

Sanctifying the Sentient

(Volume IV ... April 2016 – March 2017)



*a collection of brief commentaries
reflecting the innate Worth of ALL sentient life-forms,
the current ways humankind is desecrating the same,
... and what we can all do about it*

via Scaughdt
an (i)am publication

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An Introduction to what Follows

I remember as if it were yesterday ... It was late May of 2013, and I was the lone “ethical vegetarian” (an oxymoron, I now know) seated at the dinner table with some friends -- talking in a somewhat holier-than-thou tone about why I didn’t eat meat and why they shouldn’t be eating meat either. Suddenly, the young man immediately to my left somewhat innocuously turned to me and said, “You know that cheese is made using the stomachs of baby cows, right?” ... A prolonged silence followed, and I could do nothing for the next few moments but sit there with my mouth agape. Even though I was fluent in German (the language being spoken at the time), I remember being almost certain that I had simply misunderstood him – that he surely hadn’t just said that my beloved cheese was made using dismembered calves, and so I asked him to repeat himself. He did so, explaining that the product in question is called “rennet”, and then he dialed up the relevant proof on his smart phone for me to read for myself. Sure enough, it was at that moment confirmed for me that the vast majority of cheeses are indeed produced using stomachs “harvested” from slaughtered calves ... And it was at that very moment that my world turned upside down.

Later that evening, I went home and began to research the making of cheese – which naturally led me to learn about the cruelties inherent in the entire dairy industry as well. Indeed, it didn’t take long for me to discover that there actually is no separate “dairy industry” at all; didn’t take long for me to learn that dairy cows are not only confined in often unsanitary conditions, but that they are repeatedly raped (a.k.a. “forcibly-impregnated”), have their babies kidnapped from them shortly after each birth (half of whom are then soon murdered to make “veal” & cheese), and then are brutally slaughtered to make cheap beef after only a few short years of being abused & over-milked. Essentially, I learned that the “dairy industry” is simply an appendage of the meat industry – learned that every glass of milk & every cup of yogurt & every slice of cheese effectively contains the blood of a murdered calf and the wails of a mourning – and later a murdered – mother.

And that was enough for me – all cow dairy products immediately became off-limits. I mean, how could I earnestly live as an open advocate for Love & Justice & Compassion while supporting such abject cruelty & injustice & callousness?

I couldn’t, and so I stopped doing so ...

Admittedly, I tried to rationalize satisfying my physical addiction to the casein in animal dairy by shifting to goat milk & goat cheese for a few weeks, and yet I soon found out that goats were similarly abused; soon found out that it didn’t really matter how uncomfortable or inconvenient it was for me if my diet was the direct cause of such brutality & such suffering.

And so I went vegan that June, and began writing about the facts related to the vile meat&milk industry; facts that had for so long been hidden from me. As such, here is the first collected volume of those articles & blog entries; those posts & those paragraphs. May the facts & truths within them awaken your true Caring Self the same way they awakened mine.

Peace to ALL ...

Scaughdt
(April 2017)



“Being vegan means you’re rejecting decades of mass marketing’s mass deception; that you’re embracing truth, science, and compassion instead ...

Being vegan means you care more about personal impact than personal budgeting; more about long-term vision than short-term advantage ...

Being vegan means you understand that you too are an animal; that only a very small percentage of your DNA differs from that of all your other sentient brothers & sisters ...

Being vegan means you understand that you are a part of nature and not at all separate from it or lord over it ...

Being vegan means you see the beauty in the world around you and in the plants and other animals with whom we share it; that you feel that this beauty should be nurtured and protected rather than exploited ...

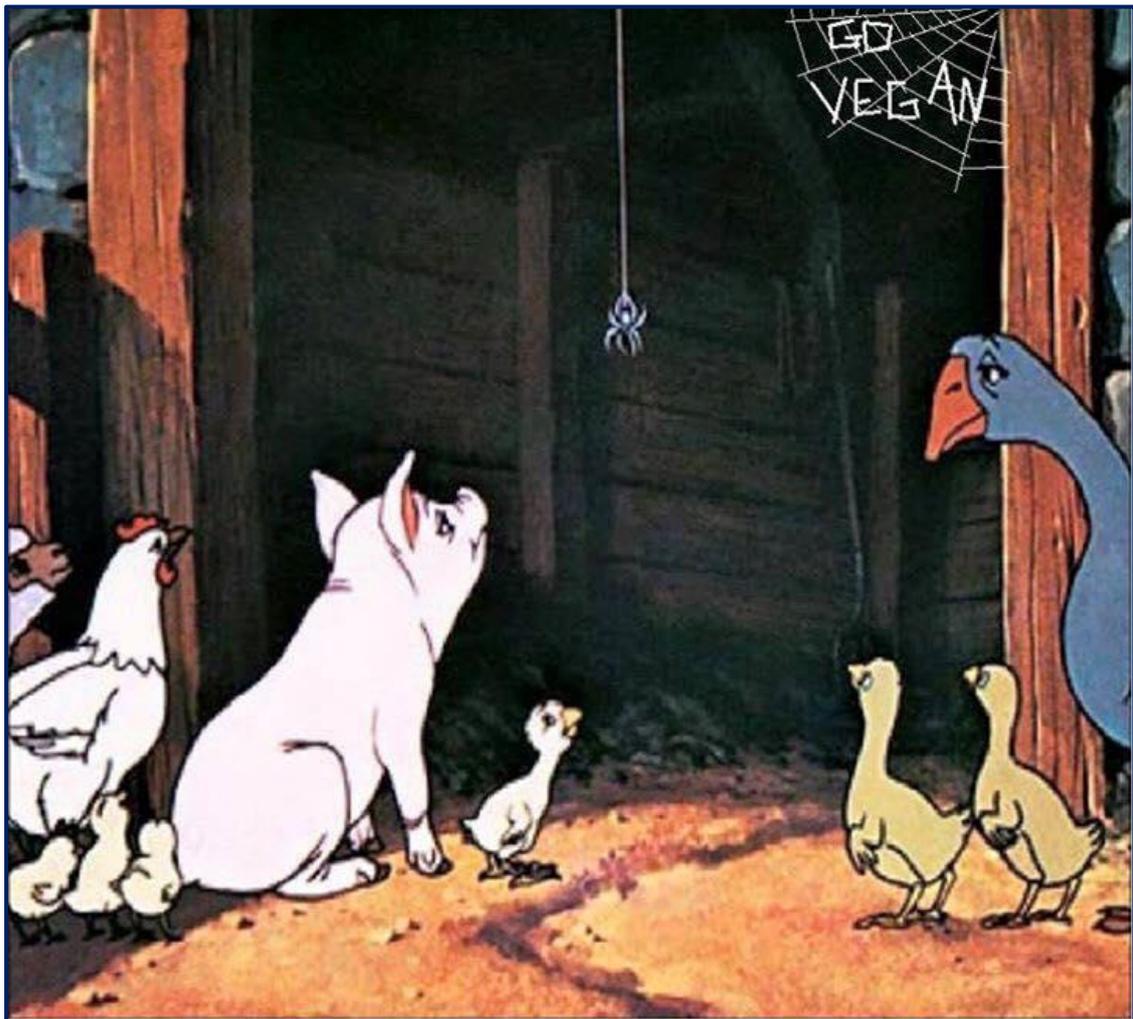
Being vegan means you know that you are the animals’ advocate; that you are their voice; that you are their champion ...

Being vegan means you’re already a part of the enlightenment process; that your efforts are playing an important role in allowing fellow humans to wake up and reclaim their birthright by becoming the renewed caretakers of our planet.” ~ inspired by unknown

Who you were Born to BE ...

(04/08/2016)

“Do you remember this movie? Do you remember Wilbur and Charlotte? Do you remember how that amazing spider fought to save that sweet pig? Do you remember how glad you were when she did -- and do you remember how sad you were when she died thereafter? ... In essence, do you remember when you thought & felt like an *actual* animal lover -- when you thought & felt like the VEGAN you were born to be?” ~ inspired by Debbie Cork



To SEE again ...
(04/02/2016)

Meat ... Dairy ... Eggs. When we are not vegan, we grab them thoughtlessly from the supermarket shelf, hardly paying any attention to what we are actually doing -- not realizing at all the immense cruelty we are directly supporting. Our actions do not connect with any awareness or empathy for those who are indeed *our* victims ...

And even if we do occasionally feel a slight shiver of concern, we look around and see everyone else doing exactly the same thing. We see smiley people on TV joking and chopping vegetables beside scenes laced with blood & gore that should make us retch instead of salivate ... 'It must be ok', we think. 'It's normal. It's the way things always have been, and it's the way things are supposed to be'. Those and other insidious whispered reassurances we were taught as children surface to soothe our dismay -- and we carry on.

Here's an idea: The next time you are in the supermarket, have the courage to *LOOK AGAIN*. Have the courage to really look at each neat package of blood-drained flesh, really look at each container of milk or yogurt or cheese, and really look at each carton of eggs ... Have the courage to remember the very simple Truth that each & every one of them has a story to tell; that each & every one of them contains a story of confusion -- a story of sadness -- a story of terror -- a story of pain -- a story of suffering.

Indeed, the stories our meat & our milk & our eggs tell are of their rightful owners; are of those whose lives *WE* have destroyed just because we were taught in our youth that they are healthy to eat (they're not) or necessary for our survival (they're not) or delicious (that's right -- they're actually not) ... And if we only to stop and listen for even a few precious moments, theirs is an eloquent-yet-strident legacy; each telling an epic tale of desperation, an epic tale of grief, an epic tale of fear, an epic tale of mournful partings, an epic tale of desperation & an epic tale of helplessness -- and ultimately telling an epic tale of murder.

My dear Friends, if our species is to survive, we simply **must** come to realize that as our own thoughtless hands arrange dismembered body parts on our plates, we are actually assembling a puzzle that depicts the private Hell of a desperate Soul; a being exactly like us in every relevant way -- anguished & frightened; screaming & struggling; begging not to die ... It is a truly unavoidable & a most inconvenient Truth that laid before us in our every non-vegan choice are lost lives; lost lives that once embodied thoughts and hopes and identities and personalities and memories -- lost lives that once knew hope & joy & fear & love -- lost lives that were robbed of their dignity, and given bloody, anguished, pre-mature deaths instead.

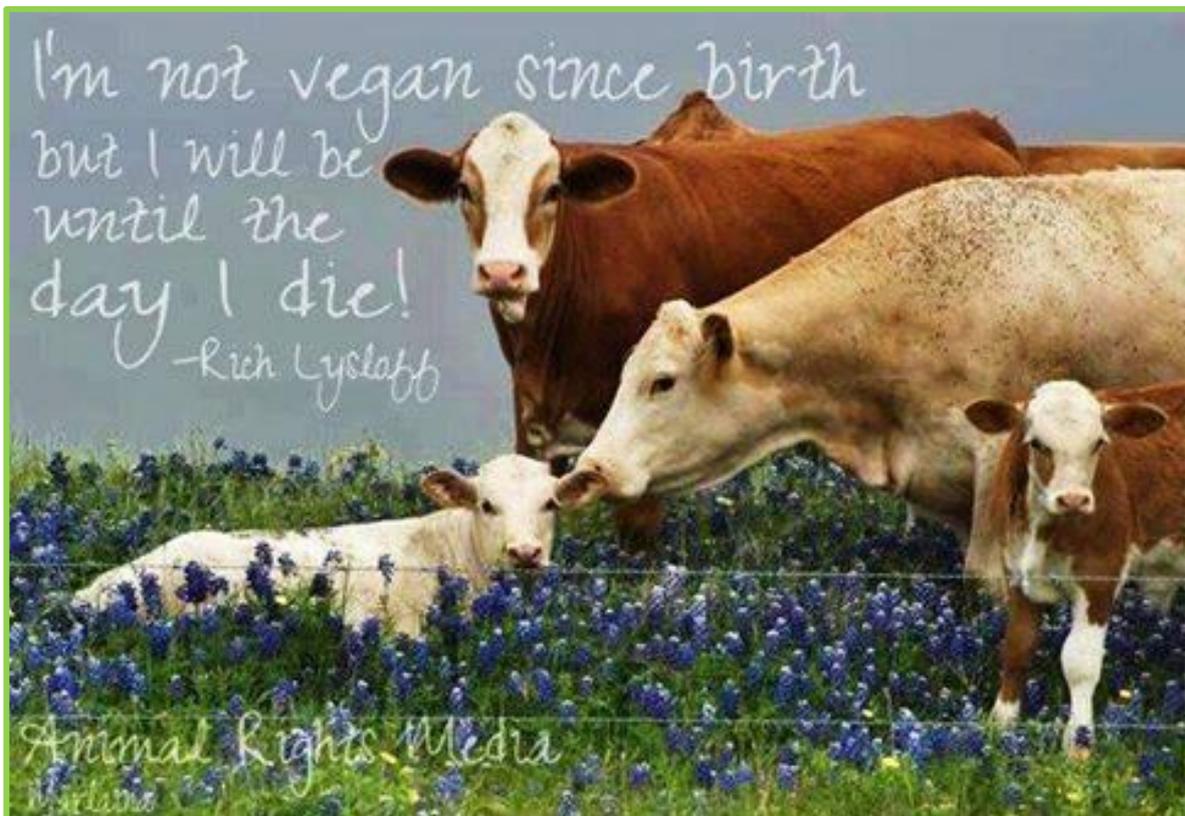
It's all right there, my Friends. All we have to do is have the humility to **LOOK**. And then once we have looked, and have finally *SEEN*, we can then have the courage to **ACT** accordingly.

We can all live and thrive without being part of the machine of death & torture. So why not turn your back on it today? We can all live and thrive in lives based in Compassion instead of callousness, Virtue instead of violence, and Freedom instead of fear ... My dear Friends, we can all live lives steeped in lasting Peace and bathed in deep-seated Joy -- and yet do so we must first choose to be vegan.

If not for the animals, then for the planet ...
If not for the planet, then for your loved ones ...
And if not for your loved ones,
... then at the very least for yourself.

Thank you ... S

(inspired by *There's an Elephant in the Room*)



To Save & to be Saved ...

(04/09/2016)

We rescue dogs & cats when we adopt them from street corners and shelters ...
And then they rescue **us** when they inspire us to treat ALL LIFE with just as much respect; when they inspire **US** to finally become the Kind & Caring people they already know we truly are ...



“I am not alone in valuing my life; in being aware of the world around me; in having family and friends that I treasure. And just as no one has the right to treat me as property and take those things from me, I have no right to commit the same atrocities on others ... Veganism is a matter of justice, and of fairness, and of doing right by others. And it is not important whether those others have skin, fur, feathers or scales. We have no need to cause others harm, and we can live and thrive while doing our best not to do so ... So let us each keep in our mind's eye the untold billions of gentle victims with their beseeching gazes locked upon us -- those in animal shelters, yes, and yet also those in slaughterhouses and fur farms and puppy mills -- all of them begging us to do what's right and moral and true -- begging us to go vegan and advocate for the same.

Non-veganism supports animal cruelty and non-veganism unnecessary ... Please be vegan.

Thank you.”

(inspired by *There's an Elephant in the Room*)



A New Mind, an Open Heart ...

(04/16/2016)

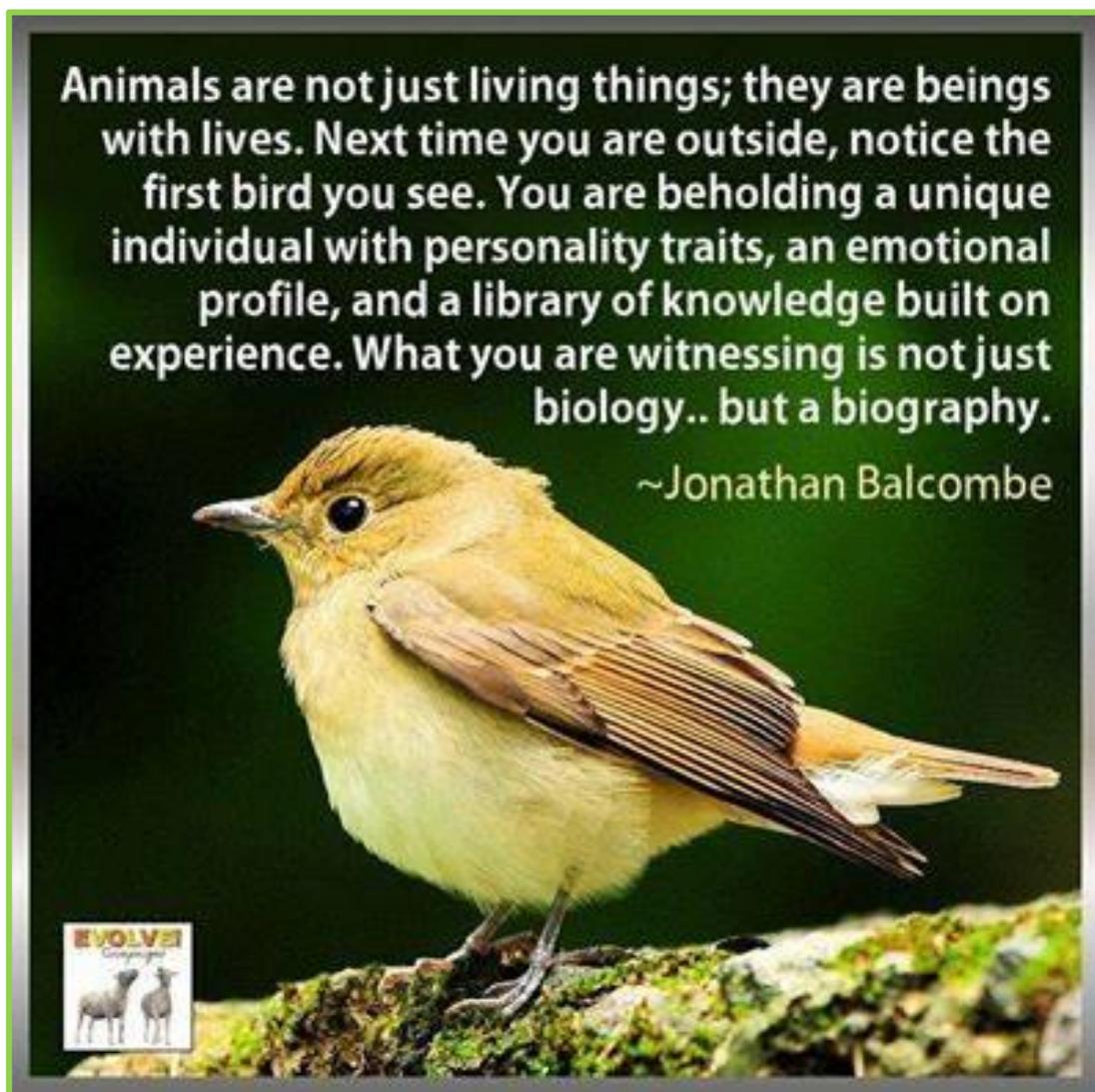
There are three mindset-shifts that will radically alter your life -- and indeed all the lives on our entire planet -- for the better ...

ONE) Greet every Friend today as though you haven't seen them in ages, and treat them while you are with them as though they are going to die at midnight.

TWO) Treat every stranger & every enemy you encounter today as if he or she were a long-lost Friend.

THREE) Realize that every sentient being -- regardless of their particular species -- is worthy of the very same same Respect & Honor.

Peace to *ALL* ... S



WHY?
(04/17/2016)

For all my Friends -- for your planet that is ever-more-rapidly dying because of your meat & milk consumption -- for the animals that are unnecessarily & horribly tortured for the same -- for your beloved friends and family members who acquire diseases thereby -- and of course also for you yourself ...

It is finally TIME TO AWAKEN!!!

I & my fellow vegans thank you for listening ...
The animals & the planet thank you for acting accordingly.



[image translation: ""Why do they love you yet kill me?""]

What our Souls are made of ...
(04/24/2016)

“Whatever our Souls are made of,
his and mine are the same.”
~ anonymous



Where the Work is ...
(04/30/2016)

“We all came into being to become steadily flowing proclamations of Love in the face of fear, Justice in the face of corruption, and Compassion in the face of callousness ... As such, wherever Love & Justice & Compassion are not, *that* is where our Work can always be found.” ~ inspired by Ram Dass



By the way, it doesn't matter how “humanely” animals are treated, when they are all ultimately murdered while still in their youth ...

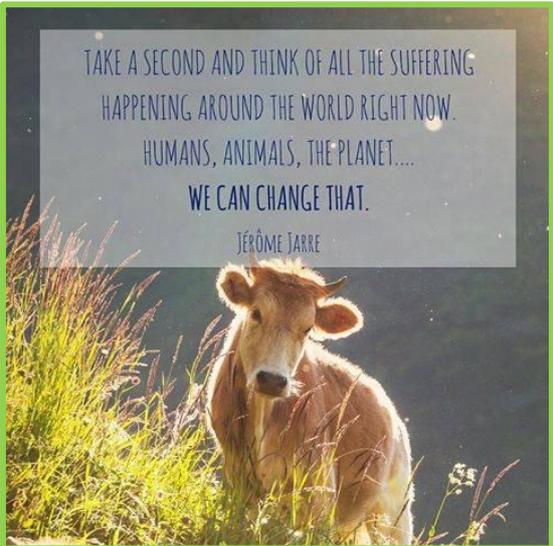


INFANTS ON YOUR PLATE

NATURAL LIFE SPAN	SLAUGHTERED AGE
Veal calves: 20 years	Veal calves: 20 weeks
Chickens: 8 years	Chickens: 7 weeks
Ducks: 8 years	Ducks: 8 weeks
Goats: 14 years	Goats: 14 weeks
Turkeys: 15 years	Turkeys: 20 weeks
Pigs: 12 years	Pigs: 24 weeks
Lambs: 14 years	Lambs: 24 weeks
Beef cows: 20 years	Beef cows: 18 months
Dairy cows: 20 years	Dairy cows: 4 years

 Please eat something else.

