

Vegvibe

JULY 2010

Philosophical Beauty
Esha Batish

Also in this issue:

**Biodiversity - Too Great a Loss, Cinnamon,
Criticism of Using Fortune-Telling Animals,
Keeping Your Joints Healthy, *and details on
how to advertise in our Print Edition!***

The Chief Veggie Speaks!

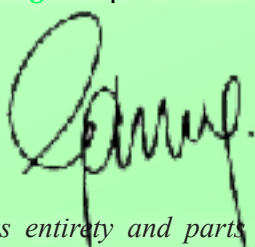
We are about to celebrate our first year of publication and are pleased to announce that from August onwards we will become a print edition! We will be taking a break in August itself but will be back to release our first print issue for September/October. Thereafter, we will release each bi-monthly issue on the 15th of each odd-numbered month (i.e. November, January, March, May, July and September).

We are now in the process of inviting advertisers to take up our promotional rates for our inaugural print edition (Page 16) and welcome individuals who would like to send their compliments to us via a notice in the magazine as well. We will be holding a launch event in late August to announce our magazine's print edition and thereafter will notify all our readers where to get hold of a copy through email to our subscribers and through our Facebook fan page as well (please register if you haven't already done so).

We are also pleased to inform you that **VegVibe** will continue to be available for free in the print form and we are working with various establishments to place our copies. We sincerely hope that by keeping the magazine free we can encourage as many people to read the interesting topics (i.e. browsing potential) and also, to share the magazine once they have finished reading. And since each issue will continue to be uploaded onto our website (as it is now), we recommend our readers to use the online copy as reference and pass on the print copy to others who may benefit.

In the meanwhile, we keep the excitement going in this issue by discussing the wisdom of relying on supposedly-prophetic animals (Page 14) and reviewing an interesting easy-to-read book entitled *Why Animals Matter* (Page 07). We also reproduce part of a comprehensive discussion on the economic value of losing our biodiversity (Page 02) and feature an incredible lady who is as wise as she is beautiful - both on the inside as well as on the outside (Page 04).

So do watch out for the updates and breaking news stories on the **VegVibe** blog at <http://vegville.com/blog>, and feel free to drop us an email at vision@vegville.com to share your ideas and offer your suggestions. And don't forget to let those you know to watch out for the **VegVibe** print edition come September!



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The editor would like to thank Ms Esha Batish for graciously agreeing to be featured in this issue.

A LOSS TOO GREAT TO BEAR

Despite knowing about biodiversity's importance for a long time, human activity continues to cause massive extinctions. As the *Environment New Service* reported back in August 1999, "the current extinction rate is now approaching 1,000 times the background rate and may climb to 10,000 times the background rate during the next century, if present trends continue [resulting in] a loss that would easily equal those of past extinctions."

Another major report, the *Millennium Ecosystem Assessment*, released in March 2005 correspondingly

highlighted a substantial and largely irreversible loss in the diversity of life on Earth, with some 10-30% of the mammal, bird and amphibian species threatened with extinction, due to human actions. The *World Wide Fund for Nature* (WWF) also added that Earth is unable to keep up in the struggle to regenerate from the demands we place on it.

The *International Union for Conservation of Nature* (IUCN) notes in a video that many species are threatened with extinction. In addition:

- 75% of genetic diversity of agricultural crops has been lost
- 75% of the world's fisheries are fully or over exploited
- Up to 70% of the world's known species risk extinction if the global temperatures rise by more than 3.5°C
- 1/3rd of reef-building corals around the world are threatened with extinction
- Every second a parcel of rainforest the size of a football field disappears
- Over 350 million people suffer from severe water scarcity

Is this the kind of world we want, it asks? After all, our lives are inextricably linked with biodiversity and ultimately its protection is essential for our very survival.

The Usual Excuses

As explained in the UN's *3rd Global Biodiversity Outlook*, the rate of biodiversity loss has not been reduced because the 5 principle pressures on biodiversity are persistent - and even intensifying:

1. Habitat loss and degradation
2. Climate change
3. Excessive nutrient load and other forms of pollution
4. Over-exploitation and unsustainable use
5. Invasive alien species

Most governments report to the UN *Convention on Biological Diversity* that these pressures are affecting biodiversity in their country. The IUCN thus maintains a 'Red List' to assess the conservation status of species, subspecies, varieties, and even selected subpopulations on a global scale.

Extinction risks outpace any conservation successes. Amphibians are the most at risk, while corals have had a dramatic increase in risk of extinction in recent years. The reasons vary from overuse of resource by humans, climate change, fragmented habitats, habitat destruction, ocean acidification and more.

The Cost of Being Aloof

If ecosystems deteriorate to an unsustainable level, then the problems resulting can be very expensive - economically - to reverse.

