

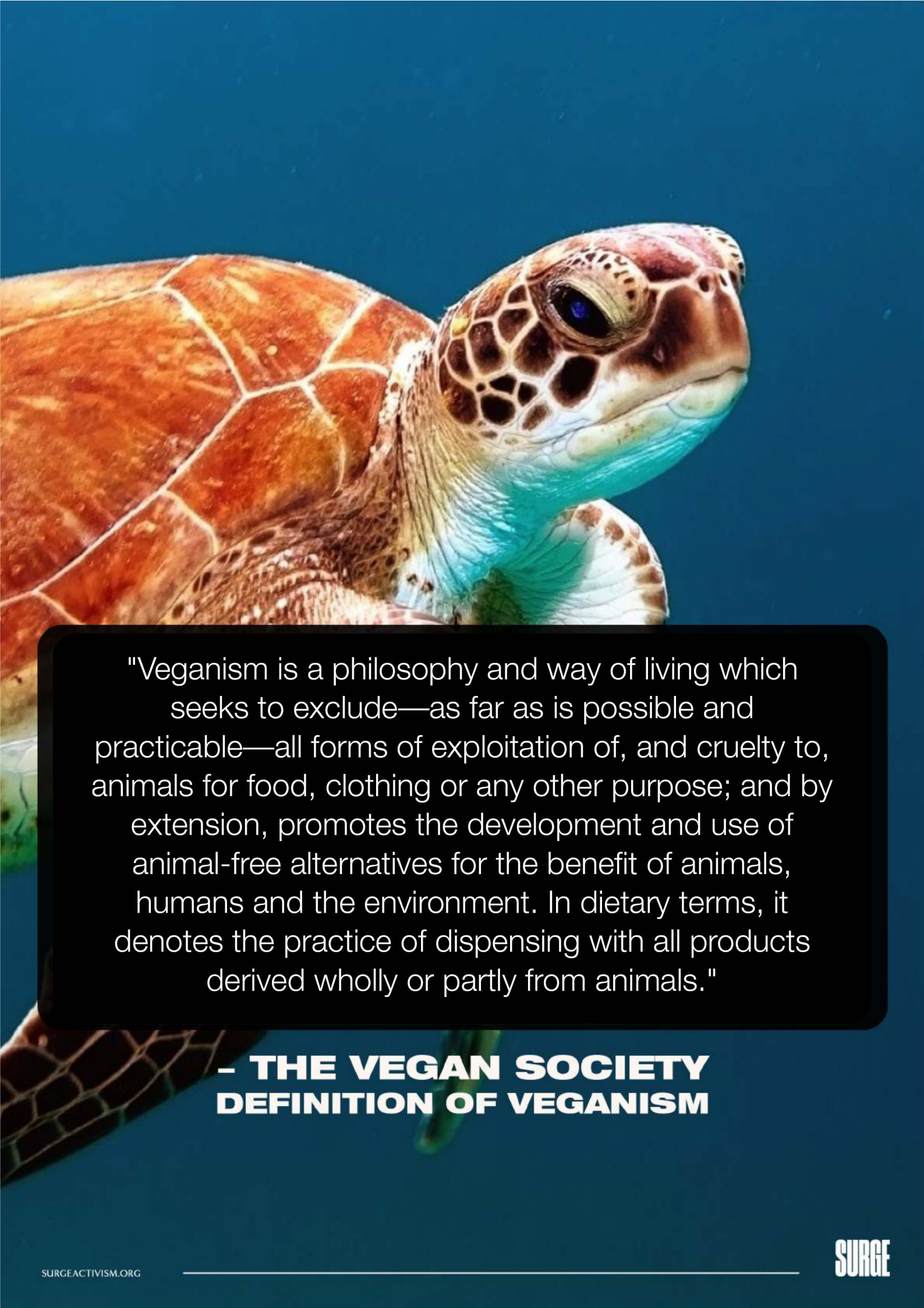
# VEGAN STARTER PACK

Everything you need to know to start you on your journey to a more compassionate, environmentally-friendly and healthy lifestyle.

## SURGE







"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."

**- THE VEGAN SOCIETY  
DEFINITION OF VEGANISM**



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# 1- INTRODUCTION TO VEGANISM

## WHAT IS VEGANISM?

Ask any vegan what the term 'veganism' means to them and you may well get very different answers.

To some, being vegan means caring about what happens to non-human animals - we use this terminology because it is important to recognize that humans are animals too. To ethical vegans, exploiting animals for food, clothing, cosmetics and other products is morally wrong. The taking of an animal's life and liberty unnecessarily is against our ethics, our philosophical beliefs.

To others, veganism is about the world around us, starting with our environment. Animal agriculture has a disproportionate impact as a polluter of our air, water and land. This of course also affects non-human animals, whose habitats we humans destroy in our pursuit of resources and land to sustain our population.

And to others still, vegan is another term for 'plant-based', used increasingly to describe one's nutritional choices mindful of the way in which our food affects our health. Processed meat, for example, is a known carcinogen, while red meat is associated with chronic illnesses such as heart disease and type 2 diabetes. People who choose to cut down on their meat intake and opt for plant-based choices may well look for the 'vegan' label on supermarket products.

With the advent of the Covid-19 pandemic, we now have a fourth reason for ditching animal products. By refusing to support industrial animal agriculture, we can with time reduce the number of factory farms, each a fetid breeding ground for new zoonotic diseases and deadly antibiotic-resistant bacteria.

Whatever your reason for being curious about veganism, with time you'll come to embrace all these definitions which together make the case for veganism irrefutable. Some may well matter more to you than others, and that's ok - your definition of veganism should be your own.





## WHAT DO VEGANS EAT?

A great deal! At first glance, or perhaps based on your assumptions, the vegan plant-based diet can seem restrictive. After all, vegans avoid anything derived from animals, including their flesh (meat), milk (dairy) and eggs.

Fish and other marine species such as prawns and crabs - commonly referred to as 'seafood' - are also avoided.

We avoid eating these animals, or things obtained from them, as they all involve exploitation of some form such as with mother cows whose calves are taken from them so a farmer can steal her milk to sell in shops or to make cheese and other dairy products.

Even though it may seem restrictive, in truth vegans only forgo a small number of foods compared to all the different varieties of plant we do eat. Most non-vegans only eat a few types of animals - cows, sheep, pigs, chickens and fish - just prepared in different ways, plus eggs and cheese.

As vegans, the list of fruits, vegetables, mushrooms, nuts and pulses we eat in all their variations is almost endless, and nowadays there are ever more plant-based versions of things like burgers, chicken, cheese and ice cream. Huge advances in alternative protein have been made in the last few years, giving us exciting new foods that are both delicious and many times more sustainable than food produced from traditional animal agriculture.

As a simple rule of thumb, if a food item came from an individual belonging to the animal kingdom - which includes crustaceans - don't eat it. If it's from a plant or fungus, in other words, a mushroom, eat away!



## WHY ARE YOU VEGAN?

What matters to you most right now? Why have you chosen to pick up this starter pack? Perhaps a friend showed you a documentary about what happens to animals? Or you're concerned about chronic illnesses? Maybe you've seen recent protests from campaign groups like Extinction Rebellion and have come upon veganism as a way to have a positive, rather than a negative, impact on the environment?

