicated in this case, especially considering the following very simple Truths:

- ***Truth:** Farmed animals are self aware & emotionally adept;
- ***Truth:** Farmed animals suffer when they are confined, abused &/or murdered;
- ***Truth:** Humans do not need to eat animal products to live long & healthy lives;
- ***Truth:** Thus, it is completely unnecessary to inflict suffering on farmed animals;
- ***Truth:** And as such, it is patently unethical to do so.

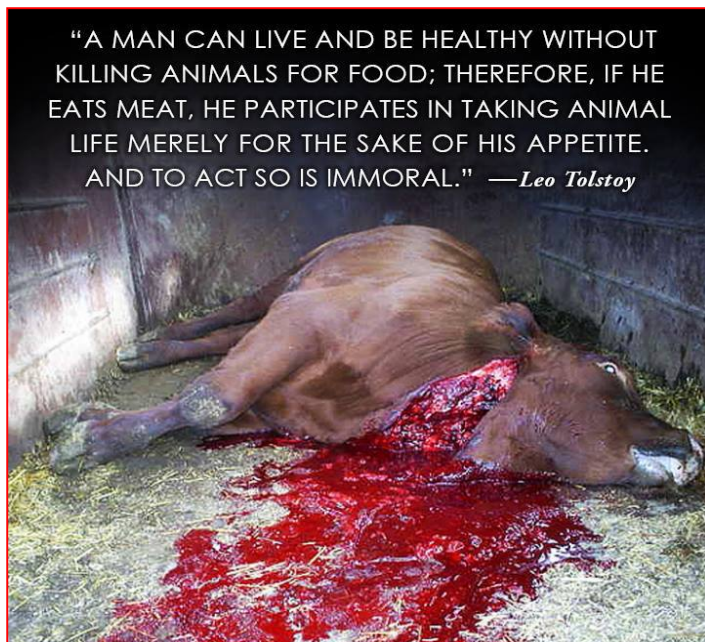
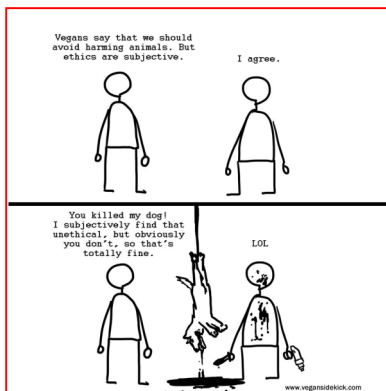
In conclusion then, every single non-sociopathic human being has a functioning sense of right & wrong – their conscience; a quiet-yet-persistent voice of reason & compassion & justice within. Those of you who listen to your consciences know, as surely as I do, that enslaving and exploiting and killing *anyone* – whether the victim be human or non-human – is completely unnecessary & abjectly cruel ... And you also know that such cruelty is therefore immoral and wrong.

You *all* have such a conscience within you, my Friends ...
Please listen to it closely;
... and please heed its Call.

Thank you.

Current status of this Myth: **Exonerated**
Justification it provides for eating animals: **NONE**

"We can talk about how we know that racism, homophobia, rape and child molestation are morally wrong and most people will avidly agree, and yet the moment someone says that animal enslavement and abuse is morally wrong quite a few people are quick to play the moral relativism card ... I don't buy it." ~ John Tallent



Myth #77: "But God authorized us to eat animals."

(also heard as "But the Bible says it's OK to eat animals.")

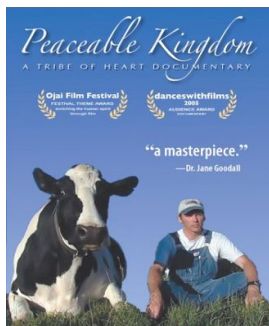
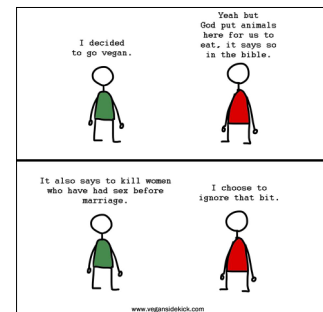
I will admit that this is one of my favorite myths to dissect, for I truly **Love** discussing the intricacies of the Bible almost as much as I truly **Love** defending my animal Friends from unjust persecution. And it just so happens that the texts of the former lend themselves very well to the cause of the latter. As such, I *could* have chosen to discuss many things in this particular chapter ...

*I *could* have chosen to discuss the apparent likelihood – at least according to the ancient Hebrew texts of the book of Genesis – that it was not God at all who gave humankind "dominion" over the animals and offered them to us as food; that it was actually the less-than-moral fallen angels ("Elohim" in the ancient Hebrew) who did so.



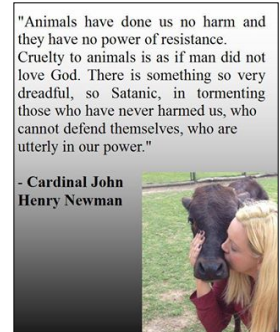
*I *could* have relied upon the principle of "Biblical primacy" and noted that God's very first Commandment – and the only Commandment that God Himself gave to humankind in the entire Bible; most certainly the only Commandment given to us humans before our "fall into sin" – was to live as *vegan* stewards of the Earth (see Genesis 1:29-30).

*I *could* have brought up the practical conundrum that using the Bible as a literal justification for imprisoning, abusing, killing & eating animals also mandates the same strict adherence to other Old Testament verses as well; verses that – among many other unpleasanties – advocate slavery, affirm genocide, subjugate women and condone rape.



*I *could* have mentioned the various Biblical portrayals of Paradise – ostensibly an environment that would be good for us all to emulate here on Earth; descriptions that show Heaven to be a place of perfect Peace where unconditional Kindness is given to **all** sentient beings (see Isaiah 11:6-9, Isaiah 65:17-25, Hosea 2:18, Revelation 5:13).

*I *could* have quoted some of the many verses that actually show God's unconditional Love for **all** his animal creations (see Proverbs 12:10, Psalm 36:6-7, Psalm 145:9, Ecclesiastes 3:19-21, Jeremiah 7:5-7, Isaiah 66:2-3, Matthew 9:13).



*I *could* have shared that the only prayer that Jesus Christ – the ultra-nonviolent “Prince of Peace” – offers in the entire Bible has as one of its core verses the phrase “Your will be done; *on Earth as it is in Heaven*”; essentially calling for us to alter course and make choices in this life that are as merciful and as loving as those that will be made in Paul’s perfect Paradise to come – and this, to **all** beings without exception (see Matthew 9:13, Matthew 10:29, Matthew 23:25-27, Luke 14:5 where Jesus speaks lovingly about animals &/or non-lovingly about animal eaters).



The nineteen Gospel references to "meat" literally translated mean...

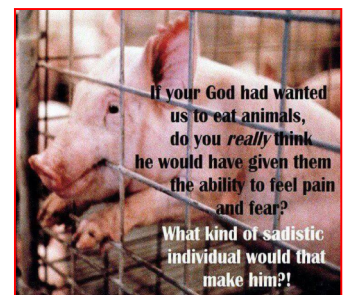
- *Broma* "Food" (mentioned 4 times)
- *Brosis* "The act of eating" (mentioned 4 times)
- *Phago* "to eat" (mentioned 3 times)
- *Brosimos* "That which is eaten" (mentioned once)
- *Trophe* "Nourishment" (mentioned 6 times)
- *Prosphagon* "Anything to eat" (mentioned once)

*And, after all of this had been said & done, I *could* have posed a poignant and very important question for all Christians – namely this one: Seeing as how there is clearly just as much Biblical evidence to support a vegan God of unconditional Love as there is to proclaim a non-vegan god of a far more limited Grace, **why** would anyone choose to champion the latter version of God – the one who shows a lesser Goodness?

Of course, in the interest of concision, I am *not* going to be delving into any of those areas here in any depth. Instead, what I **am** going to do is pose two simple questions – for Christians the two most important questions that can be posed related to God's will for us and our animal cousins ...

*The first question is pretty straight forward, and goes as follows: **if** God created us humans to regularly eat animals, then why didn't he give us the digestive system required to effectively do so?

*And the second question is somewhat like it – namely: **if** God created animals to be used by us humans as food, and **if** God created animals' brains in such a way as to make them self-aware (and therefore terrified of confinement & abuse & death), and **if** God made animals' bodies with nerve endings so that they suffer immensely when abused & murdered ... then **WHY** would you worship such a god; a god who is at best fully incompetent, and at worst flagrantly inconsiderate – if not even diabolically cruel?



When I personally think about it even briefly, it seems plain & obvious to me (and hopefully to many of you now as well) that – *if* God did indeed create *sentient* animals for humans to confine, exploit, kill and consume, then this is a patently immoral god; a deity who should quite clearly *not* be worshiped at all ... but rather one we should openly & courageously *oppose*.



In conclusion, my Friends, regardless of each of our unique & often divergent beliefs about the nature or even the existence of God, I have faith that it is now clear that A) the God of the Christian Bible *can* be read & seen & known as an all-Loving Entity who clearly would *never* sanction the murder of innocent animal lives, and B) that *if* such a God does not exist – *if* God truly did purposefully and knowingly create sentient animals to needlessly & painfully suffer at humanity's lusty hands – then it is upon us not to worship such a capricious deity, but rather to courageously *defy* Him.

Amen ... Let it be so.

Current status of this Myth: **Remonstrated**
Justification it provides for eating animals: **NONE**

"YET SADDEST OF ALL FATES, SURELY, IS TO HAVE LOST THAT SENSE OF THE HOLINESS OF LIFE ALTOGETHER; THAT WE COMMIT THE BLASPHEMY OF BRINGING THOUSANDS OF LIVES TO A CRUEL AND TERRIFYING DEATH OR OF MAKING THOSE LIVES A LIVING DEATH - AND FEEL NOTHING." — Rev. Dr. John Austin Baker



"If a man aspires towards a righteous life, his first act of abstinence is from injury to animals." — Albert Einstein



Myth #77a: "But Jesus ate fish."

It is indeed true that Jesus *appears* to support the eating of meat (mostly fish) at a number of points within the Bible's texts, and there are two ways to go about responding to this claim – first, to gently illuminate the Bible verses relevant to this opinion; and second, to humbly look at the practical, present-day implications that accrue if this myth were indeed to be true. First things first – a few Biblical illuminations:

***Passage #01 – Luke 22:7-8** does indeed have Jesus telling his disciples to prepare the Passover meal, *and yet* interestingly enough it never once has him telling them to obtain, cook or serve a Passover lamb therewith. Indeed, if we read the telling of the tale of the Last Supper, this lamb is completely missing from the story! In fact, there are no scripture passages in the entire Bible where Jesus himself actually ate lamb, which he would most assuredly have eaten at Passover – had he not been vegan. In fact, in the Bible we see Jesus eating on the Passover exactly twice, and curiously enough *neither* time is lamb involved at all; with Jesus and the disciples instead partaking only of unleavened bread at those celebrations.



***Passage #02 – Luke 24:41-43** does indeed show the disciples giving Jesus “a broiled fish and some honeycomb”, and yet then it also notes that “he took *it* and ate *it* in their presence” – not “them”, mind you, but “*it*”. Now, we *can* draw the conclusion that Jesus made the relatively compassionless choice to eat the fish and abandon the honeycomb, and yet according to a literal reading of the scripture he most certainly did **not** eat both of them. Of course, we are also allowed to draw the opposite inference; namely, that he abandoned the fish and ate the comb. And it is *this* interpretation that is actually much more in alignment with the Messianic “prophecy” of Isaiah 7:15, which states quite clearly that, “By the time he knows enough to refuse evil and choose good, he [the Messiah] will eat only butter and honey.” (Granted, neither butter nor honey is vegan sustenance, *and yet* seeing as how Jesus ministry had as its primary purpose the complete overhaul & radical reformation of the Old Testament, even this verse can be seen to indirectly support his probable veganism.)

