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VSA UTRECHT

WHY VEGANISM?

*Building a vegan-minded community
for students in Utrecht*

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What is this booklet about?

Welcome to VSA Utrecht's information on veganism and tips on how to live a vegan lifestyle in Utrecht. With this booklet, we aim to provide a concise overview to make it easier for you to obtain the relevant information, and to allow you to share this booklet with people in your environment. While we've tried to include all the relevant information, there is a chance that we've missed some of it, so feel free to contact us if you have any suggestions on how we could improve on the booklet. In addition we've tried to use reliable sources (found at the end of the booklet), however, it is good to keep in mind that research on this topic is constantly changing and we are no experts in this field. We'd also like to highlight that being a "perfect vegan" is nearly impossible, but we hope that this doesn't discourage you from trying to be a vegan as much as is possible for you. To summarize this, the definition of veganism that we stand by is that of The Vegan Society and goes as follows:

Veganism is a philosophy and way of living which seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of animals, humans and the environment. In dietary terms it denotes the practice of dispensing with all products derived wholly or partly from animals.

Much love from the Outreach Committee

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Ethical reasons to go vegan



In this section, we want to highlight some key aspects of the ethics surrounding veganism. While there are multiple reasons to follow a plant-based diet, an ethical vegan does not only follow a vegan diet but applies the same philosophy to other parts of their lifestyle. This includes buying vegan cosmetics and clothing without animal derived products. Most of the information discussed below concerns general practices worldwide, with a special focus on Europe.

Meat

To start off, we'll discuss the ethics of meat consumption, since its harmful effect on animals is perhaps most obvious. What's interesting about people's perception of meat consumption is how everyone has different views on which animals are seen as food and which animals are seen as a pet or a friend. Most people will say that they are an animal lover, because what is not to like about a cute puppy, right? But how is a puppy different from a cow or a pig, and how is it then so normal to eat one and not the other? Society normalizes the distinction between food and pet, while we would like to make you question whether you could make a moral distinction as to why one should be harmed and the other shouldn't.

To highlight this, it's interesting to review different cultural perceptions to make you aware of the effect that societal norms can have on you. For instance, slaughtering cattle is illegal in parts of India, while it is consumed at large in other parts of the world. On the other hand, it is normal to eat dog meat in countries such as Vietnam and Nigeria, despite it being banned in countries like Taiwan and Germany. This may show how we are raised to think a certain way about one animal and not the other. In addition, it raises the question "Does legality equal morality?". So, if you're an animal lover, how can you cuddle your cat, but turn a blind eye to the harm of pigs?

Similarly, we can discuss the argument that animals feel pain and distress in the same way that people do. We understand that our pets can feel pain and will do everything to prevent them

from being harmed, indicating that we think they hurt the same as we do. This distinguishes animals from plants since plants don't have a central nervous system or pain receptors. Also, the fact that we have practices in place to "humanely" slaughter an animal indicates that we as a society acknowledge that animals can suffer. This does not mean that "humanely" slaughtering is something to strive for since humane and slaughter directly contradict each other. The word "humane" means to show compassion or benevolence—so how does one compassionately or benevolently take the life of someone who does not desire to die?

Now with regards to the slaughtering process, the suffering during the actual killing may be quite obvious. However, the whole process of being raised in a small space your entire life, being overfed and tortured if you don't comply and being transported regardless of extreme weather conditions arguably leads to much more suffering. For an accurate, but emotional description of a cow's transport and slaughter please read this article: www.peta.org/issues/animals-used-for-food/factory-farming/cows/cow-transport-slaughter/

Important to note here is that organic, local or small scale farming uses these same practices.

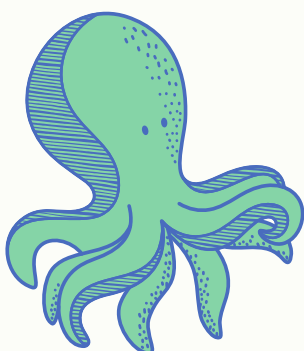
All in all, the ethics of meat consumption comes down to being in touch with what is on your plate. A piece of meat is not just a piece of meat, it's a piece of an animal that feels and suffers the same way that humans do.

Fish

To discuss the ethical issue regarding the consumption of fish and products derived from fish, this text will highlight proof that fish feel pain and stress and how fishing practices lead to that. Fish is often discussed separately from meat as they are perhaps seen as less similar to humans than a mammal would be.

