

IVU Online News – May 2012

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2012 IVU Congress/Vegfest: The Basics

The 2012 IVU Congress/Vegfest will be held 5-16 October back-to-back in San Francisco and Los Angeles, California, USA.

We start off in SF, hosted by the SF Vegetarian Society (SFVS) - www.sfvs.org - at the County Fair Building in the Golden Gate Park. For many years, SFVS have been delighting and inspiring folks with their locally-based World Veg Festival, attended by several thousand visitors each year.



Then, we move on to LA, where we'll be hosted by Vegsource - vegsource.com - at the Healthy Lifestyle Expo in the Warner Center Marriott, Woodland Hills. This great event has also been running most years for many years and received high acclaim from hundreds who keep going back.

It will be possible to go to either or both parts of this amazing event - further details will be added via the link below as they become available, The link goes to the plans so far - all subject to change at this stage.

In keeping with standard IVU practice, all food in all locations will be completely vegan.

More at: www.ivu.org/congress/2012

- and visit IVU on Facebook: www.facebook.com/InternationalVegUnion



More Delightful Surprises from Veg History

Earlier this year, IVU Manager and Historian, John Davis, put online a photo-filled FREE e-book on vegetarian history: World Veganism - Past, present and future -

www.ivu.org/history/Vegan_History.pdf (5mb).

The book is based on John's weekly blog on the VegSource website:

www.vegsource.com/john-davis. The good news

is that John – like a miner in search of diamonds – continues to unearth new finds about our ingenious and determined predecessors. It is truly inspiring to learn about the difficulties those people had overcome with such fewer resources than we have today. Visit John's blog to learn more.

37 Weeks on the Bestseller List

More and more veg films and books are generating large sales numbers. One of the latest is "Forks Over Knives", which started as a documentary focusing on the work of Prof T. Colin Campbell and Dr Caldwell B. Esselstyn and the positive impacting these advocates of vegan diets have had on people's health.



A book based on the documentary has completed more than half a year on the New York Times bestseller list, and the last time we checked, it was still going strong.



Vegan Mainstream
Vegan Marketing For Any Lifestyle

see conscious brands thrive.

Have You Seen This Website?

Vegan Mainstream "provides marketing solutions to vegan and vegetarian businesses, as well as to those interested in incorporating more mindful practices and products into their brand. Our strategic marketing plans and services are not only fuelled by our extensive experience, knowledge and expertise, but also by our passion to

We believe in and support the veg movement and know that your consumers will appreciate that your mindfulness extends even to how you market your business". www.veganmainstream.com/infographic-what-inspired-you-to-become-vegan

From Compassion in World Farming

Compassion in World Farming provides engaging and well researched information on the horrors of factory farming: www.ciwf.org.uk. Their

publications are targeted at those who aren't ready to go vegan but are ready to consider eating fewer animal foods and to push for better conditions for the sentient beings trapped in the meat production machine.



Some of CIWF's recent publications include [Beyond Factory Farming](#) and '[Eating the Planet](#)', commissioned with Friends of the Earth, which shows that a 'fair less meat' diet can provide sufficient nutritious food for the predicted population of 9 billion without factory farming. Another recent publication is [Food Sense](#) by CIWF's CEO, Philip Lymbery. Philip's blog is at www.acompassionateworld.org.



Interview with Richard Schwartz

Many of you will know Richard Schwartz for his tireless work promoting vegetarianism, especially among Jews and among environmentalists.

Recently, our friends at EVANA (European Vegetarian and Animal News Alliance) published an interview in which Richard talks about his new book, enticingly titled 'Who Stole My Religion?' www.evana.org/index.php?id=71536

Here is an excerpt from the interview.

Question: People who insist on meat consumption state that this is a personal decision. Is it really?

Answer: I have long argued that a shift to vegetarianism (and preferably) veganism, is not only an important personal choice, but that it is also a societal imperative, necessary to end the current epidemic of diseases and to reduce climate change and other environmental threats, and help shift our imperilled world to a sustainable path.

Music Video Says 'Thank You'

The 'Thank You Project' by our colleagues at Animal Friends Croatia is producing a music video that is meant to be from the animals to all the awesome humans who are helping to make meat eating a thing of the past. You are invited to take part.



They will be accepting videos until May 31, 2012 and the completed "Thank You" video will be unveiled in June, 2012. To receive info on how to participate, one needs to get on the "Thank You" project newsletter list by following the link eepurl.com/j_rrH or by signing up on the website www.musicifeel.com.

Examples of what kind of footage is needed and other instructions will be emailed. The "Thank You" project announcement with the "Thank You" song can be viewed on YouTube: youtu.be/zzOvn3I_NNc. Contact IFEEL: www.musicifeel.com

Book News



#1 **Every Twelve Seconds: Industrialized Slaughter & the Politics of Sight**

Every Twelve Seconds: Industrialized Slaughter and the Politics of Sight, 2011, by Timothy Pachirat.

From the publisher's website:

This is an account of industrialized killing from a participant's point of view. The author, political scientist Timothy Pachirat, was employed undercover for five months in a Great Plains slaughterhouse where 2,500 cattle were killed per day—one every twelve seconds. Working in the cooler as a liver hanger, in the chutes as a cattle driver, and on the kill floor as a food-safety quality-control worker, Pachirat experienced firsthand the realities

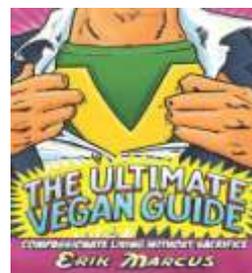
of the work of killing in modern society. He uses those experiences to explore not only the slaughter industry but also how, as a society, we facilitate violent labor and hide away that which is too repugnant to contemplate.

