

21 Days of Love

Complete Program Content

This packet is designed for those leading their own groups in the 21 Days of Love program.

facebook.com/groups/21DaysOfLove

*If you are interested in leading a group, make sure to reach out to Nolan Guiffre on Facebook so we know you are out there and can support you along the way.

How to Lead a 21 Days of Love Challenge:

(This is a brief summary. More specifics are on the following pages.)

- 1.) **Choose a Start Date:** Pick a three-week block of time where you will be able to post to Facebook each day and be available to answer any questions about veganism that may come up. Also, it is best to avoid any major holidays where it can be particularly difficult for new vegans to avoid animal products.
- 2.) **Invite Your Friends:** You probably already have some people in mind who are curious about the vegan life. Make sure to send a personal message to these people inviting them to join your group. There are definitely interested people in your life who you would not expect though, so make sure to post. Most group leaders have been surprised by the number of responses they have received. Feel free to make it your own, but here's an example:

Hello my friends, I am very excited that starting (insert date), I will be leading a Three Week Vegan Challenge called 21 Days of Love! I would like to invite all of you to join me. I know a lot of you are curious about the vegan lifestyle. This is a great, pressure-free way to give veganism a try and learn a little more about it. There will be short messages every day and a small group to help support each other. So reply here or send me a message! Who wants to help spread a little more love in the world?
- 3.) **Start a Group Chat:** Use Facebook Messenger and add everyone in your challenge group to a group chat. Two days before the challenge begins, send the first message welcoming everyone and giving them some simple instructions about where to begin in this challenge.
- 4.) **Invite Everyone to the Facebook Group:** Make sure to add everyone into our "21 Days of Love" Facebook group. (This group is already created. You do not have to create your own.) This way they have access to the larger group for support and can have a resource after the challenge is over.
- 5.) **Copy and Paste Each Day's Post:** The posts for all 21 days are located in this packet. At the beginning of each day, send the day's message. Feel free to make the posts your own by modifying them to fit your own voice or add recipes and tips you've come across in your own awesome vegan life!

Choose a Start Date: New challenges start every Monday. You are not limited to starting on Monday if for whatever reason it makes sense to start at

another time. However, you would perhaps be better supported being in-sync with the other leaders.

Pick a three-week block of time where you will be able to post to Facebook each day and be available to answer any questions about veganism that may come up. The amount of questions depends on your group, but they tend not to be overwhelming. Usually five minutes a day for questions is sufficient. The program is designed to be easy on the leaders so that more people will want to participate, and we can introduce more people to veganism.

Also, it is best to avoid any major holidays where it can be particularly difficult for new vegans to avoid animal products. The major ones are Thanksgiving, Christmas, and possibly Easter depending on your demographic. Depending on the time of year, you can tailor your challenge to certain holidays like making it a New Year's Resolution or encourage your friends who observe Lent to give up animal products.

Invite Your Friends: You probably already have some people in mind who are curious about the vegan life. Make sure to send a personal message to these people inviting them to join your group. There are definitely interested people in your life who you would not expect though, so make sure to post. Most group leaders have been surprised by the number of responses they have received. Feel free to make it your own, but here's an example:

Hello my friends, I am very excited that starting (insert date), I will be leading a Three Week Vegan Challenge called 21 Days of Love! I would like to invite all of you to join me. I know a lot of you are curious about the vegan lifestyle. This is a great, pressure-free way to give veganism a try and learn a little more about it. There will be short messages every day and a small group to help support each other. So reply here or send me a message! Who wants to help spread a little more love in the world?

You can even tag specific friends in the post who you think would be likely to participate. Even a friendly challenge could be fun by tagging someone saying: "(Their Name), I challenge you." Also, putting up multiple posts with a different angle can get more people on board as well.

The most important thing is this: Take "Yes" for an answer. Remember, you do not have to sell anyone on veganism in this one post. We will have three weeks worth of videos, recipes, discussions, and philosophies that will expose

people to all the health benefits, ethical issues, and environment concerns associated with veganism. So if someone says “Maybe” or “I could try vegetarian, not vegan”, put them in your group. They can always leave if they change their mind, but anything other than an outright “No” means they are interested.

Start a Group Chat: Use Facebook Messenger and add everyone in your challenge group to a group chat. Two days before the challenge begins, send the first message welcoming everyone and giving them some simple instructions about where to begin in this challenge. That welcome message is found later in this packet. To start a group chat, simply send a message in Facebook Messenger and add everyone’s name in the “To:” space at the top.

Invite Everyone to the Facebook Group: Make sure to add everyone into our “21 Days of Love” Facebook group. (This group is already created. You do not have to create your own.) It’s found at facebook.com/groups/21daysoflove. This way they have access to the larger group for support and can have a resource after the challenge is over.

Copy and Paste Each Day’s Post: The posts for all 21 days are located in this packet. At the beginning of each day, send the day’s message. Feel free to make the posts your own by modifying them to fit your own voice or add recipes and tips you’ve come across in your own awesome vegan life! The posts are here to make your life easier. However if you have other topics you would rather discuss, you may write posts of your own.

There are a few posts that we highly encourage everyone to include in their challenge. They are: “Meet Your Meat”, “Environment”, “Eggs”, “Dairy”, and “Fish”. Some of these posts have videos with graphic content that will be uncomfortable. However, these posts are the ones that will convince people to stay vegan beyond the three week challenge. The animals need us to be their voice, and these five posts are going to speak for them with the greatest

impact. Likewise, eggs, dairy, and fish sometimes can be left out of the conversation when it comes to animal cruelty. There is still enormous suffering involved in these industries that we have working very hard to end.

