

# EarthSave

MAGAZINE

## The Look of the Future?

USDA Mad Cow Strategy:  
Don't Look Don't Find



EarthSave  
Healthy People. Healthy Planet.

Spring 2001





# From The Chair

Dear Friends,

All across Europe right now, there is much awareness and concern about mad cow disease and foot and mouth disease. You would be hard pressed to meet a European who wasn't keenly aware of the issues related to these diseases, especially to mad cow disease, which can be life-threatening to humans. In the United States, however, the majority of us don't understand even the basics of mad cow disease. Part of the reason for this widespread ignorance is the fact that our government is behaving as if it does not want us to be educated about this disease. Education might lead to fear, which might lead to a loss of consumer confidence, which might then lead to lowered consumer demand for beef and beef byproducts. And our government is doing everything in its power to make sure that doesn't happen.

Let me say first of all that EarthSave is **not** anti-government. Our government can be the best in the world at protecting our health as it relates to many different circumstances. But as our lead article illustrates, the U.S. government isn't always honest and forthright when it comes to health issues which might directly impact certain businesses and industries. The USDA, for example, has the legislatively-imposed mandate **both** to protect the public **and** to promote agricultural industries. As the current situation with mad cow disease shows, that dual purpose can lead to serious conflicts of interest, and to some dangerous compromises.

At EarthSave, we're doing our part to educate people about the realities of food illnesses such as mad cow disease. Our President, Howard Lyman, was sued with Oprah Winfrey for telling the truth on her show that we were at risk of having mad cow disease in the U.S. because of our practice of feeding ground up cows to cows. But that didn't stop him from taking this message on the road, and each year he educates hundreds of thousands of people about this issue.

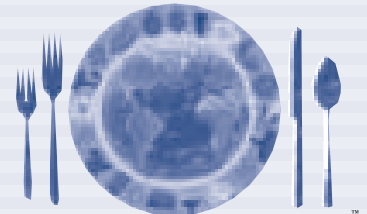
We're also working with a prominent Congressman to require more testing of animals to ensure that mad cow disease isn't present in the United States. And we're educating and inspiring people to greatly reduce or eliminate their consumption of beef and beef byproducts in order to lower their own risk of acquiring this deadly disease. In order to effect change, it will take a grass-roots movement because the financial ties between industry and government can only be broken by consumer demand and insistence.

Stay tuned for more information soon about a new campaign and website—[www.testcows.com](http://www.testcows.com)—that we're creating to allow you—the consumer—to demand better protection of our citizens against mad cow disease.

We think you'll be excited about our New Healthy School Lunch Program (see page 4), which will team EarthSave members with Cornell University educator Antonia Demas, who has a very successful and innovative nutrition education program which teaches kids about plant-based foods. And speaking of children, we offer our congratulations, well wishes, and love to our founder, John Robbins, and his family as they celebrate the birth of two beautiful new family members. (See page 14.) As John has taught so many people, our future lies in the hands of these little guys, and in children like them around the world. It is our charge, as individuals and as an organization, to ensure that they have a healthy, safe, and compassionate world in which to live. With your help, we can make that vision a reality.

Yours for a healthy and  
compassionate planet,

*John D. Borders, Jr.*  
John D. Borders, Jr., J.D.  
Chair, Board of Directors



**EarthSave**  
Healthy People Healthy Planet™

Howard Lyman,  
President

## Our Mission

EarthSave promotes food choices that are healthy for people and for the planet. We educate, inspire and empower people to shift toward a plant-based diet and to take compassionate action for all life on Earth.

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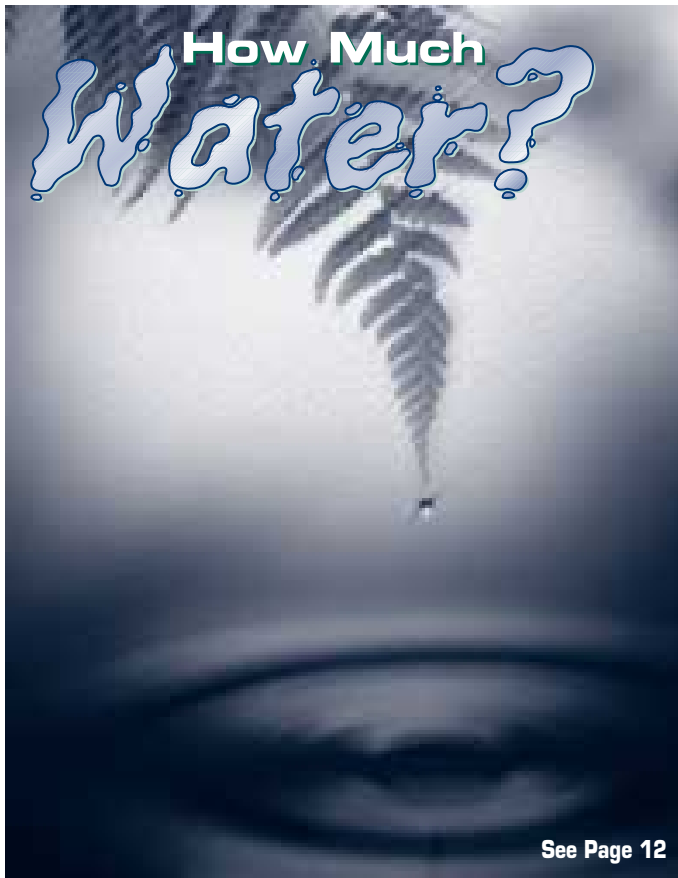
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More than 25 chapters - see page 23



Cover photo by Jeff Nelson



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# The New Healthy School Lunch Program

by Caryn Hartglass

It's all over the news. America's children aren't as healthy as they were in previous generations. One out of four American children is obese. Many children have fatty deposits in their aortas and deposits in their coronary arteries—beginning signs of heart disease—before age 10. A recent study conducted by the Center for Disease Control (CDC) reported that the number of Americans developing diabetes has increased 41% since 1990. An increasing percentage of these cases occurs in adolescents.

Of course there are numerous reasons for the declining health of our youth. Children watch more TV, play more video games, and spend more hours on the computer than did their counterparts in previous generations. So they're exercising much less. Parents today are often too busy to prepare nutritious meals at home. So kids are eating out—mostly fast food—at an alarming rate. These foods—pizza, hamburgers, french fries—which used to be occasional treats, are now staples in a child's diet. Studies have shown that the average American child eats, on average, one hamburger every day of his childhood. That's a recipe for problems. In addition, unhealthy snacks are very accessible and inexpensive so they end up in kids' lunchboxes and cupboards.

Milk consumption has gone down but not because the kids have switched to soy milk. It's been replaced by sodas, which are consumed daily, and often in unbelievably large cups. These high levels of sugar and caffeine take their toll on these children's little bodies. Television doesn't help. The advertisements encourage fast food and junk food, and they're "sold" to parents as something "fun" for their kids to eat. After all, what could be more wholesome than taking the whole family to McDonald's or Long John Silvers?

Studies have shown that children who are poorly fed do not learn well and are subject to depression and low self-esteem. And the bad habits they learn as kids will be carried with them into adulthood, and the way they raise their own kids.

The National School Lunch Program makes things worse, especially for kids of little economic means. It encourages schools to serve the foods which are contributing to the declining health of our children. Instead of serving nutritious fruits, vegetables, whole grains and legumes, the schools are subjecting the kids to chicken nuggets, french fries and hamburgers. And many schools even have fast food restaurants right in the schools.

But there's hope. At EarthSave, we believe that our youth are our future. That's why we're trying to educate parents about how to feed their family healthy foods—foods which promote good health, environmental stewardship, and compassion toward living creatures. We are in the beginning stages of revamping and restructuring our Healthy School Lunch Program. One warrior working with us to improve the health of our children is Dr. Antonia Demas. Dr. Demas has created a wonderful school curriculum called "*Food is Elementary*," which teaches children about nutritious foods and gets them interested in eating them. Dr. Demas has integrated

academic disciplines with food, nutrition, culture and the arts. "*Food is Elementary*" is based upon Dr. Demas' award winning Trumansburg, New York study, "Food Education in the Elementary Classroom," which was her doctoral thesis at Cornell University. She has shown that a food-based curriculum can result in dramatic dietary acceptance of healthful foods among children in elementary schools.

Dr. Demas cleverly incorporates recipes using nutritious plant-based USDA commodity foods. Her approach isn't to badmouth animal foods, but rather to glorify plant foods. Through this technique, she makes no enemies in the process of teaching children the benefits of eating fruits, vegetables, grains and legumes. The foods she uses in her program are available free to schools from the government under the National School Lunch Program. Her selected foods are high in protein, vitamins and minerals, low in fat, and exceed USDA guidelines for most nutrients. Plant-based commodity foods appear at the base of the USDA Food Pyramid and are recommended by the USDA for 11-20 servings per day. Dr. Demas has shown that school lunch programs can save money by using more of these types of commodity foods. They're much cheaper than their animal-based counterparts. And, of course, the children benefit because they're eating healthier foods and learning healthier eating patterns.

The curriculum consists of 2 semesters of 14 lessons each. The first semester includes sections on the Food Guide Pyramid; dietary fat; food comparisons (fat and sugar); labels and shopping; exercise; vitamins; food preparation, hygiene and safety; whole grains; fruits; fruit variety in individual regions, e.g. citrus in Florida or apples in NY; veggies; greens; legumes; and food as art. In the second semester, the children learn about a variety of legumes and instructions on preparing them. They cook with the assistance of the teacher and become acquainted with eating new and interesting foods. They learn about the history and cultures of the following countries and the associated foods: Africa and American South – black-eyed peas and greens – Soul Stew; North Africa – couscous with chick peas; Egypt – barley and peas; Japan – Sushi with adzuki bean paste; China – mung bean sprouts, soy sauce and tofu stir fry; India – dal and curry; Middle East – lentil soup and salad; Latin America – Brazilian black beans; Mexico – frijoles and tortillas; France – french beans; Italy – pasta fagoli with white kidney beans; Caribbean – red Carlotta beans and rice; Native American – Three Sisters' casserole; USA – soybeans (originally from China) made into soy burgers.

Dr. Demas has used this program with great success in over 50 schools around the country. She trains parents, teachers and volunteers interested in including this curriculum in their own schools.

There has been enormous interest in revamping the original Healthy School Lunch program with EarthSave. EarthSave International discontinued the Healthy School Lunch program several years ago because of limited resources. Several of the local chapters have continued it, however, and have developed their own styles



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## MACROBIOTIC AWARENESS IN THE KITCHEN

By Gabriele F. Kushi, BFA, MEA

This article is the third in our “Many Faces of Vegetarianism” series. As with all the articles in this series, the views presented here are those of the author, and do not necessarily reflect the views of EarthSave International.

We all know that the food we eat affects our health. This has been proven by scientific researchers for decades, and our own experience tells us so as well. Our daily eating and drinking habits are formed at an early age and develop over time. Unfortunately, for many, these “habits” are heavily influenced by the current trend of taking mega-dose vitamin and mineral supplements in place of eating balanced meals, and by food advertising that promotes snack foods, fast foods, refined foods, dairy and meat eating, slimming diets and soft drinks instead of the basics of a healthful diet.

“Macrobiotic,” a Greek word meaning “large life,” embraces the principals of yin and yang in order to bring balance into one’s life. Through the study of yin and yang one can come to an understanding of how food and the environment affect one’s well being, and how can we achieve health, happiness, and a life full of vitality and energy.

During the past 50 years, the concept of macrobiotics has influenced how people think about nutrition, preventive medicine, healing, and natural living. Many people have claimed that they have healed themselves with a macrobiotic approach to diet, even of such serious illnesses as cancer. Major recovery cases have been published. For example, Jean Kohler, a music professor at Ball State University in Indiana, who had terminal pancreatic cancer; Elaine Nussbaum, a New Jersey housewife with an inoperable uterine tumor; Virginia Brown, a nurse from Vermont who had malignant melanoma, Stage IV; and Kit Kitatani, a United Nations administrator from Japan who had untreatable stomach cancer, all have claimed that the Macrobiotic approach to diet played a part in helping them heal themselves of cancer (Kohler, 1979; Nussbaum, 1986; Brown, 1986; Kitatani, 1991).

A macrobiotic diet offers an organic, high-complex carbohydrate, plant-based, seasonal, natural and whole foods approach to cooking. Menus are centered around the freshest natural ingredients and a wide variety of cooking techniques. A multitude of whole grains, legumes, beans and bean products such as tofu or tempeh, green leafy veg-

etables, root and round vegetables, raw foods and vegetable juices, pickled foods, sea vegetables, seeds, nuts, locally grown fruits and teas are used in a variety of enticing ways. Recipes are low in fat and free of sugar and other refined foods. Traditional long-fermented foods such as soy sauce, tamari, miso and umeboshi plum provide well-balanced enzymatic seasonings. Foods to be avoided include meat and poultry, animal fats (including lard and butter), eggs, dairy products, refined sugars, and foods containing artificial sweeteners or other chemical additives.

