

Plant-Powered Holidays

Delicious Recipes for a Turkey-Free Table



MERCY FOR ANIMALS



Foreword by Aubrey Miller

Hi there, beautiful people.

Thank you for taking the pledge to “pardon” a turkey. As we enter the holiday season and our homes fill with delicious food for all to share, prioritizing our health and well-being by incorporating more plant-based foods into our celebrations is a magical way to make a difference.

This holiday season, I want to extend my gratitude to those who have chosen to embrace a plant-based approach to their festivities. **You are truly making a positive difference**—not just for the planet and animals but for your health. Thank you for showing compassion and making a conscious effort. Your decision to have a plant-based holiday season is commendable and serves as an inspiration for others to make more mindful choices in their everyday lives. **Together, we’re making a difference, one delicious recipe at a time.** And if I’ve learned anything from cookbooks, it’s that food is magic!

With a grateful heart, I wish you all a happy holiday season.

Aubrey Miller

Why Plant-Based?

By choosing plant-based foods, you're helping create a kinder world for animals. Each meal makes a difference, reducing the demand that leads countless animals to lives of suffering and exploitation.

Plus, you **protect the planet** by decreasing greenhouse gas emissions and pollution from animal agriculture, which significantly impacts our environment and wastes natural resources.

Plant-based eating also **offers health benefits**, as it can reduce your risk of heart disease, stroke, diabetes, and certain cancers.

This collection of recipes showcases how you can create vibrant, satisfying meals that everyone at your table will love, **all while keeping turkeys off the menu.**

As you dive into these recipes, you'll discover a wealth of flavorful options—from hearty mains to indulgent desserts—that celebrate the abundance of plant-based ingredients. Each dish is designed to be both nourishing and delightful, ensuring your holiday gatherings are filled with joy and flavor.



Did You Know?



Bonded Birds

In the wild, turkeys are highly social, quite affectionate, and happiest in close-knit groups. A hen and her young stay together for as long as five months, and brothers form lifelong bonds.



Avian Empaths

Turkeys grieve the loss of their flock members, and some are so sensitive to the pain of others that they suffer heart attacks after witnessing the slaughter of a mate.



Families Forever

When turkeys are separated from their flocks, they cry out in distress, calling for their families until they are reunited.

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Take **10%* off** your next purchase at ShopMFA.com.

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Crispy Vegan Turkey Roast

Get ready to gobble up some plant-based goodness! This vegan turkey roast is juicy, flavorful, and perfect for holiday feasts or cozy dinners. Packed with savory herbs, it's so tasty, everyone will want seconds. **Let's get roasting and make your table extra delicious!**



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the Video**

Ingredients

Vegan Roast:

1 package firm tofu, drained
3 tablespoons nutritional yeast
1 teaspoon onion powder
2 teaspoons garlic powder
2 teaspoons smoked paprika
4 teaspoons liquid smoke
3 teaspoons vegan tangy barbecue marinade
1/2 teaspoon dried thyme leaves
1/2 teaspoon ground sage
1/2 teaspoon rosemary
1 vegan chicken bouillon cube
4 tablespoons vegetable or mushroom broth
1 tablespoon avocado oil
1 1/2 cups vital wheat gluten
Salt and pepper, to taste

Vegan Glaze:

1/2 cup vegan butter
1/4 cup brown sugar
1/4 teaspoon smoked paprika
1/2 teaspoon garlic powder
1 teaspoon liquid smoke
1 tablespoon vegan tangy barbecue marinade

Crispy Vegan Skin:

Rice paper
Water for soaking

Directions

Heat oven to 400°F.

In a food processor, blend tofu, garlic powder, onion powder, paprika, liquid smoke, barbecue marinade, nutritional yeast, thyme, sage, rosemary, bouillon, broth, and avocado oil.

Add salt and pepper to taste.

Add vital wheat gluten, and blend for about 15 seconds, until dough forms.

Knead dough for 7 minutes.

Shape roast and spray with avocado oil. Wrap roast tightly with heavy-duty foil, and bake for 50 minutes to 1 hour.

Allow roast to rest in the fridge overnight, and then unwrap.

For the crispy vegan skin, soak rice paper in water until soft.

Prepare the glaze by melting vegan butter in a saucepan with brown sugar, paprika, garlic, liquid smoke, and barbecue marinade.

Place rice paper over roast, and baste with the prepared glaze.

Top with thyme and rosemary. Bake for around 15 minutes at 400°.

Slice and serve!

Short on time?