How to Answer Questions: Most of the questions that come up will be easy, and you have probably heard them many times before as a vegan. “Where do you get your protein?” or “What about free-range meat?” Use your own experience to answer them. If there is anything that comes up that stumps you, reach out to the other leaders in the Leaders’ Group Message.

Since this group is all about love in the end, answer questions in a positive and reaffirming way since a lot of what we are discussing can be a sensitive subject. Use phrases like: “Great question! I used to wonder the same thing” especially when talking about more touchy subjects.

It is unlikely that anyone will become aggressive since everyone is here voluntarily, but if that should happen, do not engage. You have the ability to remove anyone from the group chat at any time.

Now Get Started: All the posts are below. Feel free to peruse them before the challenge begins. If you have not already done so, reach out to Nolan Guiffre by posting on the Facebook page. You will get added to the Leaders’ Group Chat and have support all along the way.

Message to Send Two Days Before Challenge Starts

Hello friends! We are so thrilled and grateful that you are all joining us on the 21 Days of Love Vegan

Challenge! We are two days away from joining the millions of people throughout the country who have moved beyond meat, dairy, and eggs. So the big question on everyone's mind is: "What should I buy to prepare for the next three weeks?" We are here to make the switch as painless as possible! In the beginning, eat completely normally. Eat your normal breakfast, lunch, snacks, and dinner. The only difference is you will substitute the animal products for the wonderful and delicious plant-based substitutes!

Head on over to your local grocery store and check out what varieties of meat substitutes they have waiting for you. These products are available everywhere nowadays! Check your local stores and find the alternatives for burgers, hot dogs, chicken, sandwich meats, bacon, sausages, and beef crumbles.

Alternative meats are usually found in either the frozen food section, the health food/organic section, or both depending on your store. Go to the dairy section and pick up your favorite plant-based milk and grab a package of tofu for your stir fry and scrambles! So that's all you have to do for right now. We are keeping this simple and accessible. Cook your favorite recipes and eat what you would normally eat just substituting the alternatives for the meat. It's that easy.

Check out this video that answers the simple question: "How do I go vegan overnight?":
https://www.youtube.com/watch?v=8o9uzH_vrXA

Day 1 – Breakfast

Hello everyone and welcome to the beginning of 21 Days of Love! Thank you, thank you, and thank you again for taking the time to learn more about the food we eat and the animals involved in the process. Now the biggest question on everyone's minds when they start into a vegan lifestyle is "What am I supposed to eat?" So we are going to be taking it meal by meal for the first few days beginning with that *Oh So Important First Meal of the Day*: Breakfast! Each of the classic breakfasts on the list can still be enjoyed to the fullest on a plant-based diet. Without further ado, here are 10 quick, easy, cheap, delicious ways to start your day:

#1- Cereal- Always has been, always will be meat free! Plant-based milks are becoming quite the sensation in the grocery store so check out all the different varieties from almond to soy to rice to coconut to cashew and find out what your soul-milk is.

#2- Bagel- You can find this classic anywhere you can find breakfast. (Many traditional bagels are vegan, but take a quick glance at the ingredients because sometimes milk or eggs may have snuck in.) Break out

the hummus, the peanut butter, jelly and jam preserves, almond butter, Tofutti Cream Cheese, or sample the Earth Balance spread.

#3- Cinnamon Apple Oatmeal- 1 cup old-fashioned or quick-cooking oats, 2/3 cup apple juice concentrate, 1 1/3 cups water, 1/2 teaspoon cinnamon, 1/2 cup raisins or currants (optional). Mix them all together for a colder-weather start to your day.

#4- Tofu Scramble- Check out the link here for this vegan classic:
<http://vegetarian.about.com/video/How-to-Make-Tofu-Scramble.htm>

#5- Pancakes- Cook up your favorite recipe and discover your new love for the meat alternatives! Add some Veggie Bacon or Sausage Links on the side. For a simply delicious vegan pancake, check this out:
<http://www.food.com/recipe/5-minute-vegan-pancakes-132263>

#6- Smoothie- Throw a whole mess of fruit in your blender with almond milk. Add a few greens for color and vitamins. Go be a superhero.

#7- Muffins – Have no fear, muffins are still part of the vegan world! You just get to have all the fun of baking them. For the bakers out there, give these a try:
<http://allrecipes.com/recipe/23395/vegan-apple-carrot-muffins/>

#8- Home Fries – Put some frozen hash browns in the frying pan and eat some char. Wrong! Vegans never have home fries quite so boring. Dice your potatoes with some onions, peppers, mushrooms, spinach, broccoli, tomatoes, and whatever else your little heart desires and get ready to really appreciate how delicious the apple of the earth can be.

#9- Yogurt and Granola- It's a breakfast as old as time. Check out your local grocery store, because after years of failure, they finally figured out how to make vegan yogurt. Throw in fruit or shredded coconut for some eye and mouth candy.

#10- Bananas and Peanut Butter- This is a reliable standby. Quick. Cheap. Tasty. Filling. It's as simple as it sounds.

So as we do this, the conversation is on-going. You can ask questions right in this message or head to the 21 Days of Love group page to post photos and recipes that you'd like to share. So let's start by talking about: What specifically about veganism are you most excited about?