The macrobiotic approach is modified depending on one’s age, level of activity, personal needs and environment. In the context of disease treatment, or for more detailed guidance regarding dietary change, seek the advice of a qualified macrobiotic counselor. It is beneficial to study and take cooking classes in order to understand and apply yin and yang correctly in daily life and in the preparation of food.

### So, how does one get started?

#### Step 1: Keep a journal

Don’t skip this important first step! Keep record of what, when, and how much you eat and drink every day for one week. Is it a complete meal with a variety of foods, or is it just a snack? How long does it takes you to eat your meal, and how many times do you chew each bite? Learn to estimate the size of the portions you are eating in standard household measurements such as cups or ounces. Write down how you feel after your meal or liquid intake, and how you feel hours later, including both your emotional and physical feelings. Write down the consistency and frequency of your elimination processes.

#### Step 2: Examination

After one week you will have a pretty good idea about your eating habits. You might notice that you eat a lot of sugar-filled refined foods, or that your meat and dairy intake is on the rise, or that you all too often just grab a bite to eat.

#### Step 3: Making Choices

The following steps are guidelines on how

to make macrobiotic choices:

- 1) Clean out your refrigerator and cupboards and throw out everything that isn’t on your whole foods list.
- 2) Start reading labels, looking for hidden sugars and fats. Buy organic products.
- 3) Increase whole grain products, such as brown rice, barley, millet or quinoa. Whole grains should be the staple of your diet (up to 50%). Eliminate products made from refined white flour, such as French bread, bagels, crackers, cakes or white rice.
- 4) Increase protein-rich foods, up to 10%, from sources such as beans, seeds, nuts and whole grains. Eliminate your intake of cholesterol-rich animal fats and animal foods.
- 5) Increase consumption of regional and seasonal fruits and vegetables, such as green leafy vegetables, roots and round vegetables (up to 40%).
- 6) Include mineral rich sea vegetables, such as nori, wakame, arame and hiziki, up to 5%.
- 7) Include small amounts of fermented foods and condiments, such as soy sauce and miso.
- 8) Substitute complex sweeteners, such as rice syrup, maple syrup, or sweet vegetables, for refined white sugar or corn syrup.
- 9) Substitute spring water, green tea, kukicha tea or miso soup for soft drinks, soda, alcohol and coffee.

By making these choices in your kitchen and through your gradual adjustments to wholesome balanced meals, you will experience abundant and healthy nourishment in your life. Keep writing in your food journal and frequently refer to your early entries to monitor your self improvement. 🌱

*Gabriele F. Kushi, BFA, MEA, is the president of Kushi’s Kitchen and a macrobiotic certified health educator, consultant, cooking teacher, private chef, and photographer. Her 29 years of experience with macrobiotic and indigenous healing provide her with a unique in-depth approach to helping people from all walks of life. She has recently written a book about menopause and macrobiotics, which is soon to be published. For further information call: 952-915-1476*



## SOUNDS GREEK TO ME!

### Delicious recipes by EarthSave's Executive Director, Michelle Larson-Sadler

Whether you are in the midst of transition towards a plant-based diet or have eaten lower on the food chain for years, you can't go wrong with this simple and refreshing Mediterranean-style fare! Based on fresh seasonal fruits and vegetables, grains, legumes, and monounsaturated fats (the good ones!) such as olive oil and avocado, these dishes are a great addition to traditional Mediterranean foods such as hummus (garbanzo bean spread); baba ganosh (smoked eggplant spread); warmed pita bread; a bowl of your favorite lentil or tomato soup; or a chunk from a crusty European loaf with olive oil for dipping! Because all of these dishes keep well in the refrigerator and do not need reheating, make two or three of the recipes ahead of time during the weekend, and you have lunch-on-the-go or a light supper ready when you get home for the week! Enjoy! 🌱

### AWESOME ARTICHOKEs

4 medium artichokes, prepared and steamed (see note below)

For the sauce:

- 1/3 cup canola oil
- 1/3 cup tahini
- 1/4 cup freshly squeezed lemon juice
- 3 large cloves garlic, crushed
- 1 tablespoon tamari, shoyu, or Bragg aminos
- 1 tablespoon maple syrup

Prepare and steam artichokes and let cook to room temperature. Combine all sauce ingredients in a food processor and blend until creamy. Pour sauce over artichokes and garnish with a pinch of paprika or cayenne. Enjoy!

Variation on a Theme: Don't have time to make the sauce? Try some ready made alternatives from Follow Your Heart (found in the refrigerated section of most natural food stores), including egg-free, dairy-free Lemon Herb Dressing or Thousand Island Dressing, as well as their popular Veganaise sandwich spread!

### FOOD FOR THOUGHT...

#### How to Prepare and Eat an Artichoke

To prepare an artichoke, slice off the stalk, about 1/4" from the base and pull off the bottommost leaves of the artichoke. With a sharp, serrated knife, slice off the top 1" of the artichoke. With a kitchen scissors, snip off about 1/2" from the tip of each artichoke leaf. Place artichokes in a steamer basket and steam for 45-60 minutes until tender, or until a sharp knife slides in-and-out the heart of the vegetable.

To enjoy an artichoke, start with the bottom row of leaves nearest to the stalk, pull off one leaf at a time, and dip into sauce. With the inner part of the leaf facing upward, pull leaf between teeth, pulling the tender parts of the artichoke to eat. Discard the rest of the leaf and continue on. As you get to the center of the artichoke, the more of the leaf you can eat and the less that you will have to discard. When you reach the "choke," scrape off and discard any stringy, prickly parts. What is left of the artichoke is the "heart" which is completely edible. Dip the "heart" in the sauce and savor it. It's delicious! 🌱



## MORE GREAT MEDITERRANEAN RECIPES

### FAVA BEAN SALAD

- 19 oz. can fava beans or 2 cups young fresh fava beans, out-of-the pod and steamed
- 1 medium English cucumber, coarsely chopped
- 1 large Roma tomato, coarsely chopped
- 1 cup pitted kalamata olives, chopped
- 1 medium red onion, finely chopped
- 1/4 cup extra-virgin olive oil
- 1/4 cup red wine vinegar
- 2 teaspoons dried sweet basil
- 1 teaspoon dried oregano
- 1 teaspoon dried thyme
- 1/2 cup flat-leaf parsley, finely chopped
- coarse-ground black pepper and sea salt to taste
- romaine for serving

Combine fava beans, chopped cucumber, tomato, olives, red onion, and parsley in a bowl. For the dressing, combine olive oil, red wine vinegar, water, and the remainder of the spices in a lidded jar. Shake jar until dressing ingredients are thoroughly mixed. Pour dressing over salad and mix ingredients until well coated. Refrigerate at

least 1/2 hour before serving. Serve salad on top of romaine leaves for a colorful presentation. Makes 4 main dish or 6 side-dish servings.

**Variation on a Theme:** If fava beans are not available or not in season, substitute 2 cups cooked cannellini (white kidney) or Great Northern white beans in the recipe.

### GARLIC POTATO SALAD

Who says that potato salad has to be made with hard boiled eggs and mayonnaise? This is an excellent salad to bring to an EarthSave potluck or on a Spring picnic because the flavors get better over time, it keeps well in warmer weather, and it is delicious served chilled or at room temperature.

- 1 pound small new red potatoes, scrubbed
- 3 stalks celery, finely chopped
- 1/2 cup flat-leaf parsley, finely chopped
- 1/4 cup fresh mint, finely chopped
- 1/4 cup extra virgin olive oil
- 1/2 cup freshly squeezed lemon juice
- Fresh coarsely ground black pepper and salt to taste

Steam red potatoes for 10-12 minutes until tender. Chill potatoes in refrigerator for up to one hour, or until cool to touch. Do not immerse the potatoes in water or ice because they will brown and get mushy. Prepare all vegetables and parsley. Chop potatoes into quarters or medium-sized dice. Chop fresh mint just before combining all ingredients to minimize browning.

Put olive oil, lemon juice and fresh garlic in a lidded jar and shake until well mixed. Combine all salad ingredients and toss lightly. Season to taste with black pepper, sea salt and extra lemon juice to bring out the tangy lemon flavor. Makes 4-6 servings.

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# Take Me Out To the Ball Game!

## (AND GIVE ME A SOY DOG WITH EVERYTHING)

Baseball season is upon us. Ahh, the thought of it. The crack of the bat and the roar of the crowd. We'll sit back for a couple of hours, enjoy the summer weather, root for our team, chat with friends, and leisurely sip a cold drink while munching on a good ol'.....a good ol'.....what?

Vegetarian fare at baseball parks is slim at best, and when available, it's usually a trek to find and purchase. The "Soy Happy" campaign is trying to change all of that by asking Major League Baseball stadiums to add a veggie dog to their mainstream menu.

It's not just vegetarians, but all sorts of people who are eating veggie dogs today. Why? Because they're tasty, they're healthy, and they're vegetarian (many are also vegan, kosher and non-GMO). It's easy to see how one veggie dog can satisfy the needs and cravings of a wide variety of consumers. With the popularity of veggie dogs today, baseball stadiums need to heed the times. The traditional combination of hot dogs and baseball can then continue to please thousands of fans.

Johanna McCloy, Soy Happy campaign organizer, admits that it sounded funny at first, and she never set out to make this a campaign. When she looked around the stadium during a baseball game, however, it occurred to her that all these thousands of people had been given a poor choice at best... consume meat or do without a ballpark meal.



Vegetarian meals have become mainstream, and it only makes sense, (as well as good business), for large public venues to offer a healthy and tasty (and popular!) alternative to the regular meat hot dog. Imagine if even one fifth of these people were eating veggie dogs. The beneficial effects would be significant, not just on their own health, but also for the animals and the environment. It occurred to McCloy that this would set a great precedent by ending the meat com-

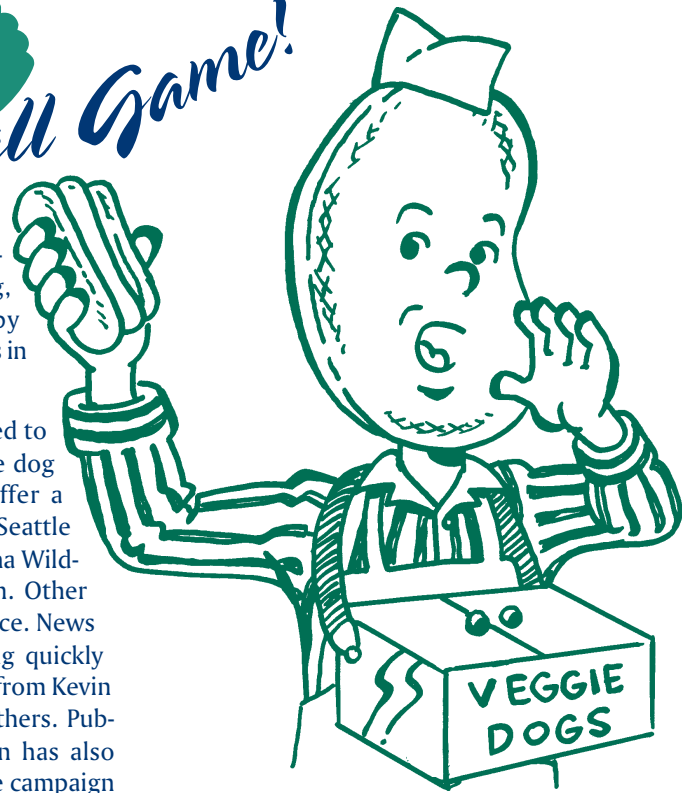
pany monopolies that have controlled concession fare for so long, and create positive change by mainstreaming vegetarian choices in large venues.

The Chicago White Sox responded to the campaign by adding a veggie dog last year. The Norfolk Tides offer a veggie dog, too. Recently, the Seattle Mariners and University of Arizona Wildcats have joined the bandwagon. Other teams are beginning to take notice. News about the campaign is spreading quickly and endorsements have come in from Kevin Nealon, Alicia Silverstone and others. Publicity surrounding the campaign has also picked up. Media coverage of the campaign has included a feature article in last month's issue of *Vegetarian Times* magazine. "Go Vegan!" on KRLA radio and on the worldwide web discussed the campaign on their show on April 1st; and VegTv.com is preparing a segment about Soy Happy, with additional celebrities expected to endorse the campaign on camera. Along with articles published on VegSource.com, Vegetarians in Paradise, Veggies Unite! and In Defense of Animals, many other organizations have written about this campaign: The Animals' Agenda, Friends of Animals, Fitness Link, PETA, Grist Magazine, Farm Sanctuary, Livrite.com, EcoVegEvents, the South New

Jersey and San Francisco Vegetarian Societies, Orange County People for Animals, The Soy Fan Club, the Los Angeles Times, The World Revolution, Last Chance for Animals, Soystache, Veggie Place, Animal Rights at About.com, Jewish Singles, and more.

Publicity is important but public response is the key and every voice will make a difference. Won't you add yours? 🐾

To learn more about the SoyHappy campaign and to see how you can help get veggie dogs into a stadium near you, visit Johanna's site at <http://www.SoyHappy.org>.



