

# The Vegetarian

## STARTER GUIDE

YUM!

QUICK, EASY,  
FUN RECIPES

+30

MOUTHWATERING  
MEATLESS MEALS



# Welcome



If you're reading this, you've already taken your first step toward a better you and a better world. Think that sounds huge? It is. Cutting out meat and other animal products saves countless animals and is the best way to protect the environment. Plus, you'll never feel more fit or look more fabulous.

From Hollywood A-listers like Kristen Bell and Ellen, to musicians like Ariana Grande and Pink, to the neighbors on your block, plant-based eating is everywhere. Even former president Bill Clinton and rapper Jay-Z are doing it! Tens of millions of people have ditched meat entirely, and tens of millions more are cutting back.

You're already against cruelty to animals. You already want to eat healthy so you can have more energy, live longer, and lower your risk of chronic disease. Congratulations for shaping up your plate to put your values into action!

And here's the best part: it's never been easier. With this guide at your fingertips, you're on your way to a fresher, happier you. And this is just the start. You'll find more recipes, tips, and personal support online at [ChooseVeg.com](http://ChooseVeg.com).

Let's get started!

*Your Friends at Mercy For Animals*

## reinvent

**your routine.** With the easy tips in this guide, you'll be well on your way to a glorious new way of eating.

## revitalize

**your body.** Healthy, plant-based food can nourish your body, give you peace of mind, and lift your spirits.

## rewrite

**perfection.** This isn't about being perfect. It's about doing the best you can to help yourself and the world.

## rediscover

**flavor.** Prepare yourself for an awesome adventure filled with enticing new flavors and delicious old favorites.

## You're in GOOD COMPANY

### HAPPINESS

"It's definitely something to celebrate. My heart feels very happy with this decision."

— ARIANA GRANDE —



### COMPASSION

"I suddenly realized that what was on my plate were living things with feelings ... it became an easy choice for me. If you choose to educate yourself, it'll be an easy choice for you, too."

— ELLEN DEGENERES —



### FITNESS



"Usher, 33, has always had a flair for the vegetarian, but according to insiders, he's taking it to a new level by going vegan—and loves what it's doing to his rock-hard abs."

— RADAR ONLINE —

### ETHICS



"At the end of the day, I'll be on the side of the animals. Cruelty is cruelty, plain and simple."

— PINK —

### HEALTH



"I lost 24 pounds and got back basically to what I weighed in high school."

— PRESIDENT BILL CLINTON —

### FLAVOR

"Wow, wow, wow! I never imagined meatless meals could be so satisfying."

— OPRAH WINFREY —



### ENVIRONMENT

"Factory farms do more harm to the environment than all of transportation combined. Everyone is talking about fuel-efficient vehicles but they would actually do more for the Earth by becoming vegan."

— EMILY DESCHANEL —



*Get ready to*  
**CHANGE**  
*the* **WORLD**

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*You are powerful.* More powerful than you ever imagined. By leaving chicken, fish, and other animal products off your plate, you are changing the course of history, helping halt climate change, and protecting animals—all while looking and feeling phenomenal.



.....● **Did You Know?**

Chickens can count to 10, pass knowledge down to their children, and recognize up to 100 other birds by their facial features. They also have a unique language.



# EATING WITH CARE

Every meal is a statement about the world you want to live in

Forget the fairytale farmyards in children's books. They've been replaced by nightmarish factory farms where millions of animals are confined in windowless sheds, tiny barren crates, and filthy wire cages. Tails, teeth, and beaks are cut off without pain relief, and animals have almost no legal protection.

While the overwhelming majority of farmed animals live and die in miserable conditions, a lucky few escape this fate...



## Autumn

Chickens like Autumn who are raised for meat are genetically manipulated to grow so fat that by the time they are one month old it hurts to walk. When she was rescued, Autumn was still chirping like the baby she was, yet her underdeveloped legs could barely lift her massive body.

Most chickens are in constant pain, and spend their time lying in the feces that coat the shed floors. Hens who are sick or injured are left to suffer and slowly die. Sometimes workers club them on the head with a metal bar.

Thankfully, Autumn was rescued and spent her remaining years snacking on watermelon and sunbathing at an animal sanctuary, spared from the grisly fate that awaits billions of other chickens each year.



Chickens raised for meat are bred to grow so fast they often suffer heart attacks and crippling leg deformities.

PHOTO BY TAMARA KENNEALLY



## Dasher

While he was lucky enough to be born at an animal sanctuary, piglets like Dasher are treated mercilessly on factory farms. Shortly after birth they have their testicles and tails sliced off with no anesthesia. They are then packed into filthy concrete pens—they almost never see the sun. At six months old they are electrocuted or shot through the brain with a metal rod. The lucky ones die right away; many are drowned in scalding water.



On factory farms, mother pigs are kept in metal crates with barely any room to move.

PHOTO BY EDGARS MISSION FARM SANCTUARY



## Fish feel

Scientists have learned that fish feel pain and suffer like any other animal. They just don't have the vocal cords to scream.

Today, many fish are raised on fish farms—crowded, waste-filled pools where they're packed so tightly together they can barely move. At processing plants, they're often skinned alive and cut into pieces while still fully conscious. Even wild-caught fish endure a miserable death, which can take up to half an hour as they slowly suffocate or are crushed beneath other fish.



