

The Gleaner

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Sacramento Vegetarian Society



For the animals. For your health. For our planet.

Hamburgers are the Hummers of Food in Global Warming

Reprinted from *Agence France Presse*, February 16, 2009

Illustration: *abcteach.com*

Simply switching from steak to salad could cut as much carbon as leaving the car at home a couple days a week. That's because beef is such an incredibly inefficient food to produce and cows release so much harmful methane into the atmosphere, said Nathan Pelletier of Dalhousie University in Canada.

Pelletier is one of a growing number of scientists studying the environmental costs of food from field to plate. By looking at everything from how much grain a cow eats before it is ready for slaughter to the emissions released by manure, they are getting a clearer idea of the true costs of food. The livestock sector is estimated to account for 18 percent of global greenhouse gas emissions and beef is the biggest culprit.

Even though beef only accounts for 30 percent of meat consumption in the developed world it's responsible for 78 percent of the emissions, Pelletier said Sunday at a meeting of the American Association for the Advancement of Science. That's because a single kilogram of beef produces 16 kilograms carbon dioxide equivalent emissions: four times higher than pork and more than ten times as much as a kilogram of poultry, Pelletier said.

Another part of the problem is people are eating far more meat than they need to. "Meat once was a luxury in our diet," Pelletier said. "We used to eat it once a week. Now we eat it every day." If meat consumption in the developed world was

cut from the current level of about 90 kilograms a year to the recommended level of 53 kilograms a year, livestock related emissions would fall by 44 percent. "Given the projected doubling of (global) meat production by 2050, we're going to have to cut our emissions by half just to maintain current levels," Pelletier said. "Technical improvements are not going to get us there." That's why changing the kinds of food people eat is so important, said Chris Weber, a professor of civil and environmental engineering at Carnegie Mellon University in Pennsylvania.

Food is the third largest contributor to the average U.S. household's carbon footprint after driving and utilities, and in Europe—where people drive less and have smaller homes—it has an even greater impact. "Food is of particular importance to a consumer's impact because it's a daily choice that is, at least in theory, easy to change," Weber said. "You make your choice every day about what to eat, but once you have a house and a car you're locked into that for a while."

The average U.S. household contributes about five tons of carbon dioxide a year by driving and about 3.5 tons of equivalent emissions with what they eat, he said. "Switching to no red meat and no dairy products is the equivalent of (cutting out) 8,100 miles driven in a car . . . that gets 25 miles to the gallon," Weber said in an interview following the symposium. Buying local meat and produce will not have nearly the same effect, he cautioned. That's because only five percent of the emissions

related to food come from transporting food to market.

"You can have a much bigger impact by shifting just one day a week from meat and dairy to anything else than going local every day of the year," Weber said.

Food Miles Don't Feed Climate Change: Meat Does

That locally-produced, free-range, organic hamburger might not be as green as you think.

An analysis of the environmental toll of food production concludes that transportation is a mere drop in the carbon bucket. Foods such as beef and dairy make a far deeper impression on a consumer's carbon footprint.

"If you have a certain type of diet that's indicative of the American average, you're not going to do that much for climate while eating locally," says Christopher Weber, a researcher at Carnegie Mellon University in Pittsburgh who led a comprehensive audit of the greenhouse gas emissions of our meals.

Excerpted from an April 18, 2008 article at <http://www.newscientist.com>, by Ewen Callaway.



For the animals. For your health. For our planet.

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Mission Statement:

The Sacramento Vegetarian Society (SVS) is an association which recognizes vegetarianism to mean abstinence from flesh, including fish and fowl.

The Society encourages vegetarians and non-vegetarians to participate.

SVS will not discriminate on the basis of race, color, creed, sex, age, or sexual preference.

SVS operates on a non-profit basis.

SVS Officers

Linda Middlesworth, *President*
Marty Maskall, *Vice President*
Sheri Kindsvater, *Secretary*
Don Knutson, *Treasurer*
Mary Rodgers, *Public Relations Coordinator*
Mary Rodgers, *Newsletter Coordinator*
Ilsa Hess, *Events Coordinator*
Don McNerney, *Librarian*
Marty Maskall, *Webmaster*

The Gleaner
is published bimonthly by SVS.

Submission Guidelines

Send submissions or inquiries to:

Editor: MRDGDERS@MACNEXUS.ORG.

