

*New Year
New You*

**ARE YOU READY FOR A
HEALTHIER, STRONGER YOU?**



STEPS TOWARDS MAKING THE WORLD A BETTER PLACE

NEW YEAR - NEW YOU

December is the time when we re-evaluate our choices and start to make plans to improve ourselves for the new year. The new year feels like a fresh start, a great opportunity to quit bad habits and start living a healthier, more compassionate, environmentally friendly way of life. The best way to achieve all these is to go vegetarian or vegan.

WHY & HOW TO BECOME VEGETARIAN?

KNOWING YOUR REASONS IS HALF WAY
TO SUCCESS

Any lifestyle or habit change requires a little bit of motivation and determination. Knowing your reasons will help you stay focused and motivated and will make it easier to stick to your new diet.

We kiwis have a big problem that needs to be talked about - our meat consumption is among the highest in the world. We now know that a meat based diet can lead to many serious health issues. This year the WHO classified processed meat as carcinogenic (cancer causing) and red meat as "probably carcinogenic".

Animal products are loaded with saturated fats and cholesterol and completely lack fibre. On the other hand, plant based foods are naturally low in saturated fat, contain minimal cholesterol, are high in fibre and are full of vitamins, minerals and cancer-fighting compounds. There are many health benefits to eliminating meat from your diet.

But health benefits are not the only reasons for going veg! It also helps to reduce cruelty towards animals, saves money and the environment.

Intrigued? Read on!



KNOW YOUR REASONS

HEALTH BENEFITS

“It is the position of the Academy of Nutrition and Dietetics that appropriately planned vegetarian, including vegan, diets are healthful, nutritionally adequate, and may provide health benefits for the prevention and treatment of certain diseases.

These diets are appropriate for all stages of the life cycle, including pregnancy, lactation, infancy, childhood, adolescence, older adulthood, and for athletes.”



IMPROVE YOUR HEALTH THROUGH NUTRITION

Eating a whole-food, plant based diet is a great way to achieve good health.

- ✓ Less Cancer
- ✓ Less Heart Disease
- ✓ Less Diabetes
- ✓ Lower BMI and body weight
- ✓ Live longer

“The food you eat can be either the safest and most powerful form of medicine or the slowest form of poison.”

Ann Wigmore

Tip: Watch "Forks Over Knives" during the holidays!



KNOW YOUR REASONS

HELP THE PLANET

World Watch Institute: "The human appetite for animal flesh is a driving force behind virtually every major category of environmental damage now threatening the human future—deforestation, erosion, fresh water scarcity, air and water pollution, climate change, biodiversity loss, social injustice, the destabilization of communities, and the spread of disease."

HELP THE PLANET



If you care about sustainability and the health of our planet, the best thing you can do is to go veg!

- Farmed animals produce more to greenhouse gas emissions than all forms of transport combined.
- Producing meat requires significantly more land, water and resources than plant-based food.

100% Pure New Zealand?

- In NZ, 49% of our greenhouse gas emissions are from agriculture.
- On a per-capita basis, the New Zealand economy has the highest amount of methane emissions.
- Many of our rivers are polluted by livestock and over half the monitored swimming spots have been deemed unsafe to swim in.

"Nothing will benefit human health and increase the chances for survival of life on earth as much as the evolution to a vegetarian diet."

Albert Einstein

Tip: Watch the documentary "Cowspiracy"



KNOW YOUR REASONS

SAVE ANIMALS

We don't need animal products to thrive. Going veg means you can eat well without hurting animals. Your food choices are literally life and death decisions.

“A man can live and be healthy without killing animals for food; therefore, if he eats meat, he participates in taking animal life merely for the sake of his appetite.

And to act so is immoral.”

Leo Tolstoy



NO ONE NEEDS TO DIE FOR YOUR DINNER

- Animals are sentient, conscious beings.
- They suffer incredibly under factory farmed conditions.
- They feel pain (fish too!) and don't want to die.
- There is no right way to kill someone who doesn't want to die.
- Animals are allowed to live only a fraction of their natural lifespan. Chickens can live up to 8 years, but they're killed for meat when they're only 34-42 days old.

“Violence begins with the fork.”

Mahatma Gandhi

Tip: Watch "Earthlings" available on YouTube

**THE MOST ETHICAL DIET JUST
SO HAPPENS TO BE THE MOST
ENVIRONMENTALLY SOUND
DIET AND JUST SO HAPPENS TO
BE THE HEALTHIEST.”**

DR. MICHAEL GREGER





KNOW YOUR REASONS

SAVE MONEY

It's a common misconception that being vegetarian is expensive. There is lots of information available online about how to eat plant-based food on a budget.

Buy beans, brown rice and lentils in bulk; buy seasonal fresh fruit and vegetables or grow your own or buy frozen ones - they're cheap year round.

Some vegan substitutes (fake meats, cheese, ice-cream) can be expensive but processed foods should be limited anyway. Make your own instead.

TIPS ON HOW TO GO AND STAY VEGETARIAN

CHOOSE THE ONES THAT WORK BEST
FOR YOU!

