

Australian Vegans

JOURNAL No.2



Food as activism | Raising vegan children | Human rights | Vegan business

Introducing



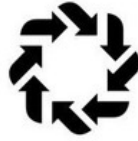
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Welcome to the second volume of Australian Vegans Journal. I hope you enjoy it!

Firstly, I would like to express my sincere gratitude to everyone who made the launch of *Australian Vegans Journal* so successful. We were totally blown away by the enthusiasm and support from across Australia. As we prepared printed copies for dispatch after the Chuffed.org campaign, it became clear that vegans and vegan-curious people are everywhere, from the remotest country towns to the capital cities around Australia.

Copies of *Australian Vegans Journal* were also sent to politicians, celebrities, media and other influential people in Australia. The feedback was very encouraging. No one can deny that the vegan lifestyle is healthy, a positive for the environment and the way forward on all fronts.

In this issue, we are absolutely thrilled to have Ashley Avci on the cover. Ashley for me is the epitome of young ethical leadership. I hope you will be as inspired as I was by what she said in her interview. My hope and wish is that more and more young Australians adopt a vegan lifestyle and become active in sharing it with others.

Overall, this volume of *Australian Vegans Journal* showcases the intelligence and leadership vegans around Australia possess. As veganism continues to grow across Australia and beyond, we are bearing witness to the emergence of ethical leaders of all ages and across all realms of life. It's an exciting time to be alive!

If you would like to contribute, advertise in or distribute *Australian Vegans Journal*, we would love to hear from you!

Until next time,

Kathy Divine

Editor

P.S. The content of Australian Vegans Journal will always aim to be grounded in an intersectional approach to veganism meaning, among other things, that we endeavour to create and foster a culture of inclusiveness within this publication. All forms of racism, sexism, ableism, ageism and other counter-productive 'isms' (not forgetting homophobia and body-shaming) and from those espousing them, will not be welcome as either content or as contributors to Australian Vegans Journal or on our social media forums, including our Facebook page.



On the cover:

Model: Ashley Avci (Actor, law student, founder of Fin Free Sydney)

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Opinions expressed in articles and interviews are those held by the authors. They are not necessarily held by the editor or publisher. This publication does not purport to provide medical advice and readers should not rely upon any information which is contained in this publication for that purpose. Please consult the appropriate well-informed health professional if you are contemplating making a lifestyle or dietary change.

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Vegans do not consume, wear or use animals or take part in activities that exploit them. This includes, but is not limited to, the adherence to a plant-based diet, meaning zero consumption of animal meat, fish, dairy, eggs and honey.



Australians are embracing the vegan lifestyle now more than ever before. Veganism in Australia is certainly a force that keeps getting stronger! Everyday we come across inspiring news from around Australia about individuals, organisations and businesses who are embracing veganism.

This page is but a very tiny sample of vegan news from around Australia. Please follow our Facebook page for a fuller picture. We live in very hopeful and exciting times!

Herbisaurus gets into IGA

From doing local market stalls to joining a major supermarket chain, Herbisaurus is an example of a small vegan business that is really going places. Their iconic Aussie vegan sausage rolls and other delicious products are now available in selected IGA stores and cafes around Australia.



Sydney Vegan Library

The brainchild of one of our regular columnists Michelle Gravalin, the Sydney Vegan Library launched at the Vegan Collective markets in Sydney on 29th August 2016. Sydney Vegan Library is a mobile collection of vegan-themed books, DVDs, magazines and CDs. Follow their Facebook page to see where the library will be popping up next.



Kinda Bacon wins finalist award

Among a long list of vegan businesses winning coveted awards this year, Kinda Bacon won a finalist award in the Excellence in Innovation category of the 2016 Western Sydney Awards for Business Excellence. Entering mainstream award programs is a great way to get your vegan brand more publicity and move veganism more quickly into the mainstream.

- On the Cover -

ASHLEY AVCI

Ashely Avci actor, law student, founder of Fin Free Sydney

You are one very busy young woman! Please give us a brief overview of the many projects and organisations you are involved with for the animals.

Yes! I'm always very busy! I don't think I could be any other way!

This year I launched the Sea Shepherd Australia's Operation Krill campaign, which is a corporate campaign targeted at dietary supplement companies and their suppliers.

Currently I am helping with the social media side of Sea Shepherd's Operation Infinite Patience, which documents the dolphin and whale slaughter in Taiji, Japan. I used to travel over there each year and help run the campaign, however I am now refused entry for legally documenting the capture and slaughter of dolphins and whales.

Along with my sister, Sarah, I also run Fin Free Sydney, a not-for-profit organisation, which focuses on shark conservation. Our primary aim is to educate the public about the negative effects of consuming shark products. Specifically, we are trying to stop the killing of sharks for their fins, which are then used in shark fin soup. Through this I met Dr Mehreen Faruqi, a NSW Greens MP who is trying to ban the preparation and sale of any food that contains shark fin derivatives. I currently carry out policy, legislative and media advisory work in NSW Parliament, which has given me a great insight into how we can initiate positive change by combining science, politics and law.

For anyone reading this who is interested in getting involved in advocating for animals, but doesn't know where to start, what advice would you give them?

Start locally, and focus on your strengths. Find something that you want to change, and think of ways to start doing that.

Volunteering for particular organisations and charities is a great place to start. I find volunteer work very rewarding, you're constantly learning whilst helping causes that make the world a better place. Or you can start by making a difference in your own workplace. For years I worked in a bar and while I was there I held several fundraisers, sold hundreds of raffle tickets, influenced menus and reached so many new people about animal welfare issues they otherwise may not have known about.

“Start locally, and focus on your strengths. Find something that you want to change, and think of ways to start doing that.”

Get involved in your local council! Local Government is there to be the voice of the community. You can start by arranging meetings with your local Councillors to see where they stand on animal welfare related matters. For the past few years I have been running a campaign to ban animal circuses in my local area, which is really gaining traction. Generally, Councillors won't act unless the local people tell them to. This is such a simple way to make a huge change for animals in your area.

Apart from being an animal activist and law student, you are also an accomplished actor. Do you ever get time to sleep? For those like you who are very busy with multiple projects and careers, what advice would you give regarding maintaining a healthy lifestyle?

Yes, at the moment I am studying a double-degree in Environment and Law, as well as attending auditions whenever

they arise. It's not always easy to take care of yourself when you're this busy. I haven't always known what level of workload is healthy, or when to stop. It's exceptionally difficult to say 'no,' when there is so much suffering in the world and you feel it all.

Although, I learnt the hard way that you cannot save anyone if you cannot manage to take care of yourself first. Give yourself time to regenerate, so you can re-join the battle for justice and

equality with renewed rigour, strength and fire. Whenever I need a break, I like to go bushwalking, swim in the ocean and spend time in the natural environment. I firmly believe that a healthy diet, exercise and enough sleep need to be a key focus in everyone's lives. The key is to not get carried away by being so busy that you begin to make excuses as to why you're not taking care of yourself. Be kind to yourself, then kind to others – and go on a holiday if you can!

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Photography: Alletta Vaandering

– Health –

RAISING CHILDREN VEGAN

An interview with Robyn Chuter

Part 2

What is the most popular question you have been asked by vegan parents and what is your response to it?

“Where will my child get calcium from if he or she doesn’t have dairy products?” My answer is green leafy vegetables (which can be incorporated into smoothies, Mexican-style dishes, soups, lentil bolognese, patties, bean or lentil loaves, and even desserts – see my website www.empowertotalhealth.com.au for recipes), along with sesame seeds, oranges, figs and a host of other plant foods. In fact, many plant foods are abundant in calcium, and low-oxalate green vegetables such as kale, bok choy and broccoli provide more absorbable calcium than dairy products.

Do you have any case studies you would like to share with us?

My own two children, now aged 10 and 14, are shining examples of the beneficial effects of a whole food vegan diet. We switched from a lacto-ovo-vegetarian diet to a vegan diet when my son Mitchell was four years old, and his sister was less than one year old. Neither of them has ever suffered from allergies, eczema, asthma, tonsillitis, middle ear infections or any of the other maladies that are considered ‘normal’ in children.

They rarely even get a head cold, and when they do, they bounce back to robust health within days. Mitchell has an IQ of around 135 and is at an academically selective high school. Imogen is also extremely bright, and very tall for her age. They are very knowledgeable about food, and have learned to handle occasional teasing from other children about their food choices diplomatically. Both of them have strong moral views and a well-developed sense of empathy. They are also good cooks, especially Mitchell, who assists me in vegan cooking

classes, and can produce a three-course meal all by himself. My husband and I have no doubt that we have made the right decision to raise our children vegan.

Is there anything else you would like to add?

When people ask me why I eat a vegan diet, and why I’m raising my children vegan, I explain that it’s a very personal decision, but it was informed by three factors:

1. *My health, and my family’s health.* I have a pretty dreadful family history: both sides of my family are littered with cases of type 2 diabetes, stroke, heart attack and cancer. I lost my father when I was 29, to a heart attack brought on by type 2 diabetes. He longed for grandchildren but didn’t live long enough to meet my kids, which is one of the great regrets of my life. Dad lost his father to a stroke, exacerbated by type 2 diabetes. My mother’s mother died of a heart attack, brought on by type 2 diabetes. Both her sister and niece are now diabetic. The only one of my grandparents who was healthy was my mother’s father, a Seventh Day Adventist, life-long vegetarian, non-smoker and teetotaler. He died in a car accident, and the pathologist who carried out his autopsy told my mother that he had the arteries of a 20 year old. The tendency to develop type 2 diabetes runs in families, but that tendency has to be activated by poor lifestyle choices. Having witnessed the terrible damage that diabetes inflicts, I started researching prevention strategies in my twenties. Having children of my own caused me to redouble my efforts to stop the family diabetes ‘hot potato’ from being passed any further than my own generation. I plan on living a long, healthy life, remaining active and productive into my old age. Eating a high-nutrient, vegetable-and-legume-based vegan diet is, from my reading of the research, the surest way of avoiding

the diseases that have dogged my family, and earning that long, healthy lifespan.

2. *Ethical considerations.* I reached the conclusion a long time ago that it is morally indefensible for me to cause unnecessary suffering to other living creatures. I cannot justify turning the life of a feeling, sentient being, who has strong drives to live their life in accordance with their instincts, to nurture their young and socialise with their peers, into a living nightmare, and then causing them to suffer a violent and agonising death, purely so that I can eat them at my convenience. Choosing a vegan diet may spare the lives of more than 400 non-human animals each year.¹ Raising children on a vegan diet is one of the most powerful ways to teach them how to practise compassion in everyday life.

3. *Environmental considerations.* The Food and Agriculture Organization of the United Nations issued a report in 2006 called *Livestock's Long Shadow*. The report details the devastating impact of animal agriculture on land degradation, climate change, water pollution, biodiversity loss and other environmental issues that are critical to the health of our planet, and therefore to our survival as a species.

Over 150 billion marine and land animals are slaughtered for human consumption every year.² The environmental impacts

of raising and killing this many animals are destroying our ecosystem. Livestock production and slaughter are major contributors to greenhouse gas emission, water pollution, topsoil loss, dead zones in the ocean, habitat destruction and species extinction. If we wish to survive as a species on this planet, we have no choice but to make our diets more plant-based.

¹ <http://www.countinganimals.com/how-many-animals-does-a-vegetarian-save/>

² <http://www.adaptt.org/killcounter.html>



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ROBYN CHUTER

Robyn Chuter holds a bachelor degree in health sciences, a diploma in naturopathy and an advanced diploma in counselling. Robyn is a naturopath, counsellor and EFT therapist with a unique mind-body approach to reversing disease and achieving high-level health. She specialises in autoimmune disease; type 2 diabetes; cardiovascular disease; weight loss; depression and anxiety.



REVIEWS OF WALKING INTO THE LIGHT: DIARY OF A VEGAN DIABETIC

A book by Lucas Verhelst

Lucas Verhelst is a vegan living with type 1 diabetes and the author of Walking into the Light: Diary of a Vegan Diabetic. The following are two reviews of the book: one written by a vegan doctor and the other by a patient living with diabetes.

Review by Dr Kevin Coleman MB.BS. MPH. FRACGP.

Walking into the Light is an inspiring story of one man's journey into the depths of type 1 diabetes, and his discovery of a pathway back to health and light. Well-informed and passionately written, Lucas Verhelst's lived experience of diabetes and his empathy for others suffering from diabetes is infused with a personal wisdom of someone who has lived through, and thrived beyond a lifelong diagnosis: a diagnosis often associated with judgment and stigma.

“Walking into the Light is packed with practical advice on managing the transition to a vegan lifestyle, growing your own sprouts and managing your group B vitamin needs.”

I am well familiar with Dr Neal Barnard's Program for Reversing Diabetes, as is Lucas, but as well he shares with people living with diabetes, their families, their clinicians and all other readers a powerful story of survival and hope. All too often I've witnessed the spiral some insulin-dependent diabetics find themselves in as they pile on the weight. His weight blew out to 120kg, and he was beginning to witness the

physical and emotional complications of poorly controlled diabetes. By taking back responsibility for his health and applying the principles well researched by Dr Neal Barnard, Lucas shed 40kg, reversed the complications of his diabetes, and rediscovered love in his life.

Lucas discovered a vegan diet based on legumes, nut and seeds, fruits, multi-grains, and vegetables, eliminating added vegetable oils, and other high fat foods. The results were dramatic, but not unusual for those who adopt Dr Neal Barnard's program. His energy levels returned, his emotions stabilised and he re-engaged with life to the full.

Walking into the Light is packed with practical advice on managing the transition to a vegan lifestyle, growing your own sprouts and managing your group B vitamin needs. He talks you through your need to down-regulate your medications with your primary care clinician or GP and how to manage travelling and eating out.

Chapter ten is packed with delicious recipes that are great for diabetics, and anyone interested in exploring a vegan lifestyle.

I will be recommending *Walking into the Light* to my patients with diabetes. I have no doubt that many of my type 2 diabetics will be empowered to take charge of their diabetes and reverse their diabetes.



This book is a great read not only for those with diabetes, either type 1 or type 2, but also for everyone else.

It's a great resource not only for new diabetics who need to discover helpful tools such as which monitor to use, but also for those who have been diagnosed some time ago and are hoping to get better control of the disease.

It's in an easy-to-read format, yet it will grab your attention. This book addresses so many issues that those living with type 1 face – not only the physical challenges and the stigma associated with diabetes, but also the emotional side which is so often overlooked. Type 1 diabetes tends to be a forgotten disease as type 2 diabetes becomes increasingly widespread.

This book gives real hope for those who are facing the struggles that so many type 1 diabetics face – from the grip of depression, to the struggle between highs and lows, the battle to find an exercise routine, and the weight issues caused by insulin. The author explains in a scientific way the problem with the ‘common approach’ to handling diabetes and helps the reader to see a better way forward. This book shows a way to get out of the trap and truly manage the disease in a way that will minimise the risk of long-term complications.

The illustrations will pull at the strings of your heart as you

look deeply to find the true meaning and feelings behind the images. The charts and diagrams used, help to clarify the author's explanations on various things – these are very valuable and great to use for quick references.

The recipe section is also a great tool. It has such a great range of food to try for all kinds of meals. I love how the author has gone to extra effort to explain substitutions that can be used to minimise fat content, how to cook from scratch, growing various items from home and tips about convenience foods, including desserts. Everyone loves dessert so diabetics shouldn't have to miss out and the author shows you how to enjoy dessert that is not harmful to diabetics!

I highly recommend *Walking Into the Light* for anyone curious about a lifestyle change, both those who are and aren't diabetic!



FIND OUT MORE

To find out more about Walking Into the Light and Lucas Verhelst, visit www.VeganDiabetic.org

– *Fitness* –

FROM THE POLICE FORCE TO THE PYRENEES

A story of awakening and activism by Jan Saunders

I was a cop for 33 years.

In 1982 I joined Victoria Police, specifically the Mounted Branch, because I loved horses.

In 2015 I officially resigned from Victoria Police, and specifically the Mounted Branch, also because I loved horses.

My understanding of love changed in 2012, around the same time I went vegan.

It is not love when we use someone. It is not love when we put them in harm's way, no matter how many carrots and cuddles we offer.