When it comes to the end, will there be less suffering in the world because you lived, or because you died?



TAKE A SECOND AND THINK OF ALL THE SUFFERING HAPPENING AROUND THE WORLD RIGHT NOW. HUMANS, ANIMALS, THE PLANET.... WE CAN CHANGE THAT.

JÉRÔME JARRE



Stopping the Madness (05/06/2016)

Tomorrow alone, **164 MILLION** land animals will die horrible deaths to make food that no one needs ... Indeed, every single year over **60 BILLION** innocent creatures are murdered (that's over **3000 every second**) simply because we have been collectively brainwashed by the meat&milk industry into believing that it's OK to enslave and abuse and kill animals who want nothing more than to live in peace.

And not only is this immoral lunacy destroying the lives of our animal cousins, but ingesting their dead bodies & stolen secretions is causing the health of ourselves & our loved ones to suffer, and our planet to become imminently uninhabitable as well ...

As such, it's time to STOP this madness, my Friends.

Every day you are not vegan is another day you choose to support the violence and the cruelty and the sadomasochistic destruction of your own bodies and your own Earth ... And today could be the day you choose to stop doing so.

Please make this correct & noble choice ... ***Thank you.***

(inspired with gratitude by Pete Crosbie)



A Day for all Mothers ...
(05/08/2016)

“Today is Mothers Day and it's a bittersweet day for me. On the one hand, I am so very thankful for my beautiful living children; both of them so precious to me, both of them loved so dearly ...



On the other hand not a day goes by when I don't also think of my beautiful angel who passed away on her due date during full term labor ...

So I guess it's natural for me on Mother's Day to think of all the animals who know similar loss ...



We humans steal their babies because they are considered a “waste product” -- because they are male and cannot make eggs or milk; because they are female and would drink the milk that we humans wish to drink instead. Indeed every single second of every single day families are separated and babies are murdered. The suffering is immense, the suffering is torturous, and the suffering is completely unnecessary.

I know what it is like to lose a baby, and wouldn't wish it on anyone -- human or animal. As such, I plead with you to go vegan ...

Thank you.” ~ inspired by Annie Mags

Every day is Mother's Day
(05/10/2016)

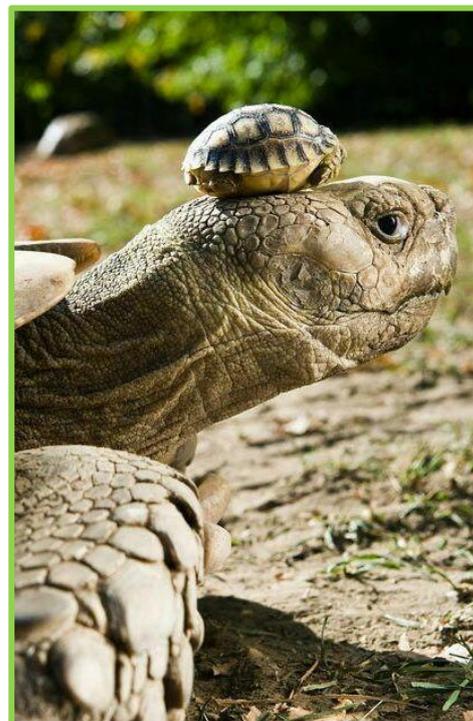
Please remember that every day is Mother's Day ...
Peace to *all* mothers, today & evermore.

“I became a vegan the day I watched a video of a calf being born on a factory farm. The baby was dragged away from his mother before he hit the ground. The helpless calf strained its head backwards to find his mother. The mother bolted after her son and exploded into a rage when the rancher slammed the gate on her. She wailed the saddest noise I'd ever heard an animal make, and then thrashed and dug into the ground, burying her face in the muddy placenta. I had no idea what was happening respecting brain chemistry, animal instinct, or whatever. I just knew that this was deeply wrong. I just knew that such suffering could never be worth the taste of milk and veal. I empathized with the cow and the calf and, in so doing, my life changed.” ~ James McWilliams



That all might be Loved ...
(05/09/2016)

“It is my wish that one day all mommies will be allowed to mother their babies without being used as slaves, or have their babies stolen and kidnapped before their very eyes. It is my wish for all mommies to keep their own fur and skin without being hunted down, for all mommies and babies to live without fear of their homes being stripped away in the name of development and greed.” ~ Vanessa Curley





Do you tell your children?

(05/11/2016)

“Do you tell your children what happens to the male chicks in the egg industry? If you do, and you're OK with it, then there is something out of whack with your moral compass, as indoctrinating your children to support such cruelty is very wrong. This is actually a form of child abuse, and it is time for you to stop inflicting such cruel beliefs upon your kids ...

On the other hand, if you (quite correctly) don't tell your children that male chicks are either suffocated or ground up alive immediately after they hatch, then there is a reason you are (appropriately) sheltering this truth from your child. And that reason is because your children still have deep emotional responses to oppression and cruelty, and they would be rightfully very upset to learn this truth -- and as good parents we try to protect them from all such trauma.

Please take a few moments to consider this set of Truths today. And then please ditch eggs ... Ditch cognitive dissonance ... Ditch your false beliefs that you are superior to animals ... Ditch animal cruelty.

Please Go Vegan ... *Thank you.*”

~ inspired by Vanessa Curley





on pigs and dogs ...
(05/12/2016)

“Pigs are more tactile than dogs. They revel in touch. When Mishka smells or hears a human, his first response is to investigate. Ignoring breakfast time, Mishka's greatest joy is found in the touch of another being. If you sit in his pasture and Mishka learns of your presence, he will saunter to your position then drape himself next to your body -- and he will then streeeeetch out for a belly rub ...

How is it possible that we love dogs enough to elevate their moral worth in our society yet we relegate nonhumans like Mishka to the status of being mere ‘food’? Mishka suffers just as a dog does. He revels in belly rubs and back scratches in the same manner as a dog does. When he is afraid, he squeaks and yelps like a dog does. And when he is joyous, he will let out a whoop of excitement and race through green grass -- the unmistakable inter-species language of play and happiness.

Mishka is more than a something – he is a *someone*. He is not a mere ‘what’ – he is a ‘who’; a ‘who’ with the ability to communicate his emotions and relay his intentions. His inherent value is found inside his mind, not in someone's desire to eat his flesh.” ~ Marji Beach



Got Courage?
(05/20/2016)

NON-VIOLENCE



Is the WEAPON for the BRAVE

-Mahatma Gandhi

When your right is Wrong ...
(05/13/2016)

So you think it's your right to eat animals and thereby support their abuse & their slaughter? ... You think it's your RIGHT? ... Really? ... Hmmmm ... Now where have I heard that kind of language before?

Oh, yeah ... Right ... I remember now :



“There is literally no other form of abuse, apart from our abuse of animals, where we would recommend a reductive strategy in order to wean ourselves off the damaging behavior. We would never suggest to anyone dishing out physical abuse to a partner or child that they 'cut down' until they can handle complete abstinence; a dog owner repeatedly reported for mistreating their companion animals wouldn't be allowed to have dogs stay over at the weekend; an alcoholic wouldn't be told to only drink every other day; a serial murderer wouldn't be cut any slack while they slowly whittle their body count down to zero over time ... So how is it that it's okay in the eyes of so many for people to be allowed to simply trim their weekly animal product consumption and then be told they're doing something good?” ~ Nick Mott



Vegan Revolution @VeganRevolution

Words like...

- slavery
- rape
- holocaust
- murder

Do not stop being applicable just because the victim doesn't look like you.

[#BeVegan](#)

*Our unwillingness to see personhood
in nonhuman animals does not
diminish their personhood;*



it diminishes our humanity.

www.WhyVeganism.com | © 2014 The Abolitionist Vegan Society | Photo: © Rosino

Curing the Cure (05/24/2016)

I know this post might offend some of you, and if so I apologize in advance, and yet I'm frankly getting tired of hearing about people close to me (and even those more far away) battling cancer – if for no other reason than doing so it a terrible fight that is almost always completely unnecessary ...

It's really not rocket science -- except in times of true starvation, we humans weren't meant to eat decomposing animal flesh or drink the mother's milk of other species, and doing so turns the human body not only into a graveyard, but also into a hyped-up breeding ground for cancer cells ... Instead, the human body is designed to eat plants -- fruits & nuts & seeds & vegetables & grains, and doing so exclusively turns your body not only into a temple of compassion but also chases the cancer away.

In essence, you've been lied to my Friends -- lied to by your teachers, you have been lied to by your politicians, you have been lied to by the pharmaceutical industry, and you have been lied to by “medical professionals” ... They have all made a lot of money off their lies, and the health of you and those for whom you care has been compromised as a consequence. You have listened to them, you have relied upon their “expertise” and their “knowledge”, and you & those you love have suffered as a result.

Well, it's time for the madness to stop ... It's time that you accept that you have been deceived ... It's time that you gained back the health & longevity that were yours at birth. ... It's time you started eating what your body is designed to eat ... It's time you openly defied the medical system that is counting on the \$250-\$500,000 they are going to make when you &/or someone you love gets cancer ... It's time to take back your life and the lives of those you care about.

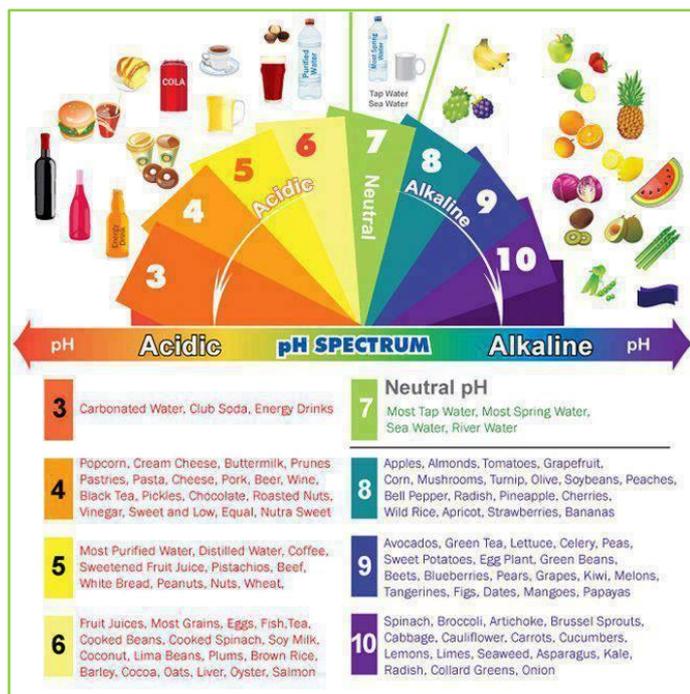
In essence, it's time for you to **Go Vegan**.
(~ inspired by Doug Ross)

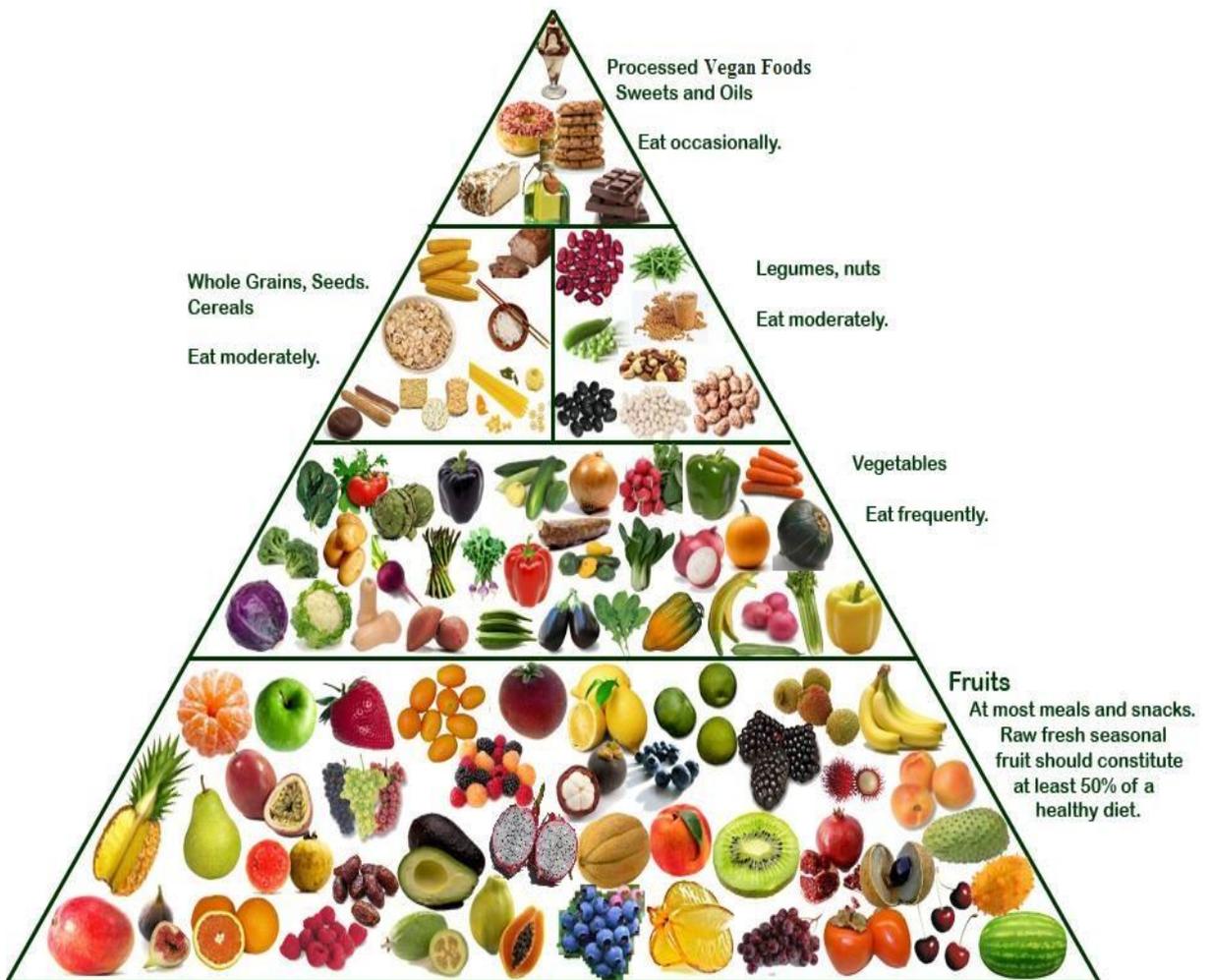


“NO disease, including cancer, can exist in an alkaline environment.”
Dr. Otto Warburg,
1931 Nobel Prize winner
for cancer discovery



“At this point, any scientist, doctor, journalist, or policy maker who denies or minimizes the importance of a whole foods, plant-based diet for ... well-being simply isn't looking at the facts.”
-Dr. T. Colin Campbell



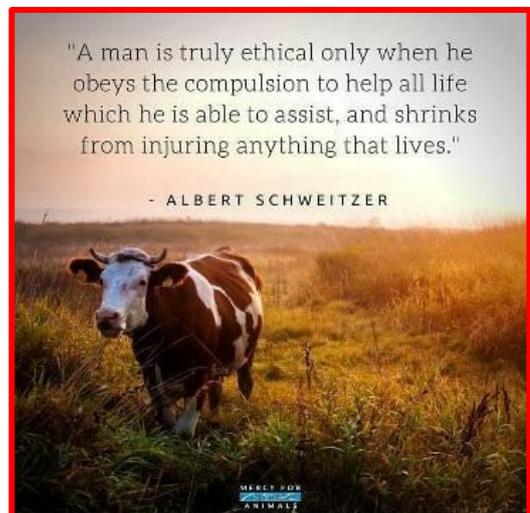
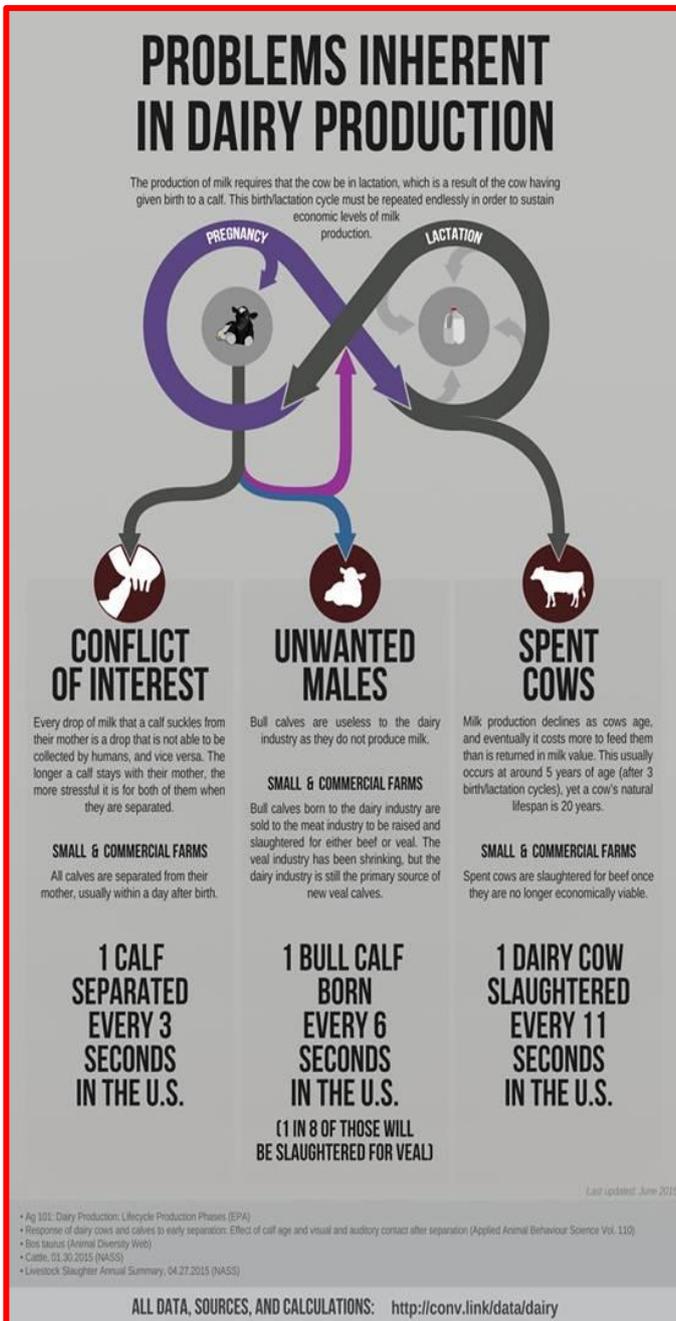


To know real Peace (05/26/2016)

A person can only be truly at peace when he or she is truly alive ... A person can only be truly alive when he or she is truly ethical ... And a person can only be truly ethical when he or she courageously honors the call to help all lives in need of assistance, and boldly refuses to intentionally injure any other being in any way.

Amen ... Let it be so.

(~ inspired by Albert Schweitzer)





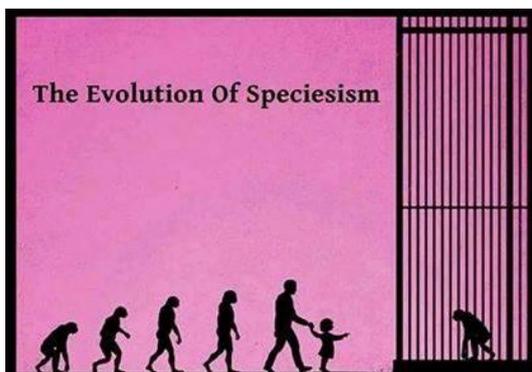
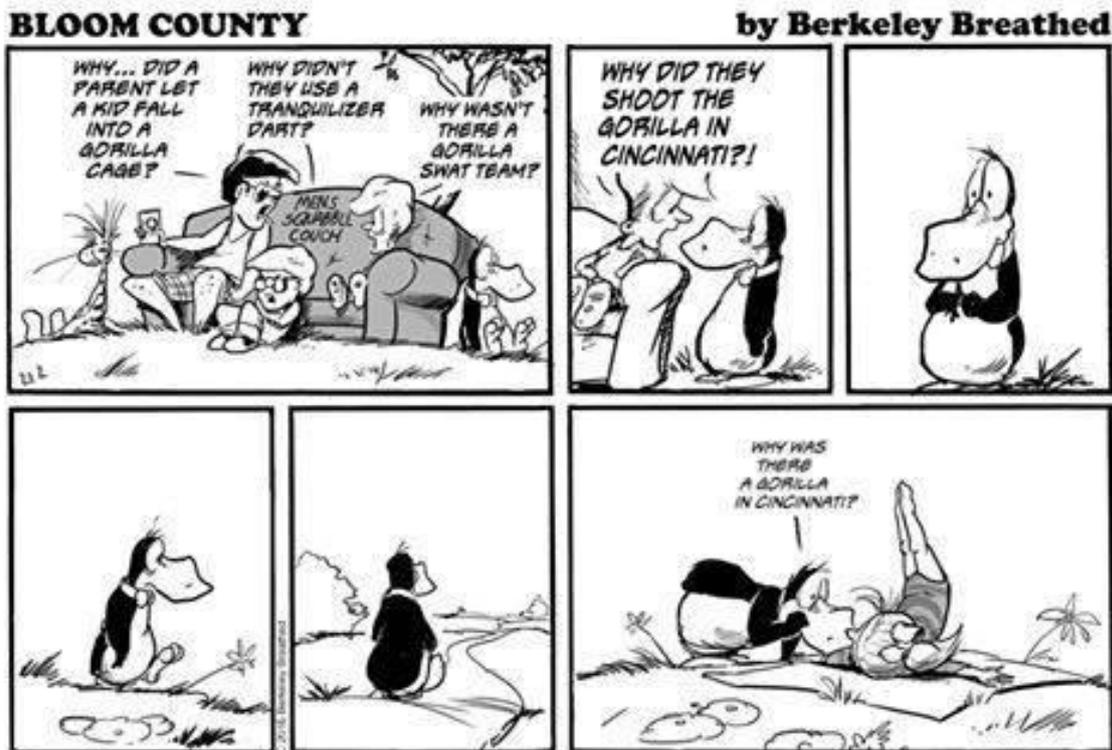
What does it say about our society when despite knowing otherwise, we still continue to rely on a might-makes-right philosophy that declares it is perfectly acceptable to abuse, exploit and kill innocent animals?