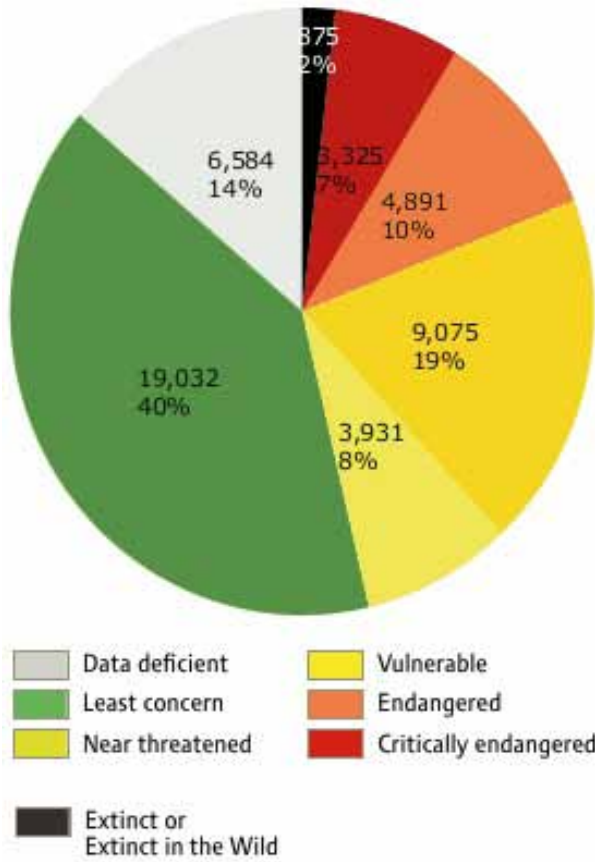
In Bangladesh and India, for example, logging of trees and forests means that the floods during the monsoon seasons can be very deadly. As the *Centre for Science and Environment* mentions, factors such as climate change and environmental degradation can impact regions more so, and make the impacts of severe weather systems even worse than they already are.

The cost of the effects together with the related problems that can arise (like disease, and other illness, or rebuilding and so on) is much more costly than the maintenance and sustainable development practices that could be used instead.

As an example, and assuming a somewhat alarmist scenario, if enough trees and forests and related ecosystems vanish or deteriorate sufficiently, then:

- the oxygen-producing benefits from such ecosystems will be threatened
- the atmosphere would suffer from more pollution
- the cost to tackle this and the related illnesses, problems and other cascading effects would be enormous (as it can be assumed that industrial pollution could increase, with less natural ecosystems to 'soak' it up)
- other species in that ecosystem that would depend on this would be further at risk as well, which would lead to a downward

Proportion of species in different threat categories (source: IUCN)



spiral for that ecosystem

Compare those costs to taking precautionary measures such as protecting forests and promoting more sustainable forms of development. Of course, people will argue that these situations will not occur for whatever reasons. Only when it is too late can others say "told you so" - a perhaps very nasty *Catch-22*.

Putting a Dollar Value on the Problem

At the 1992 UN *Conference on Environment and Development* (the "Earth Summit"), the *Convention on Biological Diversity* (CBD) was born. 192 countries, plus the European

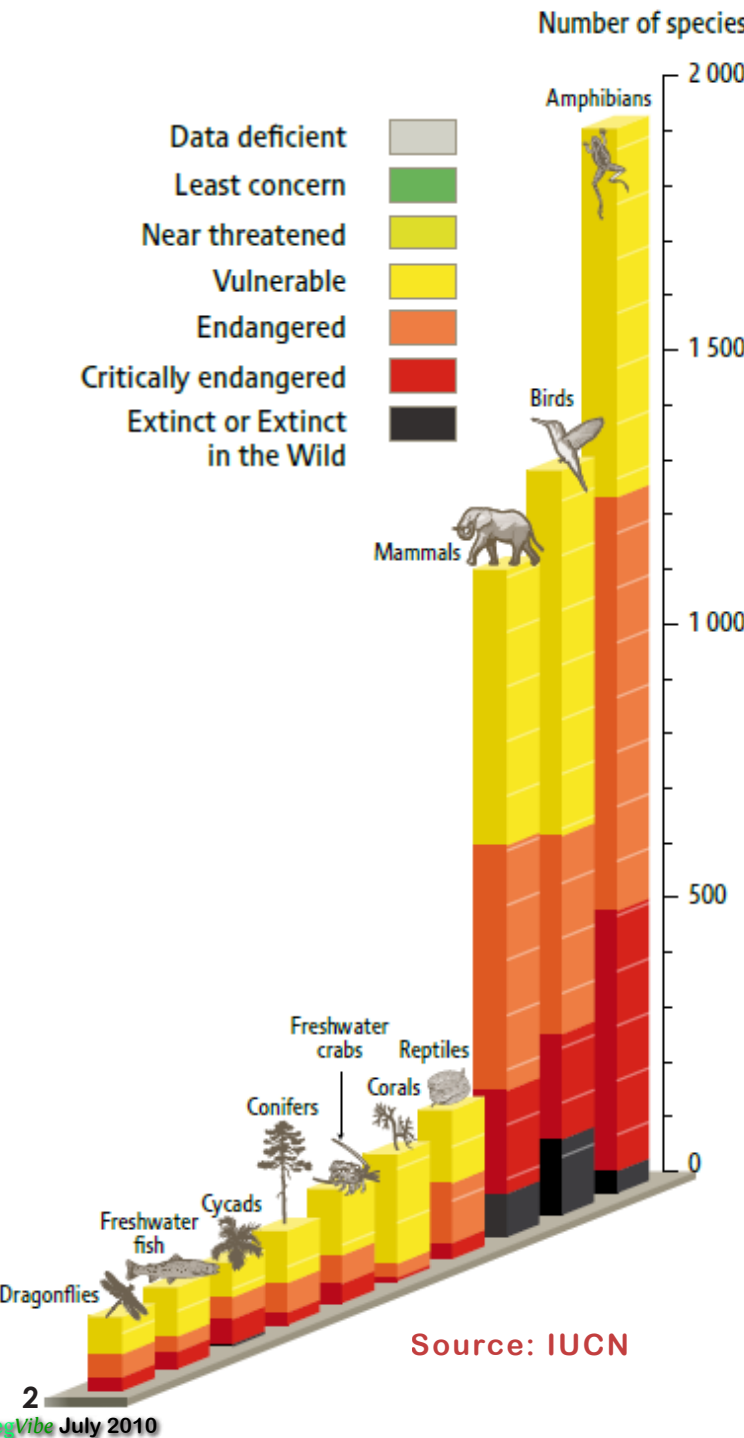
Union (EU), are now parties to that convention. In April 2002, the parties to the convention committed to significantly reduce the loss of biodiversity loss by 2010. But, perhaps predictably, that did not happen.

