

Empowering EarthSave



“We’re not preaching to the converted, we're mobilizing the converted.” -- John Robbins

John Robbins founded EarthSave International in 1989 in response to the tremendous outpouring of love he received from hundreds of thousands of people who read *Diet for a New America*. Since then, the members and leadership of EarthSave have carried forward John's vision. Reaching out to each other and to our communities, we have built an international grassroots movement on the conviction that by making wise lifestyle and dietary choices, we can improve our health and the health of our world. The enthusiasm, hard work and commitment of many thousands of EarthSavers have made it one of the most highly respected organizations in the vegetarian movement. Along the way, we've made new friends, introduced hundreds of thousands of people to the benefits of a plant-based diet, and reinvented the potluck dinner. EarthSave has done well, and we know we can do even better.

Taking stock, building on accomplishments

Over the past year and a half, the EarthSave International Board of Directors has been looking at how we can help ensure EarthSave is the effective, powerful organization it needs and deserves to be. Beginning in late 2001, the Board set out to make an honest appraisal of EarthSave, both on a national and chapter level, and to come up with a renewed vision and structure. How do we build on our strengths? How can we address our weaknesses? How can EarthSave best make an impact out in the world?

The pursuit of such questions has led the Board to recognize EarthSave's need to bring more focus on the following areas:

Financial structure

- Mission
- Community outreach program development
- Building membership

Financial structure

For many years, local EarthSave chapters have been allocated a portion of membership monies to spend locally whenever someone in their city or area joined or renewed with EarthSave. In an effort to encourage membership growth and local activities, in 1999 the Board of Directors voted to dramatically increase the portion of the membership monies that were allocated for local activities. The allocation was increased up to 75% of the membership fees. Although this left very little money to cover the cost of newsletter, mailings, national activities and overhead, it was the hope of the Board that by directing the additional monies to local chapters, the overall organization would grow and become sustainable through the economies of scale.

In retrospect, while it may at the time have been a feel-good gesture to local chapters, the Board made a mistake. The decision wasn't based on any in-depth analysis; the Board had simply reasoned that by shifting significantly more resources to the local level, the chapters would use the additional revenue to grow EarthSave out of a slump it had been in for some time. Unfortunately, the actual impact was to take a model which was already broken and make it worse, because under the new split arrangement, each time someone made a contribution and joined an EarthSave chapter, it actually *cost* the national organization money.

In all but one of the four ensuing years since taking this decision, EarthSave has ended its fiscal year in the red, relying on key contributors as well as certain Board members to dig deeply into their pockets to help meet chronic shortfalls. The national organization is responsible for creating and pro-

moting programs and materials, printings and mailings, a quarterly newsletter, database, accounting services, modest overhead, and for insuring the organization functions pursuant to federal law. It is untenable for a national organization to find itself in a position of having to go out and raise additional monies each time it succeeds in convincing someone to join. And yet this is exactly how EarthSave was operated in recent years.

With a soft economy and a war in the Middle East hurting non-profit donations, the current Board realized if EarthSave were to continue, it had to adopt a more responsible and sustainable financial structure.

As part of the recent analysis, the Board looked at other non-profits in related areas. The Board studied organizations, including the Physicians Committee for Responsible Medicine (PCRM) and People for the Ethical Treatment of Animals (PETA), as examples of highly effective, hard-driving, successful organizations. However, these two weren't good financial examples for Earthsave to emulate as neither PCRM nor PETA are organizations with monetary obligations to local chapters (PETA once had local chapters but dissolved them during the '90s).

One particularly interesting model examined was the Sierra Club, one of the oldest and most successful non-profit organizations in the U.S. Like EarthSave, the Sierra Club is both a national organization and has local chapters. Unlike EarthSave, over recent decades the Sierra Club has developed and streamlined a structure that has allowed both the national organization and local chapters to thrive. The Sierra Club first insured the sustainability of its national presence, then focused on helping and inspiring the growth of local chapters. To accomplish this, the Sierra Club decided to keep the majority of membership dues at the national level of their

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Letter from the Chair

A stronger EarthSave, a better world

JOHN BORDERS JD
CHAIR, EARTHSAVE BOARD OF DIRECTORS

In Kentucky, the leaves are now turning every imaginable shade of red, orange and brown. The farmers' markets are winding down, as the farmers prepare for the winter season, selling the last of their garlic, greens and winter squashes. And people everywhere are enjoying the last warm days of the season, taking advantage of every opportunity to be outside before the cold weather sets in for the next several months. Having predictable, definitive seasonal changes--snow in the winter, rain in the spring, muggy hot days in the summer, and cool fresh air in the fall--is one of the attractions to living in the midwest and southeast parts of the country. Change is good, and with it comes plenty of opportunity for personal development and growth--leaving behind the baggage and renewing commitments to a better self, a better world.

Maybe the recurring opportunity for change in the seasons here has psychologically prepared people in our state for making positive personal changes in their eating habits. Or maybe our volunteers and staff at EarthSave Louisville and EarthSave Lexington have just worked extra hard to overcome the powers of tobacco, bourbon and fried chicken in our state. Regardless of the reason, we've had great success in getting the message of the myriad benefits of a plant-based diet into the mainstream. We're in the newspaper a lot, we're visible in our communities, we attract hundreds to our Turkey-Free Thanksgiving dinner each year and thousands to our Taste of Health event each spring. In short, we've gained mainstream acceptance and recognition, and hundreds of thousands of Kentuckians have been educated about the health and environmental benefits of a vegetarian diet. And there are two primary reasons for our success: our message is intentionally welcoming, and our purpose is to educate--not just to have potlucks and other support networks for the "already converted."

As our lead article, "Empowering EarthSave," indicates, we've made positive changes at the national level of our organization in order to make us more financially stable, to make our chapters more outwardly focused and successful, and to help insure our message is palatable to the mainstream. EarthSave plays a particularly important role in the family of other organizations which work to encourage people to eat lower on the food chain. Some animal rights-focused groups (many of which I personally support) play a very important role by getting industries to make positive changes for animals, but they often tend to alienate a lot of people because their message can come across as extreme. EarthSave is in the unique position of being the only national organization with chapters across the country, working to encourage people to make positive dietary changes and holding their hands through the transition.

As our founder John Robbins points out on page 7, we believe that we can have maximum positive effect for humans, the planet and animals by getting millions of people to make positive changes, no matter how small, rather than by getting a few people to live pure, vegan lifestyles. And Americans will only hear our message, and heed its call, if we focus on education and outreach and if we act always with love and compassion, not with judgment and impatience. An outward focus and an embracing message will bring about positive change. It might not be overnight, but the change will be steady and constant and measurable -- just like the falling leaves of the oak tree and the dogwood outside my window.

Please continue to support the work of EarthSave. We need your support and hope that you'll continue to donate generously of your time and money. Alone, we're like the branches of a tree, moving only at the whim of more powerful forces. But together, we become the tree itself -- powerful, constant and strong. Have a wonderful fall.

Yours for constant, positive changes,
John D. Borders, Jr.



John Borders and family.

Correction:
On page two of the Summer 2003 EarthSave News, under the "Think About It" feature, we noted that 25 million gallons of putrefying hog urine and feces was spilled into the New River in North Carolina. An astute EarthSaver pointed out that this should have read the Neuse River.

Who writes this stuff anyway?
You do.

The *EarthSave News* is written by our members, staff and contributors. It is one way EarthSavers from all corners can keep in touch. We want to hear from our members and chapters about what you're doing in your community to be good ambassadors of EarthSave, and to save the earth. Send letters and queries to Caryn Hartglass, at Caryn@earthsave.org or by mail to EarthSave International, PO Box 96, New York, NY 10108

Greed over science

Federal funding for research and development totals over \$100 billion dollars. The public expects that this research will be conducted independently and objectively. That isn't happening.

by Rep. Henry A. Waxman, Ranking Member, House Committee on Government Reform

The American people depend upon federal agencies to develop science-based policies that protect the nation's health and welfare. Recently, however, leading scientific journals have begun to question whether scientific integrity at federal agencies has been sacrificed to further a political and ideological agenda.

Recently staff on the House of Representatives Government Reform Committee assessed the treatment of science and scientists by the Bush Administration.

The report, *Politics and Science in the Bush Administration*, is available on the house.gov website and cites numerous instances where the Administration has manipulated the scientific process and distorted or suppressed scientific findings. Beneficiaries include important supporters of the President, including social conservatives and powerful industry groups.

Following are selected examples from this report which details where the Bush Administration has manipulated, distorted, or interfered with science on health, environmental, and other key issues.

Agricultural Pollution

As the potential impact of agricultural pollution has become more widely recognized, agricultural interests have expressed concern about the potential cost of regulation.[1] In testimony before Congress, USDA Secretary Ann M. Veneman promised that her Department would give farmers "the appropriate tools to continue to make the best decisions" on how to protect the environment.[2] However, USDA has instituted tight controls over the publication

of information tending to show negative consequences of agricultural practices, has attempted to suppress relevant research, and has prevented a senior scientist from speaking about potential adverse environmental consequences from hog farming.

In February 2002, USDA officials told top scientists in the Department's Agricultural Research Service to seek prior approval on all manuscripts pertaining to "sensitive issues." According to a Department memo, these issues included:

Agricultural practices with negative health and environmental consequences, e.g., global climate change; contamination of water by hazardous materials (nutrients, pesticides, and pathogens); animal feeding operations or crop production practices that negatively impact soil, water, or air quality. [3]

USDA has used this authority to withhold approval to study important issues. The Des Moines Register reported that USDA officials told microbiologist Dr. James Zahn not to publish the results of his study finding antibiotic-resistant bacteria in the air near hog confinements in Iowa and Missouri.[4] He was also not allowed to present his findings at public or private meetings in the spring of 2002, including one at a meeting of the Board of Health in Adair County, Iowa. According to the Des Moines Register:

Zahn later found a fax trail showing that information about his planned appearance first passed from an environmental advocacy group to a Des Moines TV station, then to the Iowa Pork Producers Association office. Someone there sent the fax to the National Pork Producers Council in Zahn's building. A pork council worker contacted Zahn's boss to question the appearance, Zahn said. [His boss] then called his superiors in Peoria, who decided Zahn could not speak at the meeting.[5]

Dr. Zahn's supervisor at USDA

attempted to justify these denials on the grounds that the studies dealt with human health and therefore fell outside his unit's mission.[6] This claim, however, was groundless. The unit's web site states: "The mission of the Swine Odor and Manure Management Research Unit is to solve critical problems in the swine production industry that impact production efficiency, environmental quality, and human health." [7]

Citations:

- [1] Iowa's Tough Stand against Runoff from Agriculture Is Gaining Support; Environment: There Is Growing Recognition That the Fields That Roll across the Heartland Can Create as Much Pollution as a Factory Belching Fumes, Los Angeles Times (Mar. 19, 2002).
- [2] USDA Secretary Ann M. Veneman, Testimony before the Subcommittee on Agriculture, House Appropriations Committee (Feb. 13, 2002).
- [3] USDA, List of Sensitive issues for ARS Manuscript Review and Approval by National Program Staff - February 2002 (revised) (Feb. 2002).
- [4] Ag Scientists Feel the Heat, Des Moines Register (Dec. 1, 2002).
- [5] Id.
- [6] Id.
- [7] USDA Agricultural Research Service, Swine Odor and Manure Management Research Unit (online at <http://www.nsrc.ars.usda.gov/>).

Food Safety

In 2003, the U.S. Department of Agriculture impaired the government's ability to obtain the best possible advice on foodborne illness by creating imbalance in an important advisory committee.

Established in 1988, the National Advisory Committee on Microbiological Criteria for Foods provides "scientific advice ... to assure the safety of domestic, imported, and exported foods." [1] Its advice, which must be "impartial," [2] covers how USDA should evaluate hazards like E. coli O157:H7, Salmonella and Listeria.[3] These bacteria were responsible for a series of foodborne outbreaks in 2002 that left dozens of Americans seriously ill or dead and led to the recall of more than 40 million pounds of

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Think About It...

Water required to produce one pound of U.S. beef:

(per Dr. Georg Borgstrom, Chairman of Food Science and Human Nutrition Dept. of College of Agriculture and Natural Resources, Michigan State University)

2,500 gallons

Water required to produce one pound of California beef:

(per the Water Education Foundation)

2,464 gallons

Water required to produce one pound of U.S. beef:

(per David Pimentel, Ph.D., Prof. of Ecology & Ag. Science, Cornell University, Ithaca, New York)

12,009 gallons

Water required to produce one pound of California foods

(according to Soil and Water Specialists, University of California Agricultural Extension, working with livestock farm advisors)

1 pound of lettuce	23 gallons
1 pound of tomatoes	23 gallons
1 pound of potatoes	24 gallons
1 pound of wheat	25 gallons
1 pound of carrots	33 gallons
1 pound of apples	49 gallons
1 pound of chicken	815 gallons
1 pound of pork	1,630 gallons
1 pound of beef	5,214 gallons

Four Burgers Versus a Year's Worth of Showers

If you shower each day for 7 minutes, using a shower with a low flow rate of 2 gallons per minute, you are using 14 gallons of water per day (7 minutes x 2 gallons), or 98 gallons per week. Rounding that up to 100 gallons per week, in 52 weeks you would be using 5,200 gallons of water per year to take a daily shower.

Comparing 5,200 gallons of water used taking a 7 minute shower every day for a year, to the 5,214 gallons of water it takes to produce a pound of beef (using the estimate above from water specialists at the University of California), it's clear that in California today, you can save more water by foregoing 4 burgers than you will save by not showering for an entire year!

Read John Robbins' *The Food Revolution* for these and many other important facts about the impact of diet choices on the environment, our health, and all life on earth.

Yes, we'll have no bananas

Thanks to selective breeding, our favorite fruit can neither reproduce nor defend itself from disease

by Robert Alison

The banana is about to disappear from store shelves around the globe. Experts say the world's favorite fruit will pass into oblivion within a decade. No more fresh bananas. No more banana bread. No more banana muffins or banana cream pie.

Why? Because the banana is the victim of centuries of genetic tampering. Scientists say they will be unable to prevent the extirpation of the banana as an edible commercial crop. And its demise may be one more powerful argument in the hands of those who are concerned about genetic modification of foods.