When researching pain responses in animals, it must be noted that pain is expressed differently in every animal. We know the signs of pain in humans, such as a loud scream or a grimace, which fish can't do. However, there are other types of behavioural responses observed in fish after administering a painful stimulus that overlaps with a human response, such as loss of appetite, brushing the painful area on an object and increasing the rate of gill beats. Interestingly, when administering morphine, these pain-associated behaviours went away, just like they do in humans.

In the process of obtaining the fish out of the water, the fish may suffer in different ways. Some die due to being pulled up out of the water over a long distance, leading to such high pressures that their organs burst open. In addition, fish are pulled out of the water and suffocate, as their gills collapse and they can't absorb enough oxygen. This is apparent when they start to move a lot, trying to get back to the water. Other practices of the fish industry include freezing the fish alive or being cooked alive, which for example happens with lobsters and shrimp. Lastly, it is important to note that there's a lot of by-catch in the fishery industry, meaning that lots of other aquatic species are caught in the nets. Some estimates report that up to 40% of the world's catch is bycatch, translating to an additional 63 pounds of sea animals being killed per year.



Eggs

The use and consumption of eggs are generally not regarded as harmful to chickens that produce eggs anyways, right? This section will focus on why any type of egg industry is harmful and unethical.

To start with, laying hens are forced to produce over 20 times the amount of eggs that wild chickens would. This is due to a combination of selective breeding, artificial daylight making them believe that it is permanently spring, and the stress of not being able to brood their eggs. Hereby their bodies' nutrients are depleted at a higher rate than they can be restored, leading to calcium deficiencies and long-term exhaustion that can kill them. Chickens naturally eat their own unfertilized eggs to regain some of the nutrients that they've lost during the production process. So, the egg industry does not only exhaust chickens by stimulating the overproduction of eggs, but by taking away the eggs, it prevents them from regaining some of those nutrients.

To continue, let's take a look at some of the practices in the egg industry. Since only female chickens can produce eggs, male chicks are of no use to the industry and only lead to higher costs. The male chicks and sick (and thus useless) chickens are killed shortly after birth, usually by putting them in an industrial macerator, a CO2 gas chamber or by stuffing them in plastic bags to let them suffocate. Thus, consuming eggs means you contribute to killing around half of the chickens that are born in this industry. Other practices such as beak trimming (usually during the first day of life) are used to reduce the feather pecking of other chickens and cannibalism (a phenomenon induced by the stress caused by industrial farming). With this, it is worth mentioning that these practices are common in the production of backyard eggs worldwide too, not just the notorious battery egg industry. Luckily, beak trimming was banned in the Netherlands on 1 January 2019. However, this has also raised concerns, as farmed chickens are aggressive (due to their living environment and the way they were bred) leading to a higher chance of chickens harming each other.

Lastly, an important aspect is the chicken's living conditions. While traditional battery cages have luckily become illegal in the EU, the living conditions of laying hens are still far from ethical. For instance, in battery cages, the chickens have less space than the size of letter paper to live their entire life. While the amount of space is slightly better in free-range or organic eggs, since they can go outside, the regulations have no say over the conditions outside. So the nice picture of a chicken roaming around freely in the grass is unfortunately not the case since the outside area usually consists of concrete. Also, these alternative ways of egg production include practices such as the killing of the male chicks described earlier.

Milk

Similarly to eggs, the harmful effects of milk consumption on animals may not be immediately apparent since you're not consuming the flesh of the animal.

First of all, it is interesting to realise that cows produce milk to feed their newborn baby, just like human moms produce milk for their baby. This means that dairy cows are almost constantly kept pregnant to keep milk production as high as possible year-round. Part of the impregnation process includes obtaining the semen from bulls in various ways, one of which is electroejaculation where an electric shock is administered to a bull's prostate in order to make him ejaculate. After obtaining the semen, the dairy cows are forcefully inseminated by the farmer, a crude process that involves putting their hand in the cow's anus to hold the cervix in place. Constantly being pregnant has a big toll on the cow's body as they are constantly drained of resources. This doesn't only limit their quality of life, but also their lifespan, as dairy cows live five years on average, while they are naturally able to live 15-20 years. Generally, the dairy cows collapse after five years due to their strenuous life, or they are deemed unprofitable due to their decreased milk production. The majority of these dairy cows are slaughtered for beef.