### Soy Happy Campaign Approach

- Make it an issue of consumer demand, and not one about the environment or animal rights. Fans choose meat-alternatives for a variety of reasons. They could be cultural, dietary, ethical, or simply a matter of taste. Veggie dogs are very popular now and are desirable to a lot of people.
- Stress the significance of providing veggie dogs on the mainstream hot dog menu, instead of at a separate health food stand. It is important that they be included as part of the general hot dog menu, that they be convenient to find, and that they be adequately publicized so the public is aware that they are available.
- Express appreciation and gratitude to the people contacted, always thanking them for their time and consideration.



# USDA Mad Cow Strategy:

**DON'T LOOK,  
DON'T FIND**

By Jeffrey A. Nelson

Compared to the European Union, it appears that the United States government is not protecting American consumers from bovine spongiform encephalopathy (BSE), commonly known as mad cow disease.

Testing methods used in the U.S. miss prions detected by the more advanced testing methods employed in Europe. (A prion is a microscopic protein particle similar to a virus but lacking nucleic acid, thought to be the infectious agent responsible for BSE and certain other degenerative diseases of the nervous system.)

Germany, which long proclaimed itself "BSE-free" while using the type of testing the U.S. currently utilizes, did not discover its first mad cow cases until it began using the more sensitive testing procedures.

The U.S. currently uses Western Blot analyses, Immunohistochemistry and histopathology, which require removing a portion of the brain, sectioning it, staining it with dye, and examining how the dye has interacted with the tissue, or simply examining sections of brain tissue.

tissue of the brain into a fibrous sponge-like material, and causes its victims to lose control of all their faculties and die. Some spongiform brain diseases have been misdiagnosed as another spongiform disease, Alzheimer's.

Dr. Marcus Doherr, a veterinarian epidemiologist who helped design the Swiss mad cow testing program, says that if the U.S. has as high an incidence of mad cow as France, it won't be detected. "They're not testing enough animals," he says. "The USDA argues it's a good sample, but it isn't representative of the population it is trying to extrapolate."

## Catch a falling cow?

European countries test a greater percentage of their cattle, and unlike the U.S., they test animals which are headed into the food chain. The U.S. tests a tiny number of cows, and only those which are visually selected by USDA inspectors because of obvious illness.

Dr. Linda Detwiler, a veterinarian who chairs the BSE Working Group at the U.S. Department of Agriculture, defends current U.S. testing. "We are targeting fallen stock, and we know it's best to target those cows because in Switzerland, the country with the greatest scientific

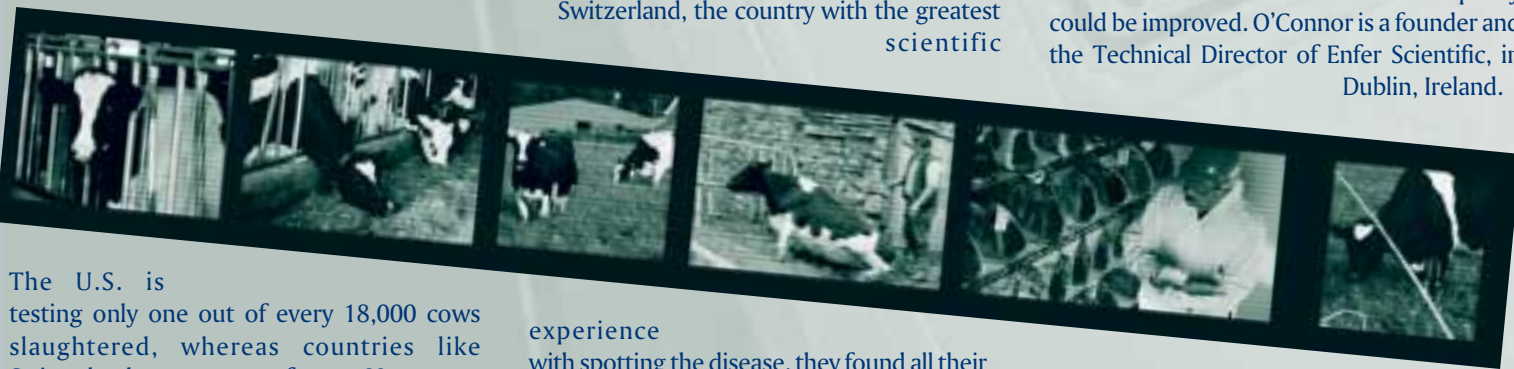
Moser agrees that a higher percentage of BSE is found in fallen stock, although the current U.S. testing style does not compare to Europe's, he says. The U.S. has a very different definition of "fallen stock" than the Europeans.

"In Europe," says Moser, "'fallen stock' refers to any cow which does not regularly slaughtered, gets sick or dies, breaks its leg and is destroyed, or doesn't go into the food chain for any number of reasons. No such cows can be disposed of in Europe without being tested for BSE."

In the U.S., the term "fallen stock" appears to refer only to cattle that actually arrive at the slaughterhouse and are pulled out of the line by a USDA inspector. "Who would bring a sick animal to an abattoir that they knew was going to be pulled out?" says Moser.

In fact, the USDA estimates that very few of the 100,000 "downer cows" in the U.S. are tested for BSE. U.S. ranchers dispose of sick cattle in a number of ways, including selling them to rendering plants for animal food — these animals are not tested.

Dr. Mike O'Connor also believes U.S. policy could be improved. O'Connor is a founder and the Technical Director of Enfer Scientific, in Dublin, Ireland.



The U.S. is testing only one out of every 18,000 cows slaughtered, whereas countries like Switzerland test one out of every 60 cows.

Countries like Ireland test more than twice as many cows in one night as the U.S. tests in an entire year.

The human version of New Variant Creutzfeldt-Jakob Disease, or nvCJD, is transferred to people via consumption of contaminated meat. It is a terminal disease that turns the cells and

experience with spotting the disease, they found all their BSE cases in fallen stock, and not in animals going into the Swiss food chain."

Actually, that's not entirely correct. Prionics CEO Dr. Markus Moser, molecular biologist and guest researcher at Oxford University, says the Prionics rapid response test has found cases of mad cow in tests of "healthy" cattle which were destined for the food chain.

His company developed the Enfer rapid-response test for mad cow disease, now used in the UK.

"It's illegal to bury casualty cattle in Ireland," says O'Connor. "You can't just dispose of them however you want. They must be tested. That obviously doesn't happen in the U.S."



Dr. Dagmar Heim, the head of Switzerland's BSE testing and surveillance unit, points to the most dramatic illustration showing the difference between European and U.S. definitions of "downer cows." It's the number of cows the U.S. counts as "fallen" versus the number Europe identifies.

In Switzerland, she says, some 14,000 cows were identified and tested last year as "high risk/fallen" out of a total of about 800,000 slaughtered. By comparison, the US identified and tested only about 2,000 "fallen cattle" — out of a total 36 million slaughtered.

That's a difference between 1.75% of all cows in Switzerland being identified and tested as fallen cows, and .0056% (five-thousandths of one percent) of all U.S. cows being identified as "downers" and tested.

If the USDA used the same "fallen cattle" definition as Europe and ended up testing 1.75% of its cattle for mad cow

deliver the European tests to us."

Moser of Prionics and O'Connor of Enfer find Detwiler's claim surprising. "Our test has been commercially available since 1999," says Moser. "How many do they want?"

O'Connor of Ireland is also eager to get the Enfer test to the U.S. government. "There is no problem getting Enfer tests to the U.S.," he says, adding he would be delighted to have Enfer find a home in the U.S.

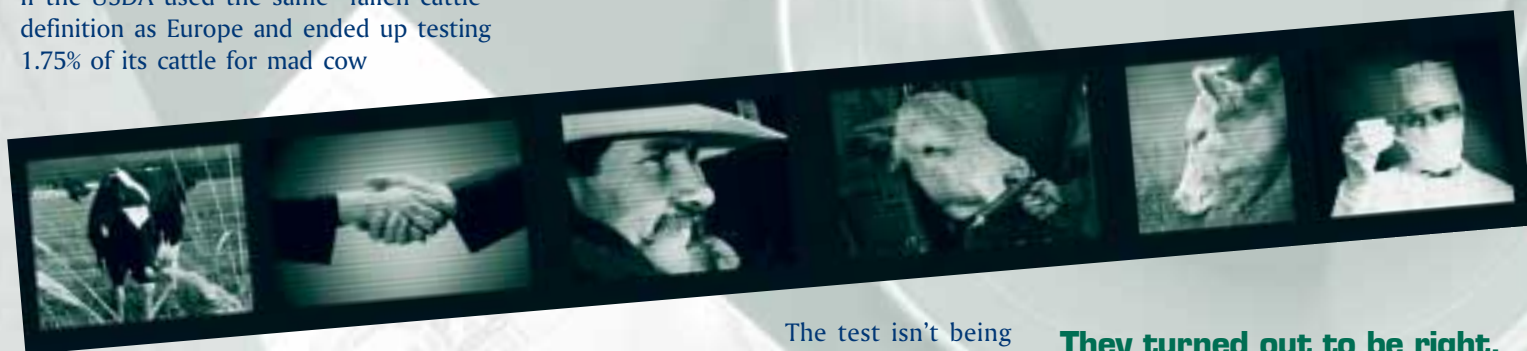
Detwiler also said that it will be a long time before the European tests are approved for use in the U.S., as the USDA needs to evaluate them.

"Approval is really a gray area," says Moser. "Yes, things often go through long processes to be formally approved, but the current method used by the USDA hasn't been approved by anyone."

BSE-infected animals detected." Doherr says nearly four times as many cases of BSE were found in Switzerland in 1999 when rapid testing was used, than were found in 1998 using conventional testing.

"This was huge news around the world," continues Moser. "Everyone was in shock over this discovery." Moser says Prionics convinced Swiss authorities to test 3000 "normal" cows, in addition to fallen cows. The results revealed BSE in cows which had no obvious symptoms, and headed for the food chain.

"Rapid testing was finding a lot of BSE in Switzerland," says Moser. Switzerland's beef industry was coming under fire, he says, but the Swiss argued that their beef was probably no worse than other EU countries, and the only difference was they had better testing.



disease - as the Swiss do - the U.S. would be testing about 630,000 cows per year, rather than the 2,303 cows tested last year.

### **Rapid mad cow tests used in Europe — but not in the U.S.A.**

In 1998, the European Union formed a commission to evaluate mad cow tests. It determined that three tests were reliable and were suitable for use. The tests recommended by the EU researchers are Dr. Moser's Prionics Check Test, Dr. O'Connor's Enfer, and a test produced by a French company.

These tests cost about \$16 per cow, and provide quick response times, enabling meat packers to test animals and get results before carcasses in the "chill room" reach 4 degrees Centigrade, the temperature at which they can be loaded onto trucks to go to market.

When asked whether the USDA was considering using these newer tests in the U.S., Detwiler said they would look into them in the future. The reason the USDA isn't examining these tests now is because "there's too much demand for them in Europe," and Prionics, for example, is currently "unable to send any testing kits to the USDA," she says. "We can't start any evaluation if they can't

The test isn't being given to live animals, which would normally require many safety tests, but is being administered to dead brain tissue. The only needed testing appears to be to determine whether or not the tests work - which the EU and a number of individual European governments have already tested and proven perform quite well.

### **Rapid testing was key to discovering BSE in Germany**

BSE was first discovered in Switzerland in 1990, and the Swiss government instituted consumer protection measures to close off the country from known BSE-sources. In 1998, conventional testing appeared to indicate that BSE rates had declined dramatically. Prionics introduced their rapid testing method and began marketing it.

"Some here in Switzerland were resistant, saying we had BSE under control, why did we need to do this testing?" said Doherr. But others, including consumer groups, pushed for the new testing, and so Swiss authorities had no choice but to try it.

"It became very apparent there were a lot of BSE cases that were missed before we used the Prionics test," reveals Doherr. "We quickly realized that this rapid testing was a very valuable tool to see how the epidemic is progressing. There was a dramatic increase of

### **They turned out to be right.**

Germany had long proclaimed it was BSE-free, using the testing currently used in the U.S. "They were in a state of denial, that they had 'firewalls' around their countries, they had taken measures to keep their beef safe, were already testing, and so on," says Moser. "So they said, 'We're clean.'"

As governments were uninterested in the tests that make it possible and affordable to test many cows very quickly, Prionics began marketing its rapid test directly to German labs and meat producers. "Some of these companies felt they had a responsibility toward their customers," says Moser. A few were privately concerned that they might have legal liability if mad cow turned up and had infected people.

Private labs performed the Prionics test on a small number of cattle — and found BSE in German cows for the first time.

"It snowballed from there, Germany did more rapid testing and found it had a big problem. It was a huge scandal," says Moser. All consumer groups in Europe had been pushing for more testing, and now DG24, the Health and Consumer Protection Directorate-General of the EU, issued rules for mandatory minimum testing in member countries, for all fallen cattle and cattle over 30 months of age.



Roland Heynkes, a German spongiform disease expert and molecular biologist, said that prior to the private testing in Germany, the German government had not wanted to test widely for mad cow. "When the people refused to buy untested beef," he says, "the government had no choice but to test." (Heynkes says if U.S. consumers really want to know whether there is any BSE in their country, "they would only have to boycott untested beef for a few weeks" before testing would be instituted.

