

Australian Vegans

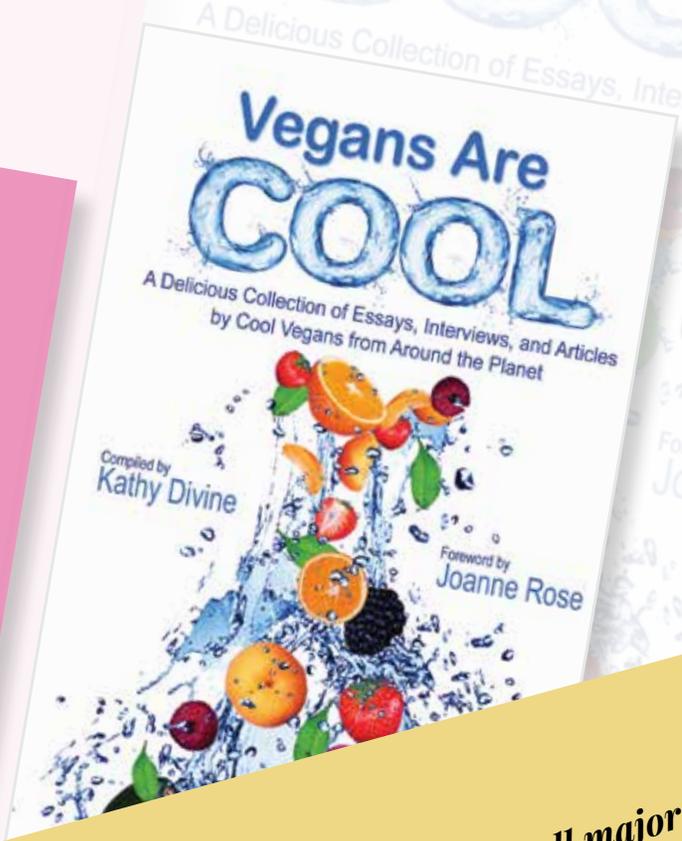
JOURNAL No.4

Food.
Facts.
Fun.
Ethical Leadership.

It's EASY
to go vegan

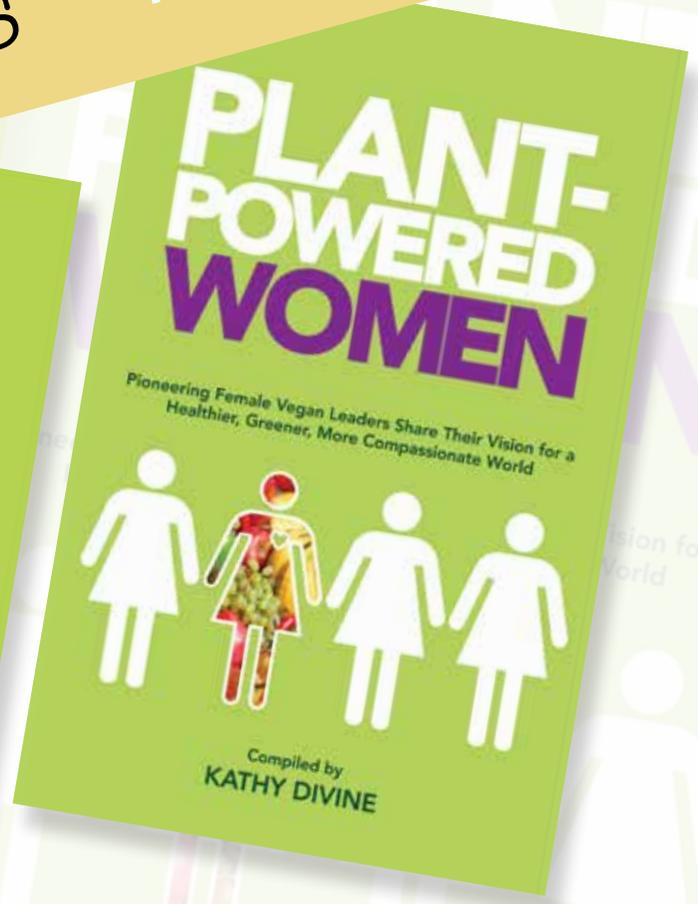
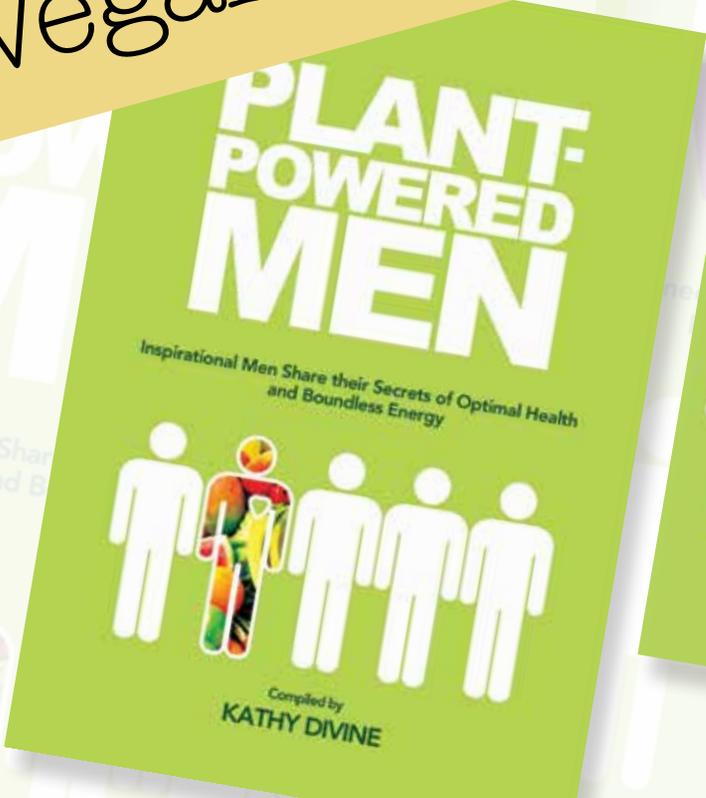
**Vegan
Living
For A Thriving
World**

be kind to animals



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After a bit of a break, we're back with inspiring content from contributors from around Australia. Welcome to *Australian Vegans Journal* Volume Four!

In this volume, we are going back to basics with delicious recipes, a vegan nutrition 101 article and interviews with Australian vegans who are successfully and powerfully helping others discover the joys of the vegan lifestyle.

Our new colourful design is all part of expressing the happy and fun vegan life. From vegan cakes to Italian favourites and even a veganised Shepherd's Pie, our aim with this volume is to encourage anyone thinking of giving plant-based (vegan) food a try, to go for it! We are here to support your journey. If this is the first time you are seeing our journal, head over to our website to download previous volumes. Our digital version of the journal is always free of charge.

With more and more Australians embracing veganism as their chosen lifestyle for several reasons – health, environment, animal protection and simply because it's an ethical way to live all round – we have never been more inspired to bring you this magazine to showcase the incredible growth of veganism across Australia.

Vegan. It's here to stay.

Until next time,

Kathy Divine
Editor



On the cover:

The Hon. Emma Hurst MLC,
Animal Justice Party
Member of the Legislative Council
Parliament of New South Wales

The AVJ TEAM

www.AustralianVegans.com.au

F facebook.com/AustralianVegans
T twitter.com/ausvegans
I instagram.com/AustralianVegans

Editor

Kathy Divine
ausvegans@gmail.com

Associate Editor

Justine de Jonge

Design + Layout

Carolina Garzón

Contributors

Angela Banovic, Renee Buckingham, Emma Hurst MLC, Justine de Jonge, Nadia Fragnito, Katrina Fox, Nivi Jaswal, Sara Kidd, Kathy McMillan, Rachael Morris, Michael Ofei, Yvonne O'Halloran, Kat Osonphasop, Hayley Payne, Louise Qiu, Bob Ratnarajah, Stephanie Redcross West, Dean Rees-Evans MSc, Zoe Simmons, Rodney Todd, Dr Sy Woon, Ebony from Lamb Care Australia, Ed and Rachael from Let's Go Vegan.

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All interviews conducted by Justine de Jonge.

Opinions expressed in articles and interviews are those held by the authors and interviewees. They are not necessarily held by the editor or publisher. *Please consult the appropriate well-informed health professional if you are contemplating making a lifestyle or dietary change.*

Vegans in Politics

An interview with The Hon Emma Hurst MLC

Emma, you're a vegan, an animal rights activist, a representative for animal rights and even a bodybuilder. Is there anything you can't do? Seriously, your victory in 2019 meant that you won a seat from a pro-farming candidate. What did this win mean for you personally?

Knocking down an opponent that supports the abuse of animals was certainly icing on the vegan cake when winning a seat in Parliament. But it also made one thing abundantly clear: the community want animal protection issues on the political agenda, and ignoring the suffering of animals (as most governments have done) is no longer acceptable. We got the votes, he didn't. That's because there were enough people who care about animals and who took that compassion to the voting booth – and used their vote to give animals another voice in Parliament.

Why did you get into politics in the first place?

When I was approached and asked to run for Parliament I asked myself one question, "Where am I best placed to help animals?" I could see great work being done by activists on the street talking to people about animal cruelty and encouraging vegan lifestyles, and groups like Animals Australia were making huge changes with big corporations to adopt animal friendly policies. But in the world of politics, I could see animal protection issues were largely overlooked.



Connect with Emma:
www.emmahurstmp.com

Despite multiple exposés showing the abhorrent cruelty in the live export industry, it remains legal. Our codes of practice encourage killing joeys with blunt force trauma. And no other political party was highlighting the major cruelty, environmental destruction and human health cost of the animal agribusiness industry. Our Parliaments are so far behind society on animal protection and so much work needed to be done. So I decided to change that.

Further to your time as a bodybuilder, what are some of the lessons you've learned in this sport that have helped you in your political journey?

That the strongest position to work from is one where your opponent has utterly underestimated you. ;)

You represent people who 'love animals and want a future where both animals and people live happy, healthy lives free from abuse, suffering and exploitation'. There is a lot of work to do in regards to this, and the results from such work are slowly becoming a reality. What are some of your wins so far, and what are you currently working on?

No part of 2020 was easy. But at the AJP we remained completely committed to animals. Penalties for animal abuse are set to increase, five Councils have gone fur-free, animals are now recognised as victims of domestic violence and are included on ADVOs, we raised \$33K for animal sanctuaries, secured \$500K to upgrade emergency shelters to include accommodation for animals leaving violence, and passed an amendment in the Upper House to stop strata by-laws from prohibiting animals living with their families. The committee I was a member of made a recommendation from our inquiry into the use of animals in entertainment to effectively end the captive dolphin industry.

This year, I am bringing in legislation to outlaw the intensive factory farming of dogs in NSW. With cross-party support for an end to this cruelty, the Government are going to have a fight on their hands if they want to vote against my Bill and keep puppy farmers operating in NSW. We have also done an investigation on fetish animal cruelty videos, and will be lobbying to introduce laws that

make it illegal to possess bestiality or animal crush videos.

What are some of the challenges you face in Parliament as a result of your stance? Also, do you experience challenges because you're a woman? What can a female member of parliament from an animal rights political party bring to the table?

Parliament often feels like I am in a 1950's time warp. There are many politicians that are determined to continue (or even increase) animal suffering in NSW. Some days it can be overwhelming seeing the influence of power and money wielded by the animal agribusiness industry.

I am lucky to have a growing community of animal-lovers working alongside us, making animal voices more powerful, and changing the hearts and minds of key decision makers in the House.

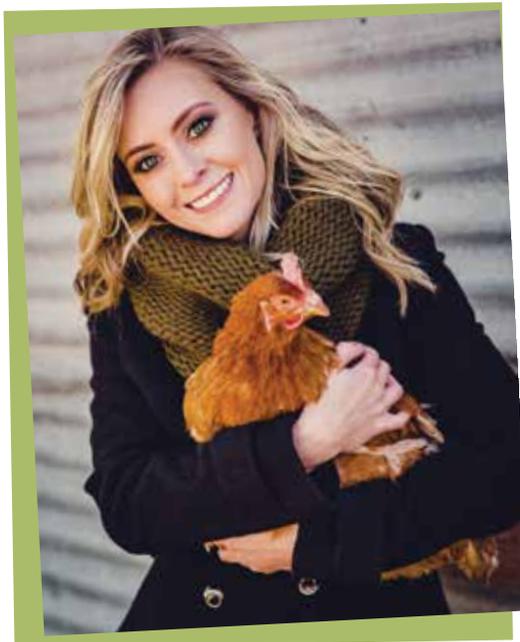
My time in Parliament has also shown me that there is undoubtedly still a long way to go to achieve gender equality in politics. But I believe that with stronger female representation, this goal is getting closer by the day.

In the end, non-vegans still want to consume animal products. Public perception can therefore be powerful and at times overwhelming. What are some of the messages you give to the everyday people on the street in order to change non-vegan perceptions?

I find it is important to highlight the benefits of veganism – kinder, healthier and more environmentally friendly. But often it's the story of one animal that can really change perceptions: The hen in the battery cage who will never be given enough room to even turn around, or the mother cow in the dairy industry who calls for her baby all night until she loses her voice, or the pig in a farrowing crate who rocks against her cage walls because she has gone mad. Their stories, when told from a place of compassion, cannot be ignored.

Finally, do you have any final thoughts or anything else you'd like to add?

Thank you for everything you do for animals.



Vegan Basics 101

*By Yvonne O'Halloran
~ Plant Based Dietician*

Going vegan can seem like a huge task, particularly for those who have relied heavily on animal products in the past. But fear not, I am going to go through some of the top nutrients and questions new vegans ask me on a regular basis. Hopefully, these answers will put your mind at ease.

Vitamin B12

Vitamin B12 is a complex molecule with a single atom of cobalt at its centre. It is made by bacteria and is not made by animals or plants. For this reason, animals and humans must obtain it from bacteria (either directly or indirectly). This bacterium is commonly found in unsanitised water and in some soil and manure. In the past, there was much more naturally occurring B12 in the soil. However, due to the increased use of pesticides and antibiotics farmed soils have much lesser amounts of B12. Our drinking water also contained B12 before it was treated to prevent dangerous diseases like cholera. Remember, plants or animals do not produce B12 so animals obtain their B12 via the soil when they graze or through supplementation.

Maintaining adequate levels of B12 in your tissues is vital for good health because it is involved in maintenance for your brain, spinal cord and peripheral nerves. It is also



involved in DNA synthesis and bone marrow. You can obtain B12 from fortified foods and plant milks, but B12 should still be supplemented for vegans as a backup. The recommendation is one 2000mcg each week or a daily dose of 50-250mcg per day. This will be dependent on current levels and quantity of B12 fortified foods in the diet.

Protein

Yes, this is the one that gets asked the most! Where do you get your protein? Contrary to popular belief, protein is found in *all* foods, both in plants and in animals. It is a common misconception that protein is exclusive to animal products. If you are consuming adequate calories and eating a variety of foods each day, then protein will not be a concern for you on a plant-based diet. Generally, most adults require about 0.8g protein per kg/day but the majority of people consume much more protein than is required. So, for a 60kg woman, this is about 48g of protein daily. Exceptions are for those who are athletes, pregnant women, breastfeeding mums or the elderly who do have increased requirements. Include foods like nut butters, lentils, beans, broccoli, brussel sprouts, peas, soy products, nuts and seeds.



