Genetically Modified Foods: You too can be part of a corporate experiment!
Dear ES members:

It's easy sometimes to think that you're eating the ideal diet when you only eat foods that are plant-based. In our household, we frequently celebrate with dairy-free chocolate— in soy “ice creams,” in cakes, in confections. And we’ve never felt bad about it, as our dear friend, New York City pastry chef Fran Costigan reminds us: Chocolate is a bean! But as John Robbins reports in his article on the use of slavery to produce chocolate in some parts of the world, (see page 16) sometimes purchasing a food because it’s plant-based isn’t enough.

As the hilarious cover of this issue illustrates, other plant-based foods produced today might not be so wonderful either. We are only beginning to understand the ramifications of genetic engineering. The possible effects on our health and the ecosystem of these genetic experiments are downright scary. And our government hasn’t done enough to study how disastrous these effects might be. Indeed, contrary to public demand, labeling of genetically engineered foods isn’t even required.

Thankfully, there is a way to avoid slavery-produced and genetically modified foods: buying organic. The demand for organic foods is growing exponentially in this country, in part because they taste better and provide more nutrients, but mostly because organic farming is so much better for the environment than conventional farming. EarthSave members like yourself are helping to raise the consciousness of people all over about the benefits of growing food organically—without synthetic fertilizers, pesticides, herbicides, etc. And since we know about the health benefits of eating lots of fruits and veggies, it’s important for us to make sure that the foods we’re promoting (and eating) are indeed healthy for us, but also good for the planet and all its inhabitants too.

Since we promote foods of plant origin, some have wondered why we bother with a campaign to keep mad cow disease out of this country (see our Test Cows Now! campaign, page 5). After all, you can get the disease from eating beef, but you can’t acquire it from asparagus or kale. But EarthSave is concerned with the health of ALL people—not just vegetarians. We’re concerned about what could happen to our friends and family members if this disease is discovered in America. And we’re concerned because the blood supply in this country could be affected if the disease is here.

Furthermore, we’re concerned about this disease because it is evidence of a rebellion by Mother Nature herself. The practice of feeding ground-up cattle to cattle came about because the meat industry was more concerned about the bottom line than it was about the well-being of the animals. And now a growing number of people around the world are also suffering the consequences—and losing their lives—because of this corporate greed. Please visit our website—www.testcowsnow.com—and join our campaign to encourage our government to take effective measures toward keeping mad cow disease out of this country.

We’re entering the season where most of us can buy locally grown organic produce—at the farmers markets, through community-supported agriculture programs, even at our grocery stores. Buying local and organic means that we’ll enjoy the incredible flavors of fresh produce. But it also means that we can feel confident that our food choices are healthy and sustainable for everyone involved in the many processes that take place to get our food to our tables. Happy spring!

Yours for a healthy planet,

John D. Borders, Jr., J.D.
Chair, ESI Board of Directors
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EarthSave Magazine
Too Much Fat Causes Diabetes

Type II diabetes is called adult-type diabetes because it is the most common type of diabetes seen in adults. Approximately 8% of American adults have this condition and in some subsections of our population, such as the American Indians, the incidence can be as high as 50%. The cause is unquestionably the rich American diet, chock-full of fat and deficient in plant foods. The association of fat and diabetes has been known for over 75 years. In 1927 Dr. E.P. Joslin, founder of the famous Joslin Diabetic Center in Boston, suspected a high-fat, high-cholesterol diet might favor the development of diabetes and its major complication, atherosclerosis. He prophetically wrote: “I believe the chief cause of premature atherosclerosis in diabetes, save for advancing age, is an excess of fat, an excess of fat in the body (obesity), an excess of fat in the diet, and an excess of fat in the blood. With an excess of fat diabetes begins and from an excess of fat diabetes die, formerly of coma, recently of atherosclerosis.” After 75 years of repeating the same message about diabetes, it is now the fastest-growing disease in Western nations.

Three Major Studies This Past Year Tell of Cause and Prevention

1) A study, published in the February 2002 Annals of Internal Medicine, of 51,529 male health professionals found those whose diets are rich in red meat, high-fat dairy products, and baked goods are 60% more likely to develop diabetes than are those who eat a more prudent diet of vegetables, fruits, whole grains and lean meats. When low physical activity is combined with a fatty diet, the risk of developing diabetes is doubled. Obese subjects have more than 11 times the risk of developing diabetes.

2) In May 2001 an article in the New England Journal of Medicine reported on 522 middle-aged overweight subjects who were divided into two groups. One group was encouraged to eat more plant foods, less fat, and to exercise; the other subjects continued their old ways. The healthier group lost nearly 10 pounds and had less than half the chance of developing diabetes.

3) A more recent study, in the February 2002 issue of the same journal, reported on 3,234 pre-diabetic individuals who went on a healthy diet and exercise program and reduced their chances of getting diabetes over the following 2.8 years by 58%.

Worldwide and nationwide, the incidence of Type II diabetes is skyrocketing. Treatment with medications, including insulin and diabetic pills, does not cause the blood sugars to return to normal or eliminate the common complications, such as blindness, heart attacks and kidney failure. But all of this, and more, can be done with diet and an exercise program, and at no cost.

Diabetes: An Adaptive Response

The human body is a survivor. It does whatever is necessary to live and function at its highest level, confronted by all kinds of adverse circumstances. The severe malnutrition caused by the high-fat, low-fiber American diet places serious burdens on the body and requires it to make adaptations. The calories consumed in excess of our needs cause us to gain weight. As the body gains excess fat, it becomes resistant to the actions of the hormone insulin in order to survive. One of insulin’s jobs is to push fat into the fat cells—the fat is being saved for the day when no food is available (a day likely to be a long time coming). Once obesity has developed, in an effort to stem the rapid expansion of the body’s girth, the fat cells become less responsive to insulin. In other words, “insulin resistance” develops. This slows or stops the accumulation of fat so the person does not get as big as a house.

The next stage of adaptation occurs when the body becomes so resistant to insulin’s effects that it can no longer keep the blood sugar at normal levels. The sugars rise to a level above the kidney’s capacity to keep it in the body, and the sugar spills over into the urine like water falling over a dam. At this stage sugar is found in a urine test—a common way to diagnose diabetes. This loss of sugar (calories) is the body’s adaptive response to excess calorie intake and storage (body fat). By losing calories through loss of sugar into the urine, weight loss occurs—all in an effort to correct the underlying diabetic condition. Unfortunately, almost all doctors prescribe medications that thwart the body’s efforts to make lifesaving adjustments.

Medication Guarantees Diabetes

Diabetic medications guarantee that all diabetics will remain diabetic. Insulin and diabetic pills (sulfonylureas) increase the amount of insulin in the diabetic’s body, causing the body to store more fat in the fat cells. Other medications (insulinitizones) reduce insulin resistance and cause weight gain. Any of these medications may also lower the sugar levels below the kidney’s threshold for dumping excess calories. Thus a vicious cycle is created. The patient goes to the doctor, is diagnosed with diabetes, placed on medication and told to lose weight. The medication makes the person fatter and thus the diabetes becomes worse. The patient returns to the doctor and is given more medications because the sugars are higher, which makes the patient fatter and the diabetes worse.
Simple Steps Can Help Ensure Food Safety

During the past 12 months, mad cow disease has been discovered in every member country of the European Union but one, as well as in Eastern Europe and Japan. The reason these countries know that they have mad cow is due to rigorous testing procedures they recently instituted—testing which is virtually nonexistent in the United States. We may have a health crisis in this country of monumental proportions, but our government agencies are doing very little to try to discover or prevent it, instead adopting a “don’t look, don’t find” mentality.

While the U.S. tests one cow out of about every 18,000 slaughtered, countries like Japan and Ireland are testing every cow going to market. While the U.S. is doubling the total numbers of cows tested to 4,000 a year in 2002, the European Union will be testing over 8 million cows during the same period.

In other words, the Japanese and European governments are concerned about the safety and health of their citizens. Countries introducing large-scale rapid testing are discovering mad cow in their herds each month, and they then take known measures to prevent entrance of infected cattle into their food supply.

But the U.S. has not. It simply says “There’s no mad cow here”—without actually doing the testing other countries do in order to determine whether this is true. Also troubling is the fact that the government is now confiscating and killing deer and elk on game farms in the Western U.S. because of an alarming increase of chronic wasting disease, a close cousin of mad cow disease. This is a warning sign that we need to be looking into the problem of mad cow, not avoiding it.