Whatever your reason, one thing is safe to assume. You understand that your everyday choices have a profound impact on the lives of animals both human and non-human, and the environment.

Think for a moment about what you believe in the most - ethics, health, pandemic risk or the environment. Place them in order of priority. Whatever tops the list, it is very likely that putting your belief into practice will lead you to veganism. Veganism even has benefits for workers' rights, world hunger and other social justice issues.

If you believe that animals have a right to live their lives, there is no better way to ensure that than to go vegan. Vegetarianism is often a stepping stone while someone transitions to veganism, but even that involves supporting the dairy and egg industries, both of which result in the prolonged suffering and deaths of millions of chickens, cows, goats and sheep every year.





## STICKING TO VEGANISM MEANS FINDING AND MAINTAINING YOUR MOTIVATION

People who try veganism for a while - whether it's a week or a month - can easily slip back to old habits of consuming animals, often because of feeling socially isolated or losing sight of their initial motivation.

Remember that veganism is a way of living, a lifestyle even, that aligns with your beliefs. It is not simply a diet. By identifying your motivations for going vegan, and reminding yourself of these on a daily basis, you will find it a lot easier to commit to veganism.

Think of the most committed, die-hard vegan you know. Even they have to remind themselves why they're vegan in a world geared so much towards the exploitation of animals.

Friends, family, culture, tradition, advertising, popular culture - animal products are everywhere. As vegans we must see past what others consider normal for what we know to be morally right, and that is a challenge. Fortunately, generally, veganism is becoming less alien and more socially acceptable.





## PERSONAL STORIES FROM THE SURGE TEAM

“For me, it was always about the animals. I had always seen animals as complex beings with emotions and personalities, who didn’t deserve to die, and today their sentience is legally recognised. I went vegetarian and then quickly vegan when I watched more documentaries and learnt about what happens to mother cows and those poor hens in the dairy and egg industries. I soon went to my first activism event - a slaughterhouse vigil - and witnessed pigs on their final journey, soon to be gassed and hung up on hooks, their throats cut. All so that someone can enjoy a bacon sandwich, a fleeting moment compared to the lifetime stolen from the pig. I may not have cried the first time I went to a vigil, but I knew all the same that it was fundamentally wrong.

“I then learnt from PETA, an animal rights organisation, that going vegan can save an estimated 100 animals every year, simply by not eating them. That’s 130 shellfish, 40 fish, 26 chickens, one Christmas turkey, half a pig and one-tenth of a cow. In the UK, 1,700 land animals are slaughtered every minute or more than a billion per year.”

- Andrew, Media and Investigations Manager at Surge



## 2- EDUCATE YOURSELF... BUT DON'T BE TOO HARD ON YOURSELF EITHER

In the same way that we must always remember our motivation, we must always remember that veganism is an ongoing learning experience - and sometimes the best lessons come from making mistakes.

No one is perfect and, despite what many people say, the goal of veganism isn't to be perfect. Try as we might, we cannot cause zero harm, but that is not a valid reason to give up or not even attempt to start. It is about doing the very best that we can, in our given circumstances.

One of the biggest reasons why people stop being vegan early on is because we can be daunted by how much we have to change. It's not just food, but clothing, cosmetics, and then what about plastic waste and human rights. It never ends, and for many people, that means that it never starts. We give up without trying.

But it isn't all-or-nothing at the beginning, break it up into stages. Veganism is a big change, don't make it harder.

Start off with your food choices, learn as much as you can about where products come from, how to check the ingredients, what ingredients to look out for, and which can catch you off guard.

Then move on to clothing. Many vegans don't wear leather, made from the skins of animals, usually cows. Many don't wear fur from the skins of rabbits, foxes, mink, coyotes, and sometimes cats and dogs without our knowledge. Learning about these can be particularly harrowing, given how these animals are farmed or trapped and how the skin is obtained, often brutally.

**WATCH OUR VIDEO ON ANIMALS IN FASHION**

Cosmetics and toiletries may well follow, and the good news is it's getting easier to find options in high street shops that do not involve cruelty to animals through testing or animal-derived ingredients.





# ESSENTIAL VEGAN DOCUMENTARIES

The following documentaries are available on Netflix, Amazon Prime or popular streaming services, even YouTube. We recommend starting with the beginner options to ease yourself into the fundamentals. Each appeals to a different motivation, so there is something for every starting vegan.

## BEGINNER

- What the Health
- Forks Over Knives
- Live and Let Live
- Called to Rescue
- Game Changers
- Vegan: Everyday Stories
- Vegucated
- Before the Flood
- 73 Cows
- HOPE What you Eat Matters
- Empathy

- Earthlings
- Land of Hope and Glory
- Eating Animals
- Cowspiracy
- Seaspiracy
- Dominion
- Lucent
- The Cove
- Eating you Alive

## INTERMEDIATE

Some of these contain a lot of graphic imagery showing how we treat animals. It is distressing to watch, but important if you have still to make the ethical connection between our everyday choices when it comes to food, clothing and so on, and the impact they have on animals.

These are listed as intermediate because you may already have come to understand that animals have a right to live free of exploitation. If so, you may not need to watch some of these.

## EXPERT

- Maximum Tolerated Dose
- A Prayer for Compassion
- Blackfish
- Test Subjects

These documentaries explore more deeply certain issues.

For an extensive list of vegan documentaries and their synopses, visit [LIVEKINDLY.CO/VEGAN-DOCUMENTARIES](https://www.livekindly.co/vegan-documentaries)



# 3- NUTRITION FOR VEGANS

## HOW TO OBTAIN ALL THE VITAMINS AND MINERALS YOU NEED

Vegans follow plant-based diets because they align with our ethical principles concerning animals. But as with any diet, whether plant-based or omnivorous, if not properly planned we can become deficient in certain vitamins and nutrients. Fortunately, deficiencies are very easy to avoid on a vegan-friendly diet - we just have to be mindful of our intake of nutrients like B12, calcium, vitamin D, iron, iodine and omega-3 fatty acids.

Fortunately, all are readily available either as supplements, in fortified foods, or in many fruits and vegetables

Calcium is needed to maintain healthy bones and teeth. Sources include:

- Green, leafy vegetables – such as broccoli, cabbage and okra, but not spinach (spinach does contain high levels of calcium but the body cannot digest it all)
- Fortified unsweetened soya, rice and oat drinks
- Calcium-set tofu
- Sesame seeds and tahini
- Pulses
- Brown and white bread (in the UK, calcium is added to white and brown flour by law)
- Dried fruit, such as raisins, prunes, figs and dried apricots

The body needs Vitamin D to regulate the amount of calcium and phosphate in the body. Sources include the following:

- Exposure to sunlight, particularly from late March/early April to the end of September (produces vitamin D3)
- Fortified fat spreads, breakfast cereals and unsweetened soya drinks (with vitamin D2 added)
- Vitamin D2 supplements

Make sure that the vitamin D in supplements or used to fortify foods does not come from animals. If it's listed as vitamin D3, it's from animals, so avoid it. Vitamin D2 is safe for vegans.



