

# HOW TO EATH



For beginners and the just curious.

Melcome!

If you are reading this, it means that you are taking your first step towards changing the world. Think that sounds huge? It is. Eating vegan not only has great potential to spare countless animals but is also the best way to protect the environment.

From India's football captain, Sunil Chhetri, to leading celebrities and musicians—Sonam Kapoor, Alia Bhatt, Shraddha Kapoor, John Abraham, Samantha Ruth Prabhu, Richa Chadha, Riteish and Genelia Deshmukh, Ayesha Takia, Mallika Sherawat, Jacqueline Fernandez, Anushka Manchanda, Monica Dogra, and several others recognise that eating plantbased makes a big difference, and they are putting their values into action.



**Nikunj Sharma**Chief Executive Officer
Mercy For Animals India Foundation

Times are changing, and with the growing availability of plant-based options in India, we all have the power to rethink our choices and redefine a better, kinder world. By living our values—fairness, kindness, and compassion toward all living beings—we can feel good about who we are, how we live, and what we eat.

And here's the best part: It's incredibly easy. With this guide at your fingertips, you'll be well on your way to a fresh new you.

So cast off your doubts, open your heart, and embrace the future. You have arrived.

Yours sincerely,



#### Re invent

#### your routine.

With the easy tips in this guide, you'll be well on your way to a fabulous new way of eating.

#### Re plenish

#### your body.

You are what you eat. A healthy plant-based diet can be the best way to nourish your mind, body, and soul.

#### Re write

#### perfection.

Veganism is not about being perfect. It's about doing the best we can to make our world a better place.

#### Re discover

#### flavour.

Prepare yourself for an awesome adventure filled with enticing new flavours and foods.



# It's a piece of cake: CHOOSE VEGAN.

- Simple recipes sure to satisfy.
- Meal plans to make it easy.
- The why.
- The how.
- It's all right here!



#### Hear what others have to say about the

#### **BENEFITS OF PLANT-BASED EATING!**



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I love animals, so why would I eat them? I'm vegetarian and feel better than ever. I've especially valued the muscle-building and fitness advantages of a vegetarian diet.

John Abraham

Animals suffer terrible neglect and abuse. Just because animals can't speak for their rights, it is inhuman to deprive them. The only thing animals expect from us is love. Pledge to treat animals with love, respect, and empathy. That is the least we can and must do as humans.

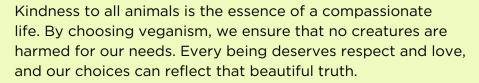


Sonakshi Sinha



All animal products involve animal suffering and death. It's more than just recognising that we all have a right to survive on this beautiful planet; it's also living by a moral code that none of us should end the lives of others. All beings' lives should be respected.

Daksha Nagarkar





Saakshi Teckchandani



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I am an animal rescuer, fighter for their rights and an ethical vegan. Up until I knew of the horrible things done to cows and buffaloes in the dairy industry, I thought I was living a cruelty-free life because I was a vegetarian for so many years, but I was wrong. Soon after I got to know of the cruelty behind milk, I went vegan. Today, my fight for animals is not just for dogs or cats or tigers, it is for all the animals who suffer on a daily basis due to our food and lifestyle choices.

Sadaa Sayed Source: Times Entertainment

# CHANGE THE WORLD

You are powerful. More powerful than you realise. By leaving animals off your plate, you could change the course of history—helping transform our food system into one that is compassionate and cruelty-free, improving your own health, and contributing to the fight against climate change.



#### **EATING WITH CARE**

Here's the deal: Life for animals at factory farms isn't pretty. Forget those idyllic barnyard images in children's books. Those place really haven't existed since your grandparents were in diapers.

Each year, billions of factory-farmed animals are confined in windowless sheds; cramped, barren crates; and filthy wire cages. Many are slaughtered after enduring terrible experiences, such as mutilations without painkillers or veterinary care. Sadly, they have little to no legal protection. Life for them is a hell you wouldn't wish on your worst enemy.

