

# LIVE WELL

WHY MILLIONS OF CANADIANS ARE CHANGING HOW THEY EAT



**INCLUDES  
FREE RECIPES**

# YOU HOLD ENORMOUS POWER



BE THE CHANGE YOU WISH  
TO SEE IN THE WORLD.

Canadians eat more than double the global average of meat. Our overconsumption of cheap meat means each year in Canada more than 750 million farmed animals are sentenced to horrifying lives and deaths in our country's factory farming system.

The good news is that over a third of Canadians are now choosing to reduce their meat consumption or drop animal products entirely—and that number is only growing!

“ WE KNOW THAT IF  
SOMEONE OFFERS TO  
SHOW US A FILM ON  
HOW OUR MEAT IS  
PRODUCED, IT WILL BE  
A HORROR FILM. ”

Jonathan Safran Foer

Every time you sit down to eat, you can choose to cast a vote for a more compassionate world. By simply cutting the amount of chicken you eat in half, you can spare approximately ten chickens from misery each and every year. By adopting a plant-based diet you can save at least 40 animals!

Most of us are already opposed to cruelty to animals. We know that causing animals to suffer is wrong. Bringing our eating habits into alignment with our values is a powerful way to stop animal suffering and inspire others to help create a kinder, healthier, greener world for all.

# INSIDE:

- MOUTHWATERING RECIPES
- VEGETARIAN TIPS & TRICKS
- SAMPLE MEAL PLAN



Photo: Jo-Anne McArthur

## MEET HONEY

Meet Honey, a happy pig who spends her days like all pigs should: rooting around outside and hanging out with friends. Pigs are sensitive, intelligent animals who dream and communicate with each other—they can even recognize their own names, and come when called!

Honey is lucky. She started her life on a commercial pig farm. On these farms, mother pigs are typically artificially inseminated and packed into crates. They can't turn around, let alone socialize, breathe clean air, or do anything natural or enjoyable.

Piglets are abruptly weaned from their mother at 14-28 days old; much younger than they would be naturally, resulting in significant stress for both the sow and piglets. They are then fattened up in crowded, dirty pens before being killed while still babies at about six months old.





## FOR THE BIRDS

Chickens and turkeys are gentle, inquisitive creatures who are self-aware. Hank, pictured here, was rescued from the meat industry and got to live out his life at a farm sanctuary in B.C. Sadly, Hank died of a heart attack while still young—a common fate for animals bred to grow too large, too fast.



Crowded into filthy warehouses, chickens and turkeys raised for food suffer from painful skin conditions as well as respiratory problems from the poor air quality. When they are transported to slaughterhouses, the confused, terrified birds frequently suffer bruising, broken bones, dislocated joints, and other injuries.

The vast majority of animals killed for food in Canada are chickens. By cutting back on or cutting out chicken, you can spare many chickens like Hank from a miserable life and death.

**1957**  
905g



**2005**  
4,202g



**CHICKENS IN CANADA TODAY  
ARE BRED FOUR TIMES LARGER  
THAN THEY WERE IN THE 1950s.**

**THEY OFTEN COLLAPSE UNDER THEIR OWN WEIGHT!**

Source: University of Alberta Meat Control  
The Washington Post

## EGG CRUELTY

The vast majority of chickens used for egg production are crowded into tiny, barren cages, where they can barely move for their entire lives. Imagine spending more than a year trapped in a crowded elevator with strangers!

## WHAT ABOUT HUMANE?

Humane certification standards can mean very little. Enormous numbers of animals are still raised in unnatural environments, deprived of virtually anything that makes life worth living. And at the end of their short, miserable lives, they are crowded onto the **same transport trucks** bound for the **same fate**: a frightening, painful and ultimately unnecessary death.



Photo:  
Jo-Anne McArthur





## SCOOTER & SPARKY

Scooter and Sparky enjoy head scratches, snuggling, and hanging out in sunny fields. Cows are capable of forming deep friendships and social hierarchies, and have emotionally rich, complex lives.

Scooter and Sparky were born on a dairy farm and would have been killed for veal, as most male calves are. Happily, instead, they were rescued by a sanctuary in B.C.

Like us, mother cows only lactate after giving birth—but mother and baby are immediately separated so humans can drink the milk. This understandably causes immense distress to both. After three to four years of constant pregnancies, the mother cows' bodies are worn out and they are killed for low-grade meat.

Aquatic animals look so alien to us that we don't always realize that they are not so different from land animals. Science has shown that fish have personalities, can use tools, and experience emotional and physical pain in much the same way we do.