It might also be of interest to earnest students of scripture that this story is only told in the Gospel of Luke – and this, despite the fact that the authors of the other Gospels are present in the tale. It is also interesting that Luke tells the same story again in the 10th chapter of the book of Acts, and yet he tells it quite differently when he does so (not mentioning fish at all in the second telling) -- *and* that when John describes the same event in John 20, Jesus is seen actually eating nothing at all.

**Passages #03 & #04 – Matthew 14:13-21 & Matthew 15:32-39* (see also parallel passages in Mark 6:30-44 & Mark 8:1-10) ... These two popular texts both have Jesus telling his disciples to feed two large groups of followers (first “the 5000” and later “the 4000”) and both times fish are mentioned as one of the foods provided (“two fish” in Matthew 14:17 & “a few fish” in Matthew 15:34). On its face, this would indeed seem to support the contention that Jesus approved the eating of meat, and yet there is much more to these verses than first meets the eye ...

Initially, it is interesting to note that some scholars (Rosen and Knicely among them) contend that “fish” are not present in these texts at all – that in actuality the Greek word for “fishweed” (a form of dried seaweed) has been mistranslated as “fish” in these verses. While it is true that the ancient Greek words for seaweed (φῦκος / fukos + μνίον / mnion) are not specifically found in the Bible’s ancient manuscripts, it is just as true that such a mistranslation *could* very easily have occurred – **and** it is most certainly true that dried fishweed would be far more likely than fish to be served in a basket of bread. Indeed, a type of “fishweed” even remains a popular food to this day among coastal Palestinian peasants – people quite similar to the ones to whom Jesus was speaking in these stories.

It is interesting to note as well that both Biblical feedings took place on the shoreline & that at least a few of Jesus’ disciples were fishermen by trade, meaning that if people had truly wanted to eat fish, they simply would have had to go and catch some for themselves. Indeed, a careful reading of Matthew 14 shows that Jesus only divided the loaves of *bread* and only gave *bread* to the people gathered there – and that afterwards, the baskets were only filled with remnants of *bread* – **not** fish.

Additionally, more than a few scholars have noted that there is quite a bit of evidence to suggest that the original story never included fish at all. Indeed, the earliest pre-Gospel accounts of the feed-the-masses stories do not include fish, and Jesus himself never mentions fish when later referring to those events (see Matthew 16:5-12, Mark 8:19-20 & John 6:26) ... Finally, it is worth remembering that Jesus called his first disciples by asking them to *cease fishing* and follow him instead (see Matthew 3, Mark 1 & Luke 5); clearly resembling his later calls to tax collectors, prostitutes and others engaged in activities not in harmony with his ministry’s message of Love & Compassion to “sin no more”.

As such, it seems much more likely than not that neither “fish” nor “fishweed” were present in the original telling of these tales, but rather that – just like the last 12 verses of the Gospel of Mark and the last chapter of the Gospel of John – scribes added words to the original texts for their own religious purposes (in this case, to insert the Greek word “fish” [*ixous*] – whose letters formed a then-popular acronym for “Jesus Christ God’s Son Savior”).



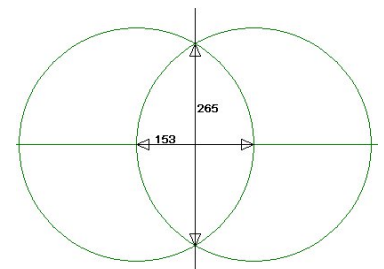
***Passages #05 & #06 – John 2:13-16 & Matthew 21:12-13** (see also Matthew parallels at Mark 11:15-17 & Luke 19:45-46) ... While some critics claim that these passages represent a Biblical contradiction – with John’s “Temple cleansing” occurring near the beginning of Jesus’ ministry, and the nearly identical “cleansing” found in the Synoptic Gospels occurring some three years later near his ministry’s end – many scholars are of the different opinion that these passages show Jesus actually removing the soon-to-be-sacrificed animals & their human “masters” from the Temple on two *separate* occasions. More importantly, when we look more closely at these passages, a few interesting yet oft-overlooked facts are revealed ...

First of all, it is intriguing to see that it was innocent animals that Jesus freed from the Temple (in effect a slaughterhouse in Jesus’ day) in the 2nd chapter of John – chasing them out with a self-made whip – echoing the powerful wisdom of Hosea 6:6-10 as he did so: “I desire mercy; *not sacrifice*” ... Secondly, it is just as interesting to realize that the word “thieves” Jesus uses to repudiate those in the Temple who are changing currencies &/or selling animals for sacrifice is actually the Greek word “lestes”* in the ancient manuscripts (Strong’s #3027) – a word that did not indicate a mere “thief”, but rather described a brutally violent “marauder; one who exploits the vulnerable with violence”; a term that quite aptly describes every single slaughterhouse worker to this day.

[*More support for this definition comes from two other instances in the Bible where the same Greek word is found – first, Jesus’ not-so-subtle criticism of the violent group of heavily armed “thieves” who came to haul him off to his crucifixion (Luke 22:52 & Matthew 26:55) and second, to describe the two “thieves” who were later crucified with him on Golgotha (see Mark 15:27 & Matthew 27:44 – remembering that crucifixion was a particularly painful form of execution that the Romans reserved for political insurgents &/or violent criminals)]

***Passage #07 – John 21:5-14** ... Admittedly, this particular passage – more so than the previous six -- does indeed seem to have Jesus openly supporting the eating of fish, *and yet* proponents of this opinion should also consider the following: first, please note that most scholars are in agreement that the entire 21st chapter of John was added to that Gospel many years after it was originally penned, and secondly, please note that nowhere in this passage does it say that Jesus himself ate the fish he apparently offered to his disciples. Finally, it is especially intriguing that the disciples caught exactly 153 fish here, considering the fact that numbers in most if not all Biblical texts were placed purposefully therein by their authors, and yet the significance of catching exactly this many fish is a topic of much depth* best reserved for another day.

*153 was a sacred number in Pythagorean communities, a number with special significance. The fish, and the number, are references to a mathematical principle often used in sacred-mystery texts called *Vesica Piscis*, or the “measure of the fish”, a form which occurs when two equal circles are joined so that the perimeter of one passes the epicenter of the other, producing a third, intermediate section which resembles the shape of a fish. The mathematical ratio of this section’s width to its length is 265:153, which yields the number 1.73203 -- or exactly the square root of 3. This symbol was used in ancient mystery schools to represent the unification of divine principles. Indeed, three was a number of very special spiritual significance to the Jews of Jesus’ day.



And now that the relevant Bible passages have been clarified, let us ask – in all fairness: what if those who believe in this myth are actually correct? What if Jesus *did* indeed encourage the eating of fish &/or did eat fish himself?

Well, I guess we can start by noting the obvious – that *if* Jesus truly was a pescatarian (i.e. a vegetarian who also ate fish), then we can know thereby that he was clearly not yet aware of the needlessness of that act, much less the immense suffering that fish endure when they are killed & eaten by humans. Please understand that this factual revelation doesn't make Jesus “unholy” or even “a sinner”, merely – like so many other pescatarians today – very poorly informed. It is actually quite easy see the Truth that imprisoning & murdering *any* sentient life form is in no way in harmony with Jesus' professed standard of perfection when it comes to Loving & Respecting *all* life forms (“even the sparrows” – see Matthew 10:29). Indeed, it is patently hypocritical to preach Love unconditional while consuming any sentient creature – and Jesus was most certainly *not* a fan of hypocrisy (see Matthew 3:8 + Matthew 7:15 + Matthew 15:8-8 + Matthew 23 et al).

Well, maybe he was a fish-eating hypocrite and maybe he wasn't – maybe he was a courageous reformer of Judaism – and maybe he wasn't as well ... Personally, I choose to see Jesus as a man who was both well-informed *and* fully compassionate; a choice which undeniably would have made him at the very *least* a (still partially ignorant) honey-eating vegetarian. And this view is indeed not at all farfetched, as the vegetarian sects of Judaism in Jesus' day did in fact preach baptism for forgiveness of sins *in place of animal sacrifice*.

In conclusion, while no Biblical argument can ever hope to be fully irrefutable, the evidence in the Bible that Jesus was at least a “honey vegan” is quite strong, and the knowledge that he would most certainly be a full-fledged vegan today is rock-solid. After all, would a man who fully comprehended and openly preached a Love that is perfect and without condition ever engage in, encourage or even mildly condone the needless suffering that animals endure both while being confined before slaughter or during the brutal killing act itself? Of course he wouldn't! And for modern Christians to say anything less is to do nothing less than thickly taint the image of their own Lord & Savior ...

In essence then, Christians would do well to stop using the Bible to justify their own petty, selfish and cruel meat-eating & dairy-consuming habits, and start choosing instead to see Jesus as a truly perfect example of the perfect Love and the selfless Compassion and the gentle Justice that we all can become.

Amen ... Let it be so!



Current status of this Myth: **Lustrated**
Justification it provides for eating animals: **NONE**

Myth #78: "But the plants you eat feel pain too."
(also heard as "But plants have feelings too.")

While there *is* growing evidence that plants are indeed more aware of their surroundings than once believed, they are almost certainly not *sentient* on the same level as animals. Yes, there *is* new research showing that plants can sense entrants into their immediate environment and *react* to the same, and yet this is ***not*** evidence for self-awareness, this is ***not*** evidence for the ability to experience pain or fear or suffering, and this is ***not*** evidence of plants being conscious in any manner similar to our cousins in the animal kingdom. Plants have no brains, no eyes, no hearts, no central nervous systems, no nerve endings, no limbic systems, no benzodiazepine (pain) receptors, do not possess the capability to release any endogenous opiates to alleviate pain when they are cut or trampled. As such, it is actually bordering on ludicrous to attempt to compare the "suffering" they experience when harvested to the very real (and flagrantly obvious) suffering animals experience when slaughtered.

Here's an idea – if you truly feel that the suffering vegans inflict on plants is equivalent to the obvious suffering that eating meat & dairy products inflicts on animals, how about embracing the following simple challenge: Before every meal this week, you watch a 15 minute video showing exactly what goes on in an average slaughterhouse on any given day, and for the same length of time before every meal I will watch a video of a vegetable harvest ... No? ... I thought not.

Just as important, how does you believing that it is just as immoral to eat plants* as it is to murder animals make causing animals to suffer acceptable? Nowhere in the realms of philosophy or ethics can the case be reasonably made that another's person "doing wrong" excuses our own equally wicked moral failures. Indeed, how can identifying a second wrong ever make the initial wrong Right? As such, even if vegans did somehow cause plants to "suffer", this would in no way excuse meat-eaters or dairy-consumers from causing animals even greater pain & trauma ... As such, it just goes to show you – no matter which way you slice it, slicing only vegetables & fruits is clearly the most cruelty-free way to go – if not the only way to do so.