These five impressive roasts are delicious, hearty, and completely plant-based:



Field Roast
Hazelnut &
Cranberry
Roast



Field Roast
Celebration
Roast

Tofurky Roast
& Wild Rice
Stuffing



Tofurky Ham
Style Roast with
Amber Ale Glaze



Gardein
Turkey Roast



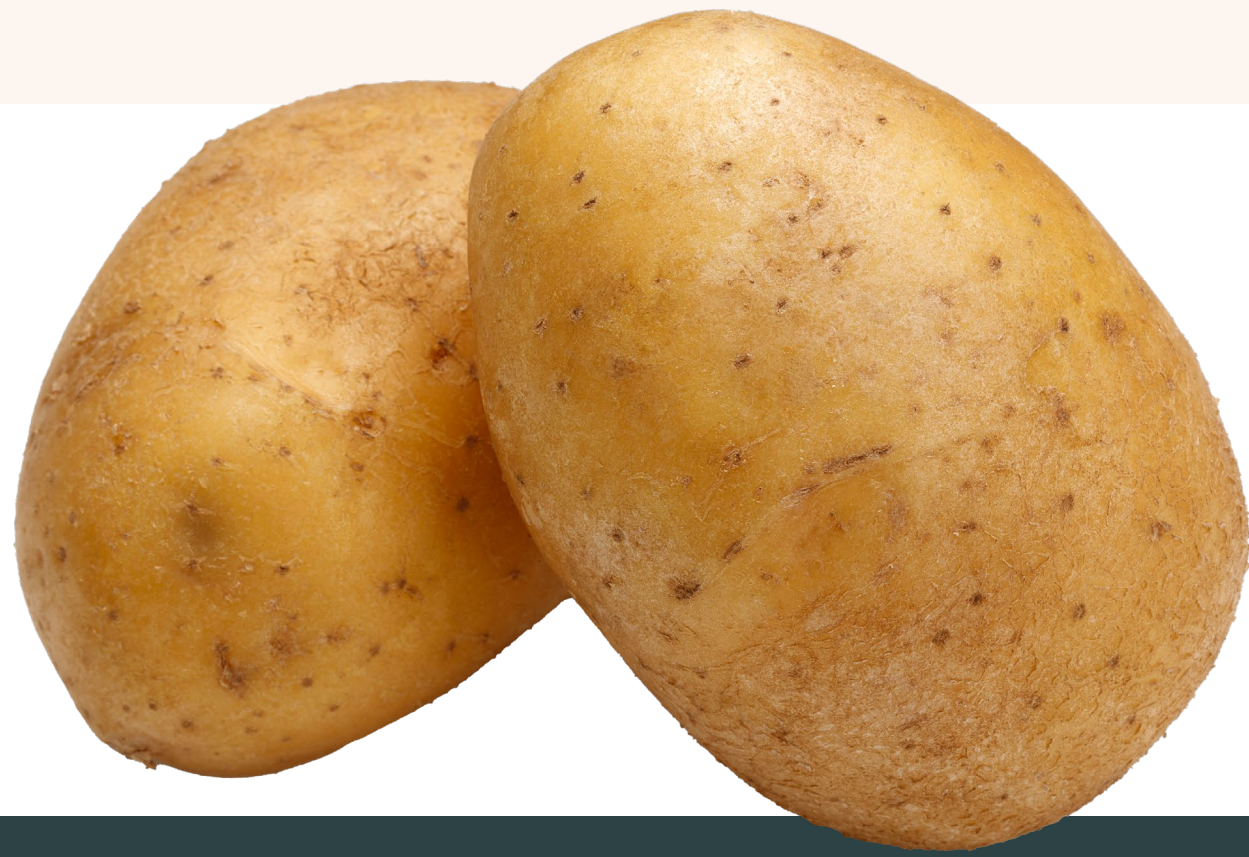
Vegan Mashed Potatoes

Mashed potatoes can steal the show without a hint of dairy! Elevate your holiday meal with these creamy, flavorful vegan mashed potatoes that **will have everyone coming back for seconds.**



Ingredients

5 large potatoes
1 tablespoon minced garlic (optional)
1 cup unsweetened plant-based milk
1/4 cup plant-based butter
Fresh chives (optional)



Directions

Dice potatoes into 1- to 2-inch cubes.

Bring a pot of salted water to a boil. Add potatoes and minced garlic (optional).

Boil until potatoes are soft when pierced with a fork.

While potatoes cook, chop chives (optional).

Drain potatoes, and add 1 cup of unsweetened vegan milk (we recommend almond or oat).

Using a potato masher or large fork, mash until smooth.

Add salt, pepper, and chives to taste. Mix well.



