

# Vegvibe

MAR/APR 2011

**Regular Hero**  
**Daniel Thompson**

*Also in this issue*

**Dazzling Delhi**  
**Green Fashion 101**  
**Life of a Vegan Teen**  
**Chia Seeds & Broccoli**  
**Reversing Heart Disease**  
**Action for Singapore Dogs**

MICA (P) 105/06/2010



ISSN 2010-2631

**\$3 FREE**

# The Chief Veggie Speaks!

The first quarter of 2011 is fast coming to a close and we await some interesting developments to report. For instance, our friends at the *Vegetarian Society (Singapore)* have outdone themselves this year by organising a sell-out talk by Dr Esselstyn (*page 29*) - the man credited with getting former President Bill Clinton and our very own Health Minister Khaw Boon Wan to adopt a plant-based diet to combat their respective heart conditions.

In this issue, we continue asking the hard questions and discuss how much cruelty goes into producing milk (*page 06*) and how vegetarianism as it exists today has become a mainstream representation of positivity (*page 26*).

A lot of good people have been included too, with the easily-recognisable Daniel Thompson (*page 20*) gracing our cover, the popular Chef James offering his trademark imaginative recipes (*page 30*), Ricky Yeo sharing his unmistakable passion as the force behind *Action for Singapore Dogs* (*page 32*), and the ingenuity of Bobby Duchowny who developed the natural smells of *Lemongrass House* (*page 24*).

Additionally, we feature two excellent restaurants that came about as a result of visionary founders - *Genesis* (*page 38*) and *SaladStop!* (*page 04*). Similarly, our recipe collection (*page 34*) for this issue - which introduces a few ways to incorporate the highly nutritious Chia Seed into our diet - is contributed kindly by the folks behind *Dann's Daily*.

We are also pleased to have several polyclinics and a few hospitals working with us now - please see our comprehensive list of distribution partners on the inside of the back cover. Do remember to let us know if you come across any location that has run out of copies so that we can try to top-up as soon as we can.

Speaking of help, we are on the lookout for anyone who might be interested to help us deliver copies to the various distribution points or anyone who could help us with advertising sales. If you think you can help or have any feedback or suggestions, we are always available at [vision@vegville.com](mailto:vision@vegville.com) or [vegville@gmail.com](mailto:vegville@gmail.com).

Finally, remember to share this copy with at least one other person so that we can foster reuse and reduce waste, and if you need to, do use the online version (which is exactly the same) for reference.

As ever, thank you for all the encouragement and well-wishes that serve as the foundation for us to continue on with this mission.



[vision@vegville.com](mailto:vision@vegville.com)  
[vegville@gmail.com](mailto:vegville@gmail.com)  
[www.vegville.com](http://www.vegville.com)  
+65-90602206  
+65-90057385

**Gangasudhan**  
**Managing Editor**  
**Resident Designer**  
**Marketing Executive**  
**Accounts Manager**

**Halimah A Ilavarasi**  
**Creative Director**  
**Default Researcher**  
**Sales Executive**  
**Circulation Officer**

**Contributing Writers**  
*Dragos Necula, Lai Wai Sum*

**Photography**  
*Halimah Ilavarasi*  
*James Thompson*

*The publishers would like to thank Mr Daniel Thompson, Ms Chee Poh Eok (Genesis Restaurant), Mr Adrien Desbaillets (SaladStop!), Ms Sarah Talib (Lemon Grass), Chef James Ang, Ms Inderjit Kaur, Ms Ang Bee San and Mr John Wightman-Beaven for their invaluable assistance in preparing this issue.*

