

## **How to go veggie with Viva! : live and let live / Viva!.**

### **Contributors**

Viva! (Organization : Bristol, England)

### **Publication/Creation**

Brighton : Viva!, [2004?]

### **Persistent URL**

<https://wellcomecollection.org/works/kvwc84uj>

### **License and attribution**

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome  
collection**

Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

# Viva!

## Guides to Everything Veggie! by World Experts

**Nutrition in a Nutshell – £1**  
By Dr Christine Fenn (Doctor of Nutrition).  
Vegetarian and vegan nutrition made simple.

**Pam Ferris Cooks Veggie – £1.50**  
Full colour guide to delicious veggie recipes.  
Ideal for cooks new and old.

**The Healthiest Diet of All – £1.50**  
By Dr David Ryde FRCP and health journalist Tony  
Wardle. Why vegetarians are healthier and live longer.

**Genetic Engineering – £1.50**  
The implications for our health, animals and the  
planet explained.

**Murder, She Wrote – £1.50**  
By Viva!'s director, Juliet Gellatley. The truth behind  
modern farming and slaughter. Colour throughout.

**L-Plate Vegetarian and L-Plate Vegan – £1.50 each**  
Not recipe books but shopping guides to quick  
lunches, evening meals and ready-made foods.

**Planet on a Plate – £1**  
Eating animals is choking the earth. Dr David Brubaker,  
agribusiness and environmental expert, explains why.

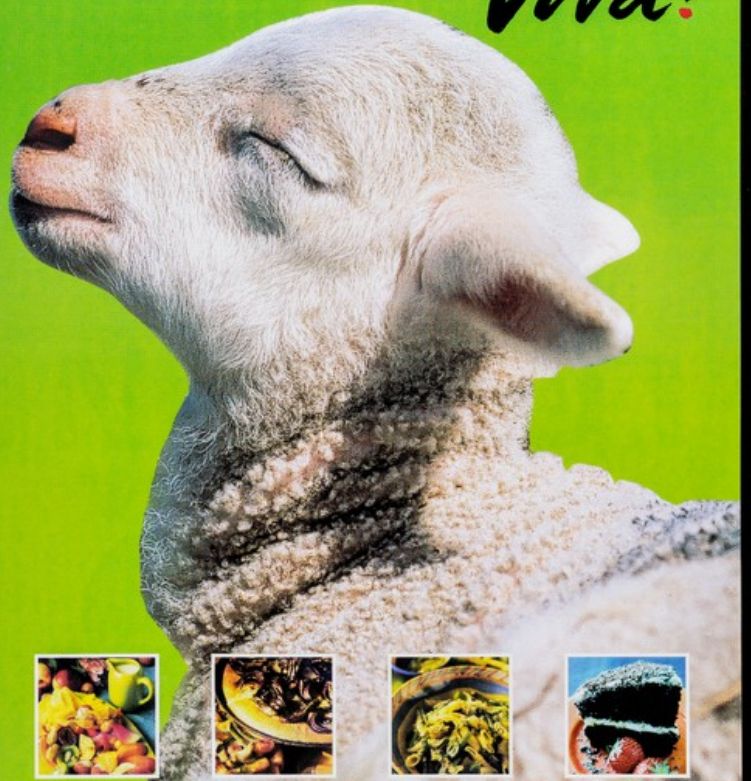
**Stop Bugging Me – £1**  
Meat can harbour deadly bugs. Experts expose the  
threat of the spiralling cases of food poisoning.



New profile 01 4151147

Cover Photos - Lamb: Bruce Coleman Collection; Food Photos 1-3: Debbie Kirtman; Other food photos: Colin Hennessy

# How To Go Veggie with Viva!



**Viva! campaigns to expose cruelty, protect the planet and stop the killing. Help us change the world.**

YES, I enclose a donation of:  
 £5    £10    £15    £50    £100    £250  
 Other £.....

Please send me the following guides (prices inc. p&p)

Title/price per copy	Qty	Cost
Nutrition in a Nutshell – £1		
Pam Ferris Cooks Veggie – £1.50		
The Healthiest Diet of All – £1.50		
Genetic Engineering – £1.50		
Murder, She Wrote – £1.50		
The L-Plate Vegetarian – £1.50		
The L-Plate Vegan – £1.50		
Planet on a Plate – £1		
Stop Bugging Me – £1		

Guides total £ .....

Donation (thank you) £ .....

TOTAL £: .....

(Please make cheque/PO payable to Viva! Campaigns)

OR please debit my Visa/Mastercard/Switch/Solo card:  
 Card no: .....  
 Expires: ..... Switch issue no: .....  
 Signature: .....  
 Title: ..... First name: .....  
 Surname: .....  
 Address: .....  
 ..... Postcode: .....  
 Tel (day): .....