Omega-3s

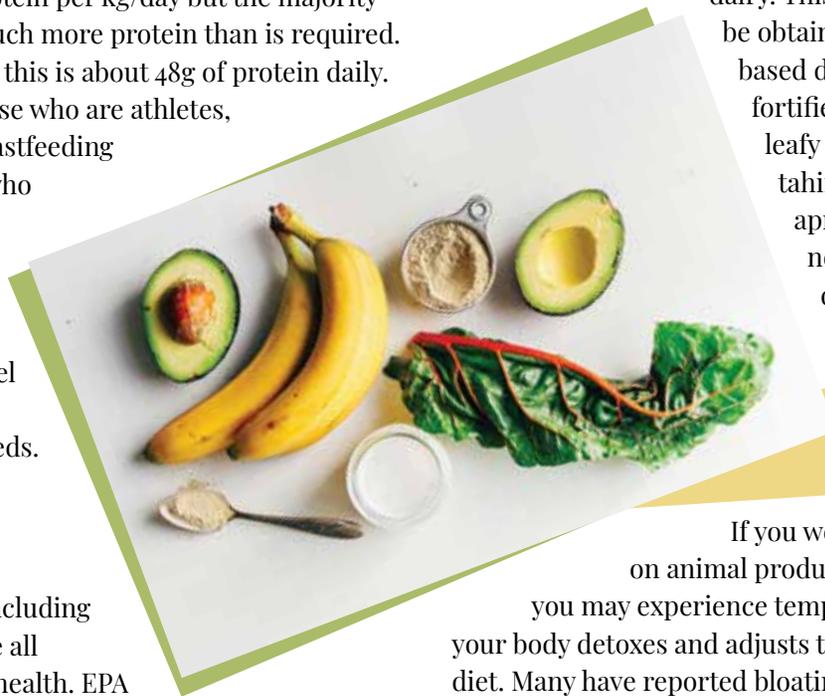
Omega-3 fatty acids including DHA, EPA and ALA are all important for human health. EPA and DHA are traditionally referred to as marine sources as they usually come from fish. But fish get their healthy fats by eating algae in the ocean. By choosing algae supplements rather than fish, not only are you kinder to the environment and fish but you also eliminate nasty toxins in your diet like mercury, lead and PCBs contained in fish. ALA sourced fats are found in walnuts, chia seeds, hemp seeds and ground flax. However, ALA sources are poorly absorbed (about 2% to 10% is absorbed). So as an insurance policy, I recommend vegans take a marine algae supplement of 200 to 250mg preformed DHA along with one to two tablespoons of ALA sources daily.

Vitamin D

This is known as the sunshine vitamin as it can be obtained from sunlight. However, vitamin D deficiency is extremely common worldwide. Vitamin D is vital to allow the small intestine to absorb calcium from the diet. Supplementation is recommended if you are unable to get 5 to 15 minutes of sunlight daily on your face and arms. Please ensure you never allow your skin to burn and go out in the sun when the UVB is below three (usually early morning or late afternoon). Adults require 15 mcg per day or 600 IU per day.

Calcium

Calcium has this attachment with dairy where a vast majority of people believe you can only get calcium from dairy. This is not true! Calcium can be obtained from a healthy plant-based diet by including calcium fortified plant milks and tofu, leafy greens, almond butter, tahini, sesame seeds, dried apricots and figs. Adults need about 1000mg per day.



Uncomfortable Symptoms

If you were heavily dependent on animal products before going vegan, you may experience temporary symptoms while your body detoxes and adjusts to the new changes in your diet. Many have reported bloating, gas, skin breakouts and tiredness as common transitional symptoms. These usually settle down after two to five weeks. Some tips to ease these symptoms include rinsing and soaking your beans before cooking or eating them. Introduce fibre-rich foods slowly over a few weeks and remember, this is temporary. If symptoms continues for longer than six weeks you may be sensitive to high FODMAP foods. Please consult a vegan-friendly dietitian for dietary advice.

Follow Yvonne:
Instagram @yvonne_plantbaseddietitian
www.yvonnehalloran.com

My 10 Best Vegan Food Spots in Melbourne

By *Justine de Jonge*

Melbourne knows how to do good food. Touted as Australia's culinary capital of Australia, Melbourne is also the world's third-most vegan friendly city in the world. From trendy spots in inner-city hubs to local cafes and restaurants on the suburban fringes, Melbourne caters to all vegan tastes. Here's my best of Melbourne's vegan food so you can have your vegan bowls or burgers and eat them, too!

For hearty health-conscious vegans...

✓ *Conscious Cravings Co*

Since 2015, Conscious Cravings Co has been creating desserts and a short-order menu that's all organic, raw, gluten-free and refined sugar free. Aptly positioned within walking distance from Mordialloc front beach, you'll find a fine spread of naturally created goodies. Think – acai bowls, rice paper rolls, veggie wraps and a delectable choice of signature raw slices and sweet treats. There are no hidden 'nasties' here, as only high-quality ingredients are sourced sans pesticides.

www.consciouscravingsco.com.au

226 Beach Road Mordialloc 3195

✓ *Fina's 2 Vegan Restaurant*

If you're craving authentic Vietnamese food in all-vegan versions, then Fina's 2 in Fitzroy is where you go. Fina's first opened in Richmond, but soon opened a second location in Melbourne's vegan heartland of Fitzroy to meet demand. Get your fix for bún (Vietnamese noodle salad) or a steaming bowl of phở (Vietnamese soup). Curry, hot pot, rice dishes and bánh mì sandwich rolls are also on hand, either with veggies or a selection of mock meats. Gluten-free options are available, as too are a wide selection of drinks including smoothies.

www.finascafe.com.au

339 Brunswick Street Fitzroy 3065

✓ *Home Vegan Bar*

Escape the hustle and bustle of Collins Street in the CBD and retreat inside 'home' at Home Vegan Bar. This place started as a cold-pressed juice bar in 2014, and has since expanded its offerings to serve up breakfast and lunch. Here, you'll find all-vegan salads, soups and bowls. Simply walk up to the counter and choose from the soul food. Try their daily curry special, or go for their house-made falafels, rice and choice of salad plus a juice. To end, a hot chai and raw slice will suffice.

www.homejuice.com.au

Shop 4/699 Collins Street, Docklands 3008

✓ *Sister of Soul, Richmond or St Kilda*

You know Melbourne is on to a good thing when it can host two locations for Sister of Soul's mission. Plus, vegans are catered for if gluten-free options and raw choices are needed, or if nuts, onion and garlic are a no-go. Sister of Soul is part of the change in what people eat, and there's an unlimited bounty of choices. The St Kilda location is open for breakfast until late, while Richmond is open for lunch and dinner. Stirfries, curries, nutritional bowls and light starters are all ready to fuel your vegan needs.

www.sisterofsoul.com.au

73 Acland Street St Kilda 3182 or 77 Swan Street Richmond 3121

✓ *Smith & Daughters*

Smith & Daughters is a vegan institution in Melbourne, run by award winning chef Shannon Martinez. The vegan cuisine



is described as 'dynamic' here, meaning that all vegan dishes have been inspired by a non-vegan equivalent. Located in Melbourne's vegan heartland, Fitzroy, Smith & Daughters is found in an old bluestone pub conversion (Fitzroy's oldest, in fact). It's a set menu for dinner and à la carte for lunch. Bookings are essential.

www.smithanddaughters.com

175 Brunswick Street Fitzroy 3065

For vegan fast-foodies who want to stay or go...

✓ *Good Love*

Spread the vegan love with your friends over a weekend session near the beach at Good Love. There are brekky options like berry pancakes with facon and bagel benedict. Or, check out the all-day menu options from their legendary KFC bowl with crunchy fried jackfruit nuggets or a cheesy cheeseburger. For something bigger for dinner choose the seitan steak or a platter for two.

www.goodlovevegan.com

56 Acland Street St Kilda 3182

✓ *Kevabs*

Melbourne now has its first all-vegan kebab shop, suitably named Kevabs. At this Turkish-inspired vegan kebab shop, you can grab a kebab (flatbread stuffed with pea protein meat substitute, salad and tahini sauce) either to eat in quickly or takeaway. Chose from other Turkish fare such as borek (spinach-stuffed pastry), dolma (stuffed grape leaves), plus traditional salads and Turkish coffee. If you need sweets afterwards, grab some Turkish delight or an Oreo baklava!

www.facebook.com/kevabsbrunswick

89 Sydney Road Brunswick 3056

✓ *Lord of the Fries*

Go back to where it all began in Melbourne for Lord of the Fries. What started as a mobile 'chip truck' has now expanded into shops across Australia and New Zealand. Their very first shopfront on Flinders Street now seems as iconic for vegan foodies as Flinders Street Station is to Melbourne. Plus, the menu has expanded. In addition to fries and burgers you can now order wraps, hot dogs, an

array of sides and breakfast muffins.

www.lordofthefries.com.au

Shop 5 Flinders Street Station Melbourne 3000

✓ *Red Sparrow Pizza*

Melbourne has a love affair with good Italian food and vegan pizzas are popping up everywhere. Red Sparrow Pizza is an independent vegan pizzeria run by self-confessed pizza lovers Michael Craig and Shelley Scott. Red Sparrow Pizza has a permanent shop in Collingwood and Prahran, while its pizza truck can be spotted around the suburbs and in Brunswick during the summer months. Wood-fired pizzas (plus optional gluten-free bases) are laden with veggies, lush vegan melted cheeses and/or vegan mock meats.

www.redsparrowpizza.com

406 Smith Street Collingwood 3066

260 Chapel Street Prahran 3181

✓ *Woking Amazing*

Kat and Michael of Woking Amazing know how to turn non-vegan Asian-inspired food on its head. One of Melbourne's vegan food truck successes, Woking Amazing is exactly what the name suggests; serving up tasty vegan comfort food that will satisfy everyone's taste buds. From Peking 'duck' pancakes and shitake tempura salt and pepper 'squid' to BBQ 'pork' bao buns and fried chick'n burgers, Woking Amazing wows vegans and non-vegans alike while focusing on a sustainable food business model. Currently, their food truck is parked at Welcome to Brunswick or Welcome to Thornbury for their Vegan Veg-Out events as well as occasional festivals around town. Check their socials for operating days.

www.facebook.com/WokingAmazing

Welcome to Brunswick, 1 Frith Street Brunswick 3056

Follow Justine:

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

www.fireandtea.com





Interview with
**Renee
Buckingham**

*from Sydney and Melbourne
Vegan Guide*

S ydney and Melbourne Vegan Guide is an 'official guide to all things vegan'. What inspired you to start the guides?

I moved to Sydney and didn't know where to eat vegan. My friend Kate helped me start it and, because I was genuinely interested in where to eat vegan, I just spent my days exploring the hot spots. I never started it as a way to make money; it was purely a passion. Turns out so many other people wanted to know where to eat vegan too and six years on... Here we are. We have Melb Vegan Guide, and London and New York are in the process of starting more.

What is your professional background, and how did you come up with the idea for Sydney Vegan Guide? What are you trying to achieve? Also, how long have you been vegan?

I have always been an entrepreneur. I was the kid selling lemonade on the side of the road. I studied Media at UNSW majoring in communications and journalism.

To be honest, I think I learnt more through running my own business and media company than I did at uni. I have always had a passion for giving people better experiences and grew up acting and performing. So whatever I do – whether it be radio, performance or food blogging – it's all about giving people a better experience. At World Vegan Guides, our mission statement is: celebrating a vegan lifestyle by making it more approachable and simple to navigate in cities around the world.

How many contributors are there for Sydney Vegan Guide? Do you have a team behind you, or is it just yourself?

I have just employed a new rep in Sydney along with a scheduler and now a collaborations manager. It's been me for a long time and it has been a lot. I don't get days

off; I am always on and things are non-stop. Today, I am proud (and a little nervous) about growing and expanding to a team. All women too!

There is a Melbourne and a New York version of the guide. Why did you decide to expand the concept?

For me, I am always looking for growth. I proved that Sydney could run whilst I have been based in Melbourne. I *love* New York and London and all these other amazing cities, so why not?



Why stop with one? I actually have people messaging me about starting other cities in their area.

Can you share a compelling success story as a result of the work you're doing? Perhaps, there's a story from an audience member about how they switched to vegan as a result of your work?

Given we are an online platform, it's often hard to see the impact of your work. I mean, of course collaborating with businesses has meant that they now have a huge growth in customers and exposure, and people literally eat wherever we go. We know that by creating the demand, less animals are being harmed.



More recently, I was at the Sydney Vegan Market and a lady stopped me to say that I am the reason she has gone vegan and the guide has helped her navigate the vegan space. She said she almost didn't say hello, but I am so grateful she did.

Do you think food is the best medium to capture the attention of non-vegans? Why?

Absolutely! I admire people who are hardcore activists, but to me, that's not my language. I think it's really just about challenging people's perceptions and connotations surrounding 'veganism'. Celebrating vegetables and showing people how easy and delicious it can be is the most effective way to influence. I know this! If it didn't work, I wouldn't be doing what I am doing. After all, how good is food? People think vegans eat all this different food but a potato is vegan. It's just food! We are so fortunate in 2021 to have so many incredible options and choices. It really is a privilege.

What does the future hold for all three guides?

There are more than three. With new people on board we now have the team to start to expand even further. Let's take this global. I am a go getter and I won't stop! I have to teach myself to stop calling myself a food blogger. Today, we are a media agency with a huge influence and impact on the way people enjoy a vegan lifestyle around the world. My relationship with my followers will never change. I am so grateful for everyone and so pleased I have found a way to have an impact and influence on the world to be a better place. We are really eager to focus on Youtube, too. I work in radio and love presenting. One day, I would love to travel the world and explore veganism in cities around the world and share it with my audiences.

Facebook:

@sydneyveganguide and @melbourneveganguide

Instagram:

@sydneyveganguide and @melbveganguide

Website:

www.worldveganguides.com

Blue Moon Ice Cream

Prep Time: 30 mins

Makes: 8

Ingredients:

1 can Nature's Charm coconut whipping cream (chilled)
1 can Nature's Charm sweetened condensed coconut milk
1 cup blueberries
1 cup soaked cashews
1 tbsp lemon juice
1 tbsp orange blossom water
2 tsp blue spirulina
1 cup vegan marshmallows

Assembly:

16 vegan cookies
 $\frac{2}{3}$ cup organic sprinkles

Method:

1. Add the cream, condensed milk, blueberries, cashews, lemon juice, orange blossom water, and spirulina to a high speed blender. Blend on high for 2 minutes. Line the bottom of a 9 x 9 inches (22.86cm x 22.86cm) baking dish with parchment baking paper. Pour the blue mixture into the baking dish. Stir in the marshmallows. Freeze for 6 hours.
2. Let the Blue Moon ice cream soften for 10 minutes out of the freezer. Use a thin knife along the edge of the ice cream, then carefully use a flexible spatula to transfer the entire frozen square onto wax paper. Cut eight circles from the ice cream using a biscuit cutter the same size as your cookies. Place the ice cream rounds onto cookies, then top with cookies to form the sandwich. Cover the sides of the cookies with sprinkles then place back in the freezer for 20 minutes to firm up before serving. If serving from fully frozen, wait 5 minutes to soften before eating. Enjoy!



Yum!

Notes

Chill the coconut whipping cream overnight for best results. The marshmallows tend to float to the top. After freezing for 2 hours, stir the marshmallows into the ice cream if you want them to be more evenly dispersed. Prep time does not include freeze time.

Nature's Charm products are available at most independent vegan and health food stores throughout Australia.



Vegan Jackfruit *Quiche*



This vegan quiche is comfort food at its best. With its flaky, almost buttery olive oil pie crust and a delicious filling with caramelised onions, peppers and jackfruit, it will be the highlight of any lunch or dinner.

Note: This recipe makes two 6-inch (15cm) or one 9-inch (23cm) vegan quiches.

Preparation time: 30 minutes

Cooking time: 40 minutes

Chilling time: 15 minutes

Total time: 1 hour 25 minutes

Ingredients:

For olive oil pie crust:

- 1 $\frac{2}{3}$ cups (200g) plain flour
- $\frac{1}{4}$ teaspoon salt
- $\frac{1}{4}$ cup + 1 tablespoon (75ml) olive oil
- $\frac{1}{2}$ cup (120ml) cold water
- 1 tablespoon apple cider vinegar



For filling:

- 8 $\frac{1}{2}$ oz (240g) firm silken tofu
- 5 tablespoons hummus
- 2 tablespoons (20g) chickpea flour
- $\frac{1}{2}$ tsp baking powder
- 4 teaspoons water
- Salt and pepper to taste
- Pinch of turmeric (optional)
- 2 medium onions, finely sliced and caramelised in a tablespoon of olive oil
- 2 medium capsicums (red, orange or yellow), cubed and lightly fried in a tablespoon of olive oil
- $\frac{1}{2}$ cup jackfruit confit, cut into thumb-sized pieces

Method:

For olive oil pie crust:

1. In a bowl, mix together the flour and salt. Add the olive oil, and mix well with a fork until all the flour is coated in the oil. Some of the flour will start clumping together, that's alright.
2. Mix together the cold water and apple cider vinegar. Add this mixture, a tablespoon at a time, to the flour and oil mixture, mixing well after each addition, until the pie dough comes together in a ball. You will need 3 to 4 tablespoons of the water-vinegar mixture in total.
3. Wrap the pie dough in cling wrap and refrigerate for 15 minutes.
4. Pre-heat the oven to 200 °C and get two 15cm or one 23cm loose base tart tin(s) ready.
5. Roll out the chilled pie dough until it's 2mm thin.
6. Transfer the rolled out pie dough into the tart tin(s) and make sure it's snug against the sides. Cut off any excess dough.
7. Line the pie dough/pastry shell with baking/greaseproof paper and fill with baking beans or rice.
8. Pre-bake at 200 °C for 10 minutes then remove from the oven. Remove baking beans/rice and baking/greaseproof paper, and set the pre-baked pastry shells aside until needed.