There have thus been attempts to put an economic value on biodiversity in order for people to understand the magnitude of the issue - how important the environment is to humanity and what costs and benefits there can be in doing (or not doing) something.

For example, *The Economics of Ecosystems and Biodiversity for National and International Policy Makers 2009* report noted that the estimated benefit in reduced climate change is US\$ 3.2 trillion while waiting 10 more years could reduce the net benefit of halving deforestation by US\$500 billion.

And regardless of what one thinks about trying to put a monetary value on parts of the environment, the above numbers undoubtedly add to the case that taking care of the environment is incredibly important and urgent.

This excerpt is part of a comprehensive analysis on the issue that was first published on Global Issues on 6th June 2010. Readers are encouraged to read the original piece to gain an in-depth understanding of the subject matter.



Esha Batish, 38

English Language Education Facilitator

Like a good bollywood movie, Esha opens her story with a flashback to her childhood. A young girl of 6 years, she witnessed a ceremonial chicken slaughter in her village. That experience left her with a good many questions and she says, “repulsed me so much that I very often shunned meat after, though I cannot say that I was actually vegetarian till my adult life.”

A gradual transition into vegetarianism, she first became a pescetarian 8 years ago before going veg 5 years later. The past year has also seen this reflective thinker “been interested in and trying to go vegan”.

Describing herself as “not picky, nor a big eater - but I do love to eat, oh yes”, Esha finds obstacles in the form of people’s perceptions rather than the availability of options. She refers to this as “the ‘stigma’ that if Esha was invited to an event, or a gathering, it would be difficult to make or find me suitable dishes”.

And being the positive person that she is, she views this as an opportunity “to speak to as many people as I can on the topic of being ‘vegetarian’, the types there are, the possible reasons an individual might ‘go veg’ and nutrition. The conversations get interesting when I throw in a couple of celebrity names... the crowd goes wild!”

Life-Changing

As cliched as it sounds, Esha reveals that adopting a vegetarian lifestyle has improved her (insightful) mind and (fabulous) body. She says, “spiritually, my daily meditations have become much more effective, especially when I am on a Raw Diet. My daily workouts are much more effective to keep my body toned and I find myself buying less beauty



products, because my body is happy from the inside. I have also observed a heightened sense of awareness and focus, which is a desirable state to be in when I’m working on my research and lesson plans.

Professing that she pays close attention to food preparation, she reveals that she is currently on a 70% Raw Diet, “which means 70% of my daily meals is raw fruits, vegetables and nuts.”

The former air-stewardess (no surprise really) proudly proclaims that she does not suffer from temptation - “I had to look up that word. It doesn’t exist in my world. I like to think that I live in conscious awareness”.

On the topic of being a head-turner, she credits it to “having an annoyingly positive disposition” and her own form of callisthenics with Qigong breathing for at least 10 minutes everyday. She also remains active by adopting simple practices such as taking the stairs instead of the lift and believes in the motto - “Be Good to Yourself, and your Self will be good to You!”



Motherhood

A mother of a 14-year-old, her daughter Gael is now vegetarian again, after having explored her own dietary preferences for the last 3 yrs. Thinking back, Esha shares that she “did a lot reading on raising vegetarian kids and was impressed with how natural and nutritious a meat-free diet was.”

The loving mother kept her daughter “on my lap most times when I was reading (which was mostly aloud) thus she has sound knowledge of body systems, metabolism and nutrition.” Then, as any parent, Esha gloats about her youngling; “she herself is an animal lover and does much to share her knowledge with her friends.”

She also reveals that she is a reflective person, “so my philosophies have much to do with knowing and improving the self. When that happens, we become happy. Integrity, to self and others is also very important to me.”



Esha with daughter Gael

And finally, she likes “this cool term I’ve been hearing - ‘Meat-Free’” and advises that everyone can find at least one reason to omit or cut down meat from the diet. She says, “let that reason be your guide. For me, the reason to go meat free was primarily compassion for animals. Then I realised that I was being compassionate to my own body too! Good Luck!”

1) What is one veg food that describes you best and why?

Just one? Oh why are u doing this to me? Ok, after much thought it would be tomato-based pasta sauce - it tastes great on its own, awakens your senses to myriad of flavours and adds zing to the dish. Hehehe.. that sounds like me.

2) If you were given one wish for the world, what would it be?

That everyone will be bestowed with the will to practise *Ahimsa* - the habit of non-violence. I do believe that this single piece of council can make the world be a better place instantly.

3) What misconception about vegetarianism gets your goat?

Oooh, the top of the list would be that vegetarians don’t have enough protein. Protein, or amino acids, are the building blocks of life. It exists in everything i.e. plants too. I do hope that someday they’ll show this food triangle in schools.



4) What is your favorite book or show on vegetarianism?

The China Study by Dr T Colin Campbell. It addresses misconceptions and then the truth about nutrition in a direct honest way. What started as a project to study the link between diet and cancer, eventually produced more than 8,000 statistically significant associations between various dietary factors and disease. I am also grateful for educational videos that friends share on Facebook.

