No, I don’t have any spare ribs!
Unless you live under a rock, you’ve probably heard a lot of talk about vegans lately. You might’ve asked yourself, “What’s a vegan?” We’ve got the answer: A vegan is someone who doesn’t eat or wear animal products or use products tested on animals.

Now you know! And it’s pretty awesome that young people are the fastest-growing group of people choosing to take a stand against violence by making more compassionate food choices. Being vegan means replacing the foods you eat that come from animals with plant-based versions that taste similar, are better for you, and don’t hurt the environment or animals. Most vegans used to eat meat—and it wasn’t until they realized that animals on factory farms and in slaughterhouses endure a living hell that they decided to try vegan food. This guide will help YOU go vegan!
TRY NEW FOODS.

Trying things you might not have tasted before, like hummus, Indian foods, falafel, soy or almond milk, tofu, and different fruits and veggies, makes going vegan super-easy.

REPLACE FOODS THAT YOU’RE USED TO WITH NEW ONES.

LIKE THESE!

It’s all about choosing animal-free foods when you’re at the grocery store or out to eat! All grocery stores sell vegan food, and even places like Target sell tofu, vegan meats (try brands like Gardein), and more! Here are some tips on making the transition:

BEING VEGAN IS EASY.

Going Vegan:

HOW-TO!

CAFFEINE FIX??

Next time you hit Starbucks, ask for soy milk in lattes, hot chocolate, Frappuccinos, and other drinks, and say, “No whip!”

TRYING THINGS YOU MIGHT NOT HAVE TASTED BEFORE,
LIKE HUMMUS, INDIAN FOODS, FALAFEL, SOY OR ALMOND MILK,
TOFU, AND DIFFERENT FRUITS AND VEGGIES,
MAKES GOING VEGAN SUPER-EASY.

THINK OUTSIDE THE BOX.

Most restaurants can easily whip up something vegan—even restaurant chains like P.F. Chang’s, Subway, and Johnny Rockets offer vegan options. You can also find delicious vegan food in Chinese, Indian, and Thai restaurants. Yum! Check out options in your area at peta2.com/HappyCow.

ORDER TIP:

It’s easy to order vegan at fast-food chains like Taco Bell, Chipotle, and Qdoba—just say, “No cheese or sour cream,” when ordering a bean, veggie, guac, and rice burrito, taco, or bowl.

GET YOUR FRIENDS AND FAM ON BOARD.

Ask your family and friends to go vegan with you. Make sure that you know how to answer their questions—and always answer them with a smile!

GET COOKING.

Check out the recipes in this guide and head to peta2.com/Cookbook to get PETA’s Vegan College Cookbook, which is filled with recipes that are so easy, you won’t need anything more complicated than a microwave to make them!

STAY INSPIRED!

Watch the video at peta2.com/GlassWalls to remember why your choices matter.
EAT THIS, NOT THAT!

You can still eat all your favorite foods—just look for the vegan versions. Check out some of the products we ❤️.

**BURGERS**
Gardein, Boca, Whole Foods, Amy’s, and MorningStar Farms all make delish meat-free (but still meaty!) veggie burgers. You can even find veggie burgers at Denny’s, Red Robin, and Johnny Rockets.

**TURKEY**
Look for brands such as Tofurky, Gardein, Field Roast, and Lightlife to replace turkey meat in your sandwiches and for holiday roasts.

**FISH**
Look for Gardein Fishless Filets or Sophie’s Kitchen—brand vegan fish sticks, filets, shrimp, crab cakes, and other products.

**TURKEY**
Select vegan sausage from Lightlife or Whole Foods and vegan bacon from Lightlife or Upton’s Naturals.

**HOT DOGS**
Lightlife, Tofurky, Field Roast, and Whole Foods make delicious veggie dogs perfect for the grill.

**SAUSAGE & BACON**
Choose vegan sausage from Lightlife or Whole Foods and vegan bacon from Lightlife or Upton’s Naturals.

**CHICKEN**
Try vegan chicken from Gardein, MorningStar Farms, Beyond Meat, Trader Joe’s, or Whole Foods.

**BEEF**
Try Boca crumbles, Tofurky ground beef crumbles, Gardein’s beefless tips, and more!

**ICE CREAM**
Dig into So Delicious, Tofutti, Almond Dream, Luna & Larry’s Coconut Bliss, or Purely Decadent vegan ice creams.

**EGGS**
Ditch eggs in scrambles and replace them with tofu, and visit peta2.com/Lifestyle for lots of tips on how to replace eggs in baking (using easy substitutes, such as applesauce or bananas).

**Milk**
There are tons of nondairy milks available these days—everywhere from your local grocery store to 7-Eleven. Try soy, almond, rice, and coconut milks.

**CHEESE**
Cheese lover? No worries! Look for Teese, Tofutti, or Follow Your Heart cream cheese, GO Veggie! Parmesan, and Daiya vegan cheese shreds, wedges, and slices.