For filling and assembling the vegan quiche:

1. Reduce the oven temperature to 180 °C.
2. In a high-speed blender or food processor, blend the tofu, hummus, chickpea flour, baking powder, water, salt, pepper and turmeric until smooth.
3. Transfer to a bowl and stir in the caramelised onions, lightly fried capsicums and jackfruit confit.
4. Spoon the filling into the pre-baked pastry shells, smooth out the top, and bake at 180 °C for about 30 minutes or until the filling has puffed up slightly and feels firm (and not sticky) to the touch and is light golden brown on top.
5. Allow to cool slightly, remove from the loose base tart tin(s) and serve. Enjoy!



Vegan Italian Recipes

By Nadia Fragnito

Eggplant Parmigiana



Eggplant Parmigiana (or Parmigiana di Melanzane in Italian) celebrates the essence of southern Italian cuisine, where vegetables are the stars of the show. Frying the eggplant slices in oil and layering with vegan mozzarella makes this a rich dish, so make sure you serve it up with a big side salad and crusty bread to mop up the juices. If you can't find vegan mozzarella, substitute with any vegan store-bought cheese that melts. This dish is best served the next day, if you can wait that long!

Serves: 2 to 3

Cooking time: 1 hour plus cooling

Ingredients:

- 2 large eggplants
- 2 ½ cups diced canned tomatoes or passata
- 1 tablespoon olive oil
- 2 garlic cloves, whole
- Handful of basil leaves
- ¾ teaspoon salt

Approx 1 cup oil for shallow frying, like sunflower oil
200g vegan mozzarella or pizza cheese, grated



Method:

Slice the eggplant lengthwise, into $\frac{1}{4}$ inch width thick slices.

Heat the olive oil in a medium pan and add the garlic whole. Fry until golden, being careful not to burn. Stir through the tomatoes, salt and basil. Cover and simmer on low while preparing the eggplant, stirring occasionally.

Heat frying oil in a large frypan and add the eggplant slices in single layers. To test if oil is hot enough, test one piece of eggplant and if it sizzles with gusto, it is ready. Fry until golden on each side. Drain well on absorbent paper, soaking up as much of the oil as possible. Repeat in batches with remaining eggplant.

Preheat a fan forced oven to 180°C.

Once the eggplant slices are fried, remove tomato sauce from the heat. In a casserole or oven dish, spread a layer of the sauce over the base, approximately $\frac{2}{3}$ cup. Cover

with a layer of eggplant slices.

Sprinkle with grated mozzarella. Repeat layers until eggplant is used up.

Bake in a preheated oven for 25 minutes and until the cheese is melted and golden. Allow to cool for about 30 minutes before serving, as this makes it easier to slice, keeping its shape better. Alternatively, store in the fridge and enjoy the next day.



~ Cooking tip: If you can't access store-bought vegan mozzarella or other meltable vegan cheese, substitute with generous drizzles of vegan bechamel sauce and hefty dashes of cashew parmesan.

Cashew Parmesan

One of the simplest cheeses to make at home is this Cashew Parmesan cheese. I suggest using an electric nut or coffee grinder, but if you don't own one, a small food processor will do the trick. From just a few pantry staples, you will always have a healthy garnish on hand to sprinkle like fairy dust all over your favourite Italian dishes.

Makes: $\frac{1}{2}$ cup

Cooking time: 5 minutes

Ingredients:

$\frac{1}{2}$ cup cashews

$\frac{1}{4}$ cup nutritional yeast flakes

$\frac{1}{2}$ teaspoon salt

$\frac{1}{2}$ teaspoon onion powder

Method:

Place all ingredients into a coffee grinder and grind to a fine meal. You can use a small food processor instead, but the cashew parmesan may result in a chunkier texture. Adjust seasonings to taste and serve on top of pasta, soups, stews or baked dishes.

~ Cooking tip: No cashews? Almonds, walnuts, pine nuts or macadamia nuts work well. Even sunflower seeds, although they will produce a richer flavour.



Olive Oil Lemon Cake



Homemade Italian cakes are often simple and plain – perfect to dip into your coffee. This version uses olive oil to create a moist cake and uses only a few pantry staples. And, better yet, no eggs required. If you would like a neutral-flavoured oil, replace the olive oil with light olive oil, sunflower or rice bran oil. This is my go-to cake and I hope it can be yours, too.

Serves: 8

Cooking time: 55 minutes plus cooling

Ingredients:

1 cup soy milk

½ cup olive oil

1 teaspoon vanilla extract

Juice and zest of 1 lemon

2 cups plain flour

1 teaspoon bicarbonate soda

1 cup sugar

Icing sugar

Method:

Preheat oven to 170°C.

Grease a cake tin. I use a springform 20cm x 6cm round tin.

Into a large bowl, sift the flour, bicarb soda and stir through the sugar. Into another large bowl, whisk together the milk, oil, vanilla, lemon juice and zest. Pour the wet into the dry ingredients, a little at a time and stir until thoroughly combined. Be careful not to over mix. If the mix is a little dry, add a dash or so more milk.

Pour the cake batter into the prepared tin and bake for 40–50 minutes or until a skewer comes out clean (especially checking the middle of the cake).



Allow to cool slightly in the tin and then transfer onto a cake rack to cool further.

To serve, dust with icing sugar.

~ *Cooking tip:*

If you're looking to snazz up this cake, grab 1 cup of your favourite diced fruit (I recommend apples, pears or berries) and fold through the cake batter before baking. You may need to increase the baking time for an extra 5 minutes or so.

Nadia Fragnito is a cookbook author of *Discovering Vegan Italian*, recipe creator, presenter and vegan Italian expert. She featured on our screens as a contestant on the SBS reality TV program *The Chefs' Line* and more recently as a guest cook on Channel 10's *Freshly Picked* with Simon Toohey. Nadia has been creating vegan recipes since 2001 and loves to share her passion for recreating Italian classics through her blog *The Vegan Italian Kitchen*. Her second cookbook is due to be released in 2021.

Lentil Shepherd's Pie

By Yvonne O'Halloran
~ Plant Based Dietician

This meal is budget friendly, easy to cook and great for families. It is high in protein, fibre and iron.



Ingredients:

6-7 large potatoes peeled and quartered
3-4 tablespoons vegan margarine
Sea salt and black pepper
Stock or oil for the pan
1 medium onion
2 cloves garlic
2 tablespoons tomato paste
1.5 cups green lentils
4 cups salt reduced vegetable stock
2 tsp fresh thyme
1 bag frozen mixed vegetables (peas, carrots, green beans, corn)

Method:

Boil potatoes until soft, remove, mash with vegan margarine and seasoning (to taste) and set aside.

Preheat oven to 425°F (218°C).

Sauté onions and garlic for 5 minutes in stock or oil.

Add tomato paste, salt, pepper, lentils and stock. Add the thyme and combine.

Bring to a low boil then reduce heat, simmer for 25 to 30 minutes.

Add frozen mixed veggies and combine, cooking for a further 10 minutes.

Transfer to oven-proof dish and top with mashed potato, then pop it into the oven.

Cook for a further 10 to 15 minutes and allow to cool slightly before serving!

Learn How To Bake Incredible Vegan Treats

Online Vegan Baking Workshops

By Sara Kidd

Want to learn how to bake delicious tasting vegan cakes and treats?

Want great easy to follow recipes with reliable advice and simple ingredients?

Want it to be affordable?

Join my live monthly workshops. Every month I hold a live workshop that includes exclusive recipes and methods. These workshops are recorded so you can also watch them when it suits you.

It's AMAZING value for only US\$5 a month hosted through Sara's Patreon account. When you sign up for one workshop, you gain access to ALL workshops (as well as all the episodes from her online cooking show).



Workshop Reviews

“Thank you Sara Kidd for this amazing workshop. The cake was sooo good that me and my husband could not wait for the frosting. We loved it.” – Rati

“I have watched sooooo many free cake decorating tutorials online and I swear I have learnt so much more in the few of yours that I have watched. It's amazing value for \$5 a month!” – Sarah

“I made Sara's cake, and as I said to Sara, I cannot wait to slam this in my mouth. Thank you Sara, love your work.” – Maree

“Such a great show this month!! And, my cake? OMG – I can't believe it's gluten free!” – Erica

To find out more about the workshops
www.sarakidd.com/vegan-baking-courses

Vegan health professionals

Simon Hill, nutritionist
@plant_proof

Courtney Myers, dietician
@nourished.byplants

Dr Ash Nayate, neuropsychologist
@vegan_neuropsychologist

Kiah Paetz, dietician
@theplantbased_dietician

Doctors For Nutrition
@doctorsfornutrition

Chefs + Cooks + Foodies

Cherie Tu
@thrivingonplants

Sara Kidd
@veganbakesbysarakidd

Zac Bird
@zaccharybird

Justine de Jonge
@fireandtea

Vegan Advocacy

Vegan Australia
@veganaustraliaofficial

Vegan Easy
@veganeasy

Vegans In Australia
@vegansinaustralia

And check us out too!
Australian Vegans
@australianvegans



Check out what these cool vegans are doing on **Instagram** to support and inspire people to adopt vegan living. It's just a very small sample of accounts to follow. There are so many excellent accounts to share more next time!



Innovators

Suli Autagavaia
@suli.autagavaia

Renee Buckingham
@worldveganguides
@renee_buckingham

Louise Qiu
@heylouise

Bob Ratnarajah
@purposewithprofit.co

VIVAS
@thevivasnetwork

Vegan Business Tribe
@veganbusinesstribe

Non-Profit Organisations

Lamb Care Australia
@lambcareaustralia

A Place of Peace
@deepeacectrust

Edgar's Mission
@edgarsmission

Juliana's Animal Sanctuary
@julianasanimalsanctuary

Jivinti Research Program
@jiviniti

Interview with
Ed and Rachael
from Let's Go Vegan



“When someone asks for advice, I would usually start by encouraging them to go to the best local vegan restaurant to see how good vegan tastes.”

Rachael

Let's Go Vegan is 'Australia's guide to all things vegan & plant based'. Let's Go Vegan provides news, recipes and everyday vegan advice 'in a fun and approachable way'. Why is this approach – including fun – important?

We think this approach is incredibly important for a few reasons. The first is in light of all those who have had a negative experience with a vegan or with the perception of veganism, based on believing it is some sort of 'cult' or closed group.

We have found through our journey that by making veganism approachable and inclusive to everyone, that more and more people will engage, listen and potentially gain interest in the lifestyle.

The 'fun' part is the way in which we want people to experience the lifestyle. Veganism isn't about taking things away from your existing diet or life, but instead experiencing new food, new materials, new ideas and knowing you are having a positive impact.



What exactly do you eat in a day?

Rachael: Most days I start with a tofu scramble or smashed chickpeas (full of veggies and seeds) on sourdough with a homemade juice.

Ed: Either porridge with banana and berries, a homemade smoothie bowl or just an easy peanut butter on toast with a coffee.

Rachael: Lunch is left over dinner (usually make extra for the following day) or a homemade nourish bowl which is usually a combination of cooked veggies, tofu, mixed salad, quinoa or rice with a homemade tahini based dressing.

Ed: Porridge, nuts, peanut butter toast or a nourish bowl courtesy of Rachael.

For snacks, veggie sticks, fruit, nuts, hummus and crackers or veggies, roasted fava beans, and the occasional packet of original or salt and vinegar potato chips.

Rachael: We always eat together. Dinners are as simple and easy as possible, alternating between curries, vegetable stir-fries, homemade pizzas, pastas or trying out a new mock meat. We will often have something sweet after dinner; for Ed it's always trying a new vegan ice cream and for me it'll be some chocolate or a teaspoon of Hazelnut Pana or Biscoff spread.

Can you share a compelling success story as a result of the work you're doing? Perhaps, there's a Let's Go Vegan story that changed someone's life?

Success for us is through the online messages we receive from those who say our community made them feel included, even though they aren't or weren't yet fully vegan when they came across it. These are the people that very often get lost because they come up against hurdles or road blocks and then don't feel supported by the vegan community. When we hear they feel included and they have found the information helpful in moving forward, then we know we are doing our job.

What's the best advice you would give to someone who is thinking about becoming vegan?

Rachael: When someone asks for advice, I would usually start by encouraging them to go to the best local vegan restaurant to see how good vegan tastes.



Most importantly, show them how accessible vegan food is. So, I would direct them to the easiest vegan swaps such as plant-based meats, dairy alternatives and of course vegan desserts from their local supermarkets. I think education is crucial so the more they can learn, the more they will want to go vegan (and stay vegan) for the right reasons.

Ed: Get invested in 'why' you are doing it. That will become the anchor for all your decision-making. All of the people who thrive and successfully advocate for veganism are deeply connected to their 'why' and as such find it easy to sustain it long term.

Animals really are the driving force, so I would say watch a documentary like *Earthlings*, *Dominion* or *Cowspiracy* to see what really goes on in the 'industry' and then follow up with education through podcasts, articles and investigation. Veganism is so easy once you have facts, but take your time to gradually reduce your reliance on animal products to ensure you transition in a healthy and sustainable way.

Facebook: @letsgoveganco

Instagram: @letsgoveganco

Twitter: @letsgoveganco

Website: www.letsgovegan.com.au



Interview with

Louise Qiu

from Endimals

Your label Endimals is an independent, ethical and sustainable clothing line that uses culture and art to fight for animal liberation and climate justice. What motivated you to start Endimals? Where did the name come from?

The name Endimals refers to two things: ENDing animal exploitation and ENDing the sixth mass extinction. This sums up what birthed Endimals as it is my unique contribution in fighting for both these things. Previous to Endimals, I was totally burning myself out, weaving through many communities, trying to occupy every lane within activist spaces. I was overwhelmed with eco-grief, anxiety and pain. Endimals was an intuition and antidote; a sacred calling that was asking me to integrate my passion for creating art, story-telling, regenerative fashion, sustainability, and my screen-printing skills in a creative way that would contribute to the visions I have for the world, whilst remaining sustainable. I am truly grateful that it has served as that.

Why do you think clothing – including art – is such an effective tool for advocacy?

Art is effective in that it can be used as a tactic, to challenge the dominant narrative. It's a way for reportage, a veil that reality presents itself through; a way to subtly narrate. Art also doesn't seek to prove, instead it raises questions. It communicates without desire to dictate or control. It reaches into the subconscious, and points towards revelation and reverence, sometimes eliciting strong emotional responses. It's something that facts, words or other forms of advocacy can't always generate. In my personal experience with Endimals, I've received myriad responses. Interpretations of my art are multifaceted and subjective. I've been insulted, sworn at and have witnessed people break down crying just from viewing one design that's tugged on their heart strings. I've also observed many 'ah-hah' moments and conversations spawning. That's why clothing is so effective because it's wearable art. Why not utilise that blank canvas we throw on our bodies? If it can invite dialogue wherever we go, whether it's internal or external, these are opportunities to plant seeds.

Some might say that in order to effectively exist in a circular economy, one should buy the least amount of new clothing items and opt for second-hand items instead. What would you say to those who are hesitant to purchase new clothing items like those in the Endimals range?

I would say I absolutely agree that the current model of



fashion requires a huge shift, where waste is designed out and products are kept in use for as long as possible. Then, I would suggest to use our new circular economy system! This is a systems approach, and ongoing process which I'm committed to progressing. It's an ecological, conscious way for you to consume – where you can send in your blank, second-hand clothing for us to lovingly print our design on. It's as easy as choosing the product, filling out a short form, sending it in and sitting tight until it's printed! As my priority is always to value change, above profit – I highly encourage repurposing, upcycling and finding creative ways to give your clothing a second life.