Sign the “Test Cows Now” Petition

Using allies in Congress who share our concerns, EarthSave International plans to press for new regulations to force the government’s hand. You can help by going online to TestCowsNow.com and signing the petition—and getting other people to sign—adding your voice to those who want to safeguard the American consumer. EarthSave will be filing our own petition with the federal government demanding the USDA begin doing what should be its job of protecting the U.S. consumer rather than the bottom line of the beef industry.

Specifically, we are requesting that the USDA institute the same rigorous testing and precautionary measures nearly every other democracy big or small has been doing for many months or even years. These programs make it possible to scientifically determine whether or not the U.S. herd harbors mad cow disease. Without this testing, it is impossible and even dishonest to say that the U.S. is free of mad cow.

Join in Taking Action

You’ll find more information at TestCowsNow.com, including the Mad Cow Fact Sheet and other articles. Furthermore, you can download our Test Cows Now flier and help raise awareness by spreading the fliers at the grassroots level.

You can also download the Test Cows Now petition and collect signatures from your local community, and forward them to us at the address shown at the bottom of the petition. We will forward them to members of Congress.

Mad cow disease is thought to have an incubation period of between 10 and 40 years. This disease could impact not only our generation, but our children and grandchildren. This is the time to ensure that all reasonable precautions are being taken. Right now there’s a whole lot more we could be doing to protect our citizens.

Heidi Howe’s passion

Heidi Howe’s passion extends beyond her music. She is also a proud vegan and EarthSave member. Last spring, Heidi decided to incorporate her two passions by writing a song about the EarthSave message titled “Food Without a Face.” The song is part of an interactive CD that also includes two other original songs, earth-friendly coupons and vegetarian recipes. She is touring the U.S. and Canada to promote the new CD. All profits will benefit EarthSave International.

Heidi has shared billing with Billy Joe Shaver, Dan Bern, Paul Thorn, Jason Wilbur, Tim Krekel and other notable songwriters. She received the award for best original act in the LEO Readers Choice Awards for 1999 and 2000. Her band, Heidi Howe and the Backseat Drivers, won the 2001 WAMZ Battle of the Bands in Louisville, KY, and the LEO Reader’s Choice Award for best country band in 1999. To find out more about Heidi, visit her website at www.heidihowe.com. If you are interested in helping with the Food Without a Face Tour, please e-mail Heidi at Heidi@heidihowe.com. Veg on!
I'm not much of a candy-maker, but this easy fudge recipe illustrates how you can use the Sweetened Condensed Soymilk recipe below. It makes a good gift. The ganache and truffle recipes that follow are adapted from my book "Soyfoods Cooking for a Positive Menopause." The other recipes are from my personal files.

**Bryanna’s One-pan Vegan Fudge**

Makes 24 pieces

- 5 oz. unsweetened vegan organic baking chocolate, cut into small chunks
- 1/4 c. powdered vegan sugar OR unbleached sugar or white beet sugar, ground in a dry blender until powdery
- 1 recipe Sweetened Condensed Soymilk (see recipe below)
- 1 tsp. vanilla
- pinch salt
- 1/2 c. chopped toasted nuts

Melt the chocolate with the powdered sugar and Sweetened Condensed Soymilk in the top of a double boiler over simmering water. When the mixture is very smooth, stir in the vanilla, salt, and nuts. Spread the mixture into a greased 9x5" loaf pan. Refrigerate until firm. Cut into 24 pieces.

**Bryanna’s Sweetened Condensed Soymilk**

Equal to a 14-oz. can of sweetened condensed milk — 1 and 2/3 c.

This is from my book "Soyfoods Cooking for a Positive Menopause." I devised this primarily to make Vietnamese Coffee, but it can be used in baking and candy-making instead of the dairy product. It’s fast to make and keeps in the refrigerator for several weeks.

- 1 c. light unbleached sugar or white beet sugar
- 2/3 c. boiling water
- 6 T. bulk soymilk powder
- 5 T. isolated soy protein powder
- 1 T. melted good-tasting nondairy margarine (Earth Balance)

Combine all ingredients in a blender until the sugar is dissolved and the mixture is thick. Pour into a clean jar, cover and refrigerate. It thickens when chilled.

**Bryanna’s “Hot Rods”**

Makes 3 and 1/2 dozen

This is a recipe my kids used to make.

Blend in a saucepan:

- 1 c. vegan sugar
- 3 T. unsweetened organic cocoa
- 1/4 c. soymilk
- 1/4 c. vegan margarine (Earth Balance)

Bring to a boil, stirring now and then. Boil 1 minute.

Stir in:

- 1 and 1/2 c. old-fashioned rolled oats
1 tsp. pure vanilla extract
1/2 c. unsweetened coconut
1/4 c. crunchy peanut butter (or other nut butter)

Drop by tablespoonfuls on cookie sheets lined with parchment or waxed paper. Let stand until cooled and firm. Store in refrigerator or freezer.

**Bryanna’s Carob Fudge,**

_Another old favorite back in the “old days”!

With your hands, mix together well:

1/2 c. EACH:
- peanut butter (or other nut butter)
- honey (I would now use maple syrup or fruit concentrate syrup)
- carob powder
- chopped nuts and/or sunflower seeds
- sesame seeds
- and 1/4 c. wheat germ (or quick oats)

This is very sticky. When well-mixed, wash off hands and leave them wet. Roll mixture into balls, egg shapes (we used to make “Easter eggs” out of these) or logs, or press into an oiled pan and cut into squares or other shapes. Roll in coconut (colored, if you wish), ground nuts or ground granola.

**Bryanna’s Chocolate-soy Ganache**

Makes about 1 and 1/2 c.

A ganache is a rich, fudgy chocolate icing that firms up when cooled. It is usually made with heavy cream, but rich, full-fat soymilk blended with silken tofu makes a wonderful substitute.

Remember that the quality of your ganache depends upon the quality of the chocolate you use.

6 oz. excellent-quality dairy-free organic semi-sweet eating chocolate or chocolate chips (1 c.)
1/2 c. full-fat soymilk
1/3 c. extra-firm SILKEN tofu
1 tsp. vanilla OR 1 T. brandy or liqueur of choice

Break the chocolate up and process it finely in a dry food processor. Leave the chocolate in the processor.

Whip the soymilk and silken tofu together in the blender or with a hand blender until VERY smooth. Heat it in the top of a double boiler over simmering water until almost to the boiling point, or microwave it in a microwave-safe bowl for about 1 minute at 50 percent power, or until very hot, but not boiling. (If the mixture seems to curdle at all, blend it again until smooth.)

With the motor running, pour the hot soy creme in through the feed tube. Process until the mixture is smooth.

Scrape the mixture into a mixing bowl and refrigerate just until it is completely cooled, but not chilled. Whip in the vanilla or liqueur. Allow to chill for several hours, or until firm enough to use as a frosting.

This will keep a couple of weeks refrigerated. To soften the ganache, leave at room temperature until as soft as you like it, or microwave for a few seconds.

while still warm and pour immediately over the cake, or, if made ahead, reheat in a double boiler or in a microwave on LOW, stirring every 15 seconds.

**VARIATION - Truffles:**

A firm ganache is also the basis for making chocolate truffles — if you would like to try this, reduce the amount of soymilk to 1/3 c. to 1/4 c. Roll the cold mixture in chopped toasted nuts, coconut or cocoa powder.

**Bryanna’s Vegan Coffee Truffles**

Makes about 2 dozen

I usually make my husband some of these for Christmas.

9 oz. semi-sweet (vegan) organic chocolate PLUS 3 oz. unsweetened chocolate (OR use 12 oz. organic bittersweet or semi-sweet chocolate — whatever your preference)
1/4 c. Earth Balance, softened
1/2 c. coffee-flavored liqueur
unsweetened regular (not Dutch) organic cocoa powder, either plain or blended with unbleached sugar until powdery (equal amounts)

Break up the chocolate in very small pieces. Place in the top of a double boiler over barely simmering water. Cook until chocolate melts, stirring often. Transfer to a medium-sized bowl. With an electric mixer, beat in the Earth Balance. Gradually beat in the liqueur, beating constantly to keep the mixture creamy and smooth. Cover and refrigerate 1-2 hours, until firm. With hands, roll mixture into 1” balls. Roll balls in cocoa, shaking off excess. Equally divide between two pint freezer bags with zip-lock tops. Remove excess air and seal. Freeze up to 6 months.