The banana's main problem is that it has become sterile and seedless as a result of 10,000 years of selective breeding. It has, over time, become a plant with unvarying genetic sameness. The genetic diversity needed to cope with environmental stresses, such as diseases and crop pests, has long ago been bred out of the banana. Consequently, the banana plantations of the world are completely vulnerable to devastating environmental pressures.

According to Emile Frison, newly appointed director-general of the Rome-based International Plant Genetic Resources Institute, science is helpless to prevent the demise of the banana. Already, he says, as much as 50 percent of the world's banana harvest is lost to insects and disease.

When humankind first encountered this fruit thousands of years ago we were probably not impressed by the almost inedible giant wild bananas. Historic mutations, rare and accidental, produced seedless bananas through chromosome triplication. Ancient humans focused on these seedless, pollen-less mutants to generate progressively more edible crops. Eventually, edible banana flesh retained only a few vague traces of the viable seeds once carried in the ancestral wild stock.

Ancient plant breeders grew edible bananas by grafting sterile mutants onto wild stems. This process was repeated for thousands of years to produce the emasculated, sterile -- and defenseless -- plantation banana that currently feeds millions of people globally.

But the stage was set for the final act in the story of this beloved yellow fruit in the 1950s. By then, generations of selective breeding had long since inhibited natural banana reproduction, and genetic tinkering had all but obliterated most commercial varieties. Eventually, one morph remained, the Gros Michel variety. All domestic stock was its clone, an exact genetic copy of that one variety. Every tree was equally vulnerable to plant disease, crop pests and climate variables.

Then Panama disease, a soil fungus, attacked banana plantations and the genetically enfeebled Gros Michel banana was virtually wiped out. By 1960, the Gros Michel was no longer a viable crop. Tireless agricultural research eventually produced a

successor, the Cavendish. For the past 40 years or so, the Cavendish has been virtually the only commercially grown stock available on store shelves in developed nations.

In the tropics, you can still find other, less desirable banana varieties, mainly grown as a starchy food staple rather than a sweet treat. But these tropical bananas aren't much like their commercial cousins in North American supermarkets. They taste bland. Their texture is often fibrous and mealy. North American consumers would probably find them quite unpalatable compared to the Cavendish, which is sweeter and smoother-textured.

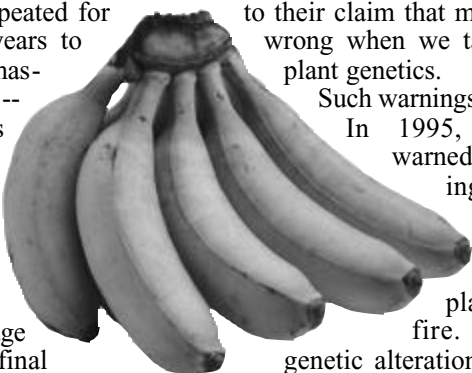
But like its genetic predecessor, the Cavendish is also sterile, equally unprotected from diseases and crop pests. And now a powerful plant pathogen, the Black Sigatoka fungus, has appeared on the scene, attacking the Cavendish stock around the world. Banana yields have already dropped by 50-70 percent, and banana-tree life spans have been reduced from about 30 years to just about two years. The genetic uniformity among Cavendish bananas has made them helpless to fight Black Sigatoka.

Nor can chemical spraying save the day. Commercial growers have long attempted to control the fungus using fungicides such as dibromochloropropane (now banned because it caused sterility and leukemia among banana industry workers). According to Dr. Frison, even powerful fungicides don't work against Black Sigatoka because the fungus is rapidly capable of developing resistance to them. Indeed, banana plantations in Costa Rica and the Amazon have already been largely destroyed.

The selective plant breeding that has brought us to this impasse is comparable to genetic engineering. Both change the genetic makeup of a plant, perhaps irreversibly. So the case of the banana gives ammunition to critics of genetic engineering and to their claim that much can go wrong when we tamper with plant genetics.

Such warnings aren't new. In 1995, biologists warned that changing the genetic makeup of a plant is like playing with fire. Even so, genetic alteration continues. At Oregon State University, scientists are at work on generating sterility in poplar trees; the Canadian Forest Service is looking into breeding insect resistance in white spruces; at the University of California, work is being done on changing root systems in walnut trees. And at the Independent University in Madrid, orange trees are being modified to promote early fruit-bearing and to grow oranges that are easier to peel.

The International Plant Genetic Resources Institute's Dr. Frison says biotechnology could still delay the loss of the banana, by providing the genetic blueprint of inedible wild varieties that can be genetically altered to create a genetically modified product.



It's the calories, silly!

Sometimes we hear that fat intake has declined over recent years, yet the population gets more obese, and people conclude that carbs are to blame, and fat isn't a bad guy. There are a few popular diets based on this false notion.

by Jeff Nelson

In July the *Journal of the American Dietetic Association* published another in what is becoming a long line of studies debunking the central premise of lo-carb diet myth. Proponents of plans like Atkins, Sugar Busters and the Zone have long used the following logic as the lynchpin of their sales strategy:

- a) in the '80s and '90s the government told us to eat less fat to lose weight;
- b) we ate less fat;
- c) we still got fatter; thus
- d) it's not the fat but something else -- the carbs -- that make you fat.

It's a very persuasive pitch -- except that it's false. Much of the published research on the amount of fat the average American has consumed during the '80s and '90s looked at fat as a percentage of total calories. When studies showed the fat percentage going down from, say, 38% of calories to 34% of calories, researchers reasoned we were "eating less fat." In truth, research now shows that we were eating *more*.

How is it possible? Because food manufacturers simply added more carbohydrates -- like sugar -- to their food. This means that while the same amount or more fat could be present in a given food, the percentage of fat that comprised total calories went down. So during the past 20 years the average American has actually been eating more grams of fat in their diet, even if the percentage of fat as total calories has gone down.

The bottom line of the new research is that Americans are getting fatter because they are eating more calories, period. During the past two decades Americans have increased the amount of fat they are eating, as well as the amount of carbs and protein.



They are eating more, and the "lower fat" strategy -- looking at fat merely as a percentage of calories, and not at overall calories -- has been shown to be a fallacy. Americans never went on a reduced-fat diet; they thought they had due to slick "low fat" marketing and a corporate-influenced USDA which permitted companies to use "percentage of fat" in making "low fat" claims. Americans have been eating more and more fat -- and everything else -- while mistakenly thinking they were eating a lower fat diet.

The low-carb diets are not only based on a nonsense, they are doomed to fail for at least three reasons: 1) they force you to eat foods which have been shown in hundreds of studies to increase your risk of cancer and heart disease; 2) they deprive you of adequate amounts of foods which contain phytochemicals and macronutrients which can help ward off many degenerative diseases; and 3) like most diets, they have a high long-term failure rate -- people have a hard time changing to a lifelong diet-style where they don't feel fully satisfied.

Conversely, research has shown repeatedly that actual lowfat (10 - 20% of calories), largely unprocessed plant-based dieters can successfully and happily maintain weightloss over many years. Added to that are the studies by medical doctors like Ornish, McDougall, Esselstyn, Goldhamer and Castelli, demonstrating that a lowfat plant-based diet can reverse heart disease, combat autoimmune diseases and save lives, and it's clear which way nature is pointing humans for health as well as weight control.

To read an abstract of this new study showing that fat consumption increased during the '80s and '90s, rather than decreasing, log onto:

http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?cmd=Retrieve&db=PubMed&list_uids=12830026&opt=Abstract

Doctors' group urges top hospitals to ban Atkins Diet

Nutrition experts call on U.S. hospitals to follow British lead

Washington, D.C.—Nutritionists with the Physicians Committee for Responsible Medicine (PCRM) are urging the top ten U.S. hospitals to ban the Atkins Diet. The nonprofit is hoping the institutions will follow the lead of England's Norfolk and Norwich Hospital, which just announced that it would ban the controversial diet from its menus. British hospital officials fear the diet, which was condemned by the government-funded Medical Research Council last week because of its link to kidney damage, is not safe enough for its patients.

PCRM has encouraged a similar policy in letters to Johns Hopkins Hospital (Baltimore); the Mayo Clinic (Rochester, Minn.); UCLA Medical Center (Los Angeles); Massachusetts General Hospital (Boston); Cleveland Clinic; Duke University Medical Center (Durham, N.C.); the University of California, San Francisco Medical Center; Barnes-Jewish Hospital (St. Louis); the University of Michigan Medical Center (Ann Arbor); and the University of

Washington Medical Center (Seattle).

"U.S. hospitals would be wise to emulate Britain's Norfolk and Norwich Hospital and protect their patients from the dangerous Atkins Diet," says PCRM nutrition director Amy Joy Lanou, Ph.D. "Hospitals that serve meat-heavy, fatty foods might be good at keeping their beds filled, but they're doing little to improve patient health. Research has clearly shown that high-protein, meat-heavy diets increase the risk of osteoporosis and kidney disorders and that low-fat vegetarian diets help prevent heart disease, diabetes, some cancers, and other health problems."

PCRM is in the process of reviewing food served at top hospitals across the country for a major report to be released next year. It's unclear at this point if any U.S. hospitals actually serve the Atkins diet. A recently published study showed that a growing number of U.S. hospitals are allowing fast-food companies to operate in their cafeterias.

Visit PCRM online at <http://www.pcrm.org>

Science News

Abstract: Sustainability of meat-based and plant-based diets and the environment

David Pimentel and Marcia Pimentel, *Am. J. Clin. Nutr.* 2003 78(3): p. 660S-663S

From the Department of Ecology and Evolutionary Biology, Cornell University, Ithaca, NY.

Worldwide, an estimated two billion people live primarily on a meat-based diet, while an estimated four billion live primarily on a plant-based diet. The US food production system uses about 50% of the total US land area, 80% of the fresh water, and 17% of the fossil energy used in

the country. The heavy dependence on fossil energy suggests that the US food system, whether meat-based or plant-based, is not sustainable. The use of land and energy resources devoted to an average meat-based diet compared with a lactoovovegetarian (plant-based) diet is analyzed in this report. In both diets, the daily quantity of calories consumed are kept constant at about 3,533 kcal per person. The meat-based food system requires more energy, land, and water resources than the lactoovovegetarian diet. In this limited sense, the lactoovovegetarian diet is more sustainable than the average American meat-based diet.

EarthSave

NEWS

- Our Mission**

EarthSave educates people about the powerful effects our food choices have on the environment, our health and all life on Earth, and encourages a shift toward a healthy, plant-based diet.
- Board of Directors**

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More than 35 chapters and branches - see page 12

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COMMENTS/SUGGESTIONS

We welcome your feedback and ideas. Please write or email us.

Contributors

The deadline for articles, letters and photos for the next issue is December 30, 2003, for consideration in the next issue. Fax, mail, or e-mail submissions to the Editor at the office, or to information@earthsave.org.

The editor reserves the right to reject or edit all submissions. Opinions expressed by contributors are not necessarily those of EarthSave International.

EarthSave educates, inspires and empowers people to shift toward a diet centered on fruits, vegetables, grains and legumes -- food choices that are healthy for people and for the planet. Our influence and effectiveness is dependent upon our members, donors, and benefactors.

©2003 EarthSave International
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- WORLD TRADE ORGANIZATION DESTROYS SMALL FARMERS
- by Dave Georgis, EarthSave Boulder
- Late September 2003 in Cancun Mexico, Lee Kyung Hae, a 56 year old Korean peasant farmer, climbed to the top of a police barricade blocking access to the World Trade Organization Ministerial meetings, displayed a sign that said "WTO Kills Farmers", and plunged a knife into his chest. He died hours later.

Mr. Hae, who traveled to Mexico with a Korean delegation to show solidarity to thousands of Mexican peasant farmers who were protesting the WTO and globalization, sacrificed his life to bring attention to what is becoming an indisputable reality: Corporate Globalization threatens the livelihood of millions of farmers world wide.

Consider the facts: Since 1995 (when both NAFTA and WTO regulations went into effect), 1.5 million Mexican "campesinos" have been economically displaced. In India, the world's third largest agricultural producer, more than 20,000 farmers commit suicide annually, often by drinking pesticides. Here in the US, where 500 farmers file for bankruptcy per week, the farmers have dwindled from nearly 40% of the population before WWII to less than 1.5% today. The bad news goes on and on.

Why these trends? Because the World Trade Organization, International Monetary Fund and the World Bank - all global "one size fits all" organizations - systematically force policies on countries that undermine small, sustainable, subsistence agriculture in favor of export-oriented agribusiness.

Case in point: US and EU farm subsidies have been grandfathered into the WTO and NAFTA trade regulations, while import tariffs in other countries have been abolished. This allows US exporters to dump crops into developing countries at prices 25% below production costs and forces small farmers in those countries out of business. But its not small farmers from the US competing against small farmers in the third world. 80% of US farm subsidies go to only 9% of farmers -- big,
- multinational agribusiness companies like Cargill and Archer Daniels Midland. Small US farmers suffer the same fate as their campesino brothers.

It doesn't end there. The WTO TRIPs agreement (Trade Related Intellectual Property Rights) allows the patenting of life forms. Large corporations can patent seeds, bred by indigenous cultures over thousands of years, and force farmers to either buy the seeds or, if they follow tradition and save seeds from year to year, pay royalties on them. Monsanto recently received a patent (Patent No. EP 0445929 B1) on a traditional Indian wheat variety. Before that, RiceTec tried to patent Basmati Rice (Patent No. 5663484).

Maize (corn) was bred over thousands of years in Mexico, from the native variety the size of a pinky, to the many varieties in use today. Ironically, genetically engineered and patented corn varieties have been imported into Mexico at artificially low prices and have found their way into farmer's fields. Traditional varieties have since been found to be genetically contaminated with the engineered versions. Under patent law, a company can sue for patent infringement farmers whose crops are accidentally contaminated, as Monsanto has already done in cases in Canada and the US. How will farmers in developing countries defend themselves against such cases? It's no wonder that Indian farmers would rather drink pesticides than continue to fight a losing battle against big agribusiness.

What's the alternative? How about a "Fair Trade Organization" that embodies the following principles"

 - ✍✍ Democracy - Make all trade agreements open and transparent.
 - ✍✍ Local control - Decisions that affect local communities should be made locally.
 - ✍✍ Sustainability - Trade rules should favor the most sustainable approaches to agriculture and industry.
 - ✍✍ Diversity - Biodiversity and cultural diversity should be protected.
 - ✍✍ Human rights - Human rights, especially of indigenous peoples, should
- trump corporate interests.

