



EVERY
ANIMAL IS
SOMEONE
peta2

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SHOPPING
LIST:
- veggie dogs
- oat milk
- bananas
- avocados

Guide to

Going

Vegan

FREE
RECIPES
INSIDE!

HI!



Hey, you!

Unless you live under a rock, you've probably heard a lot of talk about vegans lately. You might've asked yourself, "What's a vegan?" We've got the answer: A vegan is someone who doesn't eat or wear animal-derived products or use products tested on animals.

Now you know! And it's pretty awesome that young people are the fastest-growing group choosing to take a stand against violence and fight climate change by making more compassionate food choices. Being vegan means replacing the foods you eat that come from animals with versions that taste similar, are better for you, and don't hurt animals. Most vegans used to eat meat—and it wasn't until they realized that animals on farms and in slaughterhouses endure a living hell that they decided to try vegan food. This guide will help YOU go vegan!



**WANNA
KNOW
HOW?!**
Keep reading ►►



BEING VEGAN IS EASY.

It's all about choosing animal-free foods when you're at the grocery store or out to eat! All grocery stores sell vegan food, and even places like Target sell tofu, vegan meats (try brands like Gardein), and more! Here are some tips on making the transition.

Going Vegan:

HOW -TO!

CAFFEINE FIX??

The next time you hit Starbucks or your local coffee shop, ask for soy, oat, almond, or coconut milk in lattes, hot chocolate, Frappuccinos, and other drinks, and say, "No whip!"



TRY NEW FOODS.

Trying things you might not have tasted before—like hummus, Indian foods, falafel, oat or almond milk, tofu, and different fruits and veggies—makes going vegan super-easy.



REPLACE FOODS THAT YOU'RE USED TO WITH NEW ONES.

LIKE THESE!



ORDER TIP:

It's easy to order vegan at fast-food chains like Taco Bell, Chipotle, and Qdoba. Just say, "No cheese or sour cream," when ordering a bean, veggie, guac, and rice burrito, taco, or bowl—and add Sofritas at Chipotle!

GET COOKING.

Check out the recipes in this guide, and head to peta2.com/cookbook to get PETA's *Vegan College Cookbook*, which is filled with recipes that are so easy, you won't need anything but a microwave to make them!



THINK OUTSIDE THE BOX.

Most restaurants can easily whip up something vegan—even restaurant chains like P.F. Chang's, Panda Express, Subway, Dunkin', and Johnny Rockets offer vegan options. You can also find delicious vegan food in Indian and Thai restaurants. Yum! Check out options in your area at peta2.com/happycow.



GET YOUR FRIENDS AND FAM ON BOARD.

Ask your family and friends to go vegan with you. Make sure you know how to answer their questions—and always respond with a smile!

STAY INSPIRED!

Watch the video at Meat.org to be reminded of why your choices matter.



EAT THIS, NOT THAT!

You can still eat all your favorite foods—just look for the **vegan versions. Check out some of the products we ♥.**

CHICKEN



- Try vegan chicken from Gardein, Boca, Simply Balanced, Trader Joe's, or Whole Foods Market.

BEEF



- Try Gardein beefless tips; Beyond Meat, Boca, Gardein, Lightlife, or Tofurky "beef" crumbles; and more!

TURKEY



- Look for brands such as Field Roast, Gardein, Lightlife, and Tofurky to replace turkey meat in your sandwiches and for holiday roasts.

SAUSAGE & BACON



- Choose vegan sausage from Beyond Meat, Field Roast, Gardein, Lightlife, or Whole Foods 365 and vegan bacon from Lightlife, Sweet Earth, or Upton's Naturals.

HOT DOGS



- Field Roast, Lightlife, and Tofurky make delicious veggie dogs perfect for the grill.

BURGERS



- Amy's, Beyond Meat, Sweet Earth, Lightlife, Field Roast, Simple Truth, Boca, Gardein, and MorningStar Farms all make delish meat-free (but still meaty!) veggie burgers. You can even find veggie burgers at Denny's, Johnny Rockets, Red Robin, and TGI Fridays, which serve Beyond Burgers.

CHEESE



Cheese lover? No worries! Follow Your Heart and Field Roast make great vegan cheese slices. And

look for Daiya mac and cheese, Kite Hill vegan cream cheese, GO Veggie! dairy-free Parmesan, and Daiya or Violife vegan cheese shreds, wedges, and slices.