5) What would be a ‘Quotable Quote’ to you?

“There is no enlightenment outside of daily life” - Thich Nhat Hanh (1926-), Vietnamese Buddhist Monk. I am a proponent of self realisation, and this quote is as simple as it gets.

A Smoothie a Day, Keeps the Beauty at Play

1 large carrot, boiled lightly
2 stalks of Kale or any leafy green, blanched
2cm cube of ginger
1/4 cup almonds, soaked

- 1) Blend the above with 300ml water or fruit juice of choice
- 2) Fill blender with you favourite fruits

Here are some of mine - green apples, mango, dragonfruit, kiwi, banana, tomatoes, avocado, grapes, pears, raisins, apricot, papaya, pineapple, strawberries, peach, plum. I have my smoothie twice a day, with a bubble-tea straw (available at most provision shops)!



VegVibe is presently embarking on a major project to collect preliminary quantitative data with regard to the number of vegetarians in Singapore. We intend to collect responses from as many people as possible and, more importantly, draw inferences as to the type of vegetarians we have here. The success of this project will depend largely on the consolidated effort of everyone and the 2 things that are essential include **a) ensuring that YOU fill out the survey**; and, **b) ensuring that you pass the message on and encourage others**

Answer The Call!

We are happy to note that over 100 respondents have answered the call to offer their input and we sincerely hope that the responses will reach critical mass soon so that there is a mandate to call for a larger study or investigation into the extent of vegetarianism in Singapore, which will in turn lead to more support and due recognition for the community - both morally as well as tangibly.

1. What is your dietary preference?

	I would describe myself as a...	I consume eggs	I consume dairy (i.e. milk, yoghurt, cheese, butter, etc.)	I consume the 'five pungent spices' (i.e. garlic, onion, chives, spring onion or scallion, and leek)	I consume ONLY raw food	I have NOT changed my preference in the last 12 months	I follow this preference strictly without exception
Non-Vegetarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexitarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pescetarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religious Vegetarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruitarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CLICK ON THIS LINK TO ENTER YOUR SURVEY RESPONSE NOW

[HTTP://WWW.SURVEYMONKEY.COM/S/RJZJCKG](http://www.surveymonkey.com/s/RJZJCKG)

Most people would agree that animal cruelty is wrong, but how many people in the general public comprehend how cruel the meat, fur industry, animal experimentation, pet, entertainment, and hunting industries can really be? For most Americans, it is easier to turn a blind eye to animal cruelty than take some simple steps to eradicate it.

It was thus with a great deal of trepidation that I undertook *Why Animals Matter: The Case for Animal Protection*, by Erin E. Wells and Margo DeMello. I am notoriously soft hearted when it comes to animals – companion, farmed, or wild – but like many people in this country, I often turn a blind eye to the aforementioned industries in favour of convenience.

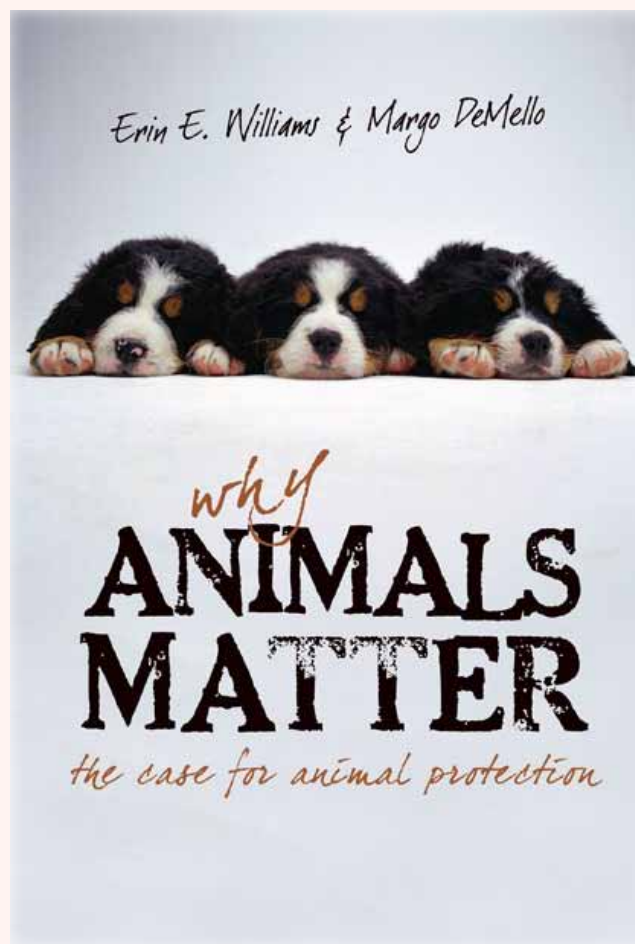
By Andi Miller

I can no longer plead ignorance of animal cruelty no matter the realm in which it occurs. Of the various industries that Wells and DeMello write about, the meat industry stands out as the most striking and troubling. For instance, cows, pigs, chickens--and any other variety of animal that comes of age on a factory farm -- live a ridiculously miserable life.

For me, it is near impossible to ruminate at length on a crate crammed full of sick and injured animals with open sores, broken limbs, often resorting to cannibalism to stay alive for one more miserable day. Underfed and lacking water, medical attention, and living a strikingly abbreviated life, the plight of an animal at the mercy of the meat industry is a horrible one.

However, it is increasingly important – for animals and the environment at large – to think over issues of animal cruelty and the accompanying ripple effect of pollution, violence and injustice.