PHOTO BY TAMARA KENNEALLY

## Popeye

Because they can't lay eggs, male chicks like Popeye are of no use to egg farmers. So they are tossed alive into giant grinding machines at just a few days old. Females spend their whole lives packed in filthy wire cages so small they can barely turn around. Each hen lives her entire life with less floor space than the size of a sheet of paper.



If Popeye had not been rescued, he would have been dropped into a giant grinding machine.

## What about "humane" or "local" meat, or "cage-free" eggs?

Only a small percentage of animals are raised on small-scale farms. Although they may be treated a little better, the reality is that even on local family farms and certified "humane" farms, animals are separated from their mothers at just a few days old, mutilated without painkillers, bred to grow unnaturally fast, and cruelly killed at a very young age.

Hens on cage-free egg farms spend most of their lives in crowded sheds and often have their beaks sliced off without pain relief. They are killed at just 18 months old, and male chicks are gassed to death or ground up alive just a few days after they're born.

We would never treat dogs or cats this way. The truly humane choice is to cut out or cut back on chicken, fish, and other animal products.



PHOTO BY FREEDOM HILL FARM SANCTUARY



## Batman

Batman is a gentle, friendly calf who was rescued from a dairy farm. Cows like Batman can remember a face for years, and often have a group of friends they prefer to hang out with. But each year, millions of baby calves like Batman are taken from their mothers at just a few days old and killed as "waste products" of the dairy industry.



# YOUR HEALTH IS PRICELESS

Make no mistake, ditching meat saves lives—including your own!

The biggest killer in America isn't smoking, guns, or car accidents. It's heart disease, a ruthless killer that is directly linked to what we eat.

Chicken, dairy, and eggs are packed with saturated fat that can lead to heart disease. Some studies have found they may increase cancer mortality rates. Eggs have also been shown to increase the risk of diabetes and heart attacks. And chicken and fish have high levels of cancer-causing chemicals like dioxin, arsenic, and mercury.

## LIGHTEN UP

Studies now show that people who don't eat meat, dairy, or eggs weigh up to 10% less than people who do.

## LOVE YOUR HEART

A recent study found that ditching meat cuts your chances of being hospitalized by or dying from heart disease by 32%!

“Quite simply, the more you **substitute plant foods** for animal foods, the **healthier** you are likely to be.”

*Dr. T. Colin Campbell, nutrition expert at Cornell University*

## BYPASS DIABETES

Eating plant-based foods has been found to significantly reduce your risk of developing diabetes.



**Billy Simmonds**

“As a teenager I started to learn about what was on my plate—where it came from and what it was doing to my body. I became vegetarian then later on vegan. I have never felt better or been fitter.”



**BILLY SIMMONDS**  
BODY BUILDER AND  
NATURAL MR. UNIVERSE WINNER

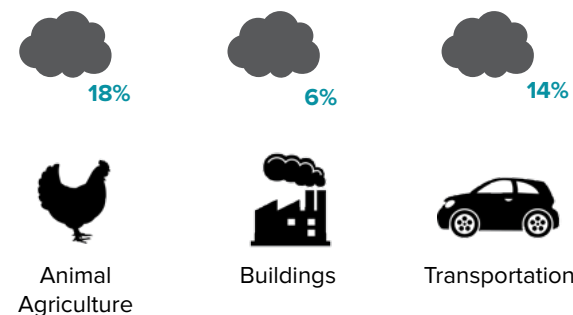
PHOTOS COURTESY OF BILLY SIMMONDS

# GREEN Your Diet

We all want to help the planet. But how? The answer could be sitting right in front of us—three times a day. By ditching meat, we can help prevent global warming, rainforest destruction, and pollution while saving water and other precious resources. Chew on these facts:



Animal agriculture produces more greenhouse gas emissions than all of the cars, buses, ships, and planes in the world combined.

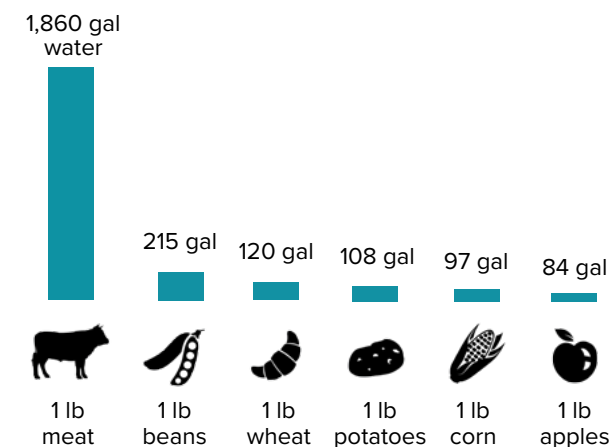


According to the United Nations Food and Agriculture Organization, animal agriculture now accounts for 18% of global greenhouse emissions, more than transportation, industrial, or residential energy uses. Leaving meat off your plate can do more to curb global warming than never driving a car again.

## The Water and Oil Guzzler

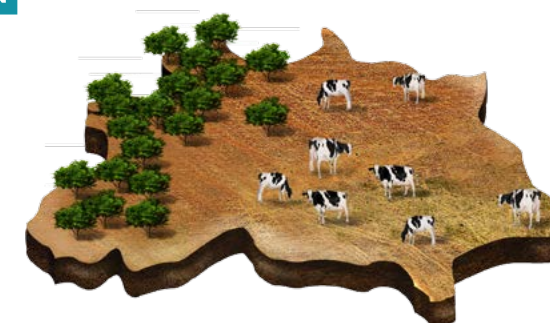
Producing one pound of meat requires 15 times as much water as producing one pound of grains, beans, fruit, or vegetables. In fact, producing just a single burger requires more water than you'd need for a month's worth of showers!