★ We can do better. Stop. Think. Evolve. ★

Honoring Harambe ...
(05/31/2016)

“A gorilla was shot in the Cincinnati zoo ... Cecil the lion was killed in Africa ... Dogs are being killed for their meat in China ... Dolphins are being slaughtered in Japan ... All of these deaths are violent ... All of them are cruel ... All of them are unnecessary ... And all of them are worthy of our outrage -- just like every single pig, cow, chicken and fish who is murdered for their flesh, milk and/or eggs deserves our outrage ... And who is responsible for those latter deaths? Well, if you are a non-vegan, then YOU are – you and everyone who purchases animal products.

So, my Friends, are you against animal cruelty? Are you upset by acts of unnecessary violence towards animals? Me too! That's why I'm vegan ... Anything less would make me a hypocrite.” ~ inspired by James Aspey



To Save but ONE ...
(06/24/2016)

“Saving one animal might not change the world, but it certainly does change the world for that one animal.”

~ (anonymous)

My Friends, don't worry about saving all those who are oppressed or mistreated ... Just set forth each day and simply strive to do what you can for the ones you can.

Peace to ALL ... S



“During the slavery period in America it must have been an extremely frustrating time for abolitionists. They knew they were fighting for what was good, decent and right, and yet they had mountains of ignorance to climb and wide rivers of apathy to ford in order to bring any real change ... The task must have seemed impossible. Well, the animal rights movement today is facing exactly the same obstacles -- mountains of ignorance just as high and rivers of apathy just as wide ... And yet those of us fighting for the rights of our animal brothers & sisters persist anyway. And what keeps us going is the constant reminder that that we know that what we are doing is Right. Just like those anti-slavery abolitionists who didn't give up despite formidable opposition, we too would rather fight our entire lives for what is Right -- knowing that it simply **must** come to pass one day; even if we are never personally blessed to see it come to fruition.” ~ inspired by Jacqueline Hager-Bodnar

"Animals do have a voice, if you ignore their suffering I will remind you of it. If you don't understand them I will translate.
If you don't hear them, I will be their voice.
You may silence them, but you cannot silence me as long as I live".

- Anita Mahdessian

Letting them IN

(06/28/2016)

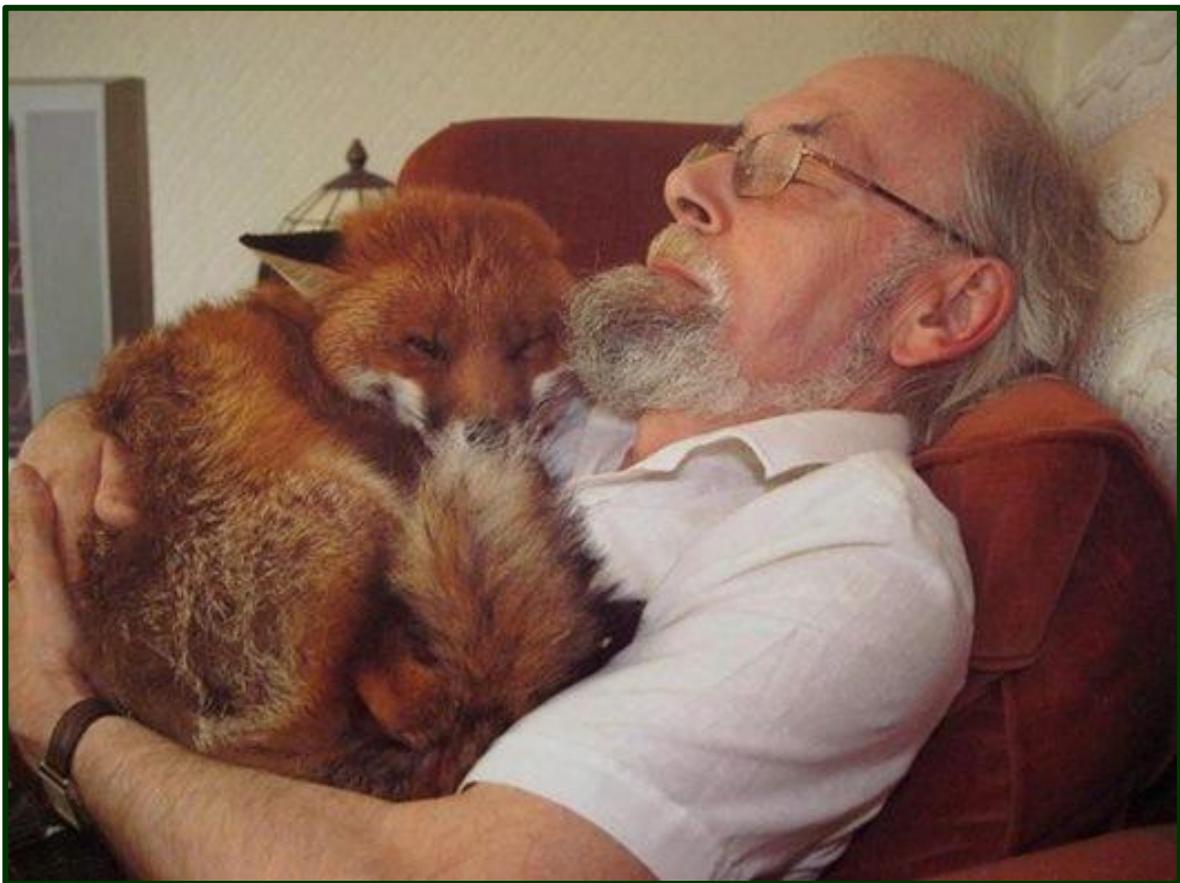
“Dear Lord, I have swept and I have washed, but still nothing is as shining as it should be ... Under the sink, there is an uproar of mice, for it is the season of their many children -- So what shall I do? ... And under the eaves and through the walls the squirrels have gnawed their ragged entrances, but it is the season when they most need shelter -- So what shall I do? ... And the raccoon now limps into the kitchen and opens the cupboard each night while the dog snores and the cat hugs the pillow, and yet she too needs to eat -- So what shall I do?”

Beautiful is the new snow falling in the yard, and beautiful is the fox staring longingly up the path to my warm door. And even though there is no sign of you, still I believe you will come, Lord. Still I believe you will come ...

And so -- when I speak to the fox, and to the sparrow, and to the lost dog, and to the shivering sea-geese, know Lord that I am really speaking to you whenever I say, as I do every morning and every single afternoon:

Come in, Friend ... Please, come in.”

~ inspired by Mary Oliver



Animal Lover: to Be or not to Be ...
(07/01/2016)

The Yulin (dog meat) Festival has finally reached its conclusion over in China, and it was nice to see so much uproar this year over this truly barbaric & highly ignorant “celebration” ...

And yet I found it just as disconcerting this year to realize that the vast majority of the folks who were up in arms over the Chinese torturing & eating dogs are the same folks saying absolutely nothing about the torture they themselves inflict every day on pigs (which are far & away more intelligent than our beloved dog-Friends) & cows & chickens; all of whom suffer just as much as the Yulin festival's victims when they too are confined, abused, murdered -- and then eaten ...



My dear Friends, it is high time we evolved from being merely a society of **Pet** Lovers to becoming a society of truly non-discriminate **ANIMAL LOVERS** ...

So who's with me?



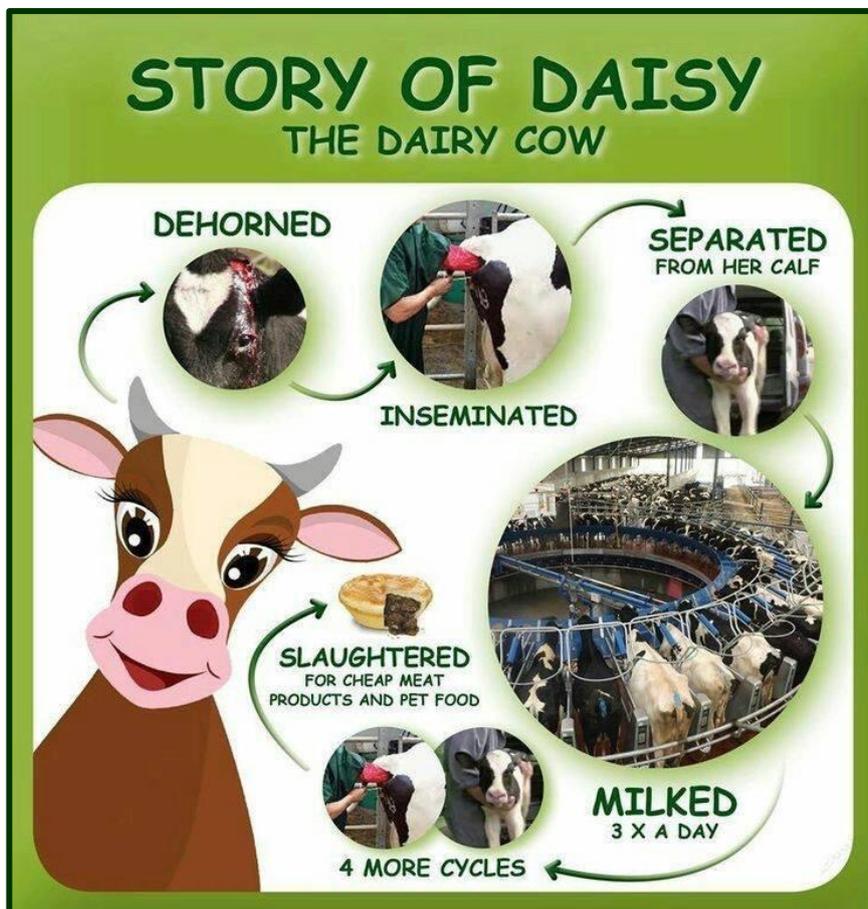
Got decency?

(06/30/2016)

So you actually think human mothers are the only ones who LOVE their babies – that human mothers are the only ones who would do *anything* to keep someone from stealing their newborn child?

Well, if you drink milk or consume any dairy products whatsoever, then you are paying for (and are therefore *directly responsible* for) not only the repeated rape of dairy cows -- but also the immense emotional trauma that comes every time a new cow mother has her baby stolen from her shortly after birth ... Indeed, this barbaric cycle repeats itself 3-5 times over the course of every dairy cow's criminally shortened life, until her physically abused & emotionally ransacked body can no longer produce enough milk to be profitable -- whereupon she is brutally slaughtered *in her mere adolescence* (and often while pregnant, so the industry can use her fetus to make “fine leather”) – killed in her youth to make those “tasty burgers” of which many of you are still so fond.

And yet it is the theft (and subsequent murder) of the mother's cherished baby that is by far the worst torture of them all, and it is for **this** reason that dairy cows are without a doubt the most cruelly treated of all the animals on this still-insanely-immoral planet ... It is for **this** reason that dairy truly is laced with heavy helpings of evil, and it is for **this** reason and this reason alone that you need to please STOP PAYING FOR SUCH SAVAGERY! ... *Thank you.*





What is truly natural (07/02/2016)

In case anyone tries to tell you that it is "natural" for humans to eat animals because "we were always hunters" or "we have canines for a reason" or "humans are at the top of the food chain" or "we are innately omnivorous meat-eaters", it might be time to expose them to this video's two minutes of gentle TRUTH -- the Truth that are our ancestors were **not** always hunters; that we actually evolved to barely be able to digest meat as a response to times of extreme starvation – the Truth that our canines are actually fangs quite feeble; fully incapable of tearing through tough hides or rending uncooked flesh – the Truth that we most certainly are **not** at the top of the "food chain"; indeed, that no such concept actually exists in nature, and that it is a concept that provides *no excuse* for unnecessarily murdering animals in these modern times even if it did – the Truth that we humans are quite clearly **not** omnivores; that we have **NO** natural instincts to destroy animals and eat their steaming corpses, nor are our bodies designed to efficiently digest or smoothly eliminate the flesh &/or secretions stolen from other species (hence all that trouble non-vegans have with cancer, heart disease, strokes & diabetes) ...

No, if you truly want to know what our *actual* natural tendencies are in regards to how we *actually* should be treating our animal brothers & sisters, the two children in the images below exemplify quite well the Truths most adults have long since forgotten.

My dear Friends, it is time for us all to wake up to what we knew when we were younger ... It is time for us to remember the innate comprehension of Justice & Decency & Respect for others that we have always understood -- and it is time we started acting accordingly.

Peace to *ALL* ... S



To Love them all

(07/03/2016)

“They *all* think ... They *all* feel ... They *all* fear ... They *all* love ... Indeed, *all* animals have the desire to live a life free from harm and suffering, and *all* animals have the innate right to be able to live out that life.

Please help them have a chance to do so ...

Please go vegan.”

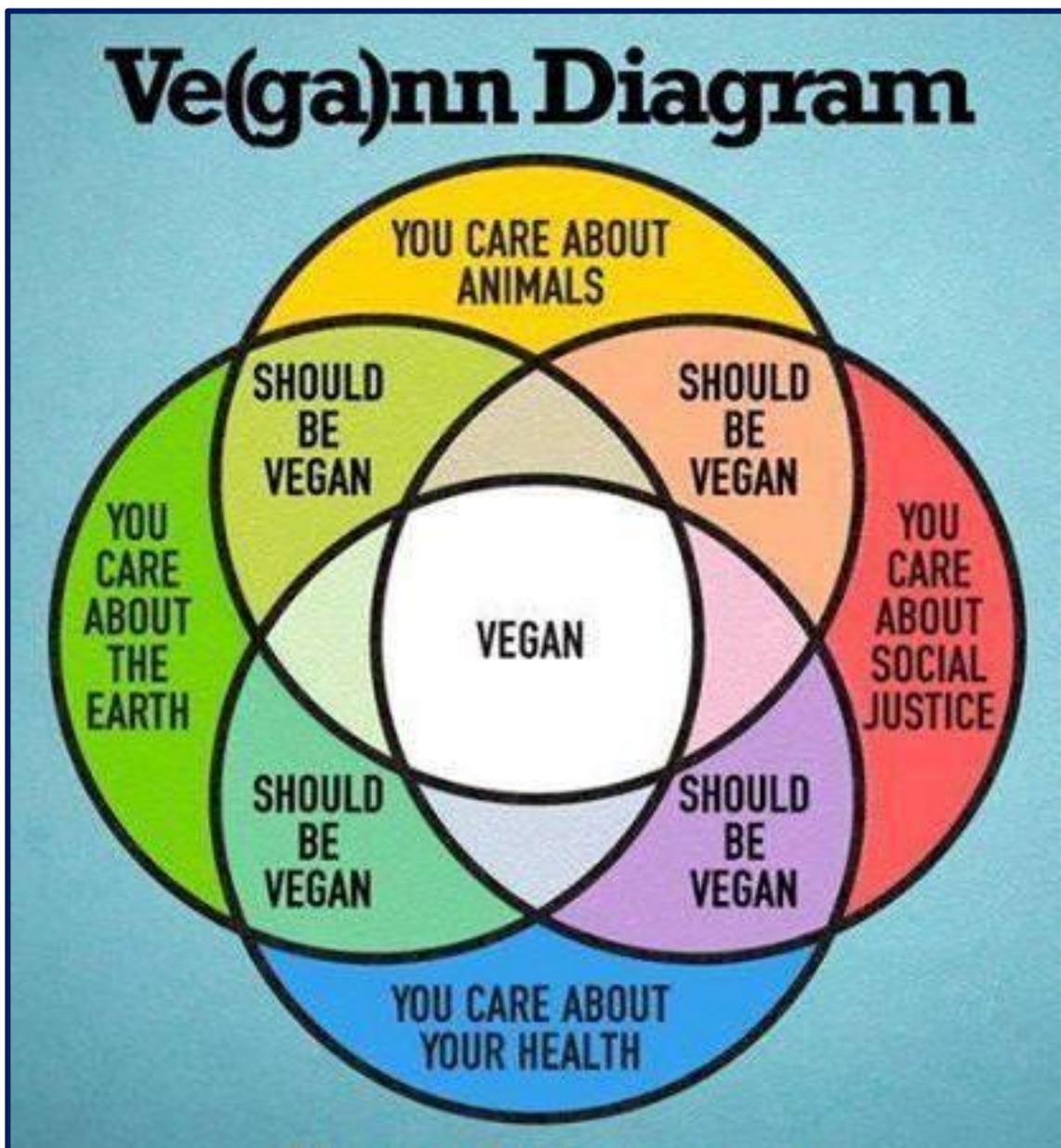
(~ inspired by Becky Edgar)



A Color-full Truth ...
(07/06/2016)

I do so adore Truth, and I do so adore it no matter the form in which it happens to arrive and no matter the tone in which it happens to be shared. Of course, Truth that happens to be colorful -- and that could save all life on Earth if courageously enlivened -- well, that's the Truth I LOVE more than any other.

Peace to *ALL* ... S



The Good News

(i.e. Embracing the Most Important Thing)

(07/09/2016)

No doubt about it, my Friends, America is indeed “going to Hell in a hand basket” – systemic racism is once again boiling over into our streets, homophobic bigotry is still infused into almost every church pew & almost every classroom, the poor are getting much poorer, the rich are getting much richer, U.S. politicians are far more corrupt than caring, Israel persecutes Palestine with American money and Saudi Arabia persecutes Yemen (and even their own citizens) with American weapons, drones are still murdering innocent men & women & their children by the thousands (and creating thousands of new terrorists in the process), the innocent are still being profiled & rounded up & imprisoned as slave laborers, our food has been tainted and our water has been poisoned and our air has been toxified. And to top it all off, the American mass media keeps feeding us the same old narratives -- keeps shoveling the same old lies down our throats; bombarding us with constant visions of violence designed to make us feel weak and afraid and hopeless ... Indeed, there are so many graphic problems in American society today, that it is very easy to feel overwhelmed; very easy to succumb to the myth that “I can't make a difference”; very easy for us all to simply sigh and sit back and shrug our shoulders; to wish we could do something to stop the madness, but to end up doing nothing at all instead.#

Well, I am here today to offer you all some very **Good News**: namely, that there *is* something you can do -- something that will have a *HUGE* positive impact on your health & your longevity & your state of mind & even the well-being of your planet. And this something happens to also be *the* solution to *the* most important crisis facing humanity to this day. And this solution is one that requires no outside assistance to undertake, and it is one that the government cannot stop you from implementing. It is potent & it is powerful & it is vibrant -- and it is necessary.

And this solution -- this brave act of positive change; this selfless act social justice & this clarion call for human salvation -- is **veganism**.



© EVOLVE!
CAMPAIGNS

CO₂, methane, and nitrous oxide from the livestock industry are killing our oceans with acidic, hypoxic dead zones. 90% of small fish are ground into pellets to feed livestock. Vegetarian cows are now the world's largest ocean predator. The oceans are dying in our time. By 2048 all our fisheries will be dead. The lungs and the arteries of the earth. Billions of bouncy little chicks are ground up alive simply because they are male. Only 100 billion people have ever lived. 7 billion are alive today. And we torture and kill 2 billion animals every week. 10,000 entire species are wiped out every year because of the actions of one species. We are now facing the 6th mass extinction in cosmological history. If any other organism did this a biologist would call it a virus.

~Philip Wollen

*That's right, as important as the elimination of police brutality & racist violence & homophobic persecution are, **going vegan is more important** -- and is indeed actually a potent means to their imminent end ... For we will never treat minorities with the dignity and the respect they deserve until we are willing to treat animals with the same respect & dignity.

*And as important as the erasure of income inequality and the elimination of political privilege are, **going vegan is more important** -- and is indeed a powerful step in that just & equitable direction ... For we will never be treated fairly by either our economic "masters" or our political "leaders" until we are willing to treat animals with same sense of integrity and fairness.