While the overwhelming majority of animals raised for food live and die in misery and deprivation, a lucky few have escaped their cruel fates after being rescued by animal advocates. These are their stories.

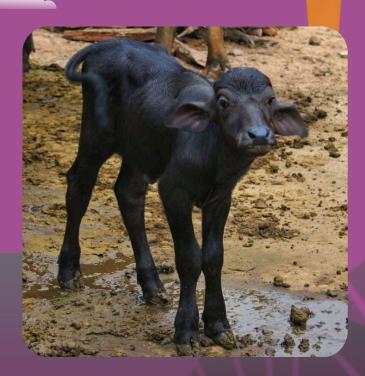
#### **ASHA**

Asha is a lovable, easygoing girl. She enjoys soaking up the sun, chomping on carrots, and hanging out with her friends.

But life wasn't always great for this gentle giant.

Born at a dairy farm, Asha was dragged away
from her mom after just one day. She was tied to a
post, lying in her own faeces, when a
compassionate couple arranged her rescue. At a
dairy farm, Asha would have been chained by her
neck in a crate barely larger than her body before
being sent to slaughter at only 16 weeks old.

Cows and buffaloes used for milk, like Asha's mother, endure miserable lives. Like all mammals, cows produce milk for their babies. In order to keep them producing milk, farmers artificially and repeatedly impregnate them. The animals are kept in small stalls and have hardly any room to move around.





#### **KIRAN**

Kiran's story is nothing short of a miracle. Her life is full of dust baths, perching, and chatting with her friends in the coop. But it wasn't always this way. **Kiran was found on a pile of dead birds at an egg farm.** She was barely alive when a young rescuer saved her life. Every year, hundreds of millions of hens like Kiran are cruelly caged at egg farms and denied nearly everything that comes naturally to them.

Crammed into barren wire cages, each hen spends her entire life on a floor space smaller than an A4 size sheet of paper. The hens are unable to spread their wings and can barely walk. When they are just babies, many have their beaks seared off with a hot blade—an extremely painful procedure.

The males never have a chance. They are killed soon after hatching because they don't lay eggs. Some are ground up alive, while others are gassed or suffocated.

#### **ROSIE**

Rosie's life is now a dream of sunshine and freedom, where she roams green pastures with her playful piglets by her side. She basks in the warmth of the sun, nuzzles her little ones, and watches them explore the world without fear.

But it wasn't always this way. Rosie once lived in a factory farm, confined to a tiny gestation crate where she couldn't even turn around. Her piglets were born in farrowing crates, separated by cold steel, their tiny squeals a painful reminder of the love she couldn't give.

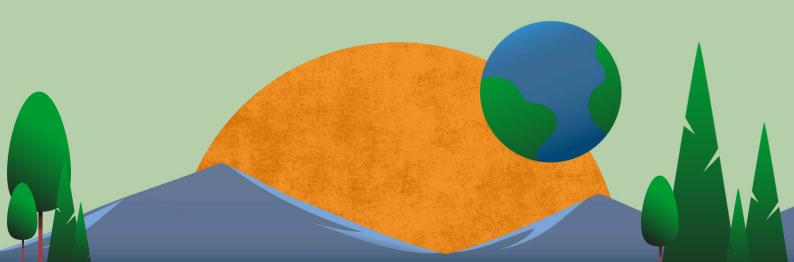
Now, in the sanctuary, Rosie's heart is full as she embraces the life she and her piglets were always meant to have.



#### SENSITIVE SEA LIFE

Do fish feel pain? Of course they do. Science tells us that fish experience pain in much the same way mammals do. They also feel pleasure. In fact, fish release a hormone called oxytocin, the same hormone released in humans when they're falling in love. But life in the sea isn't all about love stories. Commercial fishing boats cruelly catch billions—yes, billions—of fish every year. And fish are not the only victims of industrial fishing. **Dolphins**, turtles, and other marine wildlife become ensnared in enormous nets. Other fish are raised in overcrowded, dirty, and disease-ridden factory farms.