The extreme confinement on Canadian fish farms can cause abrasions, sea lice infestations, oxygen starvation, deformities, and the frustration of any normal or natural behaviours. Fish farming also puts wild populations at risk.

Aquatic animals are generally killed by being suffocated, and desperately struggle for their lives when they are pulled from the water.



# THE PLANT PLATE

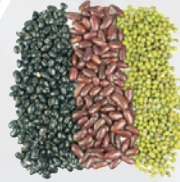
4+

GRAINS & STARCHES



LEGUMES

3+



5+

VEGETABLES



NUTS & SEEDS

1-2



3+

FRUIT



ON THE SIDE

VITAMIN B<sub>12</sub>  
VITAMIN D



Adapted from  
Virginia Messina,  
M.P.H., R.D

## A BETTER YOU, A BETTER WORLD

According to the United Nations, animal agriculture is a major contributor to climate change, water use and pollution, and biodiversity loss. In fact, animal agriculture is responsible for more greenhouse gas emissions than all cars, planes, buses, and trains combined!

**"Livestock are one of the most significant contributors to today's most serious environmental problems. Urgent action is required to remedy the situation."** Henning Steinfeld, Food and Agriculture Organization of the United Nations

**"A healthy vegan diet has many health benefits including lower rates of obesity, heart disease, high blood pressure, high blood cholesterol, type 2 diabetes and certain types of cancer."**

Dietitians of Canada





## VEG EATING WITH EASE

Each time you choose to eat a plant-based meal, you are making a meaningful difference. Start by trying Meatless Mondays, cutting back on the number of chickens you eat, and filling your plate with the plant-based foods you already love. Every meal matters.

**Think global, eat local:** many cultures have a rich history of vegetarian eating that you may already be familiar with. Think falafel and hummus, pad Thai with tofu, lentil curry and naan, black bean tacos, pasta primavera, and vegetable chow mein.

Supermarkets are bursting with nutritious and affordable veg options. Load up your cart with vegetables, fruit, peanut butter, nuts, beans, lentils, rice, pasta, bread, rolled oats, and more.

Many national chains offer veg options or are able to modify menu options in order to make them veg.



Vegetarian meats and dairy-free products are also widely available. Look for brands like Tofurky, Gardein, Field Roast, Daiya, Yves, and Follow Your Heart. Plant-based milks and coffee creamers dominate dairy sections; soy and almond milk are the most popular.





# SAMPLE VEGETARIAN MEAL PLAN

## TIP

IF YOU CAN'T  
FIND A PRODUCT  
YOU WANT,  
ASK YOUR  
SUPERMARKET  
MANAGER TO  
STOCK IT

	BREAKFAST	LUNCH	DINNER
MONDAY	SMOOTHIE	HUMMUS & VEGGIE WRAP	BLACK BEAN TACOS
TUESDAY	CEREAL WITH SOYMILK	QUINOA SALAD WITH MANGO & BLACK BEANS	FETTUCCINE WITH ROSÉ CREAM SAUCE <a href="#">recipe on next page</a>
WEDNESDAY	OATMEAL	PEANUT OR ALMOND BUTTER & JAM SANDWICH	VEGGIE BURGERS
THURSDAY	TOAST WITH NUT BUTTER	KALE CAESAR SALAD WITH VEGGIE CHICKEN OR CANNED BEANS	CAULIFLOWER & RED LENTIL CURRY <a href="#">recipe on next page</a>
FRIDAY	NON-DAIRY YOGURT WITH FRESH FRUIT	MEXICAN-INSPIRED QUINOA BOWL <a href="#">recipe on next page</a>	SPAGHETTI WITH TOMATO SAUCE & VEGGIE GROUND ROUND
SATURDAY	TOFU SCRAMBLE	THREE BEAN CHILI	TOFU STIR FRY
SUNDAY	PANCAKES	SESAME PEANUT NOODLES	POTATO-KALE SOUP <a href="#">recipe on next page</a>

## POTATO-KALE SOUP

**SERVES 8**

- 3 tbsp. olive oil
- 225 g Field Roast Chipotle sausage, or other veggie sausages
- 1 large onion, diced
- Salt, to taste
- ¼ tsp hot pepper flakes (optional)
- 3 garlic cloves
- 5 Yukon Gold potatoes (5 cups), peeled and cut into small cubes
- 5 ½ cups hot water
- 2 tsp Better Than Bouillon vegetable paste, dissolved in the 5 ½ cups water
- 1 bunch kale or collard greens, thick stems removed and leaves thinly sliced
- ¼ cup chopped parsley (optional)