When considering that the milk produced by cows is intended for calves, but is instead given to humans, you might wonder what happens to the calves. The calves are taken away from their mums within the first day of their lives. This moment is traumatic for both mother and child and the mother cows show signs of distress in the period after the separation. The female calves are used for milk production, while the male calves are either sold for veal production or killed on the spot since it costs too much to keep them alive.

Besides this, the dairy cows' living conditions are designed for optimal milk production at the cost of the cows' wellbeing. For instance, the floors that they live on are usually concrete, because it is less expensive and easier to clean. However, this floor is too solid and harsh and may get too slippery for cows. Another aspect that affects a cow's health is the limited space in which they can move. Some are tethered to the railing and others just have a small space to move around in. This leads to behaviours associated with discomfort and distress, such as using their mouths to manipulate the stable hardware and decreased self-grooming. While buying alternatives to the conventional dairy industry such as organic dairy products might improve this aspect a little bit, the meaning of such labels is quite limited. For example, in both conventional and organic farming animal mutilation is still allowed and the organic label doesn't safeguard the animals from transport and slaughter conditions in any other way.





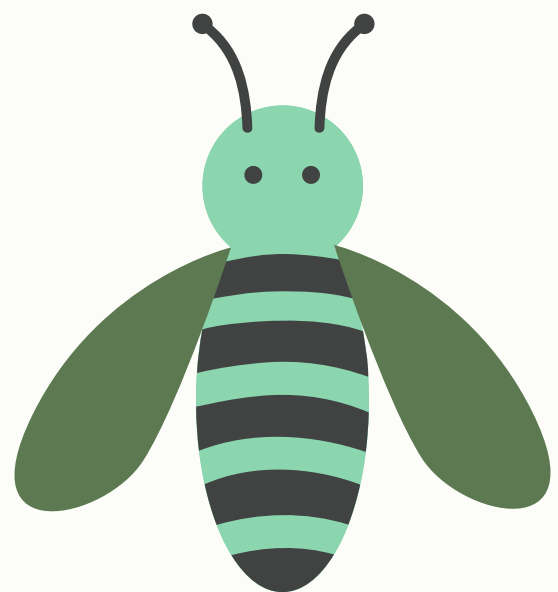
Honey

Honey is often described as a grey area in veganism since not all vegans omit honey from their diet. Here we'll discuss ethical reasons to stop consuming and using products derived from honey.

To start with, it is good to consider the function of honey for bees: it is their food. Bees spend the year producing honey in order to survive the harsh winter times. Since the most amount of honey is present during the autumn time (before the bees have needed it to feed on it), this is when beekeepers usually extract the honey. Meaning that all the hard work that bees have put into it all year round is taken away and nothing's left for the bees to feed on. They will sometimes be provided with sugary alternatives, which are low in nutrition and therefore lead to poorer health. Alternatively, the bees will be killed, because it is not cost-effective anymore to keep them during the winter period during which they don't produce enough honey.

Moreover, there are similarities between the dairy industry and honey production, since the queen bee is artificially inseminated, just like dairy cows, leading to a breeding pattern where the gene pool is severely worsened leading to a decrease in their health and lifespan. Other practices of the honey industry include the clipping of the wings, so the queen bee can't leave.

It is good to note that there are many types of bees, but only one type produces honey, the honeybee. However, the honeybee only plays a small role in pollination, which is a key process in the fertilization of crops and flowers, allowing them to grow. Examples of foods that need a bee's pollination to grow are cauliflower, blueberries and watermelon. Due to the fact that honeybees are not the best bees for this, we need other bee species in higher amounts. Moreover, not every pollinator species visits the same plants, meaning that we need a variety of species to make sure that all plants are visited by the right pollinators. Sadly, the bees are going more and more extinct. Because of the honey industry, honeybees are overproduced, which is not only less useful for pollination but is counterproductive, since they compete with wild pollinating species, driving them out of the regions they normally visit, leading to even lower pollination. The global population of domestic honeybees is rapidly rising, which seemingly contradicts the idea of bees dying out, thereby highlighting the fact that the problem lies with wild pollinators and that beekeeping does not help the problem.