Producing one pound of meat also uses 13 times as much fossil fuel as producing a pound of plant-based food, one of the many reasons animal agriculture is the leading cause of climate change.



## LEADING CAUSE OF DEFORESTATION

Animal agriculture is the leading cause of deforestation around the world, with lush forests and rainforests clearcut to make room for farmed animals. In the Amazon, over 80% of the deforestation has been caused by animal agriculture.



# SWITCH *with* EASE

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**We get it.** You want to ditch meat but you're not sure how easy that's going to be. We've all been there. The fact is that changing any habit can seem hard—at first. But with each passing week, it gets easier and easier. So pace yourself, and know that we're here to help you! These next few pages will help make your transition to a better way of eating as easy as pie.

## Did You Know? ●●●●●●●●

Only about a third of people who ditch meat do so all at once. The majority phase it out gradually, to make the transition easier.







# HOW TO *Switch*

Ready to get started? Great! Here are a couple options for how to move away from meat. Just remember, you're in control, so go at a pace that works for you!



## *Start part-time*

Cutting out meat doesn't have to be an all-or-nothing proposition. For many people, the best way to change how they eat is to do it gradually. Going meat-free a few days a week, or for a certain portion of every day (like before 6 p.m.) is a great way to practice your new habit and try out new foods without having to be perfect. Once you get the hang of it, you can add more meatless meals each week!



## *Cut out the most suffering*

Are you against animal cruelty, but not sure you can give up meat altogether? Start by cutting out the foods that harm the most animals. Ninety-five percent of the animals we eat are chickens and fish—and they are probably the most abused animals in the world. By simply replacing chicken, eggs, and fish with other options, you can prevent a tremendous amount of animal abuse.



## *Going cold turkey?*

If you do decide to cut out meat all at once, just remember that none of us is perfect. If you find yourself cheating once in a while, don't beat yourself up. You can always start fresh at your next meal, or try one of the approaches to the left. Having an approach you can stick with is more important than being perfect from day one.



Whichever route you choose, show yourself compassion. This isn't about being perfect. If there are a couple of favorite foods you just can't give up right now, work on everything else. If you slip up, don't give up—most people take months or even a year or two to fully ditch meat.

# FEED YOUR CRAVINGS

Worried you'll miss meat? Here are four easy tips to keep you satisfied and smiling.

## 1 *Seeking savory*

If you're missing meat, it probably isn't animal flesh you're craving—after all, who eats plain raw chicken? You're probably craving the end result: a fatty, salty, seasoned, and protein-rich meal. You can get all of that from plant-based foods as well! Stay satisfied with savory, protein-rich items like sautéed portabella mushrooms, crispy vegetarian meats, hearty three-bean chili, or a snack of salty mixed nuts.

## 2 *Get enough calories*

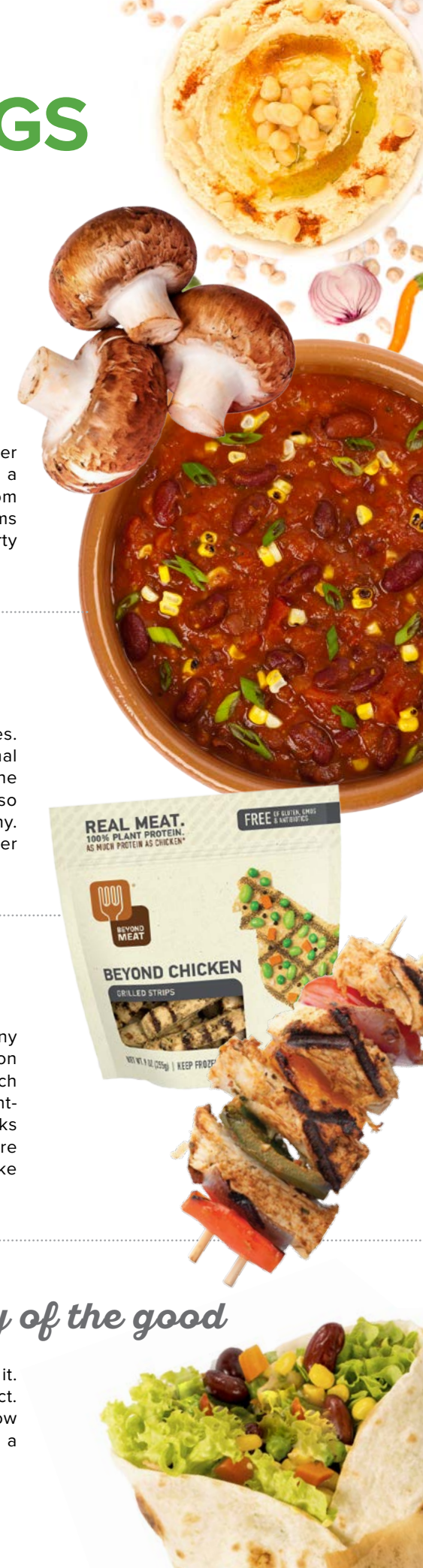
If you often feel hungry, you're probably not eating enough calories. Because plant-based foods have fewer calories and less fat than animal products, many people who ditch meat find they need to increase the amount of food they eat. And vegetables alone won't cut it; you also want plenty of grains, protein, and fat, which we all need to be healthy. By getting enough calories—the USDA recommends 2,000 to 2,500 per day—you'll feel full and stay energetic throughout the day.