Submissions of articles relating to the various aspects of vegetarianism, including nutrition, animal rights, environmental impacts of food production, and political issues are welcome, as are vegan or vegetarian recipes, editorial commentary, book reviews, and announcements of upcoming events. Submissions are accepted electronically as e-mail attachments. Contact the Newsletter Coordinator or check the website for formatting specifications.

Submission deadlines for articles:

May–June 2009: April 12, 2009;
July–August 2009: June 14, 2009;
September–October 2009: Aug. 17, 2009;
November–December 2009: Oct. 12, 2009

SVS Monthly Potluck

Sunday, March 15

5:30 p.m.

**1914 Alhambra Blvd.
Sacramento**

in the Sacramento Natural Foods Co-op's
Community Services Room

followed by a showing of

**Dr. Michael Greger's
"Clinical Nutrition, 2008"**

A rare opportunity to see this captivating, informative DVD that is not for sale to the general public.

Dr. Greger is a respected worldwide expert on nutrition.

Dr. Donald Forrester,

a nutrition expert from Kaiser Permanente in Sacramento, will be on hand to answer any follow-up questions.

Potluck: Bring a vegan or vegetarian dish for six, your utensils, a list of ingredients, and mark whether your offering is vegan or vegetarian. We prefer that you bring a vegan dish, so all attendees, many of whom are vegan, can partake of all offerings. Free entrance with potluck dish; \$4 for those who arrive empty handed.

What's cooking at SVS?

Name-this-newsletter contest! There's still time to submit your suggestion for a new name for the *Gleaner*. Please send your ideas to the Newsletter Coordinator (mrodgers@macnexus.org) by the next potluck date—March 15, or bring it with you to the potluck. The winner will receive a free year's membership in SVS.

Veggie Mentor: Need a mentor to help with being a vegetarian? Want to know how to prepare vegan meals? Want to bring a vegan dish to the potluck but don't know what to fix? Call Linda Middlesworth at (916) 798-5516.

Website Update: Webmaster Marty Maskall continues to update the SVS website at sacramentovegetariansociety.org. Marty would love to hear your comments and suggestions. Drop her a line at mmaskall@pacbell.net.

About Nutrition

Dairy: Addiction and Cruelty

LINDA MIDDLESWORTH

I was once so addicted to cheese, I could not pass the fridge without slicing a piece of cheese and popping it in my mouth. And cheese pizza... yum! But with this addiction, due to the natural opiates in milk, came health issues— 15 pounds of extra fat, fibroid tumors, etc. But cheese and dairy were supposed to be good for us, yes? For calcium!?

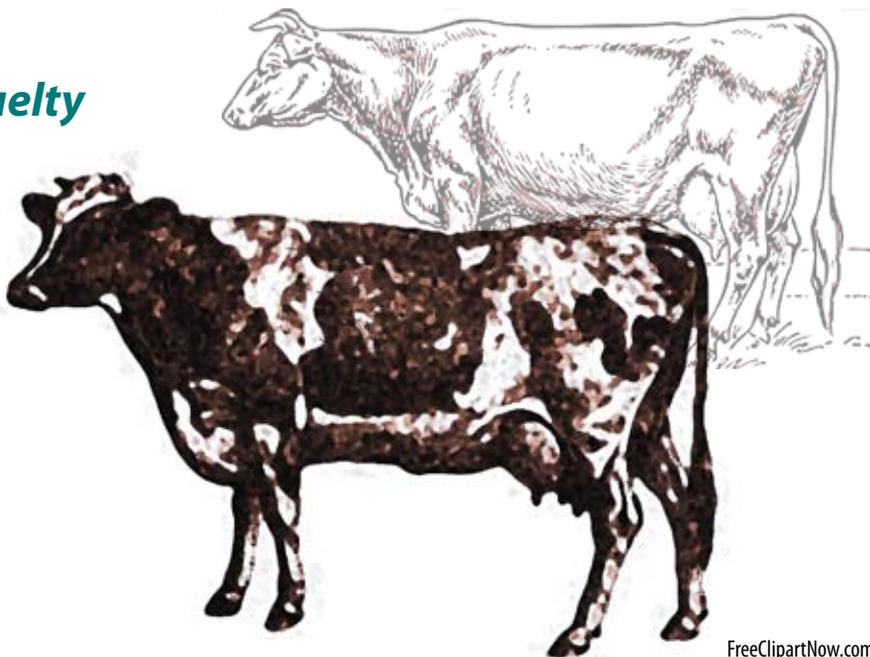
Fortunately, the lawyer next door told me that even though I was 45 years old, I could get my health back and lose weight by reading *The McDougall Program: 12 Days to Dynamic Health*, by Dr. John McDougall. So I did.