Please post to: Viva!, 12 Queen Square,  
Brighton BN1 3FD. Order by phone on  
01273 777688 or online at [www.viva.org.uk](http://www.viva.org.uk)

Please tick to receive Viva!'s free book catalogue  
 Please tick if you do not want to receive mail from  
like-minded groups

## Live and Let Live



# Viva! Live and Let Live

12 Queen Square,  
Brighton BN1 3FD

Tel: 01273 777688  
E: info@viva.org.uk  
W: www.viva.org.uk

Going veggie isn't brain surgery - it's simple, sensible and safe. You're bound to have questions and whatever they are, we have the answers. You can find them here, in our range of well-researched guides or you can call us.

## Ready, Steady, Cook

If you think about it - a lot of things in the store cupboard, fridge and freezer are veggie. You could walk into the kitchen right now and nuzzle up a great meal. There's fresh and frozen vegetables, pasta, rice and potatoes; tinned beans, tomatoes and sweet corn; flour, herbs and spices, noodles, oil and margarine. This alone will get you going but with a little bit of additional shopping, you're really in business.

All the old favourite foods are still on the agenda - pies and pasties, pizzas and paella, chilli and chunky chips, burgers and bangers, bacon and brilliant curries. The only difference is, there's no meat in them. It's obviously cheaper to cook these dishes yourself but ready-made versions are available everywhere. Supermarkets have a huge range but don't forget your local health food shop for good advice and really tasty alternatives.

## What is a Veggie?

It's easier to say what vegetarians don't eat! No meat, fish or anything from a slaughterhouse such as gelatine and meat stocks. But vegetarians may eat dairy products and free-range eggs. A vegan avoids animal products entirely.

## On Stand By

All supermarkets have a big range of own-brand, ready-made vegetarian dishes either chilled or frozen. Health food shops tend to have a more unusual selection. Keep some at the ready in your freezer. Okay, so they're 'ping' meals but some are very good indeed - spinach roll, veggie spaghetti bolognese, mushroom strogonoff and dozens of others.

"When it comes to vegetarian food - count me in. With such great flavours and so much choice, it's a wonderful life!"

Emma Wray - actress, *Watching, Stay Lucky, My Wonderful Life*



## Nutrition for Novices

A good vegetarian diet - based around complex carbohydrates such as potatoes, pasta, rice and other starchy foods, with a good mix of fresh fruit and veg, grains and pulses and some seeds and nuts - provides you with more of all the nutrients you need and less of those you don't need. Whole foods such as brown rice and wholemeal bread are far more nutritious than the processed, white varieties.

Far from being a great source of nutrients, meat is seriously lacking. There's no fibre, calcium or complex carbohydrates and there's no (or very little) vitamins A (betacarotene), C, E, D or K in meat. A (betacarotene), C, E and E are the vital antioxidant vitamins that protect you against disease - and they are found almost exclusively in fresh fruit and veg. As for warnings of iron deficiency - it's no more likely to afflict a veggie than a meat eater. However, it's important for everyone to have iron-rich foods in their diet - green leafy veg, baked beans, dried fruit, cocoa and lentils are good sources. As for protein - vegetarians get more than enough.

If you want to know more, send for Viva's guide, *Nutrition in a Nutshell*. Written by nutritionist Dr Chris Fenn and edited by Michael Klaper MD, it costs £1 (inc. p&p).



"Because I'm vegan, I'm happier knowing that my actions have not caused the direct suffering of other creatures."  
Moby - musician

## Out and About

If you think that eating out will be a disaster - it won't. Just about every restaurant in the country offers a veggie choice - some a big one. And the number of dedicated vegetarian/vegan restaurants is growing all the time.

Many traditional Italian dishes are vegetarian anyway - parmigiano (aubergines), pesto, Napoli-tana (tomato sauce), arabiatta (tomato with chilli) and spinach & veg served in pasta parcels. And of course, there are pizzas galore (choose a veggie or vegan topping). Don't be afraid to ask what's vegetarian if it's not marked.

Indian restaurants have some great vegetarian dishes but often they're called 'side dishes' - also gobi (potatoes and cauliflower), tarka dhall (lentils with garlic), brinjal bhaji (curried aubergines), vegetable balti, bindi bhaji (okra curry). If you can find a South Indian place, almost everything will be veggie.

Greek and Turkish restaurants can often have a good choice of dishes listed under 'mezzes', some Chinese aren't bad either - ask what's veggie - usually there's everything from veg chow mein to veg sweet 'n' sour. That can be excellent - try a dish such as potato and peanut curry in coconut sauce with ginger or garlic rice.