Current status of this Myth: **aerated**
Justification it provides for eating animals: **NONE**

If* it is someday shown that plants do somehow "suffer" when harvested, then going vegan is again the superior alternative, as **far more plants are "murdered" every day to feed heavily abused meat & dairy animals than are ever consumed by any plant-eating human ... In addition, if you are truly worrying about the "suffering" causes to plants that are killed during harvest, I have personally found that it is relatively easy to live a life that is fully "kill-free" – sustaining myself deliciously & healthily on a diet that primarily consists of fruits & nuts & seeds & vegetables (and even respectfully reaped legumes, tubers & grains) that are all harvested without harming their parent plant at all.

WHICH ACTION IS EXTREME?

NON-VEGAN

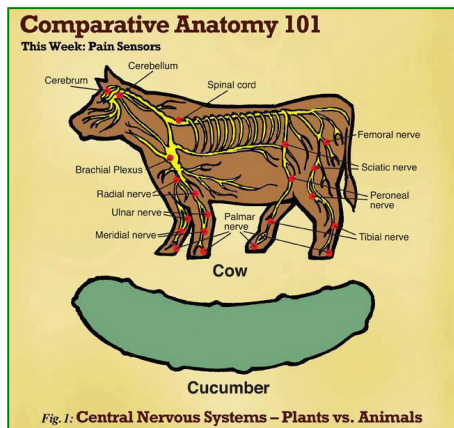


VEGAN



Slitting the throat of a sentient being is not the same thing as cutting a vegetable.

Unlike animals, plants do not have a central nervous system.



If you really believe that plants have feelings then you must pick one of the following:

Trimming a hedge is the same as cutting up an animal, so at least give it some anaesthetic first.

OR

Operating on my dog is the same as trimming a hedge. So don't worry about the anaesthetic, just cut him open.

www.vegansidekick.com

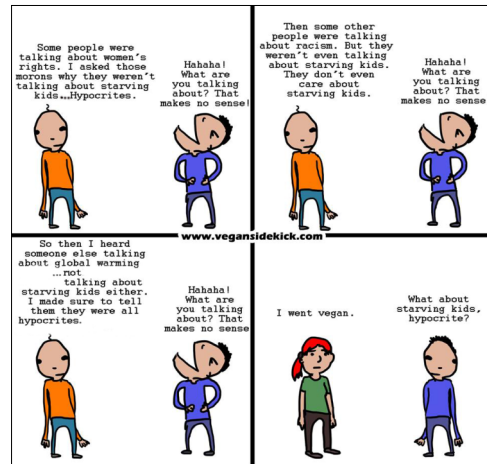


There is a reason we take our children to pick apples, and not to slaughterhouses.

Myth #79: "But other social issues are more important."
 (also heard as "Why do you vegans hate/ignore humans?")

First and foremost, there is no universal law mandating that we can only dedicate our lives to only one social issue. In other words, just because a vegan happens to fight against the innate injustices of the meat & dairy industry does *not* mean that she or he is precluded from engaging other just causes as well.

As an example, I myself am an animal rights advocate (i.e. a vegan) who also happens to be actively involved in increasing the level of compassion given to the homeless, increasing the level of basic decency shown to children, and increasing the level of humility that flows from religious leaders ... and just because I happen to be actively engaging any one of these causes does not mean that I have in any way abandoned the other three.

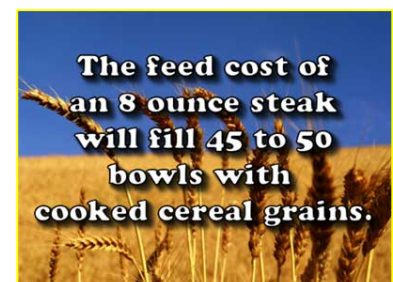


Of course, as it turns out, there truly is no other issue that is more important than veganism – for ourselves, for our loved ones, for our communities, and for our planet. Feel free to consider the following undisputed facts about several of the most popular social causes of our day:

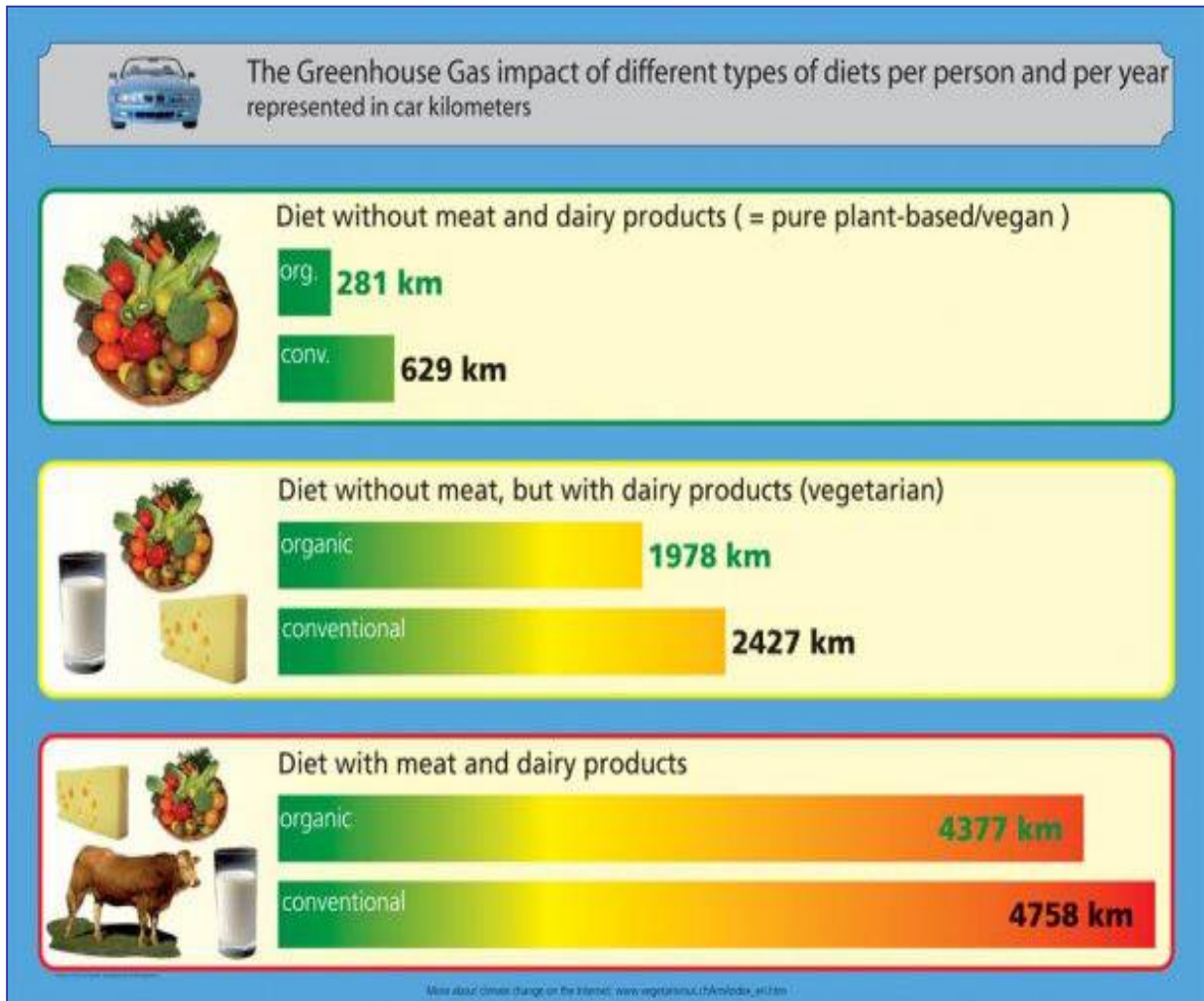
Social Cause #01: Are you concerned about *world hunger*? Well, did you know that it takes 16 pounds of soybeans or grain to produce only one pound of the flesh you call “meat”? And did you know that 20 million people will die of hunger and malnutrition this year worldwide? And did you know that *50 times that number* of hungry people could be adequately fed if America alone went vegan? And did you know that roughly 80% of the world’s starving children live in countries where the grain they could be eating is fed to animals, animals that are then eaten by already well-fed individuals in wealthier countries? And did you know that there is fifteen times the amount of protein produced per acre by plant-based agriculture compared to animal agriculture? In addition, did you know that at least one third of the Earth’s habitable land – that’s six *billion* acres – is currently being used for animal agriculture? And did you know that, while one of those acres might indeed produce 250 pounds of the flesh you call “beef”, that same single acre *could* be producing 40,000 pounds of potatoes or 50,000 pounds of tomatoes?

Well, now you do.

“If you were to truly feel what it's like to truly starve, I guarantee that you would thereafter forever think twice before eating meat or dairy.” ~ inspired by Philip Wollen & Criss Jami



Social Cause #02: Are you concerned about *global warming* &/or the Earth's imminent climate crisis? Well, did you know that meat & dairy livestock are the number one producer of greenhouse gases – 40% more than all the world's cars, trucks & planes *combined*? And did you know that a recent United Nations report concluded that an imminent and significant worldwide shift toward a plant-based diet is critical to preventing the most tragic consequences of the current climate shift? Well, now you do.



“If we take vegan action to stop global warming and it then turns out to be untrue, then at the very least we will have saved the lives of billions of animals, dramatically reduced air pollution, saved the pristinity of our drinking water aquifers and halted the loss of our forests ... On the other hand, if we don't act – and soon, and global warming turns out to be even half as bad as most climatologists say it's going to be, then our apathy will have essentially destroyed the future of our species.”


~ inspired by the words of Tony Blair

Social Cause #03: Are you concerned about nature & *the environment*? Well, did you know that animal agriculture is the primary cause of rainforest destruction (with 40% of all global rainforests having been razed for cattle pasture within the past 40 years – and 220 square feet of rainforest being currently destroyed for every single pound of rainforest beef produced)? And did you know that animal agriculture is the primary cause of global topsoil loss? And did you know that animal agriculture is one of the primary causes of global water pollution? And did you know that animal agriculture is the primary cause of global habitat loss (due to deforestation & desertification). And did you know that animal agriculture is the primary cause of both global species extinction and the Earth’s ever-expanding oceanic dead zones?

Well, now you do.

“I really wonder what gives us the right to wreck this precious planet of ours. Well make no mistake, even though we are indeed wrecking it, we won’t be doing so for long ... For once our greed and our stupidity finally reach critical mass – once we finally make things truly unlivable here for ourselves and start to die off in mass numbers, the Earth will finally be free of us once and for all – and she will sigh in relief – and she will bloom once more.” ~ inspired by Kurt Vonnegut

70% OF RAINFOREST DEFORESTATION IS THE RESULT OF CATTLE FARMING.