Iron is essential for the production of red blood cells. Iron in some plant-based food is more easily digestible than in others. These are good sources of iron:

- Pulses
- Wholemeal bread and flour
- Breakfast cereals fortified with iron
- Dark green, leafy vegetables, such as watercress, broccoli and spring greens
- Nuts
- Dried fruits, such as apricots, prunes and figs

The body needs Vitamin B12 to maintain healthy blood and a healthy nervous system. Good sources include:

- Breakfast cereals fortified with B12
- Unsweetened soya drinks fortified with vitamin B12
- Yeast extract, such as Marmite, which is fortified with vitamin B12
- B12 supplements
- Nutritional yeast with B12

Omega-3 fatty acids can help maintain a healthy heart and reduce the risk of heart disease when eaten as part of a healthy diet. Sources of omega-3 fatty acids suitable for vegans include:

- Flaxseed (linseed) oil
- Rapeseed oil
- Soya oil and soya-based foods, such as tofu
- Walnuts

Magnesium helps turn the food we eat into energy and makes sure that the parathyroid glands, which produce hormones important for bone health, work normally.

Good sources include:

- Pumpkin seeds
- Avocado
- Bananas
- Nuts
- Seeds
- Whole grain
- Tofu
- Quinoa
- Legumes



## Iodine:

Important for the production of thyroid hormones and usually obtained from eggs, fish and dairy - is also one to watch for. It is readily available in seaweeds such as kombu kelp, wakame and nori, but the amount contained per gram of seaweed can vary greatly. If you're not eating seaweed regularly or confident that you're eating the right amount then go for an iodine supplement. Vegan-friendly supplements are usually derived from kelp.

## Multivitamins and other supplements:

Whether vegan or not, taking a daily multivitamin can be a good safeguard against a range of deficiencies that can be very common whatever your chosen diet. There are certain multivitamins specifically aimed at vegans, providing nutrients and vitamins that those on a plant-based diet are at most risk of being deficient in, such as B12, Vitamin D and omega-3. However, when choosing your supplements, always check the label to make sure the ingredients are sourced from plants and the capsule is not made from gelatin. Many supplements are labelled as vegan-friendly.

If you are ever in any doubt about your nutrition, always seek advice from your doctor and a dietician or nutritionist who specialises in plant-based nutrition. Speak to a medical professional before taking a supplement if you are pregnant or have underlying health issues.



## BUT HOW DO YOU GET YOUR PROTEIN?

It is a very common misconception that vegans are deficient in protein. This comes from the belief held by many that animal flesh is the only source of protein, when really a vegan diet is abundant in protein from soy (tofu and tempeh), wheat protein (seitan), beans and quinoa. Even broccoli, peas and spinach are excellent sources of protein gram for gram.

Many of the animals we farm and eat are herbivorous, such as cows and sheep, meaning that they turn plants into animal protein. This uses up vast amounts of water, land and other resources, and increases emissions in the process. By going vegan, we greatly increase our food sustainability simply by 'cutting out the middleman' and to get our protein directly from the source - plants.

Apps like Cronometer allow you to track your macro and micronutrients by entering the food and the amounts you consume each day. Using one of these apps will give you an indication of how much protein you're getting, provided your entries are accurate.

You'll be surprised how much protein you get without much effort, if you're consuming a varied plant-based diet rich in whole foods.

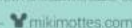
The real winners when it comes to protein are seeds and nuts, so don't feel guilty about indulging in your favourite nut butter! For example, a breakfast of porridge (oats) with peanut butter, chia seeds and fruit will start you off on the right foot.

### VEGAN PROTEIN SOURCES

PER 100 GRAMS OR 1 OZ

 LENTIL FLOUR 28g/100g 8g/1oz	 PUMPKIN SEEDS 24g/100g 7g/1oz	 PEANUT BUTTER 23g/100g 6g/1oz	 TAHINI 22g/100g 6g/1oz	 ALMONDS 21g/100g 6g/1oz
 PISTACHIOS 21g/100g 6g/1oz	 FLAX SEEDS 18g/100g 5g/1oz	 CASHEWS 18g/100g 5g/1oz	 OATS 17g/100g 5g/1oz	 SOYBEANS 17g/100g 5g/1oz
 CHIA SEEDS 16g/100g 4g/1oz	 TOFU 15g/100g 4g/1oz	 HAZELNUT 15g/100g 4g/1oz	 WALNUT 15g/100g 4g/1oz	 WHOLE WHEAT BREAD 11g/100g 3g/1oz
 LENTILS 11g/100g 3g/1oz	 CHICKPEAS 9g/100g 3g/1oz	 RED BEANS 9g/100g 3g/1oz	 PECANS 9g/100g 3g/1oz	 LIMA BEANS 8g/100g 2g/1oz
 MACADAMIA NUTS 8g/100g 2g/1oz	 PEAS 8g/100g 1g/1oz	 QUINOA 4g/100g 1g/1oz	 SPINACH 3g/100g 1g/1oz	 POTATO 2g/100g 1g/1oz

[ PROTEIN CONTENT FOR A SERVING SIZE OF COOKED LEGUMES ]

mikimottes.com



# 4- SHOPPING AND EATING OUT

Shopping for food and eating out at restaurants can present challenges to new vegans, if you're not sure what to look out for. There are some obvious non-vegan ingredients, but also some tricky ones that might trip you up. Quorn, for example, is a well-known vegetarian product, yet much of the range is made using eggs.

## EASY VEGAN SWAPS

There have never been more vegan options at restaurants or a wealth of recipes to make at home. Yet there may be times when you need to 'veganize' something on the menu or perhaps a favourite recipe from your pre-vegan times. Do note that there are supermarket own-brand versions of nearly all of the following items, and they are often much cheaper. Here is a quick list of some common swaps:

- Meat and fish Tofu, tempeh, seitan, vegan mock meats.
- Dairy ice cream Plant-based ice creams e.g. Alpro, Swedish Glace and Booja booja.
- Dairy milk Plant milks e.g. soy, oat, almond, coconut, hemp
- Dairy cream Plant creams e.g. soy and oat. Cream from the top of a can of coconut milk can also be used.
- Dairy cheese Plant-based 'cheeses' e.g. Applewood and Violife. Sheese is a well-known brand that is relabelled by some supermarkets and sold under their own brands.
- Dairy yoghurt Soy or coconut yoghurt is available in natural and Greek style.
- Dairy spreads Plant-based spreads. Brands include Vitalite, Pure and Biona. All types of Flora except its 'buttery' spread are vegan-friendly, but do check the ingredients carefully.
- Chocolate Dark chocolate and dairy-free milk chocolate e.g. Vego and Booja Booja
- Honey Vegan honey, agave syrup, date syrup and maple syrup. Golden syrup is a surprise vegan option and is often much cheaper than plant syrups
- Mayonnaise Veganise, Hellmann's (vegan version) and various supermarket own-brands of vegan mayo.
- Eggs Depending on the use, special egg replacement powders are available and can be used for baking or creating something close to a scramble, omelette or quiche. Other options for binding in baking include soaked chia seeds and mashed bananas.



