

## **IVU Online News – December 2011**

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### **First Veg Congress in China**

Hangzhou is a historic Chinese city about 180 kilometres southwest of Shanghai. Among Hangzhou's many claims to fame are its beautiful West Lake and its role as capital of the Southern Song Dynasty.

Now, Hangzhou can add to its laurels the honour of hosting China's first ever veg congress, the 5<sup>th</sup> congress of the Asian Vegetarian Union, 8-9 November. In attendance were 100s of people, including representatives of IVU member veg organisations from various Asian countries, including Indonesia, Malaysia, Singapore and Thailand. The Congress Coordinator was Professor Duo Li of Zhejiang University.

In addition to the usual range of talks, the opportunities to exchange experiences with activists from other countries and the excellent vegan meals, among the distinctive features of this event were:

- a. Significant representation and support from the local government, as well as China's food and hotel industries
- b. Many presentations by scientists who are not vegetarians, but are doing work related to vegetarianism, such as presentations on 'Nutrigenomics and human health' and 'Metabolism of resveratrol in plants'
- c. Tour visits to factories where vegetarian food, such as tofu, is made
- d. An incredible display of food carving, such as pumpkins carved into the shape of ancient Chinese seers.



Reports and photos now being added to the IVU

Facebook page at: [www.facebook.com/InternationalVegUnion](http://www.facebook.com/InternationalVegUnion)

The next AVU event will take place in 2013 in Malaysia. Look for details in future issues of 'IVU Online News'.

## Ghana Vegetarian Week

The Ghana Vegetarian Week celebration was held 28-30 Oct, 2011. IVU was delighted to once again support this event, thanks to targeted donations from people around the world.

This support allowed the event organisers to subsidise the transport cost for some participants from Nigeria, Benin Republic and Togo.

This was the fourth time IVU has supported vegetarian congresses/festivals in Africa: namely Nigeria 2007, Ghana 2009 & 2011 and Kenya 2010.

Ghana Vegetarian Week attracted several hundreds of participants from Ghana and neighbouring countries, as well as from some European countries.

Among those present were IVU International Council member Erick Yeleneke from Togo who came with students from the University of Togo, IVU Africa subscribers, leaders of the various groups in Ghana, natural health practitioners, government officials and various dignitaries. The Vegetarian Association of Ghana did very great work by attracting many dignitaries throughout Ghana to attend festival.

IVU Africa events normally consist of a walk, charity food distribution, talks, exhibitions and a children's programme. The 1<sup>st</sup> day was the walk and charity food distribution at an orphanage home. The 2<sup>nd</sup> day was the main festival day, and the last day was the children's day.

Also included were drama presentations and an organic food growing demonstration. The government of Ghana was represented by staff from the Minister of Health, and the event was covered by the Ghana Television Authority.

The vegetarian movement in Ghana enjoys strong government backing. This was the message delivered by the representative of the Minister of Health, who explained that the ministry is encouraging citizens to consume more plant based foods. As part of this effort, the government is including more such foods in school lunch programs.

For 2012, we invite everyone to join us for the Southern Africa congress in Cape Town, South Africa, the World Vegetarian Congress in San Francisco USA, and the West Africa animal conference in Nigeria. We hope that these African events will culminate in 2014 with our hosting of the 1st world vegetarian fest/congress to be held in Africa. Details are still being arranged and will be publicised in *IVU Online News*.

Emmanuel Eyoh, IVU Africa Regional Coordinator

*Some photos are now on the IVU Facebook page at:*

[www.facebook.com/InternationalVegUnion](http://www.facebook.com/InternationalVegUnion)



## "Be Veg" Toronto Subway Ads

IVU member society, Toronto Vegetarian Association, is involved in the following campaign:

[www.beveg.ca/about-the-campaign.php](http://www.beveg.ca/about-the-campaign.php)

The campaign started in 2009 with television host/Soul Coach Kimberly Carroll and University of Toronto finance professor Lisa Kramer discussing over coffee what might make an effective transit ad to inspire compassion for the animals in our society raised for food and encourage a cruelty-free diet.

Why  
**LOVE** one but **EAT** the other?



In the summer of 2009, a modest ad campaign ran on the Toronto subway system that asked the question "Why love one but eat the other?" with three different ads featuring an inquisitive puppy facing a cheerful piglet, a fluffy kitten and an equally fluffy baby chick side-by-side, and an alert Labrador Retriever beside a curious cow.

Although limited in size, this campaign picked up huge buzz and became a hot topic around water coolers, at barbecues, in movie theatres, and all over the media. There were constant reports of people (including whole families) becoming vegetarian and vegan because of the ads, while groups from Hong Kong to St. Catharines to Slovenia asked to run their own versions of the Toronto-originated campaign.