Humans

While this is maybe not the first thing that you think about when discussing veganism, adopting a vegan lifestyle also has great benefits for your fellow humans.

In the first place, in the animal agriculture industry, the working conditions may be very poor, including a low income and a dangerous working environment with a high injury rate. This specifically exploits people living in poverty, as most people employed in factory farms and slaughterhouses are poor migrant workers who have trouble finding work elsewhere. To highlight the effect that this has, people working in slaughterhouses have higher suicide rates, addiction rates and a higher incidence of depression. Other examples of poor working conditions can be found in the tannery industry used to prepare leather. This process is so toxic that people die before the age of 50 and have disabled children due to exposure to toxic chemicals.



Perhaps one of the most interesting concepts is that the process of raising animals is very inefficient with regards to the amount of food needed to obtain animal flesh or dairy. For example, it takes about 11 kg of grain to produce 1 kg of meat. If you think about the fact that 800 million people are starving in this world today, while we're producing enough food to feed them, it is kind of odd to know that instead we're using this food to feed farmed animals. Even more ridiculously, most of the food farmed for animals such as soybeans is farmed in the countries where starvation levels are highest, thereby highlighting how unethical current food distribution is.

Furthermore, the livestock industry is also responsible for the spread of infections in humans. On one hand, the industry increases animal to human exposure, thereby allowing the transfer of diseases between them. More importantly, cramming animals together in confined spaces allows for extremely rapid spread and mutation of viruses, meaning factory farms are essentially breeding grounds for epidemics. Cramming animals together has previously led to zoonotic infectious diseases such as swine flu, bird flu, ebola and probably the COVID-19 pandemic. On the other hand, the extensive use of antibiotics in the farming industry is one of the largest contributors to the development of antibiotic resistance, leading to an infection that does not respond to antibiotics anymore. If then humans contract this infection, it will be harder to treat leading to increased morbidity and mortality. At this point, antibiotic resistance is responsible for 25.000 deaths and 2.5 million hospitals per year already, so it is vital to limit the use of antibiotics as much as possible.

To conclude, ethically, humans and animals should be equally treated with respect and dignity since they feel and suffer in the same way. There is simply no humane way of using and killing animals for consumption. Moreover, by going vegan you may also help increase the amount of food available for humans, reduce mental illness levels from slaughterhouse workers, and reduce the spread of infections.



Environmental reasons to go vegan



As well as having ethical implications, the animal agriculture industry also has negative effects on the ecological crisis. While urging politicians and leaders to enforce systematic change, holding large corporations accountable, and climate marches are very important, individual consumption and demands also create change. Usually, when you think about helping the environment you think of using less plastic, cycling instead of taking the car, or taking fewer and shorter showers. Sadly, these changes pale in comparison to reducing or eliminating your animal product consumption. According to a 2018 study by Oxford researchers “avoiding meat and dairy is the ‘single biggest way’ to reduce your individual impact on the earth”. Yet, this seems to be the most overlooked action on the list.

Emissions

Even if we all switch to green energy and ditch fossil fuels completely, we will still exceed our 565 gigatons CO₂ limit by 2030, all from animal agriculture. Following a plant-based diet could reduce your individual emissions footprint related to food by up to 73%. This is because animal-based products produce significantly more emissions during the production process than plant-based products. For example, producing a kilogram of beef emits 60 kilograms of greenhouse gases, while the production of peas for example emits just 1 kilogram per kg.

- The farm animal sector annually accounts for: 9% of human-induced emissions of carbon dioxide (CO₂),
- 37% of emissions of methane (CH₄), which has more than 20 times the global warming potential (GWP) of CO₂,
- 65% of emissions of nitrous oxide (N₂O), which has nearly 300 times the GWP of CO₂.

Meat and dairy provide only 18% of calories and 37% of protein, while it produces approximately 60% of agriculture’s greenhouse gas emissions. Buying local food only slightly reduces emissions.

Transport typically accounts for less than 1% of greenhouse gas emissions of meat consumption. Whether the meat is produced locally or shipped from the other side of the world; the total footprint is almost the same. What you eat is *far more* important than where your food traveled from.

Land use

The production process of meat is incredibly inefficient. As mentioned in the previous paragraph, it takes on average about 11 kilograms of grain to produce 1 kilogram of meat. This is because the animals need to eat a large amount of plant protein. The production of animal products uses about 45% of the earth’s land. This also includes the vast amounts of land that needs to be cleared to grow food for the animals.