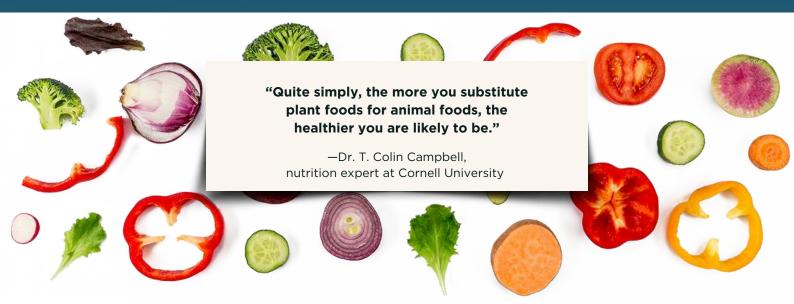




#### **HEFTY CONSEQUENCES**

Obesity is linked to leading causes of death, including diabetes, heart disease, and stroke.

The National Institutes of Health have concluded that on average, people who avoid meat, dairy, and eggs have body mass indexes almost 20% lower than those of meat eaters.



#### CARDIAC ATTACK

Plant foods are low in saturated fat and contain no cholesterol. Zero. Zilch. Additionally, the most powerful cholesterol-lowering dietary agents are soluble fibre, unsaturated fats, and phytochemicals, all of which are found almost exclusively in plant foods.

#### **DITCHING DIABETES**

Type 2 diabetes is no joke. It can lead to heart disease, stroke, kidney failure, and health issues that require amputations. What can help prevent type 2 diabetes? A healthy plant-based diet. In a study tracking diabetes rates, people who did not eat animal products had a 62% lower risk of developing diabetes than meat eaters.



# GREEN YOUR DIET

We all want to help the planet. But how? The answer could be sitting right in front of us, three times a day. By eating plant-based foods, we can help combat climate change, curb pollution, and protect our rainforests—all while saving water and other precious resources. In fact, raising animals for food emits more greenhouse gas than all the cars, planes, and other forms of transportation combined. There has never been a better time to go green by eating green. **Chew on these facts:** 



Research suggests that if everyone shifted to a plant-based diet, we would reduce global land use for agriculture by 75%.

#### 1 GRAM OF PROTEIN

100x LAND





It takes almost <u>100 times</u> as much land to produce a gram of protein from beef or lamb as it does to produce a gram of peas or tofu.





Switching to a diet free of meat, dairy, and eggs <u>reduces</u> <u>carbon emissions more than</u> <u>driving a hybrid car</u>.



80%

Nearly <u>80% of land deforested in the Amazon</u> is now used as cattle pasture.





When produced using renewable energy, cultivated meat outperforms all forms of conventional meat, <u>reducing the climate footprint of beef, pork, and chicken</u> by 92%, 52%, and 17%, respectively.







# NOURISH AND THRIVE



#### **FRUITS**

Fruits are great for hydration, and they're a fantastic source of fibre, potassium, and antioxidants. Enhance your meals with a burst of vitality by incorporating nutrient-rich delights like apples, oranges, guava, papaya, amla, mango, and pomegranate.

Tip: Starting your day with a fruit smoothie is a great way to get your daily servings of fruit.

#### **VEGETABLES**

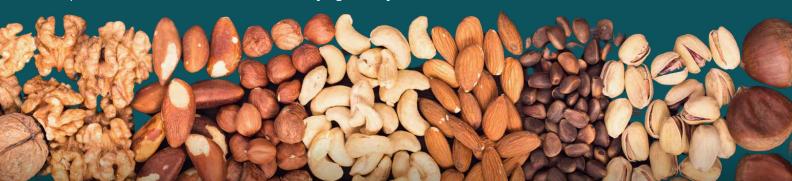
Vegetables offer myriad health benefits, packed with essential nutrients, fibre, and antioxidants vital for overall well-being. Choose from an abundance of nutritious vegetables—spinach with its high iron content crucial for blood health, carrots packed with beta-carotene essential for eye health, bell peppers to support immunity and skin health, tomatoes known for their heart-healthy lycopene content, cauliflower with its spectrum of key vitamins and minerals, and more. By incorporating these vegetables into your meals, you not only add flavour and variety

Tip: Eat the rainbow! The varying, vibrant colours in vegetables exist because of the thousands of healthful phytonutrients.

