



MAKE A DIFFERENCE

How millions of people
are saving lives

A NEW TREND

Most people care about animals and don't want them to suffer. Once you see how animals are raised for meat, you will be in a better position to decide whether or not to buy animal products.

More and more people are learning that they can get healthy and energetic - and spare dozens of animals each year - by replacing meat with plant based alternatives.

“A global shift towards a vegan diet is vital to save the world from hunger, fuel poverty and the worst impacts of climate change.”

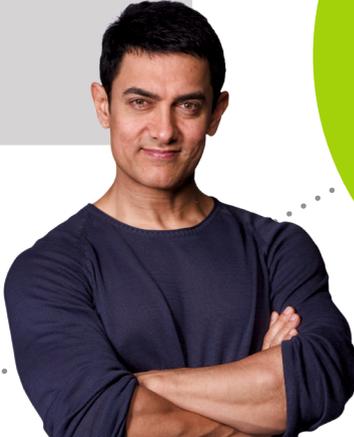
Excerpt from United Nations report on climate change

“Give up meat for one day [a week] initially, and decrease it from there. In terms of immediacy of action and the feasibility of bringing about reductions in global greenhouse gas emissions in a short period of time, it clearly is the most attractive opportunity.”

Dr Rajendra Pachauri, chair of the United Nations Intergovernmental Panel on Climate Change

Aamir Khan
Bollywood actor

“Vegan diet is the healthiest. I would advise everyone to follow a vegan diet.”



JOIN

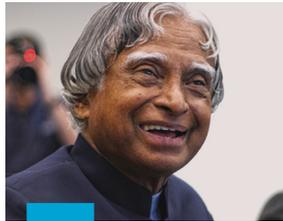
Amitabh Bachchan, Vidya Balan, Shashi Tharoor, Mukesh Ambani, Mallika Sherawat and many more who are now making a difference.



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When I decided to become a vegetarian, I realised that consuming dairy products was not agreeing with me and was giving me acidity. Hence, I switched to being a vegan and this has made a lot of difference in my life. I am very happy now.

Kangana Ranaut
Film actress



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“Economy forced me to become a vegetarian, but I finally started liking it. Today I am 100 per cent vegetarian. Wherever I go, as long as I get a hot vegetable dish, I am okay.”

Dr. APJ Abdul Kalam
Former President of India



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I decided that I did not want to contribute to the consumer industries that cause so much unnecessary animal suffering.

Mac Danzig
The Ultimate
Fighting Champion

A HEALTHIER YOU AND A BETTER WORLD



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Three world records for
marathon running and vegan
since the age of six

Fiona Oakes

Fuels her endurance racing entirely on
plant-based food

Replacing meat with a better option does not mean a change in your beliefs; it just means putting your beliefs into action - for a better you and a better world.

Chicken and eggs are two of the biggest sources of saturated fat. That's one reason they are linked to higher death rates from breast cancer. Chicken and fish have high levels of cancer-causing chemicals such as dioxin, arsenic and mercury.

The Journal of the American Medical Association states: “Between 90% and 97% of heart disease can be prevented with a vegetarian diet.”

The Academy of Nutrition and Dietetics, the largest organisation of food and nutrition professionals, say: “appropriately planned vegan diets are healthy, nutritionally adequate, as well as appropriate at all stages of the life cycle, including pregnancy, lactation, childhood, adolescence and even athletes.”

Medical research and nutritional studies show that eliminating meat from your diet is one of the best things you can do for your health. On average, people who stop eating meat live longer and say they feel more energetic.

How do you get your...

Protein

Plant-based foods are excellent sources of protein: roasted soy beans, boiled chick peas (chana), oats, french beans (gavar phali), cooked lima beans (sem phalli), and boiled peas (mutter) are just some examples of where you can get your daily requirement of protein.

Calcium

Vegetables such as french beans (gavar phali), okra (bhindi), chick peas (kabuli chana), millets like finger millets (ragi), amaranth leaves (chau lai), and beans like soya beans, are some of the best sources of calcium.