As a shy 20 year old I went from wearing Ban Uranium Mining and Save The Franklin badges to one that declared "Uphold The Right".

At that time, and for a very long time, the law, as I was taught it, was always right.

I was taught to see things as black and white. I was taught to remain impartial. I was taught to ignore the voice of that long-haired girl inside me, the one who questioned if it was right to destroy all that was beautiful and pure for progress and industry.

Later I learnt that injustice runs rampant in activities deemed lawful not only by government but by society at large, and that remaining impartial can be perilously close to being apathetic or disdainful.

One may wonder what this has to do with my recent fundraising effort in France, attempting to run 866km across the Pyrenees, to raise money and awareness for five animal charities? But all journeys begin somewhere and mine began

as that young woman who swapped her badges. The journey just proved to be an insanely long one.

I spent 27 years of my career training police horses and riders. I loved my job as much as I loved the horses, but on May 30th 2011, I watched an investigation on live export and it set me on a trajectory that would totally change my life.

It took me a year to join all the dots of compassion, taking me from what I saw as 'cruelty' by others to examining my own choices. As anyone at the start of their own ethical awakening will understand, it's not a comfortable place to stand, in front of that mirror in our hands.

When I first went vegan, what I recall most vividly, was the feeling of relief that the decision was made quickly. "Now, just get on with working out how to do it!" I thought to myself.

While I embraced my new life at home, I struggled at work, feeling like the veritable square peg.

I felt guilt, I no longer felt like I was on the team that had supported me for all my adult life. Every day, in a multitude of ways, it hurt me to be part of it.

So I did what every seeker of truth does, I took off around the world backpacking for a year, finishing in Costa Rica in early 2014 with my first fundraising effort, raising \$2300 for Animal Liberation Victoria by doing a 250km staged ultra marathon.

I came home knowing my future was helping animals. I could no longer be part of a system that ultimately supported the oppression of them, intentionally or otherwise. Soon after, born initially out of desperation, a vegan B&B, The Beet Retreat, was born.



I kept running. What started as a way to ease my anxiety about surviving away from the safety of a secure career became a joy. It also became part of my advocacy. Nothing says we don't need to eat animals for health reasons more than running, biking and paddling hundreds of kilometres on plant-based foods.

On the 19th of July 2016, the day after my 54th birthday, 300 other ultra endurance runners and I set off to traverse the length of the iconic mountain range that divides France from Spain, the Pyrenees.

I'd spent 18 months preparing for this race: hundreds of kilometres running and hiking, thousands of metres climbing and an unthinkable amount of money (for me anyway) on gear that one needs for taking on something of this difficulty. I was the only Australian, my race was a completely self-reliant speed hike, 13kg in my pack as I left each 200km "Base of Life",

fully laden with up to five days worth of carefully selected vegan meals and snacks. In the land of cheese and saucisson (a kind of salami) I wasn't taking any chances on being hungry out there.

I designed the vegan t-shirts I wore during the race and that I sell to further aid the five charities I ran for.¹ I juggled my schedule and turned to friends to help me escape for two months to train in those mountains and do the race.

It was the hardest event I had ever attempted. It transpired that I missed a cut off, in part by stopping for nearly two hours to seek help for a sick cow, the result being that I missed the second section. Fortunately, I was given the opportunity to start the 450km sister event "La Pastorale" two days later. I finished it and, in total, covered 616km.

In the 11.5 days that it took to complete that distance I ascended over 40,000m, seldom had more than 3-4 hours



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sleep, experienced extreme changes in weather, lost the trail (the GR10) and thus precious time many times despite a last minute purchase of a GPS, and had two significant injury scares that I thought were race ending, but weren't.

I knew to do this kind of advocacy I needed to push beyond my limits, to stumble, fall, hurt, lose heart and self belief and find it again and again. I needed to show myself in all my colours so that anyone looking on, as I shared my roller coaster of emotions via Instagram or Facebook, may connect more readily. Because that is what leads most of us to go vegan, those feelings of connection and empathy to other beings.

It was connection and empathy that led me to leave Victoria

Police. It is connection and empathy that make me successful in my new career with the B&B, connected services and other projects. Connection and empathy got me to the start line and, ultimately, to the finish line. I know where it takes me and I see where it takes others.

That's what I intend to do for the rest of my days.

Spread empathy.

Animal Liberation Victoria
International Anti Poaching Foundation
Gunyah Animal Healing Sanctuary, Victoria
Freehearts Animal Sanctuary, Tasmania
Project Hope Horse Welfare, Victoria

JAN SAUNDERS

Jan is an animal rights activist. She wishes she had two simultaneous lives, one continuously adventuring around the world, the other in residence at The Beet Retreat, her Vegan B&B in the Yarra Valley, Victoria, Australia, hanging with her fur family and creating delicious plant-based meals and treats.

Instead she fits the former around the latter as often as she can and writes about both.

– Policy –

REDUCING AUSTRALIA'S PUBLIC HEALTH BURDEN

Michael Dello-Iacovo, B.Sc., PhD candidate at UNSW Australia

Given the health benefits of eliminating meat and dairy consumption, I've often wondered whether a public health campaign focussing on diet could result in a net positive outcome for society. Such a campaign might be considered analogous to those performed around tobacco and other damaging substances. I've performed a simple estimate of the costs and benefits to the Australian health system of a campaign advocating a plant-based whole food diet. To perform a rigorous cost-benefit analysis would be a significant undertaking, but we can estimate the costs and returns of such a campaign by making a series of assumptions and applying a worst case scenario to each.

Ninety per cent of all deaths in Australia in 2011 were the result of chronic disease.¹ Populations with a diet high in plant based food have lower blood pressure², lower risk of type 2 diabetes³, and a lower risk of death from cardiovascular disease⁴ (CVD). Diet related issues in 2010 contributed to the burden of disease in the USA more than smoking, high blood pressure and high blood sugar.⁵ Diet-linked chronic diseases, and indeed diets high in animal products, are becoming a serious issue for the health systems in Western nations.

From 2004-2005 total health expenditure in Australia was \$81.1 billion, \$52.7 billion of which was attributable to specific disease categories.⁶ Twenty-nine per cent of this expenditure was on admitted patient hospital services, 16% on out-of-hospital medical services, 11% on prescription pharmaceuticals and 7% on optometry and dental services. CVD alone accounted for \$5.942 billion.

If we assumed that the only cost to society of chronic disease was to the public health system (ignoring factors such as lost productivity), and the only chronic disease related to diet was

CVD, then the cost, as listed above, would be \$5.942 billion.⁶ Let's assume now that only 50% of CVD can be treated through dietary changes. Therefore a total of \$2.971 billion of the cost of CVD could potentially be eliminated.

The next step is to ask how much a public health campaign around diet might cost. An anti-smoking campaign that covered Sydney and Melbourne from 1983 to 1987 cost \$620,000 (\$1,560,700 in 2015 dollars), which covered advertising as well as a 'Quit Centre' in Sydney.^{7,8} The population of Sydney in 1986 was 3,472,000. Assuming, accounting for inflation, that it costs the same to provide similar services per person today it would cost \$10,768,800 to implement a national program for four years (population of 24,117,087 today, which is 6.9 times higher than the population of Sydney in 1986, and so the cost is multiplied by 6.9).⁹ This is likely conservative as it assumes there is no benefit from economies of scale in reaching the entire nation compared to just one city, however there is reason to believe that the cost to reach one person through advertising may have risen since the 1980s.

Now we can ask how effective such a campaign might be. The pilot anti-smoking campaign in Sydney and Melbourne immediately reduced smoking prevalence by 2.6% and by a further 0.75% each consecutive year.⁷ Note that these percentages refer to the drop in smoking prevalence of the entire population, not just the smokers, which were around 38% of the population in Sydney before the campaign. As the percentage of people who don't eat a plant-based whole food diet in Australia is significantly higher (over 90%), this estimate is even more conservative. We might make the assumption that a dietary campaign would only be 50% as effective as

the anti-smoking campaign. So we have a campaign that we estimate will reduce poor dietary practices by 1.3% immediately and an additional 0.375% each year. Going back to our estimate of \$2.971 billion for treatable CVD, we get an initial reduction in annual public health burden of \$38.62 million, with an ongoing reduction of \$11.14 million per year. Assuming the reductions are sustained, after four years this results in a total reduction of \$83.18 million for a cost of \$10.77 million.

The results presented here are estimates, but given the generous assumptions made, it is clear that a detailed study on the costs and benefits of such a program is long overdue, and that it's time to have a conversation about implementing a public health campaign that advocates for a plant-based, whole food diet.

¹ Australian Institute of Health and Welfare, Chronic diseases. Retrieved April 1, 2016 from <http://www.aihw.gov.au/chronic-diseases/>.

² Yokoyama, Y. et al (2014), Vegetarian diets and blood pressure: A meta-analysis, *The Journal of the American Medical Association: Internal Medicine*, V. 174, 577-587.

³ Appleby, P.N. & Key, T.J. (2015), The long-term health of vegetarians and vegans, *Proceedings of the Nutrition Society, Conference on 'The future of animal products in the human diet: health and environmental concerns'*.

⁴ Key, T.J et al (1999), Mortality in vegetarians and nonvegetarians: detailed findings from a collaborative analysis of 5 prospective studies, *The American Journal of Clinical Nutrition*, V. 70, 516-524.

⁵ Institute for Health Metrics and Evaluation, Dietary risks are leading cause of disease burden in the US and contributed to more health loss in 2010 than smoking, high blood pressure, and high blood sugar.

Retrieved April 1, 2016 from <http://www.healthdata.org/news-release/dietary-risks-are-leading-cause-disease-burden-us-and-contributed-more-health-loss-2010/>.

⁶ Australian Institute of Health and Welfare (2010), *Australia's health 2010: The twelfth biennial health report of the Australian Institute of Health and Welfare*.

⁷ Pierce, J.P. et al (1990), Long-term effectiveness of mass media led antismoking campaigns in Australia, *American Journal of Public Health*, V. 80, 565-569.

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CONNECT WITH MICHAEL

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MICHAEL DELLO-IACOVO

Michael is the CEO of Effective Altruism Australia, a non-profit dedicated to finding evidence-backed ways to help people use their resources as effectively as possible to help others. He is also undertaking a PhD at UNSW Australia, where he is working on some of the technical, economic and ethical challenges involved in space exploration.



– For the Animals –

COUNTRY VEGAN OUTREACH – CHANGING ONE TOWN AT A TIME

Renata Halpin and Mo Orr

Are you a vegan living in the country and wish you could talk about veganism to open-minded people? Do you wish your town/city had some vegan options? Would you like to see some change?

Well we are here to tell you...it can be done, it is being done and with your enthusiasm, it will be done in your town too.

Four years ago two passionate vegans put their heads together in Toowoomba, a regional Queensland city where the word vegan was barely heard. At the time there were no vegetarian cafes, and a very limited range of vegan foods available.

There are now two vegetarian restaurants (with mostly vegan options) and other restaurants with vegan dishes labelled on their menus. The “Vegans in Toowoomba” have a Facebook page with nearly 400 members and an email list with over 150 people. They have raised funds to have a vegan billboard erected twice on the local highways and, through press releases, have successfully organised many vegan stories in the local newspapers, on radio and television.

So...how did two vegans grow a community in a region that is home to Australia’s largest concentration of feedlots? Well... here is a humble vegan recipe to inspire interested activists:

Ingredients

One to two passionate vegans with suggested skills like:

- Writing
- Cooking
- Social media marketing
- Event organisation

- Public Speaking
- Computer skills—making posters/writing emails
- Social skills/good communication
- Creative skills (e.g. musician, face painting)

Starter Recipe

- Advertise a community “Vegan Cooking Class”
- Create a Facebook page e.g. “Vegans in (insert town/region’s name)” and create an event page.
- Share the event on relevant Facebook pages and put up posters all over town. Leave leaflets in shops/pin on notice boards. Post or hand out leaflets to business staff rooms.
- Collect all local media addresses for radio, television and newspapers and search for the names of journalists.
- Email an interesting press release and add a fun photo of yourself cooking.
- Warmly welcome the guests at the event, mingle and get to know guests, offer to notify them by email of upcoming events, and encourage a fun social group.

Promise more events to come like:

- A Movie Night: Screen an informative movie that will educate the public about where their food comes from. Hire a hall and serve easy food like vegan hot dogs and ice cream cones. Charge a fee to cover your foods/hall hire. We have screened *Peaceable Kingdom*, *Blackfish*, *Cowspiracy*, *Lucent* and *Earthlings*.
- Invite Speakers: Find an interesting vegan speaker to visit your city/town/venue. Don't be shy...ask! People usually say "yes" to helping animals. Toowoomba has hosted Philanthropist Philip Wollen, US Author Will Tuttle, documentary producer Chris Delforce, peace activist James Aspey and sanctuary founder Brad King.
- A Restaurant Social Night: Call up your local restaurant and ask them to cater for a vegan group. Give them helpful ideas and recipes. Make a rule, everyone must eat vegan. Write to the restaurant afterwards thanking them for their delicious food.
- Vegan Picnic: Meet in a park, ask everyone to bring a vegan plate of food and put up vegan signs. Have a vegan show-and-tell where you all talk about why you are vegan, and/or why you want to learn about veganism. Add some family entertainment if possible. For example, kids' face painter or guitar songs.
- Vegan Billboard: Contact your local billboard

company, get a quote and start a crowdfunding campaign for a vegan billboard in your region. You will be surprised how many vegans will support your cause from all over the world!

Write a press release for every event! You never know from week-to-week how hungry media/journalists can be for stories. Always thank the media person/journalist with something as small as a personalised card, or even better, vegan cupcakes or chocolate. Thank them for helping the animals with their talent, their creative words, and thank them for helping to make a difference to animals' lives.

Animals need our help now. If you are passionate about veganism, you have the power to make a change in your community. We can all make a difference, one cooking class, one conversation, one new vegan at a time. As Nelson Mandela once said:

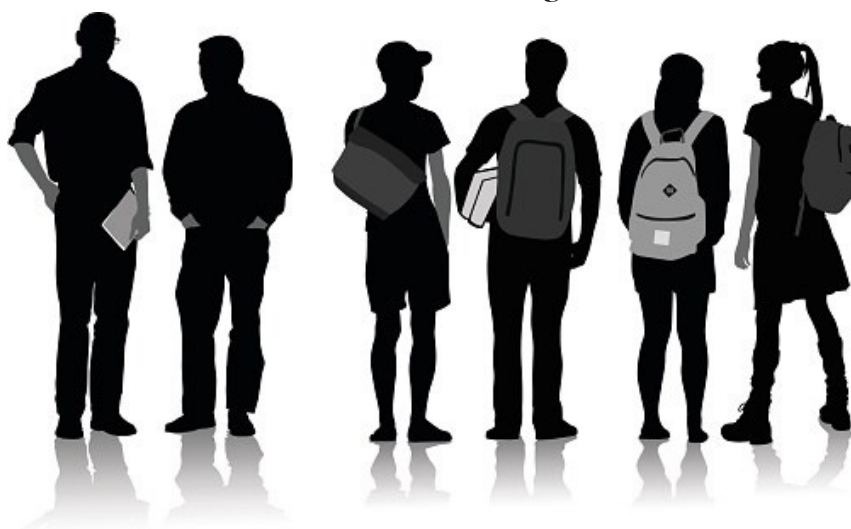
"...as we let our own light shine, we unconsciously give other people permission to do the same."

If you need advice, please make contact on Facebook at "Vegans in Toowoomba".



THE BILLY SIMMONDS ‘STRENGTH IN KINDNESS’ AUSTRALIAN HIGH SCHOOL TOUR

Nadia Schilling



When Billy Simmonds isn't busy running his vegan nutrition business Prana ON on the Gold Coast, or winning Mr. Universe in Hollywood, he enjoys touring Australian high schools, inspiring Aussie teenagers to care about animals and eat with compassion.

Earlier this year Billy Simmonds linked up with In Defense of Animals to launch a powerful speaking tour titled Strength in Kindness. "I'm hoping that this next generation, through education, will be inspired to make more conscious choices for their health and our environment, by choosing compassion over cruelty," former Mr. Universe, Billy Simmonds said.

Each Strength in Kindness presentation discusses critical thinking in relation to food marketing, the health benefits of plant-based eating, the environmental costs of animal agriculture, and the horrific suffering of farmed animals, which is hidden from the public eye.