 - ✍✍ Livelihood and employment - The economic security of all people should be considered in all trade agreements.
 - ✍✍ Food security and safety - Access to abundant and safe food is a basic human right.
 - ✍✍ Equity - Trade agreements should consider the current economic gap between rich and poor nations and peoples.
 - ✍✍ Precautionary Principle - The burden of proof of the safety of new technologies like genetic engineering should fall on the corporations promoting them. Civil society should not be expected to prove them unsafe, as is currently the case.

The WTO experiment of the last decade has been a disaster. It is time to embrace an alternative approach, which protects the common good over the interests of huge corporations. Lee Kyung Hae gave his life to save the lives and livelihoods of billions of third world people. Now, all people of conscience must speak up for a new paradigm of globalization.
-
- Dave Georgis, above right, is interviewed in Cancun by Maine Indy Media. Dave is the Chair of EarthSave Boulder. He is also the Director of the Colorado Genetic Engineering Action Network, and can be reached at director@foodlabeling.org
- Study: Farm subsidies undermine poor farmers
- From WorldWatch
Vital Signs Fact of the Week
- Governments belonging to the Organisation for Economic Co-operation and Development (OECD) gave \$311 billion in subsidies to their agricultural sectors in 2001. These farm subsidies allow food crops exported by farmers in industrial countries to be sold at prices 20-50 percent below the cost of production, undermining farmers in developing nations.
- The average person in a developing country selling into world markets confronts barriers that are roughly twice as high as those faced by counterparts in industrial nations.
- | Year | Others | United States | Japan | Eur. Union | Total |
|------|--------|---------------|-------|------------|-------|
| 1986 | 100 | 100 | 100 | 50 | 350 |
| 1987 | 110 | 100 | 100 | 50 | 360 |
| 1988 | 100 | 100 | 100 | 50 | 350 |
| 1989 | 100 | 100 | 100 | 50 | 350 |
| 1990 | 110 | 100 | 100 | 50 | 360 |
| 1991 | 120 | 100 | 100 | 50 | 370 |
| 1992 | 110 | 100 | 100 | 50 | 360 |
| 1993 | 110 | 100 | 100 | 50 | 360 |
| 1994 | 110 | 100 | 100 | 50 | 360 |
| 1995 | 110 | 100 | 100 | 50 | 360 |
| 1996 | 110 | 100 | 100 | 50 | 360 |
| 1997 | 110 | 100 | 100 | 50 | 360 |
| 1998 | 110 | 100 | 100 | 50 | 360 |
| 1999 | 110 | 100 | 100 | 50 | 360 |
| 2000 | 110 | 100 | 100 | 50 | 360 |
| 2001 | 110 | 100 | 100 | 50 | 360 |
- Yes, there is a free lunch!

EarthSave Miami's Susan Hargreaves has been serving it
- By Susan Hargreaves,
Earthsave Miami
- Believe it or not there are free lunches. We can ensure that those lunches are good for the planet and good for the diner.

Camillus House in Miami, Florida and the Toronto Friendship Center in Ontario, Canada have both offered free vegan fare to those in need. A Fort Lauderdale Beach park, a North Miami Doctor's office (Earthsave Board member Dr. Oaklander) and a concert in the park have all been ideal sites for pain-free and pleasurable introductions to scrumptious veggie meals.
- In my twenty-one year history of promoting a plant-based diet I have successfully organized complimentary meals at each of the aforementioned locations. Neighborhood restaurants, caterers and talented cooks donated to each event. Familiar comfort food was dished up without the cruelty factor.
- Think globally eat veggie locally
- At Camillus house on Thanksgiving two hundred people dined on world cuisine. Black beans and rice, fried plantains, sweet Cuban coffee, fresh salads, soups and organic breads, Chinese stir-fried vegetables with
- fried tofu, fried rice, vegetable lo-mein, homemade fruit pies and Tofutti-c Cies were all part of the smorgasbord. The Tofutti Cuties went like hot cakes.

One hundred and twenty five clients of the Toronto Friendship Center enjoyed a spring feast of mashed potatoes, gravy, homemade veggie burgers, veggie samosas, fresh veggies and homemade apple strudel. The serving table was set with fresh flowers and a colorful spring print tablecloth.

I have found that serving pre-prepared meals is easier than making the food yourself.

At both of the above events people who helped with the meal
- sat with the diners after the meal was served and ate the meal with the other diners.

Goodwill promotes positive change

Giving generates goodwill in the community and can positively encourage a shift to a vegetarian diet.
- Media**

These events can be well covered by the media. Be sure to discuss the possibility of media attention with the coordinator of your venue. They may request that any pictures not show the faces of their diners or permis-
- LUNCH/PAGE 11

Making Sense of Fats and Oils

by Brenda Davis, R.D.

Editor's Note: Last issue we ran an article on fats by John McDougall, M.D. This month we're presenting some additional views from renowned nutritionist Brenda Davis, R.D.

For healthy vegetarians, cutting down too much on wholesome, high-fat plant foods poses several problems.

QUESTION: What are the best fats and oils for vegetarians and vegans, and is it always better to follow a low-fat diet?

BRENDA DAVIS answers: Let's begin with the question of low fat diets always being better.

Very low-fat diets have been popular among vegetarians because of their proven effectiveness in treating severe coronary artery disease. People often assume that such diets would therefore be the best choice for all vegetarians. But what's best for healthy vegetarians, particularly growing vegetarian children, can be quite different from what's best for people with serious chronic disease.



Brenda Davis, R.D.

It's important to realize that the adverse effects of excessive fat are consistently linked with animal fats and processed fats and oils containing trans fatty acids. The unprocessed fats and oils of whole plant foods have quite a different effect on health. Many studies have demonstrated that the fat in nuts, seeds, avocados, olives and other plant foods is actually protective. When people get most of their fat from these sources, they can consume relatively high amounts without adverse effects. In contrast, people who get most of their fat from animal foods and processed products tend to be at risk even at moderate fat intakes. They really do need to cut down on these potentially damaging fats and oils.

For healthy vegetarians, cutting down too much on wholesome, high-fat plant foods poses several problems:

Very low-fat diets may provide excessive bulk and insufficient calories, particularly for infants, children, and people with very high energy requirements, like athletes or labourers.

Very low-fat diets often contain inadequate amounts of essential fatty acids, especially the omega-3 fatty acids (discussed below).

Insufficient fat can compromise absorption of fat-soluble vitamins (A, D, E, and K), minerals (including iron, zinc, manganese, and calcium), and healthful phytochemicals (like the lycopene in tomato products).

People on very low fat diets often become "fat phobic." They assume all high fat foods are bad and that all low fat foods are good. This often leads them to choose foods that are actually "nutritional washouts" (packaged fat-free cookies, cakes, and chips, for example) while obsessively avoiding higher-fat plant foods that are very nutritious, like avocados, olives, nuts, seeds, and tofu.

Very low-fat diets can cause a drop in HDL-cholesterol ("good cholesterol") and a rise in triglycerides (another potentially damaging blood fat, like LDL-cholesterol), actually increasing your risk for cardiovascular disease. However, this is not normally a problem unless you replace the fat with refined carbohydrates, like sugar and white flour products.

So, how much fat should you eat? I'd suggest something in the range of 15 to 30 percent of calories. But remember, the quality of the fat is at least as important as the quantity.

That brings us to part two of your question: What are the best fats and oils for vegetarians?

Without a doubt the answer is whole plant foods, like nuts, seeds, avocados, olives, and soybeans. These foods are packaged by nature to protect their fats and oils from damaging light, heat, and oxygen. They also carry valuable vitamins, minerals, phytochemicals, plant sterols, essential fatty acids, and fibre.

As I've already suggested, the fats in these foods are actually good for us. That's right: we need fat. It provides energy, insulation, and "padding," not just for our posteriors but to protect internal organs. We need fat to absorb many vitamins, minerals and phytochemicals. Certain fats are required for healthy cell membranes and to maintain cell integrity, permeability, shape, and flexibility. These fats also are critical for the development and functioning of the brain and nervous system. Finally, they are the building blocks for hormone-like substances called eicosanoids that regulate many organ systems.

These special fats are known as essential fatty acids (EFA), because they are as essential for our survival as vitamins and oxygen. How do we ensure that we eat good fats? Begin by reducing your intake of foods rich in saturated fats, cholesterol, and trans fatty acids. Unless you use large amounts of tropical plant oils (coconut, palm, and palm kernel oil), vegan diets are generally low in saturated fat. They're always free of cholesterol. On the other hand, lacto- and lacto-ovo vegetarian diets have the potential to be high in saturated fat and cholesterol if you eat a lot of eggs or full-fat dairy products.

There is considerable controversy about tropical oils. In less affluent parts of the world where the indigenous diet is plant-based and coconuts and other high saturated-fat plant foods are staples, the rates of chronic disease are relatively low. By contrast, tropical oils are scarce in most North American diets, yet chronic disease rates are high. Research suggests that - when consumed in moderation as part of a high fibre, cholesterol-free, plant-based diet - coconut and other saturated fat-rich plant foods do not increase cholesterol levels or heart attacks.

So it's unnecessary for vegans or vegetarians to completely eliminate these foods from their diets. The small amount of saturated fat coming from whole plant foods may in fact be of benefit for vegans. These are very stable fats with a low risk of being damaged and made dangerous to your health by oxidation, in contrast to the unstable polyunsaturated fats that are generally very high in vegan diets.

What about cholesterol? Since it's found only in animal foods, this potential artery clogger is rarely a problem in vegetarian diets, unless you eat a lot of eggs and high fat dairy products.

Trans fatty acids are another story. The product primarily of hydrogenation (the food technology process of changing liquid oils into solid fats), the main sources of these harmful fats are:

shortening

hydrogenated commercially prepared foods, like crackers, cookies, cakes, pastries, potato chips, frozen convenience foods (just about any commercial snack food)

and, of course, any food that lists "hydrogenated" or "partially-hydrogenated" vegetable oil on the label.

Also, beware of fast food establishments: they generally use hydrogenated oils for deep-frying.

Because trans fatty acids increase the risk of degenerative diseases, they should be avoided.

Now for the healthy fats.

One of the biggest problems with fat in the vegetarian diet (and many nonvegetarian diets too) is that we get a poor balance of essential fatty acids.

There are two essential fatty acids:

Linoleic acid, from the omega-6 family, which can be converted and elongated in our bodies to two very important long-chain fatty acids named GLA (gamma-linolenic acid) and AA (arachidonic acid).

Similarly, alpha-linolenic acid, from the omega-3 family, which can be converted and elongated to two other very important long-chain fatty acids: DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid).

Most people get too much of the omega-6 fatty acids in their diet and not enough of

We need about 2 to 3 grams. You can get this much from:

- 1 tsp. flax oil
- 1/4 cup walnuts
- 2 Tbsp. soy oil
- 1 Tbsp. hemp oil
- 20 cups dark greens
- 1 cup soybeans
- 1 Tbsp. ground flaxseeds
- 4 tsp. canola oil
- 12 ounces firm tofu

Consider getting a direct source of EPA and DHA, especially if you're pregnant or lactating.

For lacto-ovo vegetarians, omega-3 rich eggs are a reasonable source of DHA.

For vegans, microalgae-based supplements are the best option. While seaweeds themselves contain some EPA, they are so low in fat you'd have to eat enormous (and potentially unhealthful) amounts to make any significant contribution to omega-3 intake.

There are two companies that market vegetarian DHA. NuTru sells "Omega-Zen3" with 300 mg of DHA per capsule, and Seroyal of Toronto sells a 100 mg capsule, but only through licensed health practitioners. Martek and OmegaTech also sell microalgae-based DHA, but their capsules are made of nonvegetarian gelatin. A reasonable daily intake of DHA would be 100-300 mg. Use 200-300 mg during pregnancy and lactation.

To ensure the highest quality of fat in your diet, remember to use fresh, whole plant foods.

Whenever possible, choose mechanically-pressed, unrefined oils.

Store nuts, seeds and oils in a cool, dry place in airtight containers away from direct sunlight. When properly stored, unshelled nuts and whole seeds last up to a year. Shelled nuts and ground seeds can be stored in the refrigerator for up to four months or in an airtight container in the freezer for up to one year. Ground flaxseeds are more unstable due to their high omega-3 content. They are best stored in the freezer after grinding. Nut halves keep better than pieces as they are less exposed to light and oxygen.

While refined oils last many months in the pantry, fresh-pressed oils (other than olive oil) go rancid much more quickly and need to be refrigerated and used within two months (flax oil is best used up within six weeks). Olive oil lasts longer than other fresh-pressed oils and can be stored in the pantry for up to three to four months.

Finally, oils are easily damaged by heat, especially those containing omega-3 fatty acids. But those like olive oil, organic canola oil, and high oleic sunflower or safflower oil that contain mostly monounsaturated fats are more stable when heated and are your best choice for cooking and baking. So is nonhydrogenated margarine (casein-free, if you're vegan).

With just a little bit of care, a vegetarian diet can be a source of fats and oils that add savour to your meals and health to your years.

One of the world's most respected vegan dietitians, Brenda Davis is co-author of the acclaimed *Becoming Vegetarian* and *Becoming Vegan*. Her latest book is *Dairy-Free & Delicious*.



the omega-3s. This imbalance may result in poor brain development and reduced visual acuity in infants. In people of any age, it may also contribute to chronic diseases, immune/inflammatory disorders, and psychological disorders too.

Linoleic acid is found mainly in seed oils (like sunflower, safflower, sesame, and grape), corn oil, soy, and grains. Alpha-linolenic acid is found mainly in flax seeds, hemp seeds, greens, canola oil, walnuts, and soy.

Few plant foods contain the long-chain fatty acids, which are most commonly found in fish (omega-3s - namely EPA and DHA) and meat (omega-6s - namely AA). Algae and seaweed are the only exception. They contain long-chain omega-3s, but generally in very small amounts.

