

"The meat industry spends hundreds of millions of dollars lying to the public about their products. But no amount of false propaganda can sanitize meat. The facts are absolutely clear: Eating meat is bad for human health, catastrophic for the environment, and a living nightmare for the animals." **Chrissie Hynde**

Evan Agostini/Image Direct



On why she's vegetarian: "I do it because I really love animals and [killing animals for meat] just makes me sad."

Carrie Underwood



Every year in the U.S., more than 40 billion animals are slaughtered for food.

Eating fish, chickens, pigs, and other animals is bad for our environment and our health, and it supports such severe abuse of animals that it would warrant felony cruelty-to-animals charges if dogs or cats were treated so horribly. Farmed animals are interesting individuals—they're every bit as intelligent and sensitive as the dogs and cats who are more familiar to us.

Here's what people are saying about why they're a part of the vegetarian revolution:

"If anyone wants to save the planet, all they have to do is just stop eating meat. That's the single most important thing you could do. It's staggering when you think about it. Vegetarianism takes care of so many things in one shot: ecology, famine, cruelty."

Sir Paul McCartney



"Chickens, pigs, and other animals—they are interesting individuals with personalities and intelligence. But if farmers did to dogs and cats what they do to animals they're raising for food, they could be prosecuted for animal abuse and locked up. What people need to understand is that if they're eating animals, they are promoting cruelty to animals."

Pamela Anderson



People are saying ...

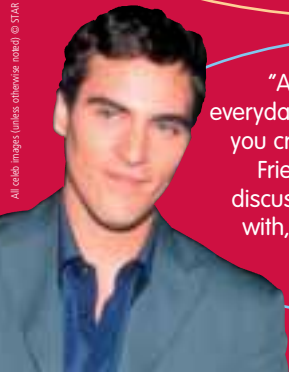


"I have always been an animal lover. I had a hard time disassociating the animals I cuddled with—dogs and cats, for example—from the animals on my plate." **Kristen Bell**

"Since I've gone vegetarian, my body has never felt better and my taste buds have been opened up to a whole new world. It's one of the most rewarding choices I've ever made and I invite you to join me in living a healthy, cruelty-free lifestyle." **Alicia Silverstone**



"Animal rights is a part of my everyday life. When you live by example, you create a certain level of awareness. Friends of mine, people I have never discussed animal rights or vegetarianism with, are adopting vegetarian habits because they see it."
Joaquin Phoenix



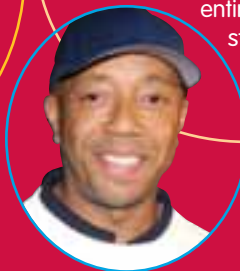
"I don't eat meat or any other animal products ... because they're unhealthy and they're the product of a violent and inhumane industry."

Casey Affleck



"Eating meat and dairy products clogs your arteries and contributes to animal suffering. It takes 17 pounds of grain to produce one pound of meat. If we just eat the grain and leave the animals alone, we would feed the entire world and stop starvation."

Russell Simmons



"I am a very strict vegetarian. ... I just really, really love animals and I act on my values. ... I am really against cruelty [to] animals."

Natalie Portman



"Many years ago, I chose to become a vegetarian, and it was one of the best choices I've ever made."

Forest Whitaker



You can help

Call 1-888-VEG-FOOD or visit GoVeg.com for our free "Vegetarian Starter Kit," DVD, and recipes.