## 3 *Munch on plant-based meats*

Have a hankering for a chicken sandwich, breakfast sausage, or any other animal product? Chances are there's a delicious vegetarian version that will quench your craving without the cruelty! From meatballs to lunch meats and from chicken nuggets to ground beef, the number of plant-based meats has exploded in recent years. Every supermarket stocks some, and you can find our favorites on pages 20–21. Some brands are better than others, so be sure to try a variety to see which ones you like best!

## 4 *Don't let the perfect be the enemy of the good*

If you give in to a craving for meat, don't beat yourself up about it. Remember that perfection isn't the goal here—none of us is perfect. It's far better to eat mostly vegetarian than to do nothing at all. Show yourself compassion if you have a setback, and think of each meal as a new opportunity to align your plate with your principles.





# Introducing the NEW YOU

So you're cutting out meat, but your family and friends aren't. How are they going to respond? Don't worry, we've been there too! Here are some tips on how to keep things cool while living—and talking about—your compassionate new way of eating.

## TALK THE TALK

### MAKE IT PERSONAL...

When telling others about your new way of eating, describe your own reasons for cutting out meat. Tell your story enthusiastically and sincerely, and let them know why ditching meat makes you feel good. Express your own excitement; don't immediately try to convert people or make them feel bad.

### ...BUT DON'T TAKE IT PERSONALLY

If someone gives you a hard time, don't take it personally. We're all hardwired to resist change, so your friends and family may need time to get used to your new way of eating. But trust us: It gets better! If someone gets hostile, try not to be defensive. Change the topic and offer to discuss things more at another time. And remember, nothing disarms hostility better than having a sense of humor and being able to crack a joke—even on a topic we take very seriously.

### PUT YOURSELF IN THEIR SHOES

Sometimes after ditching meat we lose sight of where we came from. Keep in mind that like your family and friends, you once ate meat too. And there are probably things you do now that you wish you didn't. None of us is perfect. So approach conversations about vegetarian eating with empathy and patience, and try to put yourself in the other person's shoes.

### LET THE FACTS SPEAK FOR THEMSELVES

Remember that the facts are on your side. An abundance of evidence shows vegetarian eating is way better for our bodies, the planet, and animals. Don't bury your friends and family with statistics, but if they are interested in hearing more, consider sharing a good book or documentary (or this guide) with them.

## WALK THE WALK

### PRACTICE PATIENCE

Nobody wants to feel judged. If they want to learn more, they'll ask. A low-key approach will make your family more open to changing their diets over time.

### MAKE IT EASY

Make your new diet as easy as possible on the chef of the house. Offer to help cook. To make meals easier, just substitute veggie burgers for hamburgers, vegan chicken patties for chicken patties, and so on. Meanwhile, chow down on the side dishes the whole family is having—things like pasta, potatoes, vegetables, rice and beans, and so on. You can also keep satisfying snacks around the house for when you need something quick, like microwave burritos, granola bars, canned lentil soup, and nuts.

### LISTEN TO THEM

If they're worried about your health or the cost of food, let them know that you understand their concern. Share what you've learned about eating on a budget and getting proper nutrition.

### BE A ROLE MODEL

It may take a while for your family to accept your choice, but stay optimistic. If you're patient with them, and stay healthy and kind, in time they'll come around.





# LET'S *go* SHOPPING!

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It's time to give your pantry a **lean, green makeover**. From familiar favorites to delicious new plant-based meat and dairy products, here's a beginner's guide to the mouthwatering meat-free options available at a grocery store near you.

## .....● Did You Know?

While you probably never thought about them this way, many of the foods you already love are meat-free. And savory plant-based meats and dairy products are just a drive, walk, or click away.





# FAMILIAR FOODS

Guess what? Many of your favorite foods are already vegetarian! Stock your plant-based pantry with these super staples so quick, cruelty-free meals are always at hand.



## Got Grains?

Most bread, pasta, and other grains are free of animal products, and they make a great base for any meal.

## Convenience in a Can

Keep your pantry stocked with canned goods such as black and kidney beans, lentils, savory soups, and vegetarian chili.



## Go Nuts

Nuts, dried fruit, and granola make for filling snacks at home or on the go. Grab a handful between meals or toss them in a salad or your morning cereal.



## Super Snacks

Get your snack on with these cruelty-free faves. You'll find them in just about any major grocery store!



## Fast & Frozen

No time to cook? All out of fresh produce? Reach for veggies, fruit, and ready-to-heat meals in the freezer aisle.



# Meat-Free Meals on a Budget

You don't have to pay more to eat better. In fact, you can save money by following these tips for low-cost meat-free eating.

### Bulk Up On Staples

Pasta, rice, beans, and lentils are the keys to a thrifty plant-based meal plan. Buy them in bulk and they'll pack massive value into a small price tag. For extra savings go with the largest-sized bags you can find, and choose dried beans and lentils over canned ones. The "per unit" price on the shelf will show you which brands are the cheapest.