Thus, vegans (but not necessarily vegetarians, see below) get almost all their long-chain fatty acids from internal conversion of the short-chain EFA. Unfortunately, this conversion is very limited for omega-3 fatty acids: only about 4-10% of alpha-linolenic acid is converted into EPA, and just 2-5% becomes DHA. Worse, high intakes of omega-6 fatty acids can competitively block this conversion by up to 50%.

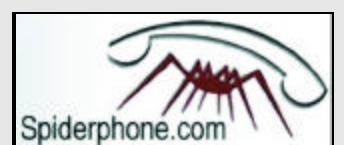
Fortunately, to optimize your essential fatty acid balance there are several things you can do:

Limit your use of linoleic-acid-rich oils (see above).

Select foods rich in monounsaturated fat as your primary fat source: nuts and nut oils, olives and olive oil (extra virgin is best), canola oil (preferably organic), and avocados.

Include a good source of alpha-linolenic acid in your diet every day.

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Are organic farms less efficient?

I am perplexed. I like the idea of eating organic food, because I don't want to eat pesticides. But I am very concerned about world hunger. Aren't organic farms less efficient? Don't they produce lower yields? I don't want to expose my body to poisons and I don't want to contribute to pollution, but I also don't want to be elitist and eat in a way that only the rich and privileged can afford.

John Robbins responds:

Thanks for your concerns. It has long been a myth that organic farming produces reduced yields compared to conventional farming systems, but that simply isn't true. The latest study on the subject was published in the April 18, 2001, issue of the scientific journal *Nature*. The study was conducted by researchers at Washington State University from 1994 to 1999, and compared organic, integrated, and conventional apple orchards.

The organic orchards did not use pesticides or synthetic fertilizers, and relied instead on Earth-friendly practices such as compost, mulch, and thinning fruit by hand. The integrated systems used compost and mulch, but also used herbicides and synthetic fertilizers. The conventional orchards relied on pesticides, synthetic fertilizers, and chemical fruit thinners.

As things turned out, all three systems had



similar apple yields, and there were no significant differences in pest or disease damage across the three apple production systems. But the organic orchards showed the highest soil quality, environmental sustainability, profitability, and energy efficiency.

The organic systems had the least adverse environmental impact. Consumer tests found that the organic orchards also produced apples with the most taste appeal. This preference stood up over time. Consumers found that organic apples tasted better than either the conventional or integrated apples, both at harvest and after six months of storage.

Although the organic system involved higher labor costs, they were more profitable because the organic farmers did not have to buy expensive chemicals, and also because they were able to sell their produce for a higher price.

This study dealt with apples, but similar results have been found in studies done on a vast array of food crops.

To my eyes, the movement toward organic agriculture is one of the most promising transitions currently occurring in our society. I believe that one day people will look back upon these times with amazement that we ever sought to grow our food with poisons.

Yours for a healthy world in which no human being ever goes hungry.

Ask John Robbins

EarthSave Founder, bestselling author & humanitarian

John Robbins is the founder and Board Chair Emeritus of EarthSave International. He is the author of *The Food Revolution -- How Your Diet Can Help Save Your Life and Our World*.

He is also author of the international bestseller *Diet for a New America -- How Your Food Choices Affect Your Health, Happiness, and the Future of Life on Earth*, *The Awakened Heart -- Meditations on Finding Harmony in a Changing World*, and the widely acclaimed *Reclaiming Our Health -- Exploding the Medical Myth and Embracing the Source of True Healing*.

Considered one of the world's leading experts on the dietary link with the environment and health, John's work has been the subject of cover stories and feature articles in nearly every major US newspaper and magazine. His life and work have also been featured in an hour long PBS special titled, "Diet For A New America."

The only son of the founder of the Baskin-Robbins ice cream empire, John Robbins was groomed to follow in his father's footsteps, but chose to walk away from Baskin-Robbins and the immense wealth it represented to "...pursue the deeper American Dream...the dream of a society at peace with its conscience because it respects and lives in harmony with all life forms. A dream of a society that is truly healthy, practicing a wise and compassionate stewardship of a balanced ecosystem."

One of the most eloquent and powerful spokespersons in the world for a sane, ethical and sustainable future, John has been a featured and keynote speaker at major conferences



John Robbins

sponsored by Physicians for Social Responsibility, Beyond War, Oxfam, the Sierra Club, the Humane Society of the United States, the United Nations Environmental Program, UNICEF, and many other organizations dedicated to creating a healthy, just, and sustainable way of life.

He is the recipient of the Rachel Carson Award, the Albert Schweitzer Humanitarian Award, and the Peace Abbey's Courage of Conscience Award. The widespread media attention he has received has included numerous appearances on national shows including Oprah, Donahue and Geraldo. When John spoke at the United Nations, he received a standing ovation.

John serves on the boards of many non-profit groups working toward a thriving and sustainable way of life. He lives with his wife Deo, their son Ocean and his wife Michele, and their grandsons River and Bodhi in the hills outside Santa Cruz, California. The Robbins' offices and home are powered entirely by solar electricity.

Visit John's website: www.FoodRevolution.org

Food served in

Is anybody doing anything to change the food in schools? It's terrible. Last week I took my 8-year-old to a school picnic. It was a lovely day, but they served bologna and cheese sandwiches on white bread, with mayonnaise. Plus cookies and ice cream. And, of course, enormous plastic jugs of Coke. In class, pupils earn credits for good behavior, which they can use to get candy and Cokes. Help!

John Robbins responds:

My, oh my. That is a shame. Maybe you and your child could wear one of the T-shirts to school that says "If you love me, don't feed me junk food." I wish these parents and teachers and administrators could understand what they are doing to the precious children in their care.

Fortunately, there are some people trying to change things. The chairperson of the Senate Agriculture Committee, Senator Tom Harkin, has proposed that the government subsidize the cost of giving away fruit and vegetables in school cafeterias as an alternative to candy and snacks that are sold in vending machines.

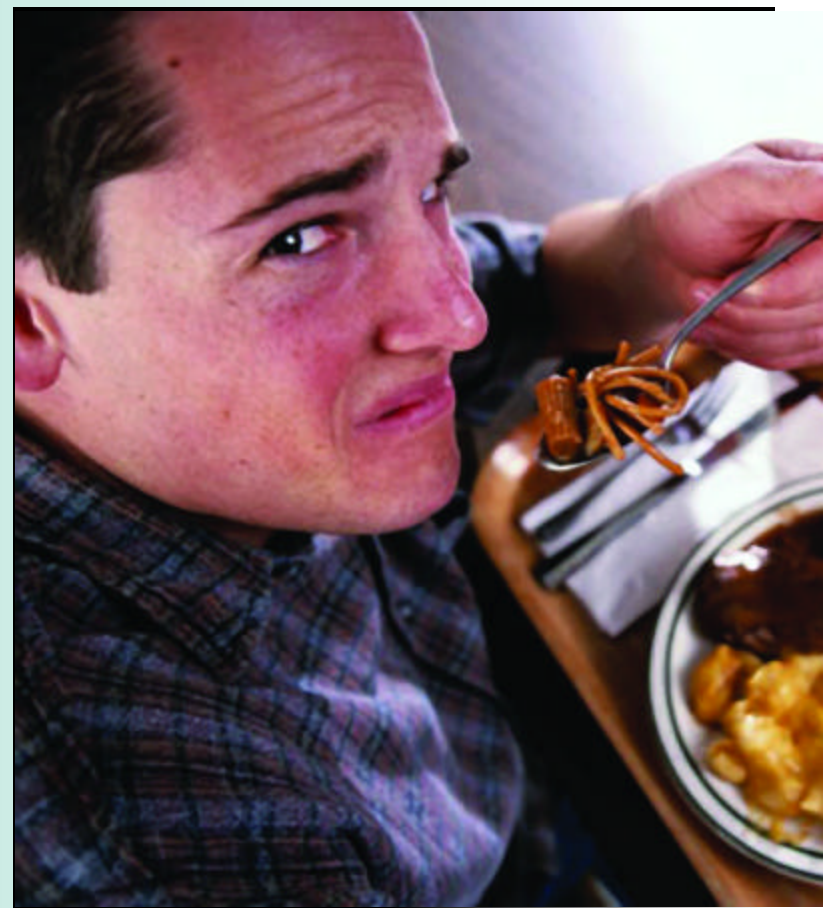
Los Angeles Unified School District, which has 748,000 students on its 677 campuses, prohibits carbonated drink sales at elementary schools. And recently, the board of the nation's second-largest school district extended the ban, effective January, 2004, to also include the district's approximately 200 middle and high schools. The Board voted unanimously for this step, despite the vehement opposition of the National Soft Drink Association.

Up until now, most Los Angeles Unified Schools have relied on soda sales to fund student activities such as sports and field trips. Sodas sold in vending machines and student

stores have generated an annual average profit of \$39,000 per high school.

Wouldn't it make far more sense to fund schools adequately in the first place, so they don't have to sell soft drinks and other junk food to cover their costs?

Change is painfully slow, but it is starting. In 2001, Berkeley, California, schools went organic. In 2002, the Oakland school district



banned vending machines, candy, soda pop and other junk food from its campuses. In the fall of 2002, Palo Alto (California) Unified School District went all organic.

I know it's frustrating seeing the junk food all-too-often eat in schools. But here's a recent report about how things can indeed change, written by Jon Rappaport, titled "A Miracle in Wisconsin"...

In Appleton, Wisconsin, a revolution has

On being pure

I've been a vegetarian for 28 years and I certainly agree with your stance and yet during this 28 years, I've killed various animals by my behavior, which is to drive a car at high speeds. I'm wondering that nobody ever seems to get into this part of the car's inherent problem.

John Robbins responds:

You know, India has a sacred cow. Instead, we have a sacred car. Cars do a lot of damage. They burn up a tremendous amount of gasoline, and road building does a tremendous amount of damage, and yet we're part of this society. I'll tell you my answer, because I think this touches on part of a bigger question, and I want to deal with that. I don't try to be pure. I've given that up. I failed so miserably.

I try to be whole; I try to be alive; and I try to make a difference. I think it's like the bell curve. I don't mean that book. I mean the random distribution, just random numbers, of a population on a given issue. Let's picture a teeter-totter, and you've got a fulcrum and it turns on that. On top of that teeter-totter you've got the bell curve of humanity. Some people will say to have the most leverage, you've got to be as pure as you possibly can. "Go out here. Just live on fruit or just bread, and don't drive a car and don't wear clothes -- don't think anything but positive thoughts and just be as pure as you can possibly be, because that way your weight is furthest from the fulcrum and has the most impact."

That's a point of view, but it's not mine right now. To me, if you're way out there, the only people you

can even relate to and have any rapport with are the people right next to you. Have you noticed people like that will often quibble and fight with each other about how this wasn't pure or that wasn't?

What I'm thinking about is that right in the middle we have this enormous conglomeration of people. If you're there -- if you're in that area somehow -- you're affecting a lot of people. You're part of something very chaotic, but something that's got a lot of juice in it. What happens if everybody at a certain place in middle there moves just a half step? That's going to do WAY more good than even a few communities of people out at the far end -- although there's a place for that, because it stretches the envelope. People will say, "Well, THAT's weird, but THIS isn't."

There's a place for all of this, but what I'm trying to say is for me I don't try to be as pure as I can be. I don't have this more vegetarian-than-thou -- "I don't drive a car." I DO drive a car. I know that it's damaging things. I do feel that, but by being PART of the culture we have a better shot I think of making that transformation. For a lot of us, that's where we are if we find ourselves in this room, we are part of this culture. We imbibe its assumptions and values -- so can we transform those? Can we work them through and then be part of the movement by which we find ecologically sustainable ways of transportation and ways of living that respect life, so that we don't kill lightly and we try not to kill at all?

Transcribed from a Q&A period during a talk by John Robbins.

Can boys' difficult behavior be helped by diet?

My partner works at a private youth detention facility (half way house). When he told me about the difficult behavior of the boys and the trouble in getting them up in the morning, I advised him to limit caffeine. This has been helping. What other things can be eliminated so the boys feel and act better? Thanks so much!

John Robbins responds:

Thanks for being concerned about these youngsters. I don't know how much power your partner has over the food eaten at the detention facility where he works, but when changes have been made in the diets eaten by youth at such places, the results have been remarkable.

In a series of studies conducted in the 1980s, chemical additives were removed and sugar was reduced in the diets of juvenile delinquents. Overall, 8,076 young people in 12 juvenile correctional facilities were involved in these studies. The result? Deviant behavior fell 47 percent. In Virginia, for example, 276

juvenile delinquents at a detention facility housing particularly hardened adolescents were put on a diet that contained no sugar or chemical additives for two years. During that time, the incidence of theft dropped 77 percent, insubordination dropped 55 percent, and hyperactivity dropped 65 percent. In Los Angeles County probation detention halls, for another example, 1,382 youths were put on a similar diet. Again, the results were excellent. There was a 44 percent reduction in problem behavior and suicide attempts.

These and other studies have found that marvelous things happen when troubled youngsters are put on a healthy diet based on nutrient-dense foods like whole grains, vegetables, and fruits, and avoid sugar and artificial colors, flavors, and preservatives.

I wish you and your partner all the best in your efforts to improve the diets and lives of the young people in your lives and work.

chools sucks!

occurred. It's taken place in the Central Alternative High School. The kids now behave. The hallways aren't frantic. Even the teachers are happy.

The school used to be out of control. Kids packed weapons. Discipline problems swamped the principal's office. But not since 1997.

What happened? Did they line every inch

were removed.

As reported in a newsletter called Pure Facts, "Grades are up, truancy is no longer a problem, arguments are rare, and teachers are able to spend their time teaching."

Principal LuAnn Coenen, who files annual reports with the state of Wisconsin, has turned in some staggering figures since 1997. Drop-outs? Students expelled? Students discovered to be using drugs? Carrying weapons? Committing suicide? Every category has come up ZERO. Every year.

Mary Bruyette, a teacher, states, "I don't have to deal with daily discipline issues...I don't have disruptions in class or the difficulties with student behavior I experienced before we started the food program."

One student asserted, "Now that I can concentrate I think it's easier to get along with people..." What a concept---eating healthier food increases concentration.

Principal Coenen sums it up: "I can't buy the argument that it's too costly for schools to provide good nutrition for their students. I found that one cost will reduce another. I don't have the vandalism. I don't have the litter. I don't have the need for high security."