And all health issues were gone. Now, I consider it a good thing that I had these health issues, because without them, I would not have discovered that cow's milk is meant for cows, not humans! I hope none of you will have to have health issues before you understand what dairy does to the human body.

We vegans do not give up dairy because we don't like it. We give it up to keep our bodies healthy and to stop the egregious acts of cruelty inherent with dairy farming. Even the most "organic" pasture-raised dairy cows have this in common with large factory-farmed dairy industries: Cow milk is acidic (not good for alkaline humans) and meant to grow baby cows very large in a short period of time. And, even though some cows are raised in a pasture, they still can be artificially inseminated over and over to produce more milk for humans (instead of for their babies, who are crying for it). Then, at the

end of being continually pregnant (ouch!) for 4–5 years, they are hauled off to slaughter to become your next hamburger. They do not get to live out their normal 20–24-year life span. If we truly cared about the animals, we would all stop eating dairy. Period.

Dr. McDougall states, from his 40 years of nutrition studies, that: "Although dairy can grow bone, it is not a good source for humans due to the insulin growth factor hormone (IGF-1), which can help a baby cow grow from 60 to 600 pounds in less than 8 months. IGF-1 promotes cancer (especially breast, prostate, lung, and colon), and accelerated ageing. The excess estrogen from dairy is a major cause of breast, uterus, and prostate cancers. The high protein content and renal acid load from dairy actually causes bone-destroying effects. People who live in western Europe and USA have the highest incidences of hip fractures; the lowest incidences come from countries like Africa and Asia when dairy is not part of their diet. For example: cheddar cheese is 0.10 acid load, spinach is -56 (alkaline).



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"Dairy is high in calories, fat, and cholesterol. The dairy industries go against their own studies (which show no weight loss) to tell us we can lose weight. They have a \$206.5 million budget tied to political and financial cohorts to be able to say whatever they want to confuse the public.

"Dairy is the number-one cause of food allergies and contributes to autoimmune diseases. Dairy contributes to strokes, heart disease, type 2 diabetes, obesity, arthritis, juvenile diabetes, and autism. Dairy is full of microbes (e.g., e. coli, listeria, salmonella, staphylococcus, tuberculosis, bovine leukemia viruses, bovine AIDS viruses)."¹

Give yourself at least 6 weeks dairy free to get off the addiction. If you take in just a little dairy now and then you are readdicted. It is like any addiction.

If you need help with a dairy-free lifestyle, call Linda at 916-798-5516.

¹Dr. John McDougall: www.drmcDougall.com.

Linda Middlesworth is a Certified Personal Trainer specializing in nutrition.

Recipes



Zucchini Skillet Hash

Makes 8 servings

This recipe is an excellent source of low-fat protein, combined with nutrient-rich zucchini.

8 ounces dry gluten-free grain (quinoa, rice, etc.)	1 celery stalk, thinly sliced
½ cup water	2 medium zucchini, chopped
1 medium onion, chopped	3 vegan burger patties, chopped
2 garlic cloves, minced	1 15-ounce can garbanzo beans, undrained
1½ cups sliced mushrooms	½ teaspoon salt

Cook grain according to package directions. Drain and rinse, then set aside.

Heat water in a large skillet. Add onion and garlic. Cook over high heat for about 3 minutes, or until onion is soft.

Add mushrooms and celery and continue cooking, stirring frequently, for about 5 minutes, or until mushrooms begin to brown.

Add a small amount of water if the vegetables begin to stick.

Add zucchini and vegan burger patties. Continue cooking, stirring often, for about 3 minutes, or until zucchini is just tender when pierced with a fork.

Purée beans and their liquid in a blender or food processor. Add to the vegetable mixture, along with grain and salt.

Heat gently, stirring frequently, until hot and steamy.

Nutrition Information per serving (1/8 of recipe):

Calories: 212
Fat: 3.1 g
Saturated Fat: 0.4 g
Calories from Fat: 13%
Cholesterol: 0 mg
Protein: 12.4 g
Carbohydrates: 36.2 g
Sugar: 4 g
Fiber: 5.9 g
Sodium: 337 mg
Calcium: 75 mg
Iron: 4.8 mg
Vitamin C: 4.2 mg
Beta-Carotene: 225 mcg
Vitamin E: 0.7 mg



From *Foods That Fight Pain* by Neal Barnard, M.D.; recipe by Jennifer Raymond, M.S., R.D.