"The importance of this new rapid test is that a lot of other countries were claiming they had no BSE," says Doherr. "They were not implementing any consumer measures to protect their public. It was important that these countries were forced to use this test. It told them, 'You are wrong, you do have BSE, and you need to do something to protect your consumers.'"

Commercial forces have taken hold, Moser says, and countries wanting to sell their beef to other EU countries have had to start widescale testing to assure their foodchain, or other countries won't buy from them.

### **Worthless USDA "firewall" strategy?**

Recent studies point to intensive factory farming techniques used widely in Europe and the U.S. as causing mad cow to develop in herds. Specifically, the practice of feeding cow protein back to cows is widely considered to promote and spread mad cow disease. Although the U.S. enacted laws to stop this practice in 1997, FDA monitoring in March of 2001 revealed that several hundred U.S. feed factories are still violating these rules.

Additionally, the U.S. permits the feeding of other animal remains to cows, which new research suggests may permit continued spread of mad cow disease. This practice has been outlawed in Europe and elsewhere.

While keeping out meat and feed from countries known to have BSE is important, some experts say it's very possible that the disease can appear spontaneously in a country with the farming techniques used in the U.S. and Europe, even in the absence of any outside "contamination." In this instance, the current USDA "firewall strategy" - preventing mad cow from appearing by blocking imports from BSE countries - would prove of little use.

European experience also shows that relying on the judgment of people in slaughterhouses can be problematic, Moser says, as it requires a degree of interpretation. "If a vet is not well educated in spotting signs of BSE, they can easily miss them."

Doherr agrees. "If a cow's production of milk drops significantly, in Switzerland we test it as a sign of mad cow." In the U.S., however, that cow is sent to slaughter and into the food chain.

"BSE starts as a subtle chronic disease, and gets more intensive. But it's easy to miss at early stages if you're not trained," Doherr

says. He says things as simple as a behavioral change — a cow afraid of movement, noises or light, or a cow being sensitive to touch - signal BSE suspicion and trigger testing in Europe, but not in the U.S.

"If a cow kicks when you try to milk it, a U.S. farmer - who is told 'we don't have BSE here' - will not even think about it," says Doherr. "He'll just think it's time to replace that cow. People who think they have no BSE in their country are unlikely to recognize a case, let alone report it."

Moser also points to potential problems with the conventional Immunohistochemistry, the testing method formerly used by Germany (which many now realize missed cases of BSE). "These tests depend on the quality of the tissue," he says. "If the brain tissue used in the test is not of good quality and is partly degraded, the test becomes problematic. In the U.S. they're only analyzing downers, and if the animal is lying down and dead for a day, the conventional method used in the U.S. doesn't have a chance to pick up BSE."

He adds that the conventional test itself requires interpretation by the lab technician in order to be certain of the result. "It takes a trained person to interpret that test accurately. You can overlook things," he says.

With his rapid testing technique, Moser says, results are unambiguous. "It's an objective method. You either have a positive or a negative."

O'Connor says rapid tests are not only faster, but more accurate than the government test used in Ireland. He says Enfer tests between three thousand and five thousand cattle per night at its facility in Ireland, and has results back to the packing plant in the middle of the night so as not to slow down meat packing operations. BSE-positive cows are removed

before entering the food chain.

"If we get a positive test, as we got a few last night, then we repeat the test," says O'Connor. "If we get two positive results on a cow, then we tell the meat processor to hold the carcass, and we send the sample to the government for their confirmation testing with histology."

O'Connor says that in several instances the Enfer tests have come up positive, but the histology test used by the Irish government later came back negative, indicating no BSE. O'Connor says Enfer has insisted the government look again, and another review subsequently finds that, in fact, the cow is positive, and the Enfer positive was correct.

"Our test is more sensitive than the government test," he says. "When there's a disparity, we've had the government double check, and they come back to us saying, 'Oh yes, you're right, this one was prion contaminated.'"

The testing used by the Irish government - which can give false negatives - is also used by the USDA.

### **Health or political problem?**

Moser says the American government is in a defensive position now. "They're only testing 2,000 cattle a year, and they feel that's good enough to prove that they don't have BSE in their country," says Moser. "So right now BSE isn't being treated like a potential health problem in the U.S., but a political problem. It's the same situation European countries were in."

Moser believes the USDA is in a "denial stage." "They don't want to really look at this. They were taken by surprise at what's happened in Europe, and they want time to breathe. Rather than be on the safe side, they don't want to introduce rapid testing right now," he says.

Moser thinks the U.S. is afraid wider testing might reveal mad cow in the U.S., putting the government in a position where it would have to admit its surveillance has not been sufficient. "I've seen it before. You mention mad cow disease, and everyone freezes. The politicians go into hiding. No one wants to comment on this. It's absolutely amazing."

Moser also can't understand why USDA representatives would tell reporters his company, Prionics, is unable to get tests to the U.S. for several months. "It tells me they have no PR concept. They have no concept on how to deal with the situation. They want to beat for time. It's a statement that shows they're not prepared," he says.

Heynkes, the German molecular biologist, goes further. "I think in Germany she would have to



resign after this lie.” Heynkes refers to the January 2001 resignation of the German Agricultural and Health Ministers over what was widely viewed as their grossly inadequate reaction to the health threat posed from mad cow disease.

Heynkes agrees with Moser on the reason the US is not rushing to embrace rapid testing. “These tests have been used in practice several hundred thousand times now and already identified seemingly healthy - but BSE infected - cattle,” he notes. The problem isn’t about whether or not the rapid tests are accurate, he believes, but that “the U.S. government simply does not want to test and find BSE.”

Moser of Prionics believes the U.S. government is exercising poor judgment in making extreme statements like “There is no BSE here.”

“The problem is, if you get one sick animal, everything changes. The people will feel they’ve been lied to by the government. ‘We’re not BSE-free after all!’”

Moser says the U.S. should simply say that it’s “unlikely” that we have it. “That way, even if the worst happens, the public is emotionally prepared. But the way the U.S. is handling it now, as soon as you have your first case - and I hope you don’t, but it’s likely you will - no one will buy beef in the U.S. the next day. It will destroy the U.S. beef industry because of the way it’s being handled now.”

Moser relates that this is what happened in Europe. “The politicians will say, ‘People are hysterical, people are overreacting.’ But they aren’t over-reacting. They’re reacting to having been told something false. They’re reacting to having been given a guarantee in an area where it is impossible to give guarantees. So the U.S. is taking a dangerous and extreme position.”

### European questions apply to USA

“Germany isn’t a banana republic,” says Moser. “It’s a major Western democracy with advanced science and technology.” It used the same science that the U.S. is currently using, he notes, and found no BSE. “The fact that they then used rapid testing and found big problems, this suggests that it can very well happen in another modern democracy.”

Moser says he believes there is also a “psychological barrier” in BSE testing. “The veterinarians doing BSE surveillance in slaughterhouses were reluctant to go out on a limb too often and say, ‘This looks like BSE,’” says Moser.

And in “adamantly BSE-free countries,” there’s a lot of pressure on the inspectors who are looking for BSE-suspect animals, he says. “Imagine what an inspector is triggering if he

thinks BSE is spotted. If it’s an error, okay, fine. But if it turns out to be BSE, the whole slaughterhouse will have to be shut down, the press will probably get wind of it, and it would be a scandal. Maybe he would lose his job.”

Heynkes points to a German inspector, Dr. Margit Herbst, who claimed to have seen more than 20 BSE suspected cattle which were not adequately tested for mad cow. She went public with her concerns, and lost her job. “But nothing changed,” says Heynkes.

Moser says that once a few cases of BSE were spotted with more objective rapid testing, suddenly European inspectors were finding symptoms where they hadn’t before. “After breaking that psychological barrier, suddenly everyone was finding BSE symptoms. Surveillance actually improved dramatically once the ice was broken.”

Heynkes agrees. “The first German BSE case was extremely helpful because otherwise we would still have no useful cattle feed law now,” he says. He notes that the government has had to make BSE science much more transparent and subject to examination and comment from non-government powers. “More and more the German government has to deal with an organized BSE science, making it harder for consumers to be misled.”

Moser doubts there is an organized conspiracy between the meat industry and government to suppress mad cow findings. Rather, he thinks there’s a human factor involved that “no one likes to see what’s not nice to see” coupled with sorely inadequate testing.

### Who’s protecting our health?

In most European countries, decisions about BSE programs and testing are currently being made by politicians. There is much criticism for the way BSE issues were handled early on, and many Europeans now believe the interests of agriculture and the meat industry were much more important in the decision-making process than was the potential health of the people. In England particularly, recent reports have been highly critical that BSE was handled predominantly by agricultural and veterinary officials, when in fact it was a major potential public health issue, and should have involved the UK Ministry of Health.

In Germany it was the same way, with only veterinarians dealing with BSE questions at the beginning. Says Heynkes, “Things only improve when independent scientific bodies review the risks, and when government scientists are prepared to ask experts from outside for input on their drafts.” The UK learned this the hard way, from its BSE crisis, which forced it to build up its Food Standards Agency, says Heynkes.

As in the UK at the early onset of the mad cow crisis, neither the U.S. Department of Health nor the Center for Disease Control is setting

policy on BSE. This, despite that BSE policy could potentially have a major impact on public health. Instead, all policy and decision-making rests with the USDA, whose stated mission is to “Enhance the quality of life for the American people by supporting production of agriculture.”

Says Representative Dennis Kucinich (D-Ohio), who wants the U.S. Congress to look

into the issue of BSE testing, “Public health and safety requires demanding and immediately employing the latest and most accurate testing methods available.”

For the moment, improving mad cow testing techniques is not the USDA’s focus. “Just like George Bush is flying around the country trying to rally people to his tax cut plan,” she says, “I’m flying around the country to rally people to do better surveillance. Tomorrow I fly to Nebraska for an event,” says Detwiler.

But according to European experts, without instituting a working cattle identification and tracing system, the USDA’s current plans will not be enough. Only by making and enforcing laws which track cattle will the U.S. be able to prevent farmers from simply burying potentially infected cattle without being tested, says Heynkes.

### Take Action

Write to your Congressperson or Senator and encourage her to pass legislation requiring better testing of cattle in the U.S. 🌐

*To read more about this issue, including a response from the National Cattlemen’s Beef Association, visit [vegsource.com](http://vegsource.com).*

*Jeffrey Nelson is the Chair-Elect of EarthSave International, and owner of [vegsource.com](http://vegsource.com).*

**M**oser thinks the U.S. is afraid wider testing might reveal mad cow in the U.S., putting the government in a position where it would have to admit its surveillance has not been sufficient.

# How Much Water? to Make One Pound of Beef?

*So what's the beef with beef, when it comes to water?*

By Jeffrey A. Nelson

Simply put: it's wasteful and irresponsible to squander our precious resources on a luxury item such as meat. The only question we're left with is: just how wasteful and irresponsible is it?

Bestselling author and EarthSave founder John Robbins, who has been at the forefront of the beef/water use debate for more than a decade, recently uncovered some startling new evidence in the groundbreaking new book *Ecological Integrity: Integrating Environment, Conservation and Health*, edited by David Pimentel et al. (2001 by Island Press, Washington, DC).

Editor David Pimentel, a professor of ecology and agricultural science at Cornell University, has published more than 500 scientific articles and 20 books, and has overseen scores of important studies. The other editors of the book are Laura Westra, professor of environmental studies at Sarah Lawrence College, and Reed Noss, president and chief scientist for Conservation Science, Inc., and president of the Society for Conservation Biology.

## Turning water into food

In the book, Pimentel gives figures outlining the "liters of water required to produce 1 kilogram of food." Translating liters/kilogram to gallons/pound, these figures work out to:

POTATOES	60 gal./pound
WHEAT	108 gal./pound
CORN	168 gal./pound
RICE	229 gal./pound
SOYBEANS	240 gal./pound
BEEF	12,009 gal./pound

(Note that the figures for producing a pound of beef represent water used over a 2+-year period, as food cattle are generally slaughtered before they are 2-years-old. Dairy cattle may live 4 years before being turned into burgers, and range cattle live to 5 or 6.)

As is clearly illustrated by these figures, it takes roughly 200 times the water to grow a pound of beef than to grow a pound of potatoes.

Pimentel explains, "...[T]he data we had indicated that a beef animal consumed 100 kg of hay and 4 kg of grain per 1 kg of beef produced. Using the basic rule that it takes about 1,000 liters of water to produce 1 kg of hay and grain, thus about 100,000 liters were required to produce the 1 kg of beef."

According to the USDA, one pound of ground lean beef has 1197.5 calories and one pound of potatoes contains 288 calories. To get roughly the same number of calories from potatoes as you do from a pound of beef, you would need 4.15 pounds of potatoes. So that's 249 gallons of water for 4.15 pounds potatoes versus 12,009 gallons for the pound of beef — in order to produce the same number of calories. In short, it takes nearly 50 times more water to produce a calorie from beef than it does from potatoes.

## Is this an efficient and fair way to feed the world?

Is it sustainable — in light of the cash subsidies, super-low water prices, free or low-cost grazing on public lands, and the other enormous welfare handouts the meat industry receives from government, in order to keep the price of meat artificially low — to keep producing meat at the current rate?