In the first few weeks, you'll probably get strong cravings. This is normal - it doesn't mean that you are failing. Just remind yourself why you are doing this. Over time, cravings will lessen.

- Write a list of the reasons why you want to go veg and pin it somewhere you will see it often (like the fridge door).
- Tell your friends and family about it, encourage them to do it with you. It is easier and more fun if you have support from your loved ones.
- Remove all kinds of meat and meat products from your fridge, freezer and pantry. Don't waste food, donate it.
- Find some good recipes - treat yourself to a new cookbook or look online.
- Convert your favourite comfort foods into vegetarian meals - you'll be pleasantly surprised that pretty much any meal has a healthy plant-based equivalent.
- Don't sacrifice, Substitute. There is a plant-based substitute for almost everything so you won't lack tasty foods.
- Have plenty of vegetarian snacks on hand at home, work and while on the road.
- Explore health food and ethnic stores - try something new!



- Look out for Vegetarian and Vegan Certified products – they are guaranteed 100% suitable for vegetarians and vegans. Find a full list of NZ Approved products on our website.
- Don't be put off by unfamiliar foods
- Takeaways: Hell Pizza & Burger Fuel (NZ Vegetarian Society Approved), Subway (build your own vege sandwich), Z energy vegan pies,
- Try ethnic foods: there are many amazing vegetarian foods from around the world. We are lucky that there are lots of Indian, Thai, Italian, Mexican and other ethnic restaurants and takeaways all around NZ.
- Get support - apart from a few (lucky) people who were raised vegetarian, most of us were meat eaters once and we went through the same challenges as you are now. Don't be afraid to ask questions of other vegetarians!
- Join our facebook page and vegetarian/vegan groups.
- Join the NZ Vegetarian Society! New members receive our "Going Vegetarian" introductory booklet, a series of booklets to help support your new lifestyle, and VegE-News, a monthly e-newsletter filled with interesting information about vegetarianism from around the world. And of course, receive "Vegetarian Living NZ" magazine delivered straight to your letterbox.
- Print and sign the pledge at the back of this booklet to remind you of your commitment.
- Have fun! Don't make this change a restrictive, painful ordeal. If you feel like you're depriving yourself, you won't last long. But feeling like you're doing something good and trying great-tasting food, you're more likely to stick with it.
- Remember that quitting decades-long eating habits is a journey. Don't beat yourself up if you slip up, just try to do your best next time.
- More importantly, don't use this slip up as an excuse to go back to eating meat!

Stock up your fridge, freezer and pantry with a great selection of fresh, frozen, dried or canned plant based food!

Fruit & Vegetables - buy in season and choose a good variety.

Dried raisins, dates, figs, nuts, seeds, apple slices, banana chips, etc. last a long time and are tasty and healthy snacks.

Beans & Legumes - buy canned or dried: chickpeas, kidney beans, black beans, lentils, etc.

Complex Carbs - wholegrains (oatmeal, brown rice, quinoa, wholegrain bread), kumara, potato

Soy products - Tofu (soft or firm), tempeh. Experiment! There are dozens of ways to use these.

Healthy fats - avocado, oils (olive, sesame, flax seed, coconut etc), nuts & seeds (almonds, cashews, walnuts, sunflower seeds, pumpkin seeds, chia seeds, ground flax seeds, sesame seeds etc.), dark chocolate, peanut butter, tahini

Plant Milks - there is a great selection of plant-based milks (soy, rice, oat, coconut, almond). Find your favourites.

Keep a good selection of condiments, herbs and spices on hand plus marmite & nutritional yeast (found at bulk food, fruit & veg, and health food stores).

Sweeteners - such as maple syrup, molasses, dates, etc.

Condiments - salsa, soy sauce, mustard, lemon juice, vinegar (white, balsamic), vegetable stock (try Massels stocks for plant based flavour).

Meat Substitutes (optional)



BECOME A NZ VEGETARIAN SOCIETY MEMBER NOW!

JOIN US BY 15 JANUARY 2019 & RECEIVE
A FREE (A4) NUTRITIONAL CHART
USE PROMO CODE: NY19



TO JOIN GO TO
WWW.VEGETARIAN.ORG.NZ
& fill out a membership form

FOR A KINDER, HEALTHIER WORLD

I PLEDGE TO GO VEG

from 1st January 2019



for the Animals



for the Planet



for my Health



Signed



FOR A KINDER, HEALTHIER WORLD




SO, YOU HAVE DECIDED TO GO VEG IN 2019

CONGRATULATIONS!

You are on a mission to reduce cruelty to animals and help the environment while improving your own health. It's the start of a new compassionate and healthy lifestyle that you can be proud of!

A few months from now you'll consider ditching meat as one of the best decisions you've ever made!

A close-up photograph of a hand holding a lit sparkler. The sparkler is bright and glowing, with many sparks flying out. The hand is wearing a dark, textured sweater. The background is dark and out of focus.

TOMORROW IS THE
FIRST BLANK PAGE OF
A 365 PAGE BOOK.
WRITE A GOOD ONE.

"WE WISH YOU A COMPASSIONATE,
HAPPY AND HEALTHY NEW YEAR!