You recently spoke at the Green Living Centre's Youth-led Conversation on the Climate Emergency, as part of Youth Week this year. How was this experience for you and what did you achieve?

Speaking at the Green Living Centre's Youth Climate Conversation felt incredibly aligned, and it is an event we will be continuing. I spoke vulnerably from the heart about topics very close to it: my relationship with the climate crisis, my journey through activism, my intentions behind Endimals, its circular economy, personal self-care and, doing the work to birth new relations into being. Having set the premise for an open conversation to all attendees following the speeches of all the extraordinary speakers there, it sparked a very fulfilling conversation that spanned across climate

solutions, dismantling and hope. I'd say everyone that attended left the room feeling connected and inspired. Connecting with the youth really lights a fire in me, and I'm excited to see what insights will come out of the next one!

Do you think the younger voice is being heard seriously enough right now? If not, what work still needs to be done in this area? What messages would you like our leaders to hear and act on the most?

I don't believe the younger voice is being heard seriously enough, unfortunately. Young people need to be given more platforms to voice their concerns, especially politically as they are excluded from consultation and contribution in all government decision-making. We also need to ensure our resistance movements prioritise diversity, inclusion and intergenerational collaboration. The biggest thing I'd like our leaders to hear and act on right, is one I say for myself, for the generation after, and the generation after: the climate crisis is impending, it is here. Our future is at stake. The time to enact change is now. Please do not neglect us.

Facebook: [@Endimals.Clothing](#)

Instagram: [@endimals.clothing](#)

Website: [www.endimals.com](#)

Interview with Sydney-based Vegan Comedian

Rodney Todd



How long have you been vegan for?
Are you the only vegan in your family
and circle of friends?

I've been vegan for almost 15 years. I was vegetarian before that and vegaquarian before that. I have some friends who are vegan and vego. Not many family members are vegan but I have an uncle and aunty who eat mostly vegan.

Do you have a favourite vegan food?

Well before I was vegan, I really loved laksas and it took a few years to find a really good one. I reckon the one at Golden Lotus in Newtown is the best one.

Why did you choose to enter the world of comedy? Is it a tough gig for a vegan?

Years ago, a friend of mine forwarded me an email for Raw Comedy telling me I should apply for it. I did. It didn't go well but another comedian who booked a room told me to perform at his comedy room and then I enjoyed it and kept doing it. But I took a lazy approach at the beginning and only did gigs once every couple of months.

Nah, I don't think it's tough. Maybe the tough thing is putting up with hearing bad vegan jokes like "Vegans are malnourished"; that kind of crap.

You've been a regular on ABC Comedy. What has been your favourite skit to date? Why does that particular skit stand out for you? Also, who have you enjoyed working with?

Sadly, ABC Comedy is no more. It was probably my fault; I was paid \$10,000,000 to make a skit about Heightism but I blew all the money on short selling the meat industry. I'm a bit of a luddite when it comes to stocks so I don't know how my money is going.

I really enjoyed working on Tonightly and all the crew; it was a few years ago now though. But that was a fun time to work.

You also like reviewing things and you started a YouTube channel after your time on 'Tonightly with Tom Ballard'. One review on Rodney Reviews Things that stands out is your review of the vegan Four n Twenty pie. You seem to have smashed non-vegan 'Aussie true blue' masculine views while commenting on Bob Katter for

saying it was "Un-Australian to eat this pie".

Firstly, what do you think are the problems with Australian masculinity being wrapped so tightly in non-vegan views like this? Secondly, how can vegan comedy remedy non-vegan masculinity and what's your role in that?

I think Australians, and just people in general, hate it when other people don't consume what they consume. It's weird. I've noticed people's reaction to people who don't drink or who are just not drinking alcohol on a certain time or are having some time off. Those people seem to get a bit of aggression and anger thrown their way. There was an article about some bar serving non-alcoholic cocktails and there was just a plethora of abusive comments. I think the same thing goes with veganism. I think most people, deep down, know how cruel the factory farming industry is but they would prefer not to know about it.

I wish I knew how vegan comedy could remedy non-vegan masculinity! I don't know what my role would be. I'm not very influential.



What are some of the challenges you have faced by being a vegan Australian who is male and how have you overcome these challenges?

I guess it takes patience, when you have to put up with ignorant comments like “Feed the man meat” and “You need protein!” which you can get on a vegan diet. Whenever I get the protein rambling, I just ask them to tell me what protein is. Most of the time, they can’t explain it and just answer with “Meat”.

Given the information you provided about Nestlé in your review of the vegan Affogato Drumstick, what do you think of Nestlé releasing the vegan Kit Kat? Where should

vegans draw the line when it comes to companies with questionable ethics releasing vegan products?

It’s a tough one because if they don’t get enough sales, they’ll get rid of it and just sell more dairy ones. I am tempted to have one though. Maybe if they fall off the back of the truck you can have one without the money going to Nestlé.

Anything else you would like to add?

Being vegan just gets easier! The hard thing now is avoiding the delicious vegan food! My metabolism is slowing down so I have to watch what I eat.



How to be a *Happier* Vegan



Zoe Simmons



It can be hard to be vegan — but not for the reasons you'd expect.

Being vegan is easy: it's facing the world — a world that, let's face it, tends not to like us. That's the hard part.

When I went vegan almost seven years ago, it was a shock. I'd been vegetarian since the age of 13, and thought I'd heard *all* the jokes and insults meat eaters like to tell us. But when I ditched dairy and eggs, the jokes became more vicious.

I lost friends who couldn't deal with the fact that I didn't want to hurt or eat animals. People judged me. People even threatened me. You see, as vegans, we challenge the status quo. We challenge the notions that animals are food and that can be pretty confronting for some, especially when our society runs rampant with cognitive dissonance. They take it personally — and they take that out on us. I even had one friend tell me I should kill myself, and another told me they wished I'd get blown up; all because of what I believed.

I used to be very angry about this. I became confrontational. I didn't care what anyone thought, because animals were *suffering* and the world didn't care.

But honestly? That's not a very happy way to live.

Now, I understand everyone's journey is different. And as heartbreaking as it is, you will never be able to change everyone's mind. I'd taken that weight upon my shoulders, and it destroyed me. Speaking out for what you believe in is *so* important but the actions of a careless world aren't your burdens to bear.

These days, I focus on what I *am* doing; what I *can* control. My activism is through my words and living a life of kindness. I support

worthwhile causes. I cook delicious food for my non-vegan friends. I educate them with facts when I can, and open their eyes to ways of living they mightn't have thought about before. I treat every animal — even the ones that scare me — with kindness. That's how I make a difference. And that feels pretty good.

I even laugh at the jokes now instead of letting them get under my skin. Besides, a lot of the time, the anti-vegans are just trying to get a rise out of you. I no longer give them that satisfaction.

I do my best — and that's more than enough.

Zoe Simmons is a journalist and copywriter with a passion for making a difference.

Twitter: @Itbeginswithz

Facebook: @ZoeSimmonsJournalist

Instagram: @somethingbeginningwithz

The Five Founder Archetypes of Vegan Business Owners

By Bob Ratnarajah



Vegan business owners all agree that they want to see a plant-based or vegan-majority world sooner rather than later, for the sake of the environment, the wellbeing of animals, for food and social justice, for human health and to reduce the spread of viruses.

For any business, you need a great product that's attractive to your niche and effective business operations, your values need to be aligned with capital, a tribe that follows your brand, plus a regulatory safeguard in place.

Now, many of you may know vegan business founders who have created something that's wonderful. And yet, the public can't access the products easily. Sometimes, you have to go out of your way to find these products. Why is this? Simply, there could be an inner resistance for these founders to grow their business.

If you're a purpose-led founder, it's important that you identify recurring patterns and really ask the question: what's the greater legacy you would like to gift the world? And not feel guilty being rewarded for it.

After speaking to hundreds of vegan business founders with quality products, I could see patterns emerging among different founders. I grouped these into five types of vegan founder archetypes. By understanding the Five Founder Archetypes, you will gain the advantage that can bring your dreams to life.

Before we learn about these archetypes, it's important to recognise one key characteristic of all five archetypes – they all have a great product or service to start with. So, let's start with a hypothetical scenario; imagine if your revenue dropped by 50%. Would you do something about it straight away? You'll then think of many creative ways to get your revenue back up. Thus, this is your set point or the 'Purpose Ceiling' of your business. Therein lies the trap for some of these archetypes.

Sacrificers

These founders do all that they can and just get by. They are frequently busy and give back to various charities. They continue to work long hours for many years.

Business planning wise, they don't have the time to work on the business, because they are working in the business. Therefore, they have three options: slowly step up to the 'Livelihooders' archetype, bring on external support to help grow the business or choose to exit the business.

Livelihooders

These founders have created a business that supports them and their essential needs and wants. They have time for the occasional holiday and they have added staff to support them.

Similar to the Sacrificer, the Livelihooders prefer to do everything themselves. When founders evolve to this stage, sometimes there is an element of being in business change fatigue.

Both the Sacrificers the Livehooders probably have an inner resistance or tension of not wanting to be like a larger company and grow the business. This is the 'Purpose Ceiling', as mentioned previously.

Sustained Growers

They understand the vegan market growth potential, and want to do the best they can by using all the resources available internally. They are likely to seek assistance as needed from experts.

Sustained Growers are still unlikely to bring in external investors and are happy to self-fund their growth. They are very much purpose-driven, want to keep their integrity of the brand and are likely to be growing their businesses between 25% to 100% growth.

Outperformers

They, too, understand the market growth potential and add all the resources they need to capture market share. This includes expertise and all types of funding, including strategic investors.

Outperformers are looking to grow fast and truly appreciate the impact side; they are open to new models to grow their business. The range of growth for the Outperformer archetype is anywhere upwards from 100%.

Hyper-Growers

Well capitalised founders with rich skillsets who enter the market in a big way. They organise funding from high net worth individuals or venture capital and plan for hyper-growth (ten times), from the beginning. In Australia, brands like V2 Food, Vow Food and Fable Food are examples that come to mind.

Hyper-Growers tend to be the ambassadors of the brand and spend most of their time working on the business with collaboration opportunities. Many of the investors in the hyper-growth market may not be vegans but they see the opportunity that exists in the vegan market.

In summary, we know there is an essential need to shift the dietary patterns of the majority of the world to plant-based and vegan. The pioneering founders of great vegan products deserve to be leading the charge of change from the front. Yet, many still hold themselves and their businesses back from the growth and the impact due to the 'Purpose Ceiling'.

True impact is achieved from growing your business in a sustainable manner, so then the public can have a chance to support purpose-led brands and businesses.

And you also deserve to be rewarded for it.

To learn more about these Five Founder Archetypes, visit my blog posts:

www.purposewithprofit.co/blog/five-founder-archetypes

www.purposewithprofit.co/blog/double-trap-for-small-vegan-businesses

A portrait of Stephanie Redcross West, a woman with dark curly hair, smiling and looking slightly to the right. She is wearing a dark blue top with a white patterned collar. The background is a textured, warm-toned wall. On the right side of the image, there are vertical decorative bars in shades of blue and brown.

Interview with

Stephanie Redcross West

from Vegan Mainstream

You started *Vegan Mainstream* based on a simple idea: to build a pro-vegan world. How long have you been vegan and why is a pro-vegan world so important to you?

I've been vegan since 2005. My vegan journey started because I was trying to improve my health generally, but also specifically in response to an e-coli infection I experienced in college. I'm so grateful for that wake-up call because it helped me to understand how the foods I was choosing were not only impacting me personally, but also devastating animals and the environment. That was the game changer for me. I often say that I went vegan for health, but I stay vegan for the animals. Building a pro-vegan world is important to me because I see it as a different, more positive way forward – one that focuses on compassion,

cooperation, and reframes success as finding joy in work that contributes to a future that is equitable for everyone who shares this planet. While change needs to start in our own homes and communities, the required shift is much larger. So many industries, products, services and systems are intertwined with our cultures, our identities and our world views. This means that a massive shift in our collective mindset at the most fundamental level is needed. We have to change the way we approach innovation, the way we do business, the way we demand and develop new products and services and even the way we relax and celebrate. When we start to look at the world through a pro-vegan lens, things start to look very different.

You are a business strategist who specialises in helping vegan businesses achieve their goals. What motivated you to take this professional path and where did you start in the business world?

I started out working in corporate America. I learned many valuable skills and lessons from my time in that space, though after a number of years I started to realize I wanted to contribute something different to the world. When I became vegan in 2005 I started to monitor and watch the growth of the vegan business landscape, and I noticed that many vegan companies were opening and closing in record time. When I talked with some business owners to find out why this was happening they always mentioned the daily struggle of running their business. They were so passionate about what they did – they loved making amazing dishes, creating fashion or providing their services – but it was the marketing, the sales, the organizational structure and the accounting that was really weighing them down. I knew that the world needed more vegan businesses, but I could see there was clearly a gap. I began to wonder if I could help by merging the first-hand experience I had gained growing up in an entrepreneurial family with the skills I had developed in corporate America. I have always believed that the growth of the vegan movement would be propelled by the strength of our own business community. That was the seed behind Vegan Mainstream, and I started the business in 2009.

Many businesses often struggle when it comes to aligning their business with their values. What advice can you give to existing vegan businesses when it comes to this?

It really depends on what the struggle is based on. However, one thing I see a lot of entrepreneurs, especially newer ones, struggling with is really understanding the value of what they have to offer. This is especially true in the service industry. So many vegan entrepreneurs start their businesses because they want to make a positive difference in the world, so when it comes to charging for their services, they undervalue what they have to offer because they want to help others go vegan or live a vegan lifestyle. They want to help the planet and/or animals. One of the most important realizations a vegan business owner will make is that they deserve

to receive a living wage for what they have to offer, and they won't be in business for very long if they don't insist on that and become comfortable with it.

What would you suggest to someone who wants to align their “9 to 5” with their vegan values?

I always like to remind people that the biggest potential for change exists in non-vegan spaces. As vegans we live our ethics by example, and if you are comfortable sharing that in your workspace, that's a great thing to do! There are so many ways to do this – from bringing amazing vegan food to share in the office to recommending vegan companies for outsourcing projects to pushing back on ethical boundaries when big decisions are being made.



How can we find out more about what you offer?

A great place to start is to check out the services we offer at veganmainstream.com. We have a lot of free and paid services for vegan entrepreneurs and business owners. We've recently published a live events calendar to showcase all the training and support we provide. We offer interactive webinars, a vegan business interview series, and weekly inspirational talks and live workshops. To accommodate people in different time zones we've published a podcast, and we offer live training

workshops in two different time windows. In addition, we host a Slack Challenge called The Vegan Mainstream Village. VM Village is a free anytime networking platform for the vegan business community. It's one of the best places to connect with us and the larger community.

For detailed enquiries or more information about coaching or our online learning suite people are welcome to set up a free 20-minute chat with me and I can help point them in the right direction (you can do that from our website too).

Do you have any parting thoughts?

I'd like to inspire readers to think about this question: how can you align your vegan passion with your life? This will look different for everyone. For some people it might mean starting a vegan business. For others it could mean volunteering time to help another vegan business or organization succeed, or figuring out how to make your current workplace more veg friendly. However you approach it, when you align your life and your work with your values, you are able to consolidate your energy, making all your efforts more powerful. And finally, a gentle reminder that we are all still living in a non-vegan world. Making the shift to a pro-vegan world means approaching change with the same compassion that we're asking others to exhibit in their choices.

