

Vegan Easy

YOUR FREE GUIDE TO
A KINDER, HEALTHIER
& GREENER LIFE



ABOUT VEGANEASY

Vegan Easy is a grassroots campaign which promotes veganism as the ethical, rational and earth-friendly lifestyle that it is.

Vegan Easy was established in 2009 as an initiative of Animal Liberation Victoria. This edition of the Vegan Easy booklet is also supported by individuals and organisations including our Platinum Sponsors: Vegan Australia and Edgar's Mission.

REFERENCES

Find references for this booklet at veganeasy.org/references 

COVER

Franklin and Laura

The story behind this cover photo is one of compassion and second chances. Franklin was discovered wandering alone on a winding country road, dangerously close to a sharp bend, just a few hundred metres from Liberation Sanctuary.

Recognising the urgent need to bring him to safety, sanctuary volunteers, including Laura, gently guided him onto the sanctuary's grounds. Not long after, the 'owners' from a nearby property arrived, saying that they had accidentally left a gate open and wanted him back. They said he was scheduled for slaughter within days.

After some lengthy negotiations, appealing to their better angels, he was released into the sanctuary's care. It was highlighted to the neighbour that this cow they'd had for four years and who was loved by their children, would have a happy life at the sanctuary, and their children would always be welcome to visit him.

He was named Franklin, a fitting tribute to his newfound freedom. Today, Franklin roams the hills and valleys of Liberation Sanctuary, living peacefully with a herd of fellow rescued cows, forever safe from harm.





GREAT REASONS TO BECOME VEGAN...

Take the Free 30 Day
Vegan Easy Challenge Today!

VeganEasy.org

ANIMALS

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

ENVIRONMENT

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

HUMANS

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

BEING VEGAN MEANS...

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

ANIMALS



DEATH TOLL

Over 83 billion land animals and trillions of water animals each year.

Every year, we humans raise over *83 billion* land animals just to be senselessly killed for our consumption. On the seas, we catch and kill between *one to three trillion* water animals. We end up feeding over 10% back to farmed fish and the land animals we eat.

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

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



A FAIRER WORLD

Help create a just world. No individual should ever be denied basic rights to life and liberty because of their race, gender, age, ability, sexual orientation or species membership.



PIGS

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

The mother pictured opposite is a typical example of sows who give birth to more than 5 million pigs raised for slaughter in Australia each year. Their piglets are killed between 5 and 10 months old. The mother's lifespan depends on how long her body can withstand constant pregnancy, confinement, depression and deprivation.

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

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

– Patty Mark, Founder, Animal Liberation Victoria



WAITING TO DIE

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

CHICKENS

A staggering 75 billion chickens are slaughtered for human consumption each year.



chickentruth.com



BROILER BIRDS



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

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

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

LAYING HENS



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

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

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

Laying hens now lay around 300 eggs per year, instead of the 12 or so once laid by their jungle fowl ancestors. Despite a lifespan of up to 10 years, these hens are sent to slaughter at about 18 months of age when they are no longer considered 'profitable'.

COWS

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

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

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

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



DAIRY

A slaughter industry.

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

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

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

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



LAMBS & SHEEP

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

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

Over 28 million lambs and sheep are slaughtered every year in Australia. Most sheep are killed at around 4-12 *months* of age, whereas their natural life span is 12-14 *years*. Additionally, every year in Australia an astounding 10-15 million newborn lambs die of starvation, neglect and exposure within 48 hours of birth. This is largely a result of malnutrition and/or exposure due to the practice of winter lambing.

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



FISH

Slaughtered in larger numbers than any land animal.

Our oceans are home to countless, amazingly diverse beings. Fish can recognise other individuals, keep track of complex social relationships and work cooperatively with other species. While fish may not seem as relatable as other animals, they too experience pain, fear, stress and even pleasure.

Research published in the *Royal Society Open Science* found that up to 1 in 4 farmed fish exhibit behaviours and brain chemistry comparable to those of severely stressed and depressed humans. Around 120 billion fish are farmed annually in aquaculture systems worldwide.

It's estimated that globally, up to 2.7 trillion fish are caught from the wild every year. The estimate does not include unreported or illegal fishing, or bycatch.

And it's not just the fish people eat who are harmed. Every year, 38 million tonnes of bycatch (non-target species, such as endangered turtles, sharks, whales, dolphins) are killed in the fishing industry. To put that into perspective, 38 million tonnes of bycatch is equivalent to 950,000 humpback whales!

ANIMAL EXPERIMENTS



COSMETIC TESTING

It is estimated that 350,000 animals suffer and die for the sake of beauty products every year. These distressed animals include rabbits, guinea pigs, hamsters, rats and mice. The experiments are often conducted without pain relief and animals are usually killed once the experiment is completed.