### Five a Day the Frugal Way

When buying fresh fruit and vegetables, stick to what's in season and you'll pay less. For even more serious savings, head to the freezer section of your grocery store. Stock up on frozen greens, broccoli, berries, and your other favorite fruits and veggies. Believe it or not, frozen produce often packs just as much nutritional punch as the fresh stuff.

### Choose Generic

Store brand versions of staple foods such as pasta, bread, spices, frozen goods, and so on are usually cheaper than name brand items and just as tasty. If you're on a budget, don't pay for the label. Go generic and you'll head home with more green in your wallet.





# SAME BUT BETTER

Worried you'll miss meat? Not to fear: There are juicy, plant-based meats waiting at your local supermarket. These cruelty-free cuts are both mouthwatering and convenient: Just warm and serve in minutes! Here are some of our faves—try a bunch and see which you like best.



## CHICKEN STRIPS

Toss them on a salad or into pasta, or just eat 'em as they are! These Beyond Meat chicken strips are so meaty they'll fool even the most serious foodies.

**FIND IT** in the refrigerated produce or vegetarian meat section at Target, Safeway, Publix, Sprouts, Vons, Whole Foods, Giant, and more.



## CHICKEN PATTIES

Remove the cruelty from a classic by sliding one of these Gardein brand patties onto your next chicken sandwich or plate of pasta.

**FIND IT** in the vegetarian freezer section at Target, Safeway, Publix, Kroger, Albertsons, BJ's, and most other grocers.



## CHORIZO

Spice up your chili, tacos, or rice dishes with fiery Frieda's brand soy chorizo.

**FIND IT** in the refrigerated produce section at select locations of Walmart, Ralphs, Stop and Shop, Giant, Publix, Winn-Dixie, Kroger, and more.



## BURGERS

Juicy meatless burgers offer something for everyone, and there are versions in every grocery store. One of our favorites is the Beyond Meat Beast Burger, which packs a whopping 23 grams of protein.

**FIND IT** in the freezer case at Whole Foods, Sprouts, Wegmans, and more (other plant-based burgers available at grocery chains nationwide).

## HOT DOGS & SAUSAGES

From ballpark franks to spicy Italian sausage, you can enjoy the same delights without the frightening ingredient list. Field Roast is one of our favorite brands.

**FIND IT** in the refrigerated produce or vegetarian meat section at Whole Foods, Safeway, and more (other plant-based hot dogs and sausages available at grocery chains nationwide).



## TURKEY

All of the tenderness and flavor with none of the suffering. Target's Simply Balanced plant-based meats are affordable and lip-smacking good.

**FIND IT** in the vegetarian freezer section at Target (other plant-based turkey products available at grocery chains nationwide).



## GROUND BEEF

Versatile and very delicious, plant-based beef crumble is perfect for tacos, chili, and hearty Bolognese.

**FIND IT** in the refrigerated produce or vegetarian meat section at Kroger, Jewel/Osco, Safeway, Publix, Albertsons, Target, Giant, Whole Foods, and most other grocers.

## DELI MEATS

Perfect for quick sandwiches, meat-free cold cuts now come in a variety of flavors, including turkey, ham, salami, and bologna. The Lightlife brand is available almost everywhere.

**FIND IT** in the refrigerated produce or vegetarian meat section at Kroger, Jewel/Osco, Safeway, Publix, Albertsons, Target, Giant, Whole Foods, and most other grocers.



## MAYO

Just as tasty but healthier than the animal-based version, egg-free Just Mayo is great on sandwiches and perfect for creating creamy dressings.

**FIND IT** in the mayo aisle or the refrigerated section at Walmart, Target, Kroger, Safeway, Publix, Whole Foods, Hy-Vee, and more.



## MILK

Moo-ve over cow's milk. Dairy-free milks made from soy, rice, or almonds (like Blue Diamond Almond Breeze) pack more calcium and less fat.

**FIND IT** (or similar brands) in the dairy section of every grocery store.



## FISH

Try just one bite, and you'll swear these mouthwatering fishless fillets are straight from the ocean. There's no catch!

**FIND IT** in the vegetarian freezer section at most grocers, including Target, Safeway, Publix, Kroger, Albertsons, and BJ's.



Plant-based meats don't taste exactly the same as animal-derived ones, but many people end up liking them better! Try a bunch of brands to find the ones you love, and give your taste buds time to adjust.



# EAT *to* THRIVE

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Protein, calcium, iron? **No worries, we've got you covered.** The next few pages will take you through the nuts and bolts of nourishing yourself with your new way of eating.

.....● **Did You Know?**

The American Dietetic Association says that meat-free diets "provide health benefits in the prevention and treatment of certain diseases," including heart disease, cancer, hypertension, and obesity.





# NOURISH your BODY

## SEEDS & NUTS

Seeds and nuts are not only great sources of protein and iron; they also support a healthy immune system. Some of the best sources are peanut butter, walnuts, almonds, and pumpkin seeds.

**Tip:** Grab a handful of almonds as a satisfying, midday snack.

## VEGETABLES

Vegetables are pretty much the healthiest foods on the planet. Some of the most nutrition-packed are kale, broccoli, spinach, and peppers.

**Tip:** Eat the rainbow! The varying, vibrant colors in vegetables exist because of the thousands of healthful phytonutrients.



## FRUIT

Fruit is great for hydration and is a fantastic source of fiber, potassium, and antioxidants. Apples, oranges, blueberries, and blackberries are some of the most nutritious.