Land required to feed 1 person for 1 year:

Vegan: 675 m²

Vegetarian: **3x** as much as a vegan
(>2000 m²)

Meat Eater: **18x** as much as a vegan
(>12000 m²)



Land usage

6000 m² of land can produce approximately **17000** kilograms of plant-based food. 6000 m² can produce approximately **170** kilograms of beef.

Without meat and dairy consumption, global farmland use could be reduced by more than 75%—an area roughly the size of the US, China, European Union and Australia combined—and still feed the world. The loss of wild areas to agriculture is the leading cause of the current mass extinction of wildlife. The production of meat is the single largest cause of deforestation globally. In Brazil, farmers are deliberately setting forest fires—like the Amazon rainforest fires you may have seen in the news—to clear space for cattle ranching and to grow industrial animal feed for farms in Europe.

Water usage

Animal agriculture is responsible for 20–33% of all freshwater consumption in the world today. For example, up to approximately 50000 litres of water is needed to produce 1 kilogram of beef. This is why reducing the length of your showers is virtually useless if you still eat meat. Eating just one beef hamburger is on average equivalent to two whole months worth of showers.

Soy

When you become vegan, you might increase your consumption of soy products such as tofu, soy milk, and soy-based meat alternatives. The environmental impact of vegans eating more soy is a common argument people use against veganism. However, 80–90% of soy grown worldwide is actually used for animal feed and so is indirectly being consumed by meat-eaters. In raising cattle, there is a feed ratio of 25:1, making meat very inefficient in terms of food wastage and land needed. Soy is also ubiquitous in non-vegan food, as well as soaps, cosmetics, and plastics. Therefore, the amount of soy produced for vegan consumption is a fraction of the soy that is produced for omnivores.



Dairy

Sometimes when people make the step to reduce their meat consumption, they replace it with dairy products such as cheese. While it might seem like a good step in the right direction, this is not really the case. Dairy products come from the same animals (cows, goats) that we use for meat. They need to be alive for as long as they produce milk, which means they need a lot of food, water and land. For example, on average 1,000 litres of water are required to produce 1 litre of milk. The dairy and meat industries are basically the same with regards to their environmental burden.

Eggs

The same problems of dairy's environmental impact apply to egg farming. Egg-laying hens need food, water and space. Commercial chicken feed consists mostly of grains and soy, both having their own environmental footprint. Though egg production is not as intensive as other forms of animal agriculture, by virtue of chickens being small animals and them being kept in smaller spaces (at the cost of the animals' health), it still has an environmental impact astronomically greater than most individual activities. The farming of one kilogram of eggs takes near 4000 litres of water and causes 1.6 kilograms of CO₂-equivalent greenhouse gas emissions.

Fish

The first aspect of the negative effect that fishery has on the environment is that of overfishing. To put it simply, too much fish is being extracted too fast compared to the rate of replenishment. This has already led many fish species to be on the verge of extinction. Hereby, fishing companies have already seen a large decrease in the amount of fish they've been able to catch per volume of water, signalling the depth of the problem. This does not only indicate a great loss of biodiversity but also shows that fishery will have to halt in the near future due to a lack of available resources. There are some predictions that the ocean could even be empty by 2048! A big contributor to the problem of overfishing is not solely the salmon and tuna intended for consumption, but the up to 40% of by-catch of sharks, sea turtles and other marine species that are also caught in the process.

Since specific fish species are overfished, the ecosystem's homeostasis is disrupted, a phenomenon known as a trophic cascade. Normally, ecosystems contain various food chains consisting of a balance between predators and prey. If a key predator, such as the shark, is then removed from this system (mostly as by-catch), their prey, for instance, crownose rays, face little to no competition, leading to a sharp increase in the ray population.

However, this ray population, in turn, preys on the next species in the chain which now has much more competition, leading to a sharp decline. This exemplifies how removing one species from an ecosystem affects the composition of the other species like a cascade.

Besides the disruption of the biodiversity and ecosystem stability, the fishery process also leads to high levels of greenhouse gas emissions. Depending on the method used, the fishery process can lead to 26 grams CO₂-equivalent per gram of protein, which is over 100 times more compared to legume production. Moreover, the fishing industry is estimated to contribute to 46% of plastic waste found in oceans, thereby leading to more plastic waste than plastic cups and straws. The nets used are made of non-biodegradable plastics and end up affecting more wildlife through this. So, next time you hear someone reminding you to not use plastic straws to save the turtles, tell them to stop consuming fish to save the turtles (and other aquatic animals).