*Cover background courtesy of Rinatsu Chan. Cover photo by Mr James Thompson.*

**Published by**  
*Kalavira Holdings (53167930J)*  
MICA (P) 105/06/2010

**Printed by**  
*Gan Seng Printing (M) Sdn Bhd*



# CONTENTS



32

Action for  
Singapore Dogs

<b>Vegling Corner</b>	<b>02</b>	<b>The Sweet Smell of Health</b>	
<b>SaladStop!</b>		<b>Health &amp; Nutrition</b>	<b>24</b>
<b>Food Review</b>	<b>04</b>		
<b>A Glass of Cruelty</b>		<b>Is Vegetarianism Going</b>	
<b>Animal Welfare</b>	<b>06</b>	<b>Mainstream?</b>	<b>26</b>
		<b>Opinion</b>	
<b>Food Matters</b>		<b>Available in Singapore:</b>	
<b>Movie Review</b>	<b>09</b>	<b>The Secret to</b>	
		<b>Combating Heart Disease</b>	
<b>Green Fashion 101:</b>		<b>and Living Years Longer</b>	
<b>Eco-Friendly Fabrics</b>	<b>10</b>	<b>Health &amp; Nutrition</b>	<b>29</b>
<b>Eco-Living</b>			
<b>Dazzling Delhi</b>		<b>Chef James Ang:</b>	
<b>Veg Travel</b>	<b>12</b>	<b>The Passionate Little Prince</b>	
		<b>Recipes</b>	<b>30</b>
<b>Dummies Guide to</b>		<b>Action for Singapore Dogs</b>	
<b>Vegetarian Cooking:</b>		<b>Advocacy</b>	<b>32</b>
<b>Making an expert out of you</b>			
<b>Book Review</b>	<b>16</b>	<b>Harnessing Chia Seeds</b>	
		<b>Recipes</b>	<b>34</b>
<b>Brilliant Broccoli</b>		<b>Talk Shop</b>	
<b>Ingredient Talk</b>	<b>17</b>	<b>Product Review</b>	<b>36</b>
<b>Animal Factory</b>		<b>Genesis</b>	
<b>Book Review</b>	<b>19</b>	<b>Food Review</b>	<b>38</b>
<b>Daniel Thompson:</b>		<b>Life of a Vegan Teen</b>	<b>40</b>
<b>Entertainer Extraordinaire</b>			
<b>Vegetarian Heroes</b>	<b>20</b>		



12

Dazzling Delhi

**Renowned  
Dr Esselstyn  
in Singapore**

29



# Vegling Corner



*Mangur Shaaran Kaur*, 12, is a passionate and vivacious young girl who loves vegetarianism, the earth and animals. A student of *Paya Lebar Methodist Girls' School*, Mangur enjoys munching on her favourite food - hashbrown and chocolate, and her favourite vegetables - cucumbers and broccolis. Parents, Inderjit Kaur and Sukhdev Singh bond as a family by having dinner together and cycling at Pasir Ris Park on Sundays. In her free time Mangur enjoys baking and drawing and it is no surprise that she hopes to be a baker, fashion designer or paediatrician when she grows up.

Born on Valentine's Day, 4 year old *Quek Xu Feng* is a very cheerful and positive boy who is full of smiles. Currently enrolled in *Waldorf Kindergarten*, he enjoys creating his own toys with items around the house and pretend play. Xu Feng also likes cycling and particularly loves visits to the beach. His favourite food includes nuts, breads and biscuits. Parents, Quek Sio Hua and Ang Bee San, take pleasure in bringing Xu Feng to the beach or park on the weekends and, whenever they have the time, they engage in volunteer work or cycle together at a reservoir.



Cherubic *Charity Emmanuelle Wightman-Beaven* at 3 years is a ball of energy who loves any lively activity that involves jumping around. She relishes pasta, veggie sausages and dairy-free chocolate snacks. Presently enrolled in ballet, drama, *Tae Kwan Do* and Mandarin classes, Charity and her parents, John and Kathryn Wightman-Beaven, spend time together walking and going to parks, swimming, and by watching local shows in theatres. This talented little girl can swim well without any floats and speaks fluent Mandarin. Charity's current ambition is to be Wendy in *Bob the Builder*.