**VARIATION - Nutty Orange Truffles**

Use orange liqueur instead of coffee liqueur and add grated zest of 1 orange. Roll in chopped nuts instead of cocoa.

**Bryanna’s Double Nut Clusters**

(or “Not-chocolates” if you prefer carob)

As I’ve said before, I’m not much of a candy-maker. I like easy candy recipes, and you can’t get much easier than this!

To make CAROB CANDIES (“Not-Chocolates”), omit the chocolate and use 1 c. unsweetened dairy-free carob chips. You may want to add 1-2 T. of maple syrup.

1 c. semi-sweet dairy-free organic chocolate chips (you can use the naturally sweetened ones)
OPTIONAL: 1-2 T. maple syrup
OPTIONAL: 1 T. coconut oil
1/2 c. any nut butter (peanut is good, but you can use any)
Combine and melt the chips and nut butter (and optionals, if using) in the top of a double boiler over simmering water. When the mixture is smooth, stir in the nuts. Drop by spoonfuls on waxed paper on cookie sheets. Refrigerate until firm.

Bryanna’s “Energy Balls”

These are yummy!

1/2 c. oatmeal (or other cereal flakes for cooked cereal)
1/4 c. moist brown sugar
1/4 c. peanut butter (or other nut butter)
4 tsp. fine unsweetened grated coconut or ground nuts or sunflower seeds
4 tsp. chopped raisins or other dried fruit of choice
4 tsp. non-dairy milk

OPTIONAL: 1 T. cocoa or carob powder plus a T. or so of maple syrup

Grind the oatmeal in a food processor until chopped well. Add remaining ingredients and blend until a ball forms.

Roll into 4 large or 8 smaller balls.

These can now be dipped in melted semi-sweet vegan chocolate (or melted unsweetened dairy-free carob chips), or rolled in coconut, if you wish.

Bryanna Clark Grogan is the author of six published vegan cookbooks. She wrote newspaper cooking columns for more than 20 years, and was a frequent contributor and reviewer for Vegetarian Times magazine for about five years. A vegan since 1988, she has given many cooking workshops and classes, including at several Vegetarian Summerfests. Bryanna grew up in California but has lived in British Columbia, Canada, for many years. She raised a family of four children and now has six grandchildren.

You can ask questions of Bryanna on her discussion board at www.vegsource.com/talk/beginner.
When you meet Agnita Hill, you don’t immediately think, “Aha, she must be vegetarian.” After all, this 79-year-old Catholic nun doesn’t exactly fit the description of the stereotypical “tofu burger and sprouts” vegetarian. But listening to her speak, you realize she’s an impassioned and articulate spokeswoman for eating low on the food chain.

Sr. Agnita wasn’t raised on a plant-based diet. In fact, she ate whatever she could because she had so little from which to choose. When her father died, Agnita was only 8. Her mother took her and her four younger sisters from their home in rural Meredith, Kentucky, to Louisville in search of employment. But their mother’s job didn’t allow them to live together, and Agnita and her sisters lived in an orphanage and a Catholic school until they were old enough to work. Claiming now that “God was patient with me,” Agnita joined the convent when she was 24.

After finishing college, Sr. Agnita began teaching grade-school children. Her order, the Sisters of Charity of Nazareth, sent her to a mission in Kentucky, to Louisville in 1966, to serve as a director of religious education. But Sr. Agnita was working in a high school and didn’t have enough to work. Claiming now that “God was patient with me,” Agnita joined the convent when she was 24.

Most of the nuns in the Sisters of Charity of Nazareth live in communal settings. But Sr. Agnita’s diet has required her to live on her own so she can stick to her low-fat, whole foods, vegan diet. Since she believes the scriptural words that the body is the “temple of the Lord,” she knows that for both physical and ethical reasons she can’t deviate from her diet.

“I eat big salads, tofu burgers and tempeh ‘fingers.’” Those foods aren’t yet being served in the communities with her fellow nuns. But she hopes that will change in time. “She’s firmly convinced that, if born in this day and age, “Jesus would be a vegan.”

“Meat and dairy production are not good ways to use the gifts that God has given us. I’m concerned about the land and water pollution, the waste of food in animal feed that could be used to feed people, and the inhumane treatment of animals” in modern factory farming, Sr. Agnita says. “If you know the reasons for it, there is a moral responsibility to follow a vegan diet.”

The Catholic church Sr. Agnita attends—St. William in Louisville—has started a study group to address the facts and concepts in EarthSave founder John Robbins’ latest book, The Food Revolution. Sr. Agnita attends these discussions and serves as a living testament to the many benefits of a plant-based diet. She looks 10 years younger than her age, she tells the group about how she saved her life with her diet, and she rolls off her blessed tongue the facts related to the atrocities of factory farming.

When Sr. Agnita isn’t preaching about why “you should only buy GMO-free” foods and why factory farming “is a moral issue which should be addressed” by the Catholic Church, she volunteers with her local EarthSave chapter. While she allows others in her chapter to be in the public light about these issues, her quiet and contemplative presence lends great credibility to the message the chapter tries to teach the public—that eating is a moral act.

“Sister Agnita is an essential part of the EarthSave Louisville community,” said Holly Clark, executive director of the Louisville chapter. “Whether she’s setting up for the annual strategic planning meeting, volunteering at a cooking class or just helping out around the office, she lends a peaceful energy that exudes love and acceptance to all those around her.”

Sr. Agnita follows in the footsteps of other great religious and spiritual leaders in history who have followed a vegetarian diet for ethical reasons. In living out her life of poverty and her calling of service to others—human and otherwise—Sr. Agnita follows the words of St. Francis of Assisi:

“Not to hurt our humble brethren, the animals, is our first duty to them, but to stop there is not enough. We have a higher mission: to be of service to them whenever they require it. If you have people who will exclude any of God’s creatures from the shelter of compassion and pity, you will have people who will deal likewise with other people.”
Carl Lewis on Being Vegan

Excerpt from Carl Lewis’ introduction to Very Vegetarian, by Jannequin Bennett

Can a world-class athlete get enough protein from a vegetarian diet to compete? I’ve found that a person does not need protein from meat to be a successful athlete. In fact, my best year of track competition was the first year I ate a vegan diet. Moreover, by continuing to eat a vegan diet, my weight is under control. I like the way I look. I know that sounds vain, but all of us want to like the way we look. I enjoy eating more, and I feel great. Here’s my story.

When I grew up in New Jersey, I always enjoyed eating vegetables and was influenced by my mother, who believed in the importance of a healthy diet even though we ate meat regularly because my father wanted it. At the University of Houston I ate meat and tried to control my weight the wrong way—by skipping meals. Frequently I would skip breakfast, eat a light lunch, and then have my fill at dinner—just before I went to bed. Not only is skipping meals the wrong way to diet, but the way I did it is the worst way because your body needs four hours to digest its food before you go to sleep.

In May of 1990 I decided to change the way I ate when I realized that controlling my weight by skipping meals was not good for me. Within the space of a few weeks, I met two men who changed my way of thinking and eating. The first was Jay Cordich, the Juice Man, whom I met at the Houston radio station where I worked in the early morning. He was there to talk about his juicer, which makes fresh juice from fruits and vegetables. He said that drinking at least sixteen ounces of freshly squeezed juice each day will increase a person’s energy, strengthen the immune system, and reduce the risk of disease. A few weeks later while doing publicity for a meet in Minneapolis, I met Dr. John McDougall, a medical doctor who teaches about the link between good nutrition and good health and was promoting his latest book. Dr. McDougall challenged me to make a commitment to eating a vegetarian diet and then to just do it.

I remember vividly making the decision in July of 1990 to become a vegan. I was competing in Europe and ate a meal of Spanish sausage on a Saturday and on the following Monday started eating vegan. The hardest thing for me was changing my eating habits from skipping meals to eating throughout the day—which is much healthier. I also missed salt and so substituted lemon juice for flavor.

In the spring of 1991—eight months after beginning to eat vegan—I was feeling listless and thought I might need to add protein from meat to my diet. Dr. McDougall, however, explained that my listlessness was due to my needing more calories because I was training so many hours each day, not because I needed more animal-based protein. When I increased my calorie intake, I regained my energy. I was drinking 24 to 32 ounces of juice a day, ate no dairy products, and I had my best year as an athlete ever!