**Tip:** Starting your day with a fruit smoothie is a great way to get your daily servings of fruit.

## GRAINS & STARCHY VEGETABLES

Grains and starchy vegetables are great sources of fiber, iron, and protein. Brown rice, pasta, oatmeal, and sweet potatoes are a few of the healthiest options.

**Tip:** Whole grains are less processed and more nutritious than refined white grains.

## BEANS AND LENTILS

Beans and lentils provide a hefty dose of protein, and many are also great sources of iron. Kidney beans, split peas, and tofu (tofu is made of soybeans) are some of the best sources.

**Tip:** Always keep an open can of beans in the refrigerator for salads and snacks.

# NUTRITION 101

Want to take your health game to the next level? Check out these four simple tips and get ready to feel a burst of energy like you've never felt before.

You're welcome!

### SEEK VARIETY

Getting all the nutrients you need is easy if you eat a wide variety of foods. So don't be boring! Fill your plate with foods from every color of the rainbow. Switch up your meals. And be sure to eat from all of the plant-based food groups: fruit, vegetables, grains, beans, and nuts.

### CRUELTY-FREE CALORIES

If you feel hungry or sluggish, you may not be getting enough calories. Sure vegetables and grains are great, but if that's all you're eating, you may not be giving your body all the fuel it needs. Try adding calorie-rich foods like nuts, seeds, beans, lentils, vegetarian meats, and healthy oils to your plate.

### GO GREEN

Leafy greens like kale, spinach, and collards are the true stars of the vegetable world. They're bursting with essential nutrients, such as calcium, fiber, iron, zinc, iodine, and magnesium, plus many B vitamins and vitamins A, C, and K. Sauté them with garlic to serve as a side, throw them into your veggie burritos, salads, or sandwiches, or blend them into a smoothie for a big daily energy boost.

### WHOLE BOWL

Although ditching meat has huge advantages for your health, it's possible to be a "junk food vegetarian." After all, cake, cookies, and potato chips can all be made without animal products! While it's fine to indulge sometimes, please don't live off of french fries and soda. Be sure you're getting plenty of vegetables, fruit, beans, and whole grains in your diet. Your body—and your mom—will thank you!





# PROTEIN AND IRON POWERHOUSES

Want high-quality protein and iron without the saturated fat, cholesterol, or cruelty of meat? Chow down on these protein- and iron-packed foods and your body—and taste buds—will thank you!

## Meatless Marketplace

Want more help connecting with nutritious, meat-free meals? Try these three services to get groceries, ingredients, or prepared dishes direct to your door.



**Oatmeal:** A perfect start to a cold winter morning, oatmeal is brimming with iron and fiber to power your day. Glam it up with nuts, dried or fresh fruit, maple syrup, cinnamon, brown sugar, and soy milk.



**Beans:** Whether black or pinto, kidney or garbanzo, beans are cheap, easy to cook, and chock-full of protein. Pop open a can and stuff them in a burrito, mix them with seasoned rice, or drop them into a pot of soup—beans can do it all.



**Nuts and peanut butter:** Peanut butter is always a great go-to snack, and nuts can do even more. Adding walnuts, almonds, cashews, or other nuts to your cereal, salads, and stir-fries is an easy way to add a protein-packed crunch. Or just eat them right out of the jar.

### THE PURPLE CARROT

Sign up with The Purple Carrot and you'll receive all the fresh, pre-measured ingredients and recipes you need to create fabulous plant-based meals. Recipes are created by former *New York Times* food columnist Mark Bittman, so you know they're gonna be good. Learn more at [ThePurpleCarrot.com](http://ThePurpleCarrot.com).

### VEESTRO

Too busy to cook? Veestro will send lovingly prepared and reasonably priced plant-based meals straight to your door. Order a la carte whenever you want, or sign up for weekly meal deliveries. From breakfast burritos to veggie pesto pizza, Veestro's offerings get rave reviews from customers. Learn more at [Veestro.com](http://Veestro.com).

### LIGHTER

Lighter will hook you up with customized meal plans (based on your cooking skills and health goals), and for customers in select cities, deliver groceries straight to your door. Lighter is also super affordable at around just five bucks a meal! Learn more at [LighterCulture.com](http://LighterCulture.com).



**Plant-based meats:** From burgers to sausages and nuggets, plant-based meats are loaded with juicy protein. They're perfect for quick and easy sandwiches, barbecues, and entrées that will impress even your most carnivorous friends.



**Soy milk:** Great in your morning cereal or smoothie, soy milk has as much protein as cow's milk without the cholesterol. Try different flavors like original, vanilla, or chocolate to find your favorite.



**Lentils:** Delicious as a soup, or with onions and carrots over a bed of rice, lentils are a worldwide favorite. Each serving packs a heap of iron and protein.

## A Fit for Everyone!

WITH JULIEANNA HEVER, MS, RD, CPT

YOUNG OR OLD, OLYMPIC ATHLETE OR COUCH POTATO, A MEAT-FREE MEAL PLAN CAN GIVE YOUR BODY THE FUEL IT NEEDS TO THRIVE.

**Pregnant Women:** According to the American Dietetic Association, vegetarian eating is appropriate for all ages and life stages, including pregnancy and childhood. While expecting, be sure to eat plenty of protein- and iron-rich foods like beans, lentils, nuts, nut butters, seeds, leafy greens, and vegetarian meats; omega-3 fats for brain development from flax seeds and walnuts, soy products, and leafy greens; and vitamin C from foods like fruit, broccoli, and kale.