Through his vivid narrative and ethnographic approach, Pachirat brings to life massive, routine killing from the perspective of those who take part in it. He shows how surveillance and sequestration operate within the slaughterhouse and in its interactions with the community at large. He also considers how society is organized to distance and hide uncomfortable realities from view. With much to say about issues ranging from the sociology of violence and modern food production to animal rights and welfare, *Every Twelve Seconds* is an important and disturbing work.

#2: **The Ultimate Vegan Guide**

The Ultimate Vegan Guide, 2nd edition, 2011, by Erik Marcus

Erik Marcus is a long time vegan advocate via his books, his website (www.vegan.com), etc. *The Ultimate Vegan Guide* is mostly about how to be a vegan (24 chapters), with two chapters on why to be vegan and one chapter and an appendix on vegan activism. The book's advice on how to be vegan is eminently practical, although very US-centric (not surprising since that's where Erik lives). While the advice is aimed mostly at people trying to become vegan, people who are already vegan will also find lots of useful ideas.



Erik has made the book easy to read electronically for only US\$0.99, and the first edition is free online. See www.vegan.com for details. Our Feb 2012 issue contained summaries of three chapters from the book. Here are summaries of more chapters.

Ch 16 - Veggie Restaurants

Erik recommends three websites for finding vegetarian restaurants: veg dining.com, happycow.com and vegguide.org. One way to help veg restaurants to survive and thrive is to encourage people to patronise them, and one way to do this is via a Meetup group (www.meetup.com). Similarly, your local veg organisations may organise events at restaurants.

Erik also advises that just because restaurants are vegetarian does not mean that they cater to vegans. Thus, just like in non-veg eateries, vegans need to check on the ingredients used in the dishes being served.

Ch 17 – International Travel

Some advance planning can do a lot to ease eating when abroad. Erik suggests researching the local foods and says that we may be pleasantly surprised to find traditional vegan foods, as well fantastic fruits and veggies, not found at home.

[What helps me is to ask someone to write my dietary requirements on a card in the local language(s). Similarly, the Vegan Society produces a book with key phrases in a wide variety of languages:

shop.vegansociety.com/product_info.php?products_id=303&osCsid=2ooggs6mg65i39p482bj6l5j61]

Ch 18 – Convenience Foods

These are foods that are ready to eat with little or no preparation. Fruits and many vegetables fit this description, but an increasing variety of vegan processed foods also come in ready (or almost ready) to eat form, such as bars, chips and crackers. These are handy to have around the house and to take with us just in case we have trouble finding vegan food.

Welcome to New IVU Members and Supporters

- **Vegucated** - Vegucated follows three people who, for six weeks, adopt a vegan diet and a new way of thinking about food - getvegucated.com
- **Jane Hughes** - British vegetarian/vegan food writer and Editor of The Vegetarian magazine for The Vegetarian Society UK - www.veggiefoodwriter.co.uk
- **Sacramento Vegan Society** (California, USA) - forksoverfolsom@gmail.com
- **Argentina-Salud** - Juntos podemos lograr una salud para todos! - argentina-salud.com.ar



2012 IVU World Vegetarian Congress – 5-16 October, 2012, San Francisco and Los Angeles (USA) - www.ivu.org/congress/2012

2012 West Africa Vegetarian Festival – December 2012 – Lome, Togo

4th China Xiamen Vegetarian Food Fair – 19-22 October, 2012 – Xiamen, China - www.whatsonxiamen.com

5th Southeast Asian Congress – 23-25 November, Chiang Mai, Thailand - www.thai-tva.org

6th Asian Vegetarian Congress and 41st IVU World Vegfest – 2013, Kuala Lumpur, Malaysia - vegetariansocietymalaysia.org

Welcome to Organisations That Have Recently Registered with IVU

GHANA

Legassi Gardens - www.legassigardens.com (accommodation)

HONDURAS

Asociación de vegetarian@s y Vegan@s de Honduras - vegetarianoshn.blogspot

ITALY

ADA B&B - www.adabbvicenza.it (accommodation)

Mulini Venturi - www.muliniventuri.it (accommodation)

MEXICO

Centro de estudios Baktivedanta - sara-alvarado.blog

PORTUGAL

Shiila's Place - www.shiilasplace.com (restaurant)

USA

Health Coaching Now - www.healthcoachingnow.com

Stillpoint in Halibut Cove- Retreat Center - www.stillpointlodge.com

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. European Vegetarian Union - www.evana.org
2. Meatout Mondays - www.meatoutmondays.org
3. Vegan Outreach - www.veganoutreach.org/enewsletter
4. VegE-News - www.vege-news.com
5. VegNews - www.vegnews.com
6. VegSource - www.vegsource.com/cgi-bin/dada/mail.cgi
7. AnimalConcerns.org doesn't have a newsletter, but they post stories daily at www.animalconcerns.org/categories.html?do=shownews
8. Vegan.com - www.vegan.com
9. IVU-Veg-News E-Mail List - www.ivu.org/news/veg-news
10. Vegetarianism in the News - www.vegsoc.org/page.aspx?pid=928



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

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