## TRICKY INGREDIENTS TO AVOID FOR COOKING OR EATING OUT

- Whey - derived from dairy milk, whey is used in many processed foods such as biscuits and even crisps
- Gelatine - a very easy one to miss if you have a sweet tooth and enjoy brands such as Haribo or any kind of jelly. Gelatine, or gelatin, is commonly derived from collagen, a protein extracted from animal bones, skin and ligaments, usually from pigs or cows.
- Vitamin D3 - used to fortify foods such as cereals. It is taken from fish or sheep (lanolin). The plant-based version is called D2.
- E120 - also called cochineal or carmine, E120 is a red food colouring made from the shells of beetles. The non-animal version is called E120d, but if you avoid processed foods with lots of E-numbers you can't go wrong.
- E904 and E901 - shellac and beeswax are commonly used to make products shiny. Many products made from oranges for example can be labelled as non-vegan because of the shellac (E904) used to make them shiny.
- E302 - lecithin is used to emulsify fats and oils, and is usually made from nerve tissue, blood or egg yolks. Soya and sunflower lecithin is widely available.
- Lactose - a sugar usually taken from cows' milk.
- Casein - this protein is found in cheese and can be used as an additive for certain foods.



## ALCOHOL

Some beers and wines are filtered and clarified using isinglass, which comes from the swimbladders of fish. European-style lagers are less likely to have been made using isinglass, whereas British ales and bitters may have, but neither is a guaranteed rule.

Other alcoholic drinks may also contain egg whites, gelatine or milk.

Always check the label, ask whoever is serving you, or contact the producer. Many supermarket brands of wine now specify vegan on the label, and there are well-known brands of beer such as Brewdog that are popular with people following a plant-based lifestyle.

## WHY IS SOME WINE NOT VEGAN?

The reason why some wine isn't vegan is to do with how it's filtered during the winemaking process.

After the sugars in the grapes are fermented and turned into alcohol, the resulting liquid is often cloudy in appearance due to the fact that it's full of substances including proteins, tartrates, phenolics, and tannins.

While these are perfectly harmless and wine is fine to drink in this state, supermarkets and buyers generally demand that the product is clear and free from this cloudiness. To bring clarity to it, the wine is filtered using 'fining agents', which essentially act as magnets to attract the molecules and easily remove them.

These fining agents are often non-vegan, meaning wine can be made using animal-derived products.



According to PETA, non-vegan fining agents used by winemakers include the following:

- Blood and bone marrow
- Chitin (fibre from crustacean shells)
- Casein (milk protein)
- Egg albumen (derived from egg whites)
- Fish oil
- Isinglass (gelatin from fish bladder membranes).
- Gelatin (protein from boiling animal parts)

The wine itself doesn't contain these products as an ingredient, and the fining agents are removed after the filtering process. However, small traces of them can still be present in some wines after it's been filtered.

Examples of vegan fining agents are as follows:

- Carbon
- Bentonite clay
- Kaolin clay
- Limestone
- Silica gel
- Plant casein
- Vegetable plaques

What's more, with increasing demand for organic and biodynamic wine, some isn't filtered at all, meaning that no filtering agents are used.



## HOW CAN YOU FIND VEGAN WINE IN THE UK?

Winemakers do not tend to list the fining agents on their bottles, meaning there is often no way of knowing whether they were vegan-friendly or not just by looking at the bottle.

If you're picking up a bottle at a normal supermarket, you may need to do some extensive research of the wine company to work out if they've used non-vegan fining agents in their winemaking process.

Fortunately, however, the wine industry is increasingly waking up to the fact that there are a huge number of wine-loving vegans, and wines labelled as vegan-friendly are becoming more prevalent in UK shops.

## FINDING INFORMATION ONLINE ON VEGAN-FRIENDLY ALCOHOLIC DRINKS

There is plenty of information online for anyone in any doubt about whether a brand of wine, beer or other alcoholic drink is vegan or not. However, one website brings it all together and has become the 'go to' resource for all things vegan alcohol: [Barnivore.com](http://Barnivore.com).

The Barnivore database currently has vegan information on more than 54,000 beers, wines and spirits. While it may not list all those trendy microbrewery craft beers you hipsters love so much, it covers all the mainstream drinks and is always worth checking.



## SHOPPING ON A BUDGET

Vegan food has the reputation of being expensive, and while 'fake meats' and plant-based cheeses often cost more, they aren't essential for delicious vegan meals.

Processed vegan meat and dairy products are great for people transitioning to a vegan lifestyle who would like to have the same taste and texture experience minus the animal exploitation, but in time we recommend eating mostly a whole foods diet. And best of all, a whole foods diet is often much cheaper. Some tips for keeping your costs down:

- Buy whole foods - dried beans and lentils are particularly cheap and just need soaking.
- Bulk buy basics like wholegrain pasta, rice and store cupboard essentials like tinned tomatoes.
- Cook bulk meals and freeze in portions to eat throughout the week or month.
- Check out the international foods aisles - these are often cheaper for the same products.
- Find out what time your local shop reduces items and grab a bargain. Bread is often reduced at the end of the day and can be frozen (hint: slice it before you freeze it!). We recommend the 'Too Good to Go' app available on iOS and Android, if available in your region, which helps people find and buy food that would otherwise be thrown out to reduce waste.
- Some supermarkets like Morrisons now sell 'wonky' veg boxes. These are perfectly fine, but might be a bit too misshapen to be sold individually or in higher-priced packs.
- Buy fresh produce from your local market - stall prices are often much cheaper than in supermarkets, though organic produce from farmers' markets is often still priced at a premium.



## VEGAN RESTAURANTS

Vegan restaurants can be found in the most unlikely places these days, but are much more common in cities and large towns and tend to be independent and owned by vegans. There are very few, if any, vegan chain restaurants. A quick search online should reveal your closest cafe or restaurant serving only plant-based food, or if not fully vegan, vegetarian with many vegan options.

If you're planning a trip somewhere, local vegan groups on Facebook will be full of recommendations for vegan-friendly eateries.

Happy Cow is a fantastic app giving you access to a database of vegan, vegetarian and non-veggie restaurants with good plant-based options. The map feature is invaluable for finding your closest place to eat.

Abillion is another excellent app that combines social networking with reviews, all while supporting great causes. People post pictures and give feedback on vegan products they've bought and restaurant menu items they've ordered, and for every review Abillion donates \$1 to a charity or non-profit.

## ORDERING TAKEOUT

App delivery services like Just Eat, Deliveroo and Uber Eats have given us vegans many more options for ordering takeaway and having it delivered, with search filters for whittling the options down. Thanks to these services, available in most major cities and towns, we can get many of our favourite vegan options from chains restaurants and independents.