An alternative that has been designed to combat the loss of fish for consumption is the concept of fish farms. Fish farms are what you think they would be, namely steel cages in the ocean where fish are raised, contributing to approximately half of the fish being consumed currently. While this seems like a great alternative at first glance, it is important to realise that these are carnivorous fish. This means that other wild fish need to be caught (with the above-mentioned consequences) to feed the farmed fish, with an average of 1,5 kg wild-caught fish needed to farm 1 kg of farmed fish. Thus, fish farms have similar environmental impacts.



Vegan Activism



Veganism is often portrayed as a personal choice in which you change your consumption and behaviour, but you can go beyond this by getting involved in vegan activism to share the vegan message of compassion for animals and the environment with others. Here are some groups worth getting involved in if you are interested.

Real-life Activism – Some Groups to Follow

Animal Save Movement

savemovement.nl

A group that brings awareness to the last minutes of animals' lives when they arrive at the slaughterhouse through photography, publicity and giving the animals love and attention. Hereby, they aim to inform people of the suffering involved in the animal agriculture industry. Besides the Animal Save Movement, they also have a Climate and a Health Save Movement.

Anonymous for the Voiceless

www.anonymousforthevoiceless.org

An organisation in which groups across the world educate people on the truths of animal agriculture. They do this through "Cubes of Truth", where some people hold laptops showing the cruelty in the production animal products. Meanwhile, other activists engage bystanders in conversation, reflecting on what they see and attempting to convince them to change to a vegan lifestyle.

Animal Rights

www.animalrights.nl

Animal Rights quite literally fights for the rights of animals, with their main stance being that every animal is an individual with its right to life and wellbeing. This indicates that animals don't live for us, but live for themselves. Their main focus has been on banning fur, hunting, slaughter and animal testing.

Online Activism – Some Pages to Follow

Food Empowerment Project

foodispower.org

Founded by Lauren Ornelas, this organisation advocates for healthy, vegan food for all as well as fighting for farm-worker's rights. They have lots of information on their website about animal agriculture and other exploitations in the food industry.

Earthling Ed and Surge Activism

@earthlinged & @surgeactivism on Instagram

Ed Winters ("Earthling Ed") founded the Surge Movement and is an activist and speaker from the UK. He also has a podcast (The Disclosure Podcast) and a YouTube channel containing educational and inspirational videos about various topics related to veganism, as well as videos of his public speaking and street activism.

Oosterhoeve Foundation

www.stichting-oosterhoeve.nl

A Dutch foundation that offers care for animals in need, often from the meat and dairy industry. They provide education about animals, nature, and environmentalism through visits for anyone who is interested.

Reddit Vegan Activism Community

reddit.com/r/VeganActivism

An online community listing various resources, petitions and organizations for vegan activism. It is also a good place to connect to other vegan activists worldwide.



VEGAN RESTAURANTS IN UTRECHT

VEGITALIAN

Vegitalian has delicious Napolitan pizza, where the pizza is plant-based and it is almost an exception to choose the vegetarian option. They also serve great pasta & bowls. Tip: try their vegan ice cream!

WAKU WAKU

Waku Waku's whole menu is vegan, which makes going out for dinner relaxed for a vegan. You don't need to worry that your dish contains any milk or egg. Also, the restaurant is very stylish, this will really add value to your night out.

VANPLANTEN

VanPlanten, just like Waku Waku, is a completely plant-based restaurant, where you don't need to worry about having not enough vegan options. This restaurant also supports a lot of charities supporting animals, nature and the environment!

GYS

Gys is a vegetarian restaurant with a diverse menu and a lot of vegan options. They also have a broad variety of pie and other desserts, which are all vegan!

TIJM

Tijm has a lot of vegan options. A personal favourite is the vegan roti with pumpkin and sweet potato. They also have organic packaging, which means they are completely plastic-free!

BROEI

Broei is a fully vegetarian restaurant with many vegan options. They are very creative with their flavours and serve a variety of vegan pastries. The location is also great since it's right by the water.