According to **The Academy of Nutrition and Dietetics**, people who replace meat with better options have less chances of :

- **Cancer**
- **Heart disease**
- **Blood pressure**
- **Type 2 diabetes**

Iron

Grains such as oats or wheat, green leafy vegetables, beet root, and nuts like pistachios or cashews contain a lot of iron. By including them in your diet, you will cover your daily requirement of iron.

Other great sources include amaranth leaves (chau lai), lima beans (sem phalli), peas (mutter), pumpkin (kaddu), black eye peas (chawli / lobhia), chick peas (kabuli chana), and pinto beans (chitri-waale rajma).





THEIR STORY

DAULAT

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Cows are individuals with distinct personalities. Cows form social hierarchies with leaders chosen based upon their intelligence. Cows can recognize familiar faces. Their calls indicate a variety of emotions like pleasure, frustration, excitement and stress. Cows get excited when they accomplish a task or solve a puzzle.

The workers of the slaughterhouse broke Daulat's leg in order to get a 'fit for slaughter' certificate. He was rescued by an activist who kept him at her farm house for few months and later shifted him to the shelter. For the first two weeks, he was in utter terror; he could not trust any human but he warmed up after witnessing the care given to him. He would stand down the balcony and call out to his human friend. In the shelter, he quickly formed his own herd and would diligently protect old female cows and calves.

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Goats are individual animals with distinct personalities. Goats are known for their curiosity and intelligence. Goats are highly social animals and live in a hierarchy; every goat has their place in the herd. Goats are very clean animals. Just like human mothers, goats show intense and focused interest in their new borns.

CHOTTU

Chottu was rescued as a kid from a market.

At his new home, he was pampered and allowed to practice his natural behaviours.

He would climb up trees, lock horns with other male goats, spend hours walking and investigating the environment around. He would fuss to take his medicines and was very fond of having herbal tea.



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Chickens live in social hierarchies. They make friends with chickens they know and avoid the ones they do not know. Like us, chickens have individual personalities. Chickens can recognize each other by their facial features. Hens communicate with their chicks whilst still in the egg. They are good at solving problems.

BEBO

Bebo is a hen who was rescued from a butcher shop. She was terrified, weak and dirty with most of her feathers missing. She was adopted by a compassionate family who provided her with much needed love and care which helped in her recovery.



COULD YOU IMAGINE IF... ?

...YOU WERE VIOLENTLY MUTILATED

The testicles of some bulls are cut off without pain relief. Dairy cows and buffaloes are confined to a small space where they are made to sit in their own urine and excreta their entire lives. They suffer from infections and swollen udders. They are pumped with hormones like oxytocin to 'increase' the milk flow. Once their milk output declines, they are slaughtered for meat and leather.