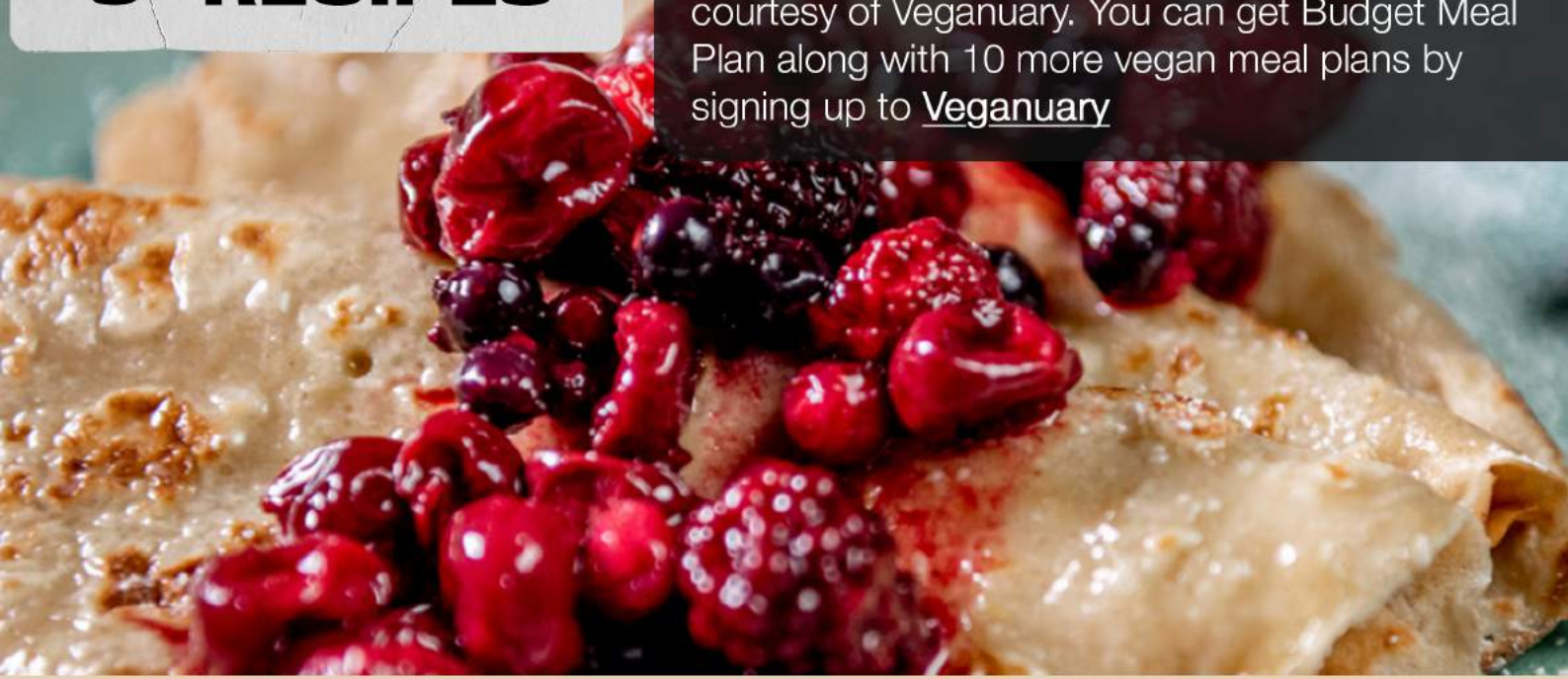
However, your local Chinese or Indian / South Asian takeaway will probably have something for vegans if you specify when ordering over the phone. Chinese takeaway favourites for vegans include crispy salt and pepper tofu, tofu in black bean sauce, crispy mock duck and pancakes, or 'mock chicken' (seitan) versions of non-vegan options. Check that sauces don't include oyster sauce and other non-vegan ingredients.

Popular South Asian takeaway options include chana masala (chickpea), Tarka dal (lentils) and sag aloo (spinach and potato). Avoid paneer which is a light cottage cheese made from cow or buffalo milk and has the appearance and texture of soft tofu. Naan bread is often made with yoghurt, butter and ghee (refined butter), so if in doubt or you don't feel like asking, opt for chapatis or roti which are made from flour and water.



## 5- RECIPES

All the recipes featured here have been provided courtesy of Veganuary. You can get Budget Meal Plan along with 10 more vegan meal plans by signing up to [Veganuary](#)



# Apple Pancakes

Makes 4 pancakes / Serves 2

**BREAKFAST**

## INGREDIENTS

- 1 large apple, peeled, cored and finely grated
- 150g plain flour
- 1 tsp salt
- 20g sugar
- ½ tsp cinnamon
- 225ml soya milk
- 200g frozen berries
- A little sunflower oil

## METHOD

1. If the apple is grated so finely it almost forms a paste, great! If it is more coarsely grated, put it into a pan over a low heat and warm it up until it forms a smooth paste.
2. In a large bowl, mix the flour, salt, sugar and cinnamon, then add the apple paste. Stir well.
3. Add the plant milk, a little at a time until you get a thick, smooth batter.
4. Heat a frying pan over a medium-high heat, and when hot, add half a cup of the batter mix, turning the pan so the pancake spreads and thins out a little.
5. Cook until the bubbles on the surface of the pancake do not close again when they pop. Then turn it over, and cook until the bottom of the pancake has coloured nicely.
6. This should make four pancakes. When all the pancakes are cooked, pan fry some frozen berries until they are defrosted and warmed through.



# Breakfast Berry Smoothie

**SNACK**

Serves 1

## INGREDIENTS

- 300ml plant milk
- 75g frozen berries
- 1 banana
- 2 tbsp dairy-free yoghurt

## METHOD

1. Put everything into a blender and blitz until smooth.



# Coronation Chickpea Sandwich

**LUNCH**

Serves 2

## INGREDIENTS

- 30g sultanas
- 1 medium red onion, peeled and finely chopped
- 1 tbsp sunflower oil
- 400g can chickpeas, drained and rinsed
- 1 clove garlic, peeled and crushed
- 2 tsp curry powder
- 75g vegan mayonnaise
- 75g plain plant yoghurt
- 1 tbsp mango chutney
- Salt and pepper
- 4 slices of bread, or 2 slices if serving as an open sandwich

## METHOD

1. Soak the sultanas in hot water for 10 minutes, drain and then set aside.
2. Fry the onion gently in the oil until softened.
3. Add the chickpeas, garlic, and curry powder, and cook for another 4-5 minutes, stirring every now and then.
4. Stir in the sultanas, remove from the heat and allow to cool.
5. Lightly mash the chickpeas so some are crushed and some remain whole. Stir in the mayonnaise, yoghurt, and mango chutney. Season to taste.
6. Serve in a sandwich.





# Spaghetti Bolognese

**DINNER**

Serves 4

## INGREDIENTS

- 2 tbsp sunflower oil
- 1 onion, finely chopped
- 1 stick of celery, finely chopped
- 200g mushrooms, finely chopped
- 2 garlic cloves, crushed
- 350g frozen soya mince OR one
- 400g can brown lentils, drained and rinsed
- 400g tin chopped tomatoes
- 2 tbsp tomato ketchup
- 1 tsp dried oregano
- 1 tsp dried marjoram
- 200ml vegetable stock
- 350g spaghetti

## METHOD

1. Heat the oil in a pan and fry the onion and celery gently for five minutes.
2. Add the mushrooms and garlic, and fry for 2-3 minutes more.
3. Stir in the soya mince or lentils, and add the tomatoes, tomato ketchup, dried herbs and stock. Bring to the boil.
4. Cover, reduce the heat and let simmer gently for a further 8-10 minutes while you cook the spaghetti.



## 6- VEGANISM ISN'T JUST A DIET, IT'S A LIFESTYLE TOO

Many people believe that veganism is a dietary choice, and they'd be forgiven for thinking that as we equate 'consumption' with 'eating'. What we eat is a big part of what we as humans consume day-to-day, but we also consume other things.

As consumers, we buy many products that contain animal-derived ingredients or wear materials that come from animals. Clothing, toiletries, cosmetics, cleaning products, when we look at all of these more closely, it doesn't take long to trace a route back to animals - and whenever we use animals for anything, this is inherently exploitative.

Diet is usually always the first thing we change, and in fact, it's probably the easiest. Once you become used to saying no to meat, dairy and eggs and you learn more about veganism and the many ways we humans exploit animals, you can begin to look at other aspects of the vegan lifestyle that are equally important and no less exploitative.