"The students respect Billy and can easily relate to his down-to-earth nature. When he speaks, they listen intently. Although sections of his presentation are hard to confront, both staff and students always thank him for opening their eyes and

empowering them with the truth," reported Nadia Schilling, Farmed Animals Campaign Director for In Defense of Animals.

Billy remarked he was "always blown away by the bright questions which students ask, ranging from fish sentience, all the way to how they can avoid gelatine in common foods like jelly."

In Defense of Animals grants \$300 to a local Australian farmed animal rescue sanctuary on behalf of each high school host, and awards the school with a thank you certificate after each presentation. "We do this to build a positive relationship between each high school host and their local animal rescue sanctuary. In follow-up, we encourage each high school to book an excursion to the sanctuary who benefited, so that their staff and students can experience, first-hand, the compassionate work which they've helped contribute towards" Billy explained.

In Defense of Animals awarded \$1,500 to Farm Animal Rescue (Australia) in Brisbane after Billy's initial five presentations in Queensland, and continues to donate to local animal rescue sanctuaries each time Billy presents.

The Strength in Kindness tour was in Perth last September and will continue to Sydney, Melbourne and finally Adelaide. All talks are free for Australian high schools and cover the Australian Health Education Curriculum for years 9–12.

For further information, or to see if Billy can bring 'Strength in Kindness' to an Australian school near you, please visit:
www.idausa.org/strengthinkindness.

Billy Simmonds and In Defense of Animals are excited to announce the launch of an ongoing education service which will be available to Australian high schools. This ongoing service will be provided by The Ethical Choices Program, a non-profit educational organization that has reached tens of thousands of students in the U.S. and Canada, and has recently

launched in Australia. In unity with the important themes of the Strength in Kindness tour, The Ethical Choices Program provides free presentations to schools and universities about food choices and the subsequent effects of those choices on the environment, human health and animals.

Nadia Schilling “highly encourages” everyone to support the growth of the Ethical Choices Program, which means ongoing education services about ethical and healthy eating choices will be available to Australia high schools.

For further information about the Ethical Choices Program, please visit:
www.ethicalchoicesprogram.org



THE DOS AND DON'TS OF RUNNING AN ANIMAL SANCTUARY

Christina Louise Dicker chats with Bede Carmody, founder of *A Poultry Place*

Bede Carmody is the founder of the longest running animal sanctuary in Australia, taking in animals who are refugees from commercial farming. Below is an excerpt from a recent interview with Bede, in which he shares his thoughts on the rewards and challenges of creating and maintaining an animal sanctuary.

People have a tendency to romanticise the idea of rescuing animals. But the reality is very different. What can people honestly expect to experience when they are living with lots of rescued animals?

Running a sanctuary is a 24-hour/seven days a week/365 day commitment regardless of weather conditions. You have to be prepared to get your hands dirty as there are constant cleaning chores. You must also be prepared to multi-skill and develop new skills, which will likely involve blisters, scratches and small cuts.

Before I lived hands-on with the rescued and unwanted I had never built a fence, dug a water pipe trench, installed a water tank, built an animal night shelter or shade shelter. I had never laid a slab of concrete, installed a tap, or gate. I had never planted trees or had any experience in paddock management.

Those who romanticise about having a sanctuary often overlook that residents will get sick, which may require having to give injections, treat infections, change bloodied bandages – tasks which can make you want to throw up.

What do you think are the most common pitfalls people fall into when they start setting up their own sanctuaries?

Some don't go into it fully prepared. Many sacrifices are required – personal, financial, social and emotional. Some start out with the best intentions but then something happens down the track which sours the dream – their partner decides sanctuary life isn't for them and leaves; or living in a rural

community in which few people who share your values proves too much; or the amount of time required to maintain the sanctuary was severely underestimated.

I understand you run some educational workshops for people who wish to set up sanctuaries of their own. When and where do these events take place?

For the past two years I have been one of the speakers at the Kind Critter Care workshops. The workshops are the brainchild of Pam Ahern, who started Edgar's Mission in Victoria in 2003. She was inspired to start the workshops after witnessing a number of other sanctuaries fall over within years of beginning. Both Pam and I have become aware of a number of such incidents and the idea behind the workshops is to give people an idea of what is involved in having a sanctuary before they go down the path.

That's great information! Is there any advice you'd like to share with others who wish to go down the same path as you?

Be sure you are aware of what you are getting yourself into. Research running a sanctuary. Attend the Kind Critter Care workshop. Ask advice from people who have well-established sanctuaries. If you are in any doubt whatsoever about the commitment needed or the sacrifices you will have to make, reconsider – perhaps it would be best if you instead offered to regularly help out at another sanctuary, or support other sanctuaries by fundraising for them.

The full interview can be accessed at the Rural Vegans website: www.ruralvegans.info/sanctuaries

CONNECT WITH BEDE

freechook@bigpond.com

F: www.facebook.com/apoultryplace

Find Bede's TEDx Canberra talk (11 Oct 2014) on YouTube

Kind Critter Care workshops:

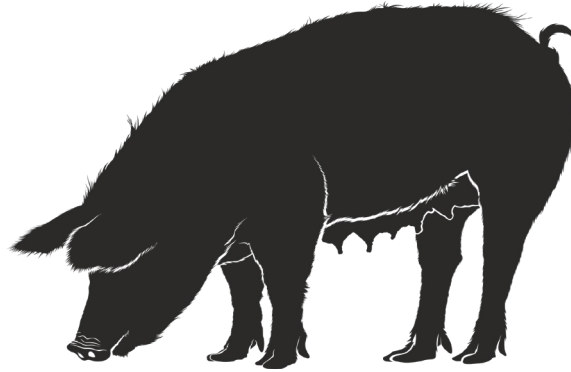
www.edgarsmission.org.au/60117/kind-critter-care-2016



Photography: Sia Brook

PIG VIGIL REPORT

Corey Thompson, Animal Liberation Victoria Volunteer



It's a bitterly cold Melbourne morning and I'm all rugged up standing on the side of the road outside an employee car park. I look up over the fence to see a forklift in the raised position with what I assume is a large dead pig. This pig falls from several metres and drops towards what I guess is a large waste skip bin. I am at Diamond Valley Pork slaughterhouse in Laverton about to bear witness to the atrocities animals used for food face. This is Animal Liberation Victoria's first Pig Truth Vigil.

As the Australian pork industry celebrates the misery behind 'Bacon Week', activists are taking a stand by bearing witness to the atrocities of pigs being slaughtered for a meal.

As a group, we bear witness to the transport trucks entering the driveway to the slaughterhouse. Activists are holding candles and protest signs. Unfortunately the trucks are coming in at such a speed, that we are unable to give the pigs a drink of bottled water.

Diamond Valley Pork uses a carbon dioxide gas chamber to slaughter pigs, which industry deems to be 'best practice'. Activists have described this as pigs being burnt from the inside out. No pigs would agree there is such a thing as humane slaughter.

During the vigil a slaughterhouse contracted security guard

assaulted an activist by tripping him to the ground before a transport truck entered the driveway. This assault was captured on video and the activist obtained injuries to his wrist after falling to the pavement.

Post traumatic stress disorder (PTSD) is common in the animal rights movement and should be taken seriously by all. I found that after the vigil I needed to talk to other activists about the day and debrief about how I felt and all that had happened. I am lucky to have access to a great network of activist friends I can turn to at any time. I spent the next day at a farm animal rescue sanctuary and just sat with some calves and sheep. This really helped me through the healing process of the previous day's vigil.

I believe the vigil was a success and ALV plan on doing more. New activists came up to me during the day wanting to know how they could volunteer with ALV and get more involved. The vigil united the activists present on the day.

www.alv.org.au

www.veganeasy.org



Photography: Kelsey Van Der Pol



Photography: Corey Thompson

– Business –

SIMPLE IDEAS TO CONSIDER WHEN THINKING ABOUT YOUR BRAND

Sara Kidd

In the blink of an eye your brand projects to the world who you want to be and what you stand for. From its colours, to the font, you're your company's name—let's think beyond Helvetica! These decisions tap into viewers' subconscious mind, leading them to form a judgment about what your company represents and whether they want to be associated with it.

In today's saturated market, creating a strong brand is crucial. It can make or break your company. If your brand doesn't speak to your customer, your customer won't engage to dance (or twerk if you're born in the 90s). No customers, no business, no biscuits. Strategic branding attracts attention. It's the foundation of your business and should clearly reflect your mission.

What is your brand? Your name, logo, location, designs associated with your product (packaging, website, social media, images, language) your company behaviours and routines, and your employees. Above all, how you present yourself is a direct reflection of your brand. Are you who your business says you are?

Here are some of my personal insights to help you when starting out:

1. *It's not you, It's the brand*

Build a healthy relationship with your consumers before you create your brand. Stalk them. Understand their language and behaviours. What is their love/hate story? Look at brands they would follow over a cliff and find out why. Test your brand on them before making it final. Get loads of feedback. If you find yourself explaining or defending your brand verbally, it's not representing your message. Don't take it personally, it's not

you, it's the brand.

2. *A name by any other is not going to smell as sweet*

Your company name is obviously important.

Example 1: Sara Kidd's EthicalMarketingConsultancy.com OR SaraDoesGoodStuff.com.

Who do you want to hire to help you market your product?

In many situations, your company name will be the only piece of information a potential consumer witnesses. Think about all the times you just see or hear a business name – on your social media pages, when skimming through articles, talking to a friend. Your name needs to get an immediate emotional response from the consumer that makes them go – 'I want to know more about that...' Sometimes, simple is best.

Example 2 for a company selling strawberry muffins: JustMuffins.com or PoppyLongsPinkPleasures.com. Enough said?

3. *Dollar dollar bill y'all*

Pay a professional. Spend money on an exceptional designer to create your logo and design elements. They will bring experience and an understanding of visual branding that your branding needs to destroy (I mean compete against) other professionally designed brands. When you have a draft design, test it on your stalked audience and get feedback. Test it on strangers as friends will lie because they want you to drive them to the airport.

4. *Goths don't wear pink*

Be consistent. Consistency allows consumers to recognise your brand across marketing platforms and promotions. Use the same logo, colours, behaviours and languaging across

everything that is your business. This creates credibility. People want to feel safe. If a Goth turns up wearing pink, you're going to question their motives.

5. *It's not me, it's you*

As mentioned, personal branding is vital. People buy you. You are the strongest advocate for your product or service, so being savvy about your personal brand is paramount. If people like you, they are more likely to buy from you. Act like a professional at all times – including on social media.

When establishing relationships, be prepared for people to do their research. People will Google you so clean up your act. Don't make your profile pic one of you drinking directly from a wine bottle if your company sells fitness products. You are who Google says you are.

6. *Yahoo! is not a real email*

Get a professional email address that relates to your company. Don't email people with your old high school account. Hotstuff1969@yahoo.com wants to sell you car insurance? Unfriend.

7. *If you don't have a website you are dead to me*

Get a website. Get a good one. Pay a professional. Don't do it yourself unless that's your business. Make sure it's consistent

with your brand and intuitive of your consumer's behaviours. Link it to all your social platforms. Make it too easy for me to buy from you.

8. *Marry up*

Establishing relationships with well-known brands can be a great opportunity to establish your brand, raise funds, tap into a desired audience, run co-promotions and create credibility.

Some points to consider when you align yourself with a brand or celebrity:

- You're associated with everything they do, both good and bad.
- When approaching potential brands or celebrities, tailor-make each individual pitch based on what they may be able to offer you and more importantly, what you can offer them. Well-known brands are approached every day for partnerships. You need to be specific about why and how the partnership will be mutually beneficial.
- Partnerships can take a very long time to establish – years even. Don't leave it to the last minute and think it's going to magically work out.



CONNECT WITH SARA

If you want to talk to someone who gets branding, marketing, veganism and you, look me up: www.sarakidd.com



INTERSECTIONALITY AND BUSINESS

Katrina Fox

Vegan entrepreneurship is on the rise. While this is exciting in many ways, it also throws up ethical challenges for those running mission-driven ventures, writes Katrina Fox.

In her article in volume one of *Australian Vegans Journal*, Ruby Hamad explored the concept of intersectionality – how various forms of oppression are interconnected and how this plays out in vegan and animal advocacy spaces.

Capitalism, along with patriarchy and white supremacy, is lambasted by many social justice activists as being one of the root causes of systemic oppression, perpetuating discrimination and exploitation based on factors including sex, gender, race, cultural identity, sexual orientation, ability, age, class and species.

The recent proliferation and media coverage of vegan and plant-based businesses has led some to rail against ‘vegan capitalism and consumerism’, arguing that it’s not the route to a fair and just world for all.

Where, then, does this leave vegan entrepreneurs passionate about starting and running businesses that are, as much as possible, beneficial to people, animals and planet? Firstly it requires an acknowledgment by the business owner of their own privileges and often unconscious prejudices, and a willingness and commitment to take an intersectional approach to their operations.

When hiring staff, for example, don’t make the mistake that a Sydney café owner made in 2014 by refusing to hire staff based on their ethnicity or skin colour. The media outrage directed at this café owner because he turned down an application from a black barista because he believed his customers “didn’t want their coffee made by black people” was devastating to the business. Taking an intersectional approach means embracing diversity and recognising that this can help your business by providing a wider range of perspectives and ideas to grow

your enterprise. It can also open up different market sectors to your brand.

Marketing is where things can get tricky. Author Seth Godin promotes the concept of ‘tribes’, encouraging business owners to find their clan. This involves detailed exercises where you identify your ideal customer by drilling down to their gender, age, where they live (down to the suburb), profession, race, wage, family life and hobbies. You even give them a name. Then you identify what problem/s they are looking to solve or what keeps them awake at night.

You then create your marketing materials as if you were speaking to that specific person. The point is made that if a 68-year-old woman is looking for a pair of conservative shoes and goes to your website and sees photos of teenage girls sporting funky footwear, she’s not going to feel welcome. Conversely if a young girl is looking for a pair of cool sneakers and goes to your site and sees older women in sensible shoes on there, she thinks, ‘This brand isn’t for me’.

On the one hand, this makes sense. If you create high-end vegan suits and your predominant customer base is largely white men in executive-type positions, then you need to create marketing materials aimed at that group.

On the other hand, this approach can be problematic as it risks excluding others and perpetuating cultural norms. A recent example was the creation of an online summit featuring experts in plant-based living from across the globe. The organiser used an image of several older, white males to promote the event on social media. When challenged on this, the organiser took the feedback on board and immediately changed the image to include people of colour, as well as

more women. This was a positive outcome – the organiser was grateful to have learned an important lesson and those originally offended by the image were happy to share and attend the event after the changes were made.

Health and beauty marketing in particular can also risk perpetuating cultural norms, positioning certain types of bodies (young, white, slim) and faces as the gold standard of attractiveness. The beauty industry, for example, is built on the idea of convincing people, especially women, that there's something wrong with them and it can only be fixed by buying X product or service.

Should vegan business owners jump on this bandwagon to appeal to customers in the market for these types of products in order to make a dent and replace animal-based health and beauty products and services with plant-based, fair trade, planet-friendly ones in a bid to make these the 'norm'?

If they do enter these marketplaces, should they take a stand and use models with diverse ethnicities, ages and body shapes and risk having the business fail? Of course this could also be what sets your business apart from others and lead to success.

Do vegans stay out of business all together until society has changed so dramatically that sexism, racism and other oppressions no longer exist or do they try their best to create

products and services that are as ethical as possible and run their businesses as fairly and kindly as possible within an imperfect system?

These are complex considerations. As with other forms of activism, there are arguments to be made for the effectiveness of different strategies and I anticipate we'll continue to see robust debate on these issues, as vegan products and services become even more popular.



CONNECT WITH KATRINA

For details of Katrina's consulting, coaching and training programs, visit www.katrinafox.com.

KATRINA FOX

Katrina Fox is an award-winning journalist and media trainer. She is the author of *Vegan Ventures: Start and Grow an Ethical Business*, editor of VeganBusinessMedia.com, and host of the *Vegan Business Talk* podcast on iTunes and Stitcher Radio. Sign up for free success tips for vegan business owners and entrepreneurs at www.veganbusinessmedia.com.