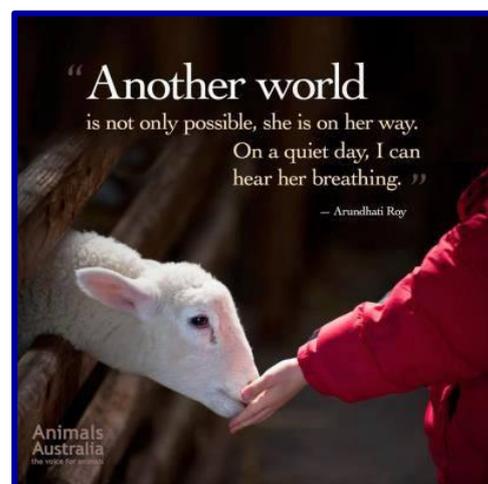
*And as important as the abandonment of evil alliances and the cessation of all drone-murders are, **going vegan is more important** -- and is indeed a necessary precursor to that shining beacon of World Peace ... For we will never know Goodness in our relations with others in lands other until we stop aligning ourselves with evil on our very own plates.

*And as important as is the mass incarceration of innocent American lives happens to be, **going vegan is more important** -- and indeed is the key that will one day unlock those cells of shattered dreams and tear down those walls of injustice ... For we will never know real Freedom or fully embrace the inalienable rights with which we have all been endowed until we choose to grant our animal brothers & sisters the same inherent liberties.

*And as important as maintaining wholesome sustenance, pure water & clean air are, **going vegan is more important** -- and indeed is the only way those fundamental necessities will ever return to our lives ... For we will never know real Health & Well-Being while poisoning our bodies with the rotting flesh and curdled secretions of the abused and the terrified, and we will never know real Harmony with our surroundings while we are poisoning our planet with the fetid byproducts of an industry that runs on mass-torture and that discards mountains of rotting death.

Yes, my dear Friends, the media is doing a marvelous job of repeatedly exposing you to the apparent hopelessness of the situation -- encouraging you to abandon courage; calling for you to sink feebly into your sofas; whispering for you to cease protesting for all that is Right & True. And yet YOU DO NOT NEED THE MEDIA to tell you what is truly important ...

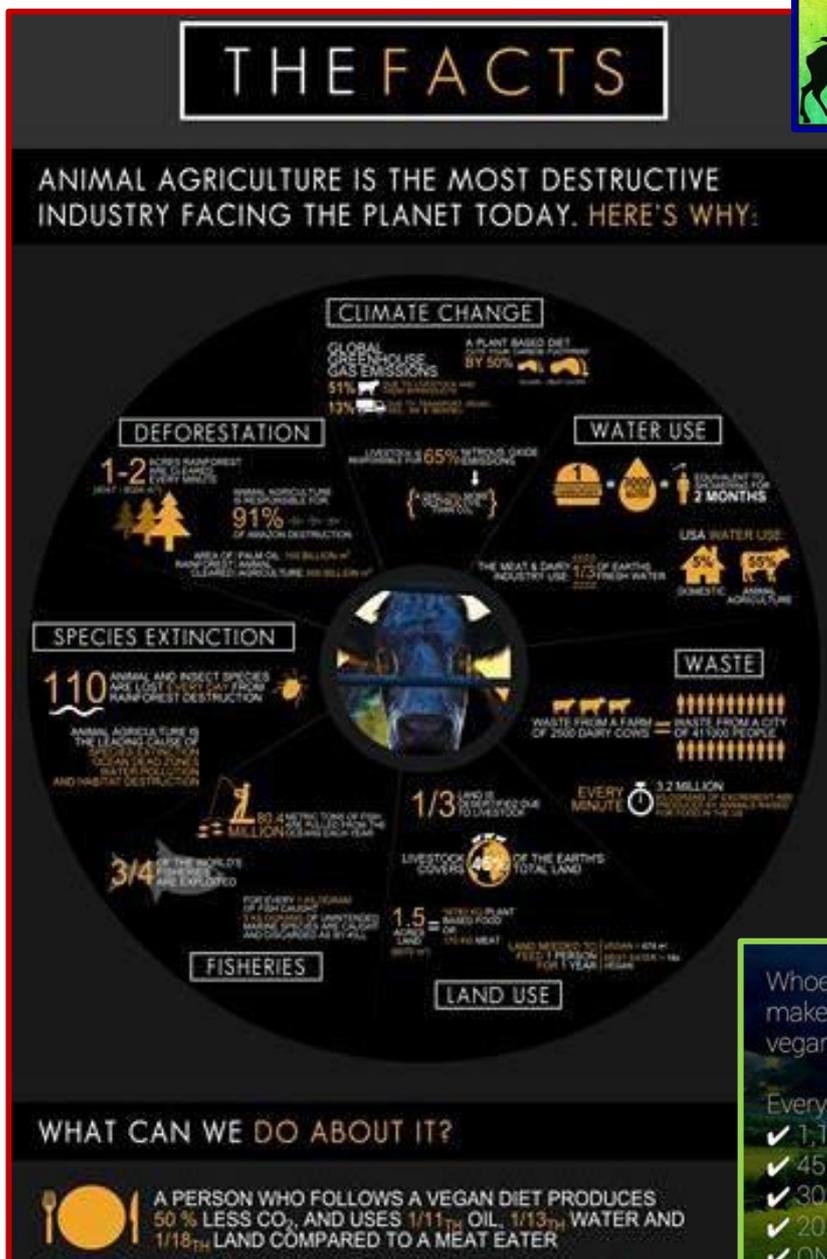
For you already know what is **Right** --
and you already know what is **Just** --
and you already know what is **Fair** --
and you already know what is **True**.



Please don't get me wrong -- all grave social ills deserved to be cured. All swords of wickedness need to be beaten into ploughshares of Kindness and all shackles of oppression need to be woven into fabrics of Freedom. As such, I do indeed call for each of you to raise your voices loudly & courageously in response to whichever social injustices strike you as being most poignant. Invest in whichever of them you wish the time & the energy that is yours to give -- **AND** -- please remember that it is critical for the survival of our species that you choose to live as a vegan while doing so ... After all, what good is fighting for justice while living unjustly? ... What good is fighting for freedom while damning others to bondage? ... What good is fighting to repair a society that you are literally destroying with every meal?

Please consider these things with humility ...
... and then please act on them with courage.

Thank you.



Whoever said one person can't make a difference never met a vegan.

Everyday, a vegan saves:

- ✓ 1,100 gallons of water;
- ✓ 45 pounds of grain;
- ✓ 30 sq. ft. of forested land;
- ✓ 20 lbs CO₂ equivalent; and
- ✓ ONE ANIMAL'S LIFE.

What did you do today?

How I need to Speak

(07/17/2016)

“If I am to be a voice for animals, then how should I speak? Am I to whisper, when they are screaming in pain? Am I to be calm, when they tremble in fear? Am I to shout for mercy, as their throats are being slit? ... Tell me how I need to speak, my Friend. Tell me how I need to speak for you to grant them their freedom.”

~ inspired by Davegan Raza



(This image courtesy of your very own local, your very own “friendly”, your very own “humane”, your very own “free-range”, your very own family-run, &/or your very own “organic” farm)

As they watch on
(07/18/2016)

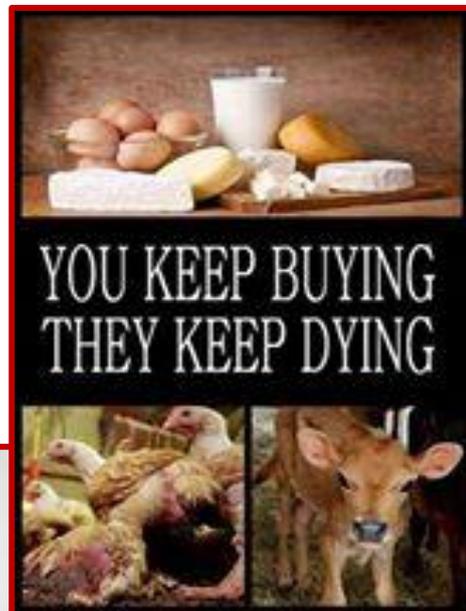
Pigs are as sentient as you or I ... They are emotionally intelligent and intellectually sophisticated ... They want to live, they fear pain, and they hurt when witnessing one of their own being killed ... And yet pigs are forced by the *millions* every single day to watch their friends and loved ones be brutally slaughtered; having nowhere to turn to avoid that gory scene -- having nowhere to run before then being cruelly murdered themselves ...

Please take a moment and imagine how you would feel ... Take a moment to feel their trembling terror; to know their horror and their suffering.

Please help stop this madness ...

Please **go vegan**.

Thank you.



Peace for Percy
(07/20/2016)



This is Percy, and I would love to have been able to introduce you to Percy in person. Percy was friendly and caring, smarter than your dog, and just as self-aware as you or I ... Unfortunately, he was crammed into a transport truck and sent to a slaughterhouse, where he was subjected to the awful screams of his friends after they were knocked partially unconscious and strung up by their hind legs, and then he was forced to watch as those same loved ones writhed and squirmed through blood-gurgled gasps after their throats were slit – and he watched as they were then ruthlessly dismembered after being bled out ... And then Percy screamed and gasped himself -- then he too felt the bolt gun to his temple; then he too was only partially unconscious as his own throat was slit; and then he too was still partially awake while the slaughterhouse workers steadily rent his body limb from limb ...

My dear Friends, Percy was kind and Percy was innocent ... Percy's life had value -- just as much as yours or mine. And yet Percy's life was a living Hell from its darkened start to its premature, barbarically violent end ...

... and this, all because YOU just had to have your bacon.

You are better than this, my Friends.

Please be better than this ... Please go vegan.

Thank you.

P.S. And by the way:



To Free our Souls

(07/23/2016)

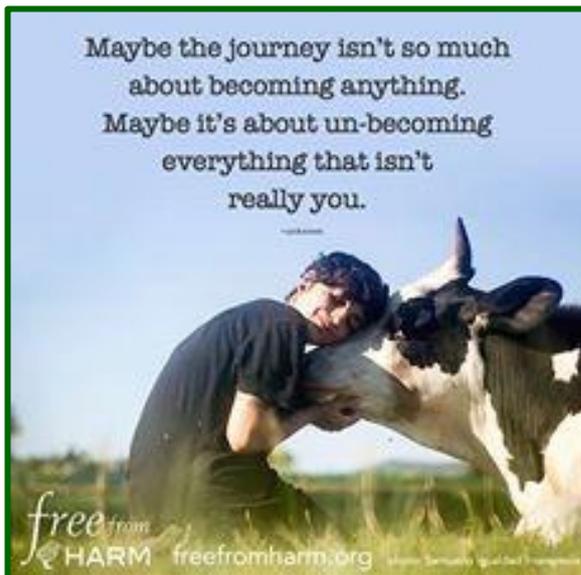
“If we are bold, love strikes away
the chains of fear from our souls.”

~ Maya Angelou



(no other words needed)

(07/25/2016)



To be truly Forgiven

(07/26/2016)

I myself was a flesh-munching, udder-sucking non-vegan for over 45 years of my life, so I get how easy it is to be deluded by the milk&meat industry; how easy it is to go grocery shopping or sit down at a restaurant and casually look away from the enormous suffering we cause so many thousands of animals with our selfishly ignorant food choices ...

And then one day a little over three years ago I found out the Truth -- I found out that there is a dead calf in every piece of cheese and a murdered cow in every glass of milk; and I found out that we can all live long (actually much longer) and healthy (actually much healthier) lives without consuming any animals whatsoever ... And so right then & there I decided to stop causing others to suffer for my lust & comfort ... And right then & there I felt so bad for all the pain I had caused. I so wanted to tell all my pervious victims that I was sorry -- I so wanted to make it Right.

Going vegan was my first step to doing so ...

... and going vegan will be your first step in that direction as well.

Make it Right again, my Friends ...

Make your repentance a verb ...

Go Vegan.

Thank you!



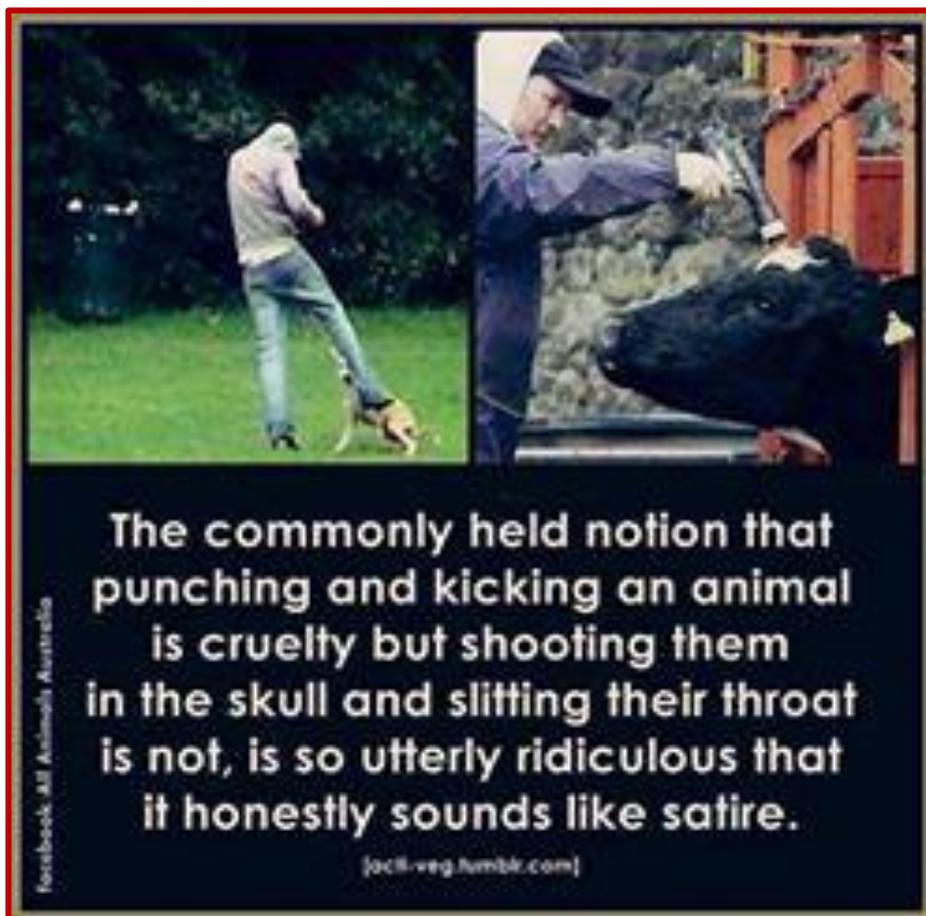
A mean kind of Kindness

(07/31/2016)

“I hear so many complaints about vegans being negative & abusive & judgmental, and yet I can't think of one thing more negative & offensive & judgmental than animal cruelty ... Billions of gentle, innocent, sentient beings are being treated in the most unjust, the most hideous, and the most atrocious ways every second of every day, and all vegans are trying to do is to spread awareness of that fact.

Vegans are simply being a voice for the animals because the animals voices (and their wailings -- and their gasps -- and their screams) are going unheard ... And yet flesh eaters & dairy drinkers whine & rail and call this “bullying” & “rude” & “offensive” ... Well I for one will always fight for the defenseless animals. They are being tortured & they are being murdered and they have no choice in the matter. And the most terrible thing about it isn't the raw hypocrisy of it all; it's that it is all completely unnecessary. There are cruelty-free options for everything these days, and yet instead of people making a little effort to alter their self-pleasuring habits, they are still choosing to support grief, to support pain, to support suffering, and to support murder. Calling out this tragedy isn't negative and it isn't abusive and it isn't judgmental -- It's a simple call to Compassion and it's a clear demand for JUSTICE.”

~ inspired by Annie Mags



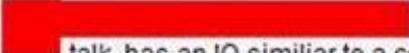
Reasonable irrationality
(08/01/2016)

The first picture below reflects an epitome of moral logic.
The second one? ... Not so much.



 **iam. larpner** If they are left alone then yes, you can say it's stealing. If you are feeding them and protecting them from predators BUT eating their eggs/honey, then its a symbiotic relationship
Like · Reply · Message · Yesterday at 08:58

 **Vegan Sidekick** If i hold a woman captive, impregnate her and take her milk, but I feed her, then that's fine yeah? Just to be clear. Symbiotic.
Like · Reply ·  6 · 22 hrs

 **Vegan Sidekick** If she's tribal, unable to talk, has an IQ similiar to a cow, only thing she does is eat, cuddle and lie around, and doesn't fight you when you milk her, probably yes...
Like · Reply · Message · 22 hrs

Undedicating the violence

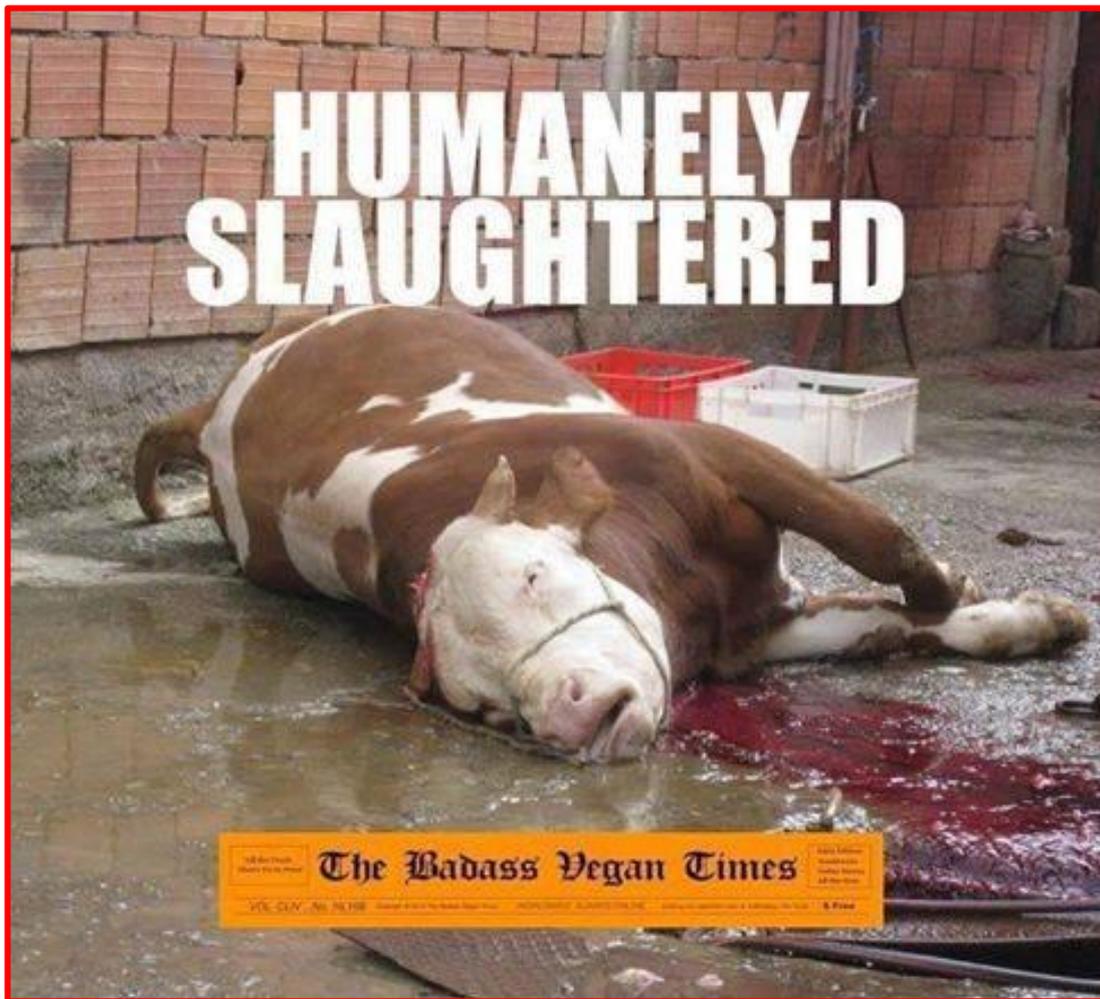
(08/02/2016)

“Veganism is not a diet, or an idea, or a religion, or a club, or a 'militant' group (seriously?), or even a restriction of freedoms. It's actually none of these things at all ... Indeed, at its core, veganism is simply a group of people living on a planet plagued by aggression, injustice & suffering; a group of people trying their best to create an environment of peace through a patent rejection of systemic violence & abuse ...

That's it. That's all veganism is -- a simple, consequent dedication to Peace.

So you can argue if you must, and you can ridicule if you must, and you can make negative memes if you must, and you can project guilt if you must -- and yet at the end of the day your disagreement with veganism remains nothing more than an open admission of your love for, and indeed your dedication to, violence.”