Leather, for example, supports to a degree the animal agriculture industry in places where hides of beef cows are sold to leather producers. However, leather also has a profound impact on the environment and human rights in places where the highly toxic tanning chemicals are not handled properly.

### HOW TO CHOOSE VEGAN-FRIENDLY PRODUCTS

#### Clothing - check the label!

Many vegans choose not to wear garments made from the following animal-derived products. Once you know what to look for, it's very easy to choose alternatives.





- Wool is generally taken from sheep and is commonly found in jumpers, sweaters, hats, scarves, suits and winter coats. Merino wool and lambswool are types of wool that come from a specific breed in the case of merino, and from sheep at the age of seven months in the case of lambswool. Selective breeding of sheep has resulted in common breeds with fast-growing wool, meaning that they must be sheered at least once a year for their own comfort and to avoid health problems. However, sheep can be handled extremely roughly and practises like mulesing, where a patch of skin under the tail is removed to prevent flystrike, are done without anaesthetic or pain relief and can cause extreme suffering.

Alternatives: there are many alternatives to wool, both natural and synthetic, including cotton, flannel, hemp, linen and fleece.

- Cashmere and mohair wool comes from goats, while angora is taken from rabbits. Angora is a particularly gruesome product as the rabbits have been selectively bred to grow long, fluffy fur which they, unfortunately, cannot digest or regurgitate like cats and dogs leading to intestinal problems. Angora rabbits are also farmed in terrible conditions, and their fur can either be sheered or painfully torn from their bodies by hand every three months.

Alternatives: Cashmere, mohair and angora are considered luxury fabrics and prized for their softness and texture, and are niche products in their own right. As such there aren't many common vegan-friendly alternatives, but there are yarns made from cotton and blends of other fibres that come close to replicating the luxurious feel.

- Silk is produced by silkworms, the larvae of domestic silk moths. The larvae surround themselves in a cocoon made of silk they produce, which are then harvested usually by boiling the cocoons - larvae included - in hot water.

Alternatives: Silk is one of the easiest luxury fibres to replace with a plant-based alternative without resorting to synthetic fibres like polyester that are notoriously unbreathable and uncomfortable to wear. Viscose is a man-made fabric made from woody fibres such as bamboo or birch.





- Leather is made from tanned hides or various animals, but most commonly cowhide, and is one of the trickiest to replace for new vegans simply because it's everywhere. Shoes, boots, jackets, handbags, belts, watch straps, laces - the list goes on and on. The good news is that it has never been easier to find shoes made from vegan-friendly leather. A lot of faux leather is made from plastics such as polyurethane (PU) or polyvinyl chloride (PVC), raising concerns with waste-conscious vegans, but alternatives made from fungi, pineapple leaves and even coffee grounds are close to cracking the mainstream.

Alternatives: Dr. Martens for example have a fantastic range of vegan boots and shoes - just look for the yellow heel tag rather than the usual black and yellow. Wills is also a popular brand of vegan leather shoe, offering plant-based versions of many common fashion styles from Chelsea boots to brogues. As for jackets, faux leather versions are more common and more available than you might think, simply ask in-store, check the label or Google.

- Fur has the worst reputation, but like leather it comes from the skin or hide of animals. Canada Goose is infamous for using coyote fur for the trims on the hoods of its signature parkas, though these are being phased out, while rabbits, foxes, raccoon dogs and mink are animals commonly raised on fur farms in the most horrendous conditions. Investigations have also revealed that what people believe to be rabbit fur is actually from cats and dogs. All fur is abhorrent due to how animals are farmed and slaughtered by electrocution to preserve the hide. In the case of coyote trims, trappers catch coyotes in snares, sometimes leaving them to starve for days before checking on the traps in which time they can chew at their own legs in an attempt to free themselves.

Alternatives: like many faux leathers, faux fur is made from plastic, however it can be made from recycled plastic bottles taken from the ocean to address waste concerns. There are also new bio-based furs coming to the market, made from vegetable oils rather than petroleum oil in the case of plastic-based faux furs.

- Feathers (down) are commonly used to insulate coats for extreme cold weather (and also in duvets and pillows!). It is both soft, breathable and retains heat. Canada Goose may have announced it is to phase coyote fur out of its collections, but it still uses goose feathers which can be plucked from geese painfully by hand, much like angora with rabbits.

Alternatives: Quality alternatives to down, especially within the market for high-performance clothing for cold weather activities such as skiing, have greatly increased in recent years. However, most are polyester synthetics such as Thinsulate, FullRange, PolarTec Alpha and PrimaLoft.



## A QUICK GUIDE TO LOGOS

The cruelty-free bunny label doesn't necessarily mean a product is vegan, only that it has not been tested on animals in a laboratory. It could still contain animal-derived ingredients, which is why it's important to either understand the list of ingredients on the label or choose from a range you know to be both cruelty-free and vegan.

## CLEANING PRODUCTS

Cleaning products may not necessarily contain animal-derived ingredients, but many are tested on animals. Unless you see one of the following cruelty-free logos on the label or wording that specifically states the product is not tested on animals, it is safer to assume it has been tested and to avoid buying it.

In the UK, bleach and other own-brand cleaning products from M&S are now cruelty-free, while Wilko has an eco-friendly range. We also have brands such as Method, Astonish, Bio D and Ecover that may be available in other countries.





## COSMETICS

Cosmetics and perfumes can be cruelty-free but not vegan with some being made from things like honey, beeswax, lanolin from sheep wool and even insect shells in the case of carmine. Ingredients to look out for:

- Animal hair - used in makeup brushes or false eyelashes (mink).
- Beeswax / cera alba - taken from beehives.
- Casein / sodium caseinate / caseinate - from cows' milk.
- Collagen - animal tissue, bone, skin, or ligaments.
- Elastin - muscles, ligaments and aortas of animals.
- Glycerine - animal fat.
- Guanine - fish scales.
- Keratin - hair and horns of animals.
- Lanolin - from wool.
- Oleic acid / aka oleyl stearate / oleyl oleate or tallow - animal fat.
- Shellac - insect secretions.
- Squalene - shark liver oil extract.
- Stearic Acid / cochineal / natural red 4 / E120 / C.I. 75470 - red colour derived from insect shells.

Vegan-friendly make-up brands include e.l.f., Barry M, B. Makeup, Beauty without Cruelty, benecos, Kat Von D, Inika and Spectrum. Too Faced is also both vegan and cruelty-free, but it should be noted that its parent company Estee Lauder still tests on animals. Body Shop is also set to become fully vegan by 2023, but is owned by L'Oréal which of course isn't vegan-friendly.





## 6- ACTIVITIES, TRAVEL AND SOCIALISING

### LIVING THE VEGAN-FRIENDLY HIGH LIFE

Going vegan, particularly for ethical reasons, does mean that we must give a little extra thought to activities and pastimes. Once we adjust our diets, our clothing choices and choose cruelty-free cosmetics and toiletries, it is a natural progression to then apply principles of non-exploitation to other aspects of our lives.

The good news, however, is that there are a great many activities that we can continue to enjoy as always, like going to restaurants with vegan options, or when we must find an alternative, these are excellent opportunities to introduce friends and family to new experiences like visiting animal sanctuaries.