At a nearby middle school, the new food program is catching on. A teacher there, Dennis Abram, reports, "I've taught here almost 30 years. I see the kids this year as calmer, easier to talk to. They just seem more rational. I had thought about retiring this year and basically I've decided to teach another year---I'm having too much fun!"

Pure Facts, the newsletter that first ran this story, is published by the non-profit Feingold Association. In my book *Reclaiming Our Health*, I write extensively about the Feingold Association, and the dramatic decrease in delinquency, ADD, ADHD, and Ritalin use that occurs when kids are shifted to a healthier diet. You can get a copy through my website at www.FoodRevolution.org.

Thanks for caring,
And hang in there...
John

My husband is hooked on cheesy pizza

My husband loves pizza. He is also a fan of yours, and says it's okay to eat as much as he likes because it's vegetarian. I'm afraid because he eats so much cheese on his pizza that he's going to have a heart attack. He particularly likes stuffed crust pizzas. What can I tell him about cheese and pizza that will help him to cut back?

John Robbins responds:

A few months ago the Center for Science in the Public Interest (CSPI) released a study they titled "More cheese on your pizza means more crust in your arteries."

According to the study, a single serving of plain cheese pizza contains 50% of your daily value for saturated fat. This is true, but understates the problem. Bear in mind that the daily value is set far too high for optimum health, as a concession to the enormous political power of the dairy and meat industries (the primary purveyors of saturated fat in the American diet). Besides, few

people stop at a single slice of pizza.

You said your husband particularly likes stuffed crust pizzas. That's too bad, because stuffed crust pizzas are particularly bad. These pizzas have cheese directly injected into the pizza's crust. The lead author of CSPI's study, Jane G. Hurley, said, "You need cheese stuffed into a pizza crust like you need reverse liposuction to force more fat under your skin."

I don't know what you can say to help your husband, although of course I hope you show this to him. What would happen if you told him that you loved him, and want him to be around a long time living a healthy and happy life, and you are concerned that his cheese consumption might undermine his life? What would happen if you asked him if there is anything you can do to help him eat more healthfully? I'd imagine he might have some interesting things to say.

Yours for a healthy future.



of space with cops? Did they spray valium gas in the classrooms? Did they install metal detectors in the bathrooms? Did they build holding cells in the gym?

Afraid not. In 1997, a private group called Natural Ovens began installing a healthy lunch program. Huh?

Fast-food burgers, fries, and burritos gave way to fresh salad and whole grain bread. Fresh fruits were added to the menu. Good drinking water arrived. Vending machines

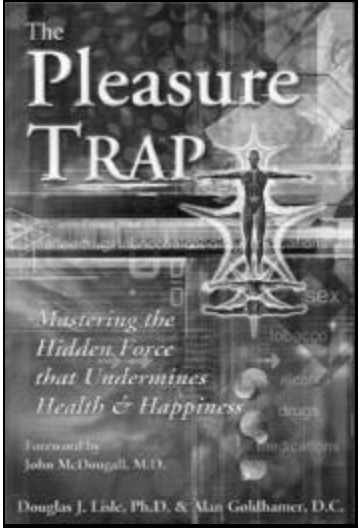
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<http://www.EarthSave.org>

The Pleasure Trap: Mastering the Hidden Force that Undermines Health & Happiness

By Douglas J. Lisle, Ph.D. and Alan Goldhamer, D.C.

Book Review by Dan Balogh

At least once every other month my wife Laura and I crack open the photo album of our 1996 trip to Tanzania where we spent three weeks camping in some of that country's most beautiful game parks. Flipping through the pages we marvel at the amazingly beautiful giraffes, hippos, buffaloes, impalas, hyenas and baboons effortlessly being part of the web of life in the Serengeti. We glance at photos of elephants, topis, crocodiles, wildebeests, rhinos and many others all living within miles



of each other in the Ngorongoro Crater, surrounded by huge expanses of vegetation and water - a veritable Garden of Eden where nothing is lacking.

When we look more closely, however, we're struck more by what we don't see in any of the photos. Even though these animals inhabit areas where their natural food is in abundance, none are overweight. Furthermore, there are no zebras calculating the percentage of fat they are about to ingest; no lions ensuring that they're "in the zone" before sinking their teeth into a Thompson's gazelle; no cheetahs too fat to climb to the top branch of their abode without the use of an elevator. Even more

astonishing is that after we put down the photo album, and go out for an evening walk through town, we marvel at how few of the folks patronizing our local eateries are as fit as those animals. At least half of Americans are overweight, and about 27% of those are obese! Why is this? Why do these animals show no signs of either overweight or underweight (and count no calories), while we Americans are ballooning out of control as we spend millions of dollars on dieting and compulsively count calories? What went wrong in the last 100 years?

Doug Lisle and Alan Goldhamer address this, and other perplexing modern day quandaries, in their brilliant new book *The Pleasure Trap*. Never before have I been so utterly entertained by a book on health. *The Pleasure Trap* examines the sad state of human health in the early 21st century by considering human evolution, psychology, philosophy and a host of other relevant themes that we don't usually associate with health. Typical nutrition books are filled with numbers that make one's eye glaze over (50 milligrams of this leads to a 40% reduction in that if we keep our Omega-6 to Omega-3 ratio below 4, ad infinitum). Keeping numbers to a minimum, this book contains stories about, among many others, Thomas Edison, Elvis Presley and Sherlock Holmes! I'm not kidding - a health book that discusses, at length, Sherlock Holmes.

What exactly is a "pleasure trap"? First, all animals have evolved to behave in ways consistent with the propagation of its species, though almost no animal (including us) actually thinks about this. Chimps, for instance, don't sit around pondering their role in this grand plan. Instead they partake in day-to-day activities that create a general sense of happiness (higher serotonin levels in the brain) and this keeps them

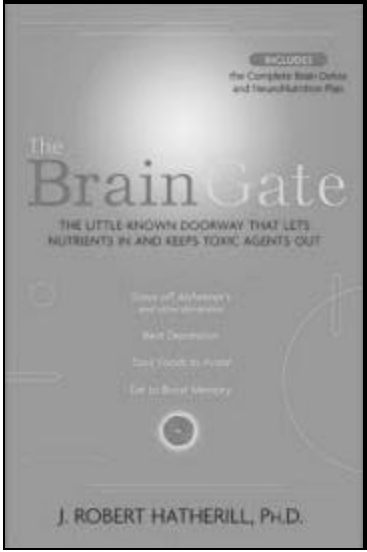
TRAP/PAGE 11

The BrainGate: The Little-Known Doorway That Lets Nutrients In and Keeps Toxic Agents Out

By J. Robert Hatherill, Ph.D

Book Review by Dan Balogh

There's a great line in Woody Allen's classic comedy, "Sleeper." Allen, who has been cryogenically frozen for years, is illegally unfrozen by an underground movement trying to overthrow the government. Woody is informed to keep a low profile so the authorities won't catch him and deprogram his brain. "My brain?" shud-



ders the frantic Woody, "that's my second favorite organ!"

While second favorite isn't as good as favorite, Woody's ranking of the brain seems higher than the authors of many recent nutrition books, where the brain doesn't even make the top ten. The still young 21st century is hosting an explosion of books proclaiming the benefits of plant-based diets. Some have covered general nutrition (like Fuhrman's *Eat to Live*), or specific degenerative diseases and specific populations (PCRM's four volume *Healthy Eating for Life* series addressed diabetes, cancer, women's and children's health). But in this frenzy of publications, the brain (which controls so much of the body) has been relegated to a few footnotes. All this changes with the release of J. Robert Hatherill's *The BrainGate*, a manual for a healthy brain and,

consequently, a healthy body.

So what exactly is *The BrainGate*? No, it's not another government scandal (like Watergate or Filegate) this time concerning the President's brain. It's actually a complex blood-brain barrier that controls what enters our brain and what exits it. But far from being just a barrier, it also facilitates the uptake of important nutrients and hormones into our brain and actively pumps out toxic substances. Millions of years of evolution have honed the BrainGate into our brain's perfect protector - blocking it from dangerous invaders that can wreak havoc if the barrier wasn't there. So what's the problem?

The problem is modern society, which has invented some pretty nefarious substances that sneak in, despite *The BrainGate*'s best attempts to keep them out. In the past millions of years, the brain hasn't needed to deal with pesticides, herbicides, concentrated heavy metals, processed foods, and many other neurotoxins that are the unfortunate signposts of "progress".

According to Hatherill, optimum brain nutrition requires that we do two things: we lessen our intake of these pollutants and we receive proper nutrition. For instance, eating more plants (is this any surprise) provides us with an offense as well as a defense. As an offense, the antioxidants and phytochemicals found in abundance in the plant kingdom help to purge neurotoxins from our bodies. As a defense, the more plants we eat, the less animal products we consume - since the vast majority of neurotoxins are found in animal products, we are protecting ourselves by not eating these poisons in the first place. Hatherill notes that "for most people, diet is the most critical intake route for environmental chemicals". So the simple act of eating more plants, and ensuring that they're organic, is the one change that gives us the greatest benefit in regard to brain

protection (never mind that eating plants is better for the rest of our bodies as well).

Processed foods (i.e., unnatural foods) are something else to watch out for. Processing food always changes its structure and the BrainGate, which evolved to deal with real food, is tricked into letting in what should stay out. Trans-fats are a perfect example. When they get in our brains, they disrupt cellular communication, which promotes a decline in our cognitive functions! Nature is nearly devoid of trans-fats, but sadly our supermarket aisles are packed with them! As a rule of thumb, Hatherill suggests looking at labels and if a food product has more than five ingredients don't eat it!

But it's not just what we eat that causes problems. Stress is another contributing factor to brain disease, and earns an entire chapter. I was surprised to learn, for instance, that while prescription and over-the-counter drugs are designed and tested to ensure that they don't enter the brain under normal conditions, when we are under stress some of these substances actually do cross into the brain. Dealing with stress, then, is also essential to brain health, and Hatherill suggests several ways of dealing with it.

The last section of the book contains Hatherill's 6-step brain-purifying program, which alone is worth the price of the book. If you want to protect your brain but are mostly interested in the "how" as opposed to the "why" then this is your section. Its thirty-five pages are filled with clear and concise recommendations on what to do to keep our brains as healthy as possible. The subsequent appendix lists where to find everything from organic foods to safe household products to pesticide alternatives to air filters.

Throughout the book, Hatherill demonstrates an amazing ability to explain the most complicated con-

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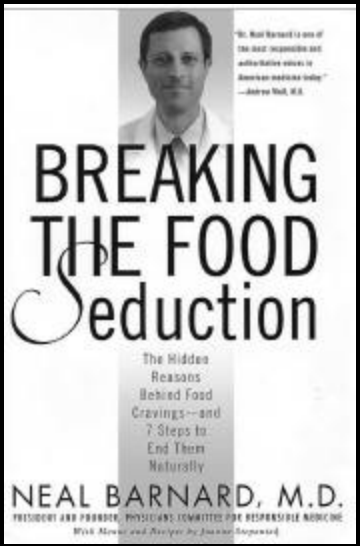
Breaking the Food Seduction: The Hidden Reasons Behind Food Cravings - and 7 Steps to End Them Naturally

by Neal Barnard, M.D.

Book Review by Dan Balogh

A few years ago I decided to give up chocolate ... for the third time. My childhood sweet tooth had mushroomed into a nasty adult habit of eating far too many chocolates for my own good. I finally stopped rationalizing my behavior and decided to go cold Tofurkey. I was doing quite well for at least a couple of weeks when something terrible happened - the holidays arrived. Some relatives, unaware of my new lease on life, presented me with a large box of chocolates. I smiled and graciously accepted, mentally promising to meet this challenge head on. The next day I stuffed the box into a small space on the top shelf of the pantry - out of sight, out of mind. I needed time to contemplate my next move. Should I foist them on my cherished friends? Should I trash them?

Before I knew it, I was sampling the sweet delicacies. First it was one a day, then two, and eventually three after lunch, three after dinner and three more during the evening. I was back to square one. Feeling frustrated and foiled, and personalizing the chocolates into uninvited intruders, I decided to



rid our humble household of these beasts. I emptied the entire contents of the box into the kitchen trash. I watched with self-righteous glee as the candies fell to their deaths among the banana peels and stale bread. But as I puttered around the house during the remainder of the day, proud of my strength, my craving started to creep back. Perhaps it was ungrateful of me to trash the very nice gift my relatives had given me. Perhaps I shouldn't have

thrown such an expensive gift into the trash. It wasn't long before I found myself back downstairs, up to my elbows in banana peels and stale bread, combing the bottom of my kitchen trash in a pathetic attempt to rescue my poor chocolate friends - who I promptly ate by the mouthful!

For the record, I have never scoured a trash bin for a pear, an apple, or a cherry (unless it was chocolate covered). Not once. It was obvious to me back then that there was something different about milk chocolate, this man-made creation of the past couple of centuries. I just didn't know what that difference was - until now. Dr. Neal Barnard explains the difference in his excellent new book *Breaking the Food Seduction*. If my deplorable tale resonates with you, I urge you to run out and purchase this book as soon as possible.

In short, chocolate stimulates the same parts of the brain as morphine! Quoting Barnard, "For all intents and purposes chocolate is a drug - not necessarily a bad one and not a terribly strong one, but strong enough nonetheless to keep us coming back for more."

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Seeds of Deception: Exposing Industry and Government Lies About the safety of the GENETICALLY ENGINEERED FOODS You're Eating

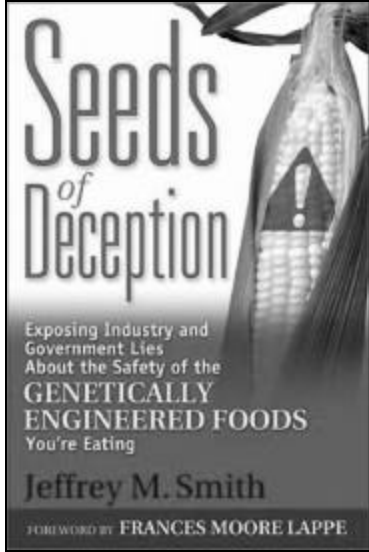
by Jeffrey M. Smith

Book Review by Caryn Hartglass

Genetically modified (GM) foods are making their way into our food supply. Foods in the United States today made with soy, corn, canola oil and cottonseed oil are likely to be genetically modified unless labeled organic or non-GM. If Monsanto had its way, all commercial seeds would be genetically modified and patentable. The big question regarding GM foods is this: Are they safe? Jeffrey M. Smith addresses the safety issues involving GM foods in an exposé that reads like an adventure novel. Filled with scandals, lies and corruption the reader learns that GM foods have not been adequately tested for human consumption and the small amount of good science that is out there is not encouraging.