~ inspired by Adam Hastie



May our children Live
(08/02/2016)

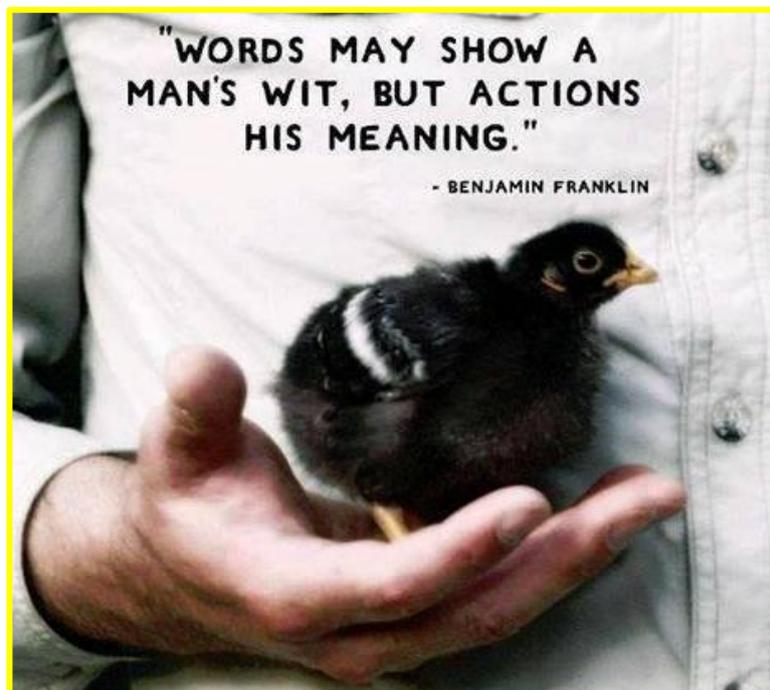
May our children's children one day live in a world where there are still whales trumpeting Joy in the deep ---

... and where there is still Love trumpeting Justice in our Hearts.

Amen ... Let it be so.



A Trinity of Truths ...
(08/03/2016)



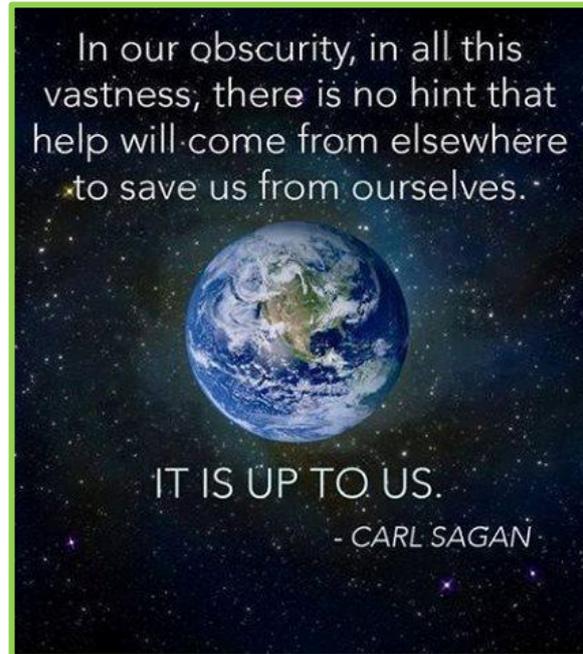
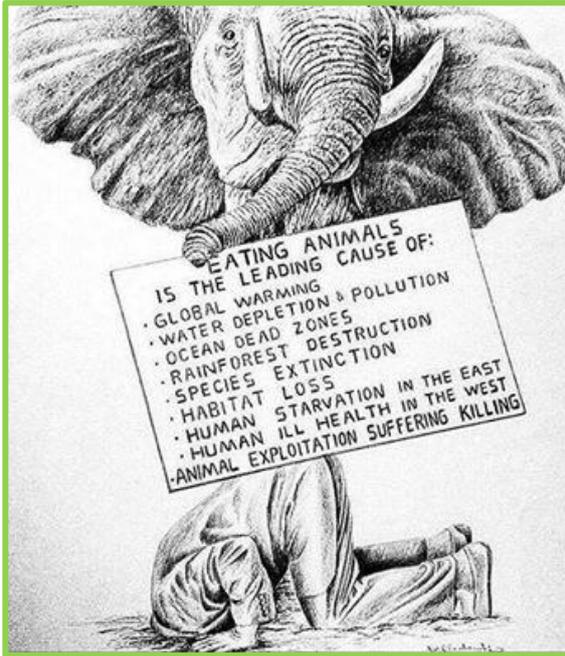
It's up to us
(08/04/2016)

Please look at these two images very closely ...

Please absorb the very simple-yet-profound Truths they are sharing ...

And then please -- **PLEASE** -- start acting accordingly.

Thank you.



P.S. Even if you actually like supporting animal cruelty by eating animal corpses & animal secretions, those same selfishly unnecessary choices are dooming yourself, your loved ones, and indeed the rest of humanity to illness, suffering & premature death -- they are building a toxic future-prison for your children and ensuring the death of most if not all of humanity ...

*Every day is Earth Day, my Friends,
and the only way to sincerely honor Earth
Day is to **Go Vegan** ... Thank you.*



Equality for ALL women
(08/05/2016)

Do you support equality for women?
Do you consider yourself to be a feminist?
Do you have children of your own?

Well, if so, then consider **THIS**:

About 4 months after my first child was born, I learned that calves on dairy farms are stolen from their mothers at birth. Their mothers carry them for 9 long months, just like we do, but their calves are taken away from them so that humans who were already weaned can drink the milk these cows produce *to feed their own babies*. When I learned this, I was devastated. I have been vegan since that day and I promised my children would be too. I can't imagine someone stealing my baby and my milk.

A mother and child should never be forced apart.

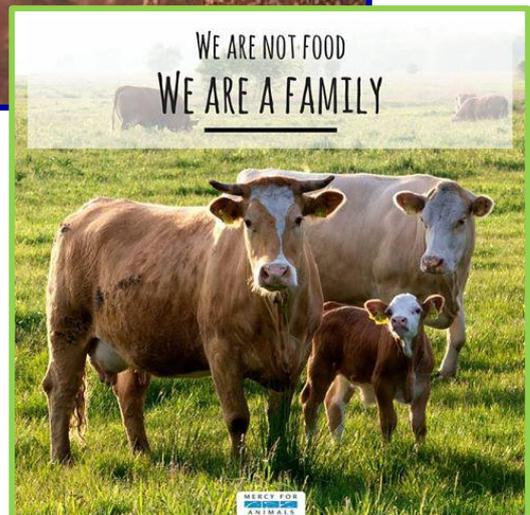


Stop stealing babies.
Stop breaking hearts.
Go vegan.

- Christina Elizabeth,
a Mother Against Dairy



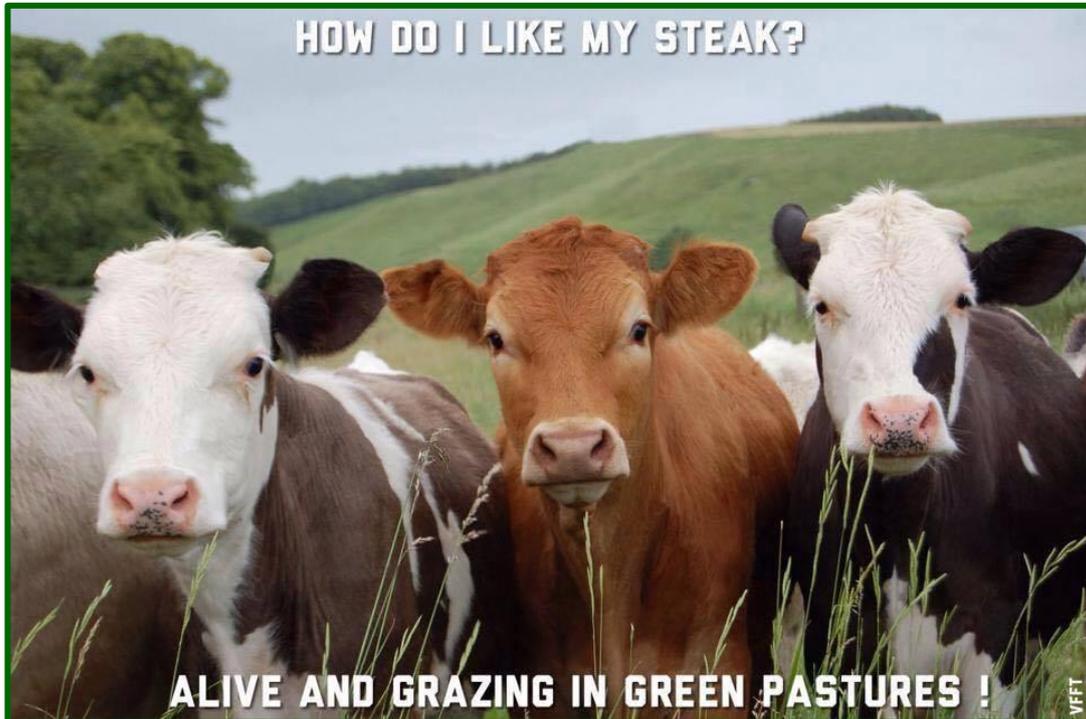
MOTHERS
AGAINST
DAIRY



Morality and “morality”
(08/06/2016)

It's time for us all to stop looking for the right way to do the wrong thing(s) ...

Peace to ALL ... S.



CONFORMITY
is doing what everybody else is doing, regardless of what is right.

MORALITY
is doing what is right, regardless of what everybody else is doing.

Evette Carter

My choice about your choice (08/06/2016)

You tell me that it is your right to eat animal flesh and drink animal milk. You tell me it is your personal choice -- that you respect mine and therefore I should respect yours ... Well, when your decision to eat animals, cheese, eggs, and dairy taints the air I breathe, poisons the water I drink, destroys the planet I live on, brutally tortures my belovedly innocent animal Friends, and even causes other humans to starve for lack of the grains (often grown right next to their homes) that then go to feed the animals who will soon make your milkshake or steak dinner -- when these are the consequences of your decision to live selfishly at the expense of others, then it is no longer merely your "personal choice" (and certainly no longer your "right") to do so.

My Friends, living vegan is not a matter of opinion or preference. It is a matter of *justice*, it is a matter of ethical consistency, and it is a matter global necessity. Indeed, going vegan is the only thing that is going to bring you the inner peace you crave, and it is the only thing that is going to save the one planet we know of that can offer us a Home.

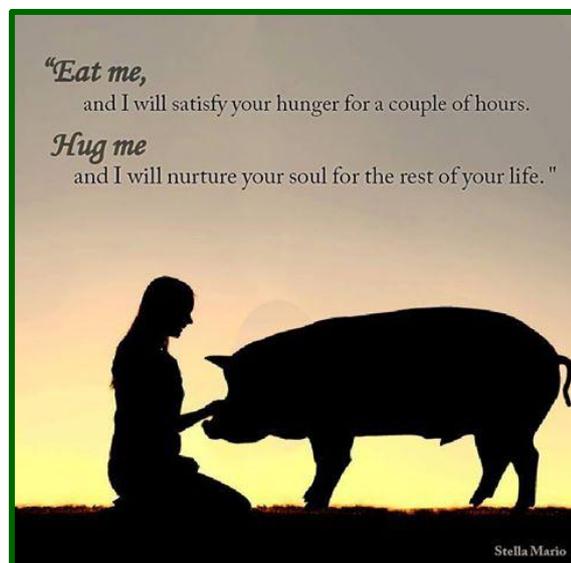
In fact, your choice to not go vegan is a choice to support and directly contribute to the polluting of our air, the poisoning of our oceans, the tearing down of our rainforests, the destruction of our planet, the starving of our fellow humans, the enslaving & the murdering of our animals cousins, and ultimately the extinction of thousands of sentient species -- quite probably our own among them.

And yet you are allowed to choose differently, my Friends ... You are allowed right now -- right this very minute -- to choose anew: to either continue to be a co-conspirator in our world's currently grave & inevitably deadly crisis, **OR** to finally rise up and start being a part of its direly needed solution.

Please choose wisely ... Please choose the latter ... Please choose vegan.

Thank you.

~ inspired by Rachel Ziegler

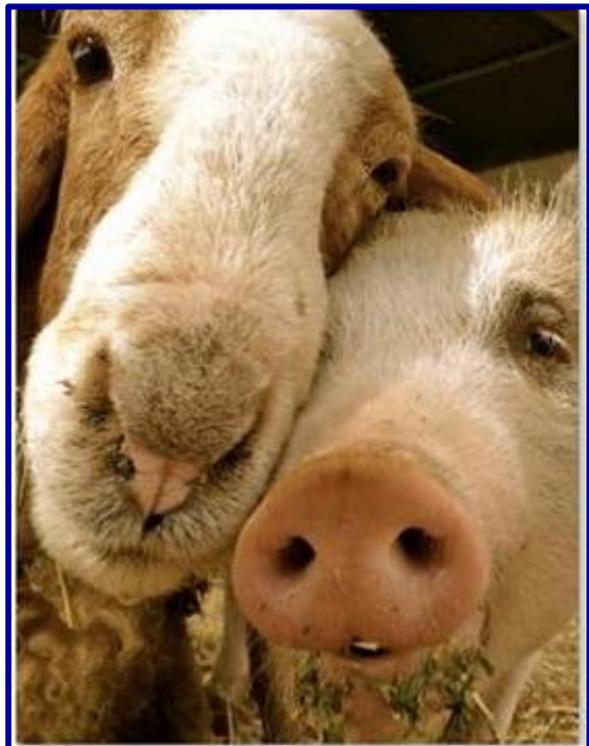


To become truly Great again
(08/07/2016)

“Very little of the great cruelty shown by men can be attributed to cruel instinct. Most of it comes from mere thoughtlessness or inherited habit. The roots of cruelty, therefore, are not so much strong as they are widespread. And yet the time must come when inhumanity protected by custom and barbarity sanctioned by thoughtlessness will succumb before compassion championed by moral thought and justice defended by moral deeds ... Let us all work that this time might soon come.”

~ inspired by Albert Schweitzer

"I don't know how to save the world. I don't have the answers or The Answer. I hold no secret knowledge as to how to fix the mistakes of generations past and present. I only know that without compassion and respect for all of Earth's inhabitants, none of us will survive—nor will we deserve to."
— Leonard Peltier



Vegan.

“Every day, life invites you to make choices. Live your values, change the world.”

- VeganVideo.org

To save them all
(08/08/2016)

Imagine you were born in the 1800's, when human slavery was commonplace. Do you think you would just sit back and allow people to own, control, imprison, and abuse other human beings for pleasure or profit? I certainly hope not! ... Well, the animal liberation movement (a.k.a. the vegan movement) is the biggest social justice movement since the abolition of human slavery, and it's not a matter of whether this immoral travesty will end, but only a matter of **when** it will do so.

So let us pray that you rise up with us ... Let us pray that you choose to do the right thing by helping to end this massive injustice & tragic wickedness. 200 years from now your great-grandchildren will be reading about these times and wondering which side of history you were on -- whether you were an animal-abuser or an animal liberator.

So please consider this at your next meal – and please consider taking the side of liberation over slavery.

Thank you.

(~ inspired by Renee Gosse)



An animal had to die
in order for you to
feed on their corpse
or their secretions.

They were afraid,
they were screaming,
and they were hoping
someone would save
them, but no one did.

Stop the violence.
Go Vegan.

Stopping the Dairy Thieves (08/09/2016)

This is the end of every dairy cow's life: after being treated as a mere milk machine – after being confined & raped & abused for 4-5 long years; with her babies taken from her over & over again (if male, slaughtered for “veal”, if female, made into milk-slaves like her) ... Here, after all of that torture, this is how it all ends -- murdered in vcod blood for cheap 'meat' some 20 years before her natural lifespan would have – could have – peacefully run its course.

Do not believe the lies that the dairy thieves advertise. Dairy cows are **NOT** happy cows -- ever. They too, are murdered for the misguided masses. And before they meet their most brutal fate, they live lives of abject misery -- lives of nothing more than pain & mourning -- lives that always end in pure terror.

Please stop contributing to this barbaric industry, my Friends.
The year is now 2016, and we are so much better than this.

Thank you.

(~ inspired by Nadia Repich)



The vileness of veal
(08/09/2016)

“The veal industry *is* the dairy industry, where male calves are deprived of their mother’s milk and the ability to move around before having their throats cut for the heinous crime of not being future milk machines ... Why support this, my Friends? We can do better.” ~ Skool of Vegan



No animal wants to die, my Friends. Indeed, each and every one of them fights for their lives until the bitter end; until their very last breath leaves their brutally violated bodies. So please make this all-important connection ... Please stop paying others to harm & murder innocent beings.

Please **Go Vegan ... Thank you.**



On mattering morally

(08/11/2016)

I was wondering -- do you think animals matter morally? That is to say, do you think we should truly care about animals *at all*? If so, then the very *least* you can do is honor their fundamental right to live their lives free from abuse, and not as a commodified resource or as the “property” of others. Indeed, as soon as we decide we should be concerned about animals in some way, the very *least* we can do is to stop exploiting them ourselves.

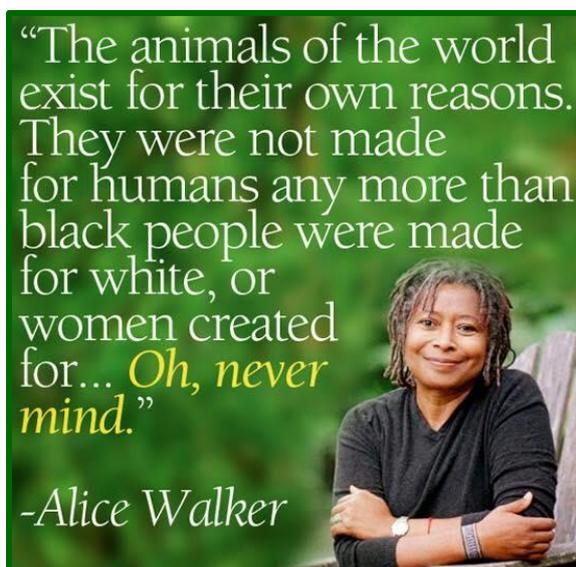
Does this mean animals should have the right to vote or drive a car? Of course not! That would be a provision of *additional* rights for animals; rights it makes no sense to provide. What *does* makes sense if you believe that animals matter *at all* (which I'm confident you do) is to provide them a very minimum of basic rights -- which is in essence the right to not be used as a mere resource by humans.

Chances are you are a decent human being – and thus chances are that you agree with me that we should have a fundamental concern for the well-being of animals. And if that's the case, this is probably the reason you don't think humans should hunt elephants for sport or hurt dogs for entertainment or slaughter dolphins for food ... Why? For the simple reason that doing so exploits the elephants and the dogs and the dolphins. Doing so causes them great pain, and doing so is **not** necessary for our survival. Well, the same is true of how we use animals for food, clothing, entertainment, and other ways. Doing so exploits them, doing so causes them pain, and doing so is *completely unnecessary* for our survival.

To be against trophy hunting, dog fighting, and dolphin slaughter makes no sense if we continue to exploit other animals in other ways, ways in which we have no need to do so. So please be willing to **correct this hypocrisy** and join this call for justice by going vegan.

Peace and Love to you & yours ... S

(~ inspired by Jerry Markz)



An unnecessary Evil

(08/14/2016)

If we accept the definition of “evil” as “purposefully causing the suffering of another for one's own comfort or pleasure”, then the text in this image poses an extremely important question for all the world's Moral Souls -- and that question is this: When you begin with a practice that is believed to be a “necessary evil” and yet its “necessity” is then exposed as a lie, what remains thereafter?

My Friends, the answer is quite obvious -- and the ethical response required of you upon realizing that answer is equally clear.

Please **Go Vegan**, my Friends -- for there is no place for the evil of animal cruelty in the life of the Moral ... *Thank you.*



Bringing Peace to Life
(08/15/2016)

Such dark days we live in, my Friends -- so much corruption -- so much suffering -- so much death. It's enough to get a guy or gal to throw their hands in the air and then bury their head in the sand ...

AND YET we don't have to give up, for even in the darkest of hours, *we can make a difference*. We *can* each do our part -- a small but very significant part -- to bring Peace to the world. Each & every one of us *can* make significant strides towards bringing Justice & Kindness & Decency back into our lives and the lives of those around us.

My dear Friends, Peace will not reign until we ourselves choose to live Peacefully, and that Peace begins (& ultimately ends) on our plates.

Help bring Light to the darkness ...

You can do so most powerfully simply by going vegan.

Thank you.



The TRUTH about milk

(08/17/2016)

The dairy industry *is* the meat industry. It is the inevitable murder of a “spent”, adolescent dairy cows -- with a few brutal years of confinement, abuse, rape, and emotional torture thrown in for good measure. In short, the dairy industry is by far the most despicably evil industry on the planet, and the simple fact remains that every time you buy dairy products – be it milk, cheese, yogurt, or ice cream – you are directly supporting that despicability, and you are directly supporting that evil.

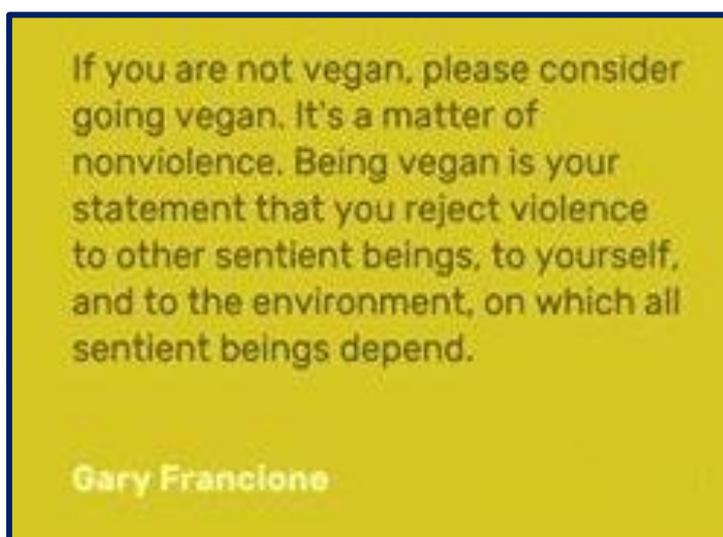
Please stop doing so, my Friends ...