Go to <http://www.cancerproject.org/recipes/index.php> to view Cancer Project Recipe of the Week Archive. The Cancer Project is an independent affiliate of the Physicians Committee for Responsible Medicine.

Submitted by *Linda Middlesworth*

Peanut-Curry Yams and Sweet Potatoes

WIM VAN WARMERDAM

Serves 8–12

1 pound garnet yams
1 pound sweet potatoes
½ teaspoon salt
1 teaspoon very finely chopped gingerroot
⅛ teaspoon ground cumin
⅛ teaspoon ground coriander
⅛ teaspoon cayenne pepper
⅛ teaspoon turmeric
1 teaspoon apple cider vinegar (optional)
2 tablespoons chopped cilantro leaves (optional)

Scrub the yams and sweet potatoes. Dice them into roughly ¾-inch pieces by first cutting them into rounds.

Steam until tender, then place them in a large bowl.

In the meantime, measure out the salt and seasonings and place them in a cup. Add ¼ cup of the steaming water to the seasonings when the sweet potatoes and yams are done. Cover the cup, let it sit 15 minutes, then add the apple cider vinegar and dissolve the peanut butter into the liquid. Add more steaming water if necessary to thin the sauce.

Stir into the sweet potatoes and yams.

Stir in the cilantro.

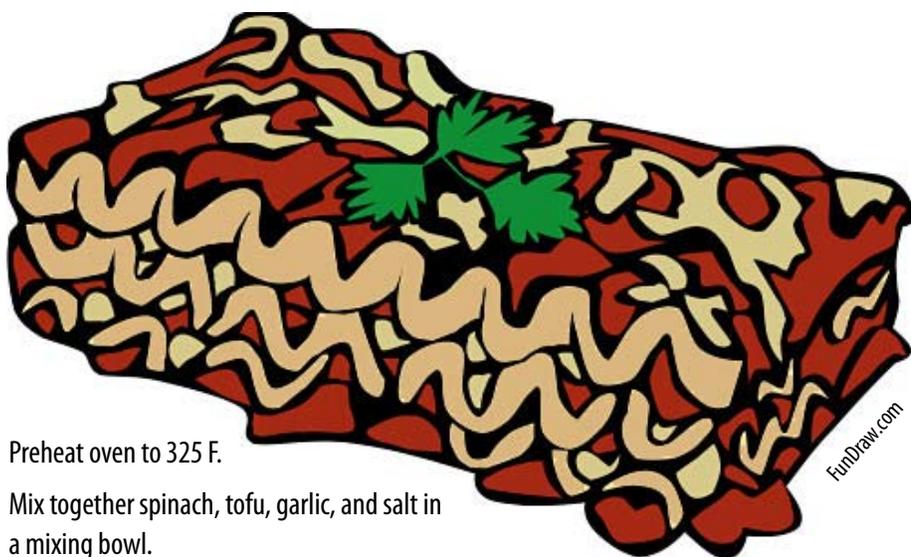
Wim van Warmerdam is a vegan personal chef and professor of mathematics. He lives and works in Sacramento.



Easy Lasagne

Makes 8 servings

- 1 16-ounce bag chopped frozen spinach, thawed, or 3 pounds fresh spinach, rinsed and chopped
- 1 pound firm, reduced-fat tofu
- 4 cloves garlic, minced
- 1 teaspoon salt
- 2 28-ounce cans plain tomato sauce
- 1 pound dry whole wheat lasagna noodles
- 10 button mushrooms, sliced, or other favorite veggie equivalent, to about 3 cups chopped
- 1 teaspoon dried basil, or 10 fresh basil leaves, thinly sliced
- 1 teaspoon dried oregano
- ¼ cup dairy-free (vegan) parmesan cheese substitute or nutritional yeast



Preheat oven to 325 F.

Mix together spinach, tofu, garlic, and salt in a mixing bowl.

In a 9"×13" pan, coat the bottom with tomato sauce (about ½ cup) followed by a layer of lasagna noodles, overlapping noodles slightly.