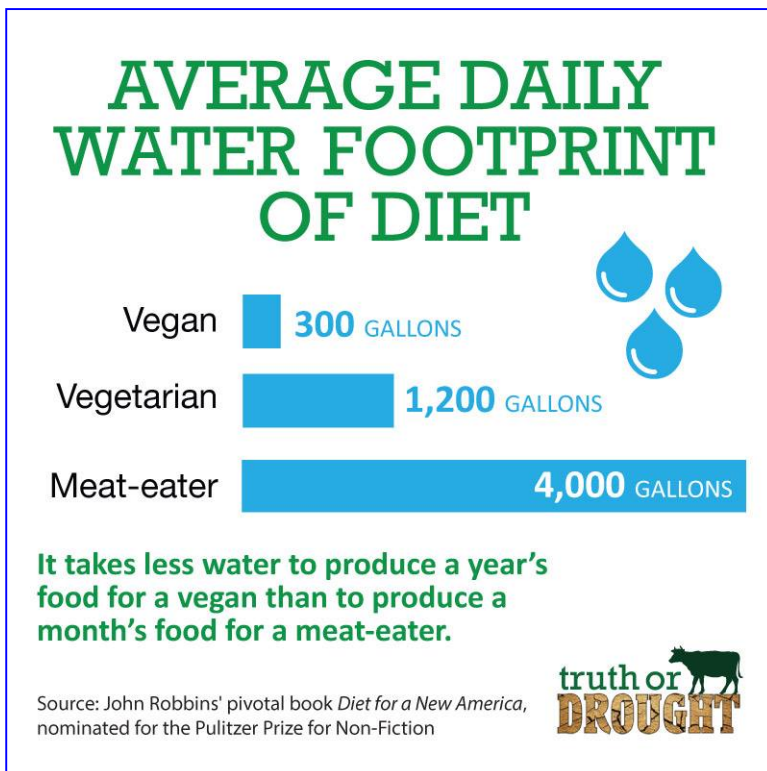
"WE HAVE ALL HEARD OF THE WEB OF LIFE. THE WAY WE LIVE THREATENS TO TRAP US ALL IN A WEB OF DEATH." ~BAN KI MOON, UN SECRETARY GENERAL



Social Cause #04: Are you concerned about the supplies of *fresh water* for your community, if not those for the entire world? Well, you should be ... Did you know that many prominent researchers & established think tanks (including Brahma Chellany, Michael Klare, Steven LeBlanc, Jared Diamond, Chatham House, and the Strategic Foresight Group) have repeatedly warned that the next global military conflict will probably be fought over water? And did you know that more than half of the world's current population lives in areas where water is in very short supply? And did you know that the 2010 United Nations Environmental Programme noted that agriculture is by far the largest user of the world's freshwater resources, accounting for 70 percent of its use & 93 percent of its depletion? And did you know that – while it requires 22 gallons of water to produce one pound of tomatoes, 30 gallons to produce one pound of potatoes, 100 gallons to produce one pound of corn, and 250 gallons to produce one pound of tofu – it takes *lots* more water to produce “meat”; namely, **570** gallons to produce one pound of eggs, **815** gallons to produce one pound of chicken, **1600** gallons to produce one pound of pork and *at least* **2500** gallons (on some farms this figure rises to over 5000 gallons) to produce a single pound of beef? ... And as such, to make matters even more clear, did you know that every single meat-eater who goes vegan saves as much water in one year as he or she would save by giving up showering *for the rest of his or her life*?*

Well, now you do.

[*The average American's water requirement for an entire year's worth of showers is roughly 5000 gallons. In contrast, the average American eats a little over 200 pounds of meat every year, an amount which requires the consumption of roughly one hundred times more water – over **500,000** gallons.]



“The exhausted earth groaned and quivered under the monotonous glare of the sun. Spirals of heat rose from the ground as if from molten lava. A panting lizard crawled painfully over the fevered rock in search of a shady crevice. Cattle and dogs and men alike cringed under the scanty shade of the trees and waited for the rain to deliver them from the heat and thirst. Instead the heat grew more intense and oppressive, singeing and stifling all living things with an invisible sheet of fire.”


~ inspired by S. Rajaratnam

Social Cause #05: Are you concerned about *violent crime* in your community – about rape? about murder? about assault? about armed robbery? And are you concerned about various forms of domestic violence as well – like child abuse? like spousal abuse? like slavery? like sexual assault? ... Well, do you remember the studies cited previously in Myth #38 – Amy Fitzgerald’s 2007 Windsor University study that found that a direct correlation between high rates of violent crime and the presence of slaughterhouses in U.S. communities? ... and the 2013 Australian study that found that slaughterhouse workers are clearly more prone to acts of violence? ... and Nik Taylor’s Flinders University study that proved that the more desensitized &/or aggressive a person was towards animals, the more desensitized &/or aggressive he or she will be towards humans as well?

Well, now you do ...

Indeed, Prof. Armando D’Elia (naturalist, chemist and expert dietician) recently noted that, “[Those] speaking out against the use of meat proteins can now call on support from neurobiology and the chemistry of neurotransmitters – two scientific disciplines that explain how certain foods cause certain human behaviors. As a result we can now act with greater certainty in our food choices ... Among other things, we can reject the idea that violence is innate in humans: No-one is born aggressive or ‘evil’ – and yet we *can* become so ... by eating meat.”

I am sometimes asked: ‘Why do you spend so much of your time and money talking about kindness to animals when there is so much cruelty to men?’



I answer: ‘I am working at the roots.’

George T Angell

“All violence is a futile attempt to replace shame with self esteem.”
~ James Gilligan

Social Cause #06: Are you concerned about the *health & wholeness* of those you most dearly love? Well, do you remember the latest scientific findings mentioned previously in Myth #16? – namely, that meat & dairy consumption has been directly linked to dramatically higher instances of cancer? ... that meat & dairy consumption has been directly linked to dramatically higher instances of heart disease and heart attack? ... that meat & dairy consumption has been directly linked to dramatically higher instances of stroke? ... that meat & dairy consumption has been directly linked to dramatically higher instances of dementia? ... that meat & dairy consumption has been directly linked to dramatically higher instances of diabetes? ... that meat & dairy consumption has been directly linked to dramatically higher instances of osteoporosis? ... that meat & dairy consumption has been directly linked to dramatically higher instances of obesity? And did you know as well that several studies (including a Harvard University study, and another study still-ongoing at Loma Linda University) are now showing that vegans live on average almost 8 years longer than meat-eaters – similar to the gap between smokers and non-smokers? And finally, did you know that research has also shown that many of the aforementioned severe diseases and terminal conditions can not only be halted but *reversed* by adopting a vegan diet?


Well, now you do.



*“Let food be thy medicine
and medicine be thy food.”
~ Hippocrates*

*“We are healthy only to the extent that our ideals become humane,
and only to the extent that those ideals become our reality.”
inspired by ~ Kurt Vonnegut*

DISEASE PREVENTION BENEFITS OF GOING VEGAN



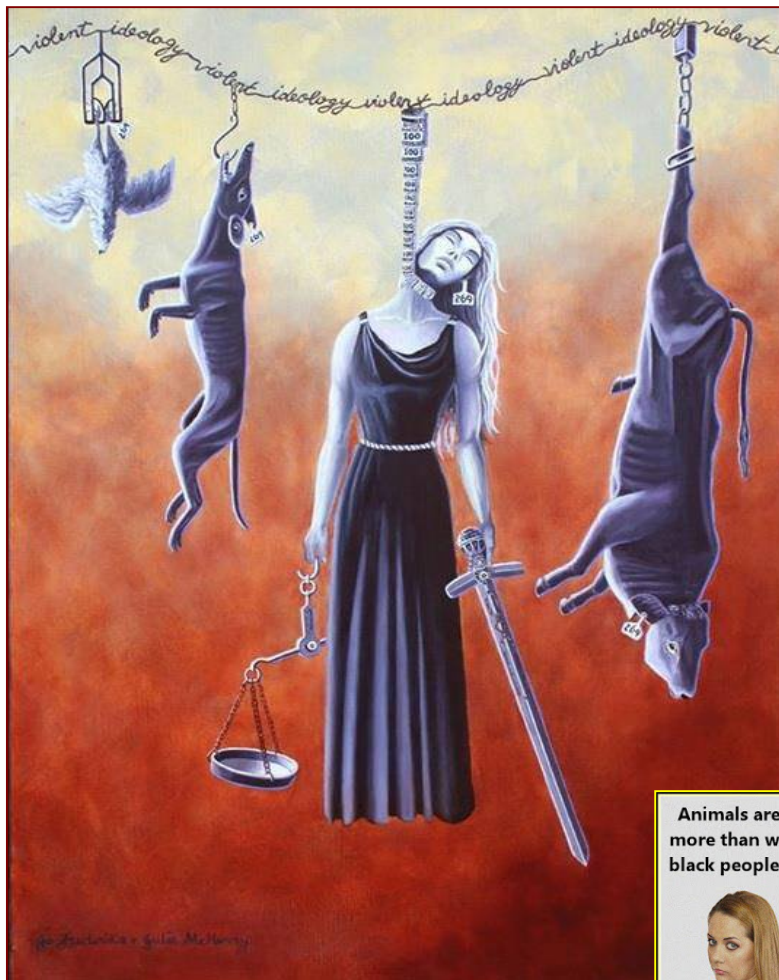
- Improves Cardiovascular Health**
- Eliminates all dietary cholesterol**
- Lowers high blood pressure**
- Weapon against Type 2 Diabetes**
- Stops the progress of Prostate Cancer**
- Reduce your chances of Colon Cancer**
- Reduce your chances of Breast Cancer**
- Prevents age-related Macular degeneration**
- Prevents cataracts**
- Alleviates arthritis symptoms**
- Prevents osteoporosis**

Social Cause #07: And finally, are you concerned about **Justice** and fundamental expressions of common decency? Well, did you know that it is impossible to fully embrace, champion or enliven those ideals while hypocritically supporting an industry that systematically denounces the same?

... Well, now you do

“Ethical veganism is anything but passive; on the contrary, it is the active refusal to cooperate with injustice” ~ Gary Fancione

“Few will have the greatness to bend history itself, but each of us can work to change a small portion of events. It is from numberless diverse acts of courage and integrity that human history is shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope; and joining each other from a million different centers of faith and courage those ripples build a great current which inevitably sweeps down even the mightiest walls of oppression and suffering.” ~ inspired by Robert F. Kennedy



In conclusion, then, while it most certainly *is* true that there are many social causes worthy of our attention & our energy ... It is just as true that these causes are *all* powerfully and consistently and simultaneously supported while living as a vegan.

Current status of this Myth: **Vitiated**

Justification it provides for eating animals: **NONE**

“To me it is deeply moving that the same food choices that give us the best chance to eliminate world hunger are also those that take the least toll on the environment, contribute the most to our long-term health, and are also, far and away, those most compassionate towards our fellow creatures.” ~ John Robbins



Myth #80: "But they are only animals."
(also known as "But animals are stupid.")

This particular argument, embarrassingly enough, was actually employed by myself for many years to justify my own meat-eating. And on its face, my reasoning (and the reasoning of all meat-eaters who still believe this myth) was sound enough. After all, animals are clearly "less intelligent" than humans, which led me to logically assume that animals weren't as aware of their own existence, which then allowed me to logically assume that animals couldn't experience as much distress when confined, couldn't experience as much pain when "processed", and couldn't experience as much suffering when murdered.

Well, my Friends, to put it mildly – this was nothing more than simple & flagrant ignorance on my part. Even though it has now been conclusively proven that cows & chickens are as intelligent as human toddlers, and even though science has now clearly shown that pigs are far more intelligent than our beloved dogs (and even smarter than many of our own beloved children), "intelligence" is not a proper bellwether for justifying another being's murder ... Indeed, when it comes to excusing the mass killing of our animal cousins, their intelligence (or perceived lack thereof) should have ***nothing*** at all do with it. Otherwise it would be perfectly acceptable for us to imprison or enslave or execute all our fellow humans who we deemed (or who our friends were to deem, or who our government were to deem, or who our church were to deem) to be too "dense", too "ignorant" or even too "wrong" ...