Please **Go Vegan**.

Thank you.

“I am not well-versed in theory, but in my view, the cow deserves her life -- as does the ram -- as does the ladybug -- as does the elephant -- as do the fish -- and the dogs -- and the bees; as do all other sentient beings. I will always be in favor of veganism as a base-minimum because I believe that sentient beings have a right not to be used as someone else's property. The animals call for us to be brave for them -- to be clear for them, and I see no other acceptable choice but to advocate veganism loudly and boldly. If these statements make me a “fundamentalist”, then I will sew a scarlet “F” on my jacket so that all may know I'm fundamentally in favor of nonviolence – and justice – and compassion. Indeed, may they bury me in that jacket so that all will know exactly where I stood.”

~ inspired by Vincent J. Guihan



The only thing we need from animals is forgiveness.

The global **dairy** industry slaughters more than **21,000,000** calves every year. Fiete was destined for the same fate, but was rescued by Hof Butenland sanctuary in Germany.



Loving animals
means loving
ALL ANIMALS
not just the
ones we
share our
homes with.



150 million screams

(08/18/2016)

It's estimated that 150,000,000 (that's *150 million*) sentient beings are killed *every single day* through land-based animal agriculture alone. That's *150 million* innocent individuals -- all of whom felt emotions, all of whom had thoughts, all of whom had a family, all of whom wanted to avoid suffering -- *150 million* beings today alone who had every desire (and every right) to live out their lives in peace, and yet who had their lives violently stolen from them in their adolescence (many in their early childhood) ... That's *150 million* innocent lives lost a day -- *every single day*.

And all of it is completely unnecessary -- all of it is incredibly damaging to human health -- and all of it is disastrously damaging to the planet as a whole. My Friends, this practice is absolutely **INSANE** -- there really no other way to describe it. It is not only a mass murder, but a mass suicide to boot!

And yet we vegans are supposed to remain quiet about this abject travesty? Seriously?!? We vegans are supposed to refrain from making others aware of the very real (and very serious) consequences of their food choices? We vegans are supposed to refrain from educating the ignorant about the massive suffering they are unknowingly inflicting upon the innocent? We are supposed to refrain from recommending far healthier vegan options that would prolong and enhance the quality of others' lives? We are seriously supposed to "be respectful" of others' obvious lunacy and remain silent about all of that? ... *Seriously?!?!*

Well sorry (not really) -- it ain't going to happen; at least not on my watch. As long as you folks keep sticking your heads in the sand by continuing to pay others to confine & mutilate & abuse & murder my Friends, then you better believe I am going to keep prying your sand-filled ears & eyes up from the depths and reminding you what's really going on around here!

The animals have no voice (at least not a voice that non-vegans are willing to hear) so someone has to speak for them -- and that someone will continue to be me; those someones will continue to be us vegans.

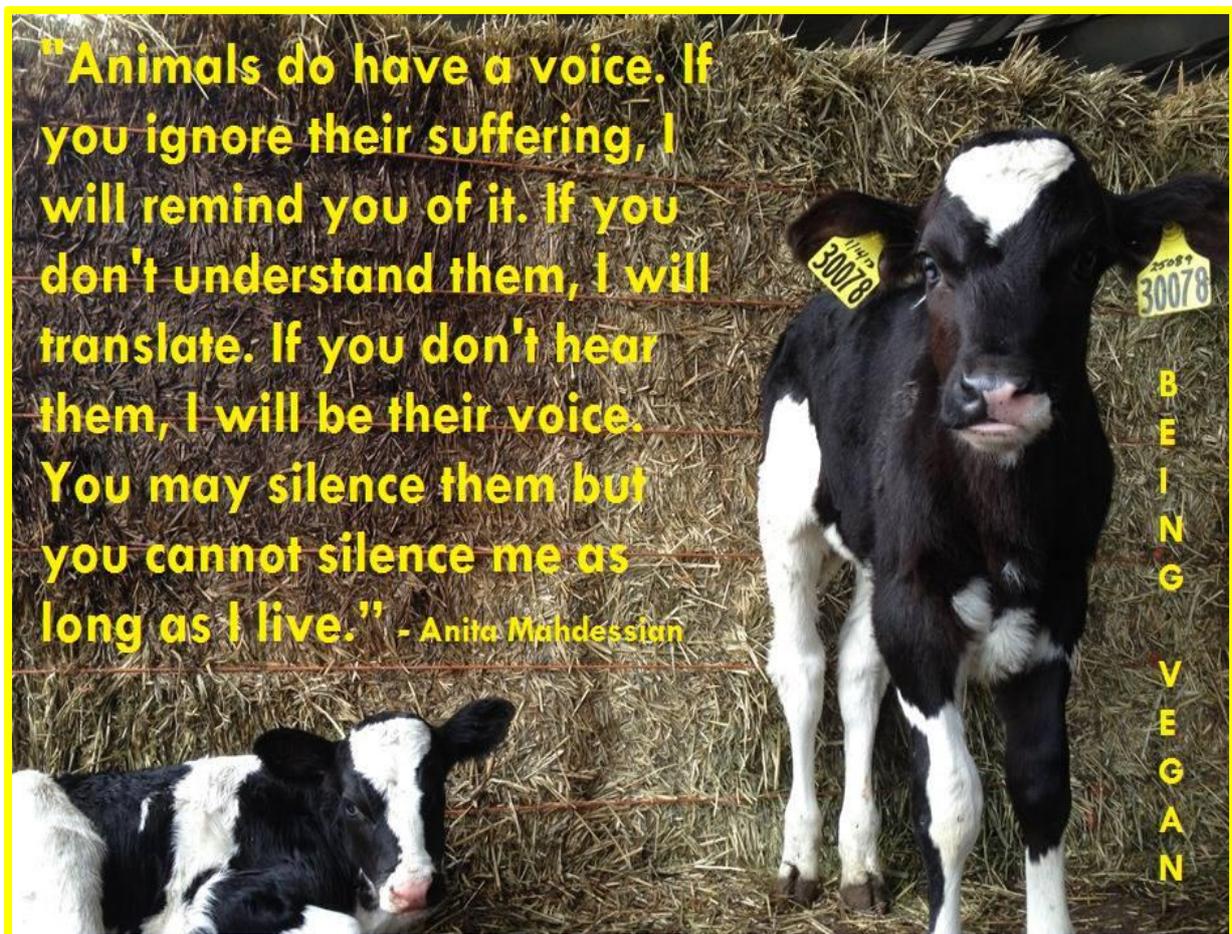
So if you are one of those people who think that our spreading awareness about animal cruelty (and how to stop supporting the same) is annoying or silly or even amusing (really?!?!), what your insults & your annoyance & especially your jokes are actually showing is that you actually get it -- that your conscience knows damn well that torturing & killing a pig or a cow or a chicken is just as awful as torturing & killing a dog or a cat or a horse. It shows that you already know what you have known since you were a toddler -- namely, that there is a way to live in wonderful health and with sheer Joy that does not involve purposefully causing any other animal any harm at all.

So cut the jokes, my Friends -- for animal cruelty isn't funny ...
And cut the ridicule -- for animal abuse is nothing to sneer at ...
And cut the excuses -- for there are no valid ones.

Animals suffer just like humans, my Friends ...
So please stop making them suffer ...
Please LIVE VEGAN instead.

Thank you.

(~ inspired by Tara Katlyn)



“Someone asked me today why I always speak up about veganism and animal rights, why I can't just accept that some people don't want to change. I asked them: If someone was murdering your family in front of you, would you stand there and watch or would you do everything you can to stop them?”

~ Rob Wolter

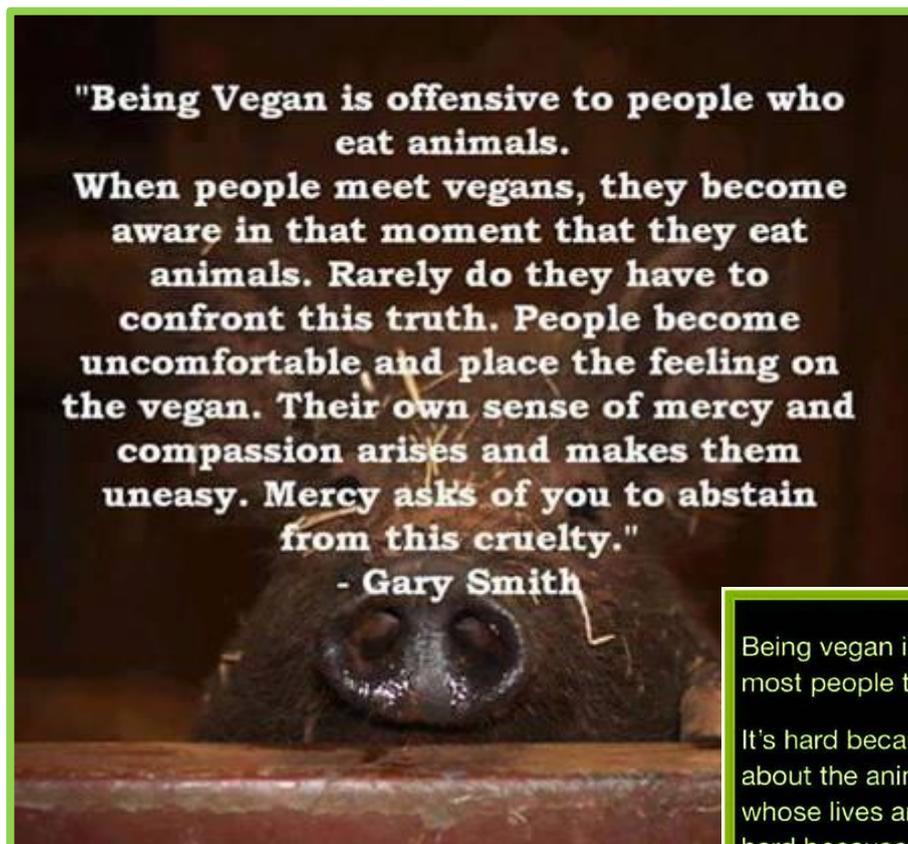
Good News!

(08/19/2016)

As it turns out, feeling annoyed or angry or even exasperated by my pro-vegan / pro-animal posts simply means that you still have a functioning conscience; that you have not yet completely forgotten what you knew in your early childhood -- namely, that **animal cruelty is wrong**; that animals have just as much a right to live out their lives as you and I do; that there is no valid reason whatsoever for paying others to confine and abuse and murder animals so we can needlessly (and unhealthily) consume their secretions &/or their corpses; and that as such you too are innately vegan! And now all that remains is for you re-member this Truth; for you to simply have the moral fortitude and the ethical courage to harmonize your values with your actions.

My dear Friends, life is so much more beautiful and so much more fulfilling when you abandon selfish cruelty and replace it with selfless compassion ... Trust me, the only thing you will regret about going vegan is that you didn't do it sooner!

Peace to ALL ... S



Being vegan is hard. But not in the way most people think.

It's hard because we constantly think about the animals who are suffering, and whose lives are ending. Being vegan is hard because at least for me, my heart hurts *constantly*.

Eating and living vegan is easy. Constantly being reminded about animals being tortured and murdered is hard.

The Goat in the Machine

(08/27/2016)

“Almost 30 years ago I was 15 years old in Eastern Europe visiting relatives. Like the goat in this picture, I watched my cousins slaughter a goat for my cousin's birthday party meal that night. Even the walls of the house in the picture were the same ... It's uncanny.

Anyway, I forced myself to watch because I had known for some years I did not want to eat animals, but, as a young child -- despite my protests, I was not given a choice in the matter. I watched its throat slit and I watched it be gutted and dismembered. I forced myself to watch the horror in order to find the resolve to tell my parents thereafter that I would no longer be a part of such barbarism ...

I haven't eaten an animal body part since that day, and upon my return to Australia I went to the library and read all the animal rights books I could find. It was at that point that I understood the horrors of dairy and egg production, and it was then that I went vegan.

It was a simple and easy decision to make – though not so easy considering the opposition and the ostracism I received from my family. And yet how could I not be vegan? Everything I had been taught was insane, and being vegan was simply Right.

I never looked back since that day ... I became an animal rights activist shortly thereafter, and I've been fighting for and rescuing animals ever since. I even got a nutrition degree when I was almost 30 years old -- and I was never very good at science.

So, what it all boils down to is that if a 15 year old kid, with very little information, zero support, and facing great opposition can become a vegan in 1989, then nobody has any excuses to not do so in the year 2016.

Evolve or evaporate, my Friends ... It's time. The goat in this picture knows what's going on. Now you can no longer pretend that YOU don't.”

(~ inspired by, and with great gratitude to, Romeo Gadze)



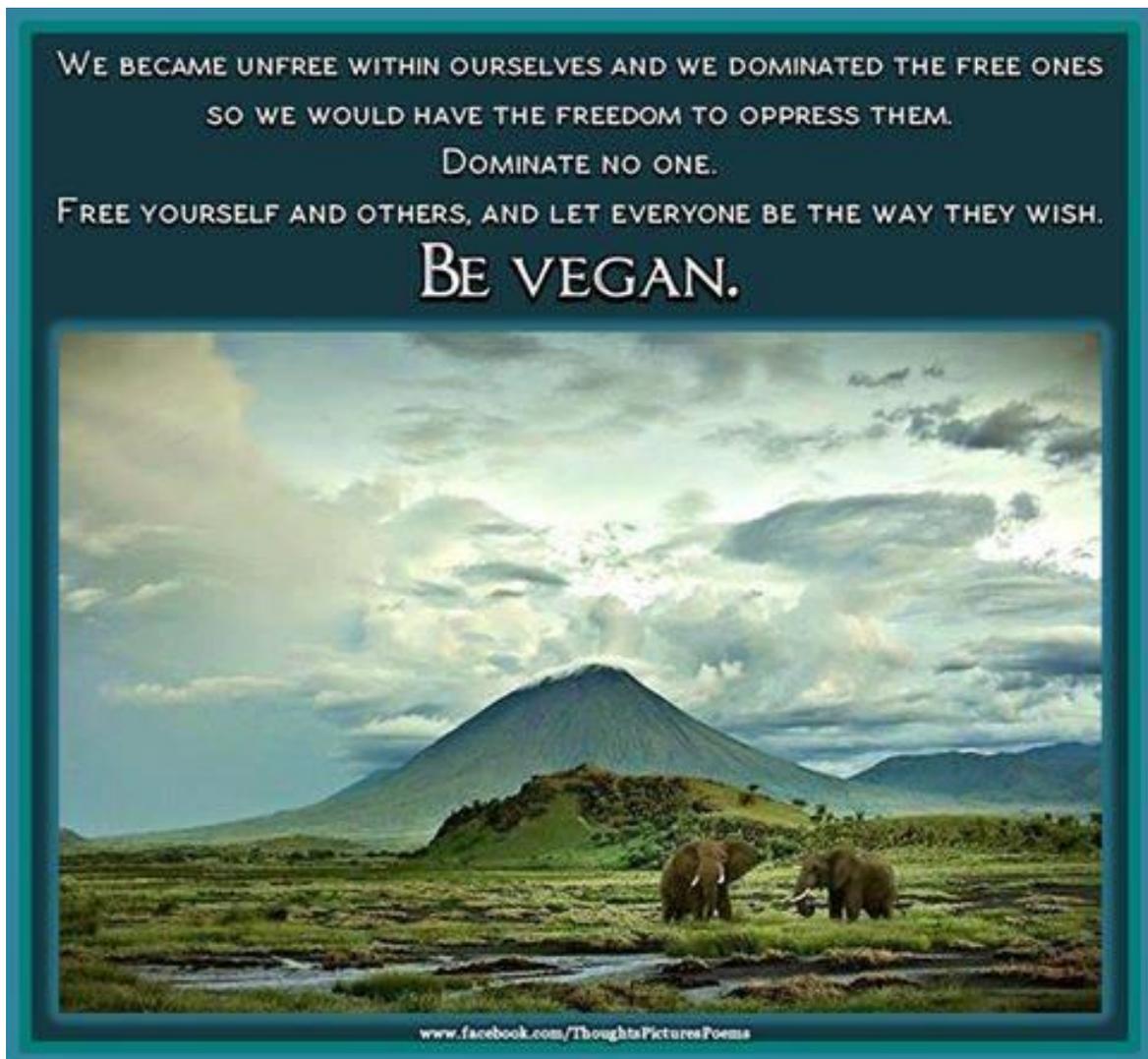
An important Notice

(08/28/2016)

“The pervasive delusion that only human life is of any real value shall be our demise. As we glide smoothly towards our own obliteration, ignorance is a luxury none of us can afford -- and yet it still remains a luxury in which we daily bathe ...

Contrary to popular preachings from pulpit & podium, we are **not** above all others who think & feel, and the rude awakening to this undeniable Truth will not be solely ours to bear. No, my dear Friends. It is our children -- and our children's children even more so -- who will indeed pay the price for *our* egocentric recklessness ... And sadly, unless we choose to do something to stop the madness, they will pay most dearly.”

(~ inspired by Romeo Gadze)



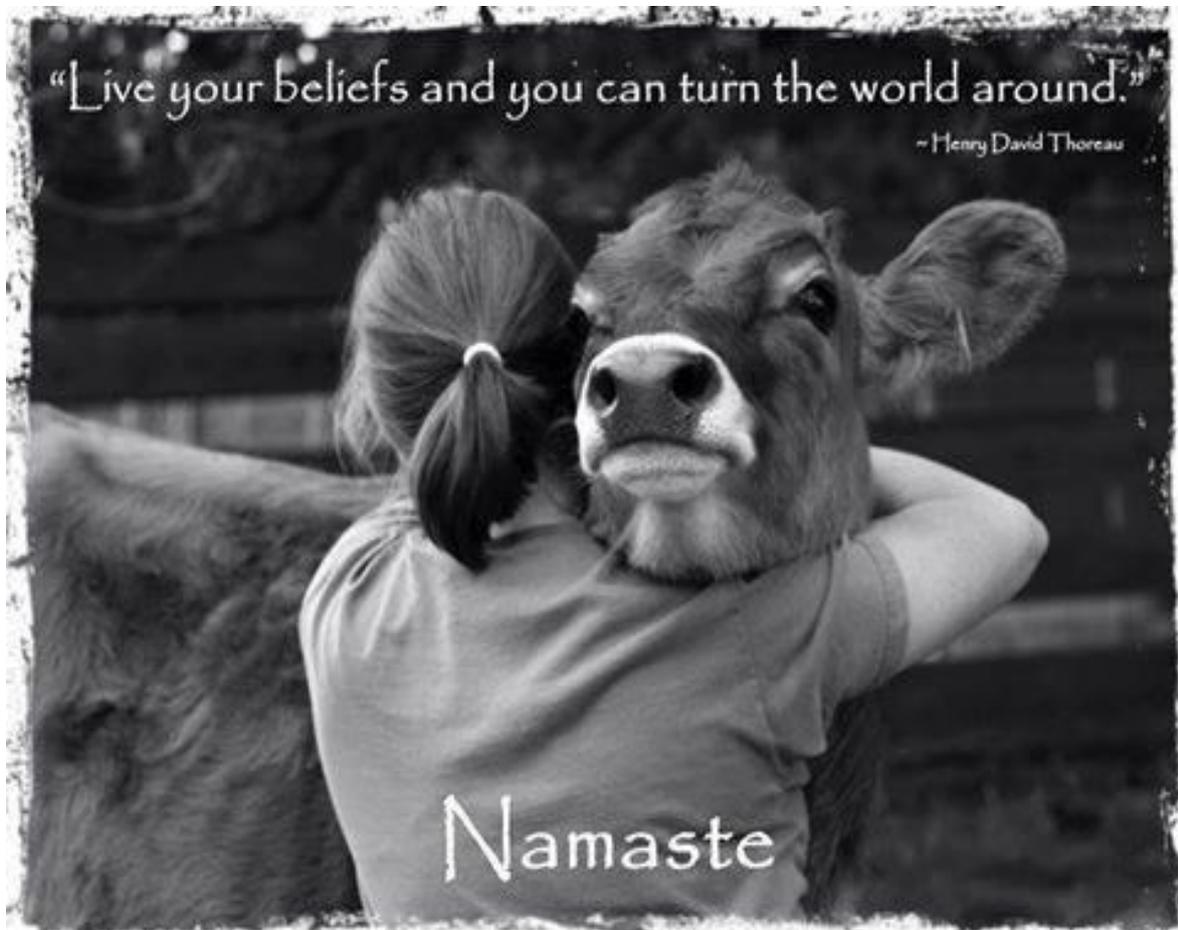
Be not daunted

(08/29/2016)

“Be not daunted by the enormity of the world's grief & sorrow. Today is the only day you have been fully given, so stand for Justice for the persecuted, and do so *now* ... Show great Mercy for the lost & the mean-spirited *now* – and walk in humble Love for the downtrodden *now*.”

My dear Friends, none of us are obligated to complete the work set before us, and yet neither are we free to simply shrug our shoulders and abandon the same.”

~ inspired by The Talmud



A true Agenda
(12/01/2016)

“I’m often dumbfounded when someone insinuates that I have some ulterior motive for becoming vegan and for becoming an Animal Rights advocate, as if it’s my life’s ambition to tell other people what to eat or how to live ... Of course, just like all the other excuses people use for rejecting the vegan life, this too is utter nonsense.