Testing is not the only consideration. Product ingredients themselves often come from exploited and slaughtered animals. Fat from cows and sheep, shark liver, crushed bugs, lanolin from sheep in the wool industry, snail mucus and ground up animal hooves are all ingredients found in make-up and skin-care products. This is completely unnecessary. It's now easier than ever to find cosmetics that are 100% vegan and free from animal testing.

In Australia, a ban on cosmetic testing on animals has been in effect since July 2020. The ban also prohibits the importation of new ingredients tested on animals overseas. However, ingredients previously tested are still permissible, as well as multi-purpose ingredients tested for other purposes such as cleaning products.

MEDICAL EXPERIMENTS

Tests performed on animals for medical research and teaching are so common in Australia that in 2017 over 20 million animals were experimented on.

However, a staggering 95% of drugs tested 'successfully' on animals fail in human trials. Animals of different species don't necessarily react the same way as other animals or humans, and therefore a substance tested on an animal can have a completely different effect on a human.

Animals are regularly subjected to painful tests which will most often end in their death and dissection. Thankfully, there are scientifically sound alternatives including:

- Cell cultures
- Computer modelling
- Studies with human volunteers

Avoid giving donations to medical and hospital charities that conduct animal testing.

alv.org.au/experiments 

NOT YOUR SKIN

Leather and wool harm animals and the planet more than you might think.

Animal-based materials include leather, fur, silk, felt and wool. Here are two of the most widely used.

LEATHER

Leather is not simply a by-product of the meat industry. Globally, leather goods are valued at over US\$242 billion. Buying leather helps pay for the slaughter of animals.

Your leather bag could be made of a baby. Much of the highest quality leather comes from calves, whose skin is softer, just like a human baby. Leather is terrible for the environment. Cow skin leather is the single most environmentally detrimental material to produce due to the combined impact of raising cattle, land clearing, growing feed and the chemical process used to tan hides.


WOOL

It is a common misconception that the wool industry is harmless to animals. Sheep are killed when they are no

longer profitable and sent to slaughter to produce mutton. Baby sheep are mutilated without pain-relief, including tail docking, castration and mulesing, where skin is removed from the backside of a lamb. Every year, 10-15 million lambs die of starvation and exposure soon after birth.

Wool is not the environmentally friendly 'material' it is claimed to be. In New Zealand, the methane emissions from sheep alone (26 million) make up about one quarter of the nation's greenhouse gas emissions. In Australia, it is estimated there are over 68 million sheep.



leathertruth.com
and sheeptruth.com 

ENVIRONMENT

83% of all Australian agricultural emissions are related to the farming of animals.

Livestock and the manure they create account for 52% of total national methane emissions.

Methane is highly effective at trapping heat. Over a 20-year period it causes 86 times more warming than carbon dioxide. This means that 1 tonne of methane is equivalent to 86 tonnes of carbon dioxide.

Though methane is a potent greenhouse gas, it has a short atmospheric life, taking 12 years to breakdown. Carbon dioxide, on the other hand, takes hundreds of years to breakdown and disappear from the atmosphere. That's why halting the rearing of livestock means a rapid reduction in methane emissions – vital to tackling the climate crisis.

alv.org.au/earth



Reducing methane is the key to quickly stop rising global temperatures



VEGAN FOR THE PLANET

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

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

Our planet's wellbeing is dependent on a rich biodiversity and healthy ecosystems. Rather than continuing to exploit earth's natural resources, flora and fauna, the most effective lifestyle change we can make for climate stability and environmental preservation is to become vegan.

Learn more: alv.org.au/earth 



Global campaign, the **Plant Based Treaty**, addresses the environmental impact of animal agriculture. You can show your support by endorsing the treaty here:

plantbasedtreaty.org/endorse 





HUMAN HEALTH

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

- The Academy of Nutrition and Dietetics,
December 2016

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

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

Since the publication of The China Study in 2006, numerous other population studies such as New Zealand’s The BROAD Study have demonstrated that whole food plant-based eating patterns can prevent, arrest and even reverse many of the common lifestyle diseases faced by ever-more Australians. A plant-based diet has also been associated with improved life expectancy and can reduce the burden on healthcare systems.

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



THE PLANT FOOD GROUPS

By Dr. Amanda Benham
Accredited Practising Dietitian

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

Whole Grains

Whole grains are grains that have not had the outer bran layer or the 'germ' part removed. They are more nutritious than refined grains, being richer in vitamins, minerals and fibre.

Some examples are:

- brown rice
- rolled oats
- corn
- quinoa
- barley
- products made from wholemeal flour (eg. pasta, bread, crackers)

Green Veg

Aim to eat a variety of green vegetables daily, as they are rich in essential nutrients and health-enhancing compounds.