In 2011, Lisa and Kimberly decided to take this campaign to new heights by trying to raise enough money to dramatically increase the number of subway ads for a Fall 2011 run. A range of individuals from teachers to photographers to students to doctors donated amounts from \$5 to thousands. Fundraising efforts ranged from vegan bake sales to Facebook word-of-mouth. As a result, there were ONE THOUSAND of these ads running in the Toronto subway system in October and November of 2011.



## Occupy Europe's Animal Activism

IVU members EVU (European Vegetarian Union) shared the news that an organisation named 'Occupy Europe Animals' has formulated its mission as follows:

To end corruption in Europe that leads to animal suffering.

To end the ability of European countries to torture animals by claiming their right to practice culture, religion and tradition.

To end the ability to make money on animal suffering.

To end the ability of European countries to ignore to follow animal protection laws and that penalties are not implemented.

To end the notorious animal cruelty going on in Europe.

More at: [www.facebook.com/pages/Occupy-Europe-Animals/290297320989926?sk=info](http://www.facebook.com/pages/Occupy-Europe-Animals/290297320989926?sk=info)

## Using Tumblr to Promote Veg

Many social media platforms help us spread the word about veg. Perhaps the two most famous are Facebook and Twitter. (IVU: [www.facebook.com/InternationalVegUnion](http://www.facebook.com/InternationalVegUnion))

Another player in the social media field is Tumblr - [www.tumblr.com](http://www.tumblr.com) - a microblogging site. An intern for IVU member organisation, Vegetarian Society (Singapore), uses Tumblr to share ideas on why and how to be vegan: [veganash.tumblr.com](http://veganash.tumblr.com). Maybe Tumblr would also work for your organisation.



## Suffering to Death

Statistics are often tricky. When reading claims based on statistics, we need to consider such questions as: Are the sources of the numbers reliable? How are terms defined? Here are some startling statistics about food industry mistreatment of our fellow animals.

We vegetarians talk about the number of non-human animals whom we slaughter for food, and one figure is 60 billion a year, zooming up to 150 billion a year when marine animals are included - [www.adaptt.org/killcounter.html](http://www.adaptt.org/killcounter.html). However, we seldom talk about the number of sentient beings who suffer to death in the factory farming process before they even reach the killing apparatus at a slaughter house.

The following article puts the number of those suffering to death at over 137 million land animals per year in the U.S. alone: [www.countinganimals.com/is-vegan-outreach-right-about-how-many-animals-suffer-to-death](http://www.countinganimals.com/is-vegan-outreach-right-about-how-many-animals-suffer-to-death). The article is also instructive for its comparison of figures for those non-humans killed in the food industry versus those killed for other purposes, such as fur. You probably already knew that the food industry dwarfs all others.

## Q&A on Nutrition

Here's a Q&A from 'The Thinking Vegan' blog with nutritionist Ginny Messina, co-author of the recent book 'Vegan for Life'. Ginny also has a blog of her own: [www.theveganrd.com](http://www.theveganrd.com)

[thethinkingvegan.com/interviews/interview-with-%E2%80%9Cvegan-for-life%E2%80%9D-author-ginny-kisch-messina](http://thethinkingvegan.com/interviews/interview-with-%E2%80%9Cvegan-for-life%E2%80%9D-author-ginny-kisch-messina)

*Question:* Many of the readers of The Thinking Vegan are ethical vegans. Why should they care about their health and understanding nutritional science?



*Answer:* The unfortunate truth is that we vegans need to prove that our diet is a healthy choice. Anyone on any type of diet can get sick if they make bad food choices, but when vegans get sick, people blame veganism.

It can be tempting to promote the "no worries" approach to vegan nutrition, which suggests that as long as you eat a variety of whole plant foods, with an occasional B12 supplement, you'll automatically meet nutrient needs. But the evidence suggests otherwise, and if vegans have suboptimal nutrition or develop outright deficiencies, then the animals lose in the end (as do the vegans, obviously). That's why we're very specific in *Vegan for Life* with our nutrition recommendations. Staying healthy is an essential part of activism.