#### **NUTS AND SEEDS**

Nuts and seeds are not just a great source of protein and iron—they also support a healthy immune system. Almonds, with their rich reserves of vitamin E and antioxidants, promote heart health and help maintain glowing skin. Cashews, packed with minerals like magnesium and zinc, bolster immunity and support bone health. Walnuts, known for omega-3 fatty acids that are vital for brain functioning, may even help lower cholesterol. Flaxseeds, a superfood in their own right, are brimming with fibre and omega-3s, contributing to digestive health and reduced inflammation. Sesame seeds, with abundant calcium and iron, are invaluable for bone strength and blood health. Last but not least, pumpkin seeds, bursting with protein and magnesium, offer a crunchy yet nutritious snack that supports muscle function and promotes better sleep.

Tip: Grab a handful of almonds as a satisfying midday snack.



#### **BEANS AND LENTILS**

Beans and lentils are nutritional powerhouses. Packed with essential nutrients, like protein, fibre, vitamins, and minerals, these legumes offer a plethora of health benefits that contribute to overall well-being. In India, where dietary diversity is celebrated, incorporating beans and lentils into daily meals is a tradition rooted in both taste and health. From the creamy texture of chickpeas to the earthy richness of black lentils, the culinary landscape boasts an array of options. Kidney beans, mung beans, pigeon peas, black-eyed peas, and other legumes are not only nutritious but versatile in cooking. Embracing the diversity of beans, lentils, and seeds ensures a balanced and wholesome diet, promoting long-term health and vitality.

Tip: For a quick meal, always keep a container of dal (lentil) in the refrigerator ready to be paired with roti or rice.



#### **GRAINS AND STARCHY VEGETABLES**

Grains and starchy vegetables are a great source of fibre, vitamins, protein, iron, and other minerals crucial for overall well-being. These nutrient-rich foods, like rice, wheat, millet, barley, quinoa, and corn, not only add depth and variety to your meals but contribute to a balanced diet, sustaining energy levels and supporting digestive health. So remember to embrace the bounty of grains and starchy vegetables for a nourishing and fulfilling culinary experience.

Tip: Whole grains are less processed and more nutritious than refined white grains.



# SWITCH AND DITCH

One of the best things about your new compassionate lifestyle is the abundance of plant-based options that taste just as good as your old favourites. We've put together a short list of some of our top picks, but don't stop here—the list of choices could go on and on. Don't be afraid to experiment with different flavours and varieties to find your faves!



#### MEAT MADE FROM PLANTS

Explore delicious plant-based alternatives for curries, biryanis, and many other traditionally meat-based dishes. Thanks to the many plant-based brands that are now available online or in stores, you can easily substitute animal meat with plant-based meats in your favourite recipes.



Vezlay



GoodDot



**Imagine Meats** 



**Blue Tribe** 



**Tata Simply Better** 



Wakao



**Shaka Harry** 



**Veggie Champ** 



**Desi Treat** 





#### **PLANT-BASED DAIRY PRODUCTS**

Brands are competing to meet the soaring demand for plant-based dairy products. Plant-based versions of cheese, butter, curd, ghee, and mayonnaise can be used in place of traditional dairy products in cooking, baking, and spreading. The following brands have launched some fantastic offerings:











Grabenord

Bombay Cheese Company

**One Good** 

Alt Co

Ultx







VeganDay



**Soft Spot** 



**Posh Flavours** 



**Emkay** 

#### **PLANT-BASED MILK**

Mooo-ve over cows' milk. Dairy-free milk, made from soy, cashews, oats, or almonds, packs a mighty flavour and nutritional punch. These plant-based milk brands are redefining the industry:



GoodMylk



Soyvita



Hershey's Sofit



So Good



Drupe



Only Earth



Alt Foods



Jus Amazin



Strive







### **VEGGIE STIR-FRY**



## MINT CHUTNEY TANDOORI CHAAP WRAP





#### DON'T PRESSURE THEM TO CHANGE.

Nobody wants to be judged or told what to do. If they want to learn more, they'll ask you. This low-key approach isn't just good for keeping everyone happy—it will also make your family more open to plant-based eating over time.