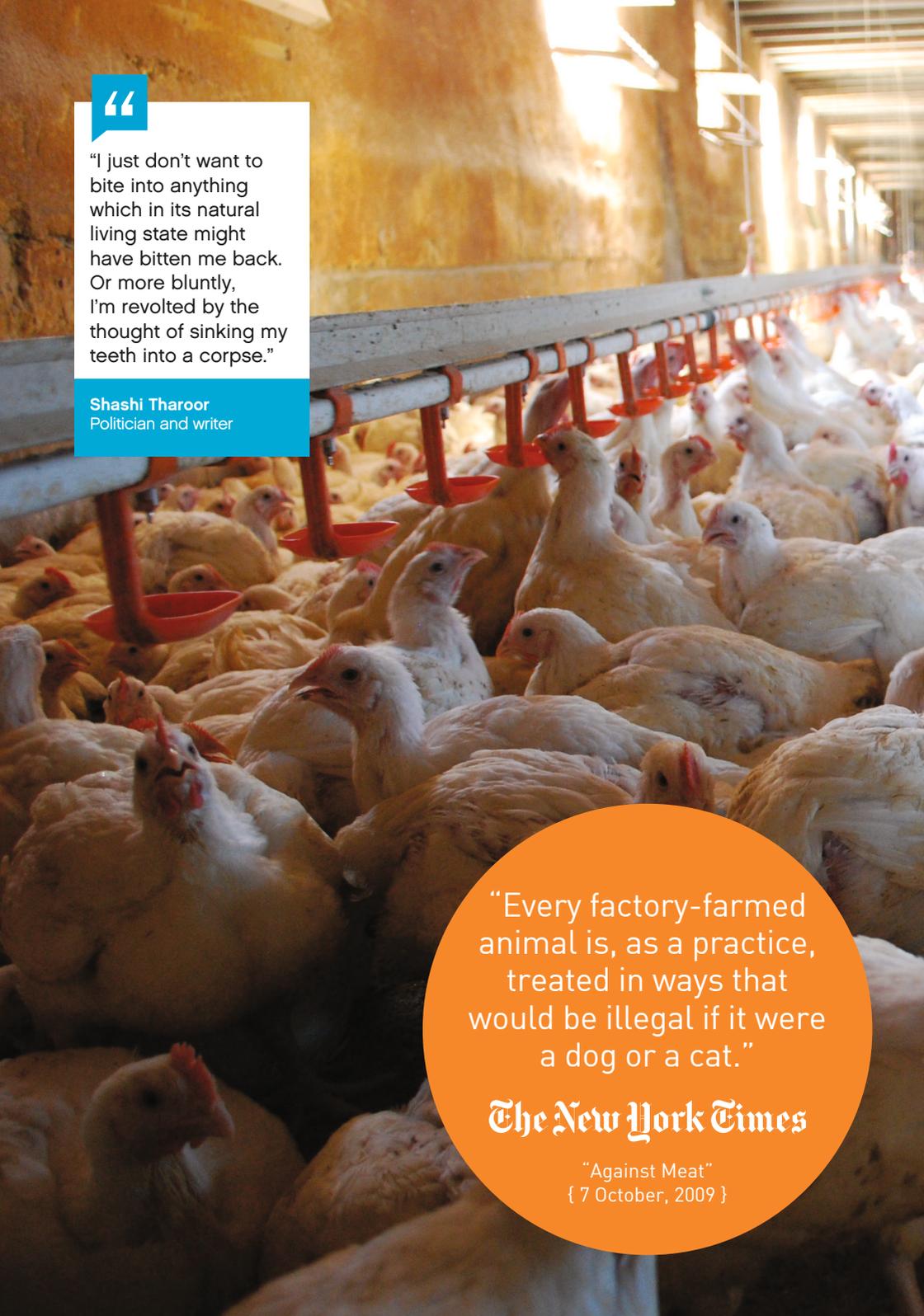
...YOU WERE STARVED

Farmers, who raise goats and cows or buffaloes for meat and milk, often do not provide required amount of food to them. They leave the animals to scavenge for themselves in garbage bin resulting into ingestion of plastic. They are cramped in trucks or made to walk to the slaughterhouse for hours, sometime days without food and water. At the slaughterhouse, the men break their legs, so that they get 'suitable for slaughter' certificate from the veterinary expert.

...YOU WEREN'T ABLE TO BREATHE:

Both wild fish or farmed fish die miserable deaths. Fish who are pulled out of the water painfully suffocate as their gills collapse. It can take as long as 10 minutes for them to die. Fish who are cut open remain conscious for many minutes as they slowly bleed to death. Sometimes they are sliced open while they are fully conscious.





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“I just don't want to bite into anything which in its natural living state might have bitten me back. Or more bluntly, I'm revolted by the thought of sinking my teeth into a corpse.”

Shashi Tharoor
Politician and writer

“Every factory-farmed animal is, as a practice, treated in ways that would be illegal if it were a dog or a cat.”

The New York Times

“Against Meat”
{ 7 October, 2009 }

...YOU WERE UNABLE TO MOVE:



Egg-laying hens spend their entire life crammed together, each getting space less than an A4 size paper. They can barely move or spread their wings, and they never see sunlight. The tip of their beaks is often sliced off with electrically heated blades so they won't peck each other to death. Many of them get sick and die inside the cages even before they are taken to the slaughterhouse. They are stuffed in carrier tempos and are made to travel without food and water for hours and are exposed to heat, rain or cold.