Besides the obvious animal cruelty, Wells and DeMello make a compelling case for sweeping



changes in the meat industry to positively impact the environment. For example, the meat industry is one of the largest causes of deforestation and water pollution in the world. As the meat industry reaches into the depths of South America, for example, millions of acres of rainforest are stripped to make room for factory farms.

My initial fear in reading and reviewing this book was the emotional impact it would have on me. Admittedly, the section on the pet industry brought me to tears, and I had to hug my dog for a good bit afterwards.

To counteract the overwhelming nature of their subject Wells and DeMello wisely include success stories about animals saved from lives of cruelty. For example, in 2000, a retired greyhound named Fever was adopted by a neglectful owner. After aging beyond her racing career her first adopter allowed her to dwindle to a startling 28 pounds. Luckily for Fever, a second adopter took over her care, got immediate veterinary attention, and Fever lived a life of love and fulfillment until her death in 2004.

Many such happy stories populate the pages of *Why Animals Matter*, giving the reader a sense of the goodness that exists in the world and the overwhelming amount of people who are willing to go the distance to make an animal's life luxurious and fulfilling.

I am extremely pleased to have tackled this book as it was richly educational and I dare say life-changing. I plan to be much more diligent about issues of animal cruelty and would love to volunteer at a local animal aid organisation.

Why Animals Matter: The Case for Animal Protection is available for purchase at USD\$30 (S\$35) via [Amazon.com](http://www.whyanimalsmatter.com). You can also visit <http://www.whyanimalsmatter.com> to find out more.

Out & About

One of my favourite vegetarian/vegan cafes in Singapore, I love *Sunrise Bread Cafe's* layout and the *mian bao* on offer really is quite good.

Unfortunately, there was no coffee when we were there - they had run out already, so instead I decided to sample their tea. We also got the *Blueberry Cake* to satisfy my craving as well.

Firstly, the tea is really quite nice - extremely creamy, and quite mild in flavour. It is not very sweet also.

On to the cake. I thought overall it was quite tasty, but certainly overpriced. It included real pieces of blueberry inside, which was a welcome surprise, but the texture of the cake felt a little stale to me. Slice wise, it was ok, but as I said, a little small for the price.

Arguably one of the most favourite bakeries/cafes to visit, it is always very peaceful and laid back,



where the visitor can happily de-stress whilst sipping on tea or coffee. The cake is probably not something I would order again though, as there was nothing remarkable about it - with price (S\$3.30) being an issue. But as the tea (S\$1.20) was lovely and creamy, I would definitely go back for that, and to try the coffee which eluded me this time around.

Sunrise Bread Cafe is open daily from 9am to 8pm.



Sunrise Bread Cafe
Fortune Centre #01-33
190 Middle Road
Tel: 63370321

*By Luke Otter with photos
This review first appeared on
The Hungry Ang Mo*

By Luke Otter with photos
This review first appeared on
The Hungry Ang Mo

A restaurant soaked in history, it has been around for 80 years now, and that was enough to entice me to check this place out. It may actually be closer to walk from Chinatown MRT to this place (do allow Google Maps to help you) and you might even want to ask the older generation about this place.

Going back 40 to 50 years, this place was renowned throughout Singapore for having some of the best spring rolls. Now, sadly, the spring rolls are no longer there, and over the years this place has undergone many renovations - so don't expect an ambience that literally takes you back to Singapore in the 1930's.



**Loke Woh Yuen
Vegetarian Restaurant
20 Tanjong Pagar Road
Tel: 62212912**



in Singapore and I found the crispy-yet-chewy mock meat truly delectable, and uncontrollably moreish.

While non-vegetarians might find it difficult to comprehend that, yes, mock meat can differ just as drastically as real meat can, I urge any vegetarian or non-vegetarian foodie to try the mock pork ribs here with a neutral mindset - I'm sure anyone and everyone would love it. As for the restaurant on the whole, I was very impressed with it, with the ribs leaving me glowing.

I was impressed by the large portion size of the *Kwey Teow with Vegetables & Mushrooms*, which more than justified its price (\$\$5), and when I tucked into the dish this positive impression certainly never changed! It was lovely and smokey, just how I like kwey teow and the noodles were thin and simply melted in the mouth. It was also juicy and all the vegetables had a divine flavour to them.

The *Sweet & Sour Mock Pork Ribs*. was unexpectedly marvellous as the few renditions of mock ribs I've tried before were hardly sensational. This dish, however, blew me away and the mock meat was truly so authentic and succulent. Being someone who once loved pork ribs as a young boy, this dish more than satisfied my long lost craving for ribs.

And although the price might seem high (\$\$11), the portion size is really quite large. Honestly, I can't really pick out any criticisms over what was probably one of the best dishes I've ever tried

The dishes are not cheap though, so those on a budget might want to save this place for a special occasion. A nice and traditional eatery, hopefully it lasts for another 80 years!

Loke Woh Yuen Vegetarian Restaurant is open daily from 11am to 3pm and 5:30pm to 9pm.





Know Your Cinnamon!

Originating from Sri Lanka, cinnamon is the bark of an evergreen tree and is harvested during the rainy season when the barks are the most flexible.

Cinnamon is a well-known anti-clotting agent and assists in reducing inflammation.

Cinnamon was so highly regarded that it is mentioned several times in the bible and, at one time, fifteen times more expensive than silver.

Cinnamon is an excellent source of manganese and a very good source of iron, fibre and calcium. 2 teaspoons of cinnamon

Due to cinnamon's fragrant and preservative qualities it was often used for embalming in Egypt and burnt during funerals in Rome.