**Children:** One of the greatest gifts parents can give their children is a habit of healthy eating through varied, whole foods, plant-based meals. Encourage kids to eat a wide selection of fruit, vegetables, grains, nuts, seeds, and beans. If your children are eating no animal products whatsoever, be sure to also provide B12 and D vitamins.

**Athletes:** Because of the high oxygen and recovery demands of athletes, clean plant-based foods can provide a competitive edge by upping antioxidant and phytochemical intake. Be sure to eat enough calories, and scarf down high-protein options like plant-based meats, beans, lentils, and nuts.





# *Magnificent* MEALS

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*Wondering what you'll eat once you ditch meat?* Wonder no more. We've got two weeks of easy, mouthwatering meal suggestions ready for you. Eating out? We've got that covered too! So sit back and salivate, a buffet of options awaits.

## .....● Did You Know?

Average meat consumption has dropped by 10 percent in the past decade, with more and more people preparing and ordering meat-free meals.







MON

TUE

WED

THU

FRI

SAT

SUN



Oatmeal with fruit



Cereal



Toast with peanut butter and jelly



Bagels with jam and margarine



Pancakes



Hash browns



Muffins and fruit

### Breakfast

### Lunch



Plant-based turkey sandwich



Mega salad with beans, nuts, and tofu



Lentil soup



Peanut butter and jelly with salad



Veggie sub with plant-based meat



Indian curry and rice



Plant-based chicken nuggets with veggies

### Dinner



Vegetarian sushi rolls



Veggie burger and fries



Three-bean chili on a bed of rice



Veggie pizza



Bean and rice burritos



Vegetable lo mein



Pasta with marinara sauce



# Magnificent Meal Plan - WEEK TWO



BREAKFAST

LUNCH

DINNER

MON



Granola with fruit



Vegetable stir-fry with tofu



Baked potato and bean chili

TUE



Protein-packed smoothie



Vegetarian hot dog and chips



Dairy-free pasta alfredo

WED



Cereal



Vegetable noodle soup



Plant-based chicken piccata

THU



Dairy-free yogurt parfait



Hummus wrap



Seasoned beans and rice

FRI



Tofu scramble



Pasta salad



Vegetable fried rice

SAT



Granola bars



Vegetable wrap



Falafel pita

SUN



Vegetable breakfast burrito



Southwest bean salad



Pad thai

## DINING OUT

Restaurants are carrying more delicious meat-free options than ever before, so treat yourself to a night out.

### 1. GO Local

Want to find the absolute best vegetarian-friendly restaurants in your neighborhood? Head over to **HappyCow.net** and type in your city to see a complete

listing and a handy map. If your favorite restaurant doesn't have many good items on the menu, don't worry! Just ask the server: "What can you make

that doesn't have meat?" Restaurants want their customers to be happy, and the chef will enjoy whipping up something special for you.

### 2. GO International

Vegetarian dishes are common around the globe. You can stop by any international restaurant for tasty plant-based dishes!



Mexican

Chow down on a savory bean and rice burrito crammed with salsa and fresh guacamole. Don't forget a side of crunchy tortilla chips!



Italian

Feast on fresh salad, breadsticks, and a plate of pasta with zesty marinara sauce. Or order a tomato pie with your favorite veggie toppings.



Chinese

Start with veggie spring rolls and dumplings, and then choose from a wide variety of rice or noodle dishes with vegetables and tofu. Sauce to your liking!



Indian

Take your pick from an array of dishes packed with potatoes, cauliflower, eggplant, rice, or chickpeas, smothered in a spicy tomato or curry sauce.

### 3. ON THE Road

When traveling or in a pinch, try these popular chains.



Make a veggie sub piled sky-high with all the veggies and topped with spicy mustard dressing. Oh, and try the minestrone soup. It's delicious!



Try the veggie burger (hold the cheese) with a side garden salad. The Fit Fare Veggie Skillet is also a great choice—just ask them to hold the egg whites.



Go for the vegetarian bowl or burrito with guacamole and black or pinto beans. And don't forget the 'Sofritas'—a savory braised tofu blend.



Order the Fresco Bean Burrito or Seven Layer Burrito without cheese and sour cream. You can also sub beans or potatoes for meat in any dish. The cinnamon twists are also plant-based.



# LET'S *get* COOKING!

*It's all good*—you don't have to be a master chef to create mouthwatering meat-free dishes in the kitchen. With just a few simple steps and easy-to-find ingredients, you can serve up meals that will have all your friends begging for seconds.

## Hamburger

Try a Boca or Gardein brand plant-based chicken patty, or your choice of veggie burger.



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Pile on your favorite toppings, like mushrooms, pickles, and dairy-free cheese slices.



Finish things off with fries and your favorite condiments.





## .. Pizza ..

Start with your favorite vegetable toppings, like basil, garlic, and cherry tomatoes.

Pile the toppings on a pizza crust with canned (or fresh) pizza sauce, and slide it in the oven!

## .. Spaghetti ..

and 'meat' balls

Glam things up with fresh tomatoes, onion, red pepper flakes, and oregano.

Pour everything on a bed of al dente pasta with plant-based meatballs simmered in marinara sauce.

## .. Stir-Fry ..

Soak tofu in your favorite marinade or barbecue sauce, then chop up your favorite veggies.