# Gelatin Free Calcium Plus Vitamin D Gummies



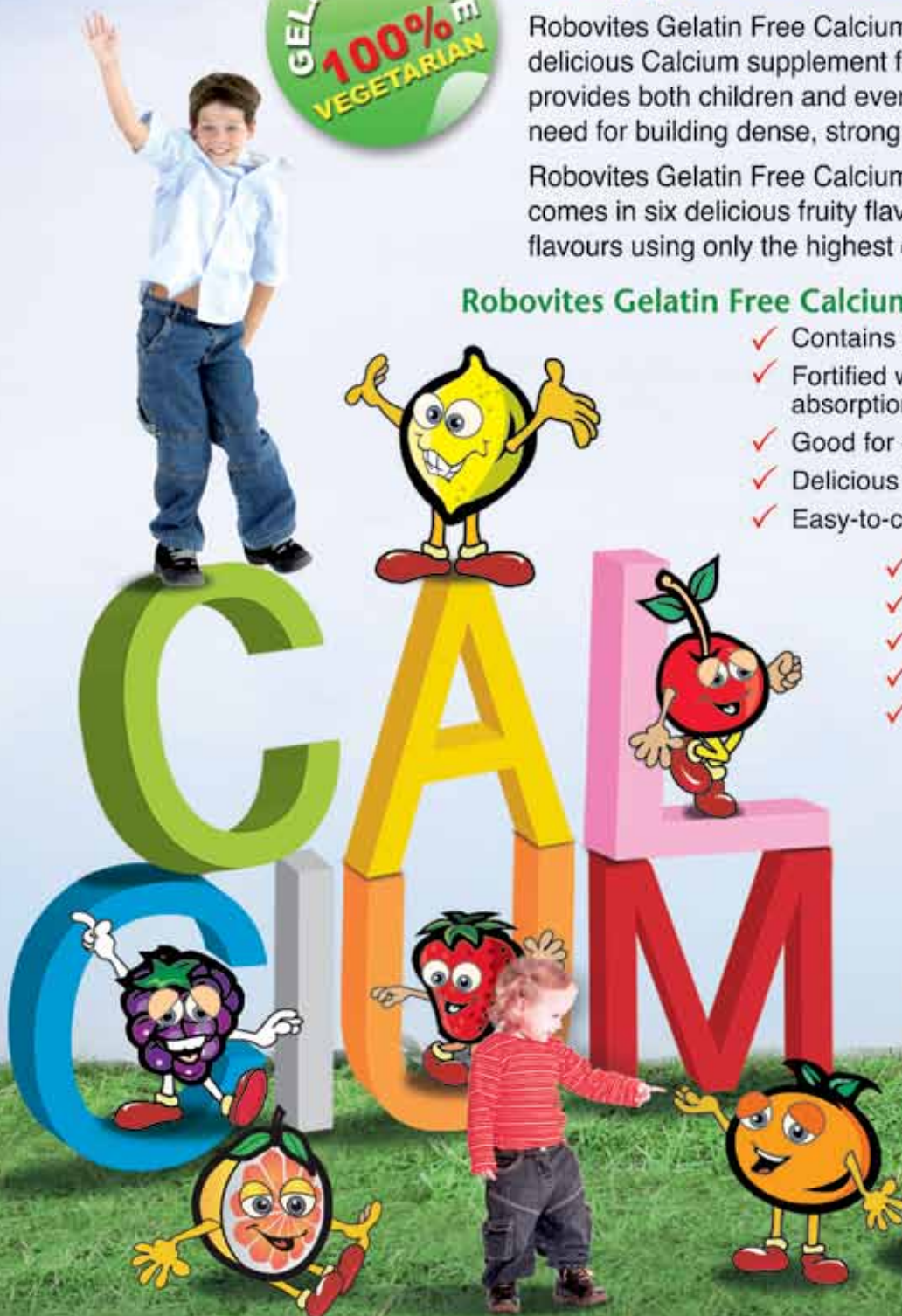
## Supports Bone Health

Robovites Gelatin Free Calcium Plus Vitamin D Gumee is a delicious Calcium supplement fortified with Vitamin D that provides both children and even adults with the Calcium they need for building dense, strong bones and teeth.

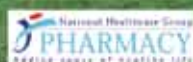
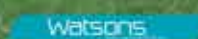
Robovites Gelatin Free Calcium Plus Vitamin D Gumee comes in six delicious fruity flavours, made with natural flavours using only the highest quality ingredients.