You'll find plenty more ideas in Viva's L-Plate Vegetarian and L-Plate Vegan - 36-page guides to going veggie or vegan. They cost £1.50 (inc. p&p) each.

If it's recipes you're after, Viva! patron Pam 'Ma Larkin' Ferris has written a 28-page starter guide for just this occasion. Great recipes and cookery tips to take you from breakfast to dinner time. Just £1.50 (inc. p&p).

## Healthy and Happy

What's so important about meat? Not a lot, really! It plays a big part in causing cancers, heart disease, strokes, high blood pressure, diet-related diabetes, gall stones and other diseases. Most vegetarians are healthier than meat eaters and live longer. No argument, no dispute - it's a simple statement of fact. Giving up meat is one of the most sensible things you can do. And what do you risk by dumping meat - absolutely nothing!

The three things in meat you don't need are saturated fat, cholesterol and animal protein. There is less of all these in the average veggie diet. Those that are there come mostly from dairy products. The fewer animal products you eat, the healthier you are likely to be.

Food poisoning is a massive problem and new strains of bacteria have become resistant to antibiotics. More than 95 per cent of food poisoning comes from animal products so avoiding them cuts your risk.

Health is covered at length in Viva's guide, *The Healthiest Diet of All*. Written by Dr. David Ryde MRCGP, it's easy to read and has more than 130 scientific references and costs £1.50 (inc. p&p).

## Fancy Foreigners

If 'meaty' meals don't appeal then look at the countries who have a tradition of vegetarian cookery - Italy, India, Thailand, Turkey. Get a good cookery book or two and start to live. You'll be spoilt for choice. Call Viva! on 01273 777688 for a free book catalogue.



"There was once a vegan called Steven. Who just would not kill for no-vegging. He would live eat cheese and not eat meat. And hated the fox hunting season. 'I'm right behind Viva!'"  
Benjamin Zephaniah - poet and Viva! Patron

"You don't need anyone's permission to go veggie! Do it and help to end cruelty to animals, help the environment, give a boost to the world's starving and improve your health."  
Paul McCartney



## Mighty Meaty, Matey

The last few years has seen a food revolution. Meat substitutes - usually made from soya or wheat protein - have been used to copy most of the traditional meat favourites. Dishes made from them are now the fastest selling food products of all.

So, if you still hanker after the taste or texture of meat, most supermarkets and health shops sell a wide range of these meat substitutes in the freezer or chiller section. There are grills and nuggets, sausages, 'meaty' pies, shepherd's pie, frankfurters and even very convincing bacon. If you're still cooking meat for others, some of these will go happily under the grill or in the oven at the same time.

Still one of the all time favourites is burgers - and there are dozens of different veggie ones.

"Viva! has grown rapidly from nothing and it is now making real changes - to the way people think about animals and what they choose to eat. I'm right behind them."  
Joanna Lumley - actress



"Being vegetarian has nothing to do with austerity - I use the best of everything. But it's about principles as well. I feel strongly that I could never hurt an animal and now I don't have to!"  
Pam Ferris - actress and Viva! patron



## Feel Your Pulse

Pulses - dried broad beans, butter beans, kidney beans, peas, lentils and so on are simple to use and highly nutritious. The dried varieties are the most convenient as they just need to be heated but the dried ones, soaked and cooked, have more flavour. Add to any casserole or stew, turn them into wonderful pastes and terrines or add chopped things (spring onions, garlic, herbs, coriander, parsley, red peppers and French dressing) to make great-tasting, nutritious salads.

## The Strongest Link

Q: Is it healthy?  
A: Yes - very.  
Q: Will I get the right nutrients?  
A: Yes - plenty.  
Q: Where will I get protein?  
A: In almost everything you eat.  
Q: Does age matter?  
A: Not a bit.  
Q: Isn't it a 'second class' diet?  
A: No - it's the best.  
Q: Am I more likely to become anemic?  
A: No.  
Q: What will I eat?  
A: Masses of good things.

## Gravy Train

What do you do about sauces and gravies? Probably what you did before because there's vegetable stock cubes of every kind and most gravy brownings are veggie (check the labels). Add water from cooked veg, a splash of olive oil, herbs and seasoning and you're in business.



## Food for Life

### Crispy Potato and Mince Gratinée

Serves 4

A gorgeous, winter warming dish.

#### Thai Banana Soup

Serves 2-3

(Go on, be adventurous! This is delicious, easy and takes just 5 mins to prepare.)