Remember back in 1989, when L-tryptophan was taken off the market? Apparently, lots of people were experiencing a wide variety of debilitating symptoms. L-tryptophan was determined to be the cause and it quickly came off the market. Smith gives us the whole story... the one we didn't read or

hear about in the media. It was only the L-tryptophan produced by one supplier with genetically modified bacteria that caused the problem. None of the other suppliers



used GM bacteria in their processes. L-tryptophan remains off the market except if prescribed by a physician. The government has used this case as reason to regulate all supplements (but not to regulate GM products!)

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Tasty Fundraising in Chicago

by Marla Rose

Being involved in a non-profit grassroots group like EarthSave is rewarding on so many levels. From being able to see your values transform into positive action

friendly with the Chicago Diner, I thought they'd be a natural fit for hosting a monthly fundraiser for us.

Mickey was very open to the idea, as I expected he would be. We hammered out the specifics of

derful vegetarian restaurant.

How can your chapter do something like this? Well, a great place to start would be discussing it with your core group. Chances are likely that someone has a connection to another who either



to meeting people who share a similar world view, the benefits of your participation in a group like this are too many to enumerate. One area that can be challenging, though, tends to be fund-raising. I have found that many of us in the non-profit realm have varying degrees of discomfort with raising money. We don't want to have to think about raising money; geez, isn't it enough to save the planet? It was a sad day when I accepted that my chapter, EarthSave Chicago, couldn't get by on just good intentions and deeds alone; unfortunately, it takes more than that to print the educational materials and make the banners that help affect change.

It was in that spirit that I started trying to think of ways our chapter could fund-raise that were less unpleasant to us. I was lucky enough to have a conversation with Miyun Park of Compassion Over Killing, a powerful vegetarian advocacy group based out of D.C. that has had enormous success with their grassroots campaigns. They also happen to be very adroit fundraisers. Part of their success with raising money has been due to their dedication; people see them doing good work, and they are more likely to give donations. But another part of their success has been their creativity and efficiency, managing to find ways to fundraise that are unusual, yet simple and practical. Their practice of having standing monthly benefits at local vegetarian restaurants is an example of one of their great ideas, one I was happy to "steal" with Miyun's blessing for EarthSave Chicago.

After discussing it with our core group, the first thing I did to try to set up a similar benefit in Chicago was talk with Mickey Hornick, the owner of our city's most well-known vegetarian restaurant, the Chicago Diner. The Chicago Diner has been very generous with us in the past, donating food to events and helping to promote our group. Since we were

our fund-raiser, agreed that it would be the first Wednesday of every month, and Mickey very generously offered to donate 10 percent of each evening's proceeds to our chapter. From there, we started organizing for our first benefit dinner, which we call Save The Earth Night, and it was amazingly simple. Essentially we send out e-mail reminders to our list-serve a few days before the event each month with the details, and we have the information posted on our chapter website. We also provide the Chicago Diner with posters and table tents that they use at the restaurant to promote the monthly event about a week prior to the date. We show up between the hours of 5:00 p.m. and 10:00 p.m., eat lots of great, healthful food, mingle with our friends, meet new people, and make money that we use toward programming and materials. What could be easier or more pleasant? It's a win-win situation for both our chapter and the Chicago Diner. Their monthly donation helps keep us going, and we help promote and support their won-

works at or owns a vegetarian restaurant. Once you decide on which place (or places - Compassion Over Killing has fund-raisers at two restaurants) to approach, why not call the restaurant and schedule an appointment to speak with a manager or owner? From there, you could just lay out what this partnership could mean. This is really good publicity for a restaurant, and a reliable source of income every month for your chapter.

We have found the experience to be very rewarding for EarthSave Chicago, and I believe you may as well. Why not start looking into this very easy and consistent source of income? You'll be surprised at how quickly this can come to fruition for your chapter, and I'm sure you'll appreciate how very simple it is.

Marla Rose is core group member and former chairperson of EarthSave Chicago, the co-founder of Vegan Street, and the author of "Marla's Vegan Guide to Chicago and the Universe," which is due out in December.



Seeds/ FROM PAGE 8

Then there is the story of Arpad Pusztai, Ph.D. Who?? Exactly. A distinguished scientist at the Rowett Institute in Scotland, Pusztai was making headlines in Europe in the late nineties, alerting the public to the possible dangers of GM foods. We never heard about him or his work in the United States. Fired from his job and ordered to remain silent, Pusztai's story has the makings of a blockbuster thriller movie, with intrigue, scandalous cover-ups, and deliberate public deception. His story needs to be told and Smith tells it. The studies on GM foods are either poorly done, or designed to avoid potential problems. The few good studies which have uncovered possible concerns with GM foods are ignored or distorted to encourage the acceptance GM products.

Smith's book is not just about the scandals, he explains the science involved with GM foods. He doesn't just tell us they haven't been shown to be safe-- he tells us why and in ways that we can understand. The chapter on "What Could Go Wrong? - A Partial List" is chilling. The list of potential (untested) problems induced by GM foods includes: antibiotic resistance; allergies; new viruses; nutritional problems; and increased levels of toxins.

Then there are Smith's humorous anecdotes involving wild animals and farm animals. When

given a choice, animals choose non-GM food! How do they know the difference and how can we learn from them?

Last year I started composting on my NYC apartment terrace. This spring, I grew tomatoes, peppers and herbs in planters with soil nourished by my compost. This small garden is giving me enormous pleasure. My greatest delight was when I discovered I was growing a cantaloupe! The seed must have come from my compost. I felt so connected to the earth at that moment and was in awe with the mystery of life and nature. If Monsanto had its way and that seed had been patented, I would owe them a fine for planting without a permit. Let's not get to that point!

Read *Seeds of Deception* and give the book to others to read. Buy organic and avoid foods with non organic soy, corn, canola oil and cottonseed oils and encourage everyone you know to do the same. Jeffrey Smith's *Seeds Of Deception* is a major step to getting GM foods off the shelves and out of the U.S. food supply. *Seeds of Deception* focuses on food safety. Like all great blockbuster adventure stories there is always a sequel! Jeffrey Smith is currently working on his second book - the environmental impact of GM foods. And it promises to be an even bigger thriller, filled with shocking revelations of damage to farmers and government negligence. Coming soon.

EarthSave/ FROM PAGE 1

organization. In contrast with EarthSave, the Sierra Club keeps between 94 and 96% of their dues at the national level, while EarthSave has been keeping only 25%. Nearly all of the operations and activities of local Sierra Club chapters are funded by local fundraising or by charging admission to local events, whereas many EarthSave chapters have used their 75% of the average \$35 membership fee to pay for dinners and events for their members. In other words, in a number of instances EarthSave membership money has been funneled back to the members rather than used to sustain or build the organization.

After much deliberation, the EarthSave Board recently introduced a new financial structure to help assure EarthSave's longterm sustainability. Under the new structure, EarthSave takes a step toward the Sierra Club model whereby the amount of membership monies which go to chapters is based on the size, growth, and productivity of a given chapter. In particular, EarthSave is looking to fund community outreach projects in local chapters, those which, to quote our founder, "mobilize the converted" to reach out into their communities and take the EarthSave message to new ears. At the same time, the new structure ends the previous practice of chapters having to "tithe" a percentage of monies raised locally to the parent organization. This frees chapters to have more local money available to them than in the past.

Mission Focus

Around the same time in 1999 that the Board of Directors made the decision to change the financial structure, the Earthsave mission statement was also altered. At the time there were Board members who were adamant that the future of EarthSave was in taking the organization in an animal rights direction.

Other Board members dis-

agreed and felt that because there are already several excellent animal rights organizations, EarthSave needed to preserve its special role in focusing solely on food issues, and not venture into issues surrounding circuses, vivisection, leather, fur, etc., (even if these are areas some vegetarians are quite interested in). Moreover, many of the then-current members of EarthSave hadn't joined an animal rights organization, and there was concern about potential changes to the EarthSave tone and whether a segment of membership might be alienated.

After much debate, a compromise was worked out. The mission statement was altered to add the line "and to take compassionate action for all life on Earth." The intent was that this would be understood by people interested in animal rights to be a code word for animal rights, while it was sufficiently non-specific so that it didn't explicitly say animal rights. Some Board members attempted to push the "compassion/animal rights" question further and wanted the Board to decree that no chapter could tolerate the presence of non-vegan foods at any local EarthSave event, even if the chapter leaders and event attendees weren't vegan or even vegetarian. But the Board decided to let each chapter decide such issues on their own. Some Board members further wanted the Board to bar individuals who were not vegan from serving as local chapter leaders. But the majority of the Board also rejected the "vegan pureness" litmus test for leaders and other volunteers.

In the recent restructuring, the Board wanted to reaffirm what we believe to be the original purpose of EarthSave, which is to seek out and educate people about a vegetarian diet in a friendly, non-judgmental way. One problem the Board had with the phrase "take compassionate action for all life on earth" is that it's wide open and subjective. Is

U.S. Dietary Panel Nominees Have Too Close Ties to Food, Drug Industries

A new federal committee nominated recently to begin reviewing the U.S. dietary guidelines -- the cornerstone of key federal nutrition programs and policies from the food guide pyramid to the school lunch program -- has come under fire from consumer groups for having close industry ties.

Health and Human Services (HHS) Secretary Tommy G. Thompson has received letters urging that seven of the nominees to the 13-member committee be replaced because of their tight affiliations with the food, drug and dietary supplement industries. The seven nominees have ties to companies such as Abbott Laboratories, Campbell Soup Co., the American Egg Board, the Sugar Association, Kellogg Co., the National Dairy Council and Proctor & Gamble. One nominee works closely with the American Council on Science and Health (ACSH), an industry-supported non-profit organization which holds that there is "no evidence" that consumption of trans fatty acids has any significant impact on heart disease, and that organizations advising consumers of such risks are attempting to "scare consumers" and drum up "publicity" for themselves. ASCH also favors GMO foods to "solve the world's hunger problem" and defends growth hormones to increase milk production.

Other industries represented by Bush Administration nominees for the dietary guidelines committee are closely associated with companies such as the American Meat Institute, Archer Daniels Midland, Bristol-Myers Squibb, Burger King, Carnation Co., Monsanto, and the National Soft Drink Association.

Such ties "cast doubt on their ability to provide the government (and the public) with the best unbiased advice," according to the Director of the Center for Science in the Public Interest Director Michael F. Jacobson.

"It's not to say that these are bad scientists," Jacobson said. "It's their right to take research funding from whomever they want. . . . But when it comes to setting up a committee that will be qualified and not biased, they should not be on the committee. It invites problems."

The nominees have also drawn criticism from the Physicians Committee for Responsible Medicine, which said it was weighing what action to take. PCRM successfully sued the government in 2000 for not disclosing financial ties of the last committee.

"It is outrageous to have again chosen a committee that has several of its members with serious financial ties to the drug and food industries," said Amy Lanou, PCRM nutrition director.

Bush says farmers may not sue pesticide-makers

WASHINGTON - The Bush administration has adopted a new policy that aims to cut off farmers' ability to sue pesticide and herbicide makers when bug-and weed-killers don't work as promised on their labels and damage crops.

The new position, not announced publicly, is a sharp reversal in federal policy toward hundreds of thousands of farmers or anyone else who might claim damages from pesticide use.

In recent years, the government generally has supported people's right to sue manufacturers of pesticides that are alleged to have harmed crops or not performed as promised. But the administration is taking the position that federal law bars such suits, according to legal briefs and an Environmental Protection Agency memo obtained by USA TODAY.

The new interpretation will carry great weight in the courts. The policy shift is a huge win for

the pesticide industry, which contributed heavily to the Bush's election campaign and pushed for the change. Pesticide-makers face millions of dollars in suits each year alleging that their products caused damage.

Tom Buis of the National Farmers Union, which represents 300,000 independent farms, said, "If a pesticide not only doesn't do what it says it's supposed to do, but also kills your crop, that could cost you a year's income. There has to be some legal recourse, and (this change) could really limit that."

Erik Olson of the Natural Resources Defense Council says the change immunizes pesticide-makers from legitimate damage claims. The new Bush Administration policy also could bolster pesticide-makers' contention that federal labeling insulates them from suits alleging that their products caused broader health and environmental harm.

US firms 'tried to lie' over GM crops: EU

American biotech companies tried to lie to Europe in order to force genetically modified crops upon them, Margot Wallström, the European environment commissioner, said. Far from developing GM crops to solve the problem of starvation in the world, as they claimed, the biotech companies did so "to solve starvation amongst their shareholders," said the European Union's leading green politician.

The American government is launching a legal action through the World Trade Organization on the basis that European nations are dragging their feet over GM crop authorization. Soon-to-be-published results from Britain's farm-scale trials of GM crops are expected to provide evidence of environmental damage that could lead to the crops being banned.

The commissioner cited concerns "about the effects of GM crops on human health and the environment."

Asked if US biotech companies had chosen the wrong products to introduce into Europe - meaning crops that were modified to take more powerful weedkillers, rather than give any other benefit - she replied: "Of course they have. Absolutely. They have to face that. They tried to lie to people, and they tried to force it upon people. It's the wrong approach. You cannot force it upon Europe. So I hope they have learned a lesson from this, especially when they now try to argue that this will solve the problems of starvation in the world and so on. But come on . . . it was to solve starvation amongst shareholders, not the developing world."

Bush/FROM PAGE 2

beef and poultry. [4]

In March 2003, USDA Secretary Ann M. Veneman appointed nine members of the food industry to the advisory panel, including Virginia Scott of the National Food Processors Association and Robert Seward of the American Meat Institute. The National Food Processors Association calls itself the "voice of the \$500 billion food processing industry." [5] One of the American Meat Institute's goals is increasing the "profitability . . . of meat and poultry trade worldwide." [6] USDA appointed no consumer representatives to the panel.