Day 2- Lunch

Congratulations! You have all officially survived a full day as a vegan! And contrary to everything we were taught growing up, not one of us has died of a protein deficiency.

Let's move right on to that middle meal that pops up each day. We could really spend a whole day just on sandwiches alone, but to spread the love we'll allow it the first three spots of the day.

#1- "Meat" Sandwich- All of your favorites are still in play here. Be sure to ask at your local grocery store where you can find the veggie cold cuts and discover how life goes on because of a company known as Tofurky. Dive into ham, bologna, salami, pepperoni, roast beef, and turkey. Add some greens, tomatoes, mustard, and Veganaise, and that sandwich you have eaten everyday is alive and well.

#2- Peanut Butter and Friends- No matter where you find yourself, peanut butter is always going to be available to you. You can pair it with its old friend jelly or get wild as vegans often do adding in bananas, chocolate, or experience the unusually delicious peanut butter and pickle.

#3- Hummus- Meet your new best friend, the loyal chickpea. Even in the most desperate situations, hummus can make an entire meal out of nearly anything. Spread it on a sandwich with lettuce, tomatoes, pickles, olives, onions, peppers, and avocado and watch all your friends get jealous while they nibble on their same old lunch.

#4- Taco Bell- We are all in a rush and need to grab something on the go sometimes. And the world is beginning to better accommodate the vegans. Taco Bell is an easy one as anything can be substituted. The key phrase here is "Sub beans for meat" and watch meat vanish from the menu in front of your eyes. The other magic word for vegans is "Fresco" which will make the cheese and sour cream disappear. Then ask for potatoes and guacamole thrown in there and enjoy the magic of a vegan lunch.

#5- Pizza- You're a vegan now, you can have pizza for lunch! To veganize this classic check out Daiya shredded cheese and visit the meat alternative section for pepperoni, sausage, and buffalo chicken or load on the veggies with no mercy! Nothing is out of play here.

#6- Salad- Surprise, surprise. Vegans eat salad. Although not those boring side salads you see meat-eaters forcing down. We eat *SALADS*! Get a bed of mixed greens going, get all your favorite veggies involved, then let your imagination off the hook. Between hummus, guacamole, nuts, seeds, raisins, dried fruit, beans, and sprouts, salads will never be boring again. Dress it with vinaigrette, Italian, Thousand Island (check for an egg-free version) or oil/vinegar. Or if you are lucky enough, your local grocery store may sell Ranch, Caesar, or Blue Cheese in the vegan variety.

#7- Burger and Fries- Kick the beef to the curb and give yourself the burger you deserve:
<http://vegetarian.about.com/od/veggieburgerrecipes/r/cornmealburger.htm>

So with one day down as a vegan, how did yesterday go? Was it easier or harder than you expected? Did you come across any challenges that you didn't expect?

Day 3- Dinner

By now, you're all probably starting to get the hang of this whole vegan lifestyle. Maybe it's not quite as hard as you imagined it to be. Maybe you've found a new recipe that you love and wouldn't have stumbled upon otherwise. Maybe you've even started to feel a little lighter. Eating plants does have its benefits. Today we continue making our way through the day and have found ourselves at Dinner.

Most people usually have a breakfast and sometimes even a lunch that they like to stick to regularly. However, dinner tends to be where we all like to branch out a little bit and give our taste buds a chance to sing. So in that spirit, here are some ideas that may strike your fancy.

1.) Mac and Cheese- This first recipe is the bomb:
<http://veganyumminess.com/creamy-vegan-mac-and-cheese/>. It combines the magic of cashews, potatoes, and coconut milk for a sauce with much more subtlety and depth than that bright yellow stuff out of a Kraft box. Pour it over absolutely anything!

2.) Chicken Wing Dip- If you're just looking for some solid, delicious comfort on your plate, look no further than Vegan Chicken Wing dip. File this one away for your Super Bowl Party or treat yourself

tonight (after all you made it to Day 3):

<http://thecomfortingvegan.blogspot.com/2013/01/vegan-buffalo-chicken-wing-dip.html>

3.) The Reuben- Okay, by now you've caught on that there's no rhyme nor reason to this list of suggestions today except that they are all incredibly delicious. This one is pretty easy to duplicate from the meat version. Simply switch out the corned beef for some Tofurky slices, veggie ham, or some grilled tempeh if that's more your speed. All you need then is the rye bread, sauerkraut, Russian dressing (again check for an egg-free version), and the vegan cheese (try the Daiya shredded).

4.) Stuffed Peppers- As easy as it is delicious. Pick your favorite pepper (feel free to explore the entire traffic light here). Stuff with rice and beans. You can keep this real simple by using canned beans and instant rice. The secret ingredient is to add Tofurky Kielbasa to the rice and beans mixture. This is actually very common in all grocery stores; sometimes it's found in peculiar places, so you may need to ask where to find it.

5.) Red Lentils- In case you are in a mood for something a little more exotic, lentils may be your food of the day. Cooking lentils is the simplest thing in the world:
<http://thehealthyeatingsite.com/how-to-cook-lentils/>. After that, customize it yourself. If you've got veggies in your fridge that have been looking for a dish to call home, look no further. Throw them right in. Don't be afraid to get wild with your spice rack either. There's no wrong way to lentil.