- 1tbs cooking oil
- 50g spring onions, finely sliced (including green parts)
- 25g garlic, finely sliced
- 200ml coconut milk
- 2 green Oxo cubes dissolved in 400ml boiling water
- 1/4tsp ground white pepper
- 3tsp light soy sauce
- 1/4tsp salt
- 1/2tsp sugar
- 1 large banana, peeled and cut into thin diagonal slices
- 1 fresh red chilli, sliced

1. Heat the oil in a saucepan and fry the sliced spring onions and garlic quite fast. Add all the other ingredients in order and cook for 5 minutes.
2. Serve hot, garnished with coriander leaves (if available) and slices of spring onion.

From Hamlyn's *Vegetarian Thai* by Jackum Brown – one of many cookery books available from *Viva!*.



- 800g potatoes
- 2 medium onions
- 4tbs olive oil
- 2 cloves garlic, crushed
- 100g frozen veggie soya mince
- salt and pepper to taste
- 2 green Oxo cubes
- 1 pint boiling water
- 10g nutritional yeast flakes or 50g ground almonds

1. Peel the potatoes and cut into thinish slices. Place half the slices in an oiled baking dish.
2. Peel and slice finely the onions.
3. In 2tbs olive oil, fry them until turning golden. Distribute over the potatoes in the baking dish.
4. Add the garlic, soya mince, salt and pepper and cover with the remainder of the potatoes, then sprinkle both crumbled stock cubes over the top.
5. Pour over the boiling water. It should come to just below the top layer of potatoes.
6. Sprinkle over the nutritional yeast flakes or ground almonds.
7. Trickle over the remaining olive oil.
8. Bake in centre of a hot oven (gas mark 7/ 220°C/425°F) until the top is golden and the potatoes cooked but still moist (about 40 minutes). Serve with fresh veg.

A *Viva!* recipe.

#### Pesto Genovese

Serves 4

A traditional, tasty and easy Italian dish.

- 6 small waxy new potatoes, unpeeled
- 350g dried penne or fusilli pasta
- 350g green beans, trimmed and cut into 5cm lengths
- 4tbs Pesto sauce\*
- basil leaves to garnish

1. Boil the potatoes until tender but firm, about 5 mins. When cool, cut into small cubes.
2. Cook the pasta according to pack instructions.
3. Meanwhile, steam the beans until

- tender but slightly crisp, about 5 mins.
4. Mix the vegetables with the pasta and toss them in the pesto.
5. Garnish with basil and serve with salad and warm ciabatta bread.

\* *Vegan pesto is delicious and available in a jar from health shops*

From Linda McCartney's *World of Vegetarian Cooking*, published by Little, Brown & Co.



#### Leek Tart

Serves 4

This is a mouthwatering tart – the best one around, great served hot or cold.

- 800g leeks
- 1 large onion, thinly sliced
- 2 cloves garlic, thinly sliced
- 4tbs olive oil
- 1 packet frozen vegetarian short crust pastry
- 10g nutritional yeast flakes
- 50g flaked almonds
- 25ml cream\*
- salt and pepper

1. Remove coarse leaves from the leeks and cut the remainder into 2cm rounds and wash thoroughly. Cook in boiling salted

- water until tender and drain.
2. Place 2tbs olive oil in a frying pan. Fry the onion and garlic over a gentle heat until beginning to turn golden.
3. In a bowl, combine the leeks and onion mixture. Add salt and pepper to taste, the nutritional yeast flakes and cream and mix together.
4. Defrost half the packet of pastry, roll out and line a greased pie dish. Prick the bottom with a fork.
5. Add the leek mixture to the dish and smooth the top.
6. Sprinkle over the flaked almonds, drizzle the remainder of the oil over them and cook in the oven at gas mark 6/200°C/350°F.

\* Vegan (non-dairy) creams, such as Soya Dream, are available from health shops and most supermarkets

A *Viva!* recipe.

#### the organic kitchen

Clearspring's Organic Kitchen offers you a wide range of over 100 certified organic foods.

- 100% natural ingredients
- free of added sugar
- vegetarian and vegan
- dairy free



Clearspring

Clearspring Ltd, London W3 7QE E-mail: info@clearspring.co.uk Web: www.clearspring.co.uk

#### the authentic japanese kitchen

Clearspring's Japanese Kitchen offers traditional Japanese foods such as miso, kuzu, soya sauce, sea vegetables, green tea, rice vinegar and others are not only nutritious and delicious.



## VEGETARIAN SHOES

### A TREAT FOR YOUR FEET IF YOU DON'T EAT MEAT!

100+ styles of quality, leather-free, British/EC made footwear, using advanced, 'breathable' synthetics. Write or phone for a free colour brochure, or:

ORDER DIRECT ON LINE AT [WWW.VEGETARIANSHOES.COM](http://WWW.VEGETARIANSHOES.COM)

12 Gardner Street, Brighton BN1 1UP. Tel: 01273 691913