LIFE'S A PEACH

Life's a Peach is a fully vegan bakery that serves both sweet and savoury goods. It's run by a half Dutch, half Italian lady, so her Italian roots shine through in her products like her focaccias. Another cool thing is that there's always some local art on display for you to check out!

Did you know...

- There is a Facebook group 'Vegan Utrecht'. In this group a lot of vegan related questions are asked, activities are announced and there is food exchange.
- Stadswandeling030 organises a vegan city tour some weekends! You can sign up on their Instagram for the tour and you will receive a route and menu to visit nice spots and restaurants in the centre of Utrecht.
- A new vegan grocery store VMarkt has opened in Lunetten. They only sell vegan products, with a majority of items that are hard to find in normal grocery stores.



Personal favorite vegan products

SNACKS

Vegan Almond Magnums – Albert Heijn
Vego chocolate – Ekoplaza
Ben & Jerry's Vegan PB & Cookies – Albert Heijn, Jumbo, Plus
Lu Robuuste Koeken – Albert Heijn, Jumbo, Plus
Zachte Vossenkoppen (candy) – Lidl
Davelaar Stroopkoeken – Albert Heijn, Jumbo, Plus

BREAKFAST/LUNCH

Speculoos – Albert Heijn, Jumbo, Plus
Alpro natural (no added sugar) – Albert Heijn
Foodness soy cappuccino – Koffie geluk
Paté – Smaakt
Coconut Mango Yoghurt – Albert Heijn

DINNER

Seaweed Burger – Albert Heijn
Koh-Thai curry pastes – Albert Heijn, Jumbo
Ristorante vegan pizza margharita pomodori – Albert Heijn, Jumbo, Plus
Wagner Piccolinis Spinach Creamy Style – Dirk, Plus

DRINKS

I AM (wine) – Albert Heijn, Plus
Oatly chocolate milk – Albert Heijn, Jumbo, Plus
De Leckere (beer) – Albert Heijn, Jumbo, Plus





Vegan websites & documentaries

Websites

Barnivore – www.barnivore.com

To find out which brands of alcohol are vegan.

Happy Cow – www.happycow.net

To find vegan restaurants and cafés.

Naturally Ella – naturallyella.com

Recipes on this website and on her app.

Pick Up Limes

– www.pickuplimes.com/recipe-index

Recipes.

The Happy Pear

– thehappypear.ie/recipes

Recipes and courses.

Wat eet je dan wel – wateetjedanwel.nl

In Dutch. Recipes, lifestyle and new vegan supermarket product updates.

Gewoon vegan – gewoonvegan.nl

In Dutch. Overview of Dutch vegan supermarket products.

Veggie reporter

–

www.veggiereporter.com/category/vegan-aanbiedingen/

In Dutch. Weekly overview of vegan products that are on sale that week. You can also sign up for their newsletter to get the weekly overview in your mailbox.

Vegan Wiki – veganwiki.nl

In Dutch. Overview of vegan products.

Bonus Vegan – @bonusvegan on Instagram

Documentaries

Animal welfare (YouTube)

- Dominion
- Earthlings
- Land of Hope and Glory
- Dairy is Scary

Environment (Netflix)

- Cowspiracy
- Seaspiracy

Health (Netflix)

- Game Changers
- What the Health
- Forks over Knives

For some of these documentaries, especially those concerning animal welfare, we would like to advise you to watch it with someone, or have someone nearby who you could talk to, as some of the footage might be upsetting. If you do not have anyone to watch it with, feel free to contact us, so we can help you.





Can I love animals and eat meat?

An opinion piece

People are perfectly capable of caring deeply about a dog locked in a hot car, while not being bothered about livestock trapped in hot transport trucks. People can be moved to tears by a documentary showing a baby bird dying while peacefully preparing their chicken breast for dinner. People might be outraged upon hearing that newborn kittens were drowned while shrugging off the fact of newborn chicks being shredded.

Most people eat and care about animals. The meat paradox confronts humans with an unfavourable view of themselves: “how can I say I love animals and eat them at the same time?” The nature of this question appears to be obvious: harming others is inconsistent with viewing oneself as a good person. However, this moral conflict appears to rarely threaten our enjoyment of meat, since omnivores present the vast majority of the world’s population.