VEGAN COLLECTIVE

Chris Rowe and Kate Jones

The Vegan Collective is a collective of vegans, boss babes and change makers who are looking to make a difference in the vegan community and provide opportunities to up-and-coming vegan businesses.

We run seasonal night markets throughout the year. Our mission is to provide a platform for new vegan businesses, give established businesses another opportunity to get in front of their customers and build community in a fun, sustainable and exciting way. We use our markets to raise money for animal rights charities, such as Our Animal Rescue Place or Greyhound Rescue. So what next? Well, we want to continue to build our markets as well as creating an environment where makers can share their skills with the vegan community,

through makers' workshops, talks and information sessions. So come down to our markets and watch this space as there are exciting times ahead!

FIND OUT MORE

www.vegancollective.info

Facebook: www.facebook.com/vegancollective2043

Instagram: [@vegancollective_](https://www.instagram.com/vegancollective_)



Opposite photo by Amy Pearson





VEGANS ONLY PLEASE

Interview with Anita Ahmadizadeh by Zerín Knight

When Farshid and Anita Ahmadizadeh met while Farshid was on a working holiday from his home in Iran nobody could have guessed that eight years later they would be married and running a business together. Farshid and Anita live with their precious miracle daughter Swan, five dogs and two cats. Financial Philosophy began operating as an accounting service strictly for vegans in January 2016.

Why did you decide to focus on vegan businesses?

It kind of started as a joke. I said to Farshid one day 'wouldn't it be awesome if we could just work with vegan businesses!'. That planted a thought seed and we started to think seriously about what would happen if we did only work with vegan businesses. As vegans, we began to get very frustrated working with businesses that operated in ways that we believed were destructive and immoral.

order to ensure that small businesses would have access to a professional service.

How long have you followed a vegan lifestyle? What prompted you to make that choice?

We converted to vegan together nearly five years ago. We had rescued two tiny puppies from a street seller in the Hunter Valley. The puppies were in a plastic bag; they were dirty, underweight and way too small to be away from their mum.

"As vegans, we began to get very frustrated working with businesses that operated in ways that we believed were destructive and immoral. We did this in order to ensure that small businesses would have access to a professional service."

Good accounting is paramount to a successful business and accountants are highly relied on to help create a profitable business. This is exactly why we decided we wanted to help businesses that share our values to succeed and prosper, because we believe that they are making the world a better place.

Are you happy with your decision?

Yes, most definitely. It has been successful and fulfilling. So far we have kept our prices extremely low, almost half price for regular bookkeeping clients, so this has been a challenge and means our income has been reduced. We did this in

After a few weeks we rehomed them with two ladies who are vegan and had a long discussion with them about veganism and animal activism. Going vegan with my husband gave me the strength to stand up for what I believe in and it was great to take the journey together. We are also now raising our daughter Swan vegan.

FIND OUT MORE

To find out more about Financial Philosophy, visit:
www.financialphilosophy.com.au

CHILLI COUTURE

Interview with Rachel Walker by Zerín Knight

She's an East Coast girl who moved to Perth for a year. That was 21 years ago. She rescues and rehabilitates ex-racing greyhounds for Greyhound Angels WA. She has two greyhounds herself, Dottie and Lilly, as well as "a big bruiser of a cat called Bruce". Meet Rachel Walker, owner of vegan boutique hairdressing salon, Chilli Couture Pure Hair Indulgence.

Rachel Walker grew up from age 8 to 19 on an idyllic little hobby farm in northern Tasmania. Like many vegans, it took many years and much sadness for her to embark on the vegan path. But now, Rachel is applying vegan principles to every aspect of her life, both professional and personal.

Two years ago, Rachel bought out her business partner and became the sole owner of Chilli Couture. Rachel immediately began converting the business into a vegan salon.



Above photo by Elle Bogward

Bottom photo by Richard Jefferson

"It was very important that throughout the conversion the quality of products and standard of our service be equal to or better than what we had before," Rachel said.

"It took around 18 months of research and testing to change over to the colour ranges and retail products we have now. It wasn't only the ingredients I researched; it was the ethics

and ethos of the brands themselves, their commitment to sustainability and environment and of course being free of animal products and 100% vegan."

Rachel said she is now a proud vegan who has converted her life, soul and way of living to all things vegan. But during her time on the farm, Rachel witnessed some sad events.

"It wasn't only the ingredients I researched; it was the ethics and ethos of the brands themselves.."

She remembers the day she and her father slaughtered two lambs, a regular event. This time was different.

"This particular day it was raining so we had to kill and dress one lamb at a time, inside the horse stable," recalls Rachel.

"The other lamb was in the spare horse stall, appallingly watching the whole process of his flock-mate being slaughtered. I remember leaning over the stall door and watching tears dripping out of his eyes. Never having known that sheep could cry I was struck by the cruelty of what we had just done to this poor lamb and the fact that he knew he was next."

But that was then and this is now, such a far cry from the Rachel of today who says, "It makes me so proud to be the owner of a business that actually cares, and to know that no animal is ever going to be harmed so that my clients can look fabulous! I'm proud of myself that I stood up for what I believe in, in a public way and took the risk to make that change."

CONNECT WITH RACHEL

www.chillicouture.com.au

Facebook: www.facebook.com/chillicouture

Instagram: [@chillicouture](https://www.instagram.com/chillicouture)



DID YOU HEAR THE ONE ABOUT
THE VEGAN WHO ISN'T IN
CRUELTY FREE SUPER?

ROLLOVER TO CRUELTY FREE SUPER



CRUELTY FREE SUPER



CRUELTYFREESUPER.COM.AU

- Community -

LET'S GET SOCIAL

Glenn Flanagan



Photo by Onni Elliott

Vegan Life is a Gold Coast based social meetup group born out of the desire to give vegans and pre-vegans the opportunity to get together with like-minded friends for vegan restaurant meals or veganlucks in the park. Formed two years ago and with close to 600 members, we hold two events per month, one at a 100% vegan restaurant and the other in a park.

Feedback I received from running a previous vegan social group enabled me to tailor *Vegan Life* to suit the needs of fellow vegans. And what are those needs? Simply to feel welcome and supported in a vegan community and to enjoy eating 100% vegan food without fear of animal contamination or cross-contamination. That's why we only dine at 100% vegan restaurants and why I ask people to label ingredients in dishes brought to the Veganlucks in the park.

Vegan Life is run through the meetup website www.meetup.com/Vegan-Life but I also share the *Vegan Life* events on vegan pages on Facebook as well. If you feel inspired to create a

vegan social group in your area, consider the following points:

- Running a vegan social group through meetup.com costs money to host, but it is easy to monitor past events, attendance and post group messages. You can save money by setting up a free vegan social group on Facebook, but I don't find it as easy to access information. Consider a catchy name for your group. Three syllables or less is easiest to remember. You can get signs and banners made to make your group easier to find in a park and small signs to place on tables in a restaurant.
- Print some vegan information leaflets to hand out at your events. Whether a person is vegan or not, they can still learn things they didn't know!
- Mix it up a bit to keep it fresh! I've held veganlucks 50 floors up in a high-rise and have co-hosted a vegan dance party! I've also joined with a neighbouring vegan group to create a large vegan smorgasbord at a 100% vegan restaurant!

Now it's time to get out there and inspire a cruelty-free lifestyle for others with your vegan events!

– Indigenous –

FROM BUSH TUCKER TO VEGAN

Interview with Nikita De Thierry by Zerín Knight

Nikita De Thierry is a proud Wurundjeri, Maori, Welsh woman; she is also a vegan. Having recently graduated with a Bachelor in Social Work, Nikita is currently studying online courses in raw nutrition and nutritional therapy. She is also currently enrolled in a health coach course.

Nikita's passion for social work originates from her desire to contribute positively to her community as growing up she saw the challenges and struggle many people in her community were facing. Nikita explains how she plans to combine social work and veganism to help others:

"My passion for social work, and my compassion, empathy and desire to help others only grew stronger when I became vegan. Therefore, to me it made sense when I learned about the violence and cruelty our animals were experiencing and realised the injustice I was contributing to, it was only natural that I immediately became vegan."

"Later, someone told me Australians were the only people who ate their national animals and I developed a guilty conscience and decided I would not eat them."

"Then and there I decided that animal cruelty did not align with my values, beliefs or ethics so I literally became vegan overnight. It is then that I found a passion for food. I had considered myself as a person who loved food, though I didn't really cook. I began to teach myself how to cook and explored the diverse flavours involved in plant foods. I learnt more about plant foods and what they can do for your mind, body and spirit. That is when I discovered my desire to share this knowledge and the power of nutrition with others. Therefore, I would like to use both my social work skills and growing nutritional knowledge in order to support people in improving quality of life."

Nikita De Thierry grew up in Logan City, Queensland, the

daughter of a mother born in Victoria and a father from New Zealand. When asked about the intersection of her Indigenous background and vegan lifestyle, Nikita replied that her Indigenous background and choice to be vegan is generally accepted. However she also explained that she has "experienced a lot of general confusion from others along with comments of 'but you're Indigenous', as if being an Indigenous person of this country gives me the right to eat the animals on this land."

"As a child and teenager I did try bush tucker and native animals on occasions where they were offered. Later, someone told me Australians were the only people who ate their national animals and I developed a guilty conscience and decided I would not eat them."

Nikita said she does sometimes worry about disrespecting or offending someone by declining their offer of food.

"I respect the Indigenous peoples of Australia and the way they lived. I believe they respected the animals of this land. I understand they killed animals for food and gave thanks for their life returning to the land as they knew they would one day."

"However, we now live in a society where we breed, enslave and torture animals for food and other products in industrial environments at excessive rates. People no longer take only what they need but rather over indulge in animal products with no respect, gratitude, care or understanding of what that animal had to endure. We now live in a world where we don't need to eat animal products and we can survive and thrive without consuming them."

– Non-Profit –

GIVE THE GOVERNMENT A PIECE OF YOUR MIND!

Greg McFarlane

How can you get your voice heard in government? One way is by contributing to one of the many inquiries created to find out more about an issue. Your views are welcome and they help the government know how the Australian public is feeling about an issue and also inform the government about the facts of the issue.

Vegan Australia has been presenting the vegan message to inquiries for the past few years. The message we consistently give is that animals are not ours to use for food, clothing or any other purpose. In particular we call for the phasing out of animal agriculture in Australia within ten years.

By making these clear calls for the end of all animal use, we bring to the attention of governments the views of the many Australians who live by the principle of veganism in their own lives. This view is now being acknowledged, with a recent agriculture inquiry report stating that "there are some Australians who do not consider it appropriate to use animals for commercial purposes."

In our submissions we clearly state the facts that humans can be healthy and thrive without eating or using animal products and that the process of breeding, raising, and killing animals for food causes great suffering. We also point out that ninety-nine per cent of the Australian community are against causing unnecessary suffering and death to animals and the majority of Australians believe that vegan diets can be healthy. Given the right information, the public will support the move to end the production and consumption of animal products.

Vegan Australia has made submissions to inquiries in many areas, including animal welfare, indigenous health, chronic diseases, the environment, fisheries, zoos, cattle and sheep,

greyhound racing, "pests", the National Food Plan and the Australian Dietary Guidelines.

Our submissions have been increasingly well received. One inquiry commissioner recently told us: "Your submission is well argued and seems consistent in its logic. The ambition (10 years) is optimistic but it's good for you to have a clear target."

We are also very pleased that many others are making their viewpoints known. A recent inquiry into agriculture received over 150 submissions calling for animal agriculture to be phased out within ten years. Over 100 of these were as a result of Vegan Australia's call for submissions.

"Given the right information, the public will support the move to end the production and consumption of animal products."

We encourage everyone to get involved in letting the government know of your views. Although there is no central location that lists all upcoming inquiries, the sites "consultation.business.gov.au" and "consultations.nhmrc.gov.au" allow you to subscribe to email announcements about many inquiries.



The focus of each submission will depend on the topic of the inquiry, but in many cases the following points can be included:

- All animals, including mammals, birds and fish are sentient, that is they experience the world and have the ability to perceive and feel pleasure, pain and a variety of emotions, both positive and negative.
- The process of breeding, raising, and killing animals for food causes great suffering.
- Humans can be healthy and thrive without eating or using animal products.
- There is good evidence showing that plant based whole food diets can help prevent and reverse many diseases.
- Animal agriculture is disastrous for the environment, and emits 50% of Australia's greenhouse gases.
- We should phase out animal agriculture in Australia within ten years.
- Ninety-nine per cent of the Australian community are against causing unnecessary suffering and death to animals.
- Given the right information, the public will support the move to end the production and consumption of animal products.

Submissions should set the explicit goal of ending the use of animals, whether for food, clothing, entertainment or any other purpose. Evidence supporting this goal should be given, with references to relevant research in animal sentience, human health or the environment.

There are many forms of vegan advocacy, such as talking to your friends online, handing out vegan leaflets and showing videos in the street. Making submissions to government inquiries is one more way of getting the vegan message out there.

Have a go!

vegan
AUSTRALIA
Love life, live vegan.

FIND OUT MORE

To learn more, see:

www.veganaustralia.org.au/submissions

<https://www.scribd.com/document/26880337/APF-VVSQ>

– Human Rights –

THE VEILED – INTERSECTIONAL VEGANISM FROM A FILMMAKER’S PERSPECTIVE

Glenn Fraser

Recently I was invited to become involved in the Australian short film *The Veiled*, about the serious subject of human trafficking. As both a documentary and narrative filmmaker, I’ve had the luxury of travelling and seeing a world that is largely off-limits to most. I consider it a great privilege and bear a certain responsibility to disperse the stories I am told to a wider world. In light of recent, international terror-themed events, we have seen both vegans and people of various religious denominations jump on social media to demonstrate a ‘holier than thou’ response to tragedy. Instead, I prefer to focus on what some might call an intersectionalist response, where we outline a collection of the ‘-isms’—racism, ableism, sexism and speciesism and try and colour in between the lines of all of them. Co-writing and directing a film about human trafficking and modern slavery brought together a number of individuals with particular humanist concerns and saw them invest a good deal of time and effort into a project ostensibly about keeping people out of harm’s way. We’ve just finished the film and it’s gone extremely smoothly.

“The amazing thing is that we in the West are so empowered with two particular tools that invest us with obligation and an ability to effect change. We don’t need to try and bring down governments with our activism, but as we are seeing in other activist endeavours, the cameras on

our smartphones enable us to capture pieces of the truth as they happen around us.”

I was privileged to have an awesome vegan caterer (props to www.veganmealsdelivered.com.au) on board who went above and beyond to keep the crew nourished with ethical, cruelty-free foods. It provoked a lot of questions, why are we eating vegan food, why can’t we choose? The queries came up during the quiet times, while we were setting up shots or waiting on crew or actors. My answers were equally deliberate. How can we be so concerned with the suffering and abuse of one section of society, and so in denial about another? When I wrote the screenplay, I wanted to ensure that the dialogue in the film also worked as a perfect analogue to what we as vegans discover amongst the everyday horrors of animal abuse. I included the reflection we cannot ‘unsee’ imagery when it is presented to us, and though our call to action may be subtle, it should serve to empower those amongst us in the simplest, most achievable ways. I was also privileged to work with a goodly number of Australian vegan actors, make up artists and other creatives to bring the film to life.

In the story of *The Veiled*, I follow the path of a photographer in her journey from taking jobs for money, where she hides from the world behind the safety of a lens, to evolving into someone who braves some real darkness to capture some truly heinous activities. Her actions enable the camera to



evolve from simply a recorder of beauty into being a real weapon for change. The lens or the glass screen works as a motif analogous to most of us slacktivists in our concern for real issues—at once insulating us from real contact and yet permitting our witnessing of atrocities all around us. The clicking of a Like button in social media doesn't necessarily mean we care any less about a subject, it simply means we are often disempowered in our responses to the daily tragedies that surround us.