### Robovites Gelatin Free Calcium Plus Vitamin D Gumee

- ✓ Contains Calcium for bone health
- ✓ Fortified with Vitamin D for proper absorption and utilization of Calcium
- ✓ Good for children and adults
- ✓ Delicious fruity gumee
- ✓ Easy-to-chew juicy texture
- ✓ Contains no gelatin
- ✓ Suitable for vegetarians
- ✓ Natural colours and flavours
- ✓ Preservative free
- ✓ Made in USA



Available at :



John Little Mustafa

Robinsons

Also available at leading Hospitals and Chinese Medical Halls

**VitaHealth Asia Pacific (S) Pte Ltd**

Block 26 Kallang Place #05-04/07 Kallang Basin Industrial Estate Singapore 339157 Enquiries: (65) 6278 2778

MAHP1000123





# SaladStop!

[www.saladstop.com.sg](http://www.saladstop.com.sg)

**F**ood outlets that offer ample and delicious options for both omnivores and vegetarians to enjoy under the same roof are still a rare sight in Singapore. *SaladStop!*, fortunately, is one such establishment with five outlets around Singapore and two more on the way.

Started by father and son team, Daniel and Adrien Desbaillets, SaladStop! offers the freshest salads, hearty soups, delicious smoothies and juices.

Having grown up in Singapore, Adrien had always been keenly aware of the lack of healthy food options in the Central Business District with the bulk of office workers relying on hawker centres to fill their tummies.

Hence, *SaladStop!* was born out a sense of social responsibility - the belief that people need to eat better. Coupled with the changing perception towards healthy cuisine, Adrien decided to create something fast and nutritious for the lunchtime crowd while at the same time dispelling the misconception about salads.

*the Go Geisha salad*



*SaladStop!* presents a plethora of options for vegetarians and vegans alike with over 35 topping options containing rice, pasta, noodles, vegetables, beans, fruits, seeds and nuts.

For those less adventurous, its signature salads such as *Go Geisha* (\$9.50) and *Iron "Wo"-Man* (\$11.50) would be the safe bets. *Go Geisha* is a vegan-friendly crunchy mix of red and white cabbage, tofu, soba noodles, carrots, snow peas, cucumber, coriander and Japanese miso dressing,



# SALADSTOP!



**One George  
Raffles Place  
Fusionopolis  
Marina Square  
Novena Square  
Suntec City Mall  
Marina Bay Financial Centre**

while *Iron "Wo"-Man* is designed to boost iron intake and thus contains baby spinach, raisins, almonds, feta cheese, roasted pumpkin and raspberry vinaigrette - all suitable for vegetarians.

Commendably, though *SaladStop!* does have meat options, Adrien - whose mother and sister are vegetarians - places great emphasis on ensuring that separate cutting boards are used for vegetables.

Apart from salads, *SaladStop!* serves hearty soups of which several are vegetarian, such as *Cream of Roasted Pumpkin* and *Minestrone*. For those seeking a healthy thirst quencher, on-the-spot fresh fruit smoothies are also available with a soymilk option for vegans.

Additionally, *SaladStop!* goes beyond the typical commercial motivation and sincerely champions corporate responsibility in the form of using biodegradable cutlery. Also in the pipeline are eco-friendly takeaway containers, illustrating its focus which transcends just the bottomline.

All in all, *SaladStop!* is not only thriving at what it does best - serving nourishing and delectable salads, it is also fast attracting the admiration and securing the loyalty of many in the vegetarian community!

***SaladStop!*** has 5 outlets with varying opening hours but all are open during the hours of 9.00pm and 8.30pm from Monday to Friday. While not a wholly vegetarian establishment, the cutlery used for vegetarian dishes are separate.

*the Iron "Wo"-Man salad*





By Gangasudhan

**D**o you know how many cows had to contribute to make up the 1 litre in a carton of milk? Well, it depends on the number of cows on each dairy farm multiplied by the number of dairy farms that are supplying to the processing plant.

That could easily mean a mixture coming from 2,400 sources (200 cows x 12 farms) - by conservative estimates. *Milk Haulers* that can collect as much as 22,000L of milk in a single trip make about 12 stops each where the farm's accumulated milk gets 'uploaded' from its storage tanks. Essentially, the milk has already been mixed together even before it reaches the processing plant.

According to Webster's dictionary, milk is a "fluid secreted by the mammary glands of females for the nourishment of their young." If this then is Nature's intended design, can you think of any species other than humans and human-domesticated animals that continues to drink milk (of another species, no less) after the age of weaning? The correct answer is 'no'.

### Got Milk? Everywhere!

What may have started as a necessity has today become over-indulgence and we find milk additives in almost every mainstream food item - even to the extent of being a flavouring agent in packaged orange juice!