Heat oil in a large pot over medium heat. Add sausage and cook, stirring until browned. Transfer to a plate. Add onion, salt and hot-pepper flakes. Cook, stirring until very soft, for 5 min. Add garlic and potatoes and cook, stirring for 2 min. Add broth and bring to boil. Reduce heat and simmer, covered, until potatoes are tender, 15 min. Add kale and bring to a boil. Reduce heat and simmer, uncovered, until kale is tender, 3 min. Puree ¼ of the contents in the pot and then combine with remainder. Add veggie sausage chunks.

Recipe credit: @easynanimalfree

## FETTUCCHINE WITH ROSÉ CREAM SAUCE

**SERVES 4 TO 6**

- 1 large onion
- 2 tsps olive oil
- Half a head of garlic
- 1/2 lb of mushrooms (10-12)
- 1 tsp of each: fennel, dried basil, dried oregano
- 28 oz can diced tomatoes
- 1 cup frozen peas
- Small zucchini
- 1 bunch of spinach
- 1 cup cashews, soaked in warm water for 2 hrs
- 1 tsp salt
- ¼ cup nutritional yeast (optional)
- 1lb pasta



Process onion until minced, sauté with olive oil; process garlic, add to onion; process mushrooms (pulse until chunky) and add. When mushrooms have started releasing moisture, stir in fennel, dried basil & dried oregano; plus tomatoes and frozen peas. Simmer, partially covered, for 10-15 mins. Stir in grated zucchini and chopped spinach and simmer for 2 mins. Turn off heat. Meanwhile, blend cashews with 1.5 cups of water until smooth (if you don't have a high-powered blender, soak first). Add this cashew cream to the sauce, along with salt and nutritional yeast. This sauce is plenty for 1lb of pasta. Heat any leftovers in pan with a few splashes of water to keep creamy.

Recipe & photo credit: @easynanimalfree



## MEXICAN-INSPIRED QUINOA BOWL WITH FRESH-SQUEEZED LIME AND CHILI

### SERVES 2

- 1 head iceberg lettuce
- 1/2 cup salsa
- 1 avocado
- 2 cups cooked quinoa
- 1 cup black beans
- 1 cup organic corn
- 1/2 cup pita or tortilla chips
- 1/2 cup shredded dairy-free cheddar (eg Daiya)
- 4 tbsp. dairy-free sour cream (eg Earth Island or Tofutti)
- 2 limes
- 1/8 cup extra virgin olive oil
- 1/2 tsp crushed chilis or Mexican chili powder
- Salt and pepper, to taste

Chop iceberg lettuce into bite-sized pieces and place in a large bowl along with quinoa, corn and beans. Squeeze limes and drizzle olive oil onto your lettuce mixture and toss, then divide portions out into two big bowls. Garnish each plate with half an avocado, a handful of crushed chips, sour cream, cheddar cheese, salsa, s&p.



Recipe & photo credit: [itstodiefor.ca](http://itstodiefor.ca)

## CAULIFLOWER & RED LENTIL CURRY

### SERVES 6

- 2 tps oil, to sauté
- 1 large onion, diced
- 1 tbsp ginger, minced
- 1 tbsp garlic, minced
- 2 tps curry powder
- 2 tps cumin
- 2 tps coriander
- 2 large tomatoes, diced (or equivalent canned)
- 2 large carrots, diced
- 2 cups red lentils, rinsed
- 5 -6 cups veggie broth (or water+ bouillon)
- 1 medium head cauliflower, cut into florets
- Salt and pepper, to taste
- Cilantro, to garnish

Heat large pot over medium heat; add oil and onion, sauté until onion softens. Stir in ginger, garlic, curry powder, cumin, and coriander. After a minute, stir in tomatoes. Simmer until tomato softens, a few minutes. Stir in carrots, lentils, and five cups veggie broth; cover pot and bring to a boil, then reduce heat to a simmer. Simmer for ten minutes then add cauliflower and simmer for another 15 to 20 minutes, until cauliflower is tender, stirring occasionally. (If it's too thick at any point, add more broth.) Turn off the heat and stir in salt; taste and adjust seasonings. Top with black pepper and torn cilantro.



Recipe & photo credit: [@easyanimalfree](https://www.instagram.com/easyanimalfree)



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HELPING PEOPLE HELP ANIMALS

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