More at: [www.examiner.com/vegan-in-national/become-a-vegan-10-easy-steps](http://www.examiner.com/vegan-in-national/become-a-vegan-10-easy-steps)

## Using Words To Hide Meat Reality

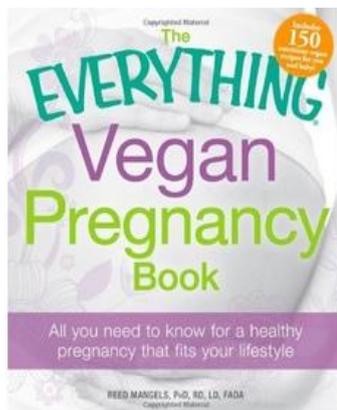
*What is most interesting about the article below is not its contents, as other scholarly articles have addressed the same topic. What is most interesting is that the article appeared in a journal published by the Poultry Science Association. The article is titled 'The Ethics of Semantics: Do We Clarify or Obfuscate Reality to Influence Perceptions of Farm Animal Production?'*



According to linguists, the discourse of animal production uses metaphors, pronouns, and definitions that consistently represent animals as objects, machines, and resources instead of as distinct, unique individuals. Thus, it is argued that genuine concern for animal welfare is either obscured by financial concerns or circumvented entirely, which permits animals to be kept and treated in ways many people would otherwise find objectionable. Substituting euphemisms like crops, units, and harvest for herds, animals, and slaughter, respectively, which are more likely to evoke images of grape plucking than of killing animals for food, might indeed seem disingenuous, especially given the common industry refrain that the public needs to be better educated about food production.

However, the implication that the animal industries deliberately use such techniques is debatable. What is clear is that the semantic obfuscations rampant in the language of modern farm animal production reflect underlying ambivalence about transparency relative to many standard industry practices. First, consumers are unlikely to want full disclosure of all aspects of animal production. Second, there is real risk that certain realities of animal production would be aversive to consumers, who might consequently refuse (as is their right) to purchase particular products, thus potentially causing significant short-term industry losses. Yet, the reluctance of animal industries to come clean in public education efforts raises another problem—that adopting innocuous terminology and withholding information deemed likely to be unpalatable to the public may be morally questionable in itself.

Moreover, this provides an avenue for opponents of animal agriculture to exploit, because it may appear that the industry is hiding something. In truth, animal extremists are currently in a position to reveal facts about livestock production that might not only disturb consumers but also cause speculation about the failure of the industries to be forthcoming. As a matter of professional ethics and viability, animal industry members should objectively and aggressively evaluate the discourse of farm animal production to ensure that what is conveyed is accurate and intended.



## Book Notes

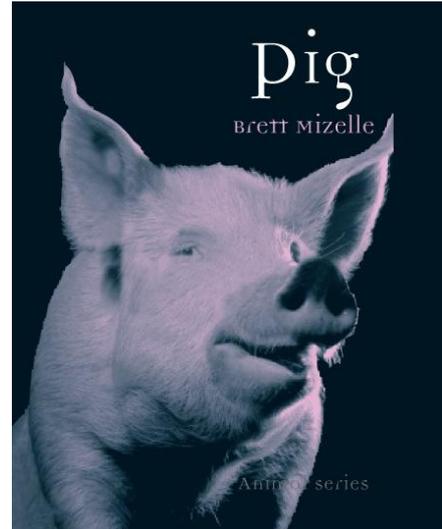
### #1 The Everything Vegan Pregnancy Book

Do I need more protein? Am I getting enough nutrients for the baby? And how do I defend my decision to stay vegan? These questions and more plague vegan parents-to-be who want to maintain their lifestyle but still nurture a healthy baby. This title helps readers learn the ins and outs of vegan pregnancy from conception to bringing home baby.

## Books #2 Pig

Review of *Pig* by Brett Mizelle, Reaktion Books, 224pp, pbk, 100 illustrations, 60 in colour; ISBN 978 1 86189 805 0, £9-99

Some years ago during a walking holiday in the New Forest of Southern England we suddenly found ourselves in the midst of a herd of domesticated pigs. Seemingly oblivious to our presence, the pigs used their powerful snouts to lift the turf, searching for tasty morsels of food. The pigs had been sent out to forage for acorns and beech mast under an ancient practice known as 'pannage'. Soon afterwards the herd scampered away into the forest, leaving us grateful to have shared a moment of freedom in their brief lives, destined to end a few months later at the slaughterhouse.



Like other titles in Reaktion Books' *Animal* series, *Pig* explores on the human-pig relationship, concentrating on the domesticated pig (*Sus scrofa domesticus*). As relationships go this is about as unequal as you can get, and with a very few exceptions it is difficult to see how pigs benefit from the arrangement. The exceptions include pigs kept as pets (the actor George Clooney is reported to have described the eighteen-year relationship with his Vietnamese pot-bellied pig Max as the longest he had ever had) and the few remaining pigs used to unearth truffles for the gourmet food market.