Colourful Veg

Eat red/orange/yellow vegetables every day as they are rich in pro-vitamin A and other health-promoting antioxidants. Examples include: carrots, pumpkin, yellow squash, sweet potato, sweet corn, red and yellow capsicum and tomatoes.

Legumes & Soy Products

Legumes such as lentils, chickpeas, kidney beans and baked beans are rich in protein, minerals and fibre.

This group includes soy products such as tofu, tempeh and textured vegetable protein (TVP).

If having meat analogue products, look for varieties based on legumes or soy products.

Fruit

Fresh or frozen fruit is recommended rather than dried fruit or juice. Include some colourful fruits that are rich in vitamin C such as citrus, mango, pawpaw, berries and kiwifruit.

Plant Milks

Plant milks are typically based on beans, nuts or grains, with soy milk being the most nutritious. Check the label and choose varieties that are fortified with added calcium and vitamin B12.*

Eat a wide variety of nutritious foods from these six food groups every day to help ensure you get the nutrients you need. For serving sizes and more information visit www.pbnutrition.com.au

* If not consuming the recommended amount of fortified plant milk each day, seek other sources of calcium. Regular supplementation with adequate vitamin B12 is essential for all vegans.



Vitamins, Iodine & EFAs

The only vitamins not readily obtainable from unprocessed plant foods are vitamins B12 and D.

It is important for anyone eating a vegan diet to know where to get them.

Vitamin B12 - B12 is not normally found in common plant foods. Although it is added to some foods, taking a daily vitamin B12 (cyanocobalamin) supplement in the form of tablets, lozenges or spray is the most reliable, safest and economical way to ensure an adequate intake.

Vitamin D - 10-30 minutes of daily mild sun exposure on bare skin is required for us to synthesise vitamin D. When sun exposure is very limited a vitamin D supplement may be required.

Iodine - to improve iodine intake, it is recommended that any salt used is iodised. Taking a daily multivitamin containing at least 100 mcg of iodine is another way to boost iodine intake. A higher dose is recommended for anyone who is pregnant or lactating.

Omega 3 - To obtain a healthy intake of essential fatty acids (EFAs) it is recommended to add more omega 3 rich foods daily, such as ground flax seeds, flaxseed oil, chia seeds or walnuts. These add alpha-linolenic acid (ALA). The other omega 3 fatty acids (EPA and DHA) can be obtained from algae, which is where fish get it from. DHA/EPA supplements can be beneficial, and are recommended during pregnancy and lactation and for young children.

More info: veganeasy.org and pbnutrition.com.au

HUMAN RIGHTS


Respect for animals is respect for humans.

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

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

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

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



**There could be 216 million
climate refugees by 2050**

- The Groundswell Report, World Bank

EASY MEAL IDEAS

● Breakfast

Cereal, muesli or porridge with soy, rice or nut milk and fresh fruit.

Scrambled tofu with veggies of choice, plus wholemeal toast.

Wholegrain toast with vegemite/avocado/jam or baked beans.

Fresh fruit salad and plant-based yoghurt.

Green smoothie or fruit smoothie bowl.

Blueberry, apple or pear muffins.

Vegan pancakes with fruit or other topping.

Vegetable frittata with salad.

Tempeh or bean burger with wedges.

Hearty salads using lentils, beans, potatoes, quinoa, brown rice or pasta.

Vegan sushi rolls with avocado, tempeh and veggies.

Baked potato topped with mixed beans, vegetable salad and vegan cream cheese.

● Lunch

Sandwich or wrap - using a variety of salads, vegan mayo, mustard, hummus, tahini, roasted veg, falafel, crispy tofu, tempeh or veggie patty.

Minestrone soup with crusty bread.

● Dinner

Vegan lasagne or garlic broccoli penne.

BBQ tofu/veg skewers, corn on the cob.

Vegetable curry or dahl with roti bread.

Thai-Style noodles with peanut basil sauce.

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

Vegan chilli with salad greens & guacamole.



Credit: Asian Greens and Tempeh Nourish Bowl by @rainbournourishments

Black bean tacos with salsa and avocado.

Buddha bowl of your selection of legumes, veggies and wholegrains.

veganeasy.org/recipes



RECIPES

CUSTOMISABLE GREEN SMOOTHIE

INGREDIENTS

600ml (approx) water, coconut water, or plant-milk
2 large frozen ripe bananas, chopped
1 cup frozen or fresh mango or pineapple pieces
1 handful of baby spinach leaves, or other dark leafy greens

OPTIONAL ADD-ONS

medjool dates, mint leaves, orange (peeled and de-seeded),
chopped celery stem, vanilla extract, coconut yoghurt

METHOD

Measure out cold liquid of choice into a high-powered blender, then add frozen fruit and greens. Firmly attach the blender lid and 'pulse' the ingredients until they are mixing well (add more liquid if necessary). Add any additional ingredients, then blend thoroughly for at least 1 minute until all the ingredients are well combined. Serve in a tall glass, or pour into a clean glass bottle, seal and refrigerate, consume within 3 days.