### WHAT VEGANS DO AND DON'T SUPPORT

Rather than saying what we can or can't support, the emphasis is on choice. We are not restricted by our vegan principles, instead, we make a conscious, personal choice to live in alignment with our compassion for all living beings.

- A good rule of thumb is to ask yourself, "does it involve animals and are they being exploited?" This quickly rules out circuses, festive reindeer attractions and so on. Any events involving animals where money is involved (not including voluntary donations) is a strong indication of exploitation for profit.



- **Zoos are ruled out too.**

While many justify their existence by claiming to participate in conservation programmes, the truth is that very few wild animal species actually benefit from such initiatives. Also, any claims of educating children are very thin - how much can children learn of animals when they're kept in unnatural environments and can't express their true behaviour? Zoos use animals as attractions to sell tickets to the public.

- **Animal sanctuaries** are an excellent alternative to zoos, and even better if they're run to vegan principles. Many sanctuaries provide accommodation and care to animals rescued from human exploitation, such as escaped farmed animals, horses and donkeys.

- **Petting farms** may at first appear like sanctuaries, but the key difference is that they were set up as attractions and the animals may not have been rescued, but rather bought specifically to draw children and family and sell tickets.

- **Get out into nature**, it's free and another great way of connecting with animals without exploitation. Grab your walking boots and some outdoor clothing, and go see animals out in the wild and living in their natural habitats.

- **Conservation projects** may be running near to you and give you an opportunity to get outside and work for the benefit of animals either directly or by improving their habitats. Search online for local conservation groups or charities.

- **Activism, advocacy and education** are also important parts of being vegan. Whether this involves conversations with friends and family or getting involved in marches and educational stalls, any form of activism and vegan education is a great way to help animals and encourage more people to go vegan.

- **Join the Surge mentorship programme** where you can either connect with an experienced mentor or become one yourself!

- **Universities often have Vegan Societies.**

If not, why not set one up? Surge also has an extensive Campus Rep programme where we help vegan students start outreach groups by providing the necessary materials including flyers, t-shirts, stickers and videos.



## CAN I STILL GO TO RESTAURANTS AND BARS WITH MY FRIENDS AND FAMILY?

Of course! Many restaurants now have entire vegan menus, or extensive options, or can accommodate requests - just ask your waiter or if in any doubt, call ahead and enquire before visiting or when booking a table. Please check our out section on 'Shopping & Eating Out' for ingredients to look out for when ordering.

### A NOTE ABOUT THE 'LIBERATION PLEDGE'

Many vegans do choose to take what some refer to as the 'liberation pledge', which is a public declaration that you will not sit with anyone eating animal products. This is entirely your choice and everyone's situation is different.

You may for example feel as if you want to provide a positive example to friends and family when eating out or even strike up a conversation. But on the other hand, you may want to send a strong message that you personally will not tolerate animal exploitation, or that being around parts of dead animals is harmful to your mental well being.

### VEGAN TRAVEL

Travelling as a vegan has never been easier, whether you choose to visit a different part of your country or travel by plane, train or boat to another part of the world.

Some vegans choose not to fly for environmental reasons. If you feel strongly about this too, you might consider travelling by sea. People in the UK also have the option of travelling to mainland Europe by train via the Channel Tunnel and onwards using an Interrail ticket.

In all other respects, the same core principles to choosing travel activities as they do to any day-to-day activities. A visit to a museum, landmark or other similar attraction is absolutely fine, but riding elephants, camels or animal attractions where tourists pay to pose with tigers, for example, are definitely not vegan.



Apps like Happy Cow can help you find vegan-friendly restaurants in many countries, but we also recommend downloading the Vegan Society's [Vegan Passport app](#), or there is a physical copy available via their website. The Vegan Passport is available in many languages and is an excellent resource with pictures to help you communicate with locals.

GET IT ON Google Play

Download on the App Store

**Happy Cow**

Take us with you to 180+ countries.  
Save trips offline for when you don't have Internet.



Download on the App Store

GET IT ON Google Play

**Vegan Passport**

When visiting a restaurant, show your waiter the relevant entry from this app, and ask them to read it. Do not attempt to pronounce the text yourself! If you are invited to a private home for a meal, show your host the relevant entry well in advance.

If booking a hotel by post or email, send a copy of the relevant page. Please note that several languages may be used in the place you are visiting, so you may be able

**Vegan Passport**

HELP LANGUAGES COUNTRIES PICTURE ABOUT

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Vegan cruises and vegan tour operator-run holiday packages are becoming more widely available, but aren't always the cheapest option. You may choose to support vegan businesses, but don't be ashamed if you can't. It's still very easy to plan your own holiday and choose activities in line with your vegan lifestyle.



## FINDING YOUR PEOPLE

Nothing will help you stay vegan more than finding like-minded people, whether that's by joining a local activism and advocacy group or registering for some online communities.

Even for hardcore introverts, the early days of going vegan can feel especially lonely while your friends and family get used to your transition. If you're not comfortable joining local in-person groups, there are many online groups on Facebook though always keep in mind your online safety.

You can also use Facebook and online search to find local groups. Joining in with grassroots activism such as city or town-centre outreach (also known as 'tabling'), where you have chats with passersby and hand out leaflets, can be a great way to make vegan friends as many groups incorporate a strong social element. Checking out local vegan cafes and hotspots is very common and extremely rewarding after a day's advocacy.

Finally, consider starting up a social media account to document and share your personal vegan journey. YouTube 'vlogs' and Instagram are excellent ways to express yourself, and if you share your accounts with others, you'll soon start to attract a following. Just be mindful that comments on your posts and videos may not always be positive, be wary of trolls and understand how to deal with them and protect yourself - usually ignoring them is the best strategy, and don't give away too much personal information.





## 8- MAKING THE TRANSITION WITH INTENT

It's one thing to decide to go vegan, and quite another to actually do it and stay vegan. This is why it's so important to **plan for your transition** and stick to it. Here are some example plans and scenarios, but everyone's situation is different and personal.

### PLANNING YOUR TRANSITION

In the past, it wasn't unusual for omnivores to make the transition to veganism in 'baby steps', by reducing their meat, dairy and egg intake first, or going pescatarian (a fish only diet). We would always recommend going straight to veganism, especially as it is much easier to do these days.

Going 'lacto-ovo vegetarian' is also seen as a traditional stepping stone to make the transition easier, but turning to cheese and eggs to replace meat can be counterproductive and is arguably more exploitative. Cheese made from dairy results in the exploitation of mother cows, who are artificially inseminated and forcefully separated from their calves year after year until they are considered spent and sent to slaughter.

Eggs, similarly, come from hens who have been selectively bred to produce unnaturally high numbers of eggs per year - around 300 compared to the 10-15 their wild counterparts and ancestors produced. Male chicks are seen as surplus to egg production and killed in their millions per year in horrific ways.

Turning to vegetarianism often means people simply eat more eggs and dairy, thereby increasing demand and the strain placed on hens and cows, and without a plan to transition onwards to full veganism i.e. true plant-based vegetarianism.