EGGS

Ditch eggs in scrambles and replace them with tofu or Just Egg, and visit peta2.com/recipes for lots of tips on replacing eggs in baking with easy substitutes like applesauce or bananas.

DESSERTS



- Dig into Almond Dream, Baskin-Robbins, Ben & Jerry's, Halo Top, and So Delicious vegan ice creams and Daiya cheesecake.

MILK



Tons of nondairy milks are available these days—everywhere from your local grocery store to Target and 7-Eleven. Try soy, almond, oat, or coconut milks.

FISH



Look for Gardein Fishless Filets or vegan fish sticks and fillets, shrimp, crab cakes, and other products from Good Catch Foods and Sophie's Kitchen.

You can find many of these products at Target, Whole Foods, or other local grocery or health-food stores, or check the brands' online store locators.

**I'm ME,
not MEAT!**

Grocery stores sell many of these vegan items, but they also sell different ones! Shop around to find the store that has your faves.

**Nutrition
BASICS**

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NUTRITION Basics

Need the deets on nutrition? We've got 'em!
(P.S. These are great to use when friends
and fam ask you where you get your protein!)

Here's the rundown on vegan nutrition:

Get **PROTEIN** from ...



TOFU



VEGGIE BURGERS



PEANUT BUTTER



BEANS



PASTA



BREAD

Also found in lentils, soy yogurt, nuts, quinoa, protein bars, and vegan meats from brands like Gardein, Boca, and others!

Get **CALCIUM** from ...



BROCCOLI



ALMONDS



**FORTIFIED
NONDAIRY MILKS**

Also found in leafy greens like kale and collard greens, sesame tahini, great northern beans, and more!

Get **IRON** from ...



SOYBEANS



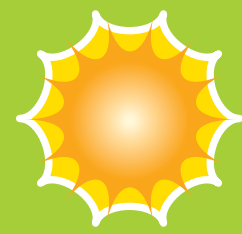
CHICKPEAS



SPINACH

Also found in kidney beans, lentils, quinoa, tempeh, tofu, and more!

Get **VITAMIN D** from ...



SUNLIGHT



**FORTIFIED
JUICES**



**FORTIFIED
NONDAIRY MILKS**

Find **vitamin B₁₂** in fortified brands of nutritional yeast, cereals, soy and rice milks, and vegan meats. And just take a B₁₂ supplement once a day.

READY TO GET STARTED? HERE ARE OUR TOP FOUR EASY,
YUMMY VEGAN RECIPES THAT WON'T LEAVE YOU BROKE!

Easy Vegan Recipes

Vegan Sloppy Joes



Just as “meaty” as the traditional recipe—except, well, there’s no meat.

- 1 15.5 oz. can sloppy Joe sauce (try Manwich and avoid the ones that have anchovies in their Worcestershire sauce)
- 1 12 oz. bag vegan beef crumbles (try Beyond Meat, Boca, or Gardein)
- 4 buns
- Pickle slices, for garnish, optional

- Combine the sauce and crumbles in a microwave-safe bowl. Nuke for 2 minutes, or until hot.
- Spread on the buns, along with the pickle slices, and serve.

Makes 4 servings

Meet your new best friend.

- 2 slices vegan bread
- 2 tsp. vegan margarine (try Earth Balance)
- 1–2 slices vegan cheddar cheese (try Daiya, Chao, or Follow Your Heart)

Do you really need instructions here? Just make a grilled cheese sandwich, but instead of using dairy cheese and butter, use vegan cheese and margarine. Easy, right? Add tomatoes, onions, or vegan bacon to make it extra delish!

Makes 1 sandwich

Vegan Grilled Cheese



Pancake in a Mug

Rushing to class in the a.m.?
Try this super-easy pancake recipe.

- ½ cup Bisquick
- ¼ cup nondairy milk
- 2 heaping Tbsp. applesauce
- Handful vegan chocolate chips or blueberries
- Maple syrup, to taste, optional

- Mix together all the ingredients except the maple syrup. Pour into a mug and microwave until completely cooked, about 1 to 2 minutes. Top with maple syrup. *Voilà!*

Makes 1 pancake

Nothing beats sitting in bed in your pajamas, watching hours of reality TV, and eating an entire bowl of this chocolate pudding.