...YOU WERE MUTILATED:



Most of the pork comes from free roaming pigs seen in cities and villages. They are not provided with any food, water and veterinary care and are left to fend for themselves. Once in every couple of months, the young male pigs are caught and their testicles are cut off without any pain relief with blunt knives and blades, broken glass pieces, etc. When the pig is fit for slaughter, the owners trap the pig, tie the legs and hang him upside down on a wooden rod. In order to slaughter them a hot iron rod is rammed into their hearts or through their throats several times which often does not lead to instant death.

...YOU ALWAYS LIVED IN THE DARK:

Chickens live their entire lives inside dark, crowded sheds. They bred to grow so fat so quickly that their legs can't even support their weight. By the time they are one month old, a third of them are in constant pain and have trouble walking. They spend nearly all of their time lying in the feces that coat the shed floor. The bacteria break down the feces, the air becomes polluted with ammonia, dust, and fungal spores. High levels of ammonia causes painful skin conditions, respiratory problems, pulmonary congestion, swelling, hemorrhage, and blindness.





Because they can't lay eggs, male chicks are tossed alive into giant grinding machines.

MEAT-FREE MEALS: DELICIOUS AND CONVENIENT

Replacing meat with a better option is fun and delicious. You can still enjoy the foods and flavours you already love - and try some new ones.

You already eat a lot of meat-free foods. So keep filling your plate with foods you know and like!

Great simple breakfast choices include fruits, nuts, seeds, poha, upma, idli, dosa, besan or moong roti, paratha, puri bhaji, sandwich, etc.

Delicious and familiar lunch and dinner options include cooked vegetables (subji), wheat (gehu), pearl millet (bajra), finger

millet (ragi), jowar (sorghum) roti, lentils (dal), peas (mutter), beans (phaliya), rice, etc.

You can also substitute and replace meat and milk products with plant-based options like easily available soy chunks, soy milk, soy paneer, etc or make soy, almond, cashew, coconut milk and milk products at home. There are so many tasty options now that you'll wish you had tried them before!



You can find
easy recipes at
chooseveg.in

AT THE SUPERMARKET

Every small or big market in India sells a wide range of vegetables, fruits, grains, legumes, beans, millets, etc. Some stores are also including plant-based alternatives to meat and milk products due to the growing demand.

For people who cannot forgo the taste of meat and milk, supermarkets such as Reliance Fresh, Big Bazaar, Spencer's, Nature's Basket, Hypercity, etc sell different brands of high-protein mock meat like Fry's Vegetarian, Veggie Champ, VeggyMEAT, VeggyPROTEIN, Everbest, Go Veg and dairy free products like Godrej Sofit, Silk's soymilk, almond and coconut milk, Fabindia's cashew butter, Dakini's almond butter and dairy free ice cream such as Mama Mia and Ti Amo's Sorbet.

Some products taste much better than others, so try a variety to see which ones you like.

These are our favourite ones!



EASY EATING OUT

India boasts of a large number of vegetarian restaurants and most of them have a range of plant-based dishes too. If you end up at a restaurant with nothing good on the menu, just talk to the chef. Most of them are happy to make something for you and your family.

Restaurants serving other cuisines like Chinese, French, Italian, Mexican and Thai have delicious meat-free options too.



ABHAY & ANEEHA



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I gave up all animal products when my parents made me aware of the various cruelties inflicted on animals for the purpose of meat and other animal products like milk, leather, etc.

Abhay Rangan V

19 years old
Pre University Course (Science), CMR
PU College



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I gave up chicken and eggs almost overnight and slowly reduced my consumption of milk products and replaced them with plant-based ones like soymilk and tofu. What can be better than helping the environment, reducing world hunger and being my healthiest, all at the same time, while sparing several animals from torture and violent deaths? Surely not the five minute long pleasure of appeasing my taste buds!

Aneeha Patwardhan

22 years old
Studying BE, Electronics and
Telecommunication at MIT College
of Engineering



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MORE AND FREE INFORMATION ONLINE!

Chooseveg.in

Incredible recipes and tips on plant-based eating

animaleQUALITY

Animal Equality is an international charitable organisation in India that is dedicated to defending animals through public education, campaigns and investigations. It is currently active in eight countries with over 3 million supporters across the world.

animalequality.org