Our take-away for our human rights film is simple. Look deeper. Question, don't just shake your head and look away. The amazing thing is that we in the West are so empowered with two particular tools that invest us with obligation and an ability to effect change. We don't need to try and bring down governments with our activism, but as we are seeing in other activist endeavours, the cameras on our smartphones enable us to capture pieces of the truth as they happen around us. Do it. Don't fear it. Wield those lenses as weapons of choice and of change. Secondly, never forget the power of our voice. It can take the form of a shouted address at a demonstration, or it can make the most of the quiet, affecting opportunities that

spring up around us every day. Ostensibly, our film is about human rights. A lot of those who came together to help make it did so because they thought they were helping humanity find some dignity in the darkness. Some of those creatives will have walked away with ideas about how power structures in society keep us—and others—imprisoned and disabled by the everyday rhetoric that colours our discussions of gender, race, and our animal cousins. I may have helped join up the argument for a few more people. I hope so. You can be as sure as hell, though, that when I start talking about the film on its release, and the achievable actions we can all take on an everyday basis, animal rights will indeed be sharing the stage with their human cohort.

In September 2016, our film began its festival run at the Montreal International Film Festival representing Australia in the World Cinema section. It will continue its journey around the world.

*Come and join us on the film's Facebook Page:
[www.facebook.com/ TheVeiled](https://www.facebook.com/TheVeiled) and continue the discussion.*

- Environment -

CLIMATE OF CRUELTY - A MUSIC AND PERFORMANCE PROJECT BY WINTER WITCHES

Michael Koenig

After watching *Cowspiracy* nearly two years ago my partner Jason and I decided immediately that a vegan lifestyle was the only way forward for us. Although we had been vegetarian for almost ten years, it was the first time we had been exposed to any information about the harmful effects of the animal agriculture industry on the environment. This film reports that animal agriculture is likely responsible for in excess of 50% of all greenhouse gas emissions globally,¹ as well as being one of the main contributors to deforestation, desertification, species extinction and ocean dead-zones. We had both claimed to be environmentalists up until this point and realised that if we did not change our ways and begin living a completely vegan lifestyle we were hypocrites...simple as that. We have since conducted a vast amount of research, watching films, reading books, scientific studies and official government documents in order to be as well informed as possible as we continue on our newfound journey of kindness and compassion.

Shortly after beginning our vegan journey, a prominent question began taunting us: How can we incorporate our vegan values into our occupations in a helpful and active way? As we are both practicing artists (myself a writer and Jason a musician) we quickly realised that we now had a responsibility to use our artistic voices in order spread the vegan word...so we created Winter Witches. Winter Witches started as a drag DJ duo but has become a musical/song writing/performance endeavour in which we create original music under the guise of our alter-egos Nina Harvey and Sweeney. We are a genderflux, queer, pseudo-drag electro-pop outfit whose goal

is to use a pop sensibility in creating accessible, meaningful and active songs that convey, on an emotional level, the suffering and damage being caused by the animal agriculture industry.

In 2016 the Winter Witches were invited by *Vitalstatistix*—a performance and experimental arts organisation in Port Adelaide—to develop a work as part of its Climate Century event, which asks artists to respond to and think about the imminent threats of climate change. This development became the first gestation period for the project that has now become *Climate of Cruelty*, a project for which Jason has since received additional funding from the Australia Council for the Arts.

“We want to honour the billions of animals who have not only suffered and died at the hands of human addiction, but the ones who continue to suffer daily and for whom there are no laws in place to protect.”

Climate of Cruelty will culminate in a pop performance event in 2018. It will showcase a selection of songs written and produced by Winter Witches along with sound pieces, performance and visual effects. We want to honour the billions of animals who have not only suffered and died at the hands of human addiction, but the ones who continue to suffer



daily and for whom there are no laws in place to protect. We also want to, in a creative and engaging way, draw attention to the immense environmental damage being caused by the animal agriculture industry. The songs we are creating are lyrically centred around and written for/from the perspective of farmed animals. They are about the damage caused by the industry. They are about the secrecy and walls that corporations have put between people and the truth. They are a call to arms for people who also feel that enough is enough.

Vegan activism through music is currently on the rise with bands like Melbourne's *Abolición*, gaining momentum as well as the popularity of Moby's well-received latest single *Don't Leave Me*, which has been deemed "the animal rights anthem of our time". We are starting to see the beginning of a movement within the music industry and given the amount of publicity (be it negative or positive) currently circulating about the rise of veganism, there has never been a better time to act. As artists we have a responsibility to address the major issues of our time...and animal agriculture is a major issue! As

we have been blessed with both knowledge and a voice, it is certainly now our responsibility to react and inform others of the atrocities which some are trying to hide from us.

If you're interested in finding out more about Climate of Cruelty, please visit our Facebook page and website listed below. Our website features a comprehensive list of resources we have been drawing inspiration from as well as our manifesto, which outlines our aims for the project in much more detail. Our first two singles 'Intolerance' and 'I Eat everything' are available to listen to now on *Soundcloud*.

FIND OUT MORE

www.climateofcruelty.com

Facebook: www.facebook.com/winterwitches

¹ Livestock and Climate Change (2009), Worldwatch, p11
<https://www.worldwatch.org/files/pdf/Livestock%20and%20Climate%20Change.pdf>

COWSPIRACY REVIEW

Colleen Hilditch

The must see vegan movies – *Earthlings*, check! *Forks over Knives*, check! *Cowspiracy*, ch.....oops! I was in no hurry to watch *Cowspiracy*. I had already made the transition to veganism based on my own journey through health issues and an eternal love and respect for animals. I was aware there was an environmental impact from the livestock industry, but really, how bad could it be? Nope, nothing else could change what or how I thought about veganism. How wrong I was!

On a cold winter's night I settled in to view *Cowspiracy* for the first time. Kip Andersen, an average everyday American citizen, self-described as an “obsessive compulsive environmentalist”, narrates and stars in this high impact movie about the livestock industry – its substantial greenhouse gas emissions, lack of sustainability and greed-based activities.

With some impressive statistics, Kip and his team set about undertaking interviews with environmentalists to provide staggering facts and statistics on the livestock industry. Consequently, they use interviews with some of the leading environmental organisational heads who, when asked about the environmental impact of the livestock industry, are clearly uncomfortable and challenged by the question. Kip soon discovers the question to be a political minefield with no one, not even the world's leading environmental organisations, wanting to know about the problem and quickly a ‘cow’ conspiracy, ‘cowspiracy’ is born.

With a combination of catchy background music to highlight specific areas of interest, devastating photos, eye-catching statistics and diagrams, the facts are unable to be ignored. Human greed is further highlighted by statistics about the fishing industry, deforestation, palm oil, and land degradation. A quick but high impact interview with 32 year veteran vegan

Dr Michael A. Klaper, MD of the True North Health Centre in America sums up the consumption of dairy with the magical quote that “cows’ milk is baby calf growth fluid.”

The film asserts that the way we are currently living in the western world is not sustainable. It further demonstrates just how powerful the animal agriculture industry is, with money as a paramount influence and a substantial political agenda. The human greed is undeniable. *Cowspiracy* has a shock factor that can undoubtedly influence vegans and our biggest critics alike.

It's simple – *Cowspiracy* proves that a vegan diet is much more sustainable long term and the world must listen to successfully tackle climate change.

www.cowspiracy.com

Colleen Hilditch is the owner and Director of 'Love Thy Nutritional Medicine', an online Health Coaching business in Western Adelaide. She has developed a practical and simple Raw Vegan Detox program called "Raw Recharge", which is available through her website and also in e-book format from Amazon. Colleen has helped many people through their own health issues and encourages clients to consider a plant based alkaline diet. She has a passion for inspiring and helping others, maintaining the philosophy that plant based food is the way to better health, that "food is medicine" and that "feeling flat, fatigued and unfit is not normal".

FIND OUT MORE

www.ltnm.com

Facebook: [lovethyNM](https://www.facebook.com/lovethyNM)

Instagram: [@lovethynutritionalmedicine](https://www.instagram.com/lovethynutritionalmedicine)



*Photography: Veronica Rios
Cows from "Where Pigs Fly" Sanctuary*

– Creatives –

ART AS ACTIVISM

Interview with Jo Frederiks by Zerín Knight

Jo Frederiks is a full-time practising artist who lives with her family of three cats in the picturesque rural town of Murwillumbah, NSW. Five years ago, at the suggestion of her internationally renowned artist partner and host of the hit TV art series, Colour In Your Life, Graeme Stevenson, Jo started using art to depict how she sees and feels about society's indifference towards crimes against animals.

About your art: Why did you decide to speak for animals through your art? Do you have any interesting or unusual stories about any of your artworks?

I was expressing to my partner how overwhelming it is to be aware and helpless at the magnitude of the suffering and brutality we inflict on nonhuman animals. Once your eyes are opened you can't unsee it; it haunts you. So I use art to depict how I see and feel about society's indifference towards these crimes. And with two billion nonhuman animals being systematically executed each week, I see a holocaust [holocaust definition: destruction or slaughter on a mass scale]—so that was what I depicted. My artwork progressively developed from there.

How does using art as activism work? How do people respond to your art?

Some people in the mainstream media have been angered by my work and slammed me for “demeaning and belittling the terror and the suffering of so many.” Philip Wollen had the answer to this when he spoke at the Animal Holocaust opening night on the Gold Coast. He said “Jo didn't do these pictures. We did. Human beings. We did it. But it was her brush

that brought them to life.” On the other hand... I regularly receive mail from teenagers who write they are doing a school assignment based on my art. That gives me great hope! I am inspired that many, many people have questioned their deep-rooted indoctrination and embraced veganism after viewing my images.

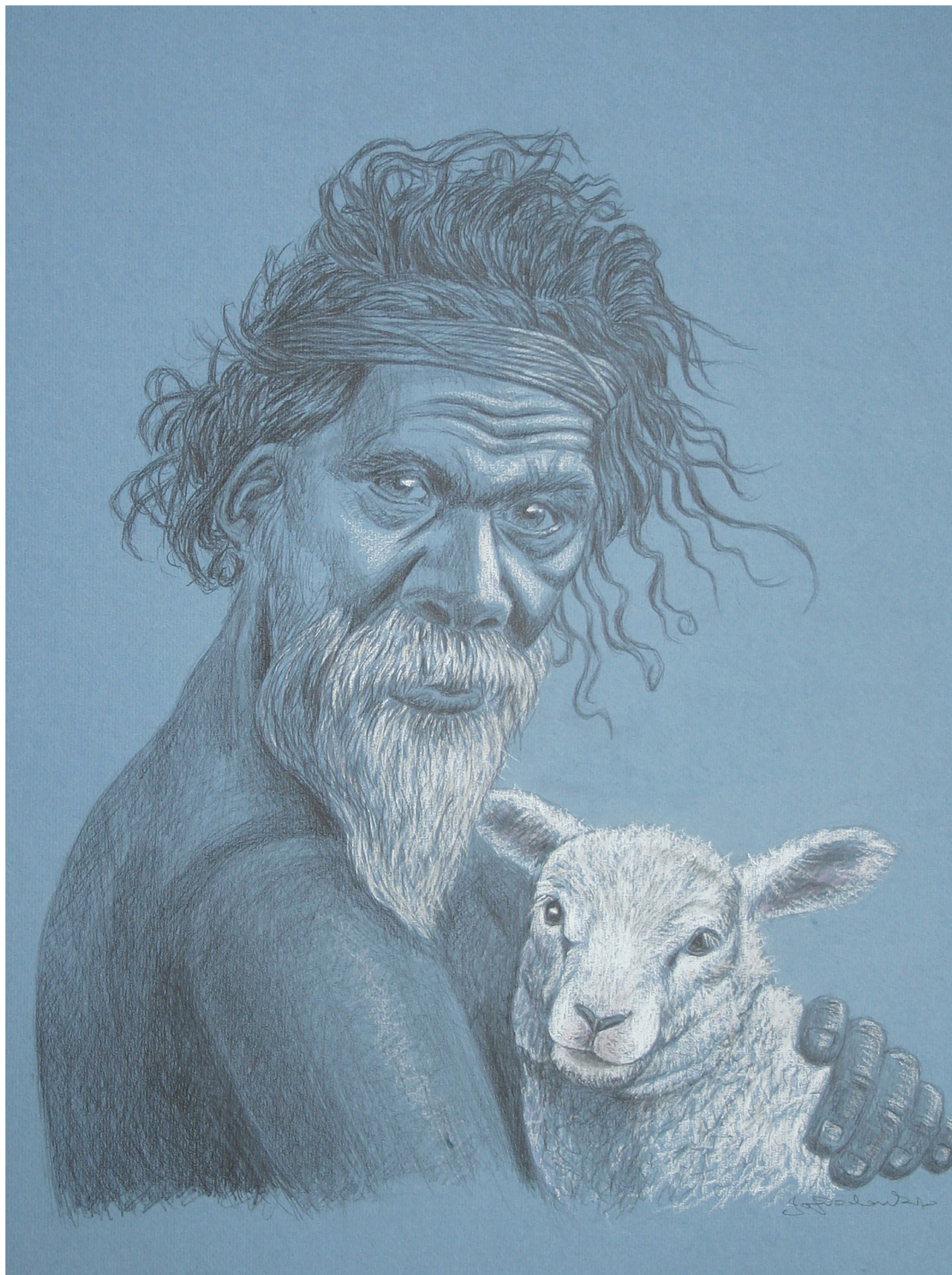
How long have you followed a vegan lifestyle? What prompted you to make that choice?

I've been vegan for 24 years. I was a vegetarian for one year prior to that. I became a vegan overnight after attending an information night by Animal Liberation Victoria, where Professor Peter Singer was one of the guest speakers. The second I learned of the inherent cruelty behind dairy and egg production and the countless other ways we abuse animals for products and clothing I knew I could no longer be a willing participant in the bloodshed.

www.jofrederiks.com

Artwork on right: I Think We Both Need an Apology.

(Jo's response to the new lamb commercial celebrating Australia Day)



INTERSECTION DOCUMENTARY

Interview with Kirsten Leiminger

What is Intersection about?

Intersection examines a connection between major environmental, health and ethical issues in Australia. We are running out of time as we face rising greenhouse gas emissions, hotter temperatures, wilder weather, increasing rates of preventable illness and a growing number of animal abuse exposés. *Intersection* takes a local look at a root cause of these serious global issues and one change everyone can make to improve their lives and the planet, and lead a more ethical life. The film will be released in 2017.

What inspired you to make a documentary?

When I saw *Cowspiracy* at the Astor Theatre in Melbourne, I felt so inspired and uplifted that I wanted to create something like that in a local context. I was already volunteering for a few animal rights groups, attending protests and organising events but film is such an emotional experience. Films make us laugh, cry and think, and trigger discussion. That feeling people have at the end of a good movie can be really powerful and it has the potential to fuel change in people's lives.

What are some of the things you've discovered while making the movie?

The people we've interviewed have made our jaws drop and some have made us cry. Environmental scientists have shown us the research on how we might be in the midst of the sixth great extinction where we lose up to 80% of our biodiversity and that is strongly connected to livestock industries. A leading dietician has walked us through a study that found more than one million lives per year would be saved and the climate would be better off if we all adopted a vegan diet.

What has been challenging about making the movie?

I've walked out of the environment interviews wondering if there's any point in continuing. The research on what animal agriculture is doing to the climate is just devastating. We're approaching various tipping points, including runaway climate change that will trigger reinforcing feedback loops we can't control. One such feedback loop is global warming – melting polar ice caps release large amounts of carbon dioxide that contribute to further warming and further melting. I seriously wonder if we're already too late and whether there's nothing left to do but max out our credit cards at the Cruelty Free Shop and go down in a blaze of glory. It's so easy to feel overwhelmed and disheartened. Then I'm reminded that this is exactly why we're making the film – we want to inspire change. I see my beautiful foster animals and they make me want to work harder to eliminate suffering and create a better world.

How will this documentary inspire change for animals?

We aim to take people on a journey with us. We explore the awful suffering of animals, the devastation of our climate and the affects that eating animals is having on wellbeing and people's ability to enjoy their lives. Then we gently lift people back up by showing them it's possible to live life differently. We explore plant-based foods being produced on our own shores, visit sanctuaries, attend huge events and talk to happy, healthy vegans about how and why they changed.

FIND OUT MORE

Intersection will be released at theatres across Australia in 2017.
For updates, like the Facebook page at:
www.facebook.com/intersectiondocumentary



VEGAN FASHION

Interview with Lily Cardis by Zerín Knight

Twenty-old Lily Cardis is a passionate vegan who loves going to vegan health food cafes with her girlfriends, rock climbing and going on long bush walks. She enjoys singing, drawing, cooking with her partner, watching British Crime shows and listening to podcasts about psychology, the environment and health. A journalism student, Lily is currently working at Channel 7 and hopes to one-day work for ABC News or Radio National. We asked Lily about her vegan-clothing label, Cicardis Apparel.