- 1 12.3 oz. pkg. firm silken tofu
- ½ cup + 2 Tbsp. sugar
- ½ cup unsweetened cocoa powder
- 2½ tsp. vanilla extract
- Pinch salt

- Blend all the ingredients in a food processor or blender until creamy and thick. Chill.

Makes 4 servings

Chocolate Pudding



HUNGRY FOR MORE?

Get more delish recipes like vegan BLTs, black bean enchiladas, and pizza-stuffed peppers at peta2.com/recipes!





CARNIVORE



YOU

Humans **DO NOT** need to eat meat.

Not to get all scientific here, but seriously: There are many physiological differences between humans and true carnivores who have to kill other animals to survive. We don't have claws to hunt or sharp teeth to rip and chew flesh—or the instinct to eat raw meat. (Well, unless you're a zombie!) Our bodies have evolved to do much better on a plant-based diet that has no cholesterol and is lower in saturated fat. A carnivorous diet is more likely to make us unhealthy and kill us.

THE Truth

BUSTING THE MYTHS ABOUT NOT EATING ANIMALS

Vegans are strong and healthy.

There are vegan ultra-marathon runners, tennis players, football players, bodybuilders, and pro mixed martial arts fighters!

Vegans often have *more* energy, stamina, and strength because they're not weighed down by heavy, unhealthy animal-derived products.



Animals are **not** for us to eat.

Animals have feelings, want to spend time with their families, and have the right to live their own lives. Humans often disregard animals' feelings out of habit and tradition, because they don't know how animals are treated or because they don't think of them as individuals who—although different from us—desire freedom. Treating someone differently based on their species is called “speciesism.” And it's the same way of thinking that makes people prejudiced against others based on their skin color, sexual orientation, or gender. None of it is OK.



RIGHT

Humans are the **ONLY** species that drinks the milk of another species.

And we're the only species that drinks milk past childhood. Cows produce milk for the same reason that humans do—to feed their babies. If factory farmers didn't keep cows almost constantly pregnant, their milk would dry up. Cow's milk is meant for baby cows, who have four stomachs and gain hundreds of pounds in just a few months. If you're drinking milk for calcium, you can just as easily get it from vegan foods, and it's more easily absorbed from them, too.



WRONG

A label that says “organic” or “cage-free” **DOES NOT** mean that the animals were treated well.

The terms “organic,” “cage-free,” and “humane” tell us very little about the treatment of animals. Most animals raised under these poorly regulated guidelines still end up on the same slaughterhouse floors as typical factory-farmed animals do, terrified and struggling to escape—there are no “humane” slaughterhouses. Plain and simple, these are just marketing terms to make you think it's OK to eat animal-derived products—but it's not.



© We Animals



WHY GO VEGAN?

She's why.▶

Animals exist for their own reasons.
They're not bacon, steak, or nuggets.
They have feelings, just as we do—
and they don't want to die for your plate.



© Jo-Anne McArthur/Animal Equality

ve-gan ('vē gən):

a person who does not eat or wear
animal-derived products or use
products tested on animals

Put yourself in their place. ▶▶

'Life'

FOR ANIMALS USED FOR FOOD

... is no life at all. Here's what happens to the animals you eat—before they get to your plate:



Chickens and turkeys

are arguably the most abused animals on the planet. *Thousands* are crammed into filthy, warehouse-like sheds that reek of ammonia, and they're bred to grow so large that many develop painful heart and leg problems and sometimes collapse under their own weight. Workers cut off parts of their beaks and toes with a hot blade.