Otherwise, most domesticated pigs are among the hundreds of millions worldwide that are reared and killed for meat every year, making pork is the most widely eaten meat in the world, with nearly 100 million tonnes consumed globally in 2006. To add insult to injury, many of these animals are reared in CAFOs (concentrated animal feedlot operations) under systems pioneered in the US cities of Cincinnati (once widely known as 'Porkopolis') and Chicago that have industrialised the rearing and slaughter of pigs (Smithfield Foods' Tar Heel meat processing plant in North Carolina is capable of butchering a staggering 32,000 pigs per day).

The ruthless exploitation of the domesticated pig is amply documented in *Pig* by author Brett Mizelle, Professor of History at California State University, alongside other, more appealing chapters chronicling the many roles played by pigs in language, folklore, literature and art. The book's final chapter describes the millions of wild-living pigs in the world that serve as "a reminder that these highly adaptable, intelligent and social animals will never be fully controlled by humans". Ironically, it is these very qualities, coupled with the ability to thrive on human leftovers and waste products, which made pigs so suitable for cohabitation and domestication.

As the author, whose sympathies are clearly with the pig, concludes: "an effort to understand the pig ... just might begin to remove the ambivalence from our attitudes about and practices towards pigs, narrowing, if only slightly, a gap between humans and pigs that reflects the devaluation of life itself". One can only hope that this informative and interesting book will aid that understanding, though only a dramatic reduction in the demand for pork, bacon and ham can put the human-pig relationship on a more equal footing.

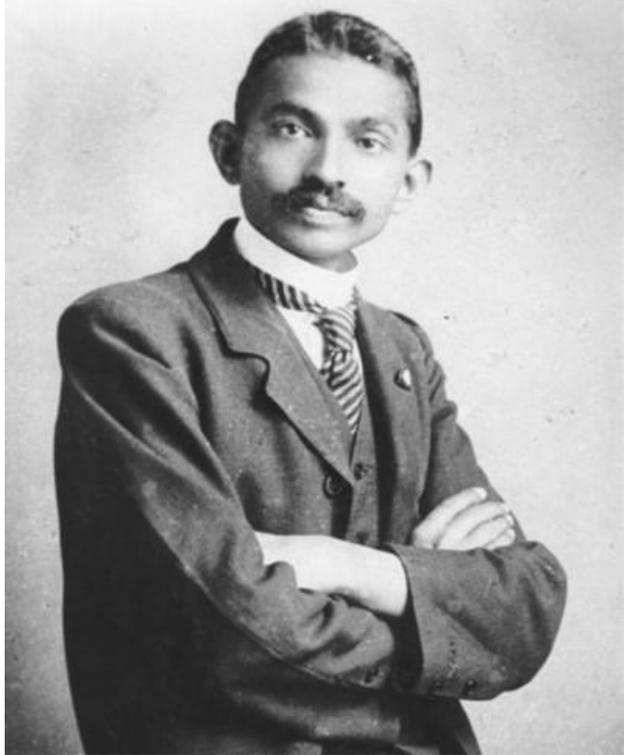
Paul Appleby  
October 2011

### Books #3 Mahatma Gandhi

Review of *Mahatma Gandhi* by Douglas Allen. Reaktion Books, 2011, 192pp, paperback, £10-95. ISBN 978 1 86189 865 4.

Asked to name a famous historical vegetarian, many people would choose Mohandas Karamchand ('Mahatma') Gandhi (1869-1948). Theirs would be an appropriate choice: as well as being one of the most important and influential figures of the twentieth century, Gandhi was a strict vegetarian for all but one teenage year of his life, goat's milk being the only animal food that he consumed for most of his adulthood, a compromise that he described as "the tragedy of my life".

More importantly, Gandhi's vegetarianism was an integral part of his philosophy based on the principles of *satya* (truth) and *ahimsa* (non-violence).



*Mahatma Gandhi*, by Douglas Allen, Professor of Philosophy at the University of Maine, USA, provides a brief introduction to Gandhi's life and thought. The first five chapters are largely biographical, tracing the evolution of Gandhi's ideas through the most significant events of his life, followed by two rather gruelling chapters outlining Gandhi's philosophy in which the author's verbosity obfuscates rather than illuminates, and a final chapter discussing the relevance of his Gandhi's ideas today.

There are so many books about Gandhi and his philosophy that it is difficult to believe the publisher's claim that this book "provides an urgently needed new perspective" on this extraordinary figure. Readers eager to learn more about Gandhi's life and philosophy would be better served by reading his autobiography, *The Story of My Experiments with Truth*, and Louis Fischer's classic biography *The Life of Mahatma Gandhi*.