And so I wonder: if it is acceptable to kill animals simply because they are "stupid", is it also acceptable for us to euthanize the mentally ill – or the very old – or the intellectually incapacitated? And if it is OK for us to murder animals because they are culturally or mentally "less than" us, is it then also acceptable for us to abort human fetuses late in a pregnancy's third trimester – when their lives are clearly less mentally viable than any conscious animal's already born? Should we really be allowed to kill off anyone or anything we deem to be "dumb enough"?

Of course not!

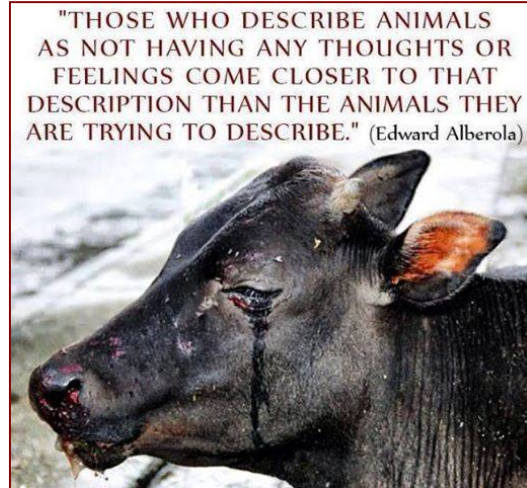
"Differences in cognitive abilities do not in any way justify using someone as a slave."~ Sally Thompson



If possessing a higher degree of intelligence does not entitle one human to use another for his or her own ends, how can it entitle humans to exploit non-humans?

Peter Singer, Animal Liberation

In fact, using such an argument to justify *any* practice with cruel or barbaric consequences (like slaughter) does not prove a lack of intelligence in the animals being killed, but rather shows a shocking lack of intelligence (and an equally shocking lack of decency) in those proposing that killing.



"His value is not determined by how important his life is to you ... it's determined by how important it is to him."
- Pete Cranio

www.WhyVeganism.com
Photo © egreg17



Someone... not something.

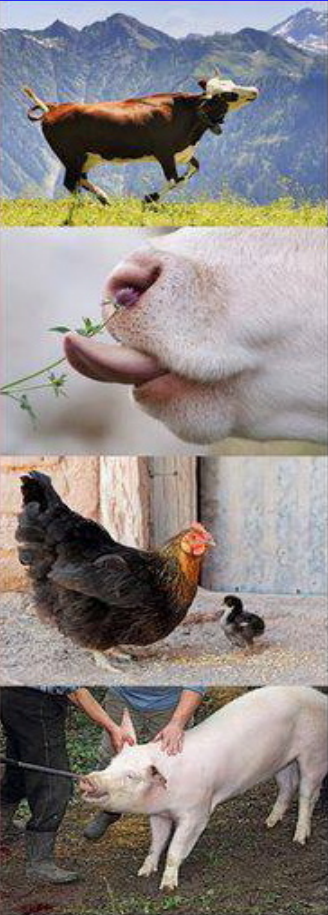


"Our treatment of animals will someday be considered barbarous. There cannot exist a real and valid civilization until man realizes that the rights of every living creature are as sacred as his own." ~ inspired by Dr. David Starr Jordan

No, my Friends – it is *sentience*, not intelligence or “culture” or “sophistication”, that is the reason why we are morally called (and in most cases legally required) to avoid killing our fellow humans – and yet it is this very same sentience that is equally shared by the farmed animals we brutally butcher by the billions every year ... And rest assured that animals are indeed quite sentient. At its very least sentience is the conscious awareness of one's own existence. And this awareness is characterized in animals by – among other things – a longing to live (& an accompanying fear of death), a fear of or a repulsion from pain, and the ability to suffer while pain is experienced &/or tremble when death seems imminent.

In addition to these basic traits, many sentient species also exhibit some form of noticeable ability to logically reason, the tendency to engage emotionally with members of their own &/or other species, and unique behavioral patterns that form what some like to call "individual personalities".

And the salient point here is this one: *all* of these traits of sentience are quite obviously present in *all* species of modern-day farmed animals ... As such, it is a patent fact that animals are more than conscious enough to warrant the same moral consideration as us humans; a fact that was openly affirmed in 2012 by “The Cambridge Declaration of Consciousness” – a prominent gathering of cognitive neuroscientists, neuropharmacologists, neurophysiologists, neuroanatomists, and computational neuroscientists who all openly agreed that, “Convergent evidence shows that non-human animals have the neuroanatomical, neurochemical, and neurophysiological substrates of consciousness.”



ANIMALS
Feel

ANIMALS
Experience

ANIMALS
Love

ANIMALS
Want to Live

“OUR OBLIGATIONS TO NONHUMAN ANIMALS ARE NOT A MATTER OF CHARITY OR MERCY; THEY ARE A MATTER OF FUNDAMENTAL JUSTICE.”

- GARY L. FRANCIONE

Now to be fair, despite my many years of misunderstanding, I can't really be too hard on my past self. After all, like the vast majority of my fellow humans, I had never spent any intimate time with animals (p.s. visits to the local zoo do *not* count!) ... I had never experienced firsthand how animals interact with one another. I had never experienced firsthand how they care tenderly for their young, or how they revel in their lives' joyous moments (playing with each other, laying in the sun, eating a good meal) or how they mourn their tragedies (being cold & hungry, or losing a child or beloved companion) ... And, of course, I had never personally visited a slaughterhouse – I had never witnessed firsthand how the animals suffer there; how they tremble and shake and wail and scream and writhe and cry out while meeting their most brutal end in those “vile gulags of despair” (Philip Wollen).

And so for awhile my ignorance became my “bliss” ...
... and then it inevitably became my shame.

You see, my Friends, what the meat & dairy and egg industries didn't want me to know – indeed, what they have been actively hiding from all of us for decades – is that animals **DO** know that they are alive, that animals **DO** fear death & pain, and that animals **DO** suffer immensely when they are imprisoned, **DO** suffer immensely when they are “processed”, and **DO** suffer immensely when they are killed.



“Humans who enslave, castrate, experiment on, and fillet other animals have had an understandable penchant for pretending animals do not feel pain. A sharp distinction between humans and ‘animals’ is essential if we are to bend them to our will, wear them, or eat them without any disquieting tinges of guilt or regret. It is unseemly of us, who often behave so unfeelingly toward other animals, to contend that only human animals can suffer.”

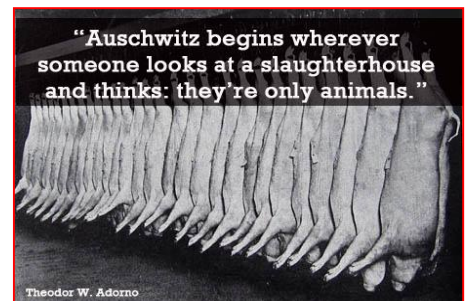
~ Carl Sagan

In conclusion then my Friends, while animals may not be as intelligent or as talented or as communicative as you or I, they most certainly *are* equally self-aware – equally aware of their own existence, equally afraid of their own death, equally capable of forming emotional bonds with their loved ones, and as such, equally capable of suffering from their imprisonment, their abuse & their death.

Indeed, just because we have been conditioned to see certain behaviors – like killing animals for food – as “normal”, does *not* make these choices correct or moral or harmless. And just because we have been conditioned to see animals as “less than” does *not* change the fact that they are equally conscious, experience pain similarly, love their children with equal passion, and fear death with similar terror.

Essentially, if animals are not mere things; if they have any moral value whatsoever (two Truths that every single child and almost every adult – certainly every adult pet owner -- already understands), then we simply cannot justify enslaving them, abusing them, eating them, wearing them, or using them in any way for our mere personal pleasure or sense of empowerment.

Yes, it is common convention to see animals as “only animals”; yes, it is common practice to treat animals as mere things – mere commodities to be used however we wish; and yes, it is a common belief that animals do not suffer mightily as a result. *And yet these are all lies* – lies with very uncommon consequences; lies that create a most awfully uncommon amount of suffering for millions upon millions of our gentle, sentient cousins every single day.



And yet one look into the eyes of any animal is all it takes to wake up – one extended gaze is all it takes awaken your own Soul to the *fact* that animals possess a “Soul” as well ... that they each possess a consciousness that is just as vivid ... that they each feel a desire to live & love that is just as viable ... and that they each know an awareness of (and have an appreciation for) life that is just as strong.

So please, invest a few moments and take this all-important look today ...
... and then please act accordingly thereafter.

Thank you.

*“If people were superior to animals, we’d take better care of them.”
~ inspired by A. A. Milne*

Current status of this Myth: **Nixed**
Justification it provides for eating animals: **NONE**

“In studying the traits and dispositions of the so-called lower animals, and contrasting them with mankind’s, I find the result humiliating to me. Man is the only animal that blushes ... and the only animal that needs to.” ~ Mark Twain

Instead of reducing our intelligence and compassion by denying and destroying the intelligence and purpose of animals, we could celebrate, honor, and appreciate the immense diversity of intelligences, beauties, abilities, and gifts that animals possess and contribute to our world.

~Will Tuttle



Myth #81: "But the animals don't suffer that much."
(also heard as "You vegans focus only on the extreme cases.")

This myth is an extreme example of convenience & comfort completely short-circuiting rational thought. Indeed, it is extremely well-documented and a fully undeniable **fact** that the *vast* majority of animals killed for food around the world (more than 3000 of them *every second*) suffer immensely & horrifically for the entirety of their lives. Indeed, practically every single animal that is confined & enslaved – in order to one day inevitably be murdered in its adolescence, to thereafter be processed into “meat” – suffers through a savage variety of practices that are nothing short of barbaric, and in many ways patently cruel ... Feel free to consider the following examples – all of which are still standard practice in the meat & dairy &/or egg industries today:

***Chickens** ... Upon hatching, chicks are sorted by sex, with non-profitable male chicks being either immediately ground up by a macerator (*while still alive!*) or slowly suffocated by the thousands in dumpsters and garbage bags ... Female chicks have the sensitive tips of their beaks burned off without anesthesia, are over-fed to stimulate unnaturally rapid growth, are locked into tiny cages or overcrowded “free range” hutches, have their eggs repeatedly taken from them (stimulating them to produce on average **ten times** more eggs per year than they normally would – causing their bodies to prematurely “burn out” after only 1.5 to 2 years), whereupon they are literally crammed into transport trucks (where roughly 1.7 million of them die horrific, claustrophobic deaths in the U.S. alone every year) to be sent to a violent & terrifying slaughterhouse death.

Objective conclusion: over 99% of all farmed chickens suffer immensely during the entirety of their dark, short lives – with the remaining 1% having slightly better lives, but still dying brutally *in their adolescence* as well.



***Pigs ...** Shortly after birth (sometimes after only a few days – most often after only a few weeks), baby pigs are forcibly taken from their mothers. They are then castrated, have their tails snipped off and have their teeth cut out (all very painful procedures – all performed without anesthesia). They are then placed into enclosures that are almost always dark, filthy and over-crowded. Healthy females will remain in these conditions until they are old enough to have babies of their own, whereupon they are forcibly impregnated (what civilized people call “rape”), have their babies stolen from them after birth (just like they were stolen from their own mothers), and – after repeating this incredibly traumatic process 3 to 5 times over 1.5 to 2 years, their still young bodies “dry up” from reproductive exhaustion and they are sent away to become “pork” via a terrifyingly brutal slaughterhouse death. Male pigs, on the other hand (and females deemed ill-suited for forced reproduction), are over-fed to spur too-rapid growth until they reach the tender age of 4-12 months, and then they too are crammed into transport trucks and sent to the same premature, violent and bloody death at the slaughterhouse.