Even milk itself has been redefined as 'fluid milk' by the industry to identify "milk processed for beverage use" and many of the steps involved in the manufacturing process of this fluid milk have downsides.

While pasteurisation (the heating of milk to about 72°C for more than 15 seconds) may kill harmful bacteria, it also "destroys enzymes, diminishes vitamin content, denatures fragile milk proteins, destroys vitamins C, B12 and B6, kills beneficial bacteria, promotes pathogens and is associated with allergies, increased tooth decay, colic in infants, growth problems in children, osteoporosis, arthritis, heart disease and cancer" according to the *Weston A. Price Foundation* - a non-profit charity that disseminates research findings on nutrition and fights for the use of raw milk rather than pasteurised milk (i.e. is not a vegan-driven initiative).

Some even suggest that the pasteurising process is predominant only because of its ability to increase the shelf-life of milk. In fact, to get rid of heat-resistant bacteria that might spoil milk, a process of 'ultra-pasteurisation' is now used - a violent process that takes milk from a chilled temperature to above the boiling point in less than two seconds.

All this is before the discussion of using hormones to increase milk production has even begun. While banned in Europe, an estimated 17% of dairy cows in the US are treated with *recombinant bovine growth hormone* (rBGH).

### Worked to death, and then some

All this is fine academic information, but where is the cruelty - I hear you ask? Well, for one, dairy cows are routinely milked 2 times a day and up to 4 times for 'high producing' ones every day for over 300 days in a year. No dairy cow can have a rest day because there is a chance that she might dry-off and stop producing milk.

Dairy cows are impregnated as early as 15 months of age so that they can start producing milk by the time they turn 2 (gestation takes 9 months). The newborn calf is taken away within hours and the milking begins a few days later (this is to allow the colostrum milk to be discharged first).



After the first 60 days of producing milk, the dairy cow reaches a 'peak' - and where she will be impregnated again. Then, another 300 days of continuous milk-production later, the cow is given a 60-day break before giving birth and the entire cycle begins again. This happens 2 (or 3) times over before various problems are likely to appear - such as low production, infertility, *mastitis* (inflammation of the udder), and claw diseases (sole ulcers and white line disease which cause lameness) as a result of confinement on concrete.

The dairy cow at the relatively young age of 4 or 5 years (naturally, cows may live up to 20 years) is then sold off to slaughterhouses to be added to the beef industry.

### Disposable calves

The calves that are born for the purpose of getting the dairy cow to produce milk are treated hardly more than barely-useful by-products. With choice selections in place to ensure only 'high performance' dairy cattle is bred, the female calves from dairy cows are rarely used as a replacement dairy cows themselves.

In some instances, the dairy cows may even be used as surrogates to carry 'good quality' calves for the beef industry, and impregnated with sperm and eggs from other breeds. This often leads to complications such as the foetus being too large to be birthed naturally.

In any case, the 'ordinary' calves born to dairy cows are sold off at 2 weeks to the veal (calf meat) or (low-quality) beef industry without much thought and during those 2 weeks, the calves are not even nursed by the mother but instead are fed commercial milk replacers which are nothing more than cheap feed based on dried milk powder - talk about irony.

### By George, that milk will be extracted!

During the birthing process, dairy cows may suffer

internal haemorrhaging, nerve paralysis or pelvic fracture (especially so when they are used as surrogates for larger breeds). Often, these cows are propped up using various tools and techniques such as shackling the hind legs together just so that they can be milked successfully.