**FISH**
Choose vegan sausage from Lightlife or Whole Foods and vegan bacon from Lightlife or Upton’s Naturals.

**WHY GO VEGAN? FIND OUT > > > > >
Can’t find one of these products in your local grocery store? Ask the store manager to start carrying it!
WHY GO VEGAN?

She’s why.

Animals exist for their own reasons. They’re not bacon, steak, or nuggets. They have feelings, just as we do—and they don’t want to die for your plate.

vegan (vē'gən): a person who does not eat or wear animal products or use products tested on animals
‘Life’
ON A FACTORY FARM

...is no life at all. Here’s the reality of how the animals you eat make it to your plate:

Chickens and turkeys are the most abused animals on the planet. They often have their beaks and their toes cut off, and they’re forced to live by the thousands in warehouse-like sheds. In the egg industry, males are often suffocated or ground up alive, sometimes just hours after hatching, and females are each given a space the size of an iPad. These birds never get to spread their wings or breathe fresh air. At the slaughterhouse, they sometimes have their wings and legs broken, are thrown against walls, have their heads ripped off, or are scalded to death.

Pigs on factory farms spend their whole lives on concrete floors in extremely cramped pens. They have their teeth and tails cut, and males are often castrated without the use of painkillers. Female pigs have it even worse: Many of them are forced to live in metal crates so narrow that they can barely move. Although pigs are smarter than 3-year-old kids, they’re still hung up by their hind legs and killed by having their throats slit, often while they’re still conscious. Some are even scalded to death.

Cows killed for meat spend almost their entire lives in dirty feedlots being fattened up for slaughter. Female cows used for milk are forcibly impregnated over and over again on what the industry calls “rape racks” and have their babies traumatically torn away from them shortly after birth so that humans can drink the milk meant for their calves. Whether they’re used for meat or dairy products, these animals all meet the same end—on a killing floor, where they often have their throats slit while they’re still conscious and are sometimes hacked apart while still alive.

Fish feel pain and suffer just like other animals, especially when they’re hooked through the mouth or dragged out of the ocean in nets to be suffocated, crushed, or gutted while still alive. Dolphins, sea turtles, and birds are often caught and killed by “accident” in fishing nets.

Go inside a slaughterhouse: Text FACE to 73822 (United States) or 99099 (Canada)* to get peta2’s “Face Your Food” video exposé sent to your phone.

*Message and data rates may apply. Periodic messaging. Text STOP to end, or text HELP for info. Full terms are at http://peta2.me/tot.
Humans DO NOT need to eat meat.

Not to get all scientific here, but seriously: There are many physiological differences between humans and true carnivores who have to kill other animals to survive. We don’t have claws to hunt or sharp teeth to rip and chew flesh—or the instinct to eat raw meat. (Well, unless you’re a zombie!) Our bodies have evolved to do much better on a plant-based diet that has no cholesterol, is lower in saturated fat, and is less likely to make us unhealthy and kill us.

Humans are the ONLY species that drinks another species’ milk.

And we’re the only species that drinks milk past childhood. Cows produce milk for the same reason that humans do—to feed their babies. If factory farmers didn’t keep cows almost constantly pregnant, their milk would dry up. Cow’s milk is meant for baby cows, who have four stomachs and who gain hundreds of pounds in just a few months. Calcium is easily found in vegan foods—and is more easily absorbed from plant sources.

A label that says “organic” or “cage-free” DOES NOT mean that the animals were treated well.

The terms “organic,” “cage-free,” and “humane” tell us very little about how the animals were treated. Most animals raised under these very poorly regulated guidelines still end up terrified and struggling to escape on the same slaughterhouse floors as the animals from factory farms do—there are no “humane” slaughterhouses. Plain and simple, these are just marketing terms to make you think it’s OK to eat animal products—it’s not.

THE Truth

BUSTING THE MYTHS ABOUT NOT EATING ANIMALS!

Vegans are strong and healthy!

There are vegan ultra-marathon runners, tennis players, football players, bodybuilders, and pro mixed martial arts fighters! Vegans often have more energy, stamina, and strength because they’re not weighed down by heavy, unhealthy animal products.

Animals exist for their own reasons, not for us to eat.

Animals have feelings, want to spend time with their families, and have the right to live their own lives. People disregard animals’ feelings out of habit and tradition, because they don’t know the truth about how the animals are treated, or because they don’t think of animals as individuals who—although different from us—desire freedom. Isn’t that similar to the way certain groups of humans relate to other groups of humans? That isn’t OK, either.
Get **PROTEIN** from …

**TOFU**
**VEGGIE BURGERS**
**PEANUT BUTTER**

Also found in lentils, soy yogurt, nuts, quinoa, protein bars, and vegan meats like Gardein, Boca, and more!