We hope these have sparked some inspiration for you. Google is one of our best friends, so if there's something you have a hankering for, Google will tell you how to veganize it. We are so proud and grateful to you for sticking with this challenge this far. Remember, the group page is always there for you to post a favorite recipe or ask questions to the group.

Day 4- Meet Your Meat

So we are on Day 4 today! We're going to pause our discussion on the "What's" of veganism and switch focus to the "Why's" for today. The content today is simply a video and it will probably serve as your greatest inspiration for making it through the rest of this challenge.

https://www.youtube.com/watch?v=ykTH_b-cXyE

This is a very important one to discuss. It is very common to feel guilt, anger, or great sadness when we first learn about how our food truly arrives to our table. This is a supportive and judgement-free zone, so

please share what is on your mind. Be well, friends.

Day 5- Eating Out

It is very likely that within the first few days, you have encountered what it's like to eat out at a restaurant as a vegan for the first time. This may have even encouraged you to try a new dish that has expanded your life that you would not have tried otherwise. So today's topic is just that "Eating Out".

The strongest tool in your kit for this is going to be <http://www.happycow.net>. Simply type in your zip code and it will lead you to all the restaurants with plant-based bliss on their menus in your area. In addition to that, they will also point you out to restaurants that have good options for vegans even though there is still meat on the menu. Click on the website and find what's near you. You may be surprised just how many restaurants are now digging the vegan lifestyle.

This does not mean you are limited to the places you find on that list. Nearly every restaurant has some options for the lovely vegans of the world; it may just take a little tweaking.

On the Go- When you're on the road have no fear, the vegan eats are there for you. Subway and Taco Bell will be your best bets when travelling. At Taco Bell anything can be made vegan- the code words are "sub beans for meat" and "Fresco" which takes off the dairy. Add potatoes and guacamole to complete the meal. If you find yourself around a Chipotle, they can make anything with tofu so give them a try. Of course, there are three Subways on every corner in America now, so load up the rainbow on their Veggie Delight!

Italian- We all have an Italian restaurant we know and love. Check out the pasta selection and request some extra vegetables like olives, broccoli, mushrooms, tomatoes, garlic, and spinach. You know they've got all those in the back.

Mexican- All your favorites – tacos, burritos, quesadillas- can be loaded with rice and beans to complete the meal. Mexican is a great, cheap, easy option for all your friends.

Asian- Whether it's Chinese, Japanese, or Indian, Asian restaurants are always fair game. Very often they will have a whole section of the menu dedicated to Vegans. Also, their use of dairy is much more controlled than at other restaurants. Introduce your taste buds to the wonderful worlds of Sesame Tofu,

Avocado Sushi, or your favorite chickpea dish at the local Indian restaurant.

These are just a few suggestions and do not include all the vegan options at restaurants. So go explore your town and find where all those sensational plant-based treats are hiding!

Day 6 – Environment

Six days in! Take just a moment to reflect on how you're feeling. Maybe your pants aren't quite as tight. Maybe you've begun to notice that constipation is becoming a thing of the past. Maybe you just feel like you are floating on air.

Today, we're going to cover one of the most important incentives for leading a vegan lifestyle: the environment. This minute and a half clip is from the movie "Cowspiracy". If you have a chance to watch the entire film, it explains why the big environmental push of the last couple of decades has omitted the impact that eating animals has on the environment, but for now this clip speaks for itself. Don't worry there is no graphic content in this one.

<https://www.youtube.com/watch?v=g1z1taw6yNw>

So take a moment to celebrate yourself! You've done some amazing things for the environment by making the choice to go vegan! Planet Earth sends her thanks.

Day 7 – Protein

So you've probably already been asked about twice a day since you started: "Where do you get your protein?" The simple answer is "everywhere". While in recent years advertisers have over-emphasized the amount of protein needed in a diet, it has been shown time and time again that vegans do not need to make any special effort to get adequate protein. It is found abundantly in vegetables, nuts, beans, seeds, and all the meat alternatives you have been enjoying so much.

There is an excellent book that is highly recommended to everyone in this group called *Main Street*

Vegan by Victoria Moran. She covers everything we have been exploring in this challenge and more, but she has some wonderful insight on the whole protein question.

“You do need protein, but not nearly as much as you’ve been led to believe. The ways you could fail to get enough are:

- *Becoming anorexic. If you don’t consume enough calories, you’re unlikely to consume enough protein.

- *Becoming an alcoholic and drinking your meals.

- *Eating only junk food. A diet of Ding Dongs and Coke will not provide adequate protein (or adequate anything, for that matter).

- *Creating a diet composed of only fruit. Like everything that grows up from the ground, fruits do contain protein, but it’s often a low percentage of calories, so eating nothing but fruit would put you at risk for protein-deficiency.

The World Health Organization recommends 5 percent of calories from protein...Five percent of calories as protein translates to about 38 grams per day for a man who eats 3000 calories, and 29 grams for a woman consuming 2300 calories.

Dr. T. Colin Campbell, who has a lifetime of experience in nutritional biochemistry says: ‘A diet of whole plant-based foods, on average, has the optimum amount of protein, fat, and carbohydrates, along with a rich supply of micronutrients (vitamins, minerals), based on the long-established recommended daily allowances for individual nutrients.’”

So there you have it, cross protein off your list of concerns.