Objective conclusion: over 99% of all farmed pigs suffer immensely during the entirety of their filthy, short lives – with the remaining 1% having slightly better lives, but still dying brutally *in their adolescence* as well.



***Cows (& goats) ...** It can be fairly stated that no farmed animal knows greater suffering than the female dairy cow. Immediately after her birth, the female dairy calf is forcibly removed from her mother's side (most often never to see her again), placed in a tiny enclosure, and over-fed hormone-laced formula to stimulate her accelerated growth. After she has been de-horned without anesthesia, and as soon as she is deemed fit enough to produce offspring (often as soon as the tender age of 15 months), she is tied to a cage known as a "rape rack" and forcibly impregnated by a dairy farm employee (via a most intrusive and certainly most-uncomfortable process that involves simultaneous anal & vaginal violations). Roughly nine months later she gives birth and her baby is stolen from her (despite her baby's cries of fear and despite her own plaintive wails of sorrow) to later join the milk-production "machine". The new mother then has her baby's milk squeezed out of her for the next ten months – often at ten times the amount she would normally produce for her calf. Once she starts to "dry up", she is impregnated again, has her next baby stolen from her again, and is over-milked for 10 months – again. This cruel cycle generally repeats itself for a total of 3-5 times, until it becomes obvious that her udders cannot continue to produce milk at a profitable rate, whereupon she is sent to her own violent & brutal slaughterhouse death.

And in case you were wondering, male calves fare no better, as they are also stolen from their mothers immediately after birth, and are either killed immediately – often with a hammer blow to the head (male dairy cows tend to have a meat-to-bone ratio that is too low to be profitable later as beef cows), or are thrown into tiny enclosures called "veal crates". Here they are over-fed hormone-laced formulas for roughly 8 months to stimulate their own rapid growth, whereupon they become "veal" – sent to the slaughterhouse to meet the same brutally violent & equally terrifying end as their mother will inevitably know. Please know as well that not a single farmed cow escapes this suffering; that all "grass fed", all "organic" and all "humanely raised" cows all meet the same horrible end – they all die terribly, and they all do so at a very young age.

Objective conclusion: over 99% of all farmed cows suffer immensely during the entirety of their traumatic, short lives – with the remaining 1% having slightly better lives, but still dying brutally *in their adolescence* as well.



In conclusion then, seeing as how all farmed animals have been proven to produce endogenous opiates (e.g. dynorphins, enkephalins, endorphins) to help alleviate pain when injured, and seeing as how all farmed animals have – like us humans – benzodiazepine receptors in their central nervous systems (receptors that cause them to feel fear, anguish and stress when exposed to death or danger), and seeing as how all farmed animals are clearly sentient (see the previous chapter for details), there can be no doubt that they endure immense trauma & massive pain when they are confined cruelly, mutilated violently, and eventually murdered viciously by us humans.

Just as there is no escape for the vast majority of imprisoned & abused animals on this planet, there is no escaping the fact that those animals suffer greatly during their unnaturally short & unnaturally cruel stay with us.

My Friends, the milk industry is meat and the meat industry is murder ...
Please stop being an active participant therein.

Thank you.

Current status of this Myth: **Extirpated**
Justification it provides for eating animals: **NONE**

An Unnatural Life Span

Slaughtering animals when they are babies is standard, whether they're raised conventionally or in operations that are labeled "humane," "sustainable," "natural," "free-range," "cage-free," "heritage-bred," "grass-fed," "local," or "organic."

	Slaughter Age	vs.	Natural Life Span
"Veal" Calves	1-24 weeks		15-20 years
Chickens (Meat breeds)	5-7 weeks		Up to 8 years*
Ducks	7-8 weeks		6-8 years
Rabbits	10-12 weeks		8-12 years
Goats	12-20 weeks		12-14 years
Geese	15-20 weeks		8-15 years
Turkeys	4-5 months		Up to 15 years*
Pigs (Meat breeds)	6 months		10-12 years
Lambs	6-8 months		12-14 years
"Beef" Cattle	18 months		15-20 years
Chickens (Egg layers)	1-2 years		Up to 8 years*
Pigs (Breeding sows)	3-5 years		10-12 years
Dairy Cows	4 years		15-20 years



“There are no magical slaughterhouses where animals are fed their favorite meal, make a last phone call to a loved one and then voluntarily hold their breath until they die peacefully. The act of slaughter is violent, vicious, bloody and brutal. The animals do not sacrifice themselves for your pleasure, tradition or greed. They are dragged to their deaths, kicking and screaming until their very last breath. Don’t fool yourself for one minute into thinking that you can eat meat, dairy and/or eggs and remain disconnected from this abhorrent violence.” ~ inspired by Gary Smith

Myth #82: "But I can't make a difference."

The only time you truly make no difference is when you choose to do nothing because you don't believe you can make a difference. It is indeed *far* better to have lived a life at least *trying* to do some Good, than to meekly give up without trying at all ... And besides, you alone going vegan *will* make a difference. Indeed, every single person who goes vegan saves at least 20,000 gallons of potable water every month ... Every single person who goes vegan saves over 3600 square feet of forestland from being razed every month ... Every single person who goes vegan removes 750 pounds of greenhouse gases from our atmosphere every month ... Every single person who goes vegan frees up over 300 pounds of grain for the hungry every month ... And every single person who goes vegan ensures the greater health & the longer lives of all the Loved Ones for whom they care – every single day, of every single month, of every single year that they do so.

Even more importantly, each & every person who decides to go vegan directly saves the lives and prevents the torture of roughly 300 animals every following year (maybe a bit more or maybe a bit less, depending on how much or how little meat & dairy one consumed prior to going vegan). Yes, this number might not make that much difference when compared to the billions of animals unnecessarily suffering today, and yet it will *literally* make the world of difference to those hundreds of animals you do save!

Finally, and most importantly of all, if you do decide to become vegan and start leading a courageously compassionate life, there is actually a good chance that you can become a far more powerful Force for that Good than you might currently believe. For when we take a closer look at all the other great social justice movements in our species' recent history – Martin Luther King's civil rights movement in the United States, Mahatma Gandhi's national autonomy movement in India, Nelson Mandela's freedom from apartheid movement in South Africa (and on & on & on) – we find that it is never larger groups of like-minded advocates for justice that bring about positive reform. Instead, it is almost always smaller, dedicated groups of individuals – individuals often standing seemingly "alone in the storm" – who have done so.

Well, the storm of animal abuse & animal cruelty is currently raging, my Friends. And fortunately there is already a dedicated, small group of vegans standing boldly within it – standing & demanding freedom for those enslaved; standing & demanding justice for those persecuted; standing & demanding peace for those being maimed & murdered ... We are still a relatively small group, I will admit, and yet we are a group of great Power; the Power that comes to all those brave enough to stand on the Right side of any social wrong.

We are a group that is growing larger every day, and we are a group that has more than enough room for you ... Consider yourself invited.


Current status of this Myth: **Upbraided**
Justification it provides for eating animals: **NONE**

Think you can't make a difference?
 For every 1 person not consuming animal products
 approximately 300 animals are saved per year.




You hold the lives of 300 animals in your hands.
 Choose compassion- go vegan.

Nothing is meaningless.
 Every choice we make, no matter how small,
 means something to someone.

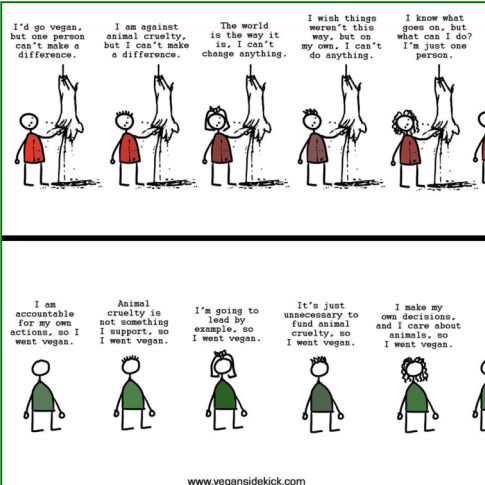


Live cruelty-free

*“No man ever made a greater mistake than he who did nothing because he could only do little ... Every time I sit down to eat, I cast my lot for mercy, and against misery. Every time I sit down to eat, I speak up for the oppressed, and against the oppressor. Every time I sit down to eat, I vote for compassion, and against cruelty ... There is so much suffering in the world, and yet every single day I **can** – at the very least – remove my personal share of that pain and replace it with peace; remove my personal share of that cruelty and replace it with justice; remove my personal share of that callous indifference and replace it with heartfelt compassion.” ~ inspired by Edmund Burke & Bruce Friedrich*



ANIMAL USE IN ALL ITS FORMS IS DRIVEN BY DEMAND. REDUCE THAT DEMAND THROUGH VEGANISM AND THE SYSTEMS CURRENTLY SUPPORTING ANIMAL EXPLOITATION START TO DECONSTRUCT THEMSELVES FOR ECONOMIC REASONS. EVEN A DECENT MINORITY OF VEGANS IN THE POPULATION WILL CATALYSE THE POLITICAL AND SOCIAL CHANGES NECESSARY TO MAKE THIS HAPPEN. BE VEGAN. EDUCATE OTHERS.




I'd go vegan, but one person can't make a difference.
 I am against animal cruelty, but I can't make a difference.
 The world is the way it is, I can't change anything.
 I wish things weren't this way, but on my own, I can't do anything.
 I know what goes on, but what can I do? I'm just one person.

I am accountable for my own actions, so I went vegan.
 Animal cruelty is not something I support, so I went vegan.
 I'm going to lead by example, so I went vegan.
 It's just unnecessary to fund animal cruelty, so I went vegan.
 I make my own decisions, and I care about animals, so I went vegan.

www.vegansidekick.com

“You, as a food buyer, have the distinct privilege of proactively participating in shaping the world your children will inherit.”

—Joel Salatin



Myth #83: "I wish I had your willpower."

Well first of all, a mere lack of willpower is never an acceptable excuse for causing other beings to suffer – *ever* ... That having been said, I have some Good News for all of you: ***You already have all the willpower you will ever need!***

That's right ... As it turns out, willpower is not something that some of us are born with and some are not, or that some of us are taught by our parents and some are not, or that some of us learn in school and some do not, or that some of us are gifted from a mentor and some are not. No, my friends, willpower is something we ***all*** have at our disposal; fully & completely, every single day over the entirety of our lives. For each & every one of us, willpower is not a gift; it is a given ... Indeed, for each & every one of us, willpower is not chosen for us; it is a choice we are allowed to make.

Just as true courage is not the absence of fear, but rather behaving bravely while feeling afraid, so too is willpower not the absence of doubt or desire, but simply behaving selflessly while feeling unsure or selfish.

Yes, you might be addicted to meat & dairy ... ***Ditch them anyway!***

Yes, you might be ostracized by your friends ... ***Care for the animals anyway!***

Yes, you might be ridiculed by your family ... ***Stand for justice anyway!***

My dear Friends, each & every one of you is an incredibly Strong and incredibly Kind and incredibly ethical Humane(e) Being ... Of this I have no doubt. Now all that remains is for you – one meal at a time – to simply realign your actions with those noble qualities, and bring your real Caring Self back into Being.

Thank you.