- Citations:**
- [1] FSIS, National Advisory Committee on Microbiological Criteria for Foods (June 17, 2003) (online at <http://www.fsis.usda.gov/OPHS/nacmcf/>).
- [2] Id.
- [3] FSIS, USDA Names Members to National Advisory Committee on Microbiological Criteria for Foods (Mar. 18, 2003) (online at <http://www.fsis.usda.gov/OA/news/2003/nacmcf031803.htm#list>).
- [4] FSIS, Pennsylvania Firm Expands Recall of Turkey and Chicken Products for Possible Listeria Contamination (Oct. 12, 2002) (online at <http://www.fsis.usda.gov/OA/recalls/prelease/pr090-2002.htm>); FSIS, Colorado Firm Recalls Beef Trim and Ground Beef Products for Possible E. coli O157:H7 (July 19, 2002) (online at <http://www.fsis.usda.gov/OA/recalls/prelease/pr055-2002.htm>).
- [5] National Food Processors Association website (online at <http://www.nfpa-food.org/>).
- [6] American Meat Institute website (online at <http://www.meatami.com>).

Environmental Health

In 2002, HHS impeded the government's ability to obtain objective scientific advice on environmental health matters by stacking an advisory committee.

The National Center for Environmental Health (NCEH) at CDC has an advisory committee charged with providing advice on "program goals and objectives, strategies, and priorities" in the area of "environmental health and

related disciplines." [1] In August 2002, HHS appointed 15 new members of this committee, apparently without consulting NCEH director Dr. Richard Jackson. [2] The new advisers, who now constitute a majority of the 18-member committee, include individuals with close ties to regulated industries, such as:

 ✍ Roger McClellan, former director of the Chemical Industry Institute of Toxicology;

 ✍ Becky Norton Dunlop, Vice President of the anti-regulatory Heritage Foundation and opponent of federal environmental regulations while serving as an official in Virginia;

 ✍ Lois Swirsky Gold, a risk assessment specialist who has minimized reports linking environmental pollutants with cancer; and

 ✍ Dennis Paustenbach, a toxicologist whose firm does paid risk assessments for industry. [3]

Departing adviser Ellen Silbergeld stated that such changes are likely to be "demoralizing to the people being advised." [4] Ten leading scientists wrote in Science that "stacking these public committees out of fear that they may offer advice that conflicts with administration policies devalues the entire federal advisory committee structure and the work of dedicated scientists who are willing to participate in these efforts." [5]

Citations:

[1] NCEH, Charter, Advisory Committee to the Director, National Center for Environmental Health (in effect through Aug. 2, 2004).

[2] David Michaels et al., Advice Without Dissent, Science, 703 (Oct. 25, 2002).

[3] Critics See a Tilt in CDC Science Panel, Science, 1456-57 (Aug. 30, 2002).

[4] Id.

[5] David Michaels, et al., supra note 2.

Drinking Water

Perchlorate, the main chemical ingredient of solid rocket fuel,

alters the production of thyroid hormones and poses special health risks to developing fetuses and infants. [1] As concern over the potential contamination of water and food supplies with perchlorate has grown, the Defense Department has suppressed investigations into the extent of the problem.

In 1997, the Pentagon and several of its contractors began several toxicological studies of perchlorate. [2] Based on the results of these studies and other research indicating health risks at low exposure levels, EPA in January 2002 proposed a limit of one part per billion of perchlorate in drinking water. [3] This level would require extensive cleanup efforts at numerous sites contaminated by the Defense Department or its contractors.

Subsequently, the Pentagon dropped plans to require definitive perchlorate testing at all active and inactive sites. [4] In addition, while the Defense Department gathered preliminary data in a 2001 survey of military sites, it has yet to share this data with EPA. [5] Instead of proceeding with its scientific investigations, the Administration proposed legislation to provide liability protection for the Pentagon and its contractors from claims related to perchlorate. [6]

Citations:

[1] EPA, Perchlorate Environmental Contamination: Toxicological Review and Risk Characterization (Jan. 16, 2002).

[2] Perchlorate Runoff Flows to Water Supply of Millions, Wall Street Journal (Dec. 16, 2002).

[3] Id.

[4] Fuel-Ingredient Perchlorate is Center of Fight With EPA on Evaluations Near Bases, Wall Street Journal (June 20, 2003).

[5] Pentagon Hid Pollution Report, Lawmakers Say, Wall Street Journal (May 19, 2003).

[6] Id.; "Defense Transformation for the 21st Century Act of 2003," S.927, section 301 (Apr. 28, 2003).

To view the full report, see: http://www.house.gov/reform/min/politicsandscience/pdfs/pdf_politics_and_science_rep.pdf

USDA: Farmers need more land to spread manure

Because fewer farms are raising animals, the 350 million tons of manure they produce each year is being spread over smaller tracts of land, causing more of it to wind up in lakes, streams, and rivers, according to a new study by the Agriculture Department.

The department's Economic Research Service said the "competition for land for spreading manure could be severe in regions with high concentrations of animals," making it more difficult to comply with new environmental regulations for reducing farm pollution.

Currently, only 18 percent of 4,700 large hog farms and 23 percent of 1,900 big dairies are spreading manure evenly over enough acreage to meet USDA pollution-abatement standards, the

study found. In the United States, there are 80,000 hog farms of all sizes and a similar number of dairies.

A nonprofit environmental group, the Global Resource Action Center for the Environment, said Thursday that more land is not a realistic solution to the manure problem because many farmers find it too expensive to haul manure to fields miles away from their operations.

The study estimated it will cost livestock and poultry farms more than \$2 billion to comply with the EPA standard. Farmers are applying for additional government subsidies so that taxpayers will cover the costs of changing their manure management plans and operations.

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"compassionate action" meant to mean eating a diet which produces little animal suffering? Is it liberating minks from a mink farm? Is it volunteering on a suicide prevention phone line? Is it blockading an abortion clinic? Certainly one person's "compassion" may not be another's - and may not be EarthSave's. Thus the Board felt having a vague line in our mission into which you could project whatever your view of "compassion" might be -- was problematic.

Moreover, if by "compassionate action" EarthSave meant eating a vegetarian diet, there's the danger that new people we are trying to reach might infer that we think

they're not as compassionate as we are, if they don't eat like we do. Such an inference would run counter to the non-judgmental approach which has always been EarthSave's foundation.

As part of focusing EarthSave and being very clear about who we are and what we do, the Board recently changed the mission statement to a version which was used over many previous years, namely:

"EarthSave educates people about the powerful effects our food choices have on the environment, our health and all life on Earth, and encourages a shift toward a healthy, plant-based diet."

Clarity of purpose is important, and this mission statement says that

EarthSave is about 1) vegetarian food, and 2) educating others about the impact of dietary choices on the environment, health and other creatures. EarthSave's aim is to seek creative, friendly and fun ways to inspire and encourage people to think about what they eat, and to shift toward plant-based eating.

Community outreach program development

In looking at the kinds of programs chapters are involved in, there is an impressive array of activities. Chapters put on potlucks and speaker evenings for members and guests, large Taste of Health events for food sampling and education, cooking classes, homeless

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Trap/
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on track towards pleasurable activities which occur less frequently (higher dopamine levels in the brain). These less-frequent pleasurable activities are associated with species propagation. Sex, for instance, is pleasurable and is directly associated with reproduction. Enjoying an especially satisfying meal also brings great pleasure and is necessary for keeping us alive, which increases opportunities for reproduction. And so on.

Furthermore, all animals follow three motivating forces in life, which the authors refer to as the motivational triad: we all attempt to increase our pleasure; we all attempt to decrease our pain; we all try to do this by using the least amount of energy. Animals following the motivational triad in natural surroundings will never go wrong, because in nature there are no short cuts. The problem is the modern world, where man has created a multitude of short cuts that lead directly to pleasure (and addiction), as well a whole new slew of problems that don't exist in nature - like obesity. These short cuts are what the authors refer to as pleasure traps.

As an example, let's get back to those animals in our photo album. Can it be that they're getting more exercise than we are? Well, that's probably part of it, but a very tiny part. We never saw so many lazy animals in our lives. We spent literally hours, within yards of lion dens just watching them lie there, watching us watching them! An animal's weight is more directly related to how much it eats. All animals have instinctual satiety mechanisms that have evolved over hundreds of thousands of years that tell them when they've eaten enough. And these mechanisms are so perfect in doing their job that it is impossible for any animal, surrounded by natural abundance, to under-eat or over-eat a single percentage of required calories.

Skeptical? Take chimps, which live about 50 years and weigh an average of about 150 pounds. If a chimp consistently ate 1% fewer calories than was required, he would die of starvation within his 50-year lifetime, dropping from 150 to 50 pounds! If that same chimp consistently ate 1% more calories than were required, he would balloon to 250 pounds. Such creatures simply don't exist in the wild.

In modern society, however, 250-pound humans are all over the place! The problem is modern "magic" food, artificially high in fat, artificially low in fiber, and artificially processed like nowhere in nature. These foods quickly boost dopamine levels in the brain, allowing us to experience pleasure all the time, getting us hooked nearly as strong as an addiction to drugs. High fat foods are more appealing to animals (they cause more pleasure) because of their high-caloric density. Remember that animals will expend the least amount of energy while increasing their pleasure; finding more calories in one food is better than having to locate multiple sources to get the same total number of calories. However, natural high-fat foods are nowhere near as fatty as magic foods and they don't come close to modifying the brain

chemistry in the same manner. Hence, animals in the wild don't have the problems that we have. But if you took that chimp out of the wild, and locked him inside your local McDonald's (such cruelty has got to be illegal), giving him the same access to all of their unnatural food, he would also balloon to 250 pounds just like the customers waiting in line!

Our instinctual satiety mechanisms don't work with the magic foods of modern society. These mechanisms evolved over hundreds of thousands of years in the midst of natural surroundings, where there wasn't flour, refined sugar, cola, hormone-administered beef, ice cream, cheese and the million other processed foods that line the shelves of our supermarkets and restaurants. When we eat these foods we can no longer rely on these mechanisms to tell us when we've had enough. But if we stop eating unnatural foods, it becomes impossible to over-eat - we rescue ourselves from this pleasure trap and eventually maintain the weight intended by nature.

Magic food is just one of the many pleasure traps brilliantly analyzed by Lisle and Goldhamer. Modern medicine is another. In an attempt to expend as little energy as possible, high blood pressure and high cholesterol are "treated" by taking a pill. Instead of refraining from certain activities, something that feels counterintuitive to us, we expect that when we are ill something is missing. Hence, our doctor prescribes what is missing and the symptom disappears (it doesn't seem to matter that we continue getting sicker). This is yet another pleasure trap that short-circuits a natural process. In this case the symptom is removed while the cause is ignored, which is then free to continue causing havoc in our bodies. Inflammation, nausea and fever are other mechanisms the body uses to cure itself. And modern medicine short-circuits the body by prescribing drugs that remove the inflammation, nausea and fever, usually prolonging the recovery phase in favor of some short-term pain relief. At the end of the book, the authors discuss the ultimate natural cure, water-only fasting, a topic covered at length in other books like Fuhrman's *Fasting and Eating For Health*. Here Lisle and Goldhamer present irrefutable evidence that water-only fasting is the most successful cure for treating high blood pressure.

Don't think the book is all doomsaying - not at all. The authors provide suggestions for dealing with all of the pleasure traps they address. There's even a test to help us determine how many traps we are currently in (don't ask me how I scored). Many of the suggestions for rescuing ourselves aren't easy, but since the book is about the horrors of short cuts, readers shouldn't expect the solution to be yet another short cut. I could go on and on with additional highlights from this amazing book, but then I'd become a pleasure trap myself, denying you the happiness of exploring the material yourself. So head to your local bookstore to pick up a copy and give your brain a natural serotonin and dopamine boost. And please rescue that poor chimp from McDonald's on the way!

the power generators of the BrainGate's cells (like pesticides and heavy metals) will cause the "garbage trucks" to "run out of gas." As another example, the input shuttles into the brain are compared to the turnstiles of a

Barnard/
FROM PAGE 8

Researchers at the University of Michigan gave a group of chomaholics the drug naloxone, an opiate blocker that stops the effect of morphine, heroine, and other narcotics on the brain. The drug knocked out all desire for chocolate. After taking naloxone, the subjects of the experiment found chocolate about as enticing as a crust of dry bread! The same researchers found naloxone to have the same effect on the desire for cheese and other dairy products. Other researchers noticed the same effects on sugar and meat.

Building on this introductory analysis of the chemical characteristics of addiction, Barnard provides an abundance of detail in Part I regarding why these four "foods" - chocolate, sugar, cheese and meat - are so addictive; with each food getting a separate chapter. The bottom line is that since these foods are chemically different than natural foods, dealing with our food addictions through brute force of willpower is bound to fail. Instead, we must change our own body chemistry so that our attraction to these foods dissipates. Quoting Barnard from the introduction, "Instead of struggling to summon the willpower to force yourself to change, an easier way is to make yourself more physically resilient to food cravings." And showing us how to become resilient is precisely what Barnard does so beautifully and completely throughout the rest of the book.

In Part II Barnard presents his 7-Step plan to reduce our cravings. The steps include starting every day with a healthy breakfast, choosing foods that hold our blood sugar constant throughout the day, getting enough exercise as well as enough rest, and building a social network to help the transition. It

all sounds like common sense, but the devil is in the details. Take breakfast, for instance. You might decide to replace your daily donut with oatmeal, but it's not that straightforward. Barnard cites a study at Boston Children's Hospital in 1999. Teenage boys were fed an instant oatmeal breakfast and then their snacking was monitored during the rest of the day. The experiment was then repeated with the teenage boys being fed regular oatmeal, and again their snacking was monitored. Amazingly the researchers found that when the boys ate regular oatmeal, they snacked 35% less! The complex carbohydrates of the regular oatmeal broke down much more slowly than those of the instant variety. This resulted in a steadier blood sugar level throughout the day, which meant that the boys were less hungry and snacked less.