**Get CALCIUM** from …

**BROCCOLI**
**ALMONDS**
**FORTIFIED NONDAIRY MILKS**

Also found in leafy greens like kale and collard greens, sesame tahini, Great Northern beans, and more!

**Get IRON** from …

**SOYBEANS**
**CHICKPEAS**
**SPINACH**

Also found in kidney beans, lentils, quinoa, tempeh, tofu, and more!

**Get VITAMIN D** from …

**SUNLIGHT**
**FORTIFIED JUICES**
**FORTIFIED NONDAIRY MILKS**

Find **vitamin B₁₂** in fortified brands of nutritional yeast, cereals, soy and rice milks, and vegan meats. Or just take a B₁₂ tablet once a day.

Need the deets on nutrition? We’ve got ‘em! (P.S. These are great to use when friends and fam ask you where you get your protein!)

Here’s the rundown on vegan nutrition:
Ready to get started? Here are our top four easy, yummy vegan recipes that won’t leave you broke!

**Easy Vegan Recipes**

### Vegan Sloppy Joes

Just as “meaty” as the traditional recipe—except, well, there’s no meat.

1. 15.5-oz. can Sloppy Joe sauce (try Manwich brand, and avoid brands that have anchovies in their Worcestershire sauce)
2. 1 12-oz. bag veggie burger crumbles (try Boca brand)
3. 4 buns
4. Pickle slices, for garnish (optional)

- Combine the sauce and crumbles in a microwave-safe bowl. Nuke for 2 minutes, or until hot.
- Spread on the buns, along with the pickle slices, and serve.

Makes 4 servings

### Pancake in a Mug

Rushing to class in the a.m.? Try this super-easy pancake recipe.

1. ½ cup Bisquick
2. ¼ cup nondairy milk
3. 2 heaping Tbsp. applesauce
4. Handful vegan chocolate chips or blueberries
5. Maple syrup, to taste (optional)

- Mix together all the ingredients except the maple syrup. Pour into a mug and microwave until completely cooked, about 1 to 2 minutes. Top with maple syrup. Voilà!

Makes 1 pancake

### Chocolate Pudding

Nothing is quite like sitting in bed in your pajamas, watching hours of reality TV, and eating an entire bowl of this chocolate pudding.

1. 1 12.3-oz. pack firm silken tofu
2. ½ cup + 2 Tbsp. sugar
3. ½ cup unsweetened cocoa powder
4. 2½ tsp. vanilla extract
5. Pinch of salt

- Blend all the ingredients in a food processor or blender until creamy and thick. Chill.

Makes 4 servings

### Vegan Grilled Cheese

Meet your new best friend.

1. 2 slices vegan bread
2. 2 tsp. vegan margarine (try Earth Balance brand)
3. ½ cup shredded vegan cheese (try Daiya or Follow Your Heart)

- Do you really need instructions here? Just make a grilled cheese, but instead of using dairy cheese and butter, use vegan cheese and margarine. Easy, right? Add tomatoes, onions, or vegan bacon to make it extra delish!

Makes 1 sandwich

Get more delish vegan recipes like vegan BLTs, black bean enchiladas, and pizza-stuffed peppers at peta2.com/Recipes!
Now that you’ve read all about how awesome and easy it is to go vegan and decided to give it a try, share your lifesaving decision with everyone you know. Snap a photo of yourself with this guide and share it on Instagram with “Hey @officialpeta2! #IJustWentVegan” to get FREE limited-edition stickers.

Tell us + Get Free Stuff!

Sign up for the peta2 Street Team.

It’s FREE and a great way to stay on top of animal rights issues and events in your area, get helpful advice, and find out about contests and new vegan products. You’ll also earn points that you can exchange for free T-shirts, hoodies, and more—just by speaking up for animals. Go to peta2.com/StreetTeam to sign up.

Text us for vegan recipes!

Sign up to receive recipes, tips on eating vegan, and more from peta2 by texting VEGAN to 73822 (United States) or 99099 (Canada). Message and data rates may apply. Periodic messaging. Text STOP to end, or text HELP for info. Full terms are at http://peta2.me/txt. Feel free to text us with your questions anytime at the numbers above.

Need Support?

Check out peta2.com/Boards to hook up with thousands of other young people like you who are making a difference.

Extend your compassion to your clothing choices (don’t buy fur, leather, wool, or down!), and be sure to buy only cruelty-free cosmetics, soaps, and more! Visit peta2.com/Lifestyle for tips.

#IJustWentVegan

OTHER THINGS YOU CAN DO!

E-mail peta2@peta2.com, and we’ll hook you up with FREE stickers, DVDs, leaflets, info, and more!

Sign up to receive recipes, tips on eating vegan, and more from peta2 by texting VEGAN to 73822 (United States) or 99099 (Canada). Message and data rates may apply. Periodic messaging. Text STOP to end, or text HELP for info. Full terms are at http://peta2.me/txt. Feel free to text us with your questions anytime at the numbers above.

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THANKS!