Spread half of the spinach and tofu mixture on top of the lasagna noodles, and cover the spinach and tofu layer with another layer of lasagna noodles.

Add a layer of tomato sauce, enough to cover the noodles, and then add a layer of mushrooms or other veggies.

Sprinkle ½ teaspoon of the basil and ½ teaspoon of oregano evenly over the veggies.

Continue to add layers of noodles, spinach and tofu, sauce, mushrooms or other veggies, and remaining basil and oregano (½ teaspoon) until the layers reach the top of the pan.

The final layer should be topped with sauce and with vegan parmesan substitute or nutritional yeast.

Cover tightly with aluminum foil and bake for 1 hour. Stick a knife through the center of the lasagne to make sure the noodles are completely cooked. Let cool for 15 minutes, uncovered, before serving.

Let leftover lasagne cool to room temperature before covering and refrigerating. Lasagne will keep for up to three days in the refrigerator.

Nutrition Information per serving (1/8 of recipe):

Calories: 334

Fat: 4.6 g

Saturated Fat: 0.7 g

Calories from Fat: 12.4%

Cholesterol: 0 mg

Protein: 18.4 g

Carbohydrate: 62.8 g

Sugar: 10.3 g

Fiber: 11 g

Sodium: 1,449 mg

Calcium: 147 mg

Iron: 6.3 mg

Vitamin C: 16.9 mg

Beta-Carotene: 3,152 mcg

Vitamin E: 6.2 mg

From *The Cancer Survivor's Guide: Foods that Help You Fight Back!* by Neal D. Barnard, M.D. and Jennifer K. Reilly, R.D.

This guide is part of the Cancer Project's "Food for Life" nutrition program.

Go to <http://www.cancerproject.org/recipes/index.php> to view the Cancer Project Recipe of the Week Archive.

The Cancer Project is an independent affiliate of the Physicians Committee for Responsible Medicine.

Submitted by *Linda Middlesworth*

What do Vegetarian's Eat?

A **vegan** does not eat any animal products. Vegan diets are based on grains, seeds, nuts, legumes, fruits, vegetables, and oils.

A **lacto-vegetarian** eats dairy products in addition to the vegan diet.

An **ovo-vegetarian** eats eggs along with the vegan diet.

And a **lacto-ovo vegetarian** consumes both dairy products and eggs as well as the standard vegan foods.

Vegan Egg Replacers

MARY RODGERS

Eggs play several roles in baking: binding, leavening, adding moisture and richness.

For a variety of reasons (e.g., calorie or cholesterol reduction; allergies; health concerns, animal cruelty issues), many people prefer to or need to cut down on eggs or eliminate them entirely.

Luckily, there are plenty of other ingredients that fill those roles, and that are healthier, besides.

Try a new way of doing something familiar, and that pesky learning curve will be there to challenge you. Fortunately, vegan cooking is not difficult, just a bit different than traditional American cooking. With a little practice, the techniques will become second nature.

If you're new to vegan cooking or prefer not having to figure out substitutions, do yourself a favor and add some excellent vegan cookbooks to your collection. These newish titles come highly recommend:

• *The Joy of Vegan Baking: The Compassionate Cooks' Traditional Treats and Sinful Sweets*, Colleen Patrick-Goudreau, © 2007 Fair Winds Press

• *Vegan with a Vengeance: Over 150 Delicious, Cheap, Animal-Free Recipes that Rock*, Isa Chandra Moskowitz, © 2005 Marlowe & Company.

The information in the table below was adapted from these two books.

Mary Rodgers is a Sacramento editor and graphic artist.

replacement	to replace one egg	best for	notes
vinegar + baking soda	add 1 tablespoon vinegar to 1 teaspoon baking powder; allow to bubble	cakes cupcakes quickbreads	<ul style="list-style-type: none"> use apple cider vinegar or white distilled vinegar
ground flaxseed	mix 1 tablespoon ground flaxseed + 3 tablespoons water in blender or food processor until thick and creamy	bran/corn muffins breads oatmeal cookies waffles, pancakes	<ul style="list-style-type: none"> best to grind fresh; store in freezer flaxseeds are the most concentrated source of omega-3 fatty acids nutty flavor; use in any grainy, nutty baked goods flavor could be too strong for delicate baked items
ripe banana	½ mashed or pureed banana	cakes muffins pancakes quickbreads	<ul style="list-style-type: none"> adds potassium, magnesium add to baked products that will be enhanced by banana flavor you may have noticed that most banana bread recipes don't include eggs—now you know why!
applesauce	¼ cup unsweetened applesauce	brownies cakes quickbreads	<ul style="list-style-type: none"> adds fiber, vitamin C best for moist baked items
silken tofu	whip ¼ cup silken tofu in blender or food processor until smooth and creamy; no chunks	cakes muffins quickbreads	<ul style="list-style-type: none"> also works as replacement for oil no flavor; won't add unwanted flavor to baked items
soy yogurt	¼ cup	cakes muffins quickbreads	<ul style="list-style-type: none"> consider flavors and sweeteners in soy yogurt—adjust accordingly
egg-replacer powder	whip 1½ teaspoons powder + 2 tablespoons water in blender or food processor until thick and creamy	cookies	<ul style="list-style-type: none"> lasts "forever"

