

The Food Chain Newsletter

The Veg Retention Newsletter

Linking the issues to help you go veg!

Problem:

We have all met people who have told us that they were vegan or vegetarian but went back to eating animals for a variety of reasons: it was too hard, health reasons, family members, didn't know what to eat. Or people who go back and forth between going veg and eating animals.

If you look at what animal groups are saying, it seems that we are converting people on a rapid pace of going veg. Groups talk about the high response rates to ads, leafleting, media coverage, etc.

If we are really good at converting that many people to going veg...where are they all going?

If we are truly converting people, the problem seems that people are only going veg temporarily, possibly for months or years, but they are reverting back to animal consumption.

Solution:

The Food Chain Newsletter aims to help solve this problem.

Concept:

The Food Chain Newsletter will be geared to and only for people who have recently gone veg (less than a year) or for those who are interested in trying to go veg but don't know how. The point is to show them how and to reinforce their reasoning as to why.

It will be a free newsletter that people will receive in the mail or via e-mail - they choose. They will receive 12 issues.

What will be in the newsletter?

Each issue will have the same basic information in a condensed form: A story about an animal in a factory farm, a story about an animal rescued from a factory farm now in a sanctuary setting, a simple recipe, a Q&A, nutrition information (possibly dispel a myth or general health info), environmental impact information, human abuses, etc. Other ideas: where to find foods, places to shop, general product recommendations of vegan products and vegan by accident.

How will it work?

Free ads will be placed in weekly newspapers; inserts will be put in booklets handed out. With funds, we could work to place ads in other places.

People will be asked to fill out a very simple questionnaire on our website.

If the respondents answer the questions and have been veg for a number of years, they will be directed immediately to a few websites (and when it is operating, to FEP as well). Again, this is not for people who are already committed to a vegetarian diet. People who are not veg will be asked to complete the questionnaire and asked for a mailing or e-mail address to start receiving the newsletter.

At the end of a year, the respondent will be asked to fill out another questionnaire to see if they have stayed with the veg diet and what parts of the newsletter they did or didn't find useful.

Issue #1 - "Beef" Cows

Life of a "Beef Cow"

Rescued cow story - *courtesy of Farm Sanctuary*

Environmental & Human Cost of "Beef"

Support Q&A: What does it mean to be a vegetarian or a vegan?

Nutrition Q&A: Where will I get my protein? *courtesy of Jack Norris, RD*

Recipe: Snobby Joes *courtesy of Isa Chandra Moskowitz*

Web Highlights: Where to Shop

Food Suggestions: Faux Meat

Issue #2 - Ducks

Life of a "Meat" Duck

Rescued duck story - *courtesy of Pattrice Jones, Eastern Shore Sanctuary*

Water: Polluting a Precious Resource

Support Q&A: What do I say to family and friends? *courtesy of Carol Adams*

Nutrition Q&A: Vitamin D *courtesy of Jack Norris, RD*

History of Tofu and Recipe *courtesy Patti Breitman and Carol Adams*

Web Highlights: Farmer's Markets, CSAs

Food Suggestions: Chinese

Issue #3 - "Veal" Calves

Life of a "Veal" Calf

Rescued veal calf story - *courtesy of Farm Sanctuary*

Environmental & Health Effects of Antibiotics

Support Q&A: Human beings are supposed to eat meat, right?

Nutrition Q&A: Iron Deficiency *courtesy of Jack Norris, RD*

History of Seitan

Recipe: Sturla's Scrumptious Stroganoff, Pizza Dough

Web Highlights: Community Gardens

Food Suggestions: Seitan

Issue #4 - Pigs

Life of a "Factory Farmed" Pig

Rescued pig story - *courtesy of Animal Place*

Pig Farm Pollution & Environmental Racism

Support Q&A: Someone asked me about plants. How do I answer that?

Nutrition Q&A: B12 *courtesy of Jack Norris, RD*

Recipe: Tempeh Bacon

Web Highlights: Center on Race, Poverty and the Environment

Food Suggestions: Tofu dogs, riblets, Gimme Lean Sausage, ...

Issue #5 - Chickens for “Meat”

Life of a “Meat” Chicken

Rescued chicken story - *courtesy Eastern Shore Sanctuary*

Pollution: Toxic Chicken Manure

Support Q&A: What do I do if people eat meat around me?

Nutrition Q&A: Coronary Heart Disease *courtesy of Michael Greger, MD*

Recipe: Chickenless Salad, Vegan Mayo

Web Highlights: Veganic Agriculture Network

Food Suggestions: chicken-free patties, faux chicken strips

Issue #6 - Turkeys

Life of a “Factory Farmed” Turkey

Rescued turkey story - *courtesy of United Poultry Concerns*

Agricultural Workers

Support Q&A: People say you can only be strong if you eat meat.

Nutrition Q&A: amputations, diabetes *courtesy of Michael Greger, MD and Jack Norris, RD*

Recipe: Butternut squash soup

Web Highlights: ALBA Farms

Food Suggestions: Tofurkey

Issue #7 - “Dairy” Cows

Life of a “Dairy” Cow

Downer Cows

Rescued cow story - *courtesy of Animal Place*

Water and Air Pollution

Support Q&A: People say that cows don't die for milk, so is it bad to drink milk?

Nutrition Q&A: Calcium *courtesy of Jack Norris, RD*

Workers: Dangerous working conditions (manure lagoons)

Recipe: Cupcakes

Web Highlights: Global Exchange

Food Suggestions: soy milk, margarine, ice cream, cheese

Issue #8 - Eggs

Life of Hens Raised for Eggs

Rescued hen story - *courtesy of United Poultry Concerns*

Egg Replacers for Cooking

Support Q&A: I was told chickens lay eggs anyway

Nutrition Q&A: Eggs, balls of cholesterol *courtesy of Michael Greger, MD*

Recipe: baked goods

Web Highlights: TBA

Food Suggestions: Thai

Issue #9 - Fish

Life of "Farmed" and Free Fish

Rescued lobster story *courtesy of Peta*

Environmental impacts of fish farms

Support Q&A: People tell me that fish don't feel pain - should I care about them?

Nutrition Q&A: Fish oils *courtesy of Michael Greger, MD*

Recipe: TBA

Web Highlights: Sea Shepherd

Food Suggestions: vegan shrimp, fish and lobster

Issue #10 - Sheep and Lambs

Life of a Sheep and Lambs

Rescued sheep/lamb story - *courtesy of Woodstock Farm Animal Sanctuary*

Animal Damage Control

Support Q&A: Sheep have to be sheared anyway, so why shouldn't I wear wool? Leather?

Nutrition Q&A: People say I can't get all my nutrition requirements on a vegan diet *courtesy of Michael Greger, MD*

Recipe: gyro

Web Highlights: veganmexicanfood.com

Food Suggestions: Mexican

Issue #11 - Transport & Slaughter

Transport and Slaughter of Animals

Rescue story - *lauren Ornelas*

Animal by-products used for profit

Workers

Support Q&A: Is there such a thing as humane slaughter?

Nutrition Q&A: Soy Allergies *courtesy of Michael Greger, MD*

Recipe: TBA

Web Highlights: Justfood and Oakland Institute

Places to eat: Indian

Food Suggestions: vegan alcohol

Issue #12 - Myth of Free Range

Myth of Free Range

Rescued goat story - *courtesy of Woodstock Farm Animal Sanctuary*

Soil Degradation due to Agricultural Crops

Support Q&A: Overwhelmed/Can I make a difference?

Recipe: desserts

Web Highlights: Food Empowerment Project

Places to eat: Ethiopian

Food Suggestions: desserts

Survey Questions