One of the most environmentally responsible things we can do is to minimize or avoid altogether consuming meat. Yet having done that, many vegetarians aren't pleased to be forced to pay astronomical water bills merely to subsidize their neighbors' meat habit.

## The Global Picture

If excessive water use and the depletion of aquifers in the United States alone weren't enough, the worldwide implications of meat production should be enough to give anyone pause.

According to Pimentel (with the assistance of Robert Goodland, Ph.D., Environmental Adviser to the World Bank), food and fiber crops are grown on 12 percent of the Earth's total land area. Another 24 percent of the land is used as pasture to graze livestock that provide meat and milk products, while forests cover an additional 31 percent. The small percentage of forest and grassland set aside as protected national parks to conserve biological diversity amounts to only 3 percent of the total terrestrial ecosystem. Most of the remaining one-third of land area is unsuitable for crops, pasture, and forests because it is too cold, dry, steep, stony, or wet, or because the soil is too infertile or too shallow to support plant growth.

A total of 3,265 pounds of agricultural products (including feed and grains) are produced annually to feed each American, whereas China's food supply averages only 1,029 pounds per person per year. The world average value is 1,353 pounds per person per year. The low number for China correlates with the Chinese diet, which is largely plant-based rather than animal-centered.



Goodland and Pimentel believe that the present and future availability of adequate supplies of fresh water is frequently taken for granted. Natural collectors of water, such as rivers and lakes, vary in distribution throughout the world and are frequently shared within and among countries. All surface water supplies, especially those in arid regions, are diminished by evaporation. For instance, reservoir water experiences an average yearly loss of about 24 percent.

All vegetation requires and transpires massive amounts of water during the growing season. For example, a corn crop that produces about 6,616 pounds/acre of grain will take up and transpire about 534,600 gallons/acre of water during the growing season. To supply this much water to the crop, not only must 855,119 gallons of rain fall per acre, but a significant portion of that must fall during the growing season.

Perhaps the greatest threat to maintaining fresh water supplies is overdraft of surface and groundwater resources used to supply the needs of the rapidly growing human population and the agriculture that provides its food. Agricultural production “consumes” (i.e., uses so that it is unrecoverable) more fresh water than any other human activity. Worldwide, about 82 percent of the fresh water that is pumped is consumed by agriculture. In the U.S., this figure is about 85 percent. Most people require a minimum of 24 gallons/day for cooking, washing, and other domestic needs. (Each American actually uses about 106 gallons/day for domestic needs.) Add to that a quarter pounder with cheese, and you’ve added more than 3,000 additional gallons of water to your daily consumption. Clearly, what you put on your dinner plate really does have a global impact.

About 80 nations in the world are already experiencing significant water shortages. For instance, in China, more than three hundred cities are short of water and the problem is intensifying. Surface water in rivers and lakes and groundwater provide the fresh water supply for the world. Groundwater resources are renewed at various rates, but usually at the extremely slow rate of 0.1 - 0.3 percent per year. Because of their slow recharge rate, groundwater resources must be carefully managed to prevent overdraft.

Groundwater overdraft is now a serious problem in many parts of the world. For example, in the vast Ogallala of the central U.S., annual overdraft is 130 to 160 percent above the replacement level. If this continues, this vital aquifer is expected to become nonproductive in about 40 years. High consumption of surface and groundwater resources is beginning to limit the option of irrigating arid regions. Furthermore, research shows that per capita irrigation area is also declining because of salinization and waterlogging, both deleterious effects of continual irrigation.

### **Diet matters: Planning for a sustainable future**

Throughout the book, Pimentel and his colleagues focus on the concept of environmental sustainability. A big part of that equation, they note, is to reduce demand for food overall, which can be achieved if more humans eat more efficiently on the food chain. Diet matters; environmental sustainability can most easily be achieved by reducing feeding inefficiencies, such as those involved in producing grain-fed livestock, and encouraging more efficient diets, which shift the focus from flesh-cen-



Agricultural production  
“consumes” more fresh  
water than any other human  
activity.

tered to plant-centered eating. The question is, how can such a shift be promoted in a world in which huge subsidies are routinely paid to make meat production affordable and “desirable”?

Pimentel and Goodland say that incentives are needed to promote grain-based diets by applying good economics and good environmental management practices to food and agriculture. In particular, conversion efficiency and “polluter pays” principals should be used in setting full-price policies, which internalize environmental and social costs. Cattle feedlots and slaughterhouses, along with feed and forage production, would therefore carry the largest financial burden, as they consume a great deal of water and generate much highly polluting waste, which is not efficiently re-used but is instead disposed of in the nearest watercourse.

In the researchers’ view, the highest taxes would fall on the least efficient converters, namely the producers of hogs and feedlot cattle. Slightly lower taxes would be assessed on producers of sheep and cattle grazing natural grassland. No taxes would be paid on grains (rice, maize, wheat, buckwheat), starches (potatoes, cassava), and legumes (soy, pulses, beans, peas, peanuts).

Modest subsidies on coarse grains (millet, pearl millet, sorghum) would alleviate hunger and are unlikely to be abused (as the rich usually won’t eat such foods).

Encouragement of domestic or village-scale beneficiation, such as of peanuts to peanut butter and cashew fruits to roasted nuts, which often doubles or triples the profit to the grower, would also be important. Peanut butter and cornflakes were invented expressly to increase the consumption of those low-impact foods at the bottom of the food chain.

Dr. Pimentel’s work underscores the need for the kind of education and inspiration an organization like EarthSave can supply. It’s clear that a large number of people making even small changes could have a meaningful effect on this serious issue. Water is the foundation of all life on Earth. It needs to be treated like the treasure it is, not as if it is an unlimited resource. ♻️

*Jeffrey A. Nelson is Chair-Elect of the Board of Directors of EarthSave International. He and his wife, Sabrina, operate VegSource.com, the most popular vegetarian website on the Internet.*



# Becoming A Grandfather

By John Robbins

I will never forget the birth of my son, Ocean. It was in 1973, and he was born into my hands, in a log cabin I had built. It was a moment, for me, of true spirit, a moment in which the intimate met the infinite.

Ocean and I have been incredibly close ever since. One perceptive family friend says we are "twin souls." You couldn't say anything that would make me feel more complimented.

For 35 years, Ocean's mother, Deo, and I have been lovingly together, and we are privileged now to live with Ocean and his wife of seven years, Michele. We share a home, eat all our meals together, work together, and are deeply part of one another's lives. So when Michele announced last summer that she was pregnant, we knew we would be sharing the joy together. What we didn't know was how much sorrow, and how much challenge, we would also be sharing.

Right at the outset there was an ominous potential to be confronted. Michele's father is a hemophiliac, and she is therefore a genetic carrier for this serious blood clotting disorder. Any male child born to Michele has a 50% chance of being a hemophiliac.

Ocean and Michele decided to have a test that would reveal the genetic status of their baby-to-be. The first thing we learned together, at the initial ultrasound, was that she was carrying identical twins! Learning you are carrying twins is probably overwhelming to any parent in any circumstances, but in this case it was made even more impactful, because this of course doubled the stakes in terms of the hemophilia. Being genetically identical, the twins would share the same status. If one were a hemophiliac, they both would be.

Over the next month, the test results came back in stages. The next thing we learned was that the identical twins Michele was carrying were males. This took the challenge we were dealing with to a whole new level, since it meant there was now a 50% chance that the twins Michele was carrying were both afflicted with the genetic disease.

Waiting the next few weeks was almost unbearable. Because we were all tense with suspense, we chose to be especially tender and caring with each other, and it was, in its way, a time of great love and beauty. During this time, both Ocean and I had dreams that said the babies would not have the genetic defect and would not be hemophiliacs. These dreams were comforting, but we were still on pins and needles until the test results finally came back, telling us, in fact,



and with 100% certainty, that the baby boys developing in Michele's womb were not hemophiliacs. We all cried with relief when we found out the happy news.

Celebrating with joy and infinite gratitude, we prepared now to settle into what we thought was finally going to be a normal twin pregnancy (insofar as anything with twins can be called normal!). Michele was remarkably healthy, and was planning a home water birth, no small endeavor with twins, but she had located two extremely capable and experienced midwives who were up for the challenge, particularly since we live only five minutes from a hospital, and had a very fine and loving obstetrician who would meet us there if things didn't go as we hoped. How wonderful we felt! How joyous and excited! Twenty-eight years earlier, Deo and I had

been pioneers, having a home birth when very few people did so. I have written extensively on the power, importance, and safety of natural birthing. And now Ocean and Michele were going to take it another step. If things worked out, they would be among the very first in this country to give birth to twins at home in water.

But things did not work out that way.

On New Year's Eve, with two and a half months to go before her due date, Michele's water broke. The arrival of her babies was now, suddenly and terribly, imminent.

A week later, she was in labor. Now there was no possibility of a home birth, or even a normal hospital birth. This was a full-scale medical emergency. None of our local hospitals were equipped to deal with babies born this premature, so we had to go to a hospital some distance away that was set up for the most severely premature births.

I was with Michele and Ocean as the boys were born, and I held her as she sobbed in agony as the tiny little fellows, barely three pounds, were immediately taken from her and subjected to an overwhelming barrage of medical interventions. They could not breathe, swallow, or suck, on their own. She was not allowed even to see them for hours. Miraculously, even in the pain, Michele kept her heart open through it all.

Ocean later movingly described the courage and love that we tried to bring to the situation:

"It's relatively easy, we realized, to manifest love and a sense of the sacred when you're surrounded by them. But the real test of our courage is to bring the power and depth of our souls forth in the moments of greatest challenge. To shine our light even brighter on a dark night. So here we were, so far from what we had hoped, deeply grieving, yet opening to the awesome power of birth. Michele was magnificent, and I felt so utterly in awe of her strength, courage, commitment, and surrender. I felt so moved by her experience that it became my own, and it was as if each contraction was also inside of me."



After the birth, we were told that the babies almost certainly would live, but we were not allowed to touch them for many hours. We were also told that they would require many months of hospitalization, marked by massive and sustained medical intervention. We also learned that there was a 25% chance that they would suffer from a severe and permanent disability, such as blindness, deafness, or cerebral palsy.

What happened during the next weeks is almost impossible for me to describe. It was one of the most astounding things I've ever seen. Ocean and Michele spent virtually every single waking moment in the hospital, holding their babies, giving what is called "kangaroo care," providing maximal skin to skin contact. Deo and I did all the cooking, cleaning, shopping, and other backup, and spent as much time as we could with them in the hospital. Our whole goal was to leave the babies alone as little as possible, and to provide them with as much love, even in this situation, as conceivable. Most nights we stayed in the hospital until well after midnight.

I wish I could say that the hospital nursery was set up to encourage parent-child bonding, but that, regrettably, is not the case in most U.S. hospitals. Parental presence is tolerated (even verbally encouraged), but not really supported. We were not allowed to eat in the nursery (a big deal when you hold a baby for six hours straight, especially if you're a lactating woman producing two quarts of milk a day), nor to use the telephone or sleep over with our babies. This despite the fact that repeated studies have shown the profound benefits to premature babies of time with their parents. And who needs studies to know that love between parents and babies makes a world of difference?

During this time, Ocean described what he and Michele were experiencing in a letter to our extended family:

"This has been one of the great lessons of parenting, right from the start. We have

been asked to love all we can, with everything we have, and surrender. Our children come through us but not from us; they are our children and yet they are also and even more fundamentally children of God; we give them everything we have, and leave their destiny to the hands of a higher power.

Sometimes, things go well, sometimes they are more difficult. Our task as parents is to love unconditionally, and to bring forth the highest and best we can, regardless of the circumstances we are given. We do not control what life brings us. We do choose how much love, intention, and purpose we bring to the choices we make. That's where our power lies. That's where we

live from.

"It is times like this that really let us know how interdependent we all are. When we fall, and find ourselves in the hands of a higher power, and then are held and lifted in the arms of our loved ones, we truly know that there is grace in the world. Our babies have a lot to look forward to, with friends like all of you."

Finally, after six and a half weeks, the babies were able to come home. As they were leaving the hospital, the head of Neonatology, the physician who had been in charge of their care, called the twins "miracle babies." When I asked him what he meant, he said that in his entire career he had never seen babies born that early do so well.

As I write, the twins, whose names are Bodhi Sattva Robbins and River Dharma Robbins, have now been home almost two months. During this time, they have each been held close to 24 hours a day. We spend our days,

and our nights, holding them, singing to them, often in warm baths with them, letting them know that we ARE here, that they ARE welcome, that anything they feel is okay. Remarkably and against all odds, neither baby shows, even to the trained eyes of neonatologists and pediatricians specializing in premature infants, ANY sign of any disability whatsoever.

Since their birth, they have received nothing other than Michele's milk. While they were in the hospital, she used a breast pump, and they were given her milk via feeding tubes. Then they began receiving it through bottles with special nipples for premature babies, and now they are beginning to be more and more able to take it straight from the source. In one of the most remarkable aspects to this saga, Michele has not only had enough milk for both of them (extremely rare with premature twins), but has actually had extra! A friend who has a six-month-old son, and does not have enough milk for her little boy, comes by periodically and picks up Michele's extra milk. In effect, Michele is feeding not two babies, but three!