Day 8 – Eggs

Hello and welcome to Egg Day everybody! We are going to spend a little time learning about some of the lesser talked about aspects of veganism including dairy, fish, and eggs. And for that I have a one-minute video about the truth where eggs come from: <https://www.youtube.com/watch?v=B-gSoXwFIIE>

One thing worth mentioning is egg companies will often use famous labels like "organic", "free-range", "cage-free", or "grass-fed". The regulations to use any of these terms are extremely loose. In actuality, the quality of life between the chicken laying a "free-range" egg and a standard egg is nearly identical.

That does lead to a common question "Don't chickens have to lay eggs?" The answer is yes. As you saw in the video, a non-modified chicken will lay 17 eggs a year, but even the chickens your neighbors have in their back yard have been genetically altered to lay hundreds of eggs each year. There are hens that live on family farms who are not subjected to the same cruelty as the ones in factory farms. The point to remember is that for every one of those hens living with green pastures and blue skies, a male chick was killed as a waste product because roosters are not considered as valuable. Unfortunately when it comes to eggs, there are no "good eggs".

Of course egg alternatives are sprouting up all over the place. For baking, there are egg substitutes or use the good old "one tsp of baking soda and one tbsp white vinegar" per egg. Also, be sure to check out Just Mayo or Veganise to still get mayo in your life. Tofu is often used in place of eggs in many recipes like scrambled eggs or eggs benedict. Soon you won't be missing eggs at all, but you'll sure be glad to be rid of all that cholesterol in your diet!

See you tomorrow and be well.

Day 9 – Vitamins and Minerals

Today we are diving into Vitamins and Minerals on a plant-based diet, so get out your calculator, three dozen bottles of different supplements, and a graduate level biology textbook. Psych! While we have been conditioned to think that a huge amount of our vital nutrients are found in meat, the truth is you are probably now getting much more of most vitamins and minerals than you ever did on a meat-based diet. We will touch on a couple things though.

Vitamin B12- If you've heard anything regarding vegan nutrition, Vitamin B12 would have certainly come up. This is the only nutrient not available in a well-planned vegan diet. However, it is easily supplemented and found at any drug store. Also, studies have shown that our bodies are able to store B12 for up to 7 years! So if you're feeling any information overload, throw this one on the back burner. You have literally years before you have to worry about it. Otherwise, grab yourself a bottle and be done with your nutrient worries.

Iron- Iron tends to be of greatest concern among menstruating women or among those who have lost blood for whatever reason. This problem is easily fixed with some dynamite plants including soybeans, lentils, kidney beans, chickpeas, black beans, prunes, peas, watermelon, raisins, and kale.

Vitamin D- Vegan or not, most of us do not have year-round access to the sun to soak up our Vitamin D. So when you're stuck indoors, this could be one supplement to consider throughout the winter.

Calcium- Another one that most vegans do not have trouble getting enough of. Calcium, found abundantly in tofu, plant-based milks, and greens, is well known for strengthening bones. Studies show that the acidity in all animal products (including the infamous cow's milk) actually strip away the calcium in your bones. Therefore, vegans often need less calcium, because we do not have to make up for this deficit.

So there you have it: the down and dirty of vitamins and minerals. For the most part as long as you are eating your fruits and veggies, a vegan diet is a powerhouse of nutrients. So breathe a sigh of relief and treat yourself to a green smoothie...

Day 10 – Dairy

So today is Dairy Day on our vegan journey. And Dr. Michael Klaper can sum up what dairy is perfectly: <https://www.youtube.com/watch?v=toZ7Mr-CICE>

As you've all seen from the video we watched last week, the treatment of cows in dairy factory farms is really difficult to watch.

Nolan Guiffré, the creator of 21 Days of Love shares his story: "Before making the leap to vegan, I was vegetarian for five years. I had tried to go vegan a couple of times with the vague idea that it was a little better than vegetarianism. I justified staying vegetarian for so long because I believed I wasn't contributing directly to the death of any animals. Unfortunately, I was very wrong. I, like a lot of people, grew up believing that cows had to produce milk and humans were doing them a service by milking them because it was uncomfortable. However, like all other mammals, cows only produce milk after they've had a baby as a way to feed her newborn calf.

So the down and very dirty of it is in order to produce the milk we find in the store, a cow is artificially inseminated. When she gives birth, if that calf is a male, he serves no useful function to the milk industry

and is killed for veal. The veal industry would not exist if it weren't for the dairy industry. Once I discovered this, I made the switch to veganism as you are doing right now!

Nearly immediately, I started to notice the physical changes: I lost a few pounds without any additional effort, my skin cleared up, what seasonal allergies I had disappeared forever, and I could breathe easier than ever before all from giving up 'Baby cow growth fluid'."

Have a great and wonderful day!

Day 11- Health Benefits

It must be all those vitamins and minerals packed into every delicious bite of vegan food or maybe it's finally dropping all the cholesterol and saturated fat from animal corpses out of your diet, but I'm betting that by now you're starting to feel healthier.