Research shows that cinnamon slows down the digestion of high carbohydrate foods and can help diabetics control their sugar levels.

Cinnamon is effective in stopping the growth of bacteria and fungi and is often used in anti-fungal medications and is studied for food preservation.

Fibre found in cinnamon can calm the digestive system and can alleviate constipation and diarrhoea.

Cinnamon is an excellent source of manganese and a very good source of iron, fibre and calcium. 2 teaspoons of cinnamon has 55.68mg of calcium.

Keeping Your Joints Healthy

By Halimah

Ever experience a nagging neck or knee pain that just refuses to go away? Well, it is most probably caused by joint pain or inflammation, a very common discomfort faced by adults and the elderly.

A joint is a point where two or more bones make contact and, together with muscles, joints allow for the mobility in our bodies and provide the necessary structural support. Trauma such as a fall, twist or overloading of the joint with too much weight can cause joint pain and the more chronic joint pain and inflammation may be caused by degenerative arthritis, due to the wear and tear of the joints, and inflammatory joint disorders like rheumatoid arthritis.

The truth is that at some point in our lives, most of us will experience joint pain. However, steps can be taken to prevent or delay the onset of joint problems later in life. Maintaining an ideal weight is not only essential for overall health, but also to prevent joint pain as being overweight adds a lot

of stress on joints in the hip, knee and ankle which can result in joint pain and reduce mobility over time.

Exercising, as well, is an excellent way to maintain joint health. Apart from maintaining one's ideal weight, it also adds flexibility that reduces the stiffness in joints and improves overall mobility. However, high impact exercises such as running on concrete can put undue stress on the joint.

Instead, choose exercises with little or no impact, such as swimming and walking, to improve muscle strength, bone density and maintain joint health. In addition, warming up before exercising is essential to reduce joint injuries and tears.

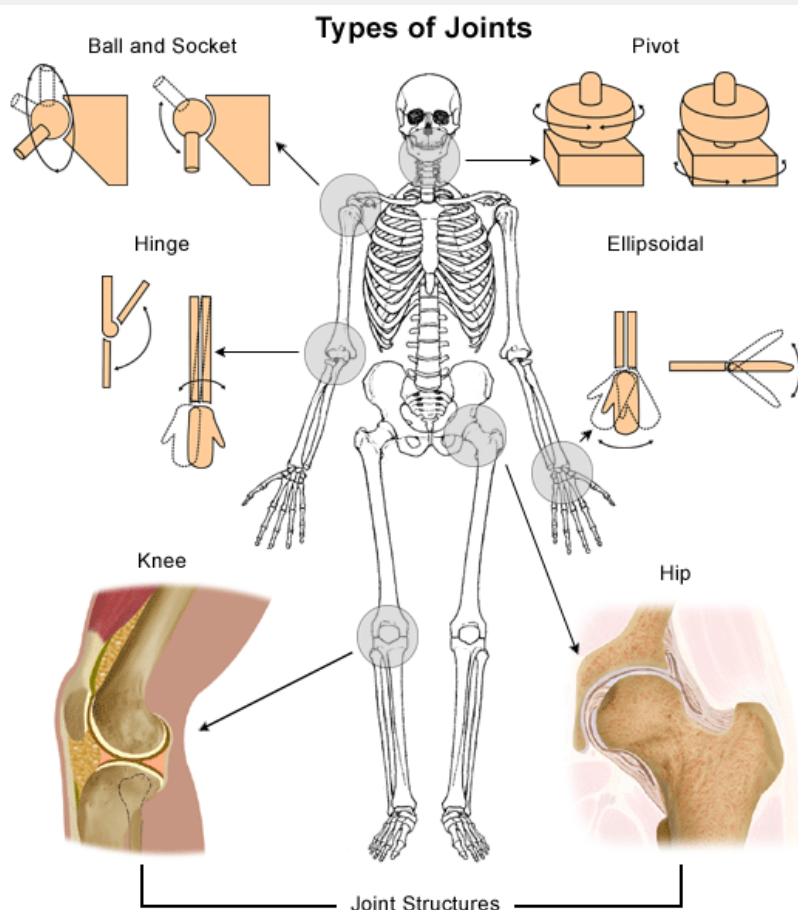
Lifestyle choices too play an important role in maintaining health joints. Though fashionable, high-heeled shoes add stress on the foot and the knee and increase the chances of developing degenerative joint diseases.

Those who do work in the office should therefore use ergonomically designed equipment to reduce neck, back and wrist strains. Also, not having a proper posture and slouching can be a cause of back pain as the spinal joints are under extra stress to support the body.

While many joint health supplements are available in the market, vegans and vegetarians should be wary as most of them contain shellfish or animal-based products. However, manufacturers are starting to offer vegan joint supplements containing *glucosamine* and MSM (*Methyl-Sulfonyl-Methane*) which is known to assist in rebuilding connective tissue and hence maintain healthy joints.

Alternatively, a diet high in *Omega-3* and *Omega-6* fatty acids (think flax and hemp seeds) can promote joint health as well. Marine vegetables like kelp contain many minerals and polysaccharides which are essential for joint health.

A healthy diet and active lifestyle are thus important facets of maintaining overall joint health and ensuring our (comfortable) mobility well into our golden years.



Cream of Oyster Mushroom Soup



Method

- 1) In a pot, heat olive oil and sauté shallots over low heat until brown.
- 2) Add the garlic and ginger and sauté until fragrant.
- 3) Pour the water into the pan. Add the cashew nuts. Bring to boil.
- 4) Add the oyster mushrooms and let it simmer until the mushrooms are cooked.
- 5) Remove from heat and blend until smooth.
- 6) Season with salt and pepper and garnish with spring onion leaves.