"One of the joys of egg-free baking is being able to lick the bowl without the fear of being exposed to salmonella."

- Colleen Patrick-Goudreau, *The Joy of Vegan Baking*

Calendar

Send calendar entries for the May–June '09 issue by Apr. 25, to MRODGERS@MACNEXUS.ORG.
Locations are in Sacramento unless otherwise noted.

Sun., March 15

SVS Monthly Potluck. 5:30–7:30 p.m. 1914 Alhambra Blvd. Bring a vegan or vegetarian dish for six, a list of ingredients, your utensils, and mark whether your offering is vegan or vegetarian. Free with potluck dish; \$4 for those who arrive empty handed. Program: we'll show **Dr. Michael Greger's "Clinical Nutrition, 2008."** You'll be glad you took advantage of this rare opportunity to see this captivating, informative DVD that is not for sale to the general public. Dr. Greger is a respected worldwide expert on nutrition. **Dr. Donald Forrester**, an equally informed physician from Kaiser Permanente in Sacramento, will be on hand to answer any follow-up questions.

Mon., March 23

Indian Vegetable Dishes. 6–8:30 p.m. 1914 Alhambra Blvd. **Vegetarian cooking class.** \$45–35. Instructor: Shankari Easwaran. Register through Sacramento Natural Foods Co-op, 916-455-COOP.

Sat., March 28

In the Kitchen with Eileen. 2:30–5 p.m. 1914 Alhambra Blvd. **Vegetarian cooking class.** Sign up through the Sacramento Natural Foods Co-op, 916-455-COOP.

Fri., April 10

Eileen's Kitchen. 6–8 p.m. 1914 Alhambra Blvd. **Seasonal, organic, vegetarian community dinner;** benefits Soil Born Farms. Live music. Registration required, SNFC: 916-455-COOP. \$25.

Animal Place Tours

Last chance to visit Vacaville sanctuary!

Two-hour Saturday tours at the Vacaville sanctuary will continue as the staff prepares for their move to a new, larger foothill sanctuary this summer. Tours are \$10 per person; advance registration is necessary. Register at <http://www.animalplace.org/events.html#day>. Directions will be sent to paid registrants.

The scheduled times and dates follow:

April 4	10:30–12:30 1:30–3:30
May 2	12:00–2:00
May 23	12:00–2:00
May 30	10:30–12:30 1:30–3:30
June 6	10:00–12:00
June 13	10:00–12:00
June 27	10:00–12:00

Sat., April 11

SVS Dine-Out. 6 p.m. **Magpie Caterers**, 14th and R Sts. (next to Shady Lady). Magpie uses a mix of organic, seasonal, and locally grown produce to create menus that reflect the cultural and culinary fabric of northern California. Please RSVP to miss_ilsa@yahoo.com or online at <http://www.sacramentovegetariansociety.org/events/dineout.html>. Please join us! Check out Magpie's website at <http://www.magpiecaterers.com/>.

Sun., April 19

SVS Monthly Potluck. 5:30–7:30 p.m. 1914 Alhambra Blvd. Bring a vegan or vegetarian dish for six, a list of ingredients, your utensils, and mark whether your offering is vegan or vegetarian. Free with potluck dish; \$4 for those who arrive empty handed. Program: **Animal Place, Kim Sturla**, Executive Director and Co-founder of Animal Place. Slide show and talk about the nonprofit sanctuary for abused and discarded farm animals. Rescued individuals and indigenous wildlife share 60 acres of forest, meadow, pasture, hills, and a small lake. Plans are in place for a move to a new 590-acre facility in the foothills this summer. To learn more about Animal Place, go to www.animalplace.org.