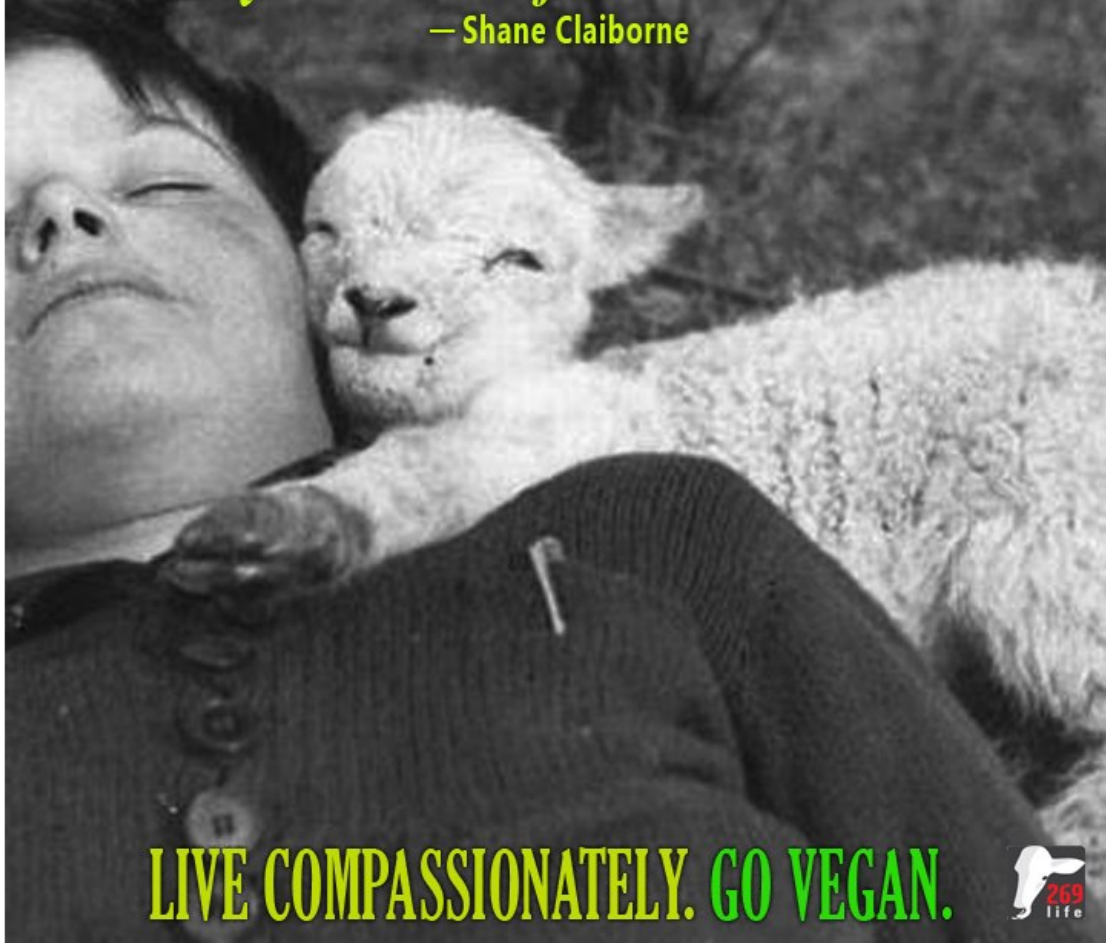
Current status of this Myth: **Busted**

Justification it provides for eating animals: **NONE**

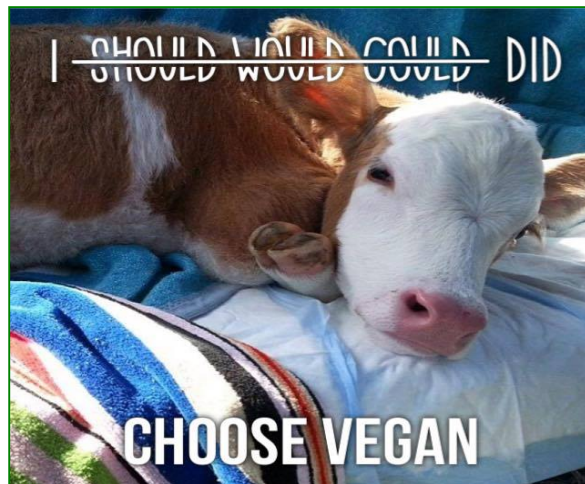
"It's not that some people have willpower and some don't. It's that some people choose to be courageous in their caring while others remain mired in ethical apathy and moral sloth ... How did I go from eating hot dogs, bacon, hamburgers, steak, chicken, fish, cheese, milk, and eggs to not eating any of it? It was simple. First, I learned that animals suffer terribly when they're turned into food – and that they fully enjoy living their lives when they aren't. Then I learned that I don't need to eat animals at all to live a long & healthy life. Then I remembered that eating animals is inconsistent with the fundamental values I cherish the most – Justice, Kindness, Compassion, Decency & Love. And finally, I simply stopped eating them ... Animals are not here for us to abuse in any way, and I now understand that they certainly aren't here for us to eat either. Spend time with some of them at any farm sanctuary and you'll surely agree ... So what does it take to stop eating animals? Well, first you need to have an open-mind and learn the facts about animals and animal agriculture. Then you have to remember that you really are a Good & Kind & Caring person. And finally you have to make a little effort to align your actions with those values ... That's it." ~ inspired by James Gordon & Andrew Kirschner

“Most good things have already been said far too many times and just need to be lived.”

— Shane Claiborne



LIVE COMPASSIONATELY. GO VEGAN.



“Anyone who can try and explain the ‘correctness’ of a cage has never been in one; never felt the sides of it pushing and clamping and constricting; never felt its walls & wires denying access to the natural world ... When a mother therein wants to make a nest for her young, she cannot. And we now know what happens to her children – regardless of her particular species, her babies are always forcibly taken from her; always taken away to be mutilated just as she was and imprisoned just as she is; just like her, deprived of their dignity and starved for happiness and purpose ... And then they will be brutally murdered – all of them; they will be killed and eaten by beings who do not need their flesh to survive; they will be killed just because of ignorant stupidity or callous convention or raw greed.”

~ inspired by Marji Beach

“All animals have the same capacity for suffering, but how we see them differs – and that alone is what determines what we will tolerate happening to them. In the western world, we feel it wrong to torture and eat cats and dogs, and yet simultaneously find it perfectly acceptable to inflict the same torment on other animals equally as sentient and equally as capable of suffering. No being who prides himself on either morality or rationality can continue to support such blatantly irrational and obviously immoral behavior.”

~ inspired by Twyla Francois

Conclusion ... the end of the Myths of Meat (& Milk)

As I mentioned in this book's introduction, over the last 699 days of living as a devout advocate for Justice & Compassion (i.e. as a vegan) I have been involved in many conversations with non-vegans about why they continue to support animal abuse by eating animals and consuming animal secretions (a.k.a. "dairy products") ... Some of these conversations have been a bit edgy, some of them have seemed a bit aggressive, and some of them have been truly fascinating – and *all* of them have proven to be deeply intriguing.

And, as evidenced by the publication of this very book, the first thing that deeply interested me about them was how many different “reasons” non-vegans could come up with to try and justify their choice to confine, kill & eat animals. I would start a conversation explaining the fact that we humans can easily get all the protein we need from plant sources, and then somehow 30 minutes later I would be talking about the dietary inclinations of cavemen – or the kind & respectful nature of "humane slaughter" – or the “intelligence” of plants – or what it *really* means to be an “omnivore” ... On & on & on these conversations would go, with the list of different "reasons" seeming endless. And every time I would calmly point out that the reason being discussed was not accurate – and definitely not a justification for committing acts of great cruelty towards animals – my non-vegan conversation partner would simply shrug his or her shoulders and move on to “reason” next.

Now while all of this was happening, I would simultaneously ponder some very important questions: For one, I wondered how so many obviously rational & intelligent people could so often cling to such irrational beliefs &/or say such unintelligent things ... And I also wondered how so many patently Good people could support the immorality of purposefully causing other beings to needlessly suffer ... And I wondered as well how so many innately Kind people could actively support an industry that is so inherently cruel ... And, of course, I wondered how so many of these people could sincerely believe so many different inaccurate, illegitimate &/or illogical reasons for treating their sentient animal cousins as mere commodities – indeed, for needlessly causing them so much pain.

And it was some time thereafter that I realized a great Truth; I realized that almost all of the justifications non-vegans give for confining, abusing, killing & eating animals aren't actually reasons at all ... they are *excuses*. Indeed, the more I thought about it, the clearer it became that there are only four true *reasons* for treating animals as mere "things" – only four true reasons why we humans are treating animals with so much callous injustice & abject cruelty ...

***Reason #01: APATHY ...** To put it simply, some people have chosen to just not give a damn. Despite all the evidence to the contrary – despite the obvious mental & moral sophistication of so much of the animal kingdom (and the obvious barbarism still being blared by humanity), these folks have chosen to place humans on an unjustified pedestal of superiority. In essence, these few have chosen to cast aside all hope of evolving into true Human Beings, and have opted instead to remain mere “cavemen” themselves. There is no salve for the level of arrogance it takes to openly justify acts of raw cruelty with a calm "But they are only animals" or an idiotic "Mmmmm ... Bacon!" As such, I accepted the fact that – at least for the time being – there is no reaching the deeply buried "Souls" of such people. It is indeed unfortunate for them to have chosen such a limited existence, and I have great compassion for their extremely poor choice. And yet for the animals – and indeed for all the rest of humanity – it is most fortunate indeed that such callous cowards are so few in number.

“To one whose mind is free, there is something even more intolerable in the suffering of animals than in the sufferings of humans. For with the latter, it is at least admitted that suffering is evil and that the person who causes it is a criminal. But thousands of animals are uselessly butchered every day without a shadow of remorse. If any person were to refer to it, they would be thought ridiculous. And that is the unpardonable crime. That alone is the justification of all that humans may suffer. It cries vengeance upon all the human race. If God exists and tolerates it, it cries vengeance upon God.”

Romain Rolland, 1915 Nobel Prize recipient



***Reason #02: GREED ...** A slightly larger group of people has chosen to place the gathering of fleeting moments of personal pleasure over the entire lives of millions upon millions of innocent, sentient beings. Yes, meat & dairy products *are* quite “tasty” when cooked & seasoned “properly” – and yes, meat & dairy products *are* highly physically addictive to humans, both of which explain the prevalence of such flagrantly immoral statements as "But [torturing animals is acceptable because] meat tastes good", or "But [enslaving animals is OK because] I love my cheese" ... *And yet* deep down every human being with a functioning sense of basic morality knows that these are *not* valid excuses for engaging in choices that are torturous & cruel. Greed is understandable, my Friends – even natural, *and yet* we have come far enough as a species to know that greed is *never* an excuse for intentionally causing others harm.