*1 tablespoon olive oil
50g shallots, sliced
2 large garlic cloves, sliced
1/2 inch thumb-sized ginger, sliced
350ml water
10 cashew nuts, soaked
250g oyster mushrooms, sliced
Salt and pepper to taste
Spring onion leaves for garnish*

Method

- 1) In a pot, sauté the onion and garlic until fragrant.
- 2) Add the vegetable stock and lentils. Cook until soft.
- 3) Remove from heat and blend until smooth in a blender.
- 4) Return to stove and add the remaining ingredients and bring to a boil.
- 5) Simmer until the vegetables are cooked and adjust the seasoning.

*100g red lentils, soaked for 3 hours
1 tablespoon olive oil
70g red onions, sliced
3 garlic cloves, sliced
600ml vegetable stock or water
250g baby eggplants, halved
100g carrots, diced
4 tablespoon tomato puree
1 bay leaf
2 teaspoon cumin
1 teaspoon smoked paprika
Salt and pepper to taste*

Red Lentil Eggplant Soup





Not enough time to cook an elaborate meal or just feeling plain lazy to slave over a hot stove? *Bob's Red Mill Vegi Soup Mix* is a simple, hearty meal in a packet. Made with wholesome ingredients such as green split peas, yellow split peas, barley, lentils and vegetable pasta, this soup mix only requires the addition of water and seasoning. It is good on its own or makes a delicious base with fresh vegetables. Add your favourite seasonings and vegetables for a hearty meal.

Bob's Red Mill Vegi Soup Mix retails for S\$8.50 a packet and is available at most major supermarkets

www.bobsredmill.com

www.mestemacher.de

Mestemacher Pumpernickel bread is a delicious, dark wholemeal rye bread with a rich and sweet taste - achieved through gentle baking for up to 20 hours. Well known for their bakery, Mestemacher's German pumpernickel bread is made with 60% rye meal and malted barley extract and contains no preservatives. Suitable for vegans and wheat-free, it is best served toasted with jam or spread.



Mestemacher Pumpernickel bread retails at S\$4.75 a loaf and is available at most major supermarkets

If you would like to 'Talk Shop' about any product or provide further information on those featured in this column, please drop us an email at vision@vegivibe.com

www.belvoirfruitfarms.co.uk



Belvoir Organic Elderflower Cordial is made from an infusion of freshly picked elderflowers with lots of fresh lemon juice, and this cordial has a delicate scented taste which makes for a wonderfully refreshing drink when mixed with still or sparkling mineral water. *Belvoir Elderflower Cordial* makes sensational spritzers with sparkling water and can be added to fresh fruit salads or used to make stunning sorbets - in fact, it can enhance a whole host of desserts. You can also drink it hot as a healthy toddy - elderflower has been known to have beneficial properties in the treatment of colds and flu since Roman times.

Belvoir Organic Elderflower Cordial retails at S\$14.60 a bottle and is available at most major supermarkets

Vegetarian Society (Singapore), VSS, is a non-profit, non-religious organisation formed in 1999 which is also a member of the International Vegetarian Union. We strive to build a more humane and harmonious world for everyone on the planet - for our children, as well as for our fellow creatures.

For the year 2010, as we enter into our second decade of existence, we would like to become a thousand-strong society - which can then move mountains. And for this, we need your support - both from the pocket and the heart.

If you are not yet a member, please consider putting your thoughts into action by committing a monthly contribution of just S\$5 to enjoy VSS Premium Membership as well as \$100 worth of food vouchers per year, discounts on all VSS organised events, invitation to special 'Members Only' events, and a complimentary copy of the *Singapore Vegetarian Food Guide*.

Just drop us a line at soh@vss.sg for the GIRO form to be mailed to you, or download the GIRO form from the VSS website and mail it to Seeds of Hope, Vegetarian Society (Singapore), 3 Pemimpin Drive, #07-02, Lip Hing Building, Singapore 576147.

Meanwhile, if you are student aged 23 and below, we are pleased to offer a student membership absolutely free - becoming a student member is just a short form away!



<http://www.vegetarian-society.org>

Oracle Or Not, Stop Bugging The Animals

believes that the animal in his care is truly gifted or whether he simply believes he is the lucky one with a 'tool' through which to showcase it. Worse, is he simply performing an illusion using the prop that is the animal?

There can never be a conclusive answer to this but whatever the answer, it cannot justify the confinement of any animal. In any case, if at all any animal is truly a god-like oracle, we should be the subservient ones, not the animal.

Stopping the Demand

As always, money makes people do the stupidest things and predicting the future almost always revolves around finding out about the potential to become rich. And with the universal adage being 'money is the root of all evil', rest assured that any captive animal used fortune-telling will not be safe - or happy.

Thus the best approach for all of us is to practise the same techniques we use to dissuade circus-related industries - do not support them. By not patronising such fortune-tellers, we discourage the business and prevent others from going into this unsavoury industry for profit.

More importantly, if we start choosing the fortune-tellers who do not rely on our animal friends, it might even motivate the current crop of animal-based astrologers to use non-human props instead.



right - he chose Spain to overcome Germany in the semi-finals - there have been death threats and calls for him to be turned into *sushi* altogether.

It is unlikely for Mani to be in much danger (since most humans have not developed a taste for Parakeet) but the situation illustrates the problem. If the prediction is correct and unfavourable, the predictor is blamed. If the prediction is wrong, the predictor is still blamed. And when money is lost as a consequence, the danger becomes compounded.