Cook rice noodles until al dente, then fry all ingredients with olive oil in one pan.

## .. Burrito ..

Pile on black or kidney beans for your protein fix, and throw in corn for added crunch.

Avocado adds flavor and healthy fats while hot sauce, pepper, and lemon give a spicy kick.



### DINING WITH FRIENDS *with Kathy Freston*

I'm out all the time. So I've had to learn how to navigate a meat-eating world while sticking to plant-based meals. Here are two situations I find myself in, and my usual way of handling them.

#### FAMILY OCCASIONS

I serve really traditional meals that I grew up loving so nobody feels like they're missing out: plant-based chicken patties with creamy mashed potatoes, vegetable pizza, hearty chili made with black beans, or tacos with plant-based beef crumbles in place of meat.

#### DINNER PARTIES

I call my hosts in advance and ask them, "How about if I bring a dish or two so you don't have to worry about me?" Not only does that prevent them from getting stressed out, they and everyone else also get to try some of the food that I love!

**DON'T SEE YOUR FAVORITE MEAL?** Type it into Google, add the word "vegetarian" and away you go!





## Avocado Pesto PASTA

- 1 POUND PASTA
- 2 AVOCADOS, PITTED AND PEELED
- 2 TABLESPOONS LEMON JUICE
- 3 CLOVES GARLIC
- ½ CUP OLIVE OIL
- 1 BUNCH FRESH BASIL, RESERVE SOME LEAVES FOR GARNISH
- PINCH OF SALT
- FRESHLY GROUND BLACK PEPPER
- 1 CUP HALVED CHERRY TOMATOES OR SLICED SUN-DRIED TOMATOES (OPTIONAL)
- ½ CUP PINE NUTS (OPTIONAL)

Serves  
2-3

Bring a large pot of heavily salted water to a boil. Add pasta and cook according to package directions. Drain and set aside.

Meanwhile, make the pesto by combining basil, pine nuts, avocados, lemon juice, garlic, and oil in a food processor. Process until smooth. Season generously with salt and pepper.

Toss pasta with pesto. For an extra touch of color and flavor, top pasta with cherry or sun-dried tomatoes. Divide pasta among serving bowls and garnish each serving with a basil leaf.

Recipe courtesy of Chloe Coscarelli, Chloe's Kitchen



## Hearty BEAN CHILI

- 1 TABLESPOON VEGETABLE OIL
- 1 CUP CHOPPED ONIONS
- ¾ CUP CHOPPED CARROTS
- 3 CLOVES GARLIC, MINCED
- 1 CUP CHOPPED GREEN BELL PEPPER
- ¾ CUP CHOPPED CELERY
- 1 ½ CUPS CHOPPED FRESH MUSHROOMS
- 1 (28 OUNCE) CAN WHOLE PEELED TOMATOES WITH LIQUID, CHOPPED
- 1 (19 OUNCE) CAN KIDNEY BEANS WITH LIQUID
- 1 (11 OUNCE) CAN WHOLE KERNEL CORN, UNDRAINED
- GROUND CUMIN, CHILI POWDER, OREGANO AND BASIL TO TASTE

Serves  
2

Heat oil in a large saucepan over medium heat. Sauté onions, carrots, and garlic until tender. Stir in green pepper, red pepper, celery, and chili powder. Cook until vegetables are tender, about 6 minutes.

Stir in mushrooms, and cook 4 minutes. Stir in tomatoes, kidney beans, and corn. Season with cumin, oregano, and basil. Bring to a boil, and reduce heat to medium.

Cover, and simmer for 20 minutes, stirring occasionally.

Recipe courtesy of Tia the Baker, AllRecipes.com

## Egg-Free BAKING

Making cookies, muffins, or cakes? Replace eggs with one of these options for picture-perfect baked goods without the cholesterol or cruelty.



1/2 mashed banana



1/4 cup applesauce



1 tsp vinegar +  
1 tsp baking soda



# Savory ASIAN FRIED RICE

Serves  
2-3

### You will need:

- 2 CLOVES GARLIC
- 1 TABLESPOON SESAME OIL
- 1 TABLESPOON RICE VINEGAR
- 1 CUP COOKED WHITE RICE
- 1 CUP COOKED BROWN RICE
- 1 PACKAGE EXTRA-FIRM TOFU
- ½ CUP DICED MUSHROOMS
- ¼ TEASPOON TURMERIC
- ¼ TEASPOON GINGER POWDER
- ½ TEASPOON SALT
- 1/8 TEASPOON BLACK PEPPER
- YOUR CHOICE OF VEGETABLES (WE RECOMMEND BROCCOLI, RED PEPPERS, BABY CARROTS, CELERY, GREEN PEPPERS, OR TOMATOES.)

Take garlic and set aside. Heat the oil over medium heat in a pot or deep pan large enough for everything. Add vegetables, mushrooms, and tofu and sauté until cooked. Add the garlic and vinegar and sauté for a minute.

Add all the other ingredients and fry together on low to medium heat, turning frequently, until all the ingredients are cooked. Add sauce to taste and serve hot.

Recipe courtesy of Kitchen Stewardship



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*You've got this*

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***Congrats! You've taken a big step toward a healthier, more compassionate you!*** Remember, it's all about progress not perfection. Take your time and don't worry about slip-ups or setbacks.

And hey, we're here for you! For more tips, recipes, motivation, and personal support, visit **ChooseVeg.com**.