## A PLAN FOR OMNIVORES

1. You've already downloaded our Vegan Starter Pack, but why not check out some others listed in our 'Resources' section?
2. Before you empty your refrigerator, read up on how to 'veganise' your favourite recipes, and get any ingredients you might need ahead of transitioning. There are many excellent vegan recipe books, websites and YouTube tutorials. It won't help you at all if you decide to go vegan overnight and have no food ready. Start with easy vegan swaps.
3. Alternative 'plant-based meat' products are widely available in supermarkets - from sausages to pies - and are excellent for transitioning because they provide omnivores with familiar tastes and textures. They are processed foods and it is possible to eat unhealthily as a vegan, so like with any diet, choosing healthy, wholefood ingredients is always the end goal.
4. Be mindful of nutrition. Deficiencies in vitamins and minerals are commonplace in any diet and taking multivitamin supplements is never a bad idea. For example, many omnivores are deficient in vitamin D, B6 and B12 and folic acid without even knowing it. Vegans are susceptible to many of the same deficiencies, but B12, vitamin D, Omega-3, zinc and iron are ones to watch out for.
5. Tackle your diet first, then consider your clothes, cosmetics, toiletries and other things. For many, it's simply unrealistic (and expensive!) to replace all your shoes and coats with vegan alternatives overnight. Above all, veganism is about making practical decisions.



## A PLAN FOR VEGETARIANS

1. Read up on what happens to dairy cows and egg-laying chickens to reaffirm your decision to follow your ethical principles to their logical conclusion.
2. You may have become dependent on cheese, but the good news is that it's easy to replace it with non-dairy alternatives. There are so many now available in supermarkets, and like with any cheese, some are better for some things than others. For example, some of the harder vegan block cheeses are great when melted in sandwiches and on pizzas, but not so great on crackers where vegan soft cheeses are far better.
3. You may also have become hooked on eggs for breakfast. Learn how to make a mean scrambled tofu instead - add some black salt for an eggy flavour and turmeric for colour.
4. Everything else is the same as it would be for omnivores - see the example plan above.

## HOW TO DEAL WITH CRAVINGS

This one deserves its own chapter! Cravings are something everyone experiences when transitioning. The science is out on why we crave meat, fish, eggs and dairy, but what we can say is that a great many factors contribute to them, including social conditioning during childhood and evolutionary instincts to desire fatty, calorie-dense foods.

The good news is that cravings usually don't last that long. For many, they subside in a couple of weeks while overcoming psychological conditioning and bad habits - this is why 30-day pledges are so effective, more on those below.

Fortunately, non-dairy cheeses and plant-based alternative meats can satiate most of those cravings, while you wean yourself off those tastes and textures. Again, plant-based 'fake meats' are great but can be highly processed and more expensive - you're aiming for whole foods with minimal ingredients like tempeh, lentils and beans to replace your proteins, not vegan sausages and burgers (though they are a delicious treat now and then!).

**Top tip:** Consider making your own vegan cheese by soaking cashews, mixing with lemon juice, sea salt and pepper and wrapping in muslin cloth before leaving it for a day or two to develop. The 'vegan goats cheese' you end up with is wonderful on bread or crackers, and the high nut content will satisfy those fatty cravings in a healthy and less processed way.



## FIND A MENTOR

It might sound funny, but having a vegan mentor can be very helpful. It can be a friend who has been vegan for some time already, a trusted social media connection, or you can register for one of several vegan mentor initiatives such as Challenge 22, the Vegan Bootcamp or our own Surge Mentorship Programme.

A mentor is there to answer any questions you might have about your transition. Not sure what to do about your deodorant? Ask away! Struggling to find recipes for Christmas Day? Your mentor is on hand to help.

You can find links to the various mentor programmes in our 'Resources' section.

## TAKE A 30-DAY PLEDGE

Veganuary started off as a month-long pledge to go vegan during the first month of the year, and that is when most people do it, but you can commit to going plant-based for 30 days whenever you want. Don't leave it a year or even months to start your transition plan, there is no time like the present!

The great thing about 30-day pledges is that most people stick with veganism afterwards. Veganuary and other 30-day challenges provide a framework and a plan for transitioning during that period, and many see 30 days as challenging but manageable with the option of going back to non-veganism afterwards.

However, the big secret is that 30 days is usually more than enough time to overcome cravings and adjust lifestyles, replace old habits with good new ones, and make veganism the norm. Stick with veganism for 30 days and by the end of it you'll wonder what all the fuss was about.



# 9- RESOURCES

## VEGAN MENTORS

- Surge Mentor Programme - our new Surge Mentor Programme connects a small network of knowledgeable volunteers with people who are interested in going vegan, or who want to learn more about how they can get started with outreach in their local community.

## VEGAN CHALLENGES

- Veganuary - pledge to go vegan for a month, not just in January!
- Challenge22 - a shorter 22-day challenge that also provides you with a mentor.

## ONLINE COMMUNITIES

- VeganBootcamp.org - educational courses and a vegan community forum

## BOOKS

- *This Is Vegan Propaganda: (And Other Lies the Meat Industry Tells You)* by Ed Winters
- *A Guide To Veganism: What The World (& You) Need To Know* by Cloé Sousa
- *Vegan-Klischee ade!* by Nike Rittenau - German, but soon available in English

## VEGAN HEALTH AND NUTRITION

- NutritionFacts.org - Dr Michael Greger
- Barnard Medical Center
- YouTube: Dr Michael Klaper
- YouTube: Dr. Esselstyn
- NikoRittenau.com - German language but videos have English subtitles
- Plant-Based Health Professionals UK
- The Physicians Association for Nutrition



## USEFUL ARTICLES

- [Plant Based Data](#) - a library of articles covering everything to do with veganism.
- [Faunalytics](#) - a very broad library with articles covering animal-related issues and infographics
- [The Vegan Society](#): “How to go vegan”
- [I Love Vegan](#): “Transitioning to a vegan lifestyle”
- [BBC Food](#): “How to go vegan”
- [Vegan.com](#): “How to go vegan easily and healthfully”
- [PETA UK](#): “10 tricks to help you go vegan”

## DAIRY SPECIFIC INFORMATION

- [Switch4good.org](#)
- [Mayo Clinic Minute: How to get calcium without dairy products \(YouTube\)](#)
- [Dr Barnard: Getting calcium without dairy \(YouTube\)](#)
- [Animal Equality: Dairy's dark secret](#)

## OTHER VEGAN STARTER PACKS AND ONLINE GUIDES

- [Animal Outlook: Free vegan starter guide](#)
- [PETA UK: Vegan Starter Kit \(PDF\)](#)
- [Go Vegan World: Vegan Guide \(PDF\)](#)
- [Friends of Animals: Vegan Starter Guide \(PDF\)](#)
- [MYA's Vegan Transition Guide \(PDF\)](#)
- [ProVeg International: “Plant Based Food & Lifestyle”](#)
- [International Vegan: Vegan Starter Kit \(PDF\)](#)
- [Animal Aid: Your guide to going vegan \(PDF\)](#)
- [Mercy for Animals: Vegetarian Starter Kit \(PDF\)](#) - note: is actually vegan!
- [Animals Australia: Veg Starter Kit \(PDF\)](#)
- [Farm Sanctuary: Vegan Starter Guide \(PDF\)](#)
- [The Humane League: start your plant-based journey](#)
- [Veganuary: Vegan Starter Kit](#)
- [Million Dollar Vegan: Vegan Starter Kit](#)





# SURGE

[SURGEACTIVISM.ORG](https://surgeactivism.org)