You have total control over what you put in your body. No one can force you to eat what you don’t want to eat. I know that many people think that eating a vegetarian diet—and especially a vegan diet—will require sacrifice and denial. Jannequin Bennett demonstrates in this book that eating vegan does not have to be tasteless and boring. As she says, “vegan eating is a truly indulgent way of life,” as vegans regularly partake of the very best foods that nature has to offer.

Keep in mind that eating vegan requires a commitment to being good to your body and to acting responsibly toward the world around you. Most of us are not aware of how much damage we do to our bodies and to our world by the way we eat. I challenge you to write down everything you eat and drink for one week. You will probably be amazed at the amount of snacks you eat, the different ways in which milk and cheese are a part of your diet, and—at least of all—how much fast food you consume.

Most snacks such as cookies, chips, candy, French fries, or soft drinks are highly processed foods that have lost many of their useful nutrients. Worse still, most of these foods are loaded with fat, salt, and chemicals. For instance, a 1.5-ounce bag of barbecue potato chips has the same number of calories as a medium baked potato, but 70 times the amount of fat and 20 times the amount of salt.

Cheese and other dairy products are loaded with artery-clogging saturated fat and cholesterol. Most cheeses get 70 to 80 percent of their calories from fat.

You have to be especially careful when you eat in fast food restaurants. As the consumption of unhealthy fast food has increased, so has obesity, which is now second only to smoking as a cause of death in the U.S. Eric Schlosser reported in Fast Food Nation that the rate of obesity among American children is twice as high today as it was twenty-five years ago. Moreover, it seems that wherever people eat unhealthy fast food, waistlines start to expand. Between 1984 and 1993, for instance, the number of fast food restaurants in Great Britain roughly doubled. And so did the obesity rate among adults.

Overweight people were once a rarity in Japan. Fast food restaurants arrived there thirty years ago, and today one-third of all Japanese men in their thirties are overweight.

Your body is your temple. If you nourish it properly, it will be good to you and you will increase its longevity.
My children are acutely aware that the choices of human beings alive today are like none their forebears faced. Their choices—our choices—have ultimate consequences, not only for the thousands of species we’re destroying each year but for us, the dominant species, as well. What a terrifying thought. What an extraordinary opportunity. But to perceive crisis as opportunity requires clear perception: We must grasp the nature of the crisis and what each of us can do to address it. That’s tough in any case, but it’s especially hard to see opportunity when we’re locked within a new ideological battle, one shaping our planet, one shaping our minds. The overt fight between capitalism and communism is over. But we’re caught in a subtler yet even more profound struggle, one played out in small ways day by day, moment to moment. It is a battle over defining who we are as human beings, one staking the very edges of possibility for our species.

The new battle is not waged with tanks or measured in nuclear stockpiles; it’s fought with ideas, the ideas that explain our world and determine what’s possible in it, ideas repeated so often they become our own internal voice.

If we do hear about people questioning the path we’re on, they’re often dismissed as hopeless Luddites or, as Pulitzer Prize-winning journalist Thomas Friedman called anti-globalization demonstrators, “flat-earth advocates.” In the prestigious magazine The Economist, protestors against international financial and development institutions are reduced to mindless “rabble,” and mocked as “warriors in the struggle between the forces of global capital and something-other.”

In other words, the key media shaping our view of the world cannot see what Anna and I saw on our journey. They cannot envision anything beyond today’s world, in which multinational corporations, largely unaccountable private entities, wield more power than do elected governments. They cannot see what has been emerging in three decades: the innovations in creating communities that tap nature rather than squander it, and ensure community, not division.

To take off where Diet for a Small Planet stopped, I knew I had to describe this invisible unfolding. So this is the story of the something-or-other.

Most media cannot envision this emergence (and so give it less than a nod), partly because they have no language to describe it; they have no framing ideas to explain it. The media are as trapped as most of us are in the dominant ideas of our modern world, solidified in the last thirty years and reinforced daily by ever-more-concentrated media. These ideas have become “thought traps,” making us believe our only path is the one we’re on, blinding us to solutions already in bud and within the reach of each of us. The “thought traps” are literally life-stunting.
All living things contain genes. Genes contain information that helps shape how each living thing works. In genetic engineering, new genes are added that come from a different kind of living thing. These new genes confer certain desired characteristics, such as resistance to frost or to pesticides. The goal is to give these new characteristics to a living thing that couldn’t do those things before.

What are genes?

Genes are strings of chemicals, called “nucleic acids,” in DNA. The nucleic acids are like letters in an alphabet. Three of these letters in a row make a little “code” and the code stands for a specific amino acid.

Amino acids are the building blocks of proteins. There are about two dozen of them. Proteins are the building blocks of living organisms. Proteins form the structures of living things, and form the enzymes living things use to carry out the chemical reactions they need to stay alive.

The order of the “nucleic acids” in DNA underlies the order of amino acids in proteins. And the order of amino acids in a protein determines what the protein will do. Your body contains a million or more different kinds of proteins, each with a different job.

Is genetic engineering different from other forms of breeding?

Yes, in two ways:

1) Before genetic engineering, plants and animals could only share genes through reproduction within their own species. With genetic engineering, genes from completely unrelated organisms can be introduced into our food supply. For example, moth or bacteria or fish genes can be engineered into plants. The most widely grown type of genetically engineered soybean, Monsanto’s herbicide-resistant “Round Up Ready” soybean, contains genes from bacteria (Agrobacterium sp.), cauliflower virus, and petunia. In experiments, technicians at the University of Illinois have inserted a cow gene into soybeans in order to alter a protein in the soy plant. This was field tested in 1998-1999.

2) Foreign genes are not welcomed by plants and animals. Therefore powerful techniques have to be used to force the plant or animal to take up the foreign genes.
How is genetic engineering of food done?

1) First the engineers try to get the outside gene in:

The natural defenses of plants or animals against foreign genes need to be overcome. There are two main ways of doing this: the “gene gun” and the “viral vector.” The “gene gun” shoots the gene into the recipient plant or animal. The “viral vector” infects it with the foreign gene.

2) Next, the engineers have to make sure the gene actually got in:

Only about one in 10,000 attempts to introduce foreign genes actually works. Therefore, attached to the foreign gene is another gene, an “antibiotic resistance marker gene.” If cells from the organism are grown in a dish containing that antibiotic, and they don’t die, this means that the gene “got in.”

3) Finally, the engineers have to make sure the gene actually gets used:

The organism that received the foreign gene may ignore the gene. Therefore, a “promoter” is included with the gene to make sure the gene becomes active.

They say that genetic engineering is more precise than traditional breeding. Is that true?

No. Although genetic engineers know what gene they are putting in, they currently have no control over where it lands in the recipient organism’s genome—and the position can make a lot of difference. It can land in the middle of another gene and disrupt that gene’s function. Or, the “promoter” can increase the activity of other genes that normally would be silent. Genetic engineers have no control over these effects.

Also, in order to get a genetically engineered plant good enough to market, there have to be hundreds or thousands of failures, when genes get in but the plants or animals don’t do very well, when they get sick from the genetically engineered changes.

Is genetic engineering safe?

Not necessarily. Genetic engineering has potential health risks. It also has the potential to harm the environment.
Health risks of genetically engineered foods:

1) Allergenicity or toxicity from new proteins in the food supply: Some of the genes used in genetic engineering were never in the food supply before. There is no way to know ahead of time whether some people may become allergic to the proteins that result.

2) Allergenicity or toxicity from new ways of processing proteins: Plants and animals “process” proteins after they are produced by adding starch and other molecules that affect how the proteins function. Not all species do this in the same way. Different ways of processing proteins can lead to changes in function or changes in potential for allergy.

3) Allergenicity or toxicity or altered nutritional value from changing the way an organism functions: Genetic engineering can change the metabolism of a plant or animal. Proteins may be produced in increased quantities. Proteins that in small quantities were safe may now exceed toxic levels. New proteins may be produced that were not produced before.

4) Antibiotic resistance genes may transfer into intestinal bacteria or other organisms and contribute to our growing public health problem of antibiotic-resistant organisms. Diseases that once could be treated by existing antibiotics may now become resistant to treatment.