For an entertaining and colourful introduction to the man and his ideas two feature films are worth watching. Richard Attenborough's multi-Oscar winning 1982 film *Gandhi* is a cinema classic in its own right, while the 2006 Bollywood musical comedy *Lage Raho Munna Bhai*, in which the spirit of Mahatma Gandhi encourages the gangster don Munna Bhai to help ordinary people solve their problems and organise non-violent protests, has revived interest in Gandhi in his homeland.

Paul Appleby  
October 2011

## Welcome to New IVU Members

Vegan Outreach (USA, back with us) - [www.veganoutreach.org](http://www.veganoutreach.org) - working to expose and end cruelty to animals through the widespread distribution of our illustrated booklets.



Shanghai Healthy Industry Vegetarian Professional Committee - [fionazhou0518@163.com](mailto:fionazhou0518@163.com)



**2<sup>nd</sup> Middle East Veg Conference** – December 5-6 2011, Dubai UAE  
<http://www.facebook.com/#!/event.php?eid=270596402976927>

**1<sup>st</sup> Southern Africa Veg Congress** – planned for Cape Town, South Africa, March, 2012 – more details soon...

**40th IVU World Vegetarian Congress** – 5-11 October, 2012, San Francisco (USA) - [www.ivu.org/congress/2012](http://www.ivu.org/congress/2012)

**6<sup>th</sup> Asian Vegetarian Congress** – 2013, Kuala Lumpur, Malaysia – more info soon at: [vegetariansocietymalaysia.org](http://vegetariansocietymalaysia.org)

## Welcome to Organisations and Individuals That Have Recently Registered with IVU

### AUSTRALIA

Natural Health Supplies, Melbourne – [www.naturalhealthelwood.com](http://www.naturalhealthelwood.com)

### CAMEROON

AVDA Cameroon - [www.uforeco.org](http://www.uforeco.org)

### GERMANY

Tandoori Masala Indische Feinkost - [www.tandoori-indisch-muenchen.de](http://www.tandoori-indisch-muenchen.de)

### GUATEMALA

Urusaki Murasaki - [www.myspace.com/ursuaki](http://www.myspace.com/ursuaki)

### PERU

UVECK - [uveck.blogspot.com](http://uveck.blogspot.com)

### SPAIN

Menúdavida Organic Food Culture - [www.menudavida.info](http://www.menudavida.info)

### TAIWAN

Forever Health Food Co. Ltd. - [www.foreverhealth.com.tw](http://www.foreverhealth.com.tw)

### UK

Vegetarian Vie - [www.VegetarianVie.com](http://www.VegetarianVie.com)

### USA

Awareness Helps | Animals, Earth, Health – [www.areyouawaareyouaware.net](http://www.areyouawaareyouaware.net)

## Other Online Sources of Veg News

In addition to *IVU Online News*, there are many other places to go online for general veg-related news, rather than news mostly about one country or one organisation. Here are some.



1. Dawn Watch - [www.dawnwatch.com/alerts.htm](http://www.dawnwatch.com/alerts.htm)
2. European Vegetarian Union - [www.evana.org](http://www.evana.org)
3. Farmed Animal Net - [www.farmedanimal.net](http://www.farmedanimal.net)
4. Vegan Outreach - [www.veganoutreach.org/enewsletter](http://www.veganoutreach.org/enewsletter)
5. VegE-News - [www.vege-news.com](http://www.vege-news.com)
6. VegNews - [www.vegnews.com](http://www.vegnews.com)
7. VegSource - [www.vegsource.com/cgi-bin/dada/mail.cgi](http://www.vegsource.com/cgi-bin/dada/mail.cgi)
8. AnimalConcerns.org doesn't have a newsletter, but they post stories daily at [www.animalconcerns.org/categories.html?do=shownews](http://www.animalconcerns.org/categories.html?do=shownews)
9. Vegan.com - [www.vegan.com](http://www.vegan.com)
10. IVU-Veg-News E-Mail List - [www.ivu.org/news/veg-news](http://www.ivu.org/news/veg-news)
11. Care2 - [www.care2.com](http://www.care2.com)
12. Vegetarianism in the News - [www.vegsoc.org/page.aspx?pid=928](http://www.vegsoc.org/page.aspx?pid=928)

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## Please Send News to IVU Online News

| [Dear Veg Activist](#)

Please use this newsletter as a way to share your knowledge, ideas and experiences with fellow veg activists.

| [Thx.](#) --[george](#) jacobs – [george@vegetarian-society.org](mailto:george@vegetarian-society.org)



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