What sort of things do vegans need to be aware of when buying fashion?

You need to be aware of what the clothes are made out of, avoid leather, fur and wool. Although veganism is about animals, I believe it's important to research how brands treat their staff as well. All Cicardis Apparel is fair trade and ensures workers are living and working in good, safe and comfortable conditions and get paid a fair and reasonable rate.

What inspired you to incorporate veganism into your designs?

I enjoy creating art with meaning behind it. Art is a powerful medium and I am so passionate about veganism and abolishing Speciesism so of course I would incorporate it into my work. You can always tell if work has passion behind it.

Do you have interesting or unusual stories about any of your designs?

Both the "Equality" and the "Oh Deer" print were drawn in my Wednesday afternoon Year 12 Design and Technology class. My poor teacher Mr Henne had to deal with me drawing rather than actually doing my assigned work.

Do you promote the fact that your designs are cruelty free?

Yes I do, it's at the heart of my label. A lot of people don't even

realise that fashion is often not cruelty free or fair trade. By promoting that my work is cruelty free it encourages people to research ethical fashion and cease to support brands that aren't.

"Although veganism is about animals, I believe it's important to research how brands treat their staff as well."

Does veganism feature in your future plans? Is there a connection between your studies and your fashion design?

Yes! I am studying journalism at The University of Technology in Sydney and I will be graduating next year. I hope to be a news reporter and journalist and I want to specialise in reporting environment and animal issues. I like to cover stories related to veganism and animal rights in my spare time and I am currently running a blog that I will be using to publish stories in the next few months. It's www.lilycardis.com if you want to check it out.

www.cicardisapparel.com

CONNECT WITH LILY

Instagram: [@cicardisapparel](https://www.instagram.com/cicardisapparel) / [@lovelylifeoflily](https://www.instagram.com/lovelylifeoflily)

Facebook: www.facebook.com/cicardis



– Mindset –

MOTIVATION

Ash Nayate

Whether you're vegan or pre-vegan, motivation is important to all of us. As a neuropsychologist I often work with people who need help with "motivation". The reality?

Motivation isn't something we "get".

Motivation isn't something we attain from unending willpower and discipline.

Motivation isn't something external to us.

Many people view motivation as something that strikes randomly. Perhaps we see a fit vegan athlete, or we notice our pants fitting more snugly than they should, or we get bad news about our cholesterol, or we watch a documentary like *Cowspiracy*, and we tell ourselves "that's it, starting tomorrow, I'm vegan".

And we do it, for a while. For a few days, or a few weeks or even months. But then...we "lose" motivation and we slowly slip into old habits. And before we know it, we're right back where we started. Lining up to buy stretchy pants as we pop our cholesterol-lowering medication and complain about the fit people on Instagram.

We think it's all about finding motivation. The key is, though, that motivation isn't found, it's created. If you want to feel consistently inspired to achieve your goals, you need to be proactive and create that motivation for yourself.

The way to do that is to concentrate your energy on two things: what you want, and why you want it.

If you want to eat a plant-based diet, you must think about what that will do for you. Think of all the benefits—the immediate rewards, as well as the long-term payoffs. In the short-term you'll probably feel healthier and you might even

notice a glow in your skin, shinier hair, or stronger nails. You may be more inclined to make other healthy choices like taking a walk instead of sitting in front of the TV, and in the long term, you'll reduce your risk of chronic illness. You may get leaner and fitter. You may get a sense of pride and accomplishment from committing to a cruelty-free lifestyle and no longer contributing to animal suffering.

So when we "lose" motivation? It actually happens because we lose sight of these short and long term benefits.

The solution is to be crystal clear about the reasons we want to make a change – and make sure those reasons are so compelling that not taking action becomes incredibly difficult.

If someone promised you a million dollars to be vegan for a month, could you do it? If there were other reasons for you to go vegan that were more compelling than a million dollars, could you do it? More importantly, would you do it?

"Be daring."

After all, can we really put a price on health, or helping the environment, or saving our animal friends?

When my clients want to create new habits, I always suggest that they write a list of reasons why things need to change. This creates a powerful mental image of what they want to achieve, and why. When we immerse ourselves in that image and experience the positive emotions associated with it, that vision for the future becomes incredibly compelling. It could be feeling the energy that comes from being healthier, or the sense of confidence in being able to keep up with the kids.



Photo by Onni Elliott

“We think it’s all about finding motivation. The key is, though, that motivation isn’t found, it’s created.”

If you’re struggling with motivation to be vegan (or motivation to do anything, for that matter), I encourage you to write out your list of reasons for doing so. Allow those reasons to create a powerful image of what you want to experience in life and keep that image at the forefront of your mind. Think about it as though you’re actually living it. Do it daily – or better yet, several times per day. Do it so often that eventually your mind will just drift towards those positive emotions without you even realising it.

And that, right there, is your motivation, your inspiration, your willpower.

When the image of what you want is powerful and compelling, you will be driven to take action.

What this means for you is that you need to get creative. Be clear about what you want (or as clear as you can be, right now), and create such a compelling vision of the future that you can’t help but want to achieve your goals. Remember to be bold in your vision. Be daring. There are no limits to what you can achieve in life.



CONNECT WITH ASH

www.revolutionme.com.au

Instagram: @dr_ash_revolution

YouTube: Dr Ash - Vegan Neuropsychologist

ASH NAYATE

Ash Nayate is a clinical neuropsychologist who specialises in brain function and how we can harness our brainpower to live happy, fulfilled lives. Nine years ago she became vegan for the animals. Ash is passionate about supporting people to maintain an ethical lifestyle by helping them rewire their habits to make the transition as effortless as possible.

WHY WE NEED HOPE AND HOW TO MAINTAIN IT

Michelle Gravolin



Photo by Onni Elliott

“It’s impossible,” he said. “You’re never going to stop people eating meat.”

I was on my way home from celebrating Animal Liberation NSW’s 40th anniversary – 40 years of brave activism. It was a bitterly cold night yet the optimism of the evening couldn’t be dimmed by the cutting wind or the taxi driver’s challenging words.

I took a deep breath. “Well, 200 years ago it would have seemed ridiculous that I could vote.”

“Yes,” he agreed.

“And black Africans were sold as slaves.”

“That’s very true,” he replied.

“And change is already happening,” I continued. “Many people are horrified by how animals are being treated.”

“Oh, yes – it’s very bad,” he said. “The greyhound industry is terrible – it should be shut down.”

“And 10 years ago hardly anyone knew what the word ‘vegan’ meant...”

He interrupted me. “Lots of people are vegan now – it’s the next big thing.”

I smiled as he unwittingly presented my case for me. Later I learned that his wife had become vegetarian, and because of this he now ate very little meat himself.

Big social changes can take centuries to achieve. The journey to liberation in any movement is painstakingly slow, full of winding paths that require the most dedicated activists to lead the way.

Our early animal rights activists received very little encouragement and were the subject of ridicule at best, harsh penalty at worst. How did they maintain hope? How did they feel compelled to continue in spite of seeming hopeless? And how would they see our world today?

Would they despair at the lack of change? At the growth in meat consumption in some parts of the world? At the increased suffering of animals in factory farms? Or would their hearts jump for joy at the strong growth of vegetarianism over the past century and the massive rise in popularity of vegan living in recent years?

“Big social changes can take centuries to achieve. The journey to liberation in any movement is painstakingly slow, full of winding paths that require the most dedicated activists to lead the way.”

I think both, and each is important. The despair, if not overwhelming, spurs us on. It provides us with a sense of urgency, direction, commitment and purpose. Noticing the positive changes gives us hope that our work is worthwhile – that every little thing we do helps build the movement, the momentum, the miracle of vast social change.

I wouldn’t have had that conversation with the taxi driver 10 years ago. I would’ve had to explain what ‘vegan’ meant,

challenge assumptions that animals are treated well, and his wife would’ve still been eating meat.

“Keep a journal of your actions and successes.”

Here are some strategies for maintaining hope as an activist:

- Remember the slow, yet successful, progress of other social movements.
- Acknowledge and celebrate each large and small change that occurs.
- If you’re part of an organisation, encourage and take part in celebrating your achievements each year.
- Keep a journal of your actions and successes.
- Share your wins on social media.
- Share your victories with a friend.

It’s important to engage in healthy practices that nurture hope. They will ensure your activism is sustainable over the long term.



MICHELLE GRAVOLIN

Michelle Gravolin is a vegan social worker working in healthcare and education. She is passionate about fostering the wellbeing of vegans and animal activists.

– Communication –

THRIVING AS A VEGAN

Clare Mann

What are the biggest challenges you face as a vegan? How would you like to feel and what would have to happen for you to say, ‘I’m thriving’?

When asked this, typically people say:

- Not be crippled by the reality of what’s happening to animals.
- Not despise non-vegans who eat, wear and use products tested on animals.
- Eloquently share vegan philosophy and get that magic reply, ‘Tell me more’.
- Become a vibrant, empowered, fun-loving vegan so people say, ‘I want some of that!’

How can you do this after seeing images of animal cruelty on social media, hearing that live exports are increasing, learning of the Great Barrier Reef’s demise and you think, ‘I’m living on the wrong planet’? How can you thrive instead of survive?

There is a way to get what you want, it’s probably different from what you’re doing now, and it works! However, the same emotion that caused you to ‘flip the switch’ and become vegan is what you need to access and you can’t do this at a rational level. I’ll say more about this later. If you want a new personal reality, you must create a new personality. Personality is the consistency of your behaviour over time and situation and comprises your attitudes, beliefs, actions, habits and orientation to the world. How do you change your personality?

Many people think personality is fixed, much of it being innate and typically defining who you are. You only have to consider how your values, attitudes, emotions and actions have changed

since becoming vegan to realise that personality can and does change. Often, major changes in personality emerge after acquiring new information coupled with an intense emotional reaction. However, instead of waiting for life’s experiences to generate this possibility, you can intentionally change your personality by choosing a clear intention about what you want to experience and align your emotional state to match the emotions you imagine will then occur.

“If you want a new personal reality, you must create a new personality.”

At this stage, you may be cynical, thinking you can’t possibly imagine a time when you won’t be crippled by non-vegan behaviour. Let me share some examples of extraordinary results that have occurred when the circumstances demanded them. Then I’ll provide some tools to create the foundation upon which you can learn to thrive as a vegan.

Examples:

- People have died with symptoms consistent with snake poisoning, even though the snake venom wasn’t poisonous.
- Parents have developed super-human strength and have lifted cars off their children involved in car accidents.
- Individuals have defied medical diagnosis and go on to live despite being told they only had three months to live.

What does this tell us?

In each of these examples the person’s high emotional state (fear, panic, hope, faith) resulted in an outcome that is

logically impossible. However, most people only ever achieve these outcomes when there is a great sense of urgency, fatal consequences of their inaction or nothing to lose.

The same principle can be exercised in your own life to bring about different outcomes but it requires the setting of a clear intention and the elevation of your mood to match the emotions you anticipate you will feel. All great leaders know this and actively visualise their futures with the associated positive emotions of achieving the outcome. They don't leave things to chance and hope things will change. Instead they literally 'will' the future and take inspired action when opportunities arise.

For you as a vegan this means you must visualise a future where everyone is vegan, where people engage with what you tell them and take action based on you sharing veganism. Most importantly it must be associated with an elevated emotional state that matches how you anticipate feeling when this happens.

Note, I am not trivialising the suffering that occurs in living in a non-vegan world. I too have suffered enormous grief, anxiety and fatalistic thoughts at the enormity of what humans are capable of doing to each other and to non-human creatures. I can be propelled back into despair but today it lasts a very short time because I've learnt how to transmute that grief into powerful action and act towards creating a world to which we all wish to belong.

Here are tips for changing your mindset and personal reality:

- Become highly aware of your thoughts, feelings and actions when you feel anxious or despairing. Jot down notes about this.
- Note how long this lasts and what happens for the mood to shift.
- Identify precisely how you would like to think, feel and behave e.g. confident, empowered, positive.
- Identify the emotions you anticipate feeling when you achieve this e.g. excitement, confidence, hope.

Each morning sit quietly in a chair, close your eyes, slow your breathing and imagine you've achieved the preferred state. With your eyes closed, in your mind's eye being, imagine being like that. See the smile on your face, ease with which you discuss veganism and animated interest from non-vegans. Imagine feeling the positive emotions associated with this. Literally choose to feel confident, eloquent, empowered and

hopeful.

Practice this exercise several times a day for a minimum of five minutes and particularly after feeling negative reactions to any images, information or thoughts that normally disempower you.

“All great leaders know and actively visualise their futures with the associated positive emotions of achieving the outcome.”

With practice and perseverance, you will learn how to more easily transmute grief and despair into positive action. Some people find it difficult to visualise. There are resources available on my websites.

To help vegans communicate more effectively from this empowered state, I have created Vegan Voices, a smartphone application. It contains 30 short videos providing tools and techniques to speak out powerfully about veganism. The resources section provides links and articles to send to people afterwards. You can also add your own resources that other vegans can use to enhance their communication.

By combining a change in mindset, emotional state and learning how to communicate effectively with non-vegans, you have the foundation upon which to thrive as a vegan.

Good luck!



CONNECT WITH CLARE

<http://www.veganpsychologist.com>

<http://www.vegan-voices.com>

CLARE MANN

Clare Mann is an Australian-based vegan psychologist, best-selling author and passionate animal advocate. She is the co-founder of the Vegan Voices Smartphone App, co-contributor to the Sydney Vegan Club 30-Day Vegan Challenge and contributor to Plant Powered Women and Everyday Vegans. She provides skills training to help vegans and animal advocates communicate more effectively, and animal welfare organisations to collaborate for increased effectiveness.

Sweet Potato Black Bean Burger

David Nightingale

What was your lunch today?

Next time, try a vegan sweet potato black bean burger. (Plastic packaging free too!)

There is nothing but the best here at a Fist Full of Hummus, or should I say a fist full of burger?!

Ingredients:

300g dry roasted sweet potato
(I just put small ones on a tray and straight into the oven until soft)

300g of cooked black beans, (make fresh to keep plastic free or canned will work too)

1 teaspoon cumin

1/2 teaspoon paprika

salt to taste

1/2 teaspoon turmeric

1 to 2 teaspoons coconut sugar

3 tablespoons plain flour
(use chickpea flour for gluten free)

1/2 cup rolled oats



Method:

Roast the sweet potatoes whole until a fork can go through them easily. Allow to cool a little, move to a large mixing bowl and add black beans.

Add the spices and sugar and mash with a potato masher until roughly mixed, leave some texture with the beans (the texture makes a nicer burger in my opinion). Taste for spice and salt, adjust if desired.

Next, add the flour and oats and mix together with a mixing spoon.

Form even sized patties and roll in a bit of extra flour.

With a little oil fry on medium heat until golden brown, flipping once.

Serve in a bun with salad and cashew dill aioli and enjoy!

DAVID NIGHTINGALE

David Nightingale is a vegan Australian firefighter with a passion for exploring the possibilities in vegan cooking and reducing plastic use in daily life. He also has a great passion for photography. His Facebook page A Fist Full of Hummus, the Recipes of an Unconventional Vegan showcases amazing vegan delights.