#### MAKE IT EASY.

Make your new diet as easy as possible on the chef of the house, and offer to help cook a dish. That way the chef doesn't have to make two separate meals.

#### LISTEN TO THEM.

Make what's important to your family important to you. Let them know you understand their concerns. Share what you've learned on this website about cheap meal ideas and proper nutrition.



# GOKIN'

Feel like upping your game in the kitchen? Try these savoury recipes that will astound your friends and family.

#### **RECIPES**

## VEG KEEMA

#### [INGREDIENTS]

- 7 to 8 cauliflower florets, grated, minced, or finely chopped
- 7 to 8 french beans (green beans), finely chopped
- 7 to 8 mushrooms, finely chopped
- 1 medium-size carrot, grated, minced, or chopped
- $\frac{1}{2}$  cup green peas, boiled
- 2 medium-size tomatoes, finely chopped
- 1 medium-size onion, finely chopped
- 1 green chilli, finely chopped
- Half-inch piece of ginger
- 2 to 3 garlic cloves, finely crushed in a mortar and pestle with the ginger to form a paste
- 1 black cardamom pod
- One-inch cinnamon stick
- 1 tsp. coriander powder
- ½ tsp. turmeric powder
- ½ tsp. garam masala powder
- ½ tsp. red chilli powder
- 1 to 2 tbsp. sunflower oil
- 2 cups water
- Salt to taste



#### DIRECTIONS

Heat oil in a pan, and then add garam masala, black cardamom, and cinnamon. Stir in chopped onion. Fry until light brown.

Add the ginger-garlic paste and then the tomatoes and all the spice powders. Fry the mixture until the oil separates.

Stir in all the veggies except boiled green peas. Add water and salt. Cover until all veggies are well cooked. The mixture should become dry.

Now add the green peas and stir. Serve veg keema hot, and garnish with coriander leaves. Enjoy with some rotis, phulkas, or bread.

Recipe courtesy of VegRecipesOfIndia.com

## TOFU BHURJI

#### INGREDIENTS

- 1 tbsp. sunflower oil
- 250 g firm tofu, crumbled
- 2 tbsp. onion, chopped
- 3 tbsp. tomato, chopped
- 1 green chilli, split
- ½ tsp. ginger-garlic paste
- 1/4 tsp. chilli powder
- 1/4 tsp. turmeric powder
- 1 tbsp. coriander, chopped
- Salt to taste



#### DIRECTIONS

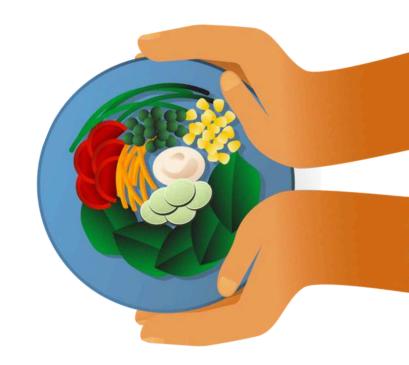
Heat oil in a pan, add onion, and stir for about one minute. Add tomato, and cook until moisture evaporates.

Stir in green chilli, chilli powder, turmeric powder, and ginger-garlic paste, and continue stirring until oil separates from the paste, about 30 to 60 seconds.

Add tofu and adjust the salt. Cover with a lid.

Reduce the flame, and cook for about one minute.

Mix, and garnish with coriander leaves.