What is there to stop some crazed lunatic from grabbing the defenceless octopus and squeezing it dead? What safety does the parakeet have against someone grabbing him off the astrology table and snapping his head off?

Humans are the ones attaching meaning to the behaviour of these animals - the octopus is reaching into the box to collect food and the parakeet has been trained to pick a card to receive treats - and

whether or not there are mysterious qualities to these ordinary actions is largely academic anyway.

Circus-Type Industry

The world today frowns upon circuses and accepts that animals should not be made to perform for our entertainment - certainly a sign of a progressive civilisation, but many continue to accept these astrology-based parlour tricks as matter-of-fact.

It is surprising how we can be up in arms over dancing bears but not bat an eyelid at a parakeet being housed in a cage not unlike that of a chicken at a factory-farm. Several of us might even be guilty of patronising such a service without realising the unflattering parallels.

Perhaps we believe that animals with such 'gifts' will not be subjected to cruelty. Perhaps we believe that such animals might be revered by their owners.

But the question is whether the owner himself

Animal Activism

By Ganga

The World Cup is over and more than the great soccer on show, the art of predicting the winner of each match and the overall champion took centre stage. While analysts and experts went into overdrive making educated guesses as to the outcome of the matches - even financial industry analysts were throwing their predictions into the hat with most (rightfully) getting it horribly wrong, the spotlight on 2 non-human sentient beings raises the eyebrows.



Illustration courtesy of Claire Almon

Pundits the world over have been glowing over Paul the Oracle Octopus and, in Singapore, Mani the Parakeet has become a saviour for the weekend punter. Paul hails from Germany (in captivity, of course) and has been making predictions by choosing one of 2 boxes lowered into his tank bearing the flags of teams playing in any game. Meanwhile Mani based inside a cage in Singapore uses the typical process of selecting from cards bearing the various national flags.

It has largely been amusing for the masses and has been the fodder for the slow-news industry, and much entertainment has been derived from the developments - including a live telecast of Paul the Octopus making his predictions.

Going Downhill

It is only amusing when people see the correlation but don't actually believe it to be the truth - but that is exactly what has been happening. In Germany, in spite of Paul the Octopus getting his predictions

VegVibe magazine was first published online in August 2009 as the first magazine in Singapore to address vegetarian and vegan issues. We are a wholly content-driven publication that strives to cover anything and everything that matters to the vegetarian and vegan community, and have positioned ourselves as a uniting platform for those interested in **Healthy Living, Animal Activism and Environmentalism.**

TECHNICAL SPECIFICATIONS

A4 SIZE (210MM X 297MM)
60 PAGES (MIN 40 PAGES OF CONTENT)
105GSM ART PAPER
5,000 COPY PRINT RUN
BI-MONTHLY PUBLICATION

WHY ADVERTISE WITH US

- Copies available free islandwide
- Niche readers who follow VegVibe closely
- Issues released as both online and print editions (maximum ad exposure)
- Regional focus with global reach
- Longer shelf-life and retention of copies by readers due to strength of content

VegVibe has been well-received since inception and enjoys a conservative estimate of 1,000 online readers per issue, with over 200 direct subscribers, as well as 300 fans on our *facebook* page – all achieved by word-of-mouth alone. We have also established ourselves as a reliable news provider and are the Singapore correspondent for the *European Vegetarian and Animals News Alliance* (EVANA) and a registered news source with *Google News*.

SIZE	DIMENSIONS W X H (MM)	NORMAL PRICE (5,000 COPY PRINT RUN)	PROMOTIONAL PRICE (3,000 COPY PRINT RUN)
FULL PAGE	210 X 297	\$1,200	\$500
½ PAGE	210 X 149	\$600	\$300
¼ PAGE	105 X 149	\$300	\$150
VERTICAL STRIP	70 X 297	\$500	\$200
INSIDE FRONT COVER	210 X 297	\$2,000	\$800
INSIDE BACK COVER	210 X 297	\$2,000	\$800
OUTSIDE BACK COVER	210 X 297	\$2,500	\$800
CENTREFOLD SPREAD	420 X 297	\$3,000	\$1,000

Whilst the rates quoted above are for single insertions, we also offer further discounts of 5% to 10% for 3-insertion (6 months) and 6-insertion (1 year) commitments, respectively. Please contact **Mr Ganga at 90602206** or **Ms Halimah at 90057385** to book your advertisement space, or drop us an email at vision@vegville.com to find out how you can reach out to our target audience.

ADVERTISE WITH US

To ensure that **VegVibe** remains sustainable in the long term, we have devised a hassle-free model for advertising.

For all the online issues of **VegVibe**, you can advertise your product or service in a half-page space for a flat rate of \$50 per issue, so do drop us an email at vision@vegville.com if you want to reach out to over 1,000 discerning readers who read **VegVibe** because they really want to!

We accept placement requests from both individuals and businesses alike, with the only stipulation being that any advertisement should be beneficial to the vegan and vegetarian community.

We currently have over 250 subscribers and each issue is downloaded about 500 times every month, not including the countless email forwards that we estimate would further add between 100 and 200 to this figure. We also maintain a fan page on facebook that has almost 350 fans - click on the button to join us there!



“ Think of the fierce energy concentrated in an acorn! You bury it in the ground, and it explodes into an oak! Bury a sheep, and nothing happens but decay. ”

**George Bernard Shaw,
Irish Playwright
1856-1950**