Aren’t these foods being tested?

Actually, not much. The U.S. regulatory agencies (USDA, FDA, EPA) rely on tests done by the companies that make these genetically engineered products. There are lots of questions that in-house testing doesn’t ask. In particular, there is little to no screening for unexpected changes. No independent testing is required.

Aren’t there safety standards for genetically engineered foods?

Genetically engineered foods were declared in 1992 to be “substantially equivalent” to traditional foods and therefore there is no requirement for testing. There was no scientific basis for this declaration and it is now being legally challenged. Clearly, foods that contain and were produced with viral promoters, pathogenic bacteria, and antibiotic resistant marker genes are NOT substantially equivalent to conventionally bred foods. In fact, in 1999, a major lawsuit against the FDA uncovered documents showing that the FDA’s own scientists had concluded that genetically engineered foods pose unique safety hazards and had recommended that each one should be subjected to rigorous, case-by-case safety testing. These safety warnings by the FDA’s best scientists were ignored and then covered up by FDA bureaucrats. Regulatory standards for testing were designed before genetic engineering existed and have not been revised.

Isn’t there health monitoring for effects of genetically engineered foods?

No. Some effects may be dramatic, as in severe toxic reactions. Effects will tend to be milder, however, and more long-term, as well as difficult to distinguish from problems caused by other things. No tests are available for allergies to these substances, so who is to say whether diarrhea, runny noses, headaches, or other signs of possible mild food allergy are coming from genetically engineered food or from the many other things we are exposed to every day? Tracing health problems to genetically engineered foods is almost impossible right now because these foods are not labeled and there is no way to keep track of them. So there is no scientific basis at this time for saying that these foods are problem-free.

They say that genetic engineering will solve world hunger.

Actually, there is enough food in the world today for every person on the planet to get 3,600 calories a day – way more than enough. The problem is distribution, and genetic engineering won’t solve that. Instead, it will drive small farmers off their land and into poverty, making the distribution and hunger problems worse.

In a classic “localized irony,” the two countries that lead the world in biotechnology also fare poorly in distributing wealth and food. A recent UNICEF report, Child Poverty in Rich Nations Report Card, released in June 2000, ranks Canada 17th among the 23 OECD countries, with 16% of its children living in poverty, and the USA second to last, with 22% of its children living in poverty. Both these countries with low people-to-land ratio have a sizable GMO emphasis in their agriculture.

But won’t genetic engineering reduce the use of pesticides?

In some cases it may do this, but only for the short term. The pests will develop resistance very quickly, however, and this “magic bullet” approach will stop working. In addition, genetic engineering can only target a few pests at a time. Once those pests are reduced their natural enemies can multiply. Then farmers may have to use even more pesticides than before to get rid of these “secondary” pests. This has already happened with genetically engineered cotton.
Can genetically engineered foods harm the environment?

Yes, for example: a) pesticide use may increase when pests develop resistance; b) genes from crops resistant to herbicides may spread to weeds, and those weeds may become “superweeds” that the herbicide can no longer control; c) non-target insects may sicken or die from exposure to pesticide-resistant crops; d) genetically engineered plants and animals may interbreed with wild relatives, spreading novel genes into wild populations; e) genetically engineered plants may “out-compete,” driving wild varieties to extinction and they may become “bio-invaders” with a competitive advantage in an ecosystem not able to control them; f) genetically engineered plants may alter soil bacteria in ways that are harmful to soil health.

Then why are corporations genetically engineering our food?

The biotechnology industry has invested many billions of dollars in genetic engineering and it wants to make back its investment. It also hopes to control all the levels of food production, from seeds and fertilizers to food processing and supermarkets, and even water supplies.

How can genetically engineering food increase corporate control?

Since a court decision in 1980, it has been possible to patent genes and living organisms. A company that develops a new genetically engineered plant or animal will patent it. Then no one else is allowed to breed or grow it if they don’t buy it from that company. Farmers will be prohibited from saving seed and replanting it, and will have to sign contracts agreeing to buy new seed from corporations each year.

Terminator seeds and corporate control

Biotech companies have developed ways of engineering plants so that the seeds farmers save won’t grow. Since the dawn of farming, farmers have saved some of their seed to plant in the next season. When hybrid seeds were developed early in the 20th century, farmers had to go back to the seed companies each year to buy more seed, but there were some ways around this. With terminator technology, seed company control over the seed supply will be more complete.

Risks of terminator technology

Scientists say terminator technology can help prevent spread of genetically engineered organisms into the environment. It’s interesting they should say this when out of the other sides of their mouths they’re telling us that genetic engineering is safe. But terminator technology is not 100% effective, so it cannot be relied upon to prevent spread. There is also some question about whether the terminator gene could be spread into wild populations, and if so, what would happen.

Can corporate control endanger the world food supply?

Yes. Corporate farming and biotechnology reduce the diversity of seed varieties we plant and animals we raise. They promote monoculture — growing large areas with just one crop — rather than the traditional approach of growing many things close to each other, and preserving biodiversity. Monoculture greatly increases our vulnerability to pests, diseases, and other crises that could wipe out major portions of our food supply. The ecological risks of monoculture are great as well.

Biotechnology is also culturally destructive. It wipes out traditional farming practices and shows no respect for the complex knowledge in these practices, or in the cultures of the people who practice them.

But if you’re against biotech, then aren’t you against science?

Actually there are a lot of smart, sophisticated alternatives to genetic engineering. In fact, genetic engineers tend to know very little about ecology or even about farming. Organic farming, sustainable agriculture and agro-ecology require more knowledge of plants, animals, insects and soil. These high-intelligence, low-technology, low-chemical approaches work with nature instead of biotech’s approach of forcing nature to do things it wouldn’t ordinarily do. They can work better, and without the risks of genetic engineering. But they don’t get many research dollars because they can’t be patented and they aren’t a good source of profit for corporations.

The truth is that biotechnology is not cutting-edge science.
IS THERE SLAVERY IN YOUR CHOCOLATE?

by John Robbins
Chocolate. The very word conjures feelings of pleasure, sensuality, and the richness of life. The scientific name of the tree from whose beans we make chocolate likewise bespeaks the depth of feeling human beings have always had for chocolate. It is Theobroma cacao L. The name of the genus, Theobroma, comes from two Greek words: theos, meaning gods, and broma, meaning foods. Thus, literally, “food of the Gods.”

Chocolate has a remarkable history. When Cortez and his conquistadors first encountered the Aztecs and met the last Aztec emperor, Montezuma, they were amazed to find a thriving metropolis with more than one million residents, making it several times larger than the biggest city in Europe at the time. Cortez and his band were confronting a culture and an ecosystem that was wildly strange to them. Yet what they found most astonishing, according to their reports, was the fact that Montezuma’s royal coffers were overflowing with gold, but with cocoa beans. Here, gold was used primarily for architectural and artistic beauty and had only secondary monetary value. The coin of the realm in pre-conquest Mexico was not gold, it was cocoa beans. When Cortez arrived in the Aztec capital, Montezuma’s coffers held more than 9,000 tons of cocoa beans.

Since these beans were money, they were roasted and eaten only by the wealthiest of citizens, only by those who, literally, had “money to burn.” According to the reports of the conquistadors, Montezuma himself drank only cocoa potions, and this from golden goblets which were given to the poor after a single use. This may have been one of the most extreme examples of conspicuous consumption in history — the eating of money itself.

Today we know that cacao, cocoa and chocolate are the richest known sources of a little-known substance called theobromine, a close chemical relative of caffeine.

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These children, usually 12 to 14 years old but sometimes younger, are forced to do hard manual labor 80 to 100 hours a week. They are paid nothing, are barely fed, are beaten regularly, and are often viciously beaten if they try to escape.

There is a slavery lurking behind the sweetness.

SLAVERY LURKING BEHIND THE SWEETNESS

Most of us, though, aren’t all that concerned with the history or chemistry of chocolate. When it comes down to it, frankly, we are content so long as the market shelves remain well stocked with affordable tins of cocoa and bars of chocolate candy.

Or at least that’s how it was in the United States until the summer of 2001. For then the Knight Ridder newspapers across the country ran a series of investigative articles that revealed a very dark side to our chocolate consumption. In riveting detail, the series profiled young boys who were tricked into slavery, or sold as slaves, to Ivory Coast cocoa farmers.