#### **BAKING WITHOUT EGGS**

No egg? No problem. When baking, in place of one egg, try these healthy options.





# PLANT-BASED CHICKEN BIRYANI

#### INGREDIENTS FOR THE GRAVY

Veggie Champ plant-based chicken
Juice of half a lemon
6 cloves garlic, minced
One-inch ginger stick, minced
1 cup coriander, loosely packed
2 green chillies
1 onion, thinly sliced
¼ onion, chopped
1 cup tomato purée
1 tbsp. garam masala powder
½ tsp. turmeric
½ tsp. red chilli powder (optional)
1 tsp. vegetable oil
Salt to taste
Coriander (for garnish)



#### INGREDIENTS FOR THE RICE

1½ cups basmati rice (or any long-grain rice), washed in running water until clear
½ cups water or vegetable stock
2 whole cloves
2 green cardamom pods
1 bay leaf
Salt to taste

#### DIRECTIONS

Place rice in a pot of water along with the cardamom and bay leaf. Bring water to a boil, and then turn the heat down to a simmer. Cover and let the rice cook for 10 minutes. Turn off, and let stand.

Place the lemon juice, ginger, garlic, green chillies, chopped onion, and coriander leaves in a blender and grind to a fairly smooth gravy.

Place the Veggie Champ plant-based chicken in a bowl. Pour the gravy over it, and toss with a spoon until all the pieces are thoroughly coated. Set aside for at least an hour.

Heat the oil in a skillet. Add the sliced onions and cook over medium-high heat, stirring frequently, until they are golden brown and caramelised, about 10 minutes.

Reserve half the onions in a bowl. To the remaining onions, add the turmeric, chilli powders, and garam masala. Stir well for a few seconds. Add the tomato purée.

Sauté until the tomato turns darker and begins to express oil. Add the plant-based chicken along with the gravy, stir together well, and bring to a boil. Reduce the heat to low, and allow the mixture to simmer for about 15 minutes or until the flavours have merged well.

Add salt to taste. Gently spread the cooked rice on top of the gravy in an even layer. Cover the skillet with a tight-fitting lid and cook the biryani on low heat for another 10 minutes. If you like some additional colour in your biryani, mix two tablespoons of plant-based milk with a few strands of saffron or a generous pinch of turmeric, and sprinkle over the rice before covering the skillet.

Turn off the heat and allow the biryani to stand for at least 10 minutes before uncovering. Garnish with the reserved fried onions and the coriander leaves. For a fabulous final touch, you can also try sautéing a few cashews and raisins in a smidgen of oil until the raisins are plumped up and the nuts golden and sprinkling them on the biryani.

Recipe courtesy HolyCowVegan.net

## TRY THIS MEAL PLAN!

#### **BREAKFAST > LUNCH > DINNER**



Oatmeal with fruit



Salad with tofu



Stuffed bell peppers



Idli (with sambar)



Vegetable pulao



Rajma



Poha



Mint chutney roti wrap



Chole



Fruit smoothie



Vegetable biryani



Veggie stir-fry



Cereal with fruit



Veggie sandwich



Palak tofu



Tofu bhurji



Dal khichdi



Plant-based meat wrap



Mooli paratha



Lemon rice



Vegetable or tofu kebabs

## SOMETHING FOR EVERYONE

#### **PREGNANCY**

A plant-based diet is appropriate for all populations across the lifespan, including pregnant women. While expecting, you need to be mindful of healthy weight gain, as well as



your increased nutritional requirements. Ensure adequate consumption of a wide variety of whole plant foods: protein via beans, lentils, peas, nuts, nut butters, seeds, and leafy greens; omega-3 fats from walnuts, soy products, leafy greens, and flax, hemp, or chia seeds; and iron from beans, leafy greens, sea vegetables, lentils, and tahini together with vitamin C-rich foods, such as citrus fruits, bell peppers, broccoli, and kale.