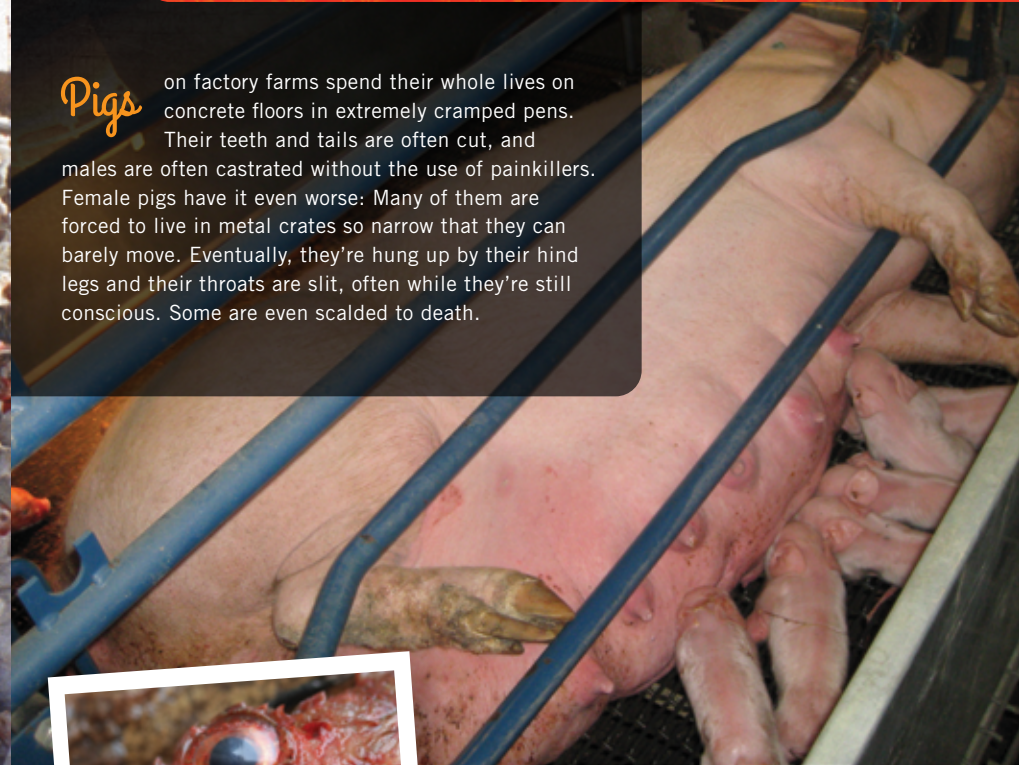
In the egg industry, male chicks are often ground up alive or thrown into trash bags and left to suffocate. Female chicks are forced to live in cages that give each bird less floor space than the size of an iPad!

At the slaughterhouse, chickens and turkeys are hung upside down, and their throats are slit, **often while they're still conscious**. Those who escape the blade end up being scalded to death in tanks of hot water.



Cows killed for meat spend almost their entire lives in dirty feedlots, being fattened up for slaughter. Female cows used for milk are forcibly impregnated over and over again on contraptions that the industry calls "rape racks." Shortly after they give birth, their babies are traumatically torn away from them so that their calves' milk can be consumed by humans. Whether they're used for meat or dairy, these animals all end up on a killing floor, where their throats are often slit while they're still conscious and they're sometimes hacked apart while still alive.

Pigs on factory farms spend their whole lives on concrete floors in extremely cramped pens. Their teeth and tails are often cut, and males are often castrated without the use of painkillers. Female pigs have it even worse: Many of them are forced to live in metal crates so narrow that they can barely move. Eventually, they're hung up by their hind legs and their throats are slit, often while they're still conscious. Some are even scalded to death.



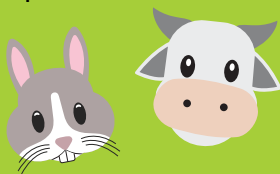
Fish feel pain and suffer, just like other animals, especially when they're hooked through the mouth or dragged out of the ocean in nets to be suffocated, crushed, or gutted while still alive. Dolphins, sea turtles, and birds are often caught and killed by "accident" in fishing nets.

#IJustWentVegan



EXTEND YOUR Compassion

to your clothing choices (don't buy fur, leather, wool, or down!), and be sure to buy only cruelty-free personal-care products! Visit peta2.com/lifestyle for tips.



Want vegan
lifestyle tips?

**TEXT VEGAN
TO 30933**

to receive recipes, tips on
eating vegan, and more!

Terms for automated texts/calls from PETA:
peta.vg/txt. Text STOP to end, HELP for more info.
Msg/data rates may apply. U.S. only.



OTHER THINGS YOU CAN DO!



E-mail hello@peta2.com
and we'll send FREE stickers, leaflets,
info, and more!

Get active for animals:

- Hand out leaflets at school or outside a local store that sells fur, leather, or wool.
- Get veggie burgers on your school cafeteria's menu.
- Attend or plan a protest for animal rights.
- Say "no" to dissecting animals, and encourage your friends to do the same.
- Start an animal rights club.

E-mail hello@peta2.com for free supplies
to help end speciesism on your campus
and in your community!



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**No, I don't
have any
spare ribs!**