Ivory Coast, located on the southern coast of West Africa, is by far the world’s largest supplier of cocoa beans, providing 43% of the world’s supply. There are 600,000 cocoa farms in Ivory Coast which together account for one-third of the nation’s entire economy.

An investigative report by the British Broadcasting Company (BBC) in 2000 indicated the size of the problem. According to the BBC, hundreds of thousands of children are being purchased from their parents for aittance, or in some cases outright stolen, and then shipped to the Ivory Coast, where they are sold as slaves to cocoa farms. These children typically come from countries such as Mali, Burkina Faso, and Togo. Destitute parents in these poverty-stricken lands sell their children to traffickers believing that they will find honest work once they arrive in Ivory Coast and then send some of their earnings home.

But that’s not what happens. These children, usually 12 to 14 years old but sometimes younger, are forced to do hard manual labor 80 to 100 hours a week. They are paid nothing, are barely fed, are beaten regularly, and are often viciously beaten if they try to escape.

Most will never see their families again.

“The beatings were a part of my life,” Aly Diabate, a freed slave, told reporters.

“Anytime they loaded you with bags (of cocoa beans) and you fell while carrying them, nobody helped you. Instead they beat you and beat you until you picked it up again.”

Brian Woods and Kate Blewett are ground-breaking film-makers who made history when they went undercover in China eight years ago to make a documentary which shook the world – “The Dying Rooms” – about the hideous conditions in Chinese state orphanages.

Recently, they made a film about the use of child slaves in African cocoa fields.

“It isn’t the slavery we are all familiar with and which most of us imagine was abolished decades ago,” says Brian Woods. “Back then, a slave owner could produce documents to prove ownership. Now, it’s a secretive trade which leaves behind little evidence. Modern slaves are cheap and disposable. They have three things in common with their ancestors. They aren’t paid, they are kept working by violence or the threat of it, and they are not free to leave.”

Blewett and Woods tell of meeting Drissa, a young man from Mali who had been tricked into working on an Ivory Coast cocoa farm. “When Drissa took his shirt off, I had never seen anything like it. I had seen some pretty nasty things in my time but this was appalling. There wasn’t an inch of his body which wasn’t scarred.”

SLAVERY PAST AND PRESENT

The ownership of one human being by another is illegal in Ivory Coast, as it is in every other country in the world today. But that doesn’t mean slavery has ceased to exist. Rather, it has simply changed its form.

In times past, we had slave owners. Now we have slaveholders. In both cases, the slave is forced to work by violence or the threat of violence, paid nothing, given only that which keeps him or her able to continue to work, is not free to leave, and can be killed without significant legal consequence. In many cases, non-ownership turns out to be in the financial interest of slaveholders, who now reap all the benefits of ownership without the obligations and legal responsibilities.

Kevin Bales is author of “Disposable People: New Slavery in the Global Economy” and director of Free the Slaves, an American branch of Anti-Slavery International.
He points out that one of the economic drawbacks of the old slavery was the cost of maintaining slaves who were too young or too old to work. Children rarely brought in more than they cost until the age of twelve, though they were put to work as early as possible. Slavery was profitable, but the profitability was diminished by the cost of keeping infants, small children, and unproductive old people. The new slavery avoids this extra cost and so increases its profit.

In the United States, the old slavery was primarily of bringing people, against their will from Africa. This represented a significant investment. Bales says that the Civil War, the cost to the average slave amounted to the equivalent of $50,000 (in today's dollars). Currently, though, people are bought and sold in the world's most destitute nations for only $50 or $100. The result is that they tend to be treated as disposable. Slaves today are so cheap that they're not even seen as a capital investment. More. Unlike slaveowners, slaveholders don't have to take care of their slaves. They can just use them up, in the cocoa fields for example, and then throw them away.

### PRESSURE FOR CHANGE

As publicity about the use of child slaves in the chocolate industry mounted in the summer and fall of 2001, so did pressure on the chocolate manufacturers. Chocolate is a symbol of sweetness and innocence, but Western chocolate consumers know there is nothing sweet and nothing innocent about slavery. (Hershey Foods, which has a market capitalization on Wall Street of $100 billion, was embarrassed by revelations of indirect involvement with child slavery.)

On June 28, 2001, the U.S. House of Representatives voted 391-115 to look into setting up a labeling system so consumers could be assured no slave labor was used in the production of their chocolate. Unhappy with this turn of events, the U.S. chocolate industry and its allies mounted an intense lobbying effort to fight off legislation that would require “slave free” labels for their products. The Chocolate Manufacturers’ Association, a trade group that represents U.S. chocolate producers, hired two former Senate majority leaders—Bob Dole, a Republican, and George Mitchell, a Democrat—to lobby lawmakers on its behalf.

“A slave free label would hurt the people it is intended to help,” because it would lead to a boycott of all Ivory Coast cocoa, said Susan Smith, a spokes-woman for the Chocolate Manufacturer’s Association. She pointed out that no producer using ivory Coast cocoa could possibly state that none of its chocolate was produced by child slavery. Slave-picked beans are virtually impossible to state that none of its chocolate could possibly state that none of its chocolate was produced by child slavery. Slave-free cocoa was produced by child slavery. Slave-free cocoa is produced by child slavery.

The six-point protocol commits the chocolate industry to fund a joint international foundation, run by a board comprised of industry and NGO representatives, to oversee and sustain efforts to eliminate the worst forms of child labor in the industry. The agreement provides for a formal advisory group to investigate child labor practices in West Africa, and a commitment by the chocolate companies to “identify positive development alternatives for the children” who might be affected.

It is clear that the recent public and political awareness of slavery in cocoa production has moved both the government and chocolate industry to action. We still have a long way to go, but progress is being made for the first time in years.

### WHOSE CHOCOLATE IS MADE WITH SLAVERY, AND WHOSE IS MADE WITHOUT?

Even with the progress represented by the chocolate industry’s plan, however, it will nevertheless take years for chocolate products to be “slave-free.” Is there any way for chocolate consumers to know today that they are not consuming products made with child slavery?

A 2001 inquiry into the cocoa sources used by 200 major chocolate manufacturers found significant differences between companies. The $13 billion U.S. chocolate industry is heavily dominated by just two firms—Hershey’s and M&M Mars—who control two-thirds of the market. Unfortunately, both of these companies fall into the category of those companies who use large amounts of ivory Coast cocoa, and whose products are almost certainly produced in part by slavery.

Hershey Foods Corp., the nation’s largest chocolate-maker, says it is “shocked” and “deeply concerned” that its products, such as Hershey’s Kisses, Nuggets, Hershey chocolate bars and Reese’s Peanut Butter Cups, may be made with cocoa produced by child slaves. The company, which has a long history of involvement with children, says it is deeply embarrassed by revelations of indirect involvement with child slavery. (Hershey Foods, which has a market capitalization on Wall Street of $8.4 billion, is affiliated with a school for orphaned and disadvantaged children, established in 1909 by company founder Milton S. Hershey and his wife Catherine.)

M&M Mars and Hershey Foods Corp. are not alone. Other companies whose...
As with chocolate, coffee beans picked by slaves are mixed together with those picked by paid workers. Some coffee industry executives acknowledge the use of slaves, but say the labor issue isn't their concern. “This industry isn’t responsible for what happens in a foreign country,” said Gary Goldstein of the National Coffee Association, which represents the companies that make Folgers, Maxwell House, Nescafe and other brands.

Neither Folgers nor Maxwell House responded to inquiries about the origins of their coffee. Shipping records, though, showed that on Sunday, March 18, 2001, 337 tons of Ivory Coast coffee beans were sent to Folgers through Houston, Texas. The U.S. is the world’s largest consumer of both chocolate and coffee. In fact, coffee is the second-largest legal U.S. import—after oil. Fortunately, there is considerable momentum developing in this country and elsewhere behind the emergence of Fair Trade coffee.

According to the San Francisco-based Global Exchange, “The best way to prevent child labor in the fields is to pay workers a living wage. Most people in this country would rather buy a cup of coffee picked under fair trade conditions than sweatshop labor conditions. Fair Trade certified coffee is the first product being introduced in the United States with an independently monitored system to ensure that it was produced under fair labor conditions. To become Fair Trade certified, an importer must meet stringent international criteria [including] paying a minimum price per pound of $1.26.”