I am overjoyed to be a grandfather to these two little guys who have joined us under such trying circumstances. They have incredible wills to live, and it is an honor to have

them at the center of our family. The challenges have been, and will no doubt continue to be, many. But through it all we have been unbelievably blessed by the love and friendship of those who have reached out to us in caring and understanding.

I am so proud of Ocean and Michele, and so amazed by their powers of patience, dedication, and devotion. And I feel so privileged to have been able to go through this together with them, learning again that sorrow

shared is halved, while joy shared is doubled. 🌱

*This article also appears in VegNews.*





# Book Review

## JUDAISM AND VEGETARIANISM (NEW REVISED EDITION)

By Richard H. Schwartz, Ph.D.  
2001 by Lantern Books, New York, NY  
ISBN 1-930051-24-7, list \$18.00 U.S.

Reviewed by Audrey E. Nickel

"Judaism and vegetarianism? Can the two be related? After all, what is a *simcha* (Jewish celebration) or holiday dinner without gefilte fish, chopped liver, *cholent*, roast beef, chicken and chicken soup? And what about passages in the Torah referring to Temple sacrifices of animals and the consumption of meat?"

This question, quoted here from the preface to the first edition of Richard Schwartz's seminal work *Judaism and Vegetarianism*, has often plagued Jews considering a switch to a vegetarian lifestyle, as well as vegetarians considering Judaism. CAN one be Jewish and vegetarian? Don't the Scriptures sanction...indeed, appear to command...the consumption of meat? What is God's will regarding His people and their relationship with the animals, the Earth, and with other peoples? How does vegetarianism fit in (or does it?)

In this book, Professor Schwartz demonstrates that, not only is vegetarianism wholly consistent with Judaism, it may even be considered an imperative in this day of factory farming, environmental depletion, degenerating human health and worldwide hunger. Beginning, as is fitting, with the Scriptures (particularly the Torah), Schwartz takes his readers on a tour of the Bible from a vegetarian point of view. He then goes on to address specific

issues, such as "*Tsa'ar Ba'alei Chayim* – Judaism and Compassion for Animals"; "Judaism, Vegetarianism, and Health"; "Judaism, Vegetarianism, and Feeding the Hungry"; "Judaism, Vegetarianism, and Ecology"; and "Judaism, Vegetarianism and Peace." He supports each not only with quotes from the Scriptures, but also with insight from Jewish sages and scholars from virtually every age and tradition, as well as with substantial and timely factual material gleaned from leading authorities on animal welfare, human health, the environment and the world hunger situation. He then proceeds to address even more specific questions regarding Judaism and vegetarianism (such as "Don't Jews have to eat meat to honor the Sabbath and to rejoice on Jewish holidays?" and "If God wanted us to have vegetarian diets and not harm animals, why were the Temple sacrificial services established?") and vegetarianism in general (such as "Can't one work to improve conditions for animals without being a vegetarian?" and "If vegetarian diets are best for health, why don't most doctors recommend them?").

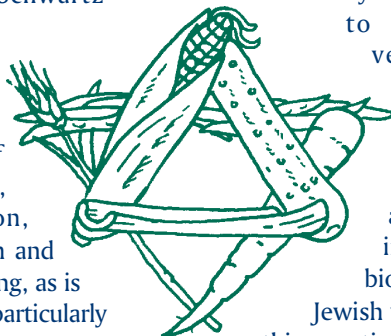
Finally he offers solid advice on how to make the switch to vegetarianism, including information on holiday observances and information on Jewish vegetarian groups, activities and resources, as well as an interesting and informative biographical section on famous Jewish vegetarians. He closes with this question, respectfully addressed to Jews who plan to continue to eat meat: "In view of strong Jewish mandates to be



compassionate to animals, preserve our health, help feed the hungry, preserve and protect the environment, conserve resources, and seek and pursue peace, and the very negative effects animal-centered diets have in each of these areas, will you now become a vegetarian, or at least sharply reduce your consumption of animal products?" It's hard to imagine, in the face of Professor Schwartz's well-reasoned and well-documented book, that anyone could reasonably answer "no."

I highly recommend *Judaism and Vegetarianism* to any Jew who is considering vegetarianism (or who has already made the switch and is seeking support and advice), as well as to those who are not vegetarians themselves, but who may be concerned about vegetarian friends and loved ones. It should be required reading for any rabbi who may encounter questions about vegetarianism or find himself ministering to vegetarians. Further, I would strongly recommend this book to vegetarian Christians and Muslims, who also accept the Hebrew Scriptures as authoritative... you will find information here that will both challenge and support you, and perhaps lay a common ground upon which the work of peace can be built. ☺

*Richard H. Schwartz, Ph.D., is Professor Emeritus of Mathematics at the College of Staten Island, New York, and the author of Mathematics and Global Survival and Judaism and Global Survival. He is the acknowledged expert in the field of Judaism and vegetarianism and, in 1988, was chosen "Jewish Vegetarian of the Year" by the Jewish Vegetarians of North America. Visit his website at [www.jewishveg.com](http://www.jewishveg.com) for articles of interest, as well as recipes and a free on-line course on Jewish vegetarianism.*



## EarthSave RECOMMENDS



Look for these titles at your local bookseller







# Compassionate Living for Healing, Wholeness & Harmony

*Compassionate Living for Healing, Wholeness & Harmony* is bestselling author Joanne Stepaniak's compelling, practical, and down-to-earth guide to serenity and inner freedom. Through a graceful blend of instruction, revelation, and inspiration, it presents fresh, uncluttered insights that offer hope and incisive guidance to all who search for purpose, meaning, and a life filled with peace and contentment. Following is an excerpt from Joanne's wonderful new book....

## The Branch of Earth

The branch of earth comprises all the animate and inanimate life and organic substances that exist within or on her surfaces, waterways, and atmosphere. It may be hard to envision the earth as a living being, but she is no less alive and breathing than are we.

You and I are made up of billions of separate but interdependent cells and organisms that create the aggregate entities known as "you" and "me." All the various parts of our bodies operate in unison, each doing its own special task to keep us healthy. When one part malfunctions, even temporarily, we can feel lousy all over. But with excessive or prolonged problems, our bodies deteriorate irreparably and, eventually, they fail us.

In the very same way, the earth is our living body and we are just one of the many organisms that have taken up residence here. Even though this might make us feel small and insignificant, each of us plays a vital role in keeping our host vigorous and well. The earth sustains and nourishes us, just as it supports all life. It supplies an abundance of everything that is essential for animals and plants to survive and

thrive. What is particularly amazing is how in this process all life on earth is interconnected. Not only do we share the basic resources that the earth provides, but we are part of an elaborate and well-balanced scheme. For example, mammals must breathe oxygen in order to stay alive. When we exhale we release carbon dioxide from our lungs. Plants absorb carbon dioxide

through their leaves, and they release precious oxygen into the atmosphere. In essence we are breathing in unison with the trees and plants. Every inhalation and every exhalation is shared by other life forms with whom we are interdependent.

Much is unknown about the earth and the intricacies of her functions. We do know, however, that the soundness of her systems reflects her ability to sustain life. Countless species have perished since human beings

first began ravaging the earth's surface, fouling her air, polluting her waterways, and attempting to control her delicate, intricate patterns. To be whole in our convictions, all seekers of compassion and peace must also be advocates for and active stewards of the earth. As with any act of compassion, we must protect the earth, not for ourselves but for all life and the body that is earth her-

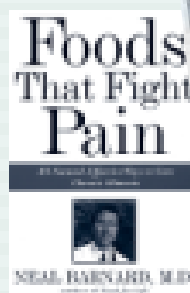
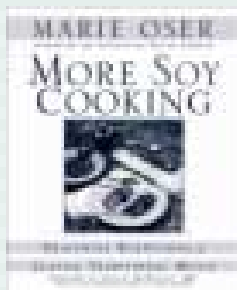
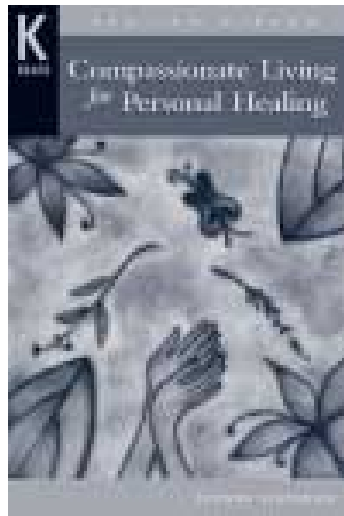
self. In doing so, wholeheartedly and selflessly, we will concurrently safeguard the interests of our own species and all those with whom we are mutually reliant.

Taking care of the earth means, in part, making responsible consumer choices. Here are just some of the ways you can incorporate concern for the earth into your daily life:

- Limit consumption to what you truly need.
- Choose sustainably produced products.
- Minimize refuse.
- Recycle what you can.
- Buy recycled goods.
- Look for ways to reuse materials whenever possible.
- Utilize the least polluting transportation methods.
- Reduce energy use.
- Purchase organic food.
- Support small industry.
- Discourage new land development.
- Endorse building renewal and restoration.

In our day-to-day activities, there are numerous opportunities to make decisions that will affect the earth positively or negatively. It is our responsibility to always select the wisest and soundest options. As ambassadors of compassion for the earth's community, we simply have no other alternative. 🌱

*From Compassionate Living for Healing, Wholeness & Harmony, NTC/Contemporary Publishing, March 2001. You can visit Joanne Stepaniak online at <http://www.vegsource.com/joanne>*





## COMING SOON... A NEW BOOK BY JOHN ROBBINS!

You've asked for it. You've waited for it. Now it's here... A new book by John Robbins that will take the message started by *Diet for a New America* into the 21<sup>st</sup> century. Introducing *The Food Revolution*, due out in July of 2001!

Here's what people are saying about *The Food Revolution*:

"Carefully researched, eminently readable, and starkly accurate, *The Food Revolution* will change your life. If every patient in every doctor's office read this book, it would revolutionize the health of America."

—Neal Barnard, M.D., President,  
Physicians' Committee for Responsible Medicine

"John Robbins is the leading voice in the world for restoring humanity to its proper relationship with food, the earth, and health. Read *The Food Revolution* and get active."

—Paul Hawken, author, *Natural Capitalism*

"Provocative and compelling, *The Food Revolution* delivers one of the most important messages of our time. Presented with clarity and conviction, Robbins leaves the reader sobered but inspired. He underscores the power that individuals can have when they vote with their knives and forks to save themselves and the planet. Nothing short of a call to action, this is a book to give to family, friends, and colleagues. I highly recommend it."

—Suzanne Havala, author of the seminal 1988 and 1992 American Dietetic Association position papers on vegetarian diets, author, *Being Vegetarian for Dummies* and *The Natural Kitchen*.

"John Robbins has done it again. *The Food Revolution* is a riveting sequel to *Diet for a New America*. I started reading it and I couldn't put it down. I was especially impressed with the chapters on genetic engineering. Robbins explains the situation better than anyone I've ever heard. For the hundreds of thousands of people like me, whose lives have been forever changed by Robbins' work, *The Food Revolution* is a MUST-READ. The word revolution is normally reserved in our society for guerrillas and telemarketers. THIS revolution is ours. It's a simple choice in the foods we eat that will have a radical effect on the world around us."

—Adam Werbach, Former President, Sierra Club

"A vital and wonderful book, and easy to digest, this is a perfect read for anyone with a body, a mind, and a heart. *The Food Revolution* is the most positive book of the decade."

—Ingrid Newkirk, President, People for the Ethical Treatment of Animals (PETA)

"*The Food Revolution* provides a cornucopia of arresting and revealing information. Robbins shows, in ways that both shock and fascinate, how the food we produce functions as a fateful link between our health as individuals and the health of the planet that gives us life. Particularly powerful is his well-documented account of the havoc wreaked by the "big cattle" industry on everything from our arteries to our aquifers."

—Ed Ayres, editorial director, *WorldWatch*,  
author, *God's Last Offer*

"*The Food Revolution* will finish what *Diet For A New America* started. It is magnificent. Give a copy to everyone you care about!"

—Howard Lyman, President, EarthSave,  
author, *Mad Cowboy*

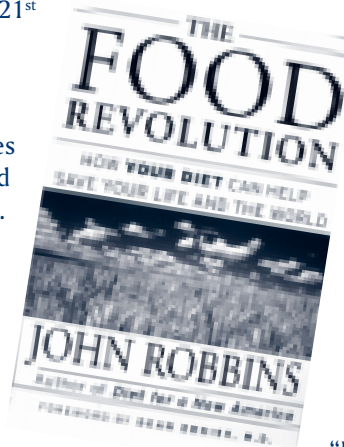
"*The Food Revolution* has arrived in the nick of time to lead us toward healthy diets and healthy farms. Readable, poignant, brilliant, and amazing — this is the book to consult for the health of your family."

—Brent Blackwelder, President, Friends of the Earth

"In *The Food Revolution*, John Robbins points out that the typical American diet is not only associated with adverse effects on human health, but with the reprehensible treatment of animals and irreparable harm to our land and water. Packed with startling facts and provocative insights, *The Food Revolution* is compelling reading for anyone interested in nutritional health, the treatment of animals, or even, simply, the fate of the planet!"