Veganism is healthy. The secret is out. Maybe that's why you're here. Today, here are the Terrific Ten "Oh By Golly It Must Be Christmas!" Health Benefits of a Vegan Lifestyle:

- 1.) **Healthy Heart-** Heart Disease may be the number 1 killer in America, but the clean arteries and nutrient powerhouse of a vegan diet keeps your ticker out of trouble.
- 2.) **Brain Power-** Would you believe that vegan diets even lower your risk of dementia? In close inspection of the brains of animals, researchers have found that in the brains of every single carnivorous animal studied, evidence of dementia was found. In the herbivores, they could not find any signs of dementia.
- 3.) **Cancer-** In general, even the risk of cancer is lower in a vegan diet especially prostate, colon, and breast cancer. Of course, load up on those green smoothies for even more cancer protection.
- 4.) **Weight Loss-** Surprise, surprise vegans are skinnier and more fit. Studies agree.
- 5.) **Diabetes-** While we all think of sugar as the main culprit in diabetes, experts have seen the connection of meat to this awful disease. So no need to stick yourself full of insulin four times a day, kick the meat out now.
- 6.) **Poop Like a Champ-** Throw away your Miralax and take the pain out of bowel movements. You don't need to be told at this point, your colons are clean as a whistle.
- 7.) **Stronger Bones-** Wait, no, impossible- don't our bones dissolve into oblivion without milk? Absolutely not! The acidity of animal products leaches the calcium from our bones. But with all

the greens and beans in a veg diet, your bones get packed with calcium and it stays in there where it belongs.

- 8.) Body Odor and Bad Breath- Have you ever had a friend on the Atkin's or Paleo diet who you noticed starting to smell a little funky? Cutting out the meat, freshens you from head to toe.
- 9.) Clear Skin- Eliminating dairy is when you start to see this one kick in to full gear. Anyone having trouble with acne, eczema, or skin allergies might just like what the mirror shows them living the plant-based life.
- 10.) Breathe Easy- Here's one all vegans report within the first couple weeks. Since cow's milk is intended for baby cows and not human beings, our bodies react to it as a foreign substance and our inflammation system kicks in causing our noses to get stuffy. Now, experience the joy of oxygen reaching your lungs unobstructed.

You may have noticed that a lot of the leading causes of death in America are on this list. So if there's a way to eat that kicks both heart disease and constipation in the butt, you'd be silly not to stick with it, right? Share with everyone on the group page, what health improvements have you noticed?

Day 12 – Fish

You've heard it before: "Fish are friends not food". Today, we're going to explore why in this short video: <https://www.youtube.com/watch?v=4Cn9fCRA1k8>

So that's the down and dirty of it. Eating fish: bad for people, bad for the oceans, bad for the animals, and bad for your health.

We should take a moment to address fish separately, because fish tend to be left out of the conversation since the rise of pescatarianism (vegetarianism that includes fish). Pescatarians have their heart in the right place. Unfortunately if someone eats just one more meal per week of fish than the average American (even if the rest of the time they are eating plants), they are actually contributing to more deaths than a standard meat-eater.

As you saw in the video, all sorts of animals get caught in those nets and they suffocate when they get pulled onto the boat before they are thrown overboard dead. This includes dolphins, small whales, turtles, and seals. The worst food for this is shrimp. It is estimated that for every 1 pound of shrimp caught for food, 26 pounds of other marine life is thrown dead overboard. You read that correctly, TWENTY-SIX pounds of other sea life for ONE pound of shrimp.

Contrary to popular belief, it has been proven recently that fish feel both pleasure and pain like we do. So keep fish off your plate and count them among your friends. You will literally have trillions more friends if you do!

Day 13: Snacks

Today is everyone's favorite day- Snack Day! The key here today is not to overcomplicate things. There is no need to master the art of baking Kale Chips right now. Since most of you are getting familiar with the vegan lifestyle, chances are you will only need to make minor changes in your snacking regimen. After all, meat is a pretty rare snack food.

Some label reading may be involved here, but there are some vegan items out there that may surprise you. The favorites are movie theatre popcorn and America's Favorite cookie- Oreos. Also, if you are a Doritos fan, they've got one for us as well.

Fruits and veggies of course are the healthiest of the snack foods, so don't feel as though you have to eat Deep-Fried Oreos just because they're vegan. This may be a good time to explore the different varieties of hummus at your grocery store and discover the magic of Lemon Dill Hummus and Baby Carrots or Garlic Hummus with tiny stalks of broccoli.

We don't want to disappoint those of you looking for something a little more adventurous on snack day, so check out this list of mouth-watering vegan snack sensations:

<http://ohsheglows.com/2012/02/22/22-ways-to-get-your-vegan-snack-attack-on/>

Until next time, snack well my friends!

Day 14 – Farming and Feminism

Today's subject is starting to get more and more attention within both the feminist and vegan community: the sexism involved in the production of animal products.

Meat, dairy, and eggs at their very core are an exploitation of the female reproductive system. With meat, female cows, pigs, chickens, and turkeys are bred to exhaustion through artificial insemination so that their babies can be raised for meat consumption. It is undeniable that forcing a mother to have a baby so that her child can be used as a commodity is a violation of both nature and a commitment to feminism.

Unfortunately, the dairy and egg industries are worse. In the production of both milk and eggs, females are again forcibly impregnated. When they have their children, those babies are immediately taken away. If her baby is male, he is killed immediately as he is considered to be valueless. If her baby is female, she is doomed to the same fate as her mother. Mother hens never meet her children. A mother cow has only a brief moment with her child before her baby is taken from her. Her baby would otherwise drink her milk, but that milk is much more profitable to sell to humans.

Another quick note on the hens is that without human involvement, a typical hen would lay 17 eggs per year. However after genetic manipulation, the same hen lays between 200 and 300 eggs in a year. An egg is quite literally a chicken's period. A period. Every. Day.