Believing that harming others is wrong and harming others (in order to eat their flesh) is directly inconsistent. However, as humans, we seek to be consistent in our beliefs, attitudes and values, so whenever we are not, we feel discomfort known as cognitive dissonance. In trying to reduce these negative feelings about ourselves, we are faced with two options: we can change our behaviour or we can change our beliefs.

Hence, we either stop harming others (by giving up meat), or we stop believing that harming others is intrinsically wrong.

This rationalization of the immorality of our meat consumption comes in various forms, but most beliefs can be categorized as being natural, normal, necessary and nice. For instance, eating meat is seen as natural since the human species has evolved to eat meat. It is normal because it is what people in a civilized society do and what might be even expected of us. Furthermore, it is necessary, as we believe that we regularly need meat for survival or at least partially to maintain our strength and health. Finally, eating meat is nice, as most people would agree that it simply tastes good.

Inconsistency in pretty packaging

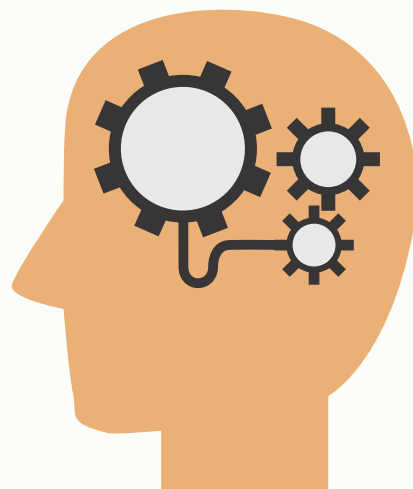
In addition to our personal effort to maintain a good self-image while eating meat, advertising and marketing are there to help as well. They do this by disassociating the meat we eat from the animal it came from[5]. The effective separation of the concepts of *meats* and *animals* makes them seem distinct and unrelated. Calling it *pork* instead of pig or *game* instead of hunting wild animals and putting them into pretty packages enables us to physically, verbally and conceptually distance ourselves from the reality of our food choices. Solely being exposed to meat sanitized, chopped into pieces, wrapped in plastic makes it hard to envision the animal behind the product. Advertisements also make use of the *Kindchenschema*, where animals are displayed as a petite, round distortion with big eyes. This *cutification*, portraying animals as cuter than they actually are, gives off the impression that the meat stems from happy, idle animals, distracting us from the realities of animal cruelty.

Moral Implications

These insights should not only make us concerned for the animals. Turning animals into objects and hence avoiding the discomfort triggered by the suffering behind consumer goods makes us more prone to be cruel in other parts of our life. The same line of reasoning can be applied to other morally unacceptable behaviours we exhibit on a societal level. For instance, we know that poverty causes a great deal of suffering, yet we chose to buy more unnecessary stuff for ourselves instead of donating to those in need. We fundamentally disagree with the concept of child labour or other unjustifiable working conditions, yet continue to purchase from discount stores known to promote these practices.

Cognitive dissonance

To protect our delicate identities, we keep up the illusion of actually being consistent and ethically sensible beings. We stay in the dark. Continuing to reduce cognitive dissonances in our lives makes the obvious immorality of our behaviours less and less obvious until we can find nothing wrong with them anymore. We are actively allowing hypocrisy to flourish, social habits to outweigh moral conflicts and normalizing problematic behaviours by keeping them invisible and resistant to change. We need to start addressing our inconsistencies and hypocrisies. But most importantly, we need to consider changing our behaviour. Even if we like the taste of it.





ANIMAL CRUELTY & INJUSTICE

GLOSSARY

ANTHROPO-CENTRISM

The belief that humanity stands at the centre of moral consideration, and that other animals are less important

MEAT PARADOX

Psychological conflict between people's dietary preference for meat and their moral response to animal suffering

CARNISM

The invisible belief system that leads humans to think of non-human animals as inferior and expendable to our pleasure, to which veganism stands opposed

MISOTHERY

Aversion to or hatred of non-human animals

COGNITIVE DISSONANCE

Mental discomfort that results from holding two conflicting beliefs, values, or attitudes

SPECIESISM

The unjustified disadvantageous consideration or treatment of those who are not classified as belonging to one or more particular species



Final remarks

Thank you for reading this booklet with an open mind. We hope that it can be useful in informing yourself and in talking to others about veganism.

"Do the best you can until you know better.
When you know better, do better"
– Maya Angelou

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