Connect with Stephanie:

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

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

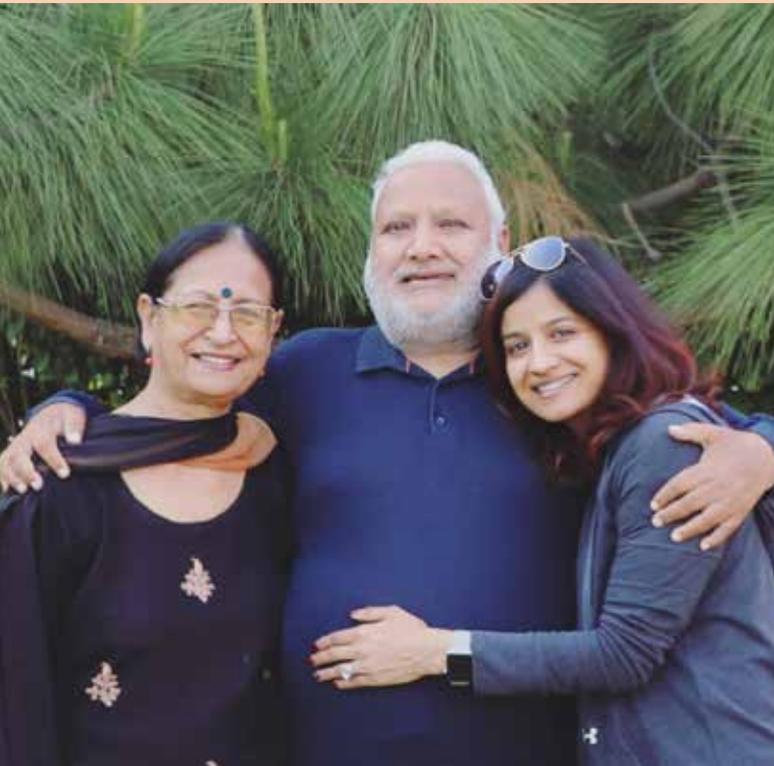
Website: www.veganmainstream.com



Interview with

Nivi Jaswal

from JIVINITI



You are a plant-based investor, non-profit entrepreneur and research innovator. What first led you to this line of work? Was the catalyst, as a child, witnessing three family members struggle with chronic illness?

What fuels my work today is a deep upset stemming from being deceived into participating in the business of greenwashing consumers. I lost my grandparents and my favourite grand aunt to chronic illness within a span of six months and soon thereafter, my father's diagnosis of Type II Diabetes completely altered my relationship with food. As a teenager, I tried to process these tragic and untimely events, concluding that absence of adequate high quality animal protein was the top reason why early mortality and extreme morbidity due to cancer, haemorrhagic stroke and diabetes was so prevalent in my family. Of course, I never once questioned the role of dairy and – especially – ghee in actively facilitating disease among those following 100% Indian vegetarian diets. Instead, I fell prey to the dangerous ketogenic diet and was eventually diagnosed with several chronic illnesses leaving me utterly confused.

Convinced this was a result of work-related stress and insomnia, I took a sabbatical and spent time travelling around the world in search for answers. I stumbled upon *The China Study* by Dr T Colin Campbell, the Mastering Diabetes & Precision Nutrition programs and The Satvic Movement video resources by sheer chance – shocking me into reconsidering how I had led my life up to that moment and especially, reassessing my relationship with

food. Learning about the chronic illness epidemic further intensified my disillusionment and upset with how large brands – some of whom I had actively managed and contributed to professionally – were part of the cobweb of a defunct system that used purpose in the service of profit, greenwashing both their consumers and employees into their own self-serving definitions of sustainability and ‘clean, fresh, natural and healthy’ food.

Are you vegan yourself? If so, how long have you been vegan for?

Going whole food plant-based might have saved my life, but going vegan saved my soul. I turned 100% whole food plant-based in April 2018, healed various chronic illnesses by April 2019 and finally started identifying myself as a vegan in August 2020. I credit Victoria Moran and Jasmin Singer for helping me identify and understand my carnism, which I still had not come face to face with despite healing myself on a plant-based diet.

In your professional history, you have worked for big multinational corporate companies like Unilever. How have those experiences helped you in your career in the vegan space?

The corporate world today exemplifies the best form of organized ambitious human effort but in the service of the worst possible planetary outcome. I have had the opportunity to be part of some really awesome and cutting edge academic and corporate environments, and to learn from professors and business leaders with immense vision. These experiences continue to shape my approach to problem solving, structuring solutions, creating campaigns and building teams and coalitions. We must always understand that the reason why large multinational corporations are so successful is because they’re professionally organized, highly process-driven and single-minded about clearly defined targets and objectives. Layered onto this is the momentum offered by ambitious employees who are well rewarded for being loyal and creative corporate citizens. This results in a formidable formula for success at-scale with global impact, which we see in action in our modern world – albeit in the service of a highly extractive, exploitative animal-based

economy. In all the projects I’m involved in I endeavour to bring a slice of what I’ve experienced, learned and grown from during my corporate career and hopefully play a role in the plant-based and vegan movement.

Recently, you lost your father to COVID-19. How has this pandemic motivated you further to continue the work you are doing in psychosocial consumer insights and brand business marketing with a social mission and purpose?

One of his last texts to me was, “With whole food plant-based living, you have found the right path. Stay on it.” My father was an anthropologist who spent decades studying remote indigenous cultures of the North-eastern Himalayas, often in dangerous territories politically disputed between India and China, and then later in Jammu and Kashmir and Punjab. Deeply insightful and a consummate storyteller, he built fascinating connections few others did between geopolitical events and related cultural and genetic outcomes in entire tribal communities. Before being abruptly taken from us at the young age of 67 years, he had also finally made the connection between carnism and his failing kidneys. In life and in death, he continues to motivate and impact my own approach to ethnographic research projects at my non-profit.





They are true survivors despite all the odds stacked against them. As part of their lived experience, they are painfully aware of the high incidence of chronic illness amongst minority communities in the U.S. but were often shocked when we prompted them with facts around dairy and meat and correlation with cancer and diabetes. As we analyze and process insights from Project SHAKTI, it is amply clear that to turbocharge the adopt of healthy whole food plant based diets, we must reach female caregivers in rough neighborhoods and underserved communities with ideas and solutions that are culturally relevant and affordable for them. Using this and other research to influence public policy and federal government programs will also be key.

Instagram: @jiviniti

Website: www.thevirsafoundation.org

Your research program JIVINITI is bringing research innovation to underserved women of colour in the US by collaborating with women leaders in the U.S and globally. JIVINITI is listening to 'communities who have little to no voice'. Can you describe the project as well as some of your wins to date? Also, what do you hope to achieve?

The JIVINITI program conducted Project SHAKTI – an ethnographic research initiative that is focussed on low income women and women of colour, during the height of the COVID-19 pandemic. A significant majority of the women were non-vegan and we sought to explore their relationship with food, experience and impact of chronic illness, their current understanding of veganism, and most importantly we asked them about their views on compassion for animals, climate change and any linkages with the food they ate. It has been a very exciting and insightful journey to get to know these women up close and to even have video conversations with a select few. We asked them to create personal health vision boards as part of the project and despite all the challenges due to structural inequalities, abuse and trauma, and impact on wages due to COVID-19 – we found these women to be amazingly creative, optimistic and resilient.



Vegan Women *Leaders:*

We Are The
Ones We've Been
Waiting For

A global ethical leadership community is helping plant-powered women soar, writes Katrina Fox.

In March 2018, the publisher of this journal Kathy Divine held the Plant Powered Women's Conference in Sydney. This first-of-a-kind event, based on Divine's popular book *Plant Powered Women: Pioneering Female Vegan Leaders Share Their Vision for a Healthier, Greener, More Compassionate World*, brought around 200 women together to hear each other's stories, connect and be inspired. It was a wonderful day, full of positive energy.

Due to Covid-19 restrictions throughout 2020, live, in-person events were shelved and everyone was forced to go virtual. It was at the start of the pandemic when an idea formed in my mind to continue the momentum of Divine's pioneering initiative: The creation of an online global ethical leadership community for vegan women committed to lifting each other up, collaborating and learning from each other.

After a successful pre-launch during March and April last year, when a wonderful group of women joined as



founding members, we officially launched what was then called the Vegan Women's Leadership Network a couple of months later in July 2020. A year later we are now VIVAS to reflect the vitality, energy and values of the brand.

We currently have members from across the globe including Australia, the US, UK, New Zealand, Europe and beyond. They include investors, venture capitalists, entrepreneurs, corporate employees, founders and staff of nonprofits and community groups, academics, journalists, educators, athletes, coaches, authors and more, from many different sectors.

Our aim is to provide community, connection, collaboration and learning with other female vegan superheroes to help you become a better leader in your life, work and advocacy.

Why a vegan women's community and content hub?

As Divine notes in her latest book *Golden Age Politics*, we

need ethical leaders who champion vegan and plant-based living that's good for people, animals and planet.

I believe we need more smart, capable, passionate, compassionate, self-developed, empowered females doing this.

Women are still vastly under-represented in senior positions in many industries and while more female politicians are taking up leadership roles, it's taken until 2021 to see a woman appointed as vice-president in the US.

Whether it's politics, business, activism, the arts, sports, science, academia, education or community, we need to amplify the voices of more vegan women.

This not about being exclusionary or making general assumptions about the nature of men and women, but as a rule, women do tend to have different leadership styles and ways of networking.

Women also tend to suffer more from 'Imposter Syndrome': Feeling like you're a fraud who will be found out at any moment – despite your achievements and skills. Leadership coach Jayne Harrison believes Imposter Syndrome is even more prevalent in vegan women. "If you don't fit anywhere, the feelings associated with Imposter Syndrome will be amplified", she says. "This is even more the case for vegan women who are often made to feel weird or ostracised due to their veganism."

So, having a community of vegan women to support you, champion you and help you become an even better leader – whatever that looks like for you – can make a huge impact.

Nicole Rawling, co-founder of the Material Innovation Initiative, which accelerates the development of animal-free and sustainable materials, appreciates the regular virtual meetups. "The group networking sessions are wonderful avenues to meet new people and everyone is so supportive! I feel like I leave each session with new friends, all of whom want to help me grow," she says.

Across the pond in New Zealand, former beef and dairy farmer turned vegan activist Jackie Norman has found professional opportunities through the network, including speaking at an international online event and presenting on the realities and unsustainability of the dairy industry, along with Animal Justice Party

MP Emma Hurst, at an Australian parliamentary inquiry. "Being part of the network has given me so much confidence. It really is one of the best things I've done and is such a privilege to be part of," says Norman.

**Collaboration,
connection, inspiration**



We have plenty of free content in the media section of our website, including news, business, leadership, life, and mind/body/spirit categories, along with our podcast *Conversations with Vegan Women Leaders*.

For our premium members (who help to keep the project sustainable and allow us to continue to create free content), as well as the regular virtual meetups with vegan women leaders from around the world, there are also live webinar trainings, a video library, courses, and a private members group.

There's something special about women supporting women, which is probably why there are so many generic women's networks. While these can of course be beneficial and you can influence others towards veganism, having a space where you can connect and collaborate with other women (VIVAS is inclusive of all female-identifying persons) who share your values and vision is unique.

As Maria Aguirregomozcorta, founder of Ve Wild Café, says: "Sometimes you need to know that you are not on your own and what you are doing has purpose and meaning; and this is what being a member of this network has given me."

Find out more about VIVAS:

www.thevivasnetwork.com

Katrina Fox is an award-winning journalist, author, PR consultant, founder of VeganBusinessMedia.com, host of the Vegan Business Talk and Conversations with Vegan Women Leaders podcasts, author of Vegan Ventures: Start and Grow an Ethical Business, and founder of VIVAS.





Interview with

Rachael Morris

Editor of *Nourish*

Firstly, can you tell us a bit about your vegan journey? When did veganism first come into your life and how long have you been vegan for?

I started to explore veganism at a time when my life was undergoing a lot of change; I suppose you could say it was in tatters. But I used that time as an opportunity to reassess everything I believed about who I was and how I wanted to live. That was over 13 years ago and I didn't really know what I was doing, nor did I have any guidance or support. It just felt right and as the years passed, I learned so much that the reasons for remaining vegan compounded, becoming less about me and more about what I believe the world needs.

When you first became vegan, how easy was it for you to find food and vegan information such as recipes, nutritional information and general information?

I had no vegan support or encouragement for a long time – I was one of those 'spontaneous vegans'. I think it was two years until I even met another vegan! I definitely focussed on food in the beginning, as I think many people do, then I moved on to learning about clothing, beauty products, household cleaners, animals as entertainment etc. My vegan world really opened up when I started volunteering at Edgar's Mission and Animal Liberation Victoria. Since then, I've truly loved seeing veganism become more mainstream, accessible, and desirable for those who start questioning the ethics of what we eat. If we can encourage people to aspire to kinder, healthier, or more sustainable choices, I believe they'll have the internal motivation needed to make some changes and stick with it.

Was a transition to a vegan lifestyle easy or hard for you? What were some of the barriers you experienced and how did you overcome these?

Just figuring out what to eat was an initial perceived barrier. But instead of limitation, I discovered a whole new world of previously overlooked plant foods, diverse cuisines, and innovative cooking techniques. To this day, I keep exploring and experimenting on the food front! The harder barriers for me were social. A lot was changing for me back then and I was becoming a different person with evolving values. When I tired of my veganism being the butt of all those cliché jokes we've all experienced, I had a few honest conversations, sharing that this was not a joke for me and had in fact become central to who I was. I didn't keep all my friends from back then, but the ones I did retain became truly supportive and open to change themselves in some cases. Whether my friends are vegan or non-vegan these days, mutual respect is a must.

Words have been – and still are – a big part of your professional life. Why do you think the written word can be so powerful when communicating veganism to a wider audience?

I think people receive messages in all kinds of ways and words are just one of these. I take a moderate approach as I believe in giving people the space to find their own way, as I had the opportunity to do. I don't think it's fair to expect someone coming at an entirely new way of thinking, behaving, and purchasing to be where I am after many years of living this way. Words and stories allow people to explore the ideas, arguments, and evidence in their own time and come to their own conclusions (cognitive dissonance aside!).

Can you recall a moment in your professional life when you were able to successfully reach out to someone about becoming vegan? Can you explain the experience and the result?



From left: Rachael Morris (editor), Rachael Northey (Publisher), Alicia Ridley (Senior Designer), Luke Galloway, Michaela Hook (Editorial Assistant).

Context: key team members review all pages of a magazine issue to see how it all flows together, marking up adjustments to be made prior to final proofing.

I couldn't pinpoint a single moment, but we send out every single issue of *Nourish* with the intention of sharing the why, the how, and the joy of plant-based living. The whole purpose is to encourage people to consider veganism or help them learn more about the lifestyle choice they've already made. We keep the content practical and aspirational, always seeking to demonstrate that you can live more ethically, and you don't need to miss out on a single thing you love in life. In fact, you'll gain more things to love. I regularly receive emails from readers thanking us for inspiring them or perhaps giving them a guide to share with friends and family who might need a little encouragement.

***Nourish* provides inspiration in articles from experts across topics including health, food, mind, earth, style, and culture. In 2021, are you seeing a higher demand for vegan content and, if so, how is *Nourish* meeting that demand successfully?**

Currently, *Nourish* is the only Australian-made, commercial plant-based magazine, widely available in supermarkets and newsagents, and the first to be republished across North America. My publisher committed to the title ahead of veganism really taking off as a mainstream trend and I think the growth in our readership over the past few years, both locally and internationally, signals

what had so far proven to be an ever-growing demand. I think we've been successful because we make beautiful magazines that give non-vegan, popular titles a run for their money. We also maintain approachability for non-vegan readers, which are a key part of our target audience, while maintaining integrity and authenticity for the vegan community.

Can you describe how important it is to have vegan resources readily available to Australians? Where do you see veganism in Australia in 2021 and beyond?

The more resources available that address all motivations and places on the ethical spectrum – the better for growing veganism. I think this is a big part of the growth we've seen in recent years. The ever-increasing availability of vegan products and alternatives never fails to amaze me – it's hard to keep up sometimes!

But this has been incredibly powerful for the movement. Any and every step anyone takes towards a plant-based or vegan life is a good thing in my opinion. And, I think we'll be seeing some great strides in the coming years if what we've seen over the last few are anything to go by.

Connect with Rachael and buy *Nourish* magazine on the website:

nourishmagazine.com.au



Compassionate leadership is key to recovering from a year of chaos

By Hayley Payne

Written in October 2020

Traditionally, as we begin to approach the end of the year, we feel a sense of excitement. Work begins to wind down, plans are made for holiday travel, and we start reflecting on the year that has been. As we move into the end of 2020, things feel a little different to usual.

This year has managed to simultaneously feel like both the shortest and longest year in decades. Almost every day has felt like a Friday, with each of us living on the edge of a weekend that never came. We have made sacrifices to keep ourselves and others safe, we may have lost family and friends, and it is hard to say that this year has been anything but chaotic.

Within the chaos of 2020, there are two key areas that each of us has been unable to escape, our lifestyles choices and our leadership choices. While not often grouped, the two concepts are inextricably linked.