#### CHILDREN

One of the greatest gifts parents can give their children is a varied, whole-food plant-based diet from the start. Encourage kids to eat a diverse selection of whole fruits, veggies,



legumes, grains, nuts, and seeds through role modelling. Consistently provide healthy options—including a vitamin B12 supplement—and keep many tasty choices at home. Be sure to prepare in advance for social situations, such as school, parties, and sporting events.

#### **ATHLETES**

Because of the high oxygen and recovery demands of training and performance, athletes place themselves at an advantage by emphasising a diet rich in antioxidants and



phytochemicals. With sufficient calories to maintain energy needs and lots of colourful fruits and vegetables, vegan eating can be great for athletes.



#### BESAN KA CHEELA

#### INGREDIENTS

- 1 cup gram flour
- 2 medium-size tomatoes, finely chopped
- 1 medium-size onion, finely chopped
- Half-inch piece of ginger, finely chopped
- 1 green chilli, finely chopped
- 1/4 or 1/2 cup coriander leaves, chopped
- 1/4 tsp. red chilli powder
- Pinch of asafoetida (optional)
- Pinch of garam masala
- 1/4 tsp. turmeric powder (optional)
- $-1\frac{1}{2}$  to 2 cups water
- Salt to taste

#### DIRECTIONS

Mix all the ingredients together, except the oil, to make a medium-consistency batter. Heat a tava or a flat pan, and spread one teaspoon of oil on it. With a large spoon, add the batter to the pan. Drizzle some oil drops on the edges and top of the omelette, and flip to cook the other side. Serve with bread or buns and some coriander chutney or tomato sauce.

Recipe courtesy of VegRecipesOfIndia.com

#### RECIPES

#### GAJAR HALWA

#### INGREDIENTS

- 2 ½ cups grated organic carrots
- 2 ½ cups almond milk
- 8 tbsp. organic unrefined cane sugar or regular sugar
- 1/4 cup almond paste (optional)
- 5 to 6 cardamom pods, powdered or crushed
- 8 to 10 unsalted whole or chopped cashews
- 7 to 8 unsalted pistachios, sliced or chopped
- 12 to 15 golden raisins
- Pinch of saffron (optional)
- 2 tbsp. neutral-flavoured oil (We like sunflower oil.)

#### DIRECTIONS

Wash, peel, and grate the carrots. Mix the almond milk and grated carrots together in a pan. Turn on fire, and allow the mixture to simmer. Stir occasionally. After 15 to 20 minutes, add cardamom powder and stir. When the mixture starts to thicken, add sugar and oil. Stir and continue to cook. When it has almost dried, stir in the almond paste and dry fruits. Stir and cook for another two to three minutes. Serve hot or warm.



## **PLANT-BASED FOODS** FROM AROUND THE WORLD

Be a globetrotter! Cultural restaurants can be treasure troves of vegan delights. Check out our top picks for international cuisine.

#### **JAPANESE**



#### **ITALIAN**

Pasta primavera, <u>pizza with</u> plant-based meat and cheese



#### THAI

Pad Thai (minus the egg), vegetable pring rolls, Tofu ir Green Thai curry



#### **INDIAN**



#### **MEXICAN**

Veggie taco, bean burrito, vegetable quesadillas



### MIDDLE EASTERN

Falafel pita, hummus, shawarma (vegetable or plant-based



#### **CHINESE**

Tofu and veggie stirfry, veggie noodles, plant-based

# ongrafulations!

You've taken the first step. You're in for an exciting and fun-filled journey! Keep in mind that this is about progress, not perfection. Every step you take, no matter how big or small, is a step in the right direction. You are a force for kindness, peace, and mercy. Now go out there and help change the world!



## **CHOOSING** COMPASSION

Mercy For Animals' vision is a world where animals are respected, protected, and free.

We exist to end one of the greatest causes of suffering: the exploitation of animals for food. Mercy For Animals is dedicated to replacing our cruel food system with one that is not just kind to animals but essential for the future of our planet and all who share it.

Join us at MercyForAnimals.in. Support our work at MercyForAnimals.in/Donate.