YOU CAN NEVER "WIN" AN ARGUMENT WITH A VEGAN... BECAUSE THE ARGUMENT IS NEVER WITH THE VEGAN; IT IS WITH YOUR CONSCIENCE.
- The Abolitionist Vegan Society

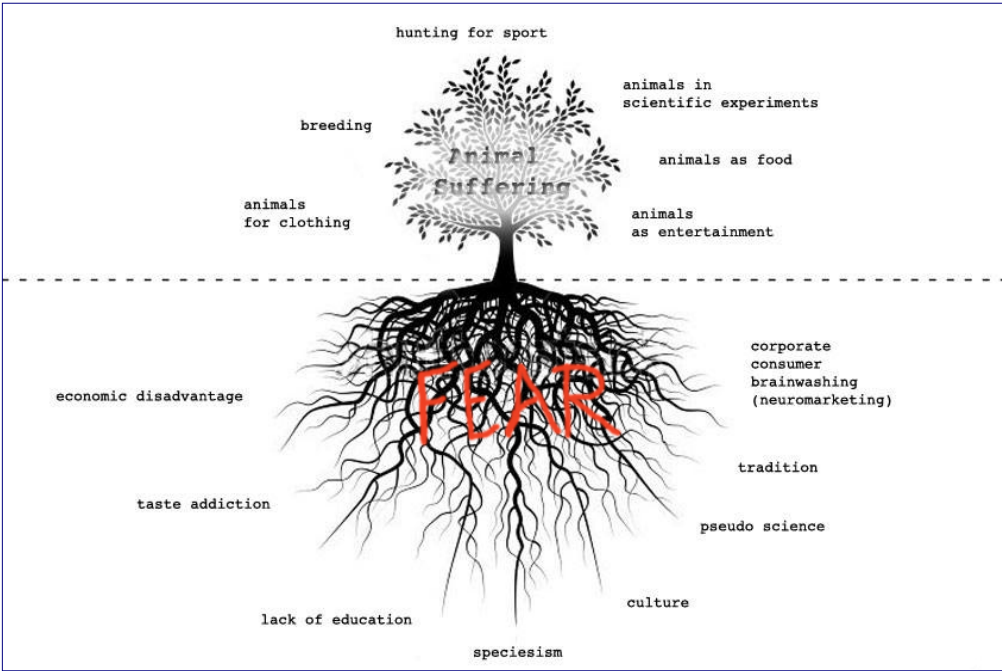


***Reason #03: IGNORANCE ...** Seeing as how I am still unrestrainedly in Love with Humanity, I choose to believe that this particular reason for animal consumption is by far the most common ... In other words, I sincerely believe that the vast majority of my still meat-eating & still secretion-sucking human Friends simply still don't know any better ... In fact, it was this same simple ignorance that led me to regularly consume meat &/or dairy products for the first 45 years of my life. Indeed, I vividly remember the day when I was calmly informed that most cheese is made using rennet – a byproduct obtained from the stomachs of freshly killed baby calves. To say that I was a cheese lover at the time would be a gross understatement – and to say that this news shocked me to the core would be even more so. I went home that very night and started researching the dairy industry (I had already been vegetarian at the time for over 8 years), and within a few days had gathered more than enough evidence to awaken me to the fact that there is actually no “dairy industry” or “egg industry” at all – that they are both actually vital appendages of the meat industry itself ... And so, because animal cruelty is to me fully unacceptable (as it almost certainly is to almost all of you), I went vegan very shortly thereafter ... *And* now that you have read this book – a series of chapters that quite clearly illuminates the myths & misconceptions behind almost all of the excuses commonly given for consuming our animal cousins – you no longer have ignorance as a justification for continuing to do so either.



***Reason #04: FEAR ...** Lastly, we come to the fourth & final real reason why people consume animals, and for by far most of you reading along, it is now the only reason that remains ... Yes, this is the final reason why otherwise Good People do "bad" things – the final reason why otherwise moral people behave immorally and Kind people rationalize their acts of cruelty. And that reason is *fear* ... You see my Friends, we humans are herd animals, and the one thing we innately oppose almost as much as our own death is being “cast out of the herd” – being ridiculed by strangers; being shunned by co-workers; being made fun of by classmates; being ostracized by friends; being disowned by family members. And these days our “herd” still believes it is normal and acceptable – often even appropriate & sometimes even admirable – to use & abuse animals. Indeed, our current culture is literally soaked in the blood & the agony of the innocent animals who we enslave, abuse, murder and consume every day. We do not need to do so to live well – and indeed would actually live longer & healthier were we to stop, and yet our collective society demands that we "fit in" and "tow the line" and "follow suit" ... and most people are still too afraid to step away from these conventions of cruelty; these traditions of torture. And *this* is the reason why so many of you still turn away from your conscience; this is why still so many of you who truly *do* Love animals still sit down at the dinner table and mutter benignly about how "tender" the meat is –or how “delicious” the cheese, or how "refreshing" the milk, or how “creamy” the coffee. This is why still so many of you continue to completely disregard the immense suffering that had to be endured to bring that meat & that cheese to your plate and that milk & that cream to your glass.

My Friends, you are turning away from this Truth not because you are a sociopath; and not because you are callous or selfish or immoral or greedy ...
 You are turning away because you are afraid.



(original image by Kim Staton)

Well, with this all in mind, I will close with some *Good News* for you all -- some very Good News indeed. And this Good News is this: You are *not* cowards at all ... You are courageously dignified & lovingly caring **HUMAN(e) BEINGS!**

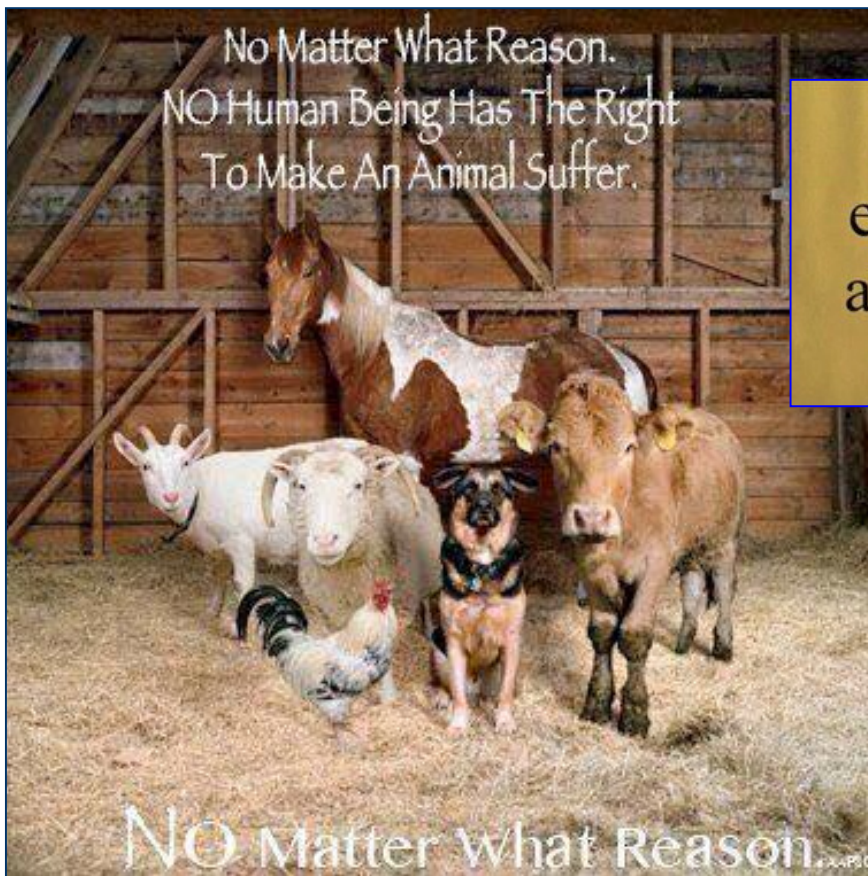
Yes, still within you – still within you right now in this very moment – you have the same moral awareness that you had as a child. You *know* that animals are aware; you *know* that they suffer when confined & abused & killed; and you *know* that it is completely unnecessary for you to consume them to live a long & healthy life.

And still within you, my Friends – right now in this very moment – you have the same ethical resolve and the same moral Strength that you had as a child as well. As a toddler you didn't see another person's race or gender or nationality or religion *or species* as hindrances to showing them sincere respect & open compassion. You knew then – just as you still know now – that *all* sentient beings are to be treated with fundamental grace & dignity ... just as you all still know that you are more than Strong enough to start doing so again today.

Let it be so!

Peace & Love to you *ALL*,

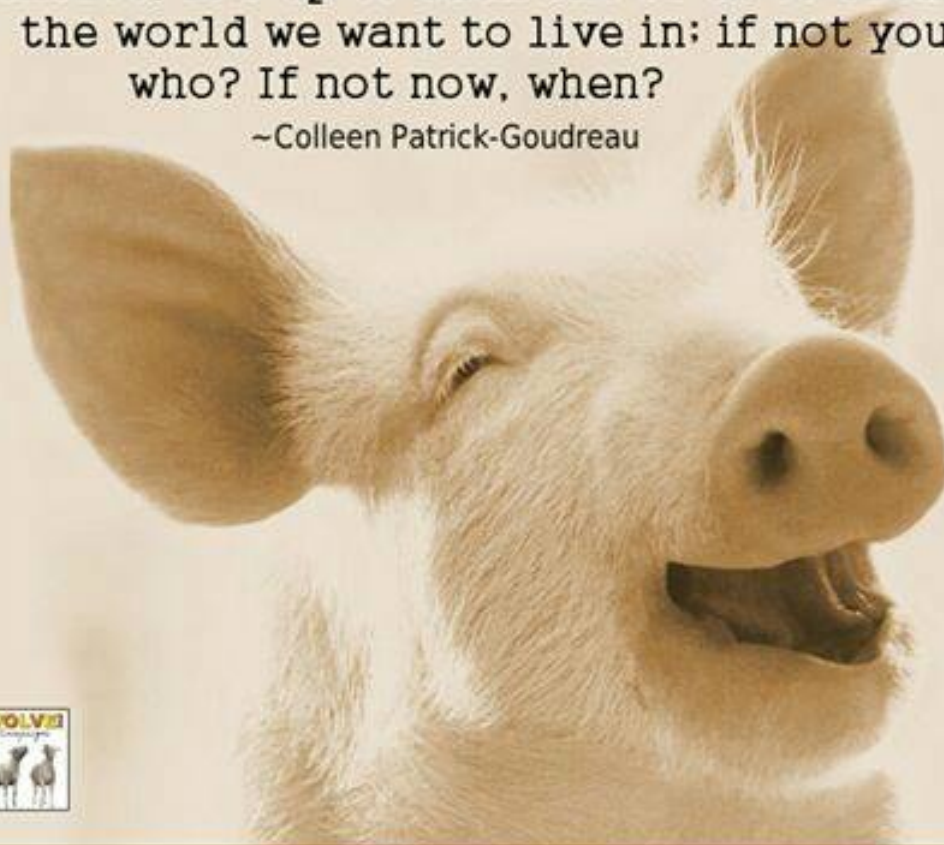
Scaughdt
(May 15, 2015)



Let your
efforts rise
above your
excuses.

May our daily choices be a reflection of our deepest values, and may we use our voices to speak for those who need us most, those who have no voice, those who have no choice. It's up to each one of us to create the world we want to live in: if not you, who? If not now, when?

~Colleen Patrick-Goudreau



Don't be afraid to be kind to animals by
not eating them,
Your taste buds are not as important as
their right to live...
Go vegan today without further delays
please.
~ Tsem Rinpoche



“Another world

is not only possible, she is on her way.

On a quiet day, I can
hear her breathing.”

— Arundhati Roy

A photograph of a white lamb looking towards a person's hand. The person is wearing a red jacket. The background is dark and out of focus.

Animals
Australia
the voice for animals



May the sun rise one day
on a VEGAN planet



*“And I will take one from a thousand
and two from ten thousand,
and they shall Become a single One.”
~ Jesus (Gospel of Thomas 23)*