It is our lifestyle choices that influence the leaders that we vote for and it is those leaders who we entrust to make choices for our health, safety, and wellbeing during both ordinary and extraordinary times.

Over the year, we have also witnessed the full extent of the influence that the news has on both our lifestyle



and our leadership choices. As we have been in and out of periods of lockdown, public opinion seems to have swayed to extremes and many of us have been left confused and overwhelmed.

The tremendous support that Kevin Rudd's call for a Royal Commission into media diversity and ownership has gained in mere weeks highlights the Australian public's desire for a new age of leadership.

While an inquiry into Australian media is long overdue, we cannot forget the individual responsibility that each of us has as citizens to think critically and seek out factual information to make informed leadership decisions and choose a leader that will represent our values and needs.

A new age of politics also requires a new kind of leader. How can you vote for someone who represents your lifestyle when nobody is stepping forward who holds your values?

The concept of leadership has been dominated by a singular style for hundreds of years. We have been taught that those in power and decision-making positions must embody masculine traits and be ruthless, power-hungry, forceful, and ambitious.

Often, it is those who have some of the most crucial leadership skills, those who are compassionate, ethical, empathetic, peaceful and kind who shy away from political life because they find it overwhelming and don't feel that they belong in the space.

Yet, in recent years this narrative has begun to change as everyday citizens begin to crave a more diverse leadership that represents its constituent's needs.

In October 2020, we witnessed Jacinda Ardern take a landslide victory in the New Zealand Federal election, and with her, one of the most diverse governments that the world has ever seen.

Author and ethical leadership advocate, Kathy Divine believes a new age of politics can be achieved if everyday people become active citizens who engage critically and compassionately with the political system to both lead and select leaders who will be the voice of positive change.

Her most recent book, *Golden Age Politics*, focuses on world peace politics and envisions a political system that emphasises compassion towards all beings.

The book introduces the 'Golden Age' of politics as a vision of what our future could look like if we encourage compassionate and peaceful leaders to feel empowered to step forward into leadership positions across the globe.



From Kathy:

“We need ethical leaders who genuinely care about people, animals and the planet; traits that are prominent in vegan women. Vegan women have already chosen a conscious path in life to live with compassion and consideration for all beings and embody essential ethical principles and the determination required to tackle the big issues facing humanity.

“Already we are seeing vegan women make incredible progress across the globe by staying true to their values and standing up for what they believe in, in the face of adversity. Just take the impact of Greta Thunberg’s work in tackling climate change or NSW politician Emma Hurst’s work in fighting to secure animal rights.”

While 2020 is not exactly a year that could be equated with a ‘Golden Age’, it has uncovered the strength of humanity and the compassionate leadership that everyday citizens possess to help others through difficult times.

Each of us must choose the role we wish to play in working toward a new age of politics where empathetic and passionate individuals are empowered to become the change that they want to see in the world.

Golden Age Politics is available from all major online bookstores.

For more information, please visit www.kathydivine.com

Lamb Care Australia

By Ebony, Foster Carer



“ By sharing each individual’s story, we can only hope to achieve that people start to view lambs as they would view their own companion animals ”

Lamb Care Australia is an organisation that “rehabilitates and re-homes abandoned or orphaned lambs” during the Australian lambing season. Lamb Care Australia aims to “raise awareness about winter lambing and the impact it has on the animals affected by this industry.” Why did you choose to get involved as a Lamb Care Australia volunteer/carer?

I have been following Lamb Care Australia for a couple of years and have seen the amazing work they have done for abandoned and orphaned lambs. They are a reputable organisation with a fantastic support network, which gives each carer the confidence and skillset to care for each individual lamb.

Up to 15 million lambs die within the first 48 hours of life, each winter across Australian farms. How long have you been volunteering for Lamb Care Australia? In that time, how many lambs have you cared for?

Last year was my first year with Lamb Care Australia. During that time, I have cared for 14 lambs.

This year, I am taking on the role as one of Lamb Care Australia’s Critical Carers where I will be responsible for looking after the most vulnerable lambs.

The most common cause of lamb deaths are malnutrition and/or hypothermia. In your experience, have you encountered other problematic health conditions in the lambs you’ve cared for? If so, what are they and what specialised care have they required?

Mary Lou required specialised care; she had a high temperature and was scouring (had diarrhoea) for a period of time. If scouring is left untreated, the lamb can die from dehydration. It is hard to get a definitive answer about what is causing the scouring without getting a sample for analysis. Mary Lou was treated with

antibiotics, and anti-inflammatories, and was given electrolytes to ensure she stayed hydrated.

Lamb Care Australia has also reported its fair share of success stories when lambs have been rehabilitated to good health, then re-homed with permanent human caregivers so they can live out their lives safely and happily. All lambs' lives are special, but can you share the story of one particularly special lamb in your care who beat the odds in order to survive?

Wilson was one lamb in our care that if he had not received treatment he would not have survived. Wilson arrived with a badly infected leg wound caused by a fox bite. Under sedation, the vet needed to drain fluid from his leg while removing dead tissue from around his knee. Wilson's leg had to be cleaned and his bandage changed daily. He had to be monitored carefully to ensure no further infection. Wilson's recovery was a slow process taking six weeks to completely heal. He is now a very healthy and happy sheep.

Generally speaking, many Australians don't know a lot about lambs (and sheep). Unfortunately, sheep and lambs are perceived by the general non-vegan public as commodities. Consumption of 'lamb' is also entrenched in Australian non-vegan culture. What do you think Australians can do in order to challenge culture so that the perception of lambs and sheep can change?

Keeping animals off our plate and eating a plant-based diet is now easier, and more accessible than ever. In this day and age, there is no compelling reason why we should still continue to eat animals. In order to change the perception of how Australians view lambs and sheep, we need to break through the cultural barriers and traditions, and educate people that it doesn't make you any less Australian if you don't eat lamb. By sharing each individual's story, we can only hope to achieve that people start to view lambs as they would view their own companion animals. Both have a desire to live a happy life.

Can you share, say, four fun facts about lambs many people may not know? Basically, what would you like people to know about lambs; knowledge you've gathered from your time volunteering for Lamb Care Australia?

Lambs love to wag their tail when they are happy. Also, lambs love to jump and play with their friends. Lambs are intelligent and can recognise up to 50 faces.



Lambs are all individuals with very different personalities. Some come into care and need constant affection, whilst others are independent and love their space. Lambs should not be seen as a commodity; they are unique, curious and playful individuals and deserve a happy life away from harm.

Facebook: @LambCareAustralia

Instagram: @lambcareaustralia

Twitter: @lambcareaus

Website: www.lambcareaustralia.org.au



My Journey to Veganism

By Dr Sy Woon, veterinarian

My journey to veganism was almost an inevitable organic evolution. When I was 10 years old, I declared that I would stop eating lamb, because I didn't want to hurt 'baby animals'. I was aware that it was wrong to be eating meat that came from 'any' animals, because I had an understanding that they had to be killed. These were pre-Youtube days, when videos of farm investigations and slaughterhouse footage were not readily accessible. I was instead taught by society that animal products were a necessity and I hoped that one day I would have the willpower to become a vegetarian (I wasn't aware at the time that 'vegans' existed). In high school, after getting involved in campaigning for moon bears (cruelly caged and farmed for their bile), I was increasingly drawing the connections between the hypocrisy of advocating for the welfare and freedom of one species – moon bears – but continuing to eat others. So at 15 years old, I finally made the decision to become a 'vegequarian' (i.e. pescetarian); continuing to consume seafood, eggs and milk.

I entered the vet degree as an animal-loving 17-year-old, and was elected president of the University of Sydney Animal Welfare Society that same year. The vet degree marked the start of my education about the farming industry. But being a supposed leader in my new role introduced me to advocacy organisations such as Animals Australia. I began questioning what we were learning as the industry standard during our lectures

(e.g. beak slicing is a painful but 'necessary' act to decrease feather-pecking in egg-laying hens) compared to the way the same procedures were portrayed from the contrary animal rights perspective. Interestingly, we were also taught in our veterinary degree to be suspicious of 'animal activists'; the same people risking their lives to expose the atrocities of standard agricultural practices. It was through these two lenses, I was able to form my own view.

In my second year of vet school, I received a Davis Projects for Peace grant to carry out my proposed rabies prevention and control project in South India. This trip not only exposed me to a diversity of vegetarian cuisine, but also gave me insight into navigating the politics of animal welfare in a developing country. I became vegetarian soon after. However, it wasn't until after my compulsory vet dairy placement the following year that I finally gave up all dairy products; it was there I witnessed the tragic, routine separation of a calf from her mother. The vulnerability of the motherless babies, and the pitiful cows robbed of their inherent motherly inclination, was heartbreaking. Veganism seemed to be increasingly feasible, but eggs were a favourite food, and I still had the belief that I needed, at the very least, the animal protein and nutrients they offered. It wasn't until attending the Sydney Vegan Expo and discovering the incredible diversity of vegan foods, I began to see that veganism wasn't only feasible, but moreover not a nutritional nor

culinary sacrifice; I had no excuse to continue supporting the egg industry that routinely slaughtered male chicks. Around this time, I was selected as an invited speaker for the 8th World Congress on Alternatives and Animal Use in the Life Sciences in Montreal and began liaising with a pioneer in humane vet education, Dr Andrew Knight. Not only was his animal advocacy work inspiring, but it astounded me that he was a real live, successful vegan vet. All of these factors (plus Andrew's positive encouragement) aligned to finally facilitate my transition. At this conference, I was presenting the results from my published study of vet student dog cadaver preferences and the associated ethical concerns, student attitudes and desensitisation.

I haven't looked back since I finally made the change, and I hope to show others that veganism is not only easy to achieve, but moreover encompasses a delicious, healthful lifestyle that severs our connection with industries that devalue animal lives.



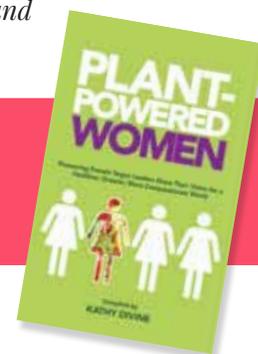
Upon graduating vet school, I've since presented at international conferences on humane veterinary education, and after undertaking an externship at South Florida Wildlife Center, I ended up moving to this tropical paradise region. Thereafter, I've worked as Medical Director for multiple large non-profit animal rescues, allowing me to compassionately utilize my vet skills. I also accepted the position of Florida State Representative for the Humane Society Veterinary Medical Association (HSVMA), and in this role have advocated for a successful ban on greyhound racing in the state of Florida (enacted last year), and lobbied on myriad animal welfare issues. My passion to help animals inspired my creation of PetParentsPro™ — a free Youtube platform that educates pet parents on an array of health, welfare and behavioral topics. I have no qualms describing the reasons behind why harming animals is wrong, and my loving family have been incredibly supportive of my decision, and have themselves increasingly adopted a vegan diet.

Connect with Dr Sy Woon:

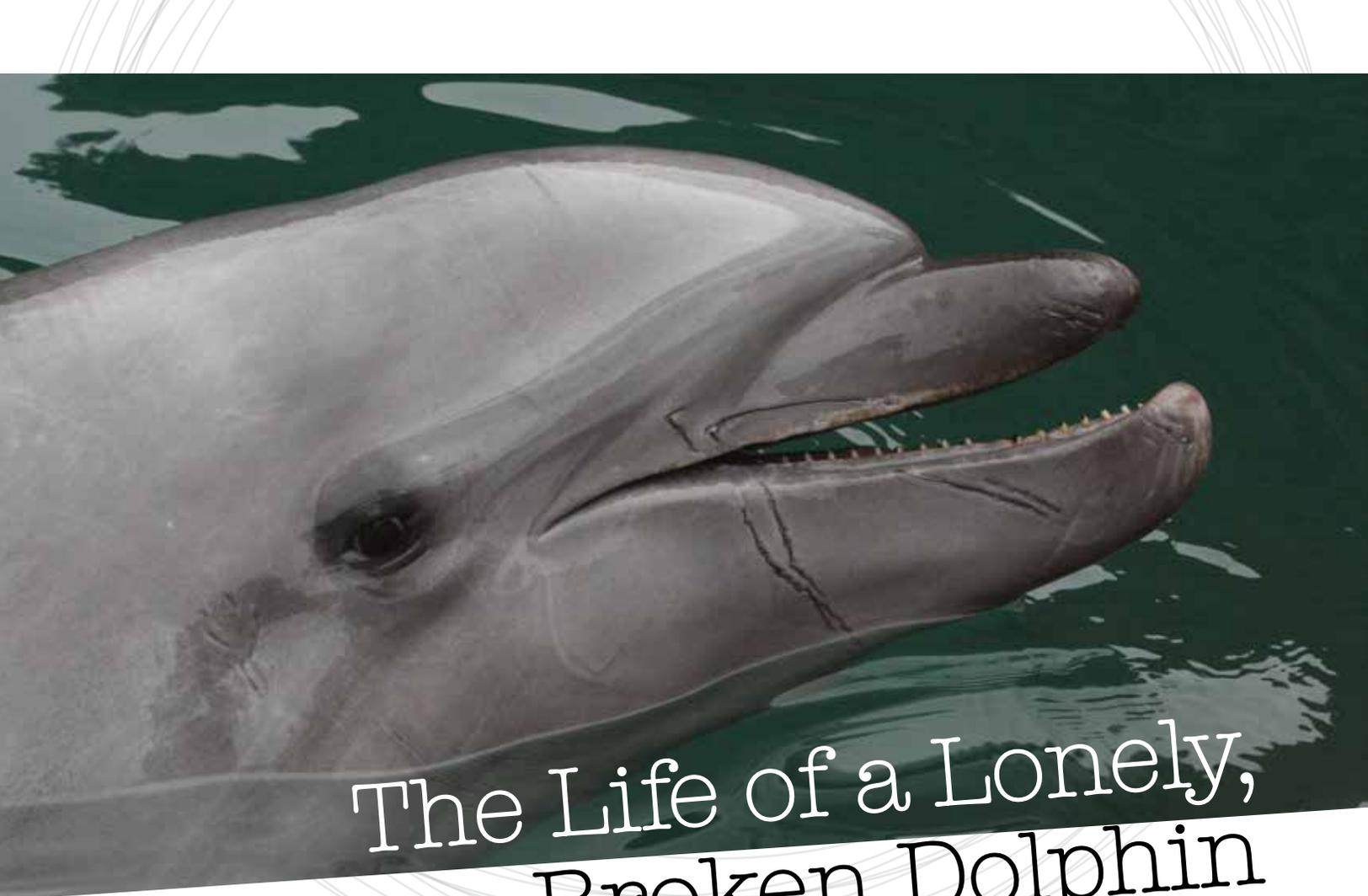
Youtube: @PetParentsPro
 Facebook: @PetParentsPro
 Instagram: @PetParentsPro_vids
 Tiktok: @PetParentsPro



Dr. Sy has been featured on the Talking Animals radio show on WNMF FM 88.5, the Humane Voices Podcast, and interviewed for media reports including CBS News, ABC's WPBF 25 News, Fox News, WESH2 News, and more. Her op-eds on social issues and animal ethics have been published in prominent newspapers and journals, including the Sun Sentinel and ALTEX.



Originally published (with updates) in *Plant-Powered Women: Pioneering Female Vegan Leaders Share Their Vision for a Healthier, Greener, More Compassionate World*. Available from all major online bookstores.



The Life of a Lonely, Broken Dolphin

By Angela Banovic

First, please go into your bathroom and sit in your bathtub. If you were a dolphin in captivity, you would remain there for the duration of your life. Take a moment to imagine how it feels...

I will be your master. I will only feed you just enough food for you to remain healthy, but still hungry, to keep you eager for food. This will encourage you to learn the tricks I teach you.

Sometimes I will hit you. Sometimes I will stick a tube down your throat to hydrate you, because the food I feed you is lacking in the vitamins and nutrients you need. I will inject you with anti-depressants and antibiotics. You won't see your family or friends anymore. In fact, you will now live in your tiny bathroom with two others. None of you speak the same language, so you have no way of communicating with each other. Sometimes, you will get on each other's nerves and fight and attack each other. You won't have anywhere to go to cool off, so you

will swim around, and around in your tiny bathroom. Any noises you make, and any sounds around you will echo in your little bathroom and confuse your senses and distress you. The sounds of the loud music and screaming children amplify in your concrete confinement.