Like other Animal Rights advocates, I simply happen to empathize strongly with all those who are enslaved and all those who are abused and all those who are murdered ... I feel their pain, I feel their despair, and all I want is a world where that injustice and that cruelty no longer exists.

Indeed, that is my *ONLY* agenda.”

(~ inspired by Jeff Rosenberg)



The Elephant in our Soul

(12/02/2016)

“Don’t we all believe that it’s the responsibility of every good & decent person to look after and protect the vulnerable and the helpless? Aren’t we all taught that it’s wrong to cause harm when we could easily do otherwise? Weren’t we all taught in our youth to stand up for the innocent who are being oppressed &/or persecuted? Almost every one of us will say that we do, that we are, and that we were. Indeed, we all think of these things as a given, as just plain decency, as fundamental values that guide our lives and our dealings with others.

But then, we were also raised to be non-vegan. And the truth of the very deep contradiction this created was hidden from us until we learned how to hide it from ourselves ... We learned the blindness that is necessary for people who sincerely believe all moral things about themselves – the blindness necessary to keep from acknowledging their intimate role in perpetuating the most horrific injustice of our species' history. This injustice – the injustice perpetrated upon innocent animals every day by the millions – is the unspeakable vileness of all our dealings with those gentle, powerless individuals who have the grave misfortune of not being human ...

While as consumers we demand their lifeblood each year in the hell-hole feed lots and factory farms and slaughterhouses that our brutal and pitiless species creates, the reality is that these uncounted billions are like us in every single way that matters. They are sentient individuals -- each and every one; caring beings just trying to live their lives in peace, and clearly desperate to remain alive. Even worse (if that's possible), everything we do to them -- every single ounce of pain & suffering we inflict upon them – is completely unnecessary.

This is a Truth that is very hard to face, and yet face it we must if we are to truly become the Good People that we think we are. We must be honest with ourselves first and foremost – we must use the common sense and the inquiring mind and the compassionate heart that each of us has been taught to value.

And once we are honest with ourselves, we realize that only by being vegan can we be who we think we already are. Each & every one of us can start being that Good Person again any day we want to ...

So why not start today?”

(~ inspired by ... *There's an Elephant in the Room*)



The stakes of Steak
(12/03/2016)

How do I like my steak, you ask?
Well loved, my Friend ... well loved.



“Vegans blend together almonds and water to get milk, and this is considered extreme ... Non-vegans force bulls to ejaculate to collect their semen, forcibly impregnate female cows by sticking one hand into their rectum to reach the cervix while using the other hand to insert the sperm via an A.I. gun, wait 9 months for those sexually assaulted cows to give birth, abduct their babies within hours of their birth (and then murder them if they happen to be male), hook the mothers to milk machines to steal their breast milk, and repeat this cycle of abuse again & again & again until the cows' bodies becomes 'spent', whereupon they are then sent to a bloody slaughterhouse death to be turned into 'cheap meat' ...

And this is considered normal and natural?!? If refusing to enslave, exploit, and kill others for food, clothing, entertainment, &/or research makes vegans 'extreme', what exactly does that say about our society?”

(~ inspired by Tara Katlyn)

Unreasonable Reasons

(12/04/2016)

Almost every time I speak with anyone about the massive cruelty inherent in the unnecessary tradition of humans eating animals, the person I happen to be speaking with comes back with their own favorite “reason” for doing so -- reasons that often make sense when heard through the species-bigoted lenses of our current culture, and yet reasons that really are embarrassingly absurd when we stop to think about them ...

*After all, if it is acceptable for humans to eat other animals because “lions eat other animals too”, then it is also acceptable for humans to kill the children of our rivals and rape their women (a common practice of lions as well) ...

*And after all, if it acceptable for humans to hunt animals for food because “our ancestors were hunters too”, then it is also acceptable for humans to mass murder our competitors and enslave their women (a common practice for our Stone Age predecessors as well) ...

*And after all, if it is acceptable for humans to murder animals for food because “my canines are made to eat meat”, then it is also acceptable for humans to strangle strangers because our opposable thumbs are “made to choke windpipes” ...

*And after all, if it is acceptable for humans to mass-abuse animals because “we've been doing it for centuries”, then it is also acceptable for humans to own human slaves and commit acts of cultural genocide (which we have also been doing quite regularly for centuries) ...

*And after all, if it is acceptable to kill animals because “they are just stupid animals”, then it is also acceptable for humans to euthanize all the fellow humans in our midst who are also less than intelligent (ironically, including more than a few of the same non-vegans who utter such inanities) ...

I could go on & on & on & on with these examples, and yet the point is now certainly clear: There are **NO VALID REASONS** for murdering animals who certainly don't want to die -- only weak & hollow excuses.

So my Friends, please stop making excuses for the choices you make that harm others ... Please stop making excuses, and please start being vegan instead.

Thank you.



Murder is murder

(12/05/2016)

Here are **the FACTS**:

Fact #01) Milk is meat ...

Fact #02) Meat is murder ...

Fact #03) Being moral means
being vegan.

Be moral, my Friends ... **Go Vegan.**

Thank you.



Humane rape neither

(12/06/2016)

In a word, “humane slaughter” is absolute bullshit.
Just ask any woman who has ever been “lovingly date-raped” ...

	
FREE RANGE	DATE RAPE
No it's fine at least they spend their life happy, outside in the sun and open air with regular food before we murder them.	No it's fine I took her to a nice restaurant, bought her flowers and had a nice time before I raped her.

In their youth
(12/07/2016)

Every single animal killed for your mere convenience is butchered in their youth -- murdered when they are nothing more than young children ... As such, it doesn't matter how well they are treated before they are killed -- because in the end, in their mere childhood -- after they have had but just a few short months of that "great life" of imprisonment, enslavement, abandonment, and abuse you are lauding -- they are all hauled off against their will and brutally MURDERED!

Please wake up, my Friends ...

Please help stop the madness ...

Please **Go Vegan** ... *Thank you.*

	Slaughter Age	vs.	Natural Life Span
"Veal" Calves	3-24 weeks		15-20 years
Chickens	5-7 weeks		Up to 8 years*
Ducks	7-8 weeks		4-8 years
Rabbits	10-12 weeks		6-12 years
Goats	12-22 weeks		12-14 years
Geese	15-20 weeks		6-10 years
Turkeys	4-8 months		Up to 15 years*
Pigs	6 months		10-12 years
Lambs	6-8 months		12-14 years
"Beef" Cattle	14 months		15-20 years
Chickens	1-2 years		Up to 8 years*
Pige	3-5 years		10-12 years
Dairy Cows	4 years		15-20 years

*With proper care and nutrition, chickens are bred to grow so fast that their bodies cannot endure any more. When not bred for consumption, chickens and turkeys can grow at a rate that allows them to survive for many years.

www.CompassionateCooks.com

Why I'm vegan
(12/08/2016)

Why am I vegan? ... It's really not rocket science.
Consider the following simpleness:

VEGAN

Because rape, exploitation, cruelty,
oppression, torture, slavery, abuse,
destruction, killing, willful ignorance and
cognitive dissonance are not my thing.

Anita Mahdessian

**This is not "natural." It's not "the circle of life."
It's not "the survival of the fittest" or "natural
selection." This is not "necessary" or "just the way
things work." This is human greed. This is violence.
This is heartless and barbaric.
This is a holocaust.**



A Message from Wilbur (12/09/2016)

What if I told you that my human owner raised me and my pig and chicken cousins himself? What if I told you that he raised us from the time when we were babies; that he cared for us and nurtured us and even gave us names and allowed us to become part of his family? Then, what if I told you that when we were the equivalent age of human children, he took us out back where no one could see, and he strung us up by our hind legs, and he took his knife and murdered us all in cold blood? ... My chicken Friends usually die pretty quickly when he does this, but us pigs -- well, it takes a lot longer for us to die -- but die we always do; all of us, chickens and pigs and cows alike. We all scream for him to stop of course; we all beg for him to let us live, but he tunes us out and kills us anyway. I guess he's gotten used to our wails and our moans and our quivering tears. I guess he's used to ignoring our pleas for help ... And the worst part of it all is that after he's done murdering us he hacks up our still-twitching corpses and feeds the parts thereof to his friends & family!

How monstrous, right? ... How unkind -- how unethical -- indeed, how downright cruel! Some would even say that such a person is a psychopath; someone who has lost all sense of decency & compassion -- someone who is violent and dangerous; someone who should be locked up far away from his or her future victims.

But think about this: every time you take out your wallet to buy your "bacon" or your "nuggets" or your "hamburger", YOU are paying someone just as cold-hearted to wield that same knife. Indeed, YOU are in essence wielding that knife yourself.

So who's really the monster in this story?

The thing is -- NONE of you has to be the monster. NONE of this has to happen at all. Just because this is how you were raised to live does not mean it's the right way to live. You don't have to accept that which makes your stomachs turn or your Souls ache when you stop to think about what you're actually taking part in.

Indeed, there is a better way, my Friends, and that way is living vegan ... Indeed, living vegan not only means that you & your loved ones live longer & healthier lives, living vegan means that nobody has to suffer and that nobody has to prematurely die to satisfy your superficial pleasures.

So please stop paying my farmer Friend to murder us ... Please **go vegan** today ... *Thank you.*

Sincerely yours,

Wilbur

(~ inspired by Jeff Rosenberg)



Saving the World (12/24/2016)

48 years ago today, this image of the Earth rising above the horizon of the Moon was captured by the astronauts of Apollo 8 -- the first manned lunar mission in human history ...

Some three years later, Apollo 14 astronaut Edgar Mitchell witnessed the same stunning "Earthrise" and was overwhelmed with emotion -- emotion that had him feeling deeply at one with all of humanity; emotion that inspired him to pen the following:



"You develop an instant global consciousness, a people orientation, an intense dissatisfaction with the state of the world, and a compulsion to do something about it. From out there on the moon, international politics look so petty. You want to grab a politician by the scruff of the neck and drag him a quarter of a million miles out and say, 'Look at that, you son of a bitch.'"

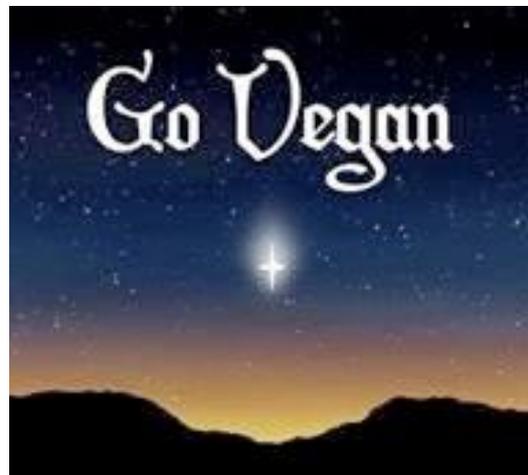
And indeed, here we are some 45 years later and not much has changed -- other than the fact that our species is now literally on the verge of its own extinction, and that the primary reason for this imminent tragedy is the way we humans *still* confine and breed and enslave and use and abuse animals ... And so it is that I echo the brilliant, heartfelt sentiments of Mr. Mitchell when I proclaim:

"From right here on the Earth, our traditions & allegiances look so petty -- all the patriotism, all the religious fervor, all the subsidized & celebrated acts of animal cruelty. It makes you just want to grab the person next to you gently by hand, take him a quarter of a million miles up, turn his face towards the Earth and say, 'Look at that -- Look at the immense Beauty -- Look at the miracle of life that you and your selfish habits are destroying even as we speak!'"

Ma dear, dear Friends -- please stop contributing to the suffering of others and the destruction of our species ...

Please **go vegan**.

Thank you.



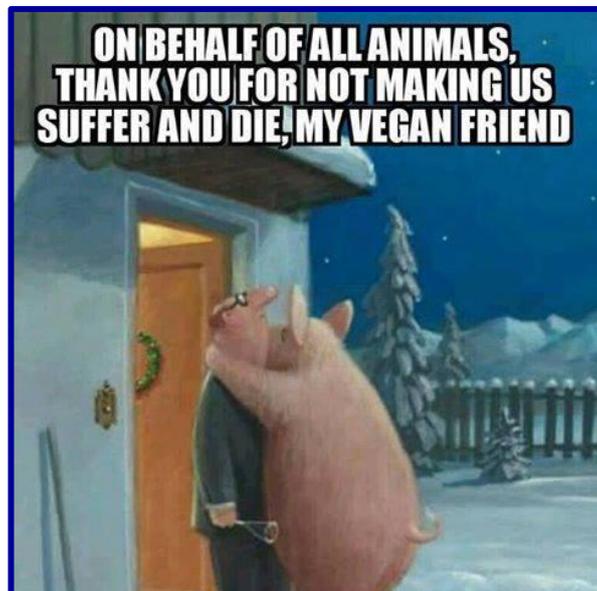
Champions of the Downtrodden (12/25/2016)

Today I am especially thankful for vegan activists everywhere ... I know firsthand how frustrating it is to have the courage to open your eyes to See the suffering, to open your Hearts to care for the abused, and then to bang your head on the often uncaring wall that is society's disturbing (and sometimes repulsive) indifference thereto ... And yet you activists out there keep fighting the truly Good Fight -- you fight for the animals being tortured and murdered by the millions every day; you fight for our planet being destroyed bit by bit by the Machiavellian machine that is the animal agriculture industry; and you fight for the health of your loved ones who are still killing themselves by ingesting the corpses of dead animals &/or the congealing leakage from the udders of the same ... You rant & you rail at the outright injustice of it all, and often it feels as though nothing is happening -- often it feels like a complete waste of time.

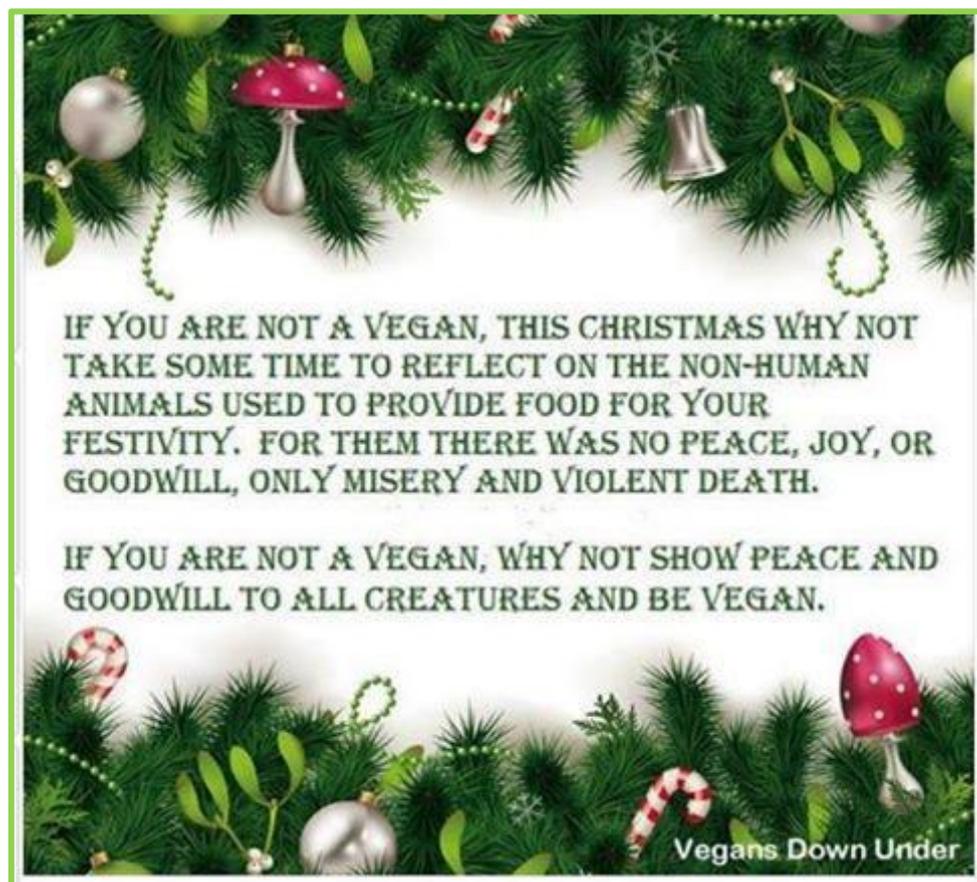
And yet nothing could be further from the Truth. For you, my dear vegan activist Friends, are doing truly amazing things ... Indeed, the world is changing for the better because of you and those like you. There are more & more people going vegan every single day, and every single person you in-Courage to go vegan saves at least 100 innocent lives every year thereafter -- not to mention the millions of gallons of fresh water, the thousands of pounds of grain, and the hundreds of pounds of greenhouse gas emissions saved every year thereafter as well.

We may not be able to move fast enough, I will admit -- it might indeed already be too late, and yet *if* our species does survive, it will be because of you and those like you. And as such it is YOU & those like you who are the true heroes of our time, and I salute each & every one of you with every ounce of my being.

Thank you ... Peace to ALL ... S



“I feel for the tragedy that we humans have become so numb – numb to the billions of animals being slaughtered and mutilated in the most unimaginably torturous and barbaric ways; and this while our capacity to make life sparkle with fake beauty seems to increase every year. The Christmas decorations out in the streets are more magically beautiful, more polished every year. I see TV the ads selling ever more convenient and comfortably easy ways of living; ever more varied and bizarre ways of cooking and serving up our fellow creatures in more surreally ‘perfect’ ways -- almost as if the display of beauty and flavors, the stimulation of our senses and imaginations, is all done to distract us from the truth of our mind-boggling cruelty towards all other species and our mind-numbing destruction of the only Earth we have ... I feel for all the beautiful vegan activists for whom this time of year is the most stomach churning nightmare of being surrounded by unconscious people gorging on the flesh of animals; birds and fishes who we now see as equals; beings whose suffering matters no less than any human suffering the same fate would ... To all these beautiful animals and humans who have stepped out of the killing field, I want to say, next year, we will do better. Next year there will be even more vegan activists than ever before. We are doing so well, we’ve been so brave to look at this -- to not turn away -- to gather our strength and do what we can to stop the madness. I have faith in us, and I have faith in all those who are waking up and joining us ... So to the animals in living Hell: I am so very sorry...Know that we are coming to get you ...Know that we wish we were enough in number to protect and save you all right now...Know that we are working on waking everyone up as fast as we can.” ~ anonymous



Making a Difference ... Saving the World (01/03/2017)

What a beautiful world we live on -- filled with stunning vistas, phenomenal beings, and noble possibilities. And yet this miraculous planet on which we live is very sick; and we are the ones who have made Her ill -- We are the ones who have made Her ill, and She will soon be the one who casts us off as a result. She will be the one who does what she has to do to heal Herself. Almost all climatologists say a climate-based mass extinction of humanity (indeed, of most life on Earth) is on its way, and many of those same scientists say that the same is already upon us.

And yet it doesn't have to be this way, my Friends ... Despite the dire predictions of a few ecological researchers, the majority of climatologists believe we still have a chance to turn this ship around and save not only our own species, but thousands of others species as well.

And the one thing that will do the most Good in this regard -- indeed the *only* thing that will enliven this faint, slim hope for our survival -- is for a significant portion of humanity to **go vegan**.

Yes, it is true that you are “only one person”, and yet if you commit to going vegan just for the remainder of this month, you alone will not only spare 30 animals a brutal life and a horrible death, but you alone will save 1500 pounds of grain that could be used to feed the world's hungry, ... and you alone will save 1000 square feet of forest that will remain the home for thousands of other animals, ... and you alone will save 30,000 gallons of water that so many so desperately need, ... and you alone will stop roughly 600 pounds of greenhouse gas emissions from further contaminating our atmosphere (and thereby bringing on the aforementioned mass extinction of all our grandchildren – if not our children as well).

Yes, each of us alone cannot hope to stop the climate catastrophe from wreaking its havoc on the Earth, and yet at the very least *we each can do our part* and then in-Courage others to do the same.

So thank you ahead of time for doing so ...

Thanks you so much for giving veganism a Go.

EFFECTS OF MEAT & DAIRY CONSUMPTION what every Human should know!

<p>Global warming Animal agriculture generates 40% more greenhouse gas than all cars, trucks and planes combined.</p>	<p>World hunger Most of the world's grain is fed as food to the force-bred animals. On a plant-based diet, we could feed the entire human population. Millions of people who are starving (including 40,000 children who die every day) as a result of the unfair distribution of food could be fed by the many tons of grain that are currently cycled through animals.</p>
<p>Environment Animal-based food is the primary cause of issues such as rainforest destruction, topsoil erosion, desertification of grassland, degradation of underwater ecosystems, and the declining population of endangered species.</p>	<p>Human health Health crises such as cancer, heart disease, stroke, diabetes, obesity, asthma, osteoporosis, and many more would be greatly reduced. Diseases created by intensive animal agriculture would disappear.</p>
<p>Water It takes far less water to generate vegan food. A vegan could leave their shower running year-round, and still not waste as much water as a non-vegan.</p>	<p>Pollution Animal agriculture is the single biggest polluter of the planet.</p>
<p>Global violence A non-violent lifestyle would create a more compassionate, gentle population.</p>	

The real “Animal Lovers”

(01/04/2017)

Are you one of those people who thinks that torturing dogs is despicable? Or one of those folks who thinks that murdering dolphins is vile? Or maybe even one of those who believe that elephants and rhinos and lions should not be killed for “sport”?

Well, if you are, **GOOD FOR YOU!**

Now, the question that begs to be asked is this one:

Seeing as how you agree that it is patently unethical to cause those particular species unnecessary harm &/or a premature death, why do you think it's OK to do so to cows and pigs and chickens?