Sat., May 9

SVS Dine-Out. 6 p.m. **Boon Boon Cafe**, 3022 Stockton Blvd. (at Broadway). Thai, pan-Asian, international cuisine; extensive vegetarian menu; award-winning chef. Please RSVP to miss_ilsa@yahoo.com or online at <http://www.sacramentovegetariansociety.org/events/dineout.html>. We look forward to seeing you there!

Sat.–Sun., May 16–17

Country Hoe Down. Farm Sanctuary, Orland, CA. Fun for the whole family. Want to kiss a cow? Rub a pig's belly? Here's your chance. A weekend of vegan cooking demos with chef Jason Wyrick; silent auction; hayrides; vegan feast; barn dance; yoga; free continental breakfast; guided tours.

Speakers include author and former professor Marc Bekoff, Herbivore Clothing Company founder Josh Hooten, who will cycle 600 miles to Orland from Portland, Ore.; Jasmin Singer, named by VegNews one of the 20 most influential vegetarians under 30.

Register by phone at 607-583-2225, ext 221, or online at http://www.farmsanctuary.org/farm/calendar/ca_hoedown/index.html. \$45/adults; \$20/children under 12. Registration includes speakers, catered dinner, breakfast, barn dance, and other activities. Free rustic camping available. Hotel accommodation recommendations and vegan-friendly local eateries are listed online.

May 17

SVS Monthly Potluck. 5:30–7:30 p.m. 1914 Alhambra Blvd. Bring a vegan or vegetarian dish for six, a list of ingredients, your utensils, and mark whether your offering is vegan or vegetarian. Free with potluck dish; \$4 for those who arrive empty handed. Program: **Vegan Cooking Demonstration, Eileen Murray** (tentative). Check the SVS website (<http://www.sacramentovegetariansociety.org/>) for updates.



Sacramento Vegetarian Society

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Reflections on Bein' Green

JANET WEEKS

I'm green—not green in an environmental sense, or in a froggy sense, but green in the sense of being



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new to animal advocacy. What I want, and what most vegans want, more than anything in the world, is to end animal suffering. That is why we don't eat animals; and why we oppose wearing, using, or abusing animals; and why we advocate for animals any chance we get.

With the enormity of suffering belonging to the group of animals humans call "food," a good place to start is by convincing people to stop eating meat or to "Go Veg for Life." But, people can be tricky, especially when you're messin' with their food. And so, it's not easy bein' green.

Successful advocacy lies in learning how to move even the most immovable speciesist. The term "speciesist" was "coined by British psychologist, Richard D. Ryder, in 1973, to denote

a prejudice based on physical differences." Speciesism describes "the widespread discrimination that is practised by man against other species" (Source: wikipedia.org/wiki/Speciesism). In many ways, a speciesist is very much like a racist, a sexist, an ageist, or any other kind of "-ist." Such people are often resistant to change.

Many long-time animal advocates caution that an "angry-vegan" or self-righteous approach is not the most beneficial for animals.

In his essay, "A Meaningful Life," Matt Ball writes: "If we want to be as effective as we possibly can be for the animals, it is essential that we recognize and avoid common traps."

In animal advocacy, it works well to be polite and to state the truth calmly, reasonably, and pleasantly. In this way, we cause the least setback for animals. A good example was HSUS president, Wayne Pacelle, advocating for California's farm initiative on Oprah's episode, "Where Does Our Food Come From?" Mr. Pacelle delivered his message agreeably and sensibly without alienating people or making them more defensive. He held his ground firmly

and respectfully even when representatives of the meat industry hotly defended their cruel practices. To be the most effective, animal advocates must attempt to engage people without shutting them down. It is a balancing act requiring tact and skill.

People do not like to be confronted with ugly truths or made to feel guilty about them. They would rather shield their eyes from the animal cruelty happening all around them. Many people honestly have no idea—society hides its dark side well.

What animal advocates must do is to help people see the truth and offer friendly and helpful alternatives. We must keep trying and keep smiling, even in the face of opposition and scorn. Because the bottom line is the animals depend on us. And, because sometimes even the greenest animal advocate might be the one who touches another human heart and effects human change and spares an animal his or her life. That's why I don't mind bein' green. It's beautiful! And I think it's what I want to be.

Janet Weeks is a Sacramento editor and animal rights activist.