Recipe: @raweventsaustralia



PROTEIN-PACKED LENTIL BITES

These little lentil bites are great for kids lunchboxes and are delicious dipped in guacamole! They are packed with fibre and protein for growing kids and adults too.

Lentil bites

1 cup split red lentils
1 zucchini, grated
1 carrot, grated
½ cup besan flour
1 Tbsp tamari
1 tsp garlic powder
1 tsp rosemary

1 Tbsp oregano

1 tsp smoked paprika

½ tsp sea salt

½ cup cooked brown rice

¼ cup frozen peas

¼ cup frozen corn

¼ cup frozen peas

¼ cup frozen corn

Guacamole

1 avocado

1 Tbsp sweet chili-sauce

Juice of one lime

Sea salt

METHOD

1. Preheat your oven to 180°C / 350°F.
2. Pour boiling water over the lentils and allow them to sit for 30 minutes while you prepare the other ingredients.
3. In a food processor, place the grated zucchini, carrot, besan flour, tamari, garlic powder, rosemary, oregano, smoked paprika and salt. Once the lentils have finished soaking, drain and add these to the food processor. Blend until well combined.
4. In a large bowl, mix the brown rice, frozen peas and corn. Add the blended lentil mix and combine well.
5. Shape lentil bites into whatever shape you like and place them on a baking sheet lined with baking paper. Bake for 30 minutes.
6. While the bites are in the oven, in a small bowl mash the avocado with the sweet chili sauce, lime juice and salt.

Recipe & Photo: Rebecca Stonor @doctorsfornutrition



PIZZA

Everyone loves a pizza.

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

SPAGHETTI BOLOGNESE

INGREDIENTS

1 onion, diced
4 cloves garlic, chopped
1 carrot, diced
4 mushrooms, sliced
1 x 240g can lentils,
drained and rinsed
1 x 400g can diced tomatoes
1 cup of vegan 'beef-style'
stock liquid
250g of spaghetti pasta
Salt and pepper
Handful of chopped parsley

METHOD

Sauté onion in 1 tablespoon of olive oil until translucent, over medium heat. Add mushrooms and carrot, sauté for a few minutes before adding the garlic.

Add lentils; after a few minutes add the diced tomatoes and vegan 'beef-style' stock and turn up the heat, cook for about 10 minutes until it thickens. Stir to avoid the sauce sticking to the pan.

Cook pasta as per packet instructions. Once the sauce has thickened season to taste, serve with pasta and garnish with parsley.

Photo and recipe: @veganeasy





VANILLA SLICE

Recipe from Zacchary Bird's cookbook **The Vegan Baker**. *Credit: @zaccharybird*

For this recipe visit veganeasy.org/vanilla-slice



VEGAN SWEET TREATS

There are an enormous and ever increasing variety of vegan sweets available, like vegan chocolate, ice cream, cakes, pies, muffins, cheesecakes, jellies, sauces, creams and cookies.

See our recipes on veganeasy.org for inspiration.

Credit: Raw Kiwi & Blueberry Cheesecake by @addictedtodates

FOR MORE INFORMATION

Helpful Websites

veganeasy.org

Vegan recipes, info, tips and more!

alv.org.au

Animal Liberation Victoria

liberation.org.au

ALV's forever home for rescued animals.

pbnutrition.com.au

Guidance from vegan dietitians.

nutritionfacts.org

Science-based nutrition.

veganaustralia.org.au

Vegan advocacy.

greatveganathletes.com

Athletes fuelled by plants.

plantbasedtreaty.org

Addressing climate & ecological crises through plant-based food and systems



Suggested Reading

[Introduction to Animal Rights: Your Child or the Dog?](#)

by Professor Gary Francione

[Why We Love Dogs, Eat Pigs, and Wear Cows](#)

by Melanie Joy, PhD

[How Not To Die](#)

by Dr Michael Greger

[Cooking with Kindness](#)

by Edgar's Mission

Recommended Viewing

[Dominion](#)

dominionmovement.com

[Cowspiracy: The Sustainability Secret](#)

cowspiracy.com

[Eating Our Way To Extinction](#)

eating2extinction.com

[The Game Changers](#)

gamechangersmovie.com

ANIMAL LIBERATION VICTORIA

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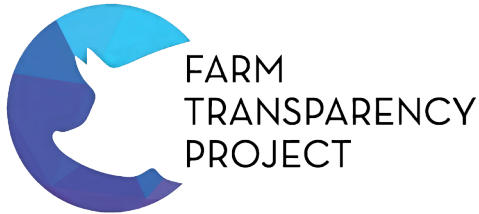
Noah Hannibal

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ANIMAL liberation alv.org.au

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

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Take the 30 Day Challenge

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