—David L. Katz, M.D., M.P.H., Yale  
University School of Medicine

"John Robbins' *The Food Revolution* is undoubtedly the most comprehensive and sophisticated study on the political, ethical and sane choices for a healthy diet. His candor and compassion guide the reader through advertising misconceptions to propaganda perpetuated



by our food industry. If you wish to learn how to give your body optimal health, you had better tune in to the messages in *The Food Revolution*."

—Dave Scott, six-time Ironman  
Triathlon World Champion, first  
inductee into the Ironman Hall of  
Fame, author, *Dave Scott's Triathlon Training*

"John Robbins does it again! *The Food Revolution* is a powerful and provocative expose of the political, economic, and social realities of our current food system. It challenges and inspires individuals to accept responsibility for our choices and to take action for positive change."

—Vesanto Melina and Brenda Davis, Registered  
Dietitians, co-authors of *Becoming Vegetarian* and  
*Becoming Vegan*

"*The Food Revolution* is the most comprehensive and persuasive argument ever assembled for a plant-based diet being proper human nutrition. Your life and the future of humankind may depend upon the spread of John Robbins' vital message."

—John McDougall, M.D., medical director of the  
McDougall Program at St. Helena Hospital, author of  
10 national best-selling books, host of the nationally  
syndicated TV Show "McDougall, MD"







## Ask Dr. Jules

**Q.** My husband's doctor told him he has diverticulosis. Does he need to avoid certain foods to prevent flare-ups?

**A.** Diverticulosis occurs when small pouches called diverticula bulge outward from weak spots in the large intestine. They form when pressure inside the intestine builds up, often because of constipation and low fiber diets. About one-half of all Americans between the ages of 60 and 80, and almost everyone over age 80 has diverticulosis. For most of those people, switching to a high-fiber diet is the only dietary change that's needed to help prevent diverticulosis from becoming inflamed.

If these intestinal pouches become inflamed or infected, they can cause abdominal pain, fever, nausea and blood in the stool. This condition, known as diverticulitis, is usually treated with antibiotics, bed rest and a liquid diet. As the condition improves, the diet is expanded to include the foods a person normally eats. Still, many doctors recommend restricting nuts, seeds and foods containing seeds such as berries, kiwi and tomatoes because of the possibility they could lodge in the pouches, triggering inflammation.

While there's no evidence that this actually happens, "it makes intuitive sense to avoid nuts and seeds during a flare up," explains James M. Harig, M.D., director of the Division of Gastroenterology, Loyola University Medical Center in Chicago. Still, some doctors find such restrictions unnecessary.

The bottom line? If you have diverticulosis and find it is aggravated by certain foods, avoid them. Still, preventing constipation by eating a high-fiber diet is the real key to preventing future flare-ups and complications – maybe even preventing diverticulosis from forming in the first place!

A natural, dietary approach of increasing fiber through a combination of fruits, vegetables and whole grains is my recommendation. Fiber should gradually be increased over a month or two until you reach a goal of at least 20-25 grams a day. A common mistake many people make is to increase fiber too quickly. This can actually make things worse by causing gas, bloating and pain. Over the counter bulk-forming laxatives containing psyllium, such as Metamucil, may also help. 🌱



*Dr. Jules Oaklander is an osteopathic physician and licensed pharmacist living in Miami, Florida, and a member of EarthSave's board of directors. Do you have a health-related question you'd like to ask Dr. Jules? Please send your questions to EarthSave International, 1509 Seabright Avenue, Suite B-1, Santa Cruz, CA 95060, Attn: Ask Dr. Jules, or email them to [newsletter@earthsave.org](mailto:newsletter@earthsave.org).*

## JIM FARRIS *Getting Back to the Land*

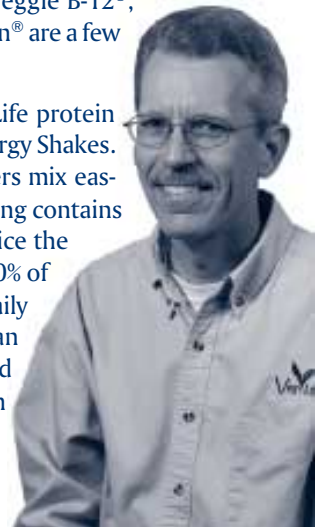
Jim Farris, EarthSave Salt Lake City Chapter Chairperson, was born and brought up in central Illinois. After 3 years at Eastern Illinois University, he decided to make a radical change and develop something other than his intellect. Desiring to learn the lessons the earth had to teach, he joined a "back to the land" intentional community in California. At age 21 he wholeheartedly embraced the vegetarian lifestyle that was part of the spiritual beliefs the community practiced. Working in the organic vegetable gardens and orchards developed his appreciation for the interrelationships of all life and the importance of practicing responsible earth stewardship.

In 1980 Jim married Hildreth Hadley and shortly thereafter they moved to Salt Lake City and started a family. Kiran Prakash was adopted from Calcutta in 1985 at the tender age of 4 months. Jeremy Patrick was born to Hildreth with the assistance of a midwife in 1986. Ean Lamar was privately adopted in Los Angeles at birth in 1989. His birth-mother was unable to care for him. For 16½ years these three sons have been the focus of Jim and Hildreth's love and attention! They heartily recommend adoption and ethnically blended families. Adoption support groups help nurture the children's cultural identity through fun "culture camps" and holiday parties.

The California community moved to Salt Lake City and started natural food stores, which Jim helped to manage. Sharing natural and organic foods with customers became his passion. Through Jim's direction, the stores sponsored vegetarian cooking classes and potlucks. After reading *Diet for a New America* in 1990, Jim founded the EarthSave Salt Lake City Chapter. Shortly thereafter the local chapter sponsored John Robbins and Howard Lyman speaking events, attracting up to 1200 attendees! The largest potluck event is their annual "Turkey-free Thanksgiving," attracting up to 120 guests and media attention.

In 1996 Jim left the retail side of natural foods and became a Product Developer for VegLife® Nutritional Supplements. VegLife is committed to helping create a compassionate world by providing premium quality supplements free of animal by-products. VegLife is a socially responsible business that has been an EarthSave supporter for the past 5 years. They utilize superior natural ingredients in their products as well as environmentally-friendly packaging and printed materials. This 100% Vegan line of vitamins, minerals and herbs also includes formulas designed specifically for a vegetarian's nutritional needs. Veggie B-12®, Veggie Iron® and SpectroVeg® Multi-Vita-Min® are a few examples.

In 1997 Jim created a very successful VegLife protein line called Peaceful Planet® High Protein Energy Shakes. These great-tasting and convenient powders mix easily in juice, soy or rice beverages. Each serving contains 16 grams of non-GMO soy protein with twice the protein of 8 oz. of milk! It also includes 100% of the Daily Value of most vitamins and 25% Daily Value of most minerals. These products can only be found in health and natural food stores. For more product information you may visit their website at [www.nutraceutical.com](http://www.nutraceutical.com) or phone 1-800-VEG-0250. 🌱





## VEGPLEDGE! Update

During this year's Meatout (sponsored by FARM) on March 20, EarthSave VEGPLEDGE! program partnered with Meatout to educate, inspire, and empower people as over 500 people began their transition to a more healthy, compassionate, and planet-friendly diet. Family members, relatives, friends, co-workers, and others were encouraged to take a tremendous step to improve their own health, save precious water and fossil fuel, reduce air pollution, show compassion towards all life on Earth, and learn a new way of eating. Many EarthSave chapters hosted events to promote Meatout, which included a speaking event which featured EarthSave President Howard

Lyman in Los Angeles; a lunchtime veggie-barbeque and discussion on the benefits of meatless living by the Miami chapter; video showings of John Robbins' Diet for a New America by the Orlando branch, preparation and serving of an entirely plant-based meal at a local soup kitchen with an educational display and handouts by our Space Coast chapter, and outreach efforts by local EarthSave volunteers in the Twin Cities, Salt Lake City, San Diego, and Chicago. 🌱



### Did You Know:

- Over 7100 individuals to date have participated in the VEGPLEDGE! program?
- 37.1% of VEGPLEDGE! participants have taken the Transition Pledge to reduce the amount of meat, fish, egg, and dairy consumption in their diet?
- 30.1% of VEGPLEDGE! participants have taken the Vegan Pledge to eliminate all animal food products from their diet?
- 29.5% of VEGPLEDGE! participants have taken the LactoOvo Pledge to eliminate meat and fish from their diet?
- (3.2% of participants did not note either one of the VEGPLEDGE! options at the time that they took the VEGPLEDGE!)
- People from all U.S. states, Guam and Puerto Rico; all Canadian provinces, and from 6 continents have taken the VEGPLEDGE!?
- over 96% of all participants have taken the VEGPLEDGE! online?
- only 18% of those who have taken the VEGPLEDGE! have returned their reporting forms. If you have completed the program,

please take the time and fill out your response form today! Need a copy? You can print out a copy from the VegPledge! website at [www.vegpledge.com/report\\_form.htm](http://www.vegpledge.com/report_form.htm).

**S**ince taking the VEGPLEDGE!, I have lost more than 10 pounds. Also, I feel I am helping the planet and its creatures more than I could any other way.

- North Hollywood, CA

## Taste of Health Louisville: A Vibrant Tradition

by Phil Anderson

On Sunday March 25, EarthSave celebrated its eighth annual "Taste of Health" healthy food festival in Louisville, KY at the University of Louisville Student Activity Center from 11:00 a.m. to 5:00 p.m. Thousands of visitors to the event were treated to the great taste of healthy eating, cooking demonstrations, presentations from expert speakers and a variety of related activities. The EarthSave membership table really out-did itself this year. Over 100 EarthSave memberships were generated as a result of the event, 70% of which were first-time members!

The event included a restaurant fair featuring a dozen Louisville restaurants showcasing their best vegetarian and vegan fare. The EarthSave Healthy Beginnings Bookstore offered over 50 different titles ranging from great books on the benefits of a plant-based diet to incredible vegetarian cookbooks such as *The Peaceful Palate*. An eye-catching six-foot tall blue and green Earth globe formed the centerpiece of our educational exhibits. The Waldorf School of Louisville did a great job of keeping the kids occupied at the children's activities area with such creative pursuits as felting, finger-knitting, and crayon impressions. Most popular on the main event floor was the Kroger "Try It & Buy It" Market which offered visitors the chance to "Try It" - free samples of a wide variety of vegetarian items, including an assortment comfort and convenience foods, and then "Buy It" for an amazing 25% discount.

Our speakers and cooking demonstrations were very well received. Highlights included: "Becoming Heart Attack-Proof" by Dr. Caldwell Esselstyn of the Cleveland Clinic; "Eat to Beat Cancer" by EarthSave's scientific advisor and expert toxicologist, Dr. Rob Hatherill of UC Santa Barbara; and "Healthy Soul Food" by Imar Hutchins, author of such books as *The Vegetarian Soul Food Cookbook* and co-founder of Delights of the Garden vegetarian restaurant in Washington D.C.



All in all it was a fabulous day. We even entertained a couple of TV crews! Many thanks to our wonderful sponsors, including The Waldorf School, Kroger, Vegetarian Times, Kentuckiana Health-Fitness, Hamsa Healing Arts and Amazake. But the biggest thanks must go to all the incredible EarthSave volunteers, whose hard work, passion and dedication made Taste of Health the success it was. Special thanks to this year's Taste of Health chair, Holly Clark, an incredible person; Louisville Board Chair, Barb Meyer who lined up all of our speakers; Lori Adiletto, our restaurant chair; Jan Banta for the beautiful signage; Aaron Jenkins; Mike and Terry Lyddan; Winnie Hepler; Matt Fox; Connie Glover; John and Cindy Borders; Chris Saporita; Suzy Parrish; and the scores of other people us in so many ways. You are all what makes EarthSave so wonderful! 🌱





## EarthSave Long Island: Branching Out to the Larger Community

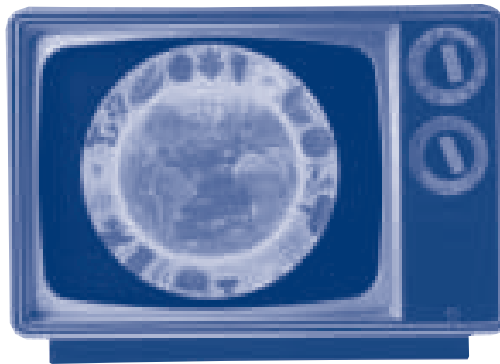
In October of 1990, a small group of concerned individuals came together to form the Long Island chapter of a budding grassroots activism organization — EarthSave. This chapter has since grown into a cornerstone of Long Island's health, environmental and compassion-oriented community.

Over the past 7 years, ESLI has placed its emphasis on reaching large numbers of people with compelling information about the importance of a plant-based diet. Attendance at their monthly dinner/lecture series averages more than 150 people, with much larger crowds for well-known speakers. They attribute much of this success to the efforts of their committed volunteers and the high caliber of speakers who have generously offered their time and vast knowledge to lecture on a variety of important topics.

