

FOR THE SOUL OF JUDAISM



WHY ARE SO MANY LEADING RABBIS VEGETARIAN OR VEGAN?

As former Chief Rabbi of Ireland David Rosen recently said, “Anyone with eyes in their head can see that [factory farming] is a categorical transgression of the Torah prohibition on causing cruelty to animals.”

Judaism should not be complicit in the horrors of modern animal agriculture.

A plant-based diet is established in the first conversation between G-d and human beings.

G-d said: “Behold, I have given you every herb-yielding seed which is upon the face of all the earth, and every tree that has seed-yielding fruit - to you it shall be for food.” (Genesis 1:29).



All of the seven sacred foods in the Torah are plants.
(Deuteronomy 8:8)

“Judaism, which has a passion for life, understands that eating meat is a compromise with our baser nature. To be vegetarian is both beneficial for our health and a grace to the garden God has given us.”

Rabbi David Wolpe, member of JVNA Rabbinic Council, named Most Influential Rabbi in America by Newsweek.

CHOOSE LIFE. GET STARTED.
TAKE THE VEG PLEDGE.



From burgers to brisket, we can help you discover easy-to-make and enjoyable vegan alternatives. To find out how this can become your ideal way of eating, please take our Veg Pledge!

When you take The Pledge, YOU'RE IN CONTROL. You choose a fraction of the week in which you'll pledge to go plant-based.

Want to try going vegan on Shabbat? Vegan on Mondays? Vegan for breakfast and lunch?

We'll send you resources, recipes, tips -- and, soon, the first-ever Jewish-themed Veg Starter Guide. We can even connect you with a mentor.

- ✓ Make your pledge work for you. Every bit helps.
- ✓ Your body will benefit from it.
- ✓ The Earth will appreciate it.
- ✓ The animals will certainly love you for it.
- ✓ You'll be living up to Judaism's highest ideals.

JewishVeg.org/Pledge

Get connected to the Jewish Veg Movement

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Follow us on Twitter @[@JewishVeg](https://Twitter.com/JewishVeg)



CHOOSE LIFE, NOT MEAT

JewishVeg.org/Pledge



JVNA
Jewish Vegetarians
of North America

WHY SHOULD YOU EAT MORE PLANTS AND LESS MEAT, STARTING TODAY?

HEALTH FOR YOUR BODY

Fiber and antioxidants, or saturated fat and cholesterol?

“Imagine a world where people lived peacefully for generations, ate a plant based diet, and knew little chronic disease. Suddenly a butcher arrives in town and slaughters animals for sale in the window. How would you feel to see blood, limbs, tongues and intestines? To see hospitals fill up with cases of diabetes, cancer, heart attacks, and obesity?”



Dr. Joel Kahn, cardiologist, JVNA Advisory Council

Meals that include animal products are laden with hormones, saturated fat, and cholesterol. In Western countries, diet-related diseases kill more people than murder, war, terrorism, accidents and all other causes of death combined.

THE BENEFITS OF CHANGING

Plants and plant-based foods have everything the body needs. A smart vegan diet is rich in calcium, protein, iron, antioxidants, fiber, and all other essential vitamins and minerals.

Replacing animal products with delicious and healthier alternatives can:

- ✓ Prevent heart disease
- ✓ Reduce risk for several types of cancer
- ✓ Prevent and even reverse type 2 diabetes
- ✓ Lower cholesterol
- ✓ Lower blood pressure
- ✓ Lower weight

JewishVeg.org/health



WHY LOVE ONE BUT EAT THE OTHER?

POULTRY



Virtually all chicks raised for their meat, called “broiler chickens,” spend their lives crammed into massive, windowless sheds, with intense crowding and confinement. They’re bred and drugged to grow so large and so quickly that many become painfully crippled.

EGGS



Because male chicks will not grow up to lay eggs they have no use to the egg industry. Upon hatching they are either ground up alive while fully conscious in a “macerator,” or gassed or suffocated in large plastic bags.

BEEF



The cows we eat are routinely branded and castrated and have their horns torn out, all without anesthetic. At the slaughterhouse, they are given painful shocks with electric prods, including in their eyes and anuses, to get them to go up the chute as they smell the blood and hear the screams of the animals before them.

DAIRY



To keep their milk flowing, dairy cows are forcibly impregnated -- in other words, raped -- at least once a year, and their calves are taken away immediately, receiving none of their mother’s milk. This separation causes such great suffering to both mother and child that a cow will often bellow for days after her baby has been taken away.

JewishVeg.org/mercy-animals



FOR THE EARTH

WHY DO WE SAY THAT REAL ENVIRONMENTALISTS DON'T EAT MEAT?

Animal agriculture is highly inefficient. For instance, it takes 16 pounds of grain to make one pound of beef. Compared to a plant-based diet, 10 times as much land is needed to sustain a person on the Standard American Diet.

More than 30% of the earth’s total land is used for livestock grazing and growing livestock feed, causing widespread deforestation and species extinction.

The U.N Food and Agriculture Organization has stated that the livestock industry generates more global warming greenhouse gas emissions than all forms of transportation combined, making animal agriculture the No. 1 cause of climate change.

In the United States, farm animals produce 130 times more excrement than the entire human population combined, polluting our groundwater, rivers, creeks, lakes and bays with untreated sewage.

LIVESTOCK IS THE LEADING CAUSE OF DEFORESTATION IN THE AMAZON

JewishVeg.org/environment