Hummus

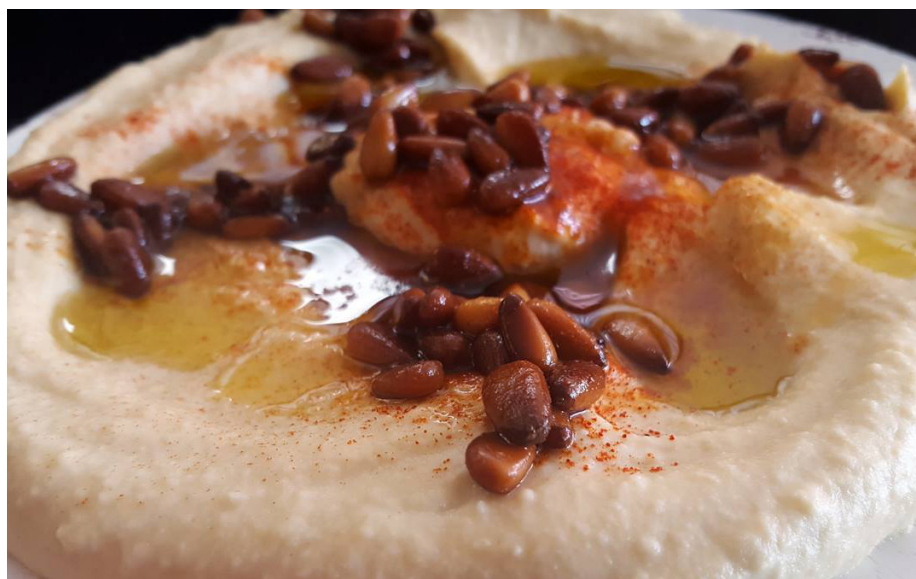
Nouha Salim

Hummus b'Tahini literally translates to Chickpea (a.k.a. Garbanzo beans) with Tahini. If you've ever shopped at the cold section in any major grocery store, you'll have seen a plethora of hummus varieties.

Traditionally, hummus is made with a few simple ingredients. It's been called a dip, spread, and paste. For many middle-easterners, it is a breakfast and again a meza with food later on in the day. It practically goes with anything and is also delicious on its own. Some like devouring it with torn pieces of pita bread, while other hummus fans keep it on the healthy side and use sticks of celery, carrot or other favourite vegetables to dip. It is quick and simple to make, and to top it off, it's also good for you!

Ingredients:

- 1 can chickpeas (approx 450g)
- 2 cloves of garlic, crushed to a paste
- 1 lemon, freshly squeezed
- 2 tablespoons tahini paste
- 2 tablespoons extra virgin olive oil
- 1/2 teaspoon sea salt (adjust to taste)
- 1 tablespoon pine nuts (for garnish*)
- sprinkle of paprika for garnish
- 2-3 tablespoons of extra virgin olive oil for garnish
- *cooked chickpeas may also be used for garnish



Method:

Drain and wash chickpeas and boil with clean water.

In a large bowl, crush (mortar works best) the garlic into a fine paste.

Put the chickpeas, lemon juice, salt, garlic and olive oil in a blender or food processor.

Once you have reached a consistency to your liking, add the tahini paste and continue blending. Lemon and tahini seize up when mixed, so adding the tahini last keeps things from getting too thick at the start. If you put too much tahini, add a little cold water and blend hummus until smooth again.

Put your hummus in a bowl and refrigerate for a minimum of two hours. This will allow the hummus to thicken and be a little stiffer at serving time. It will also keep in the fridge for up to a week.

To garnish, plate your hummus either in a bowl or flat plate and use the back of the spoon to create a well. Sprinkle some paprika over the top. Traditionally it is sprinkled over four sides.

One option for garnish is to top with pine nuts. In a pan, heat up approximately one tablespoon of extra virgin olive oil and add your pine nuts. You have to work quickly as pine nuts tend to burn quite easily. Stir them around the pan until brown. Take them off the heat and scoop over your hummus, along with the olive oil in the pan. Additional olive oil can be added before serving to fill the well.

NOUHA SALIM

Nouha Salim is the brains behind Lebanese Vegan. Find more of her delicious recipes on:
Facebook: www.facebook.com/LebaneseVegan/
Instagram: [@lebanesevegans](https://www.instagram.com/lebanesevegans)

Portobello Steaks with Pesto

Nicole English

Serves: 1

Ingredients

Steak

- 2 Portobello mushrooms
- 1 small zucchini
- 2 tablespoons of pesto (see recipe below)
- 4 radishes
- 1/2 avocado
- 4-5 cherry tomatoes
- Extra virgin olive oil
- Sea salt and chilli flakes

Pesto

- 1-2 cloves of garlic, peeled
- 2 bunches of basil
- 2 large handfuls of baby spinach
- 1/2 cup of pine nuts (or walnuts, or sprouted sunflower seeds)
- 1/2 teaspoon sea salt
- 1/4 cup extra virgin olive oil



Method:

For the pesto

Put the ingredients in a food processor (or high-speed blender) in the order listed and process until you reach the consistency you like.

Store in a glass jar with a lid in the refrigerator.

For the steak

Remove the stalks from the mushrooms and rub a little olive oil into them.

Put them in the dehydrator on 45 degrees or higher until warm. (Alternatively place them in the oven on fan bake on the lowest temp. Don't leave them in the oven too long).

Spiralize the zucchini and chop the radishes and tomatoes.

Once the mushrooms are warm enough, remove them from the dehydrator and spread on the pesto adding the zucchini, radish and tomato. Add salt and chilli flakes to your taste. Eat immediately or put back in the dehydrator or oven, long enough to warm through the rest of the dish.

Serve with sliced avocado.

Mixed Berry Tart with French Vanilla Coconut Cream

Nicole English

Serves: 6

Ingredients:

Crust

- 1 cup almonds
- 1 cup walnuts
- 15 soft medjool dates, pitted
- 1 teaspoon pure vanilla paste

French Vanilla Coconut Cream

- 1 400ml can of pure organic coconut milk, (kept in the fridge for at least 48 hours)
- 1 teaspoon of pure vanilla extract (or paste)

Topping

- Medley of fresh strawberries, blueberries and raspberries



Method:

For the crust

In a food processor blend the nuts and vanilla paste, adding the dates one at a time until the mixture results in a crumbly, sticky consistency.

Press firmly into a large, lined flan tin and store in the fridge.

For the coconut cream

Open the can and scoop out the thick top layer of coconut fat, transfer into a bowl, add the vanilla and quickly whip into a stiff peak.

Spread onto the tart base and top with fresh fruit.

Serve immediately.

NICOLE ENGLISH

Nicole English is the recipe developer, content editor and food photoer behind RawKiwi. She began sharing her raw vegan recipes online in 2009 and since then has developed a strong interest in food photography, recipe development and holistic health. She is addicted to watermelon, smoothies, rearranging furniture and confesses to adding more cacao nibs to her diet than is necessary.

www.rawkiwi.com

www.nicoleenglishphotography.com

ECO FASHION

Interview with Justin Mead from Vegan Style by Kelly Myers

Justin Mead is the founder of Vegan Style. In this interview we discuss his journey to becoming an ethical entrepreneur. He shares his wisdom on how sustainable fashion can be achieved without compromising style and innovation and gives his advice on how to operate a successful, purpose-driven business.

Why did you launch Vegan Style?

I had a desire to provide ethical people with beautiful products that didn't harm animals, destroy the environment or exploit workers.

When I became vegan in 2001 I was frustrated by the lack of stylish quality vegan footwear available in Australia. I didn't miss any animal foods, but I did miss stylish and interesting footwear. Back then there were limited choices locally for ethical vegan shoes and I saw there was a gap in the market. It wasn't until 2009, after traveling around Europe and North America, that I was inspired to fill the market gap after seeing the options available elsewhere in the world.

The other motivation was that I wanted to have other options to my day job in the future and wanted to create a business that was driven by my social justice ethic, that I could be passionate about and that included veganism.

What sort of feedback have you been getting from consumers?

It has been overwhelmingly positive and enthusiastic, we have been thrilled and humbled by our wonderful customers and their reactions. They love the shoes and have been posting on social media about the products and what they stand for. A lot

of our customers aren't ethical vegans, they're buying shoes for other reasons, such as environmental or to check out the innovative material.

Why did you decide to become vegan?

Lots of things just added up over time, but basically the more I learnt about the animal agricultural industry the less I could support it.

From the time I was a young child I had a strong empathy for animals, I remember going on a family fishing trip and being devastated when I saw a caught fish being allowed to flop around gasping for water and then cruelly stabbed. To my six-year old self I saw the light of a beautiful creature extinguished, in my mind the fish was a little person who was someone's loved one, someone's family member. After that experience I could no longer eat fish.

“The mainstream public still believe veganism is a dietary preference, so we're constantly educating the public about just how widespread animal use and abuse is.”



I didn't really think about animal suffering any further until I was a teenager and I saw an Animal Liberation Victoria stand in Bourke Street Mall in Melbourne, educating the public about the cruelty of factory-farmed eggs produced by hens in cramped cages. After that I could no longer eat caged eggs. When I was 17 years old dad brought home a puppy that was to become a family pet, by that time I was doing some of the cooking for the family and had become proficient at cooking chicken legs. I remember looking at the leg of our new puppy and the chicken leg and I could see the similar shape, and I had a light bulb moment and I could no longer pretend that meat didn't come from animal parts; I then knew I could no longer eat the flesh of animals.

Over the next 12 years I became a stricter and stricter vegetarian. Initially I started by picking meat out of my meal and pushing it to the side of my plate, just before I went vegan I was only eating rennet-free cheese and some dairy. For some reason I didn't think there was any cruelty in dairy, I mean cows needed to be milked, right?

Wrong! Ironically, it was a friend who had been vegan and decided to re-incorporate dairy and eggs into her diet that educated me about the horrors of the dairy industry. I learnt about the constant impregnation and separation of mothers and children, I learnt that the cows bellow for weeks for their stolen children. It's not an industry I can ever support now that I know what really happens behind closed doors.

Fifteen years ago I decided to go vegan and have never looked back. I'm also proud to say that I have been vegetarian longer than I was an omnivore.

What challenges have you come up against as a vegan business owner and how did you overcome them?

Where to begin... Firstly, we are so proud of veganism that we used the word in our business name, but as we don't sell food products a lot of non-vegans are confused about what we're about. The mainstream public still believe veganism is a dietary preference, so we're constantly educating the public

about just how widespread animal use and abuse is.

Because we're so upfront about our vegan ethics, and it's obvious in our name, we're constantly explaining what we're about to everyone – from banks to utility providers to real estate agents and landlords, even people walking in off the street.

I have such respect for small business owners now that I know what happens behind the scenes. From the outside looking in, it might seem like it all just happens, but running a business is a labour of love and you have to be absolutely passionate about it. The unexpected and hidden costs alone are not for the faint of heart! We're really not in it for the money, it would be far easier to make money if we didn't hold the ethics that we do.

Even educating vegan consumers can be challenging as they often assume that any old synthetic shoes are vegan, which is simply not true. Even synthetic shoes can contain animal-based glues, often parts of the shoes (such as the components that make the heel stiff and give the toe the shape) can be made of blended cardboard and cow hide.

But I love the business and what it stands for, I love the people it attracts, including our wonderful customers and staff members, who support us because they believe in the ethics.

What advice would you give to budding vegan entrepreneurs that want to start a business?

Get yourself a copy of Katrina Fox's *Vegan Ventures: Start and Grow an Ethical Business*. There are loads of insights in Katrina's book to get you started. I wish this book had been around when I started the business!

From personal experience, I'd say you have to be resilient

and driven! Running a successful business can appear to be easy from the outside, but often the business owners have invested a considerable amount of time, effort and resources in creating their business. Running one is a lot of work and can at times be tough when you are working and not seeing immediate rewards for your efforts.

Probably the biggest lesson I learned is to have loads of available finance before you get started. Running a business can be very expensive and you will quickly come unstuck unless you have access to emergency funds.

Working 9-5 also becomes a thing of the past as a business owner – that can be a wonderful thing or a pain depending on what is happening within the business. There are days when we can work well into the night on a project and enjoy that process, and other times when you must muster the desire and focus to get things moving. It can be draining at times and you can find yourself on an emotional roller coaster with some great highs and some terrible lows, often on the same day! Overall though there is something wonderful about being in control of your own destiny and building something that supports your passion.

CONNECT WITH JUSTIN

VeganStyle.com.au

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Photography: Kohii Love

– Gardening –

VEGANIC GARDENING TIPS

Sue Torlach

In the last edition of AVJ I gave an introduction to veganic growing and the reasons we try to avoid animal inputs in our gardening processes. The obvious reason is because these products usually come from exploitative systems so are best avoided. There are also negative health implications of using animal manures, blood and bone etc. and these include herbicide and antibiotic contamination and pathogens such as *E. coli* and salmonella.

Buying organic foods is seen as a healthy option, but as a vegan I was horrified a while back when I purchased a big bunch of healthy vibrant looking silverbeet, only to discover that it reeked of fish. The grower had obviously been using fish emulsion or liquid fish fertiliser on the silverbeet. I couldn't eat it and had to compost it.

There are currently limited options here in Australia to purchase food from stock free operations as veganic growing is barely on the radar. Hopefully this will change in years to come. In the meantime I suggest having a go at growing your own food and sharing/swapping with others in your local vegan community.

Maybe you are a new gardener? Maybe you are an experienced gardener but new to veganic growing? Either way there are some simple principles which will help you in your quest for cruelty free growing.

Composting

Making your own compost is the simplest way to add to your soil fertility. It is recycling at its best. Food waste is energy-intensive to transport as it makes up a significant portion of our weekly rubbish. It is best to keep it on site and avoid contributing to landfill. Organic waste decomposes

anaerobically (without oxygen) in landfill sites, which leads to significant methane production, a greenhouse gas many times more powerful than CO₂. When we compost, the organic waste breaks down aerobically (with oxygen), significantly reducing the greenhouse gases that are released.

Compost methods can be as simple as a heap or large bin open to the ground. Ideally an open heap should be at least 1m x 1m to heat up and decompose properly. It is also important to have a good balance of carbon and nitrogen. The carbon component of compost is woody material and the nitrogen is from kitchen scraps and leafy green material. So carbon inputs include: dry leaves, straw, prunings, bark etc. and nitrogen rich material includes: kitchen scraps, grass clippings, soft plant matter like weeds and green leaves. If the compost has too much carbon it will decompose very slowly, if at all. If there is too much nitrogen rich material, which often holds water, the mix can become gluggy and compacted, limiting air circulation and also hampering the composting process. A suggested ratio of carbon to nitrogen is 3 parts carbon to 2 parts nitrogen.





Photography: Kim Frost

Turning an open heap with a fork or using a compost tumbler accelerates the decomposition but is not essential. As the compost matures it becomes much finer and a rich dark colour. It can then be used on the garden for planting vegetables, fertilising fruit trees etc.

Buy it in

If you don't have much space or you need to quickly introduce plant matter to your garden or would like to intensify the nutrients provided, you can purchase bales and pellets of high nitrogen plant products like lupin, pea hay or lucerne. These can be used like a mulch and increase microbial activity and soil fertility.

Green manure

If you have lots of land and can afford to work on soil fertility over time or on a rotational basis you can use green manure. In this method a nitrogen rich seed mix is sown over an area (around ½ kg of seed to 10 square metres). The crop is allowed to grow for around 8 weeks and then slashed before flowering. Rye, vetch, lupins, peas and brassicas are useful for this and as they are nitrogen fixing plants add significantly to soil condition and plant growth. Green manure methods have also proven to reduce disease and soil pathogens.

If you have an annual weed 'problem' then you can use them as a resource rather than see them as a nuisance. They can be

slashed before flowering and forming seed, and left in situ or added to compost piles or bins. They can also be made into highly nutritional fertiliser teas, by adding them to large tubs and buckets of water. Just cover and leave them to brew for a few weeks.

Rock dust

Another input I have found to be incredibly beneficial is paramagnetic rock dust. It increases microbial activity and makes minerals and trace elements available to the plants.

On some trials in my home garden the addition of rock dust has resulted in significantly more rapid growth, stronger and healthier plants. This produce will also be much more nutritious.

Clay additives

Soils around Australia vary significantly. If you are gardening in slightly heavier clay loam type soils you have the advantage of plant nutrients and water sticking around for longer. In very sandy soils many gardeners are having success with clay additives, which help to stop water and nutrients leaching out too quickly and needing to be replenished more often.

So that's it. A quick summary of things you can do to make your garden thrive without the need for animal inputs. I hope you feel inspired to have a go at growing your own.



SUE TORLACH

www.wildaboutgardens.com.au

Sue Torlach is a landscape designer, owner of Wild About Gardens and has appeared on ABC's Gardening Australia and Greenfingers gardening program. Many of her projects have won water-wise and sustainable landscaping awards. Sue is interested in permaculture, veganic growing and Australian plants.

CHOCOLATE REVIEWS

Tamsin Dean Einspruch

The Chocolate Yogi

I'm sure you understand the feeling of trying a vegan product you haven't had before—excitement, butterflies, heart beating a little bit faster than it should.