Paying a minimum price of $1.26 to growers is a major step, because coffee prices on the world market currently run between 60–95 cents a pound, trapping many coffee farmers in an inescapable cycle of poverty, debt, and hunger. Ten years ago, the world coffee economy was worth $30 billion—and producers received $12 billion, or 40 percent. But today, the world market has grown to be worth $50 billion—and producers receive just $8 billion, or 16 percent. Though they have not lowered consumer prices, coffee companies are paying far less for the beans they use. This creates, at best, sweatshops in the field, and at worst, conditions that breed human slavery.

Fair Trade, whether it’s coffee or chocolate, means an equitable partnership between consumers and producers in North America and producers in Asia, Africa, Latin America, and the Caribbean. It means that farmers’ cooperatives around the world can count on stable and reliable living wage. Ten consumers purchase Fair Trade coffee or chocolate, they know that their money is going to local farmers where it is then invested in health care, education, environmental stewardship, community development, and economic independence. They know it’s not going to enrich CEOs making tens of millions of dollars.
of dollars annually. This is important because destitute farmers are struggling to survive and even resorting to child slavery, while:

1. Chicago-based Sara Lee Corp. supplies more than 200 million pounds of coffee annually to more than 100,000 restaurants in the United States. In 2000, the most recent year for which public records exist, Sara Lee CEO John H. Bryan took home $45,512,113 in compensation.
2. In 2000, Starbucks CEO Orin C. Smith received $13,873,575 in compensation from the coffee company, plus $12,847,925 in stock option exercises. He still holds more than $33,000,000 in unexercised stock options.
3. Neither of these gentlemen, however, matched the pay received by the CEO of the company that owns Northfield, Illinois-based Maxwell House. In 2000, the CEO of Philip Morris, Geoffrey C. Bible, received $45,794,705 in compensation for his services, not including the more than $71,000,000 he holds in unexercised stock options.
4. Others in the coffee industry also did well. Folgers is owned by Procter and Gamble, whose CEO, Durk J. Jager, received $22,828,276 in compensation in 2000, not including the more than $10,000,000 he holds in unexercised stock options.
5. On the chocolate side, things are a little less posh, but top management seems to be able to get by. In 2000, Kenneth L. Wolfe, CEO of Hershey Foods, took home $7,877,554 in compensation from Hershey Foods, plus $2,615,838 in stock option exercises from prior grants. He still holds more than $4,000,000 in unexercised stock options.
6. In 2000, C. Allen Andreas, CEO of Archer Daniels Midland, owner of ADM Cocoa, received $8,381,371 in compensation for his services to the company.

It is not easy for most consumers to stomach the contrast between exorbitant salaries such as these and the gruesome reality of slave labor. Nor is it easy to swallow the reality of such excess when millions of coffee and cocoa farmers around the world who depend on their harvests to provide for their families are facing debt and starvation. There seems to be something particularly hideous about making this kind of money on the backs of the world’s poorest people.

Fair trade is a growing trend. On October 4, 2000, Starbucks introduced whole bean Fair Trade coffee to 2,300 stores. A year later, the company announced it would brew Fair Trade coffee once a month. Across the country, there are now over 80 companies that have licensing agreements to offer Fair Trade certified coffee. These companies include Starbucks, Tully’s, Peet’s, Equal Exchange, Diedrich, and Green Mountain.

Kevin Bales, director of Free the Slaves, says that consumer “can make a significant impact on world slavery just by stopping for a moment and asking themselves how that particular item got to be so cheap. The low cost of many items defies belief. Part of the reason things are so cheap is that the big chain stores buy huge quantities at huge discounts, and have designed their distribution systems to absorb overhead all along the product chain. But I suspect that these efficiencies and economies of scale don’t account for all of the cheapness. You see a lot of cheap items made in China, for example, and there serious questions about what happens in Chinese factories. The bottom line is: oftentimes things are cheap because slaves helped produce them.”

Most Western consumers, if they can identify slave-produced goods, would avoid them despite their lower price. But consumers do look for bargains, and don’t usually stop to ask why a product is so cheap. It is certainly sobering to realize that by always looking for the best deal, we may be choosing slave-made products without knowing what we are buying.

We have reason for hope, though, based on how well most consumers respond to the challenge of slavery -- when they know about it. Once people understand that slavery still exists, they are nearly unanimous in their desire to see it stopped. Fortunately, there are people who have taken on the task of informing people about the grim reality, and providing them with empowering alternatives.

One such activist is Deborah James, the Fair Trade Director of Global Exchange. She is currently coordinating a campaign against child slavery, and for Fair Trade, in the cocoa industry in West Africa. For the last two years, Deborah has spearheaded efforts to promote Fair Trade Certified coffee among campuses, community groups, and city councils around the nation. She led the successful campaign to pressure Starbucks to carry Fair Trade coffee in their stores, and is now campaigning to get industry giant Folgers to buy Fair Trade. (To learn about the Folgers campaign, go online to globalexchange.org/economy/coffee/folgers.html).

Other heroic activists have focused on the carpet industry. Not that many years ago, many Oriental carpets were hand-woven by children who were forced to work in the most miserable of conditions for little or no pay. Many were made by child slaves. If you have an Oriental rug on your floor right now, there is a good chance that it was woven by slave children.

But then, a few years ago, a handful of European activists working from a tiny office with minimal funds started the Rugmark Campaign. In order to earn the “rugmark,” carpet producers had to agree to cooperate with independent monitors, not to exploit children, and to turn over one percent of their carpet wholesale price to child-welfare organizations. A sophisticated monitoring team was built up that can detect fake labels, knows carpet making inside and out, and can’t be corrupted. Today, the German, U.S., and Canadian governments recognize the Rugmark label, as does the largest mail-order company in the world, the Otto Versand Group. Major retailers in the United States, Germany and Holland now import only rugmarked carpets. In Europe, the market share possessed by rugmarked carpets stands at 30 percent, and is growing. The one percent from the producers has now built and staffed two Rugmark schools in the part of India where uneducated children were formerly fodder for the slave trade. The campaign has drawn the attention of other organizations, with the result that the German government and the United Nations Children’s Fund (UNICEF) now fund other schools in the areas that used to be recruiting grounds for the carpet belt.

It is clear that, once aware, most people do not want to buy chocolate, coffee, rugs, or other products made with slave labor. On the contrary, the success of Rugmark carpets, like the dramatic rise of Fair Trade chocolate and coffee, is a heartening example that given a chance most consumers want to be in an equitable relationship with the people who make the products they consume.

John Robbins is the author of many best-sellers, including Diet for a New America, and his recently released The Food Revolution. He is the founder of EarthSave International, and can be contacted through the website foodrevolution.org.
SEVEN THINGS YOU CAN DO

1) Educate yourself further. Good sources of information include:
   • Global Exchange (www.globalexchange.org)
   • The Child Labor Coalition (www.stopchildlabor.org)
   • Anti-Slavery (www.antislavery.org)
   • Unfair Trade (www.unfairtrade.co.uk)
   • Fair Trade (www.fairtrade.org/html/english.html)
   • Abolish: The Anti-Slavery Portal (www.iabolish.com)
For information on specific chocolate companies, go online to www.radicalthought.org. Kevin Bales’ book *Disposable People* (University of California Press, 2000) is a thoroughly researched expose of modern day slavery.

2) Write a letter to the editor or an article in your local newspaper.

3) Buy Fair Trade chocolate and/or coffee for gifts that show you care about fairness for everyone. Or sell Fair Trade chocolate and/or coffee as a fundraiser for your church, school, or community. Fair Trade chocolate is available online at http://store.globalexchange.org/chocolate. Fair Trade coffee is available at http://store.globalexchange.org/peace.html.

4) Get stores in your community to carry Fair Trade chocolate and coffee. For support, email fairtrade@globalexchange.org.

5) Contact the big chocolate companies, and ask them to buy Fair Trade cocoa. Hershey Foods Corp. can be reached at 100 Crystal A Drive, Hershey, PA 17033; (717) 534-6799. Mars, Inc. can be reached at 6885 Elm Street, McLean, VA 22101; (703) 821-4900. Tell them that you expect something to be done immediately to ensure that cocoa imported into the U.S. is not harvested by enslaved children.

6) Support the Fair Trade campaign by joining organizations such as Global Exchange. It can be reached at 2017 Mission Street, #303, San Francisco, California 94110; (415) 255-7296; info@globalexchange.org.