If you don't perform the tricks I command you to perform, exactly as I want them performed, I'll starve you for days. If you still don't obey me, I will start the "positive reinforcement training". This training consists of holding your fluke (tail) which will show you my dominance. This technique will force you to be submissive and deprive you of air/water. I will also put my arm down your throat, which is another technique to show dominance.

You will perform unnatural and demeaning tricks for my friends for the duration of your life. I will bring audiences who will pay me money to see you perform. I will keep all of that money for myself.

Your life isn't yours, it's mine. Your body isn't yours, it's mine. I'll tell you when to do what and how I want it done. You won't receive any money and I'll tell everyone that that look on your face is a grin, even though it isn't. I know that your eyes tell another story. I know that I took you away from your family in the ocean. I have heard your cries. I have seen your scars from fighting with your inmates. But none of that concerns me. I get to go home to my family every day, and you are out of my mind.

Once you start to get a little old, I will forcibly impregnate you. Pregnancy is meant to be one of the most important and exciting times in your life. Dolphins are extremely family/pod orientated. When you give birth, I will have a film crew there to film your every move. I will have a special VIP package so that strange humans can be in the water while you give birth, so they can post about it on social media. This is one of the most beautiful and private times in your life but you will not be able to enjoy it. Instead, the world will have a live stream access to watch you give birth to your baby.

Your baby is mine. I own you. I own your baby. You are now a new attraction that I can make even more money from. When your baby is no longer breastfeeding, I will take them from you. I will use them, just like I used you. You will never see them again. Now, you will become my baby-making machine. I will forcibly impregnate you again, and again and again. And take your babies, again and again.



Once you are not able to perform any more and once your body can no longer produce babies, I will move you to an even smaller concrete enclosure and either wait for you to die or I will have you “humanely” euthanised.

Your body will be cremated, you will be forgotten. The name we once called you will be given to another who has taken your place. Any reference to you on my website and social media will be removed. You are forgotten. You are not spoken about.



If this story has made you well up with tears, the same tears that have run down my face as I have written this, please take the pledge to never visit a dolphin or whale show. Please don't be part of the reason dolphins are in captivity.

Queensland is now the only state in Australia that still breeds dolphins. Please join our campaign to #BanDolphinBreeding and please follow Dolphin Freedom Fighters.

*Much love, respect and gratitude,
Angela*

www.facebook.com/dolphinfreedomfighters





Shining Your Light vs Demonising Others

By Dean Rees-Evans MSc

It is not uncommon on first becoming vegan to become extremely self-righteous towards the world. We're after all vegan and have done the right thing for the animals and the environment of our beautiful planet. Thus everyone else should follow suit and join us.

There is only one small flaw in this thinking. We are perhaps forgetting that for us this is a step, albeit a large step in our personal evolution. Just because we have had a shift in consciousness doesn't equate that others, especially the general population, will suddenly see the light too. When we evolve in this way, we are beginning to see the bigger picture of where and how we fit into the grand plan of the universe. This is a wonderful thing to see and experience, and there is certainly nothing wrong with the desire to want everyone else to join us in this beautiful evolution. Yet, it is important for us to remember that in order for an individual to have this same shift, it requires awareness; not simply the information that eating animals and taking from them what is not freely given, is wrong.

Another way of putting this is to say that a person given the information about veganism may have a shift in consciousness. They then gain the awareness to change their lives in accordance with this shift, but they also may not. This is due to many factors, which cannot simply be changed with more information, because information does not necessarily equate to awareness. Especially information given from the perspective of righteous indignation i.e. "I am right and you my friend, are wrong."

Even if we don't actually say these things, the truth about our feelings is written large on our face and deeply recognisable in the tone of our voice, and our body language. Let's face it, none of us like being told we are wrong. Certainly what I noticed in myself during this painful stage was the more people resisted the more I wanted to convince them of the folly of their ways in not joining me in the quest to turn the entire world vegan.

This of course had the opposite effect to what I was hoping to achieve and then added more fuel to the fire of my determination to convince people of the error of their ways.

This process is a path that leads directly to the potential feelings of alienation. For me, it took a good friend who, interestingly, was not vegan to wake me up from the dream of my quest. His simple statement was, "Do you realise that you have become an angry vegan?" I was shocked!

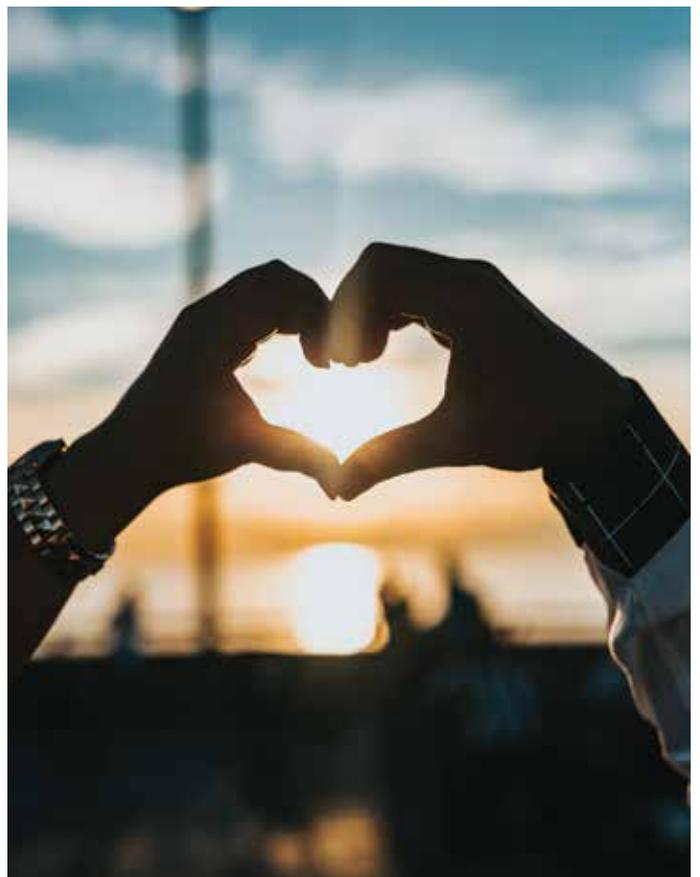
What is interesting about this is that I had seemingly become more aware of the suffering and plight of animals. At the same time, I was less aware of the suffering that I may have been causing others in my quest to create positive harmony in the world!

In this process of personal un-awareness, we can start to demonise the world as if it is filled with all the evil people who are not vegan. Yet it is worth keeping in mind that each and every one of us is doing the best we can, given our conditioned thinking in the moment.

It is important for us to remember that people are psychologically innocent non-vegans. They may shift with the right information imparted to them in a kindly and compassionate way. However, if they don't we must remember they are not necessarily malicious simply because they don't yet see how important this step is in our evolution.

Once I realised what I was doing, it allowed me to step back and reflect on compassion. I woke up to the fact that I needed to simply lead by example and be a healthy and happy example of being vegan rather than an angry 'ram it down your throat' kind of vegan.

It is far better to shine our light of wisdom and compassion out into the world than project yet more anger and disappointment at the world that's not doing as we wish it to do. When we shine with inspiration, we help others grow and shift too. When we are angry with others and the world, we simply put people off and they gain nothing from the experience.



There is a saying that is reputed to have come from the Buddha: "Hating others is like drinking poison and thinking the other person is going to die."

Perhaps it is time for us to put the poison bottle of our thinking down and show the same love and compassion we have for animals to our fellow human beings. If we can do this and shine the bright light of love onto the world, it may just help more people wake up. So shine on, my friends, for the world needs your light more than ever before.

Dean Rees-Evans MSc has been vegan for 31 years and a wellbeing mentor for 17 years. Dean is the author of *The Great Remembering: Turning The World Inside Out*, a must read for teenagers.

Connect with Dean:

Facebook: www.facebook.com/ThreePrinciplesTraining

www.threepinciples.com.au



Mindful Consumption:

A 6-Step Guide To Consuming Better



Michael Ofei

Mindful consumption is something Maša and I think about every day. If you've been following us, you know how much we care about paring down to the essentials.

Combine this philosophy with compassion for people, animals and the environment, and you have yourself a minimalist vegan.

The core of our message is the intersection of minimalism and veganism, which naturally falls under the umbrella of another buzzword: mindfulness.

Aspiring to live mindfully is admirable — but also comes with its share of challenges.

Problems originate from the internal battle of consumerism.

Consumption is what drives commerce. Our thirst for more is what advertisers try to exploit for profit, in a “free market” society.

It's why we've become so disconnected from where our

products come from, to the point that our decisions are destroying the lives of others and the planet.

Well, that's if you subscribe to mindless consumption. In other words, you make purchasing decisions purely for your own benefit.

However, it's not all bad...

If mindless consumption is consuming for yourself, then mindful consumption is consuming for yourself and others.

Mindful consumption definition.

In their research paper, Sheth, Sethia and Srinivas state that mindful consumption is premised on consciousness in thought and behaviour about the consequences of consumption.

Let's look at two hypothetical case studies that illustrate both the mindset and attitude of mindful consumption habits.



Example 1 - Mindless consumption.

Anita is casually browsing through her Instagram feed and sees an ad pop up in her stream from a large women's fashion retailer, promoting their latest line of winter coats.

Anita loves the affordability and style of this brand, and even though she already owns multiple coats, she convinces herself that she needs a different coloured jacket to break things up. She clicks on the link and is taken to a collection page on the brands' website.

She instantly spots this gorgeous long burgundy leather jacket. It's on sale, so it was obviously meant to be!

She pays for the jacket and excitedly waits for it to arrive in the mail.

Next winter season, she repeats the same process. Anita is pleased with herself. She bought a luxurious jacket at a reasonable price, and all of her girlfriends think she looks great in it.

To many people, this is a pretty straightforward transaction.

However, as you dig deeper, it becomes apparent that this is not an act of mindful consumption but instead an act of mindless consumption.

For that jacket to be available at a reduced sale price, animals were slaughtered, workers were underpaid, harmful chemicals were used, and the environment suffered. All because Anita found a bargain at her favourite fast-fashion store.



Example 2 - Mindful consumption.

Jamie does not buy clothes very often and has a tight rotation in her wardrobe.

However, it's becoming apparent that Jamie needs a coat for winter because she literally has no other options.

Jamie considers herself to be a mindful consumer and takes shopping very seriously. She wants to find a jacket that looks nice but is also vegan, fair trade and eco-friendly.

She's also happy to pay more for it if it's better quality, lasts longer, or even better if the brand offers a repair program!

She proactively looks online and offline to find her ethically made jacket.

After a few weeks of looking, she comes across an ethical fashion retailer in London. All of their garments are made in Europe and are cruelty-free.

Jamie is ecstatic to find a retailer that has the same ethical values as her and goes on to order her high-quality jacket at full price and told all of her friends to consider shopping at this store.

She feels good because she solved her wardrobe problem while dealing with the least amount of harm to others.

Sure, resources were used to make this garment, and there's no escaping the negative impact. But it's far better than the harmful alternatives.

Jamie ultimately stays true to her values.

Creating a decision-making system for mindful consumption.

The feeling that Jamie had when she found this ethical fashion store is the same feeling we want to re-create for each purchase we make.

But to do that, you need to develop a framework for how you make buying decisions.

Think of this as your mindful consumer code.

We used to run an online store called Fairlings where we would curate ethically made essentials for our passionate customer base. Fairlings had a particular selection criterion that each product needed to tick. We still use this criterion today when deciding to consume things today.

I've outlined the steps below to give you an idea of our process.

Note: this is simply a guide and an aspiration. Try your best to tick the boxes, but don't stress if you can't find products that meet the criterion. Celebrate any progress!

Step 1 – Determine our need

The first step in our selection process is determining the need for a particular product. As minimalists, we aspire only to keep what is essential.

How do we define essential?

We look at essentials as the things you need to live day to day, not things that you want. For example, you need underwear but don't necessarily need a one-off dress.

We understand that essential means different things to different people. Ultimately we define it as the things you use regularly.

Your need for a product will naturally occur as you come across problems in your life. As these problems arise, make a note in a wishlist of what you need to buy.

For example, as of right now, in our wishlist, Maša and I both need house slippers, and I also need a new notebook.

I'll also be updating my personal uniform soon, so I'll add the clothes I need to order.

Planning what you need in advance, in its very nature, challenges you to be more mindful about your future purchases.

Another question to ask yourself before deciding to buy something is; can you find a free alternative within your existing network?

For example, we're considering removing slippers off Maša's wishlist because her mum had some spares that fitted that she wasn't using.

There's no need to make additional purchases if you can already find economical, low-waste solutions.

Step 2 – Apply our product criteria

After we've determined a need for a product, we set standards to which the product must meet. In order of priority, here are our selection criteria:

1. **Performance** – first and foremost, we seek products that perform. We've bought many natural products in the past that simply do not get the job done. We ask for recommendations from friends and family, we scour through online ratings on product pages. We look for reviews on blogs, YouTube channels and social media.
2. **Vegan/Cruelty-Free** – here at The Minimalist Vegan we believe in reducing the harm and exploitation of animals. All of the products that we consume are vegan and cruelty-free, and they always will be. This is an absolute non-negotiable. *Note: this is our mindset, knowing very well that we can't 100% avoid harm.*
3. **Organic** – beyond performance and cruelty-free products, we look for items that are made without the use of any harmful chemicals.



“ Every time you spend money,
you're casting a vote for the kind
of world you want. ”

- Anna Lappé



Organic certification has a lot of influence in the food industry and is growing in everyday consumer goods. Toxin-free is the best way to be.

4. **Fairtrade** – we must support brands that do not exploit workers. This will often involve researching a brand's website to get an understanding of their supply chain. Some brands also register for a fair trade certification which is another thing to look out for.
5. **Sustainable** – this is often the hardest box to tick when you consider packaging, freight and postage alone, but it's something we take very seriously. We do our best to purchase from brands that are environmentally conscious and try to reduce waste in their production process.

Step 3 – Find brands

When we've established our criteria, it's time to find the product. To tick the fair trade box, our first preference is to support local brands. This doesn't guarantee better working conditions, but it's proven to be a good place to start.

If we can't find a product that meets our criteria locally, we then expand our search abroad. We're committed to finding the best we can find that's still reasonably priced and sometimes that means looking internationally.



From our experience, finding brands that meet this criterion (outside of food) means typically looking online. Mindful consumerism, while on the rise, still only represents a small fraction of consumers.

The ethical brands that we worked with when we had our store didn't have a lot of money to invest in the shelf-space in major supermarket chains or to pay exorbitant rents and establish their own in-person shops. It was more sustainable for them to sell directly to their customers online or work with online distributors.

Step 4 – Research ingredients

By this stage, we're feeling reasonably confident in the product. But to be absolutely sure that it meets our criteria, we take a detailed look at the ingredient and/or materials used.

We look at the organic components and all of the derivatives. We also look at the sustainability of textiles and materials. Sometimes this involves emailing the brand directly with questions.

Again, in our experience, it's incredibly hard to find products that tick all of the boxes so you need to be reasonable.



“ We must support brands that do not exploit workers. This will often involve researching a brand's website to get an understanding of their supply chain. ”

- Michael Ofei

Step 5 – Get context on the founder/ creator

Once we're happy with the product, we generally like to get an idea of the philosophy of the founder. This involves a quick google search to read the about page.

Sometimes we'll dig deeper to find interviews that we can quickly read. This is not a necessary step, but it's a habit we've gotten into. It just helps to feel more connected with your purchase and try to support people who are trying to do the right thing.

Step 6 – Purchase and review

At this point, we'll decide to buy a product. But once we start using it, we're quick to assess the quality to see if this is a brand we can continue to support in the future.

Sometimes we find a winning product. Sometimes it doesn't perform. And sometimes, unfortunately, the brand will close.



That's why it's important to spend money as a mindful consumer to keep these ethical brands alive. But don't just buy products you don't need because you want to support ethical businesses. There's a balance.

All you can do is your best.

So that's our process of finding products. Not every product is 100% perfect, as we all have different needs, and the technologies and supply chain is just not there yet. But going through this process ensures that you practise mindful consumption. And really, that's all you can do as a consumer.