So any dollar spent at a restaurant or a grocery store on meat, eggs, or dairy is actively funding forced impregnation, infanticide, the stealing of breast milk, and a living-being subjected to hundreds of periods every year. For more information on this issue, check out Carol J. Adam's book, *The Sexual Politics of Meat*.

So thank you for honoring your mother and everyone else's by going vegan forever.

Day 15- Athletes and Exercise

The next stop on our grand tour of all things veg is the popular Vegan Athlete. We have learned that protein is really not an issue for our everyday vegan, but you may be asking yourself: "After a hard workout, aren't I supposed to drink a Bacon Chocolate Milkshake to get the protein I need?" The good news is that no one will ever make you drink that. Whether you are a professional athlete or just someone getting in shape, leading experts now agree that veganism is actually better than meat-eating in both gaining muscle mass and achieving desired fitness results. There are vegan athletes at the top of their game in every professional sport. If you still have doubts, check out Barny du Plessis who is a winner of Mr. Universe while on a vegan diet. He did not earn this title in spite of a vegan diet but rather because of a vegan diet.

Take a moment to look at this leaflet designed by Vegan Outreach where you will meet some of these meatless superheroes and have all your veg-fitness questions answered:
<http://veganoutreach.org/CA.pdf>

Day 16 – Talking with Family and Friends

Can you believe that we're already on Day 16? We've covered a lot of ground. Today, though, we're going to talk about something that you have probably encountered nearly every day. That is, of course, communicating your new dietary choices to your friends and family. People have written books about this, but we are going to summarize it as best we can.

It is very common for new vegans to be a little bit angry (most of us are guilty of this). After all, chances are that at the beginning of starting a plant-based lifestyle, you learned some pretty horrible things about animal cruelty that had been purposefully hidden from you for a long time. It's only natural to be angry about it. If anyone is feeling that, it's important to have a safe space to talk about it (this group for instance). However, we do not want to isolate the meat-eaters in our lives. In the beginning, we have people in our lives cracking jokes and making insensitive remarks about how they are going to keep eating delicious pigs. It can be difficult. What we have to remember is that it was only a short time ago that we could have been the ones making those jokes and eating dead animals. It wasn't because we were malicious, blood-thirsty people, it is because we were ignorant.

We are going to guess that everyone has wonderful, compassionate, loving, charitable friends and family members (or else why would you spend any time with them). So when you're discussing veganism, it's not so important what you say as long as you speak your truth. What is important is keeping in mind that you are talking to a kind person who truly wants to do what is right. Now there is a very good chance that you would like some of your closer friends and family members to join you on your veggie journey (after all, don't we want as many vegan friends as possible?) So we do want to speak honestly about it. You can simply say that you no longer wish to support animal cruelty.

The vast majority of people in your life will agree on two things: Number One- It is possible to thrive on a plant based diet. Number Two- It is wrong to cause animals unnecessary harm. You can ask them those two questions back to back. Then follow it up with: "Then doesn't it make sense to pursue a vegan lifestyle?" After that, it's up to them. Their answer will reflect whether they are ready or not. Sometimes something clicks in someone's mind when asked these three questions. Sometimes, they dismiss it immediately. We cannot force anyone to change, and fortunately we don't have to. What we can do is perhaps offer some clarity that eating meat misaligns with what they have believed all along.

Maybe you will have a chance to try some of this out today. Remember, it's all about love- that is why we are here after all.

Day 17 – Desserts

It's time to get back to good old fashioned vegan food. There are just so many wonderful topics about veganism from the health benefits to the decreased environmental impact of leaving animal products off the plate. But today, you will be handsomely rewarded for your patience...it is DESSERT DAY!

Ben & Jerry's Non-Dairy Ice Cream – We can't start talking about vegan desserts anywhere else. There are now 7 off-the-chart vegan flavors at a grocery store near you. Never use ice cream again as an excuse for keeping dairy in your diet. Ben & Jerry's has stopped that argument cold!

<http://www.benjerry.com/flavors/non-dairy>

Vegan Chocolate Chip Cookies- With some minor tweaking, you can make some slammin' vegan cookies. Check out this recipe here:

<http://www.dailyrebecca.com/2013/03/the-best-vegan-chocolate-chip-cookies/>

Fruit Tray- Use nature's palette to create a beautiful fruit tray loaded with all your favorite berries, melons, and citrus fruits. Eat dessert the way Mother Nature intended it. (By the way, share a picture of it!)

Cheesecake Bites- Your sweet tooth will not go unsatisfied in your new vegan lifestyle. For a mouth-watering sensation that will make the carnivores jealous, look no further:

<http://minimalistbaker.com/7-ingredient-vegan-cheesecakes/>

Ice Cream Sandwiches- Yes, you read that right. Are you excited now? Not as excited as you will be when it's about to enter your mouth:

<http://chefchloe.com/recipes/sweets/chocolate-dipped-ice-cream-sandwiches.html>

Day 18- Getting Involved

So you've made the wonderful step towards improving your health, healing the planet, and ending the needless cruelty against animals by becoming vegan. You're jazzed about how great you feel inside and out and want to shout it from the rooftops! Now you want to do more. You want everyone in the world

to get into this sexy vegan lifestyle. You are not alone. Today we're going to look at a couple ways you can get involved in spreading the love.