(Hint: It's NOT, so please start acting accordingly ... Thanks.)



Why love dogs, but eat pigs?

Don't be a victim of selective compassion.

Respect them all.

Respect their right to live.

“Walter Palmer is a real bastard for killing Cecil the lion.”

“We agree! What a scumbag! Murderer! Hang him!”

“Wait, did I say lion? I meant pig.”

“Oh ... In that case: Food chain ... Circle of life ... Bacon!”

“Wait, did I say pig? I meant snow leopard.”

“Oh my goodness -- an endangered species! What a psychopath! Again, scumbag!”

“Wait, did I say snow leopard? I meant a cow who was bred for food in Mongolia, thus causing the endangerment of the snow leopard due to farmers and hunters killing snow leopards to protect their cows from predation.”

“Ummm – in that case: My canines ... My ancestors ... And plants feel pain.”

“Wait, did I say cow? I meant dog.”

“Aaargh! Pure scum! What a bloodthirsty Nazi! I hope he rots in Hell!”

“Wait, did I say dog? I meant chicken.”

“Oh, in that case: They were bred to be eaten ... And there are other important things going on in the world ... And you should stop forcing your beliefs on Walter Palmer.”

“Wait, did I say chicken? I meant a dog in China who actually was bred to be eaten -- and is not an endangered species either.”

“That’s terrible! Again (again), what a scumbag! What a murderer! Hang him!!”

“What, did I say dog? I meant

(~ inspired by George Martin)



Do you remember?
(02/01/2017)

“Do you remember the time when all animals were your friends, when you loved them and your innocent mind would never have thought of harming them or killing them and eating them? Now stop ... Turn back your mind and unlearn the lies you have been told since those days ... Refuse to turn away from the simple fact that if your aren't vegan, you are causing their suffering and their death every time you buy and eat their tortured flesh or their stolen secretions.”

~ inspired by Susan Maddy Small



Assuming the BEST
(01/10/2017)

If I actually thought that all of you were “bad people” – if I actually thought that you were all people who just supported animal cruelty for kicks, then I wouldn't post about veganism at all ... Indeed, I'm not doing it because I think you are “bad people”; I am doing it because animal cruelty is indeed **BAD** (far worse than bad, actually), because animal cruelty is completely unnecessary, because you as non-vegans **are** directly supporting animal cruelty, and because I think you are actually all **Good People** -- *very* Good People -- very Good People who would never knowingly support the unnecessary use, abuse, & murder of innocent animals just like your beloved dogs & cats ...

And so I tell you all about it, not because I want to out you as “bad people” but because I firmly & wholeheartedly believe that **you are Good People** – Good People who are simply unaware of what you are doing, and unaware that you can quite easily stop doing it ... And frankly, I should know – for I was an unwitting animal abuser for the first 45 years of my life (37 years as a meat-eater and 8 years thereafter as a vegetarian – i.e. an egg&dairy abuser). Then someone informed me about what I was supporting with my eating habits; about the enormous cruelty that my dollars were directly funding every time I went to the grocery store and every time I sat down at the dinner table. And so I stopped funding cruelty and became vegan that very week.

It wasn't easy, I will admit, and yet it was Right, and felt truly fantastic (physically as well as mentally) after only a short time ... Indeed, to this day my only regret is that I didn't do it sooner -- *much* sooner.

And *that* is why I am telling you all about veganism -- so that you, like me, can move from living a life that directly supports torture & wickedness to thriving in a life grounded in Justice & Compassion.

So please let me know if there is anything I can do to help you make this all-important transition -- and thanks in advance for doing so.

“Most of us try to be good people. Most of us think that at heart, we are ... It shakes our belief in ourselves on the day we find out that the non-vegan life we have been living is a harsh and violent life; a life of causing unnecessary and unspeakable harm to the vulnerable, of thoughtlessly taking life from gentle individuals who value their lives and don't want to die; a life of leaving a careless bloodbath in our wake ... It doesn't have to be that way, of course. Instead, we can all be the people we already think we are ... We can be vegan ... And today is a fantastic day to start.”

~ inspired by *There's an Elephant in the Room*



“Our grandchildren will ask us one day, 'Where were you during the Holocaust of the animals? What did you do against those horrific crimes?' This time around we won't be able to say, 'We didn't know it was going on' ... At least as far as I'm concerned, I'll stop fighting for the animals when I join the ones I couldn't save.”

~ inspired by Dr Helmut Kaplan & Arnie from Willowwhite

Birth of a Criminal
(01/14/2017)

We are taught that slavery is bad, and then told that enslaving animals is OK ...



We are taught not to harm animals, and then we are told that harming some animals is OK ...



We are taught not to steal, and then are told that stealing from cows & bees & chickens is OK ...



We are taught not to kill, and then are told that eating murdered animals is OK ...



Frankly, it's no wonder our society is so schizophrenic ...

It's no wonder our culture is so cold & immoral ...

And it's no wonder our world is so violent.

And yet we can fix this madness, my Friends. Indeed, **YOU** can help to fix what is indeed so broken ... For veganism is the way to Peace -- and veganism is the way to Justice -- and veganism is the way to Compassion -- and veganism is the way to save us; both our Souls & our society ... Please have the courage to start walking that Way today ... *Thank you.*

“Let me just explain how deep the absurdity of animal exploitation goes: When we are children, we are taught to be gentle with our hands. We are taught to handle animals carefully and we are shown how to properly treat our ‘pets’ – our cats and our dogs and our hamsters and our horses ... Many children are also shown how to be aware of the signs that a ‘pet’ is not happy -- like snarling, growling, or hissing. Many more are taught to respect those sounds and leave those animals alone when those behaviors are witnessed ... So how is it that so many adults feel that it's OK to torture and murder animals for their consumption? How is it that the beings we are taught to respect in our youth suddenly become mere commodities we can use & abuse when we become ‘grown up’?”

Psychologists note that there are several reasons why children hurt animals, and many of them offer suggestions as to how to teach kindness and respect to animals instead; saying – for example – that when we see children harming animals we are to explain to them that it is not okay to hit or mistreat an animal, the same way it is not okay to hit or mistreat another child ... Psychological professionals also tell adults that they should seek professional help for any 6-12 year olds who are seen harming animals, because it is not ‘normal’ or ‘healthy’ for a child of this age to intentionally mistreat any animal ... And with this all in mind, I have just one question: What are we to do when the same people we go to for help when we see a child harming animals are themselves directly supporting the enslavement, the abuse, and the murder of animals themselves (by paying for others to torture and kill them, by eating their corpses, and by wearing their skin or fur)?

Animals have sensory organs, self awareness, and nervous systems just like us humans *and* the worth of their existence does not change based on our culture-instilled beliefs about the same ... In essence, no matter what we are taught to the contrary, animals never turn into mere inanimate objects or become mere commodities – **EVER** ... As such, if you were raised to eat animals, wear animals, or use animals in any way, **PLEASE STOP DOING SO.**

Veganism is ultimately the only cure for violence ... Please go vegan.”

~ inspired by Vanessa Curley

Did you know?

(01/28/2017)

Did you know that dairy cows only produce milk when they are pregnant? I know it makes sense, and yet we aren't taught that when we were younger. No, somehow we were given the insane impression that 'cows just make milk' -- the insane notion that somehow making milk *for us* is their primary job ... And we were never told that their newborn babies -- who they adore just as much as any human mother adores her own newborn baby -- are stolen from them after birth, with the males being murdered thereafter to make 'veal' and the females being raised on formula until they are old enough to take their mother's place on the milking line (after their mothers have dried up from over-milking and been turned into cheap hamburger meat, that is).

Just as horrific, we were never told that dairy cows aren't allowed to decide when they get pregnant -- or how they get pregnant -- or by whom. For dairy cows do not get to make these choices ... No, instead they are forcibly tied to a 'rape rack' and then sexually assaulted by dairy farmers -- men & women who stick their arms all the way into the cows' rectums while placing insemination rods into their vaginas.



I didn't know any of this stuff for the first 45 years of my life, and was absolutely shocked to find it all out -- just as I am sure you are.

Of course, after learning all of this, I stopped supporting the industry that is doing it -- just as I have faith that you will now stop supporting it as well.

Thank you for that.



Into the Looking Glass

(02/03/2017)

Hypocrisy (noun): the practice of professing beliefs, feelings, or virtues that one does not consistently hold, possess, or enliven -- some examples of which being: non-vegans who claim to be “compassionate people”, non-vegans who claim to “love animals”, and non-vegans who profess extreme upset over other forms of animal cruelty(such as dog fighting, dolphin slaughter, &/or trophy hunting).

Hypocrisy can be found in varying degrees in almost all humans, of course, and hypocrisy in & of itself is not so bad in most cases ... And yet when the actualization of a person's hypocrisy involves very real victims – very real cruelty, very real violence, very real pain, and very real terror, then that hypocrisy serves to perpetuate great & unnecessary suffering -- and thus becomes a very real problem indeed.

So, my dear non-vegan Friends, seeing as how you *are* compassionate people, and seeing as how you *do* love animals, and seeing as how it *is* correct that you *are* indeed correctly upset over the less socially acceptable form of animal cruelty, please align your actions with your values ...

Above all, don't lie to yourself. The man who lies to himself and listens to his own lie comes to a point that he cannot distinguish the truth within him, or around him, and so loses all respect for himself and for others. And having no respect he ceases to love.

(The Brothers Karamazov, 1880)

PLEASE stop being hypocrites ...

Please **Go Vegan** ...

Thank you.

Things you wouldn't do to those that you care about*

Fire a metal bolt into their skull	Dunk their head into electrified water	Slit their throat
Throw them into a grinder at birth because they are male	Restrain them and inseminate them without consent	Cut their testicles off without anaesthetic

I love animals!
And I love abusing them!

Separate mother and child whilst the child is trying to breast feed

***Unless they're a farmed animal, in which case it's totally possible to care about those animals whilst doing these things.**

www.vegansidekick.com

Loving them both – Loving them all
(02/10/2017)

Do you believe it is repulsive for people to chain their “guard dogs” outside in harsh weather conditions? Do you believe it is unethical to use dogs as “bait” for fighting rings or in those fighting rings themselves? Do you think it is immoral for people in Asian countries to burn and boil their dogs to death because it thereby makes their dead flesh “tastier”? Do you wish you could save all dogs from abuse and suffering at the hands of humans? **Of course you do** -- and it is GOOD that you do.

Now, considering the *fact* that pigs & chickens & cows are just as self-aware as dogs, and considering the *fact* that pigs & chickens & cows suffer just as much as dogs when confined, abused, &/or murdered -- why don't you feel outrage about their mistreatment as well?

Indeed, considering the *fact* that mere pleasure, mere habit, mere convenience, &/or mere tradition are *never* an acceptable excuse for causing another sentient being to suffer, congratulations -- you have now been made aware of your bigotry regarding animals. You have now been made aware of the *fact* that you are causing innocent beings to needlessly suffer and be brutally murdered in their youth ... And you have now been made aware of the moral imperative that you **GO VEGAN** right away.

Thank you in advance for doing so.



Checking our Lists: Naughty or Nice (02/12/2017)

Most people agree that it's wrong to hurt animals. Most people are outraged, upset, and angry to hear of animals being harmed -- particularly when it is clear that the harm is completely pointless and unnecessary. However, the reality is that -- though they may not realize it -- most people must first check the species of the animal involved before they can decide whether it's wrong to hurt, harm, or kill them pointlessly and unnecessarily ... And when we do so ourselves; when we check on the species of an individual before deciding whether or not it's okay to hurt them in any way -- then that is a type of bigotry; that is a type of discrimination called 'speciesism'.

Indeed, each & every non-vegan has two mental lists -- on one is a list of animal species we wouldn't hurt (for most of us a list that contains dogs, cats, horses, and other traditional companion animals), while on the other list are all the species we don't care about hurting -- and for those who are not yet vegan, this is unfortunately a disturbingly long list indeed.

My Friends, all becoming vegan means is making sure that every member of every sentient species is on the list of animals we refuse to harm or hurt.

So please check your lists today... and then please **be vegan**.

(~ inspired by There's an Elephant in the Room)

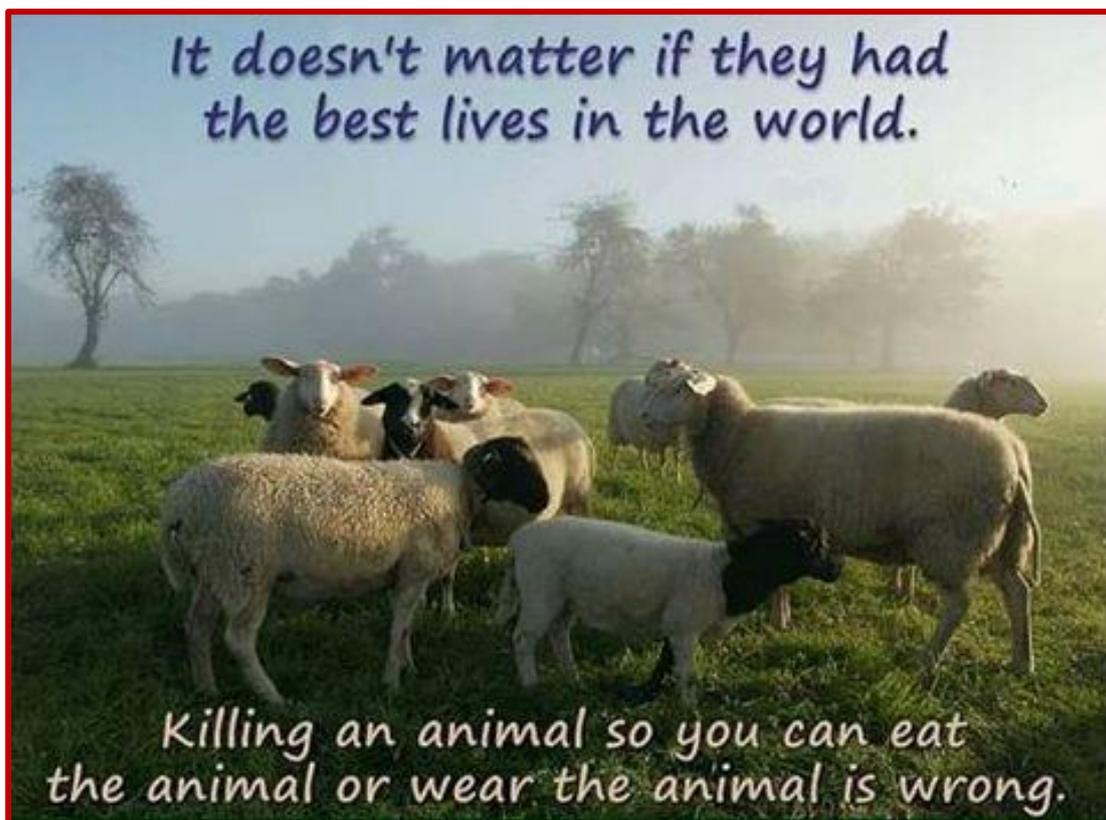
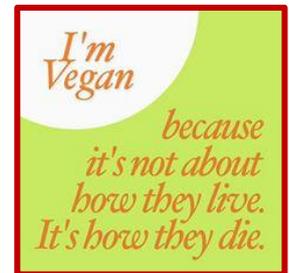


Good People at Heart
(02/19/2017)

If I hear one more person try and explain to me that they are excused from supporting the enslavement, the repeated rape, the mutilation, and the murder of animals because the aforementioned in their case were all done “humanely” I very well might scream ... But of course I *am* going to hear such silliness from you folks, and I'm going to hear it for a very good reason – namely, because you are all very Good People at heart. Indeed, you all already know the painfully simple Truth that causing others to suffer and die unnecessarily for your own personal pleasure or convenience is flat-out **wrong**. You wouldn't dream of doing any of those things to a dog or a cat or a horse, so you already know that it is just as repugnant to do them to a chicken or a pig or a cow ... And so you make excuses for the same to try and make yourselves feel better.

The only problem being: your actions are **CRUEL** & your excuses are **LAME** –
... and **YOU KNOW IT!**

So please stop making excuses for animal cruelty, my Friends.
Please align your actions with your morals ...
Please **Go Vegan** ... *Thank you.*



None of us alone
(02/21/2017)

None of us alone can fix all that is broken in the world, and none of us alone can halt all the world's needless suffering, *and yet* each & every one of us CAN & MUST do our small-but-significant parts to put an end to the madness.

Please start doing the biggest part of your own “small” part today ...

Please **Go Vegan ... Thank you.**



IF WE CANNOT WATCH WITH OUR EYES
WHAT ANIMALS ARE FORCED TO ENDURE
WITH THEIR BODIES
THEN WE MUST ACT TO END IT



The Miracle of Life

(02/22/2017)

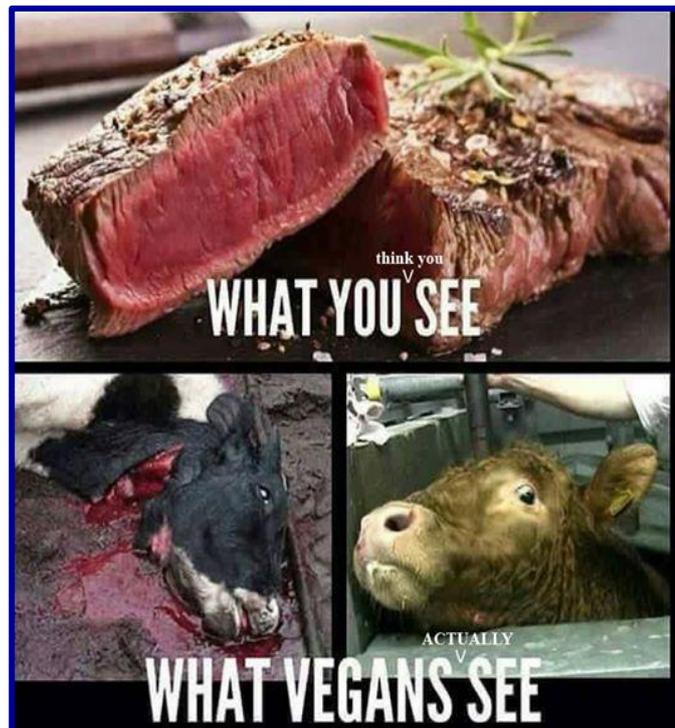
I had heard of many babies being born before my own was born, and I thought I knew about the miracle of birth long before I felt my own child kicking inside my tummy. Of course, when I experienced it myself, I was in awe at how perfect, and how purposeful the process of giving birth was and is ... And yet certainly we don't have to actually give birth to know that Life is miraculous. Surely we can witness the complexity of each functioning system within every living body and know that all life is utterly amazing. Indeed, it is precisely because I do see things this way that I realize that it the ultimate betrayal of life to take life; to end another life as if we somehow owned it – as if we somehow created it ourselves and could therefore do with it whatever we please. Of course, to the contrary, to knowingly & intentionally take a sentient life – *any sentient life* -- *is* the ultimate selfish act. To reduce another's life to a mere commodity, and then place its dead carcass upon your plate, and then consume it as if you are somehow entitled to do so; as if you somehow rule over it like you are the very God who created the intricacies of its brilliantly complex design – is indeed the ultimate insult to life itself.

My Friends, murdering innocent animals (or paying others to do so) is a deeply serious cut into the very Core of the Soul; an abject insult to the Universe itself. And it is just as true that the animal agriculture industry is an industry of murder – an industry which has zero respect for Life – neither the lives it takes to put “food” on your plate, nor your own life when you ultimately poison yourself by eating the same ... Such an act is an act of evil that serves only itself, and you are condoning your own Soul's murder when you consciously engage in it.

To be able to consciously choose differently – to be able to choose instead to re-Member, to re-Birth, and to re-join a life of Compassion on a level that respects *every* sentient being (and thereby the entire Earth) is a gift I don't take lightly. And because veganism is the Ultimate Gift in this regard, I wish for you to receive it as well.

May we all wake up to Respect the miracle of Life ... and may we all come to embrace this greatest of Gifts.

(~ inspired by Vanessa Curley)



Meaning what we mean
(03/10/2017)



Isn't this a beautiful family? And isn't it just as wonderful that we can all live long (actually far longer) and healthy (actually much healthier) lives without harming them or those like them -- that we have no reason to hurt any of them in any way?

And yet harm them we do -- we harm them using cruel confinement, we harm them using sadistic technologies, and we ultimately harm them using brute force ... We separate them from their families, we sear off their beaks & cram them into cages, we grind their male babies alive and we murder their female children once they reach the adolescent age of two. Indeed, though there is no reason whatsoever to cause them harm, we humans take everything from them, including their bonds with each other -- and in the end their very lives ... And choosing not to do so is not being “kind” and it's not being “compassionate” -- It's just basic decency.

So my Friends, when we say we care about other animals, let's be honest with ourselves. Do we *actually* mean those words, or are we trying to disguise an ugly truth -- the truth that our most trivial whim (i.e. “they taste good”) is more important to us than the very lives & well-being of these beautiful birds and other sentient beings like them? ... After all, being moral people means meaning our moral words, and meaning our moral words means being vegan. There truly is no other way to live and let live, and therefore there truly is no other way to live as a just & compassionate being.

So please do the decent thing today ... Please **Go Vegan**.

Thank you.

(inspired by *There's an Elephant in the Room*)



*“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)*