Do your best. Go that extra mile. Ask the extra question. Be more considerate. More mindful. One purchase at a time.

With each buying decision, we create a signal for systemic change for our future. Capitalism is based on market opportunity. We, as consumers, represent the market.

What about you? Do you have a process for practising mindful consumption?

Connect with Michael and Maša:

www.theminimalistvegan.com



Embracing Tiny House Living

An interview with Kathy McMillan

1. As a family, why did you decide to go 'tiny' and how long have you been in your tiny house?

Going tiny for us was a conscious decision to live more sustainably, with only what we really need. We wanted to slow down, live simply, and craved peace and quiet after living in cities. Financial freedom was also a motivator, along with living close to family.

We've been living in our tiny house for three months, and now cannot imagine living any other way.

2. What have been some of the benefits you've already experienced as a result of 'tiny' living?

Everything we own has its place and we now think very carefully before we buy anything. We are saving money, no more expensive rent, power or water bills. It takes no time to clean! The greatest benefits are the peace and quiet of living in nature, and the clarity having less stuff provides. Life is simpler, and that means more mental and emotional space to discover what makes our hearts sing.

3. In your words on Instagram, "In exchange for getting rid of something, you will be giving yourself more space...Permission to say no and set boundaries, and most importantly more time." How much stuff did you and your family let go of and how did that process feel for you personally?

Our tiny house is 6m long x 2.4m wide x 4.3m high, we previously lived in a two bedroom unit, so we downsized a lot! We sold all our furniture and white goods, only keeping outdoor furniture. Our clothing now fits in two chests of drawers plus a couple of tubs. We sold or gave away anything we didn't use or brought us happiness.

The process was cleansing, the more stuff we got rid of, the clearer my mind became. It made me realise that 'stuff' doesn't just take up physical space, it clutters our mind and heart too. It's not only material possessions either, anything that consumes our time, energy or money is stuff.

4. How does being vegan help you in your 'tiny' journey, and how do the two lifestyles relate to one another?

Going vegan almost ten years ago was a catalyst for changing so much in our lives, and ultimately led us to this point. Once you open your eyes to animal exploitation, you start to see everything else for what it really is and how we are manipulated to behave and consume in a certain way. Being vegan and living tiny are both intentional decisions about consumption.

5. What advice would you give to someone (or a family) that is considering down-sizing to a tiny house?

Make a conscious decision to do it, and accept it will take time. Once you commit, like going vegan, it becomes part of who you are.

Start with assessing all your possessions and work out what you actually use, and slowly start downsizing, it will be easier and more freeing than you think! Do lots of research on the legislation, solar, compost toilets, finance. Think about your work situation. Join tiny house groups and the Australian Tiny House Association.

Follow @atinylifeafterall for more inspiration.

Edible Beauty

If you're looking for a collagen product and other goodies for your skin that are kind to animals, taste and smell delicious and are jam-packed full of superfoods, check out Edible Beauty. I sampled their Complexion Protein Powder and Native Collagen product and really loved them. This environmentally conscious business is led by Anna Mitsios, a naturopath and nutritionist, who uses wild-crafted, organic ingredients to create her range of beauty products. These products were largely inspired by the lack of skincare that were safe and clean for pregnant women. In addition to the actual edibles, this pioneering skincare company has a range of skin care products that your skin can eat up with joy, knowing the ingredients are vegan and the packaging is 100% recyclable.

www.ediblebeautyaustralia.com



We 

Product Reviews

By *Kathy Divine*

Lucerna

If you're like me, and you enjoy creating a little bit of magic in your home, and candles are part of that, finding candles that are genuinely cruelty free and ethical can be a wee bit of a challenge. Enter Lucerna, a small Aussie business run by a dedicated vegan with a passion for creating ethical products. I've been a fan of Lucerna candles for quite some time. These 100% soy candles really do create a beautiful atmosphere in any room. I absolutely love this statement from their website: "We never have, and never will, use palm oil or any animal products in our collections. Our products are not tested on animals, and none of the ingredients we use are tested on animals." Thank you for your ethical leadership in business, Lucerna. You rock!

Available from The Vegan Grocery Store (formerly The Cruelty Free Shop), selected salons, speciality stores and the Lucerna website.

www.lucerna.com.au



HerbiDoor

Oh my vegan goodness! If you love convenience but also want to make sure you're getting the nutrition that fuels your vegantastic life, you will be happy to hear the name HerbiDoor. These meals are delicious and nutritious! Hard to play faves, but if pressed I would have to say the scrambled tofu breakfast and the green curry are my top two. Huge bonus points for HerbiDoor's superbular gluten-free range. Thanks for looking after us coeliacs and gluten intolerants. If you'd like some of these boxes of vegan yum delivered to your door (Australia wide delivery – yass!), use my code for a sweet 20% off your order: <http://herbidoor.refr.cc/kathyd>

www.HerbiDoor.com



Remedy

Booch time! Kombucha is quickly becoming a drink of choice for those residing Down Under. One of our columnists Dean Rees-Evans recently sampled some of Remedy's finest brews and had this to say about the flavour:

"I recently tried Remedy's new Wild Berry Organic Kombucha. Being a big fan of both seasonal fresh organic fruit and kombucha, this is a winning combination. It has a fresh, clean and crisp taste and has just the perfect amount of sweetness. One of the amazing things I discovered was that on first trying it during the evening, I slept like a baby for four hours straight (I normally wake several times each night). So, it is not only a Remedy for after workout fatigue, but a night time probiotic sleep-soother too."

www.remedydrinks.com/au



YAY! Foods

Reviewed by Justine de Jonge

You know veganism in Australia has reached new heights when vegan cheese secures a place on mainstream supermarket shelves. You'll be excited to know that YAY! vegan marinated feta is now available in selected Woolworths stores across New South Wales and the Australian Capital Territory. Though, will it stack up to other feta out there? The answer is a firm yes! Sisters and founders Nalin and Nerg hand-craft this gorgeously tasty and creamy feta that is subtly peppery and rich in infused flavours such as garlic and rosemary. Despite scaling their distribution, YAY! maintains its sustainable business practices including production. Plus, 10% of profits go to animal charities.

YAY! feta is packaged in a wide-rimmed jar, making it easy to scoop out while you cook. You'll love this feta crumbled over your favourite vegan bowl or a steaming serve of minestrone soup. Or, cut into chunks and top your next home-made vegan pizza creation. The feta bakes perfectly; it keeps its shape while being light and spongy when you bite into it. Those who need a gluten-free feta will delight in this product, especially when some supermarket brands lack gluten-free options. If you're not in the ACT or NSW, you can purchase YAY! feta (as well as vegan pies and spinach feta triangles) via their website. Yay! feta will rival any non-vegan feta on the market.

www.yayfoods.com.au



Book Reviews

By Kathy Divine

Eat More Raw

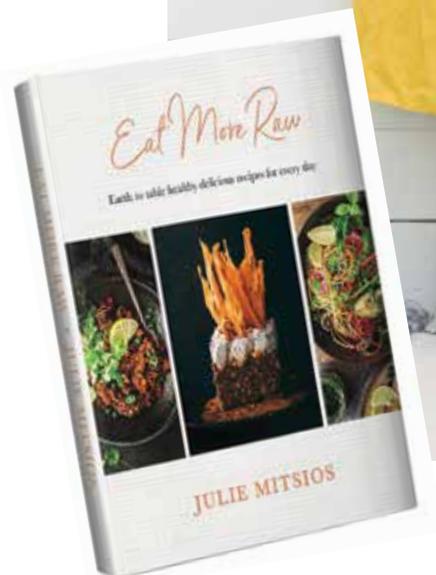
Julie Mitsios

Eat *More Raw* is a stunningly presented book by raw vegan chef and founder of Earth to Table, Julie Mitsios. The photography is excellent and beautiful. Even if you've had no interest in raw food before perusing this book, you may certainly feel inspired by the photos to make these recipes, then sample the delicious creations that manifest from your efforts. Julie's presentation of the food really is exquisite and is the perfect promotion for how versatile and delicious raw vegan food can be.

For someone like me who prefers simple preparation of food, I really enjoy this cookbook because the recipes are easy to follow and many of them are suitable for beginners. There's a generous glossary at the back with explanations for ingredients and a comprehensive introduction about raw food nutrition including tips for dehydrating and a list of equipment essentials.

Julie Mitsios has very generously shared many of her iconic dishes that she served at her popular Sydney-based cafe Earth To Table including her signature dish Shepherd's Pie. With more than 80 recipes to choose from, including her incredible desserts, there is sure to be something in this wonderful book to delight your senses.

www.earthtotable.com.au



Beyond Speciesism

Flavia Ursino Coleman and Friends

Duck Out of Water

By Flavia Ursino Coleman

I need water. I'm going blind
My eyes oozing beneath crusty infection
While scratching causes them to constantly sting

I need water where I can be with my own kind
To glide with pride through my graceful reflection
A place to play, and splash, and stretch my wings

Yet I am confined, cramped, and overbred to grow
Dragging beneath the burden of my weight
My life in their hands over which they have power

Tired, I close my eyes to a place I long to know
I dream beyond the pain in a tightly packed crate
Knowing not what awaits as I languish each hour

I need water so that I can float
My legs too fragile to constantly stand
Aching like they are breaking beneath my body

I need water so that I can glide between boats
A place to frolic and paddle and dry off on land
I am sentient, not something but somebody

I long for a place where I can be who I ought to
Somewhere beautiful and safe where I can swim by shore
Where I can wash away my blisters, burning skin and
broken heart

To no longer be a duck out of water
I'll know nature as I've never known her before
I'll make a nest and babies and a brand-new start

I overheard that at first light I'll be taken from here
Away from this filth I'll bathe in a sunlit stream of water
And I'll proudly cross the road with ducklings in toe

But now first light has broken and I only feel fear
Trucked for hours across scorching state border
What comes next I do not know

Finally arrived at my destination scared, lonely and thirsty
Roughly shackled, I'm hung upside down for slaughter
Blinded by crusted eyes, legs tearing off my oversized flesh

Workers blinded to their souls, mock and laugh at me
without mercy
Terrified I pass not through a sunlit stream, but a stream of
electric water
My wretched life you may in time meet, wrapped in plastic,
labelled fresh

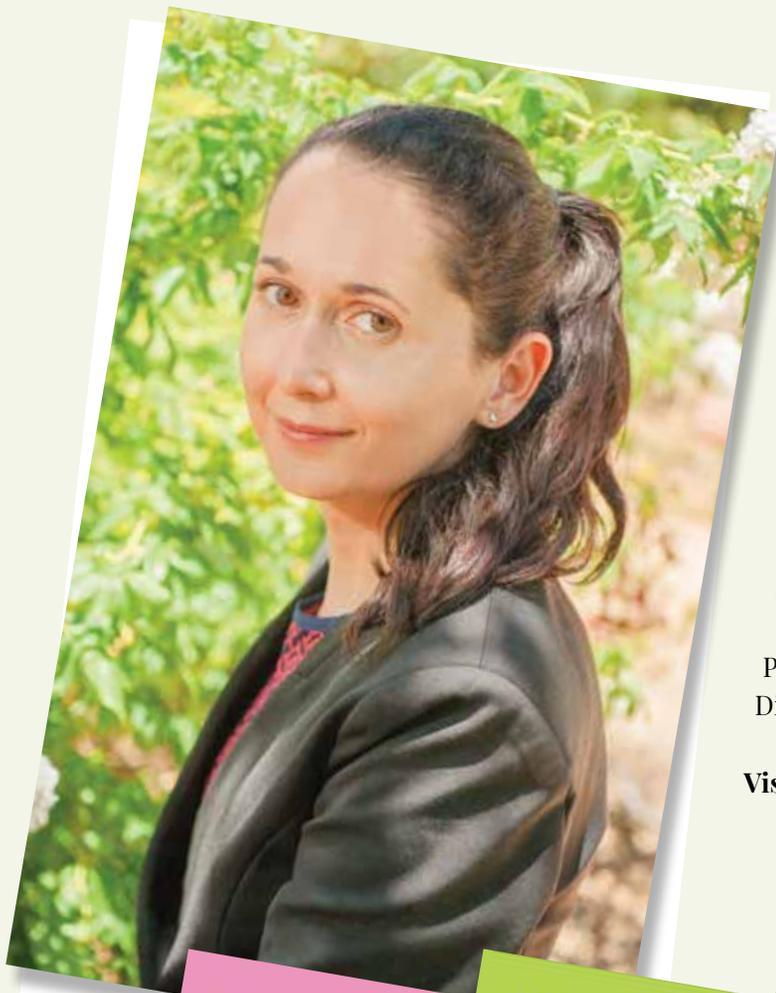


~ An extract from *Beyond Speciesism*, a book of poetry by Flavia Ursino Coleman and Friends.

While I was reading these poems, it reminded me of animal rights documentaries that have exposed the horrors of the animal agriculture industry. Although in the written form, the poems in *Beyond Speciesism* are just as powerful. They will touch the hearts of those who read them and remind us that animals have emotions and a strong will to live, just like we do.

Beyond Speciesism is available from all major online bookstores.

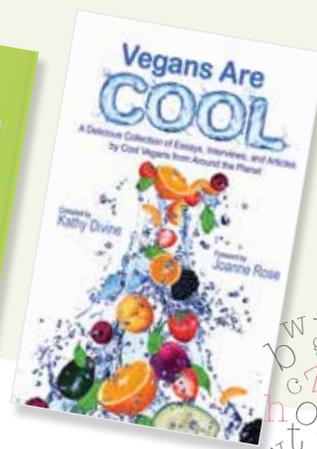
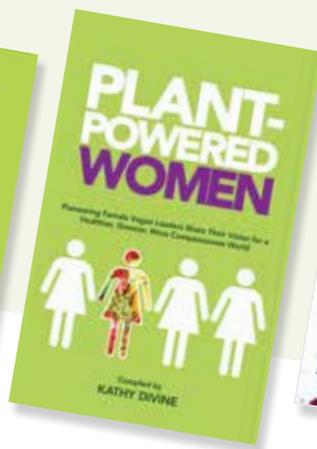
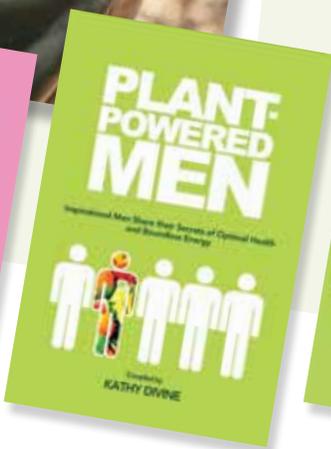
www.monkeybusinessthebook.com



Kathy Divine, editor and founder of *Australian Vegans Journal* and author of six vegan books, mentors first-time authors during powerful and transformational one-on-one sessions. Kathy specialises in working with vegan business owners and ethical leaders who are determined to be seen and heard and achieve the success and audience reach their work deserves. Publishing your signature book will enable you to attract media opportunities and establishes you as an authority in your field.

Publish with ease, power and impact with Kathy Divine's author mentoring services.

Visit www.kathydivine.com to find out more.



A note from Kathy to introverts:

“I specialise in working with introverts (I’m one too!) and highly sensitive people to empower them to fulfil their heart and soul-centred mission on Earth. Be seen in the world, in your way, in a way that feels authentic and right for you.”

In addition to author mentoring, Kathy Divine also does one-on-one mentoring sessions around mindset, confidence and manifesting the life you’ve always dreamed of, with a particular focus on helping people living with disabilities achieve their goals, working with both NDIS funded and private clients.

**Imagine being part of a
like-minded community of
successful, smart, supportive
vegan women who want to
see you grow...**

VIVAS



Vegan. Women. Leadership

thevivasnetwork.com

Make a Fresh Start!
Take the 30 Day Challenge



VeganEasy.org

Make a Fresh Start the Vegan Easy Way!

For over a decade, Australia's own 30 Day Vegan Easy Challenge, has helped people from all walks of life transition to a kinder, healthier way of living. The free challenge offers plenty of support including a brand new Vegan Easy booklet, tips and practical guidance via daily emails, a dietitian-approved meal plan, help and advice from experienced vegan mentors, and extensive resources available on the website.

Sign up for the 30 Day Vegan Easy Challenge at any time to make a fresh start. Encourage your loved ones to join you and together we can do a world of good!

veganeasy.org