Leafleting- Leaflets are an amazing way to share veganism! If you're like us, you get the question all the time "Why are you vegan?" Well, a beautiful leaflet with lots of pictures, recipes, and health tips goes a long way in answering this question. Head on over to Vegan Outreach to get a stack of leaflets for all those future vegans about to enter your life: <https://veganoutreach.org/order-form/>

21 Days of Love- We want to keep you in the family. Keep active on the group page, support the new vegans we always have coming in, and lead a group yourself!

Chalking- Easy. Quick. Effective. Buy yourself a stock of sidewalk chalk and whenever you find yourself with some pavement and 30 extra seconds, simply write "Go Vegan!", "Vegan is Love", or any other message wherever you go to keep a loving, plant-based life in people's minds!

Cube of Truth- Anonymous for the Voiceless has found an effective way to spread awareness about the terrible things happening on factory farms. Check out their website: <http://www.anonymousforthevoiceless.org/> . This is a great and effective way to get involved even if you are nervous about putting yourself out there. Rochester, NY and NYC both have groups nearly every week. Get involved in this beautiful cause!

Facebook- It's a huge website that everyone is on constantly! Post a video about the environmental impacts of meat-eating or the conditions in factory farms. Even if you don't get a 100 Likes, you may have reached someone on their way to making the change to veganism.

Cook, Cook, Cook- You've learned delicious recipes, now share them. Feeding your friends and families delicious meals is the best way to show them how easy and tasty veganism can be!

Day 19 – World Hunger

You may have heard before the argument that veganism will end world hunger. Pretty exciting, right? After all, is there a single one of us who would not end world hunger if it were within our power? Logically, if we fed all the food that farm animals were fed directly to people instead, there would be more than enough for everyone on Earth to eat. Is it that simple though? We have two short videos today making the case for and against veganism effectively ending world hunger.

For the discussion today, let's have a mini-debate. Where do you land? Would a vegan world eliminate starvation or would capitalism stall it in its tracks? Check out these two clips and then tell us what you think!

<https://www.youtube.com/watch?v= hhAinNwUEc>

<https://www.youtube.com/watch?v=WNtpjZsfBIQ&t=155s>

Day 20- Sexy Vegan Reading

By now, you may be panicking! After all, you have spent the past three weeks being a part of an active community of awesome vegans. You've learned killer new recipes and are feeling like you have superhuman strength from all this plant food. Now, you're worried that it's all going away!

Fear not. This is only the beginning of your veg journey! There are mountains of recipes, books, and videos for you to explore and continue to grow into this beautiful vegan life. We enthusiastically recommend the following modern classics:

Main Street Vegan by Victoria Moran: This book is basically 21 Days of Love on steroids! Everything you've ever wanted to know about what, why, and how vegan is in this book.

Skinny Bitch by Rory Freedman and Kim Barnouin: We don't want to sound biased when we say that this is the single greatest thing ever written! This hilarious book teaches you how to achieve phenomenal health and has created many vegans.

The Animal Activist's Handbook by Matt Ball and Bruce Friedrich: For anyone who now counts farm animals among their friends, this book is a fantastic guide to how you can do your part for your new pals. Even if you simply want to be able to explain your new vegan lifestyle to your grandparents, this book will steer you in the right direction.

*Thug Kitchen: The Official Cookbook: Eat Like You Give a F*ck*: If you want to put all your meat-eating friends' dishes to shame at your next potluck, this recipe book will give you one mouth-watering morsel after another.

Cowspiracy (Movie): This movie is a must-watch! If you want to learn just how immeasurable is the good that you are doing for the planet by eating plants, this movie is for you.

Eat to Live by Joel Fuhrman: Radiant health sound like something you might want? Add *Eat to Live* to your reading list.

You can use these books as stepping stones or hit up Amazon and find exactly what aspect of the veg life calls to you. Whether you are passionate about health, the environment, cooking, fitness, or animal welfare, there are books out there for you. Anyone else have a favorite vegan book or movie that we need to know about? Let us know...

Day 21 – Congratulations

This is it! Can you believe it? Congratulations to all on making it through the 21 day challenge! We cannot tell you how proud and grateful we are to all of you for doing this. We knew there were amazing people in our lives who were ready to make a change and just needed some tips to get started on a vegan lifestyle.

It is no coincidence that this challenge was 21 days. That is famously the amount of time it takes to break a habit. And that is exactly what you all did: break the habit of eating animals. The hardest part is behind you and even that wasn't so bad, was it? So now, all you have to do is keep going which is the easy part. Every time you sit down to eat you have a choice and an opportunity to make a difference in this world. You can make the choice to nurture your body, preserve your environment, and respect animals.

The question is not "What am I going to eat at my cousin's wedding next spring?" or "How am I going to explain this to my family at Christmas dinner?". The question is "What can I do right now?" And you will find that weddings and family get-togethers are actually much easier than you are imagining right now.

We would love to keep you all in the 21 Days of Love family, so keep active on the Facebook page and once you've started to find your way, lead a group of your own.

From the bottom of our hearts, thank you all for going on this journey with us. This is a cause that is very dear to us. Over the course of the past few centuries, there have been some major changes in humanity expanding its circle of compassion. We are going to be seeing a major shift in the coming years. The momentum for the plant-based movement is growing every single day. And in making this shift, we will

all be able to reap the rewards of lower healthcare costs, stalled global warming, and the beginning of the end of wars and world hunger. The good you are doing by choosing a vegan lifestyle reaches much further than you could ever know. We are always delighted to be here to help any of you along the way. Be well, friends. But more importantly, be love.