In Part III of the book, Barnard discusses the New Four Food Groups: vegetables, legumes, whole grains, and fruits. Those who have read Barnard's previous books will find themselves in familiar territory - after thorough discussions of food addictions, and the ways to counter them, we find that dietary veganism is once again the lifestyle of choice. For those who are thinking of cutting down on these addictive foods (if you're still not convinced that they are addictive, re-read Part II) by gradually decreasing the number of donuts or candy bars consumed daily, take note - this is not an effective way to deal with addictions. Quoting Barnard, "Just as quitting smoking is easier than trying to limit yourself to one or two cigarettes a day, it is easier to simply skip cheese, meat, and other less-than-healthy foods than to continually tease yourself with them day after day." Given that our taste memory is about three

weeks, completely halting these foods may be bumpy for the first couple of weeks, but by the third week we will be completely entrenched in our new lifestyle - provided we don't cheat during that time.

Finally, as in Barnard's other fine books, this one ends with a host of recipes (nearly 100 pages worth) as an answer to those asking, "But what am I supposed to eat?" In previous books Jennifer Raymond had supplied the delectable concoctions (she's the author of two of my all-time favorite vegan cookbooks *Fat-Free and Easy* and *The Peaceful Palate*). This time Barnard has enlisted the aid of vegan epicure Joanne Stepaniak, author of *Vegan Vittles*, *The Uncheese Cookbook*, and many others. In addition to the recipes, the book presents a one-week meal plan, various checklists, questionnaires, and a glossary to assist readers in making the transition. In essence, Barnard has done everything except spoon-feed the reader himself.

So how do we know if we're addicted? Face it - we usually know. If a food seems to be in control of us instead of the other way around, it's safe to say that we could use some help. When George Costanza, in an episode of "Seinfeld", snatched a half-eaten chocolate éclair from a friend's trash, we knew. When I was up to my elbows in banana peels, I knew. And then there's the imitable Tallulah Bankhead, famed Hollywood actress from the Thirties and Forties. When asked whether she thought cocaine was habit-forming she responded "Cocaine habit forming? Of course not. I ought to know, I've been using it for years."

What more can be said?



Our book reviewer

Book reviewer **Dan Balogh** is a member of EarthSave New York City. He works full-time as a systems engineer in the telecommunications industry.

He is pictured at left at Akbar's Tomb in Sikandra, India, smiling, despite the fact that the monkey just peed on his back.

Lunch/
FROM PAGE 4

sion be asked of each individual in a photo. This is why you are likely to see pictures of people who are organizing the meal working in the kitchen or the servers in any media that covers events like this. Be understanding of the need to protect the privacy and dignity of the diners.

If you wish to organize a free dinner in your own neighborhood here are:

Three Easy Steps

1. Find a respected or renowned venue.

Charities that feed those in need always need help. Offer to take full responsibility for a meal shift on or just before a holiday like Thanksgiving. Get a realistic number of expected people to attend. Visit the venue at meal time. Tour the kitchens. Schmooze with the coordinators of the facility. (I know this is more than one step but it is all part of finding the right venue)

2. Phone local restaurant owners, caterers or food companies for one or two dishes.

Restaurants and food companies are willing to help-it's good for business.

Be sure to tell them that all news releases, newsletter articles and signs at the event will thank the donors. The phone call should be followed by a request letter, mailed at least one to two months in advance of the event.

The letters should state clearly the many ways they will be publicly thanked for their kindness. Follow this up with another phone call at a time when the restaurant will not be busy. Arrange volunteers to pick up food the day of the event as close to the time served as possible. You will be too busy organizing everything else to do this yourself.

3. Be prepared and get to the venue early the day of the event

Arrange beforehand to use the facility's plates and cutlery or

bring your own. Thrift shops have plates for reasonable prices. The purchase can be a useful investment for your group. Bring flowering potted plants for a festive touch for the tables.

You will be surprised how much you will enjoy treating others to familiar comfort foods that are healthy for people, animals and the planet!



EarthSave member **Susan Hargraves**, pictured above at the Wildlife Care Center in Fort Lauderdale, Florida, has put on community outreach feeding programs in Miami and Toronto.

BrainGate/
FROM PAGE 8

cepts in layman's terms. For instance, the BrainGate's disposal system is compared to a municipality's disposal system with its garbage trucks; anything toxic to

ballpark, where problems occur if too many people rush them. One tiny disadvantage of the book is its total absence of footnotes. There is a bibliography in the back that maps to individual chapters, but its not always easy determining how

to further explore certain claims or topics.

So if, like Woody, your brain is one of your favorite organs, pick up a copy of this book and start treating your brain with the respect it deserves. And even if your brain

isn't one of your favorite organs, consider reading this book anyway - who knows, maybe all those processed foods and animal products you've been eating are clouding your thinking!

Study Finds Widespread Misperceptions on Iraq Highly Related to Support for War

Misperceptions Vary Widely Depending on News Source -- Fox Viewers Most Likely to Misperceive, PBS-NPR Least Likely

College Park, MD: A new study based on a series of seven nationwide polls conducted from January through September of this year reveals that before and after the Iraq war, a majority of Americans have had significant misperceptions and these are highly related to support for the war with Iraq.

The polling, conducted by the Program on International Policy (PIPA) at the University of Maryland and Knowledge Networks, also reveals that the frequency

of these misperceptions varies significantly according to individuals' primary source of news.

Those who primarily watch Fox News are significantly more likely to have multiple misperceptions, while those who primarily listen to NPR or watch PBS are significantly less likely.

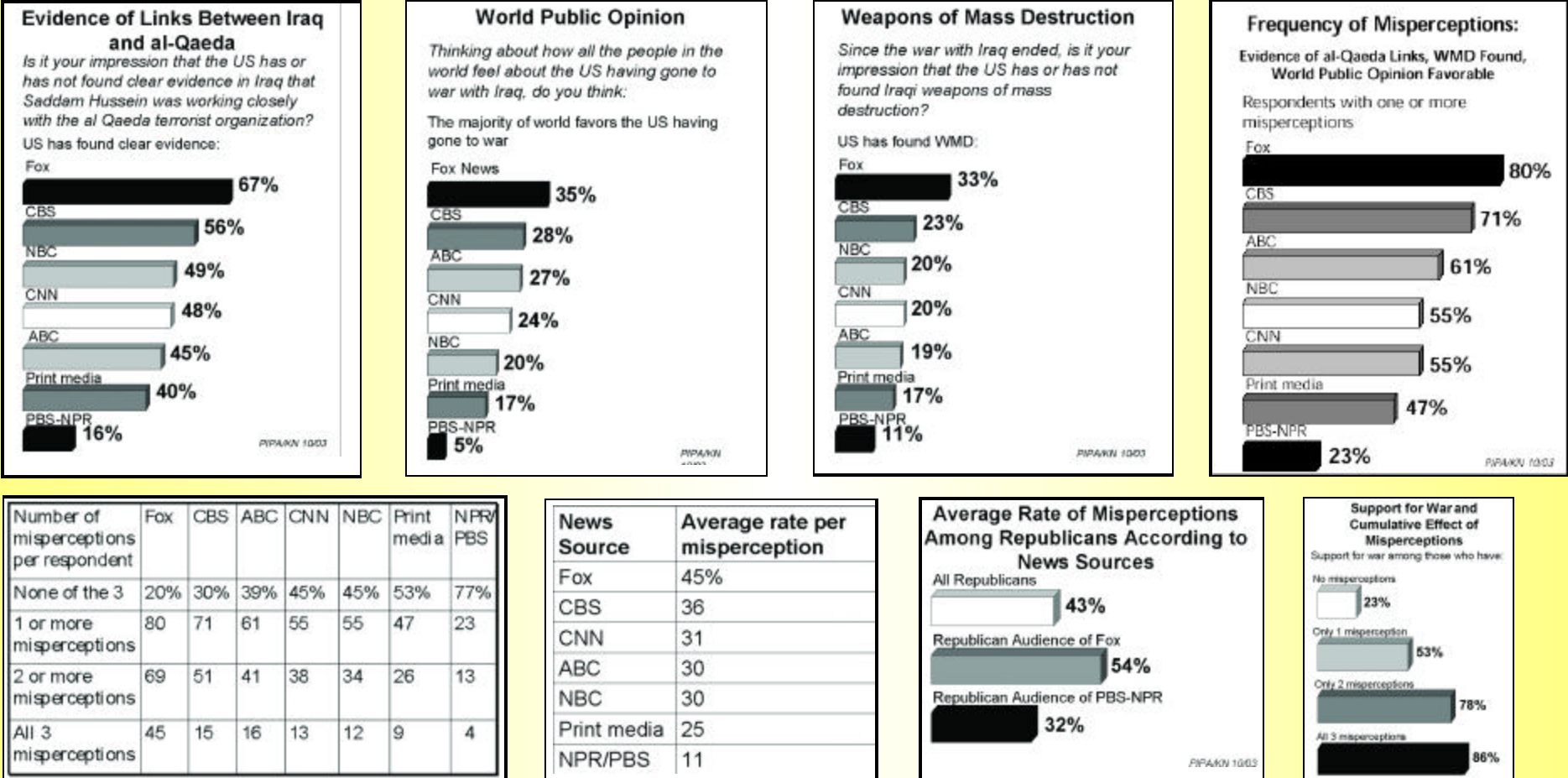
An in-depth analysis of a series of polls conducted June through September found 48% incorrectly believed that evidence of links between Iraq and al Qaeda have been

found, 22% that weapons of mass destruction have been found in Iraq, and 25% that world public opinion favored the US going to war with Iraq. Overall 60% had at least one of these three misperceptions.

The study found that 4 out of 5 viewers of FOX News had at least one significant misperception -- they believed something which both the Bush Administration and US intelligence agencies said was false. Only 1 in 5 viewers of PBS or NPR had any misperception.

What does this fascinating study have to do with EarthSave? It shows that not all news sources are created equal, and it demonstrates the profound and calculated power of propaganda in influencing Americans. The same kind of misinformation some news outlets engage in to sell war is used to hide the truth about the negative impact of the standard American diet. To read the study in full, visit: <http://www.pipa.org/>

Figures taken from the study:



EarthSave/FROM PAGE 10 shelter feeding programs, and organic gardens, to name a few.

One of the things the Board would like to encourage and further develop are those programs which most reach out into the local community. For example, one successful pilot program in the Los Angeles area helped put an organic garden into a school, along the way teaching lessons about the importance of plant-based foods in promoting health. At the end of the project, hundreds of grade school children and their parents found themselves cooking and eating their home-grown veggies, and EarthSave acquired dozens of new members ready to help build organic gardens in other areas.

The Board sees value in programs that make positive contributions outside our membership and into the community. Habitat for

Humanity is beloved and enjoys wide support because it is contributing to improve many lives in tangible ways. A local EarthSave chapter could have a program running in tandem with Habitat; you build the homes, we'll supply the food - while helping gently educate our grateful, captive audience about the importance of food choices. This sort of outreach also builds social capital.

In addition to making a good name through good works in the community, building social capital means building formal and informal networks that connect a community. And it's something the Board wants to encourage with a vengeance.

To use the Sierra Club example again, in some states Club volunteers clear away brush around homes which is a potential fire hazard. They invite people from their community to help, and in this way

the local Sierra Club builds social capital in their area. The result is more involvement in Sierra Club activities by new people and by existing members, and it gives the community a good feeling about the Club.

EarthSavers can likewise commit to projects which better their communities - followed by a delicious plant-based meal where people are exposed to healthy eating and information in a friendly, positive way. "We're the friendly vegetarians, out to improve our community. We didn't come to tell you what to do and how to live, we're here to help - oh, and here, have some grilled tofu!" EarthSave chapters could have bicycle tours or bowling events -- capped by a plant-based meal.

There are myriad opportunities in our communities where we can help improve our environment or the health of our fellow citizens.

And by improving our communities and the lives of others, we're truly "saving the Earth."

Building Membership


EarthSave wants more people to join who "get it," more people who can help spread our important message, and ultimately more people in the world who shift toward a plant-based diet. Whereas in the recent past, gaining new members presented a financial burden on EarthSave, under the new financial structure new memberships can actually help build the organization. This is also why we've refined and focused the mission statement, and why we're encouraging chapters to build social capital and outreach into their communities. The more people interested in helping save the Earth, the easier it's going to be to do.

If Habitat for Humanity were a

local club operating in only one city with just 100 members building houses there, the chance of many people in other parts of the country hearing about them and being inspired to do what they do -- would be low. Conversely, someone in Juno, Alaska, may decide to join EarthSave and support our work because of something they learned about the Lexington, Kentucky EarthSave chapter. There is strength in EarthSave's numbers, because as we grow as a national group, so can the recognition grow that what we embrace is a worthwhile ideal.

It's taken over a year to get down to brass tacks about what we have done, what we are doing, and what we should be doing. Our hope is that by becoming more aware and conscious about how we operate, we can strengthen this beautiful organization and by doing so, be an important part of saving the Earth. The Earth is depending on us!

JOIN EARTHSERVE TODAY! WITH MORE THAN 40 LOCAL CHAPTERS AND BRANCHES, THERE'S A GROUP OF FRIENDLY PEOPLE OUT THERE HOPING TO HEAR FROM YOU. FOR A COMPLETE LIST OF OUR LOCAL CHAPTERS, CONTACT OUR HOME OFFICE AT 800-362-3648 OR CHECK US OUT ON THE WEB AT [HTTP://WWW.EARTHSERVE.ORG](http://www.earthsave.org)

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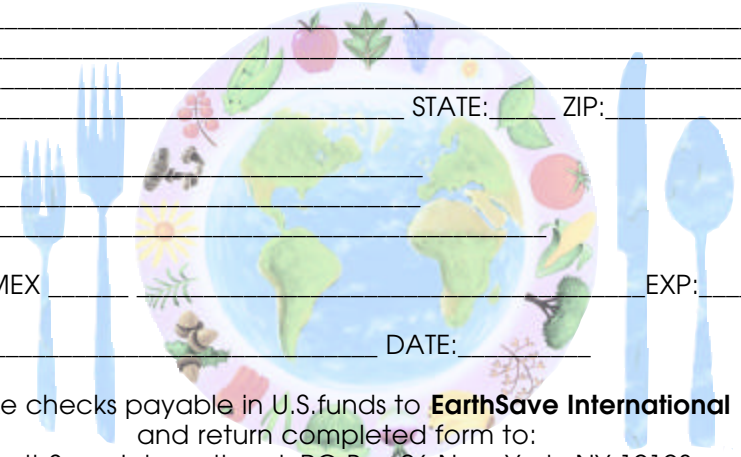
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