Thanks to EarthSave member and volunteer Brian O'Haire, the outreach potential of these events has increased dramatically. Brian, who produces his own cable TV show, recently helped launch EarthSave's first cable-access TV program, which broadcasts these lectures weekly, making them available to millions of New Yorkers. Core group member Bettina Barbier is putting together a volunteer crew to upgrade the quality of these productions and to air them on other cable TV markets in the area.

The Long Island group is more than just a support system for vegetarians. It has become

involved in activism and community building on many levels, including a campaign to end pesticide spraying for the West Nile Virus. Long-time Chairperson Bob DiBenedetto feels the far reaching results of community involvement are "immeasurable and ultimately the most effective way of spreading the word about the benefits of natural living and a plant-based diet."



ESLI is also working on a new and exciting summer event to be held July 20-22, entitled "Planet Earth" Expo. Each year, the Wantagh Chamber of Commerce runs a town festival, complete with rides, arcades, entertainment, cotton candy, hot dogs, crafts, vendors and other amusements. What will make this festival different from fairs and carnivals on roadsides all over the U.S. is that its centerpiece will be a 40' by 80' tent run entirely by EarthSave! Planet Earth Expo will feature earth-friendly exhibitors, entertainment, two days of speakers on a wide variety of issues

pertaining to health and the environment, a vegan "coffee house," a concert, a drum circle, fun and educational kids activities, and of course, healthful and delicious alternatives to those hot dogs!

For years, Bob DiBenedetto has been giving presentations to PTAs, students, teachers, parents and administrators as part of the Healthy School Lunch Program. This successful program has visited dozens of schools and has for the most part focused on teaching the health effects of food choices to these varied audiences—with an eye toward encouraging more plant-based foods on the school lunch menus. This program operates by encouraging grass-root involvement of parents within schools, supported by Bob's presentations. ESLI is now opening a whole new area of school-focused outreach dealing exclusively with the third prong of EarthSave's mission—compassion to animals.

Finally, the ESLI is about to break ground with the formation of its first satellite, EarthSave East End. Since it is, as the name implies, a "long island," the East End group will cater to those who are out of reach of the main LI events.

This is all made possible by the deep roots they have put down in the community over the past decade and the many committed volunteers who have made it a part of their lives to do something good for the world on a regular basis—via EarthSave! 🌱

## MEAT FREE ZONE SIGNS AVAILABLE

EarthSave International board member Andy Glick recently came up with this design for a "Meat Free Zone" message. Andy has both vegan and vegetarian versions of these signs, and hopes to place them in veg-friendly restaurants and kitchens around the country! To find out how to get your MFZ sign, t-shirt or other goodies, contact Andy at [Andy119@aol.com](mailto:Andy119@aol.com) or Jerry Cook at [Jerryco@techcom.net](mailto:Jerryco@techcom.net) or visit the MFZ website at <http://www.MeatFreeZone.org>





## COOL CUCUMBER RICE

1 English cucumber, finely chopped  
 3 cups cooked white jasmine or white basmati rice  
 3-4 green onions, finely chopped  
 1/2 small red onion, finely chopped  
 1/2 cup flat-leaf parsley, finely chopped  
 1/4 cup fresh mint finely chopped

### Dressing

1/2 cup plain soy yogurt  
 1/4 cup canola oil  
 1/4 cup white wine vinegar  
 1/4 cup fresh dill, finely chopped

Prepare all vegetables and herbs and set aside. Put all dressing ingredients together in a lidded jar and shake until thoroughly mixed. Combine all salad ingredients in a large bowl and toss with dressing. Chill for 1-2 hours before serving. A substantial and refreshing salad – great for those hot days! Makes 4-6 servings.

## GREEK VEGETABLE SALAD

Everyone's favorite! This version of this popular marinated vegetable medley is light and refreshing without the strong taste of feta cheese.

4 large Roma tomatoes, coarsely chopped  
 1 English cucumber, thickly sliced in halves  
 1 small red onion, halved, thinly sliced  
 2 cups kalamata olives, drained  
 1/4 cup fresh dill, finely chopped

### For the dressing:

1/4 cup extra virgin olive oil  
 1/4 cup red wine vinegar  
 1 teaspoon dried oregano  
 1 teaspoon dried thyme  
 Freshly ground black pepper and sea salt to taste

Combine all vegetables, olives, and dill in a large bowl. Put dressing ingredients in a lidded jar and shake to mix well. Pour dressing over salad and toss lightly. Season with black pepper and sea salt to taste. Chill in refrigerator at least a half hour before serving. Makes 4-6 servings.

## FRESH SPINACH FENNEL SALAD

4 medium garlic cloves, minced  
 1/2 cup red onion, coarsely chopped  
 1 medium fennel bulb, sliced  
 1/4 cup pine nuts, lightly toasted  
 6 cups baby spinach, or 1 large head spinach, chopped into bite-sized pieces  
 1/4 cup + 1 teaspoon olive oil  
 1/4 cup balsamic vinegar  
 1/2 cup + 2 tablespoons orange juice  
 fresh coarse-ground black pepper to taste

Preheat oven to 350 F. Spread out pine nuts on a cookie sheet or cake pan and lightly toast for 7-10 minutes. Take out of oven and let

cool.

Heat 1 teaspoon olive oil with 2 tablespoons orange juice in a skillet over medium-high heat. Sauté garlic, onion, and the fennel bulb until softened. Put rest of olive oil, vinegar, and orange juice separately in a lidded jar, and shake until combined. Take cooked mixture and dressing and combine with freshly washed baby spinach leaves in an attractive salad bowl. Toss all ingredients together until thoroughly coated. Top with pine nuts. Enjoy this salad with a cup of tomato soup and a piece of crusty bread! Makes 4 main-dish or 6 side-dish servings.

Variation on a Theme: You can substitute 4 large stalks of celery in the recipe if fresh fennel is not available.

## ASPARAGUS DELICATO

1 pound thin-speared asparagus, washed  
 2 tablespoons extra virgin olive oil  
 1/2 cup freshly squeezed lemon juice  
 1 teaspoon coarse-ground black pepper  
 Sea salt to taste

Blanch asparagus for 3 minutes in boiling water. Remove immediately from the pot and cool completely in an ice bath. Drain.

Put olive oil and lemon juice in a lidded jar and shake until combined. Pour mixture over asparagus and let marinate in refrigerator for 15-20 minutes. Drain excess marinade and season with black pepper and sea salt to taste. Great as an antipasto appetizer or a delectable side dish! Serves 4.

## STRAWBERRIES SCENTED WITH ORANGE BLOSSOM WATER

1 pint fresh strawberries, hulled and halved  
 2 teaspoons orange blossom water (found at Middle Eastern groceries or at gourmet food stores)  
 dark chocolate, shaved

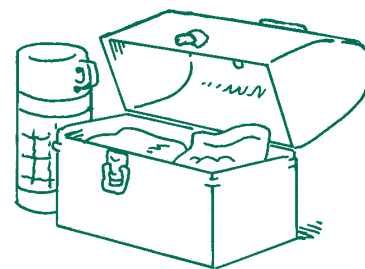
Put strawberries in a medium bowl. Sprinkle orange blossom water or berries. Gently toss to coat. Serve chilled. Great plain or with a dollop of Hip Whip non-dairy topping (from Now and Zen, found at your natural foods store) and some dark chocolate shavings! Heaven can be so sweet!



# School Lunches

*Continued from pg 4*

and strategies: At the core of the New Healthy School Lunch program will be Dr. Demas' "Food is Elementary" curriculum. We are working closely with Dr. Demas to blend her success with that of our chapters. Many EarthSave members, such as Barbara Gates in San Diego and Bob DiBenedetto in Long Island, have had great success working with schools to educate children about healthy eating patterns and to encourage the schools to offer healthy options.



We are now setting up training seminars with Dr. Demas for all those who are interested in using her curriculum. Whether you are a volunteer with a local EarthSave chapter or just an individual who wants to work with her school to improve the food choices offered, these seminars – which will consist of four half-day sessions – will be invaluable. Based on interest, the training will be arranged in as many locations as possible. The training will give you the necessary information and tools to help you to get your schools interested in using the curriculum. It will also give you the information you need in order to teach the program in the classroom.

If you are interested in knowing more about the New Healthy School Lunch program, please contact the EarthSave International office. If you'd like to sit on the committee which is planning this program, we'd love to have your talents and

feedback. And if you'd like to make a tax-deductible contribution earmarked for this program, we would greatly appreciate it. Together we can improve the health of our children while improving the health of our planet.

"Food is Elementary" is available for under \$30 at Amazon.com. 🌱





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An EarthSave Branch is either an active startup chapter on its way to chartering, a group that is active but not large enough to be chartered as a chapter, or an affiliate group.

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http://earthsave.co.uk

## Howard Lyman's Speaking Schedule:

**Wed. June 20, 7pm Portland, OR**

*Festival of Raw & Living Foods (June 17-24)*

*Info: Habib: rawimmortal@home.com*

*www.rawfoods.com/festival 503-246-2959.*

**Sun. June 30 – Wed. July 4 Washington DC**

*Animal Rights 2001 Conference, sponsored by Farm Animals Reform Movement.*

*Info: www.farmusa.org 301-530-1737.*

**Wed.-Sun. July 11-15 Johnstown, PA**

*Vegetarian Summerfest, sponsored by the North American Vegetarian Society, held at Univ. of Pittsburgh at Johnstown, PA.*

*Contact: navs@telenet.net www.navs-online.org*

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*Affiliations are listed for identification only.*

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Gary Zukav  
*Author, Seat of the Soul*

# Vegan Health Study

By Jerry Cook

The Vegan Doc, Michael A. Klaper, M.D., is studying the health of many people who eat a vegan diet across the country. He is seeking applicants for this health study, which will give participants an incredibly detailed analysis of how healthy they really are.

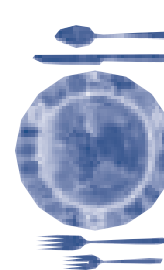
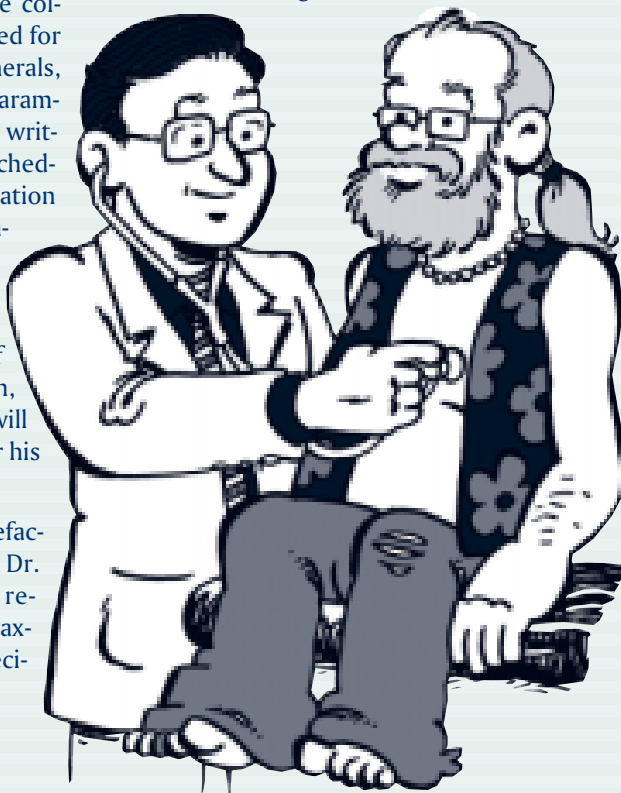
Participants fill out a questionnaire survey, describing their food intake and health history since adopting their present diet. Follow up will be by mail-in postcard every 36 months to determine any changes in diet or health status.

Specimens of blood and urine will be collected and processed and then analyzed for protein balance, fatty acids, trace minerals, vitamins, blood chemistry and other parameters. Participants will receive a full written analysis of their results and then schedule a personalized telephone consultation with Dr. Klaper, wherein each laboratory value will be discussed and suggestions will be made to help "fine tune" each person's dietary and supplement program. The cost of these tests, including the consultation, is \$650.00. A tax-deductible receipt will be issued to each person who pays for his or her own testing.

Consider becoming a sponsor or benefactor. Financial support is required for Dr. Klaper to conduct this pioneering research. Personal contributions are tax-deductible and will be greatly appreciated.

The goal of this research is to help develop guidelines and/or products which will aid anyone who chooses to nourish their body on a completely plant-based (vegan) diet to do so with optimal benefits to their health.

All persons interested in participating in the Vegan Health Study are invited to contact Dr. Klaper through the Institution of Nutrition Education and Research, 1601 N. Sepulveda Blvd., Suite 342, Manhattan Beach, CA 90266; or by contacting Jerry R. Cook at 804-469-7730. Visit [www.earthsave.org](http://www.earthsave.org) for more information. ♻️



**EarthSave**  
Healthy People Healthy Planet  
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**Yes! I want to support EarthSave. Enclosed is my tax-deductible donation.**

## 12 Month Membership

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- ☐ I'll ask my place of work to match my gift.
- ☐ Contact me with information about volunteer opportunities in my area.

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Make checks payable in U.S. funds to EarthSave International  
and return completed form to:  
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