Or maybe that's just me.

Either way, The Chocolate Yogi's raw chocolate bars—Head in the Clouds (creamy, vanilla white), Astral (dark, salty caramel) and Hunny Bumble (milk, vegan honeycomb)—are a wonderful treat.

Astral was my immediate favourite. It is a caramel melt-in-your-mouth delight with a sweet salty aftertaste. Who doesn't love a bit of cosmic deliciousness?

Hunny Bumble is a close second. I love the satisfying crunch I got biting into this! Vegan honeycomb is always close to my heart, especially mixed with delicious 'mylk' chocolate.

I highly recommend this brand, and cannot wait to try the rest of their chocolates!



Decadent Handmade Chocolates

Decadent Handmade Chocolates are a gourmet delight for anyone with a sweet tooth. I had the honour of tasting an assorted box and I couldn't get enough.

My favourite was the Passionfruit Mallow Truffle—different from anything I've ever tasted before. The perfect combination of truffle, passionfruit, and marshmallow was something to savour.

A close second was the Mint Cream. It is the perfect mix of chilled peppermint with a chocolate coating. Definitely an elegant classic that everyone knows and loves.

Each chocolate appears lovingly crafted, and I highly recommend them to anyone who wants a special treat for their loved ones, or themselves.

TURNING POINTS IN COMPASSION

Review by Jeanette Woolerton

Turning Points in Compassion is an inspirational and evocative book that challenges the current paradigm on human/animal relationships.

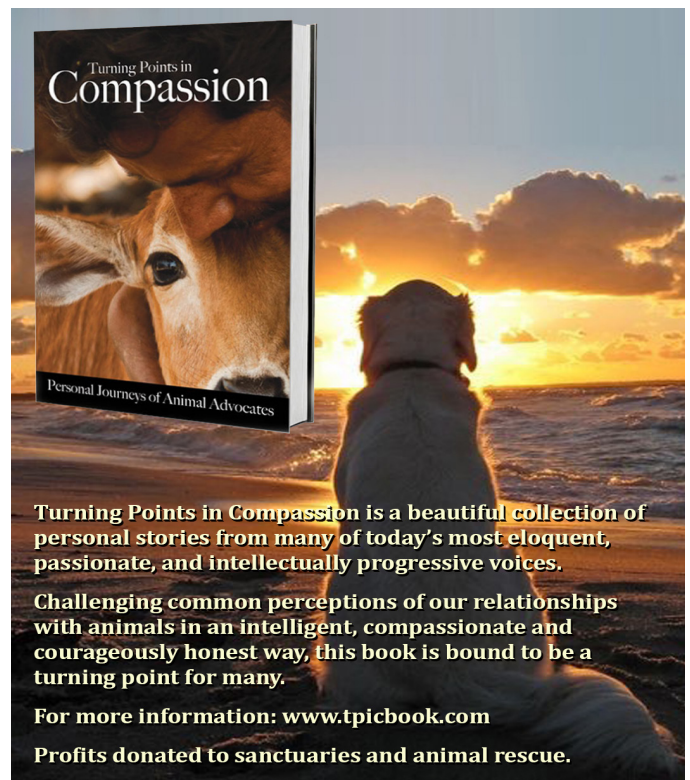
Each chapter introduces us to a life changing personal experience, recollected by people from all walks of life (including doctors, lawyers, ministers and farmers), putting an end to the 'vegan' stereotype. In fact, the beauty of *Turning Points in Compassion* is that it is as compelling for non vegans as it is for vegans.

Neither 'preachy', nor aimed at 'conversion' the stories are an honest account of people's experiences, based on their personal, life-changing realisations. Through each testament, we share their 'aha' moments – that turning point in compassion when they prioritised kindness above all else and changed their everyday choices.

This compassionate collaboration shares insightful reflections into the blindly accepted mechanisms of modern society with compelling honesty. Each excerpt urges us to question outdated belief systems and dietary trends, as well as the currently accepted legal, spiritual, environmental and entertainment practices.

As facts and experiences are presented, there is no editorial bias, inspiring even the most cynical among us to pause for thought.

Books like *Turning Points in Compassion* encourage, inspire and relay positive, compassionate changes in practical, life-affirming ways. This book is kindness in theory and in action – the ultimate 'survival guide' for these turbulent times and an eloquent, empathic voice for the voiceless – a gentle nudge toward achieving true health and peace within ourselves and between other species.



Turning Points in Compassion is a beautiful collection of personal stories from many of today's most eloquent, passionate, and intellectually progressive voices.

Challenging common perceptions of our relationships with animals in an intelligent, compassionate and courageously honest way, this book is bound to be a turning point for many.

For more information: www.tpicbook.com

Profits donated to sanctuaries and animal rescue.

All profits of the sale of the book are distributed among animal sanctuaries and rescue groups.

Highly recommended.

FIND OUT MORE

For more info about *Turning Points in Compassion*, visit:
<http://www.turningpointsincompassion.info/>

JEANNETTE WOOLERTON

Jeanette Woolerton is a freelance journalist and health/travel column writer for Have-A-Go News and Concept Media



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Philosophy

As part of our commitment to ethics, we require that all businesses we work with do not undertake practice that involves cruelty to animals, environmental destruction or engages in social disadvantage

www.financialphilosophy.com.au



The original idea behind Fry's was to find a way to make nutritious products for our family who are all passionate about plant-based diets. Back when we started in 1991, most people thought we were crazy. "Plants that look and taste like meat, made in your kitchen!?" Okay, maybe we were crazy, but with passion and determination, great things can happen. Now, a few decades on, we wanted to bring you some more amazingly good tasting plant-based foods, which will leave you feeling good! Hello, Artisan Coconut Ice Cream!

If you are an independent retailer interested in stocking a wider range of Fry's, please contact: tammy@frysinternational.com



WITH LOVE FROM THE FRY FAMILY





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International Speaker & Consultant

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Online Marketing & Social Media
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Marianne McKay


Accredited editor, Institute of Professional Editors
Plant-powered punctuation perfectionist
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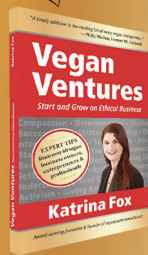
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MORE THAN PKD

>PKD | MORE THAN PKD

Morethanpkd.com is a social enterprise empowering people to take control of their own health, and to realise and achieve their ambitions. Our evidence-based services focus on information as power, and are offered at minimal cost to support the welfare of our communities and make good health accessible to all.

We offer public health and lifestyle seminars, private mentoring and consultation to food outlets/restaurants on how to improve their menus. We raise money for aid projects, cruelty free research and to support PKD Australia. We aim to inspire everyone to stay optimally well and live life to the full.

morethanpkd.com

FORWARD THINKING DESIGN



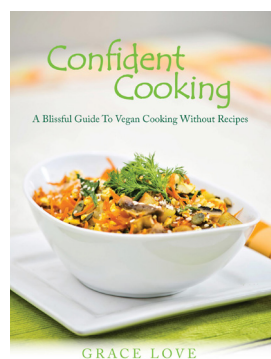
Forward Thinking Design is one of the most awarded interior fit-out design, brand creation and construction management studios in Australia. We provide compelling and cost effective business solutions to retailers, restaurants and hospitality, offices, health/fitness/clubs, entertainment venues, shopping centres and property managers. We can find you a site or audit your existing business, research the market, create your brand strategy, design your fit-out, gain Council approval, organize and oversee construction, write your restaurant menu and design your graphics, set up your shop/office/venue and get you open and trading! We're here to help and are happy to provide advice.

forwardthinkingdesign.com.au

GRACE LOVE

Grace Love is kindly donating one copy of her recent cookbook *Confident Cooking* as a "Pay It Forward" initiative for every single cookbook ordered online and paid via Paypal.

Please follow the link below to purchase your own copy of Grace's cookbook (RRP \$45) and get another one for FREE with your commitment to "Pay it Forward" to someone who may get inspired or consider to go vegan.



Note: This offer is only available for readers of Australian Vegans Journal.
www.confidentcookingbook.com/store

QUOKKA CAKES



My name is Irina Bradley, and I am the owner of Quokka Cakes. I am passionate about living well and living life to the fullest, and I hope to share that with you through my edible art. My mission is to provide Perth with beautiful, delicious and allergen-free vegan celebration cakes that are sure to wow your friends and family. I am proud to call my creations "inclusion cakes", as they can be enjoyed by anyone: they are always vegan and nut-free,

and they can be made gluten-free on demand.

www.quokkakakes.com.au

GOGOVEGO



GoGoVego is a boutique Vegan Fresh Pasta manufacturer based in Sydney. Established by ethical vegans, we believe that providing high quality vegan alternatives for popular products, loved by the wider public, will bring our common goal of a cruelty-free world closer everyday. We specialise in ravioli with gourmet fillings, enhancing the deliciousness of seasonal vegetables and herbs. Our products are genuine and true to the Italian tradition of fresh pasta making, and we source only the best local ingredients. We also offer a 100% vegan catering service for any occasion: vegans and non-vegans alike will be delighted with our highly customisable delicious menus!

www.gogovego.com.au

ROB FORDHAM



A highly qualified Naturopathic Nutritionist and Integrative Natural Health Practitioner, Rob Fordham completed his studies at the College of Natural Nutrition run by respected Naturopath and author Barbara Wren. Passionate about all forms of natural healing, Rob is an accredited AAMET Advanced Emotional Freedom Technique (EFT) practitioner, has undertaken numerous Kinesiology (muscle testing) based courses and trained in Matrix Reimprinting, NLP to Masters level, Functional Medicine, Massage Therapy and Myofascial Release.

Most recently Rob has acted as Nutritional Advisor for numerous supplement companies including Good Health Naturally, AncientPurity.com, GutDoctor.com and Amrita Nutrition Supplements. In his spare time, Rob loves drumming and meditation.

www.RobFordham.com

VEGAN CARD

The Vegan Card was created to bring small Australian vegan and vegan-owned businesses together with their customers, no matter their location.



Card-holders: Obtain discounts at food, goods and services businesses all over Australia, many online and available to everyone. Travel with your Card so you know where to shop and eat, and get discounts when you're away from home.

Businesses: If you have a vegan-friendly business please contact Tracey for more information on how you can become a part of Vegan Card.

Together we can spread love and compassion. Contact Tracey about your favourite businesses.

Tracey@Vegancard.com.au

www.facebook.com/VeganCard

www.vegancard.com.au

MC PONY

MC Pony writes and performs hip hop in a distinctive and heartfelt style, both delighting and educating audiences with her trademark mindful rhymes for kinder times. Her Veganthused! project is all about "inspiring and encouraging people to explore and embrace veganism". Despite performing material that raises awareness about animal rights, environmental and social justice issues, an MC Pony show is fun, upbeat, and entertaining – it's activism with a smile! MC Pony's first single Happy Veganniversary is a fun celebration for vegans anywhere who want to mark their veganniversaries. She will be releasing several new videos in 2017

Subscribe at: youtube.com/veganthused



GOLDEN LOTUS

Authentic Vietnamese Vegan Cuisine | Fresh | Healthy

www.goldenlotus-vegan.com

www.facebook.com/goldenlotusvegan



EARTHLY COMPANIONS

Not the average business. Earthly Companions is devoted to animals and the environment.

Firstly offering the best for your animal companion including dog grooming. All products are cruelty free with a great deal of research going into quality and comfort including dog coats for whippets and IGs. The other half of the business is dedicated to offering products and education for a cruelty free compassionate lifestyle. From gumboots, laundry powder to artwork. We will also promote established businesses and animal sanctuaries/shelters who are leading the way to a kinder world and a window display of animals needing a loving home from No kill shelters/groups.



517 Hampton Street Hampton.

Looking forward to meeting you!

www.facebook.com/Earthly-Companions-1042417169133224

LITTLE VEGAN MAKEUP SHOP

When it comes to the beauty industry it can be hard to know which products are truly cruelty free, LVMS founder Stacey Abdilla has done all the research for you, taking the hassle out of beauty shopping. At LVMS we want to share our top finds with you, brands include Medusa's Makeup (USA), Hanami Cosmetics (AU), LIC Cosmetics (USA), Damed (AU) and many more!



We are always on the hunt for fantastic new products, so the range is constantly expanding making sure we keep up with the latest in

Cruelty Free Beauty.

www.littleveganmakeupshop.com

ARTISA

Artisa makes handcrafted plant based cheeses that showcase some of the best vegan-friendly ingredients that Tasmania has to offer. Our cheeses are all cashew nut based and cultured with pro-biotics – no added gums, starches or thickeners. Styles include soft cheeses (the St Clair natural and kunanyi which is dusted with Tasmanian pepperberry), and more mature styles such as the Gladstone which is applewood smoked and the Binalong with flakes of wakame seaweed. The Evandale is aged for four months and is a sharp, bitey cheese, perfect for pasta or risotto.

www.artisa.com.au



BOLT FINANCIAL

Bolt Financial are experienced mortgage brokers who offer personalised service, choice and competition from small and large lenders for property loans, car loans, personal loans and commercial loans for both purchase and refinance. We offer transparency, availability and advice to save you money, time and effort.



Please mention Australian Vegans and we will donate 30% of commission payment to one of our charity recipients on settlement of your deal: Stop Live Exports, Animal Justice Party, Coalition for the Protection of Greyhounds, Animals Australia (or your suggestion).

<http://www.boltfinancial.com.au/>

COALITION FOR THE PROTECTION OF GREYHOUNDS

Did you know most greyhounds won't live past 5 years old?

15,000 – 18,000 greyhounds are bred for racing each year. This is what happens to them as reported by racing regulators:

NSW: 70% of greyhounds are dead or killed by age 5.

VIC: 2 out of 3 greyhounds are dead by age 5; 3,012 greyhounds were killed in FY15/16.

QLD: 76% of 'retired' greyhounds are actually dead.

TAS: 65% of greyhounds are dead or killed by age 4.

SA: 44.5% of 'retired' greyhounds are actually dead.

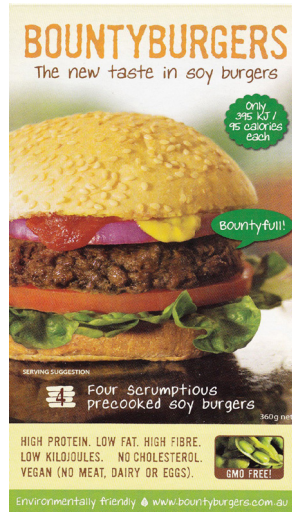
WA: 37.6% of retiring greyhounds were killed between 20 Oct 2015 – 2016 Oct 2016.

Learn facts: www.facebook.com/CoalitionForTheProtectionOfGreyhounds



BOUNTY BURGERS

Australia's best loved all vegan soy burger business, Bounty Burgers, is up for sale. We are happy to teach and share all you need to know in order to create and distribute these healthy and delicious products, including winning recipes for two types of soy burgers and nuggets plus a new translatable recipe for non-soy burgers, as well as a national network of existing distributor relationships. Pricing is affordable and includes burger and nugget formers!



Contact Loren:

0421 202 555
lorenl@optusnet.com.au

THE LITTLE BOOK OF ARI-ISMS

When the student is ready, the master will appear —

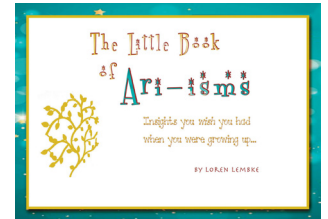
“At my lowest point, I was a new mother, newly in a wheelchair with a marriage that was falling apart.

Ari Powell, clairvoyant counsellor, totally woke me up spiritually.

The Little Book of Ari-isms is a collection of his unique wisdoms.

My intention is to shine inspirational light into the darkness.”

Loren Lembke was President of Vegan Society NSW for seven years and started the Sydney Vegan Expo.



Loren is now available to speak about veganism and living authentically.

Contact Loren on Facebook:

www.facebook.com/littlebookofari-isms or lorenl@optusnet.com.au



Photography: Onni Elliott

Help Create a World of Non-Violence for All Species

*And support the animals at one of Australia's
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DeepPeaceTrust.com

The Billie Dean Deep Peace Trust is a registered charity with the ACNC. Charitable Fundraising Number CFN/22658 and CFN/22666.



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