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A Quick Guide to Vegan Butter

Many brands offer plant-based products that mimic the taste and texture of butter. These simple swaps will **keep your holiday meals flavorful, compassionate, and plant-powered!**



Miyoko's Creamery
European Style Plant
Milk Butter



Earth Balance
Original Buttery
Spread



Smart Balance Light
Buttery Spread with
Flaxseed Oil



Forager Project
Buttery Spread



Country Crock
Plant Butter



Vegan Apple-Cranberry Stuffing

Stuffing is the unsung hero of holiday feasts, and this recipe takes it to new heights! Bursting with flavors and textures, this plant-based dish combines the sweetness of juicy apples with the tanginess of cranberries in every delectable bite.

Ingredients

- 1 loaf vegan bread, cubed
- 2 tablespoons avocado oil
- 1 cup onion, diced
- 1 cup celery, chopped
- 1 apple, diced
- 1 cup mixed lentils and grains
- 1 teaspoon dried thyme
- 1 teaspoon dried rosemary
- 1 teaspoon dried sage
- 1/2 cup cranberries
- 3 tablespoons Just Egg (equals 1 egg)
- Salt and pepper, to taste
- Vegan butter to coat dish

Directions

Heat oven to 350°F.

Sauté onion and celery in avocado oil until they become fragrant and slightly soft.

Add apples, lentils, grains, thyme, rosemary, sage, salt, and pepper. Sauté for a few more minutes. Add cranberries, and cook for another 3–4 minutes.

Combine bread cubes with the sautéed mixture in a large bowl.

Gradually pour in vegetable broth and Just Egg, and stir well, ensuring the bread absorbs the liquid evenly.

Transfer the mixture to a greased baking dish, and spread it evenly. Bake for 25–30 minutes or until the top is golden brown and crispy.



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Vegan Sweet Potato Casserole with Marshmallows

Enjoy the ultimate comfort food with our Vegan Sweet Potato Casserole, with creamy, spiced sweet potatoes topped with fluffy vegan marshmallows. Ideal for holiday gatherings or cozy dinners, this dish is both delicious and entirely plant-based.



Ingredients

3–4 sweet potatoes
1/4 cup vegan butter
1/2 cup vegan brown sugar
Dash of salt
1/2 teaspoon cinnamon
1/2 teaspoon vanilla extract
1/8 cup pecans or other nut of your choice
2–3 cups vegan Dandies marshmallows



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Directions

Heat oven to 350°F.

Peel and boil sweet potatoes until they're tender and soft. Drain.

Transfer potatoes to a mixing bowl. Add butter, brown sugar, cinnamon, and vanilla extract. Stir.

Pour the mixture into a baking pan. Spread marshmallows and nuts on top, and bake until marshmallows are gooey and toasted. Serve warm.