7) Support the anti-slavery movement by joining organizations such as Anti-Slavery International. They can be reached in the U.S. at Suite 312-CIP, 1755 Massachusetts Avenue, N.W., Washington, D.C. 20036-2102. The main office is Anti-Slavery International, Thomas Clarkson House, The Stableyard, Broomgrove Road, London SW99TL, England.

EarthSave Recommends

Look for these titles at your local bookseller
Curing Type II Diabetes

In my practice I see people whose future is ever-worsening diabetes, obesity, loss of vision, kidney failure and vascular insufficiency, leading to gangrene. They have seen their doctors regularly, taken their medications faithfully, and still they get fatter and sicker. To break this downhill spiral I ask them to do the following:

1) Stop or reduce their insulin or diabetic pills. This reverses the weight gain immediately. (The taking of insulin cannot be stopped in Type 1 diabetes, but the dosage can often be reduced.)
2) Change to a low-fat, high-fiber, plant-based diet.
3) Exercise.
4) Check other risk factors for serious disease, such as cholesterol, triglycerides, and blood pressure. Then take diet and lifestyle steps to correct these (for example, less fruits and juices in cases of high triglycerides and less salt in cases of high blood pressure).
5) Take medications carefully to correct symptoms and appropriate risk factors. (For example, too much weight loss, insulin is sometimes necessary. Medications to lower cholesterol, triglycerides, and blood pressure are sometimes indicated in high-risk patients.)

It is no coincidence that the same diet that helps prevent or cure diabetes also causes effortless weight loss, lowers cholesterol and triglycerides, cleans out the arteries, and returns the body to excellent function. But no matter how much research appears saying the same thing over and over again, the tide is unlikely to change because of the economic incentives for the medical establishment of continued illness and profitable treatments.

As enlightened individuals, people can make a difference in their own lives and the benefits are seen almost overnight. Scientific research has shown over the past 75 years that half to three-quarters of Type II diabetics can get off insulin, and almost all can get off their diabetic pills (See the McDougall Program – 12 Days to Dynamic Health, Plume 1991). Changing to oatmeal, bean burritos, and a daily walk are the easy ways almost all can get off their diabetic pills (See the McDougall Program – 12 Days to Dynamic Health, Plume 1991). Changing to oatmeal, bean burritos, and a daily walk are the easy ways to three-quarters of Type II diabetics can get off insulin, and almost all can get off their diabetic pills (See the McDougall Program – 12 Days to Dynamic Health, Plume 1991). Changing to oatmeal, bean burritos, and a daily walk are the easy ways to three-quarters of Type II diabetics can get off insulin, and almost all can get off their diabetic pills (See the McDougall Program – 12 Days to Dynamic Health, Plume 1991).

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Five Thought Traps Blocking Our Path

The mental map that limits our imagination, helping to create the hunger, poverty, and environmental devastation all around us.

One: The Enemy Is Scarcity, Production Is Our Savior.

With the world’s population potentially doubling in fifty years, there aren’t enough food, jobs, land—or just about anything—go to around. We must keep single-mindedly focused on producing ever more, just to survive.

Two: Thank Our Selfish Genes.

We are selfish by nature. To survive as a species, we had to be self-centered and competitive. While these traits aren’t always pretty, they drive the entrepreneurial spirit and the creativity that have gotten us this far. Who can argue with survival of the fittest?


Since we humans are so self-seeking, thank goodness we can turn to the impersonal law of the market. What the market can’t decide, we had best leave to the experts—the people who know what they’re doing—because only our technological genius keeps us one step ahead of scarcity.

Four: Solve By Dissection.

The world’s problems are so huge that our only fighting chance to solve them is by dissection. We must break down our mammoth global challenges and tackle them piece by piece, one by one.

Five: Welcome To The End Of History.

Communism, socialism, and fascism have failed. Human evolution has finally triumphed in the best system we can create: global corporate capitalism, in which everyone stands to benefit from the creativity and wealth it unleashes.

Together, these thought traps pack quite a punch—they are the unspoken assumptions driving our planet. Within their confines, it’s true, we have no choice but to continue to create a world so far out of touch with common sense, and with what our hearts desire, that we have to shield ourselves from it. These thought traps make it difficult, if not impossible, for us to express our true nature—to act on our need for effectiveness in the larger world and for connection with others beyond our immediate families.

Blocked from opportunities for effectiveness, creativity, and connection, most of us don’t shrivel up. No, human beings are more resourceful than that! We turn to ersatz versions as substitutes. And they’re easy to find, with over $600 billion being spent each year on showing us the way to success. Advertising tells us that if we can’t have real connection, we can at least have status through our possessions, some standing with our peers. Accumulation becomes the substitute for effectiveness and community.

So the world we see today reflects not our true nature but in many ways a denial of ourselves. And that denial creates a world driven by fear—fear of expressing who we really are. For us, therefore, nothing is of greater urgency than re-examining the thought traps.

We must draw a new map to survive. It’s that simple.

Excerpted from the new best-seller Hope’s Edge by Frances Moore Lappe and Anna Lappe — on sale in all major bookstores. To learn more about the book and the authors, visit http://www.dietforasmallplanet.com

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Chapter Update: EarthSave NYC

What’s been missing in the greatest city in the world? EarthSaveNYC had its debut event in October. The original plan was to have the first monthly dinner lecture on September 13 at a restaurant near the World Trade Center Towers. Needless to say, this event was canceled. We struggled to find another venue for our postponed premiere event. We ended up in the luxurious Trump Towers on 5th Avenue and it was fabulous!

Early in the planning stages, we decided to focus on having catered dinners in restaurants—rather than the traditional EarthSave potluck—and a speaker. There were numerous reasons for this. One is that most people in Manhattan don’t cook. Also, try to imagine bringing a hot dish on a subway. The challenge was to find appropriate locations to serve a plant-based meal that would also have a large seating capacity and be appropriate for a speaker to give a talk.

The result has been fun. Thanks to Celia Harary, EarthSaveNYC vice president, we have been to a variety of interesting, beautiful restaurants every month since October. We’ve averaged about 80 people per event. Since the vegetarian restaurants are small, we have opted to find non-vegetarian restaurants and work with them to create a delicious plant-based buffet.

The monthly dinner lecture is also an opportunity for vendors to introduce some of their products by providing samples or coupons for raffle prizes. La Dolce Vegan offered several types of vegan cookies after dinner at our last event, and Sara and Erica Kubersky have been generous with coupons to their new leather-free shoe store, Mooshies, in Manhattan. We like our monthly gatherings to be not only educational but also informative, and we help support suppliers of products that support the EarthSave mission.

As time goes on, our EarthSaveNYC community is growing. There are wonderful people participating. We are so fortunate to have Dan Balogh as our Web Wizard! He continues to do an incredible job on the website as well as with our monthly fliers. His wife, Laura, recently volunteered to be our membership coordinator. Anthony Del Greco just signed on as treasurer. Lynn Wagner continues to do a super job making telephone calls to let people know about the events. Finding volunteers will always be the greatest challenge, but new people wanting to help continue to appear.

We will be putting on our first Taste of Health on June 22. This is a daunting project. We have a great location, right at Lincoln Center in Damrosch Park. It’s a beautiful area right in the middle of everything. We will be able to get our healthy diet message out to a lot of people at this event with a lot of great food!

We have a lot of plans for EarthSaveNYC, but right now planning the Taste of Health and our regular monthly dinner lectures is a handful. If you are interested in attending our Taste of Health or any of our events, check our website for more information at nyc.earthsave.org. Or just visit the site and see all the fabulous photos.

Chapter Update: EarthSave NYC

Yes! I want to support EarthSave. Enclosed is my tax-deductible donation.

12 Month Membership

☐ $20 Student/Senior ☐ $35 Individual
☐ $50 Family ☐ $100 Patron
☐ $100 Sustainer ☐ $1,000 Lifetime
☐ Other Membership

Monthly Giving

☐ Pledge
☐ I authorize monthly charges to my credit card. (see signature below)
☐ Send me an authorization form for automatic payments from my checking account.
☐ I’ll ask my place of work to match my gift.
☐ Contact me with information about volunteer opportunities in my area.

Make checks payable in U.S. funds to EarthSave International and return completed form to: EarthSave International, 1509 Seabright Ave., Ste. B1, Santa Cruz, CA 95062