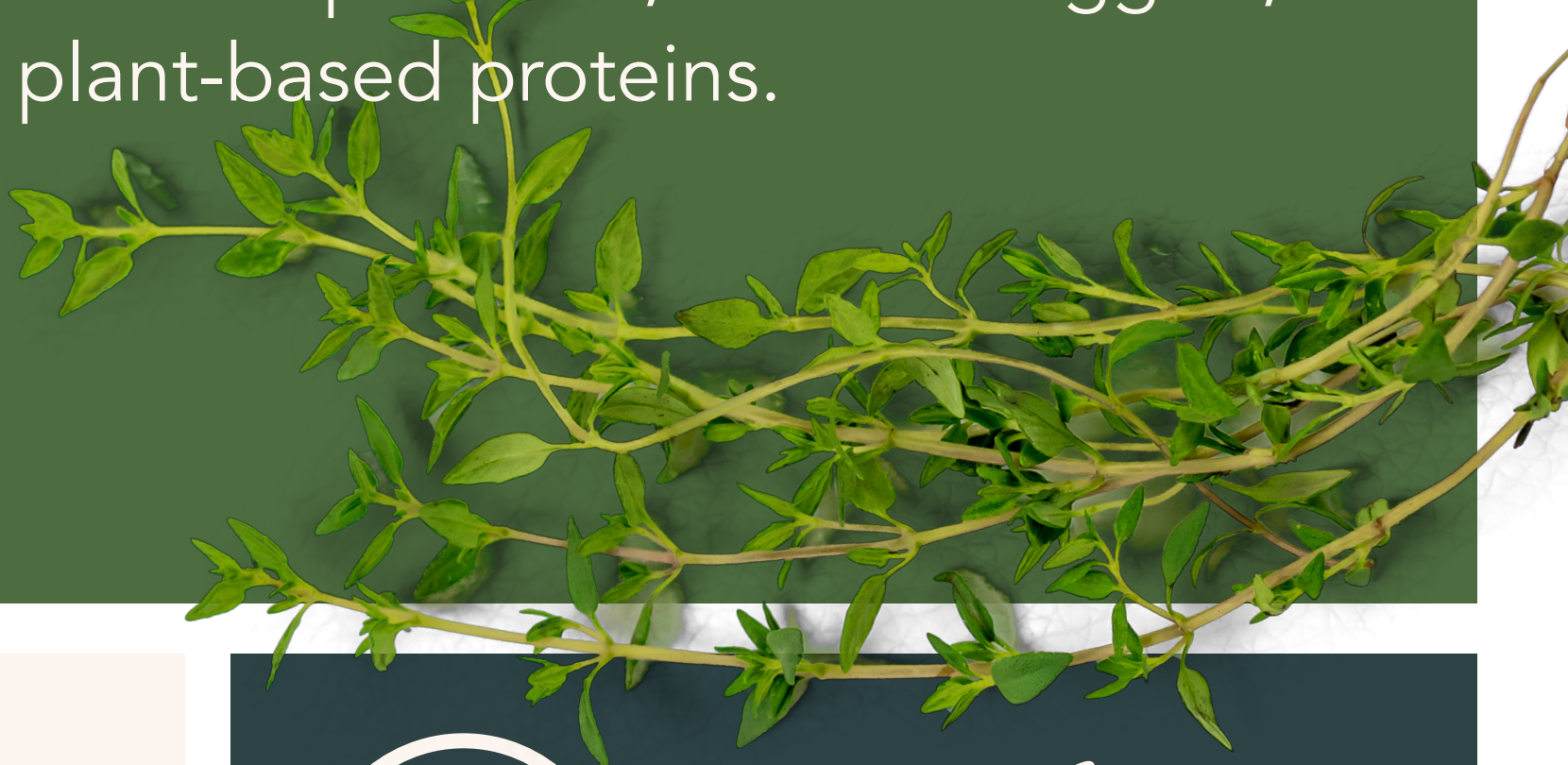


Note: This dish reheats well in a microwave and can be made ahead and frozen.



Mushroom Gravy

Add a touch of comfort to your meals with this rich and savory mushroom gravy. It's perfect for drizzling over mashed potatoes, roasted veggies, or plant-based proteins.



Ingredients

- 4 cups vegetable broth
- 1 cup diced yellow onion
- 2 cloves garlic, minced
- 2 packages (1 pound) sliced mushrooms (your choice)
- 2 tablespoons vegan margarine or olive oil
- 1 tablespoon soy sauce
- 3–4 tablespoons all-purpose flour or cornstarch
- 1 tablespoon fresh thyme
- 1/4 teaspoon rubbed sage
- Salt and pepper, to taste



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Directions

Sauté mushrooms, onion, and garlic in margarine or oil.

Add vegetable broth, and simmer for a while.

Slowly whisk in flour, a tablespoon at a time.

Add herbs, and simmer for another 5–10 minutes. Season to taste.



*For thicker gravy, add more flour. For thinner, add more vegetable broth.

Super Easy (Vegan) Pumpkin Pie

Celebrate the flavors of fall with this super easy vegan pumpkin pie! Featuring a creamy pumpkin filling and warm spices, this simple recipe is perfect for holiday gatherings or cozy nights in.



Ingredients

Vegan pie crust

1 1/2 cups cashews (soaked overnight or for at least 3–4 hours)

1 can unsweetened pumpkin purée

1 cup maple syrup

3 teaspoons pumpkin pie spice

Vegan whipped cream (optional)



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Directions

Heat oven to 375°F.

Place the filling ingredients in a food processor, and blend until smooth.

Put the mixture in the pie crust, and bake for 60 minutes.

Cool, top with vegan whipped cream, and serve.

Wondering Where to Find Vegan Products?

These grocery chains offer a wide array of plant-based goodies:





Friends,

In every dish, there's potential for change—a chance to nourish our bodies while being kind to the animals who share our world. The joy of cooking and sharing meals is a universal experience, and we believe it can also be a powerful platform for promoting a kinder, more sustainable future.

As you gather with loved ones this holiday season, **consider how our choices can inspire compassion in ourselves and others.** Each meal offers a chance to align our actions with our values and create positive change in the world.

Let's celebrate the abundance of plant-based ingredients, savor the flavors of compassion, and spread awareness about the importance of kindness to all.

Wishing you joy, health, and a holiday season filled with love and delicious meals.

Warmest regards,

Leah Garcés

CEO and President, Mercy For Animals



You can change their fate.

Mercy For Animals has conducted more than half a dozen undercover investigations into factory turkey farms. Each time, we have documented horrific abuse.

Over 40 million turkeys will be killed in the United States in November alone, and with your help, we can keep uncovering cruelty and pushing for change until no turkey is forced into a life of misery and pain.

Will you stand up for turkeys and other animals by making a gift today?

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