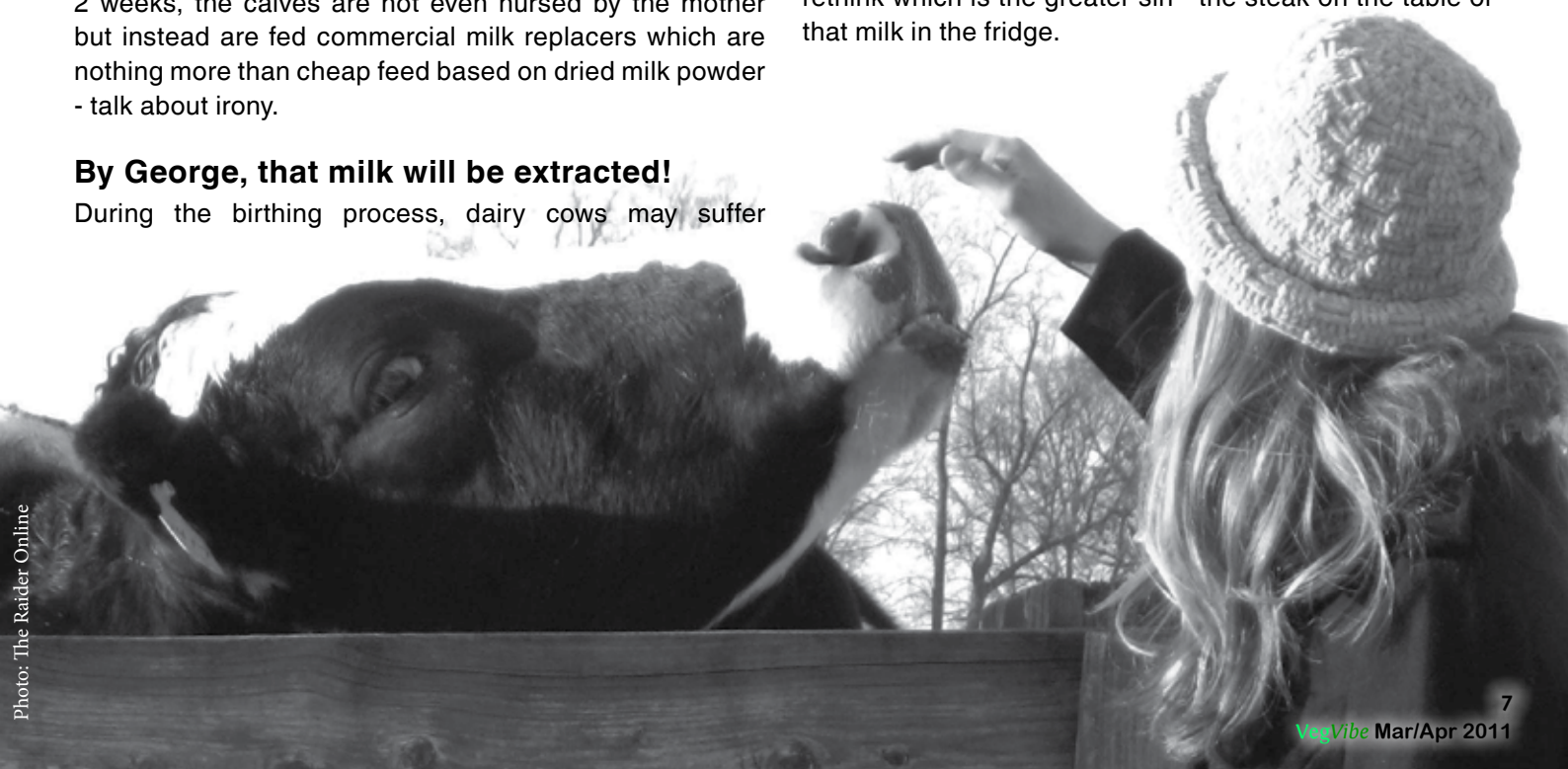
As the whole objective of impregnating and causing the cow to give birth is for the milk she produces post-partum, putting her down or seeking other remedies is out of the question until she dries out (i.e. stops milk production) at least 7 painful months later. And usually, the course of action is to sell her off to the slaughterhouse.

**“As far as the welfare issue is concerned, the problems with beef cattle are nothing compared to the problems in the dairy industry. So anyone who avoids beef and elects to eat cheese due to welfare concerns is missing the point.”**

**John Webster, Emeritus Professor of Animal Husbandry at Bristol University**

With the average age of slaughter for a beef bull being 3 years, it certainly seems the dairy cow has it worse - a good three years of being in a constant state of lactation and almost-perpetual pregnancy to the point of exhaustion, disease and malnutrition.

The facts do present a stronger case against the dairy industry than they do the beef industry and forces us to rethink which is the greater sin - the steak on the table or that milk in the fridge.



# A Glass of CRUELTY

## THE FACTS

Adapted with photos from *The Dark Side of Dairy*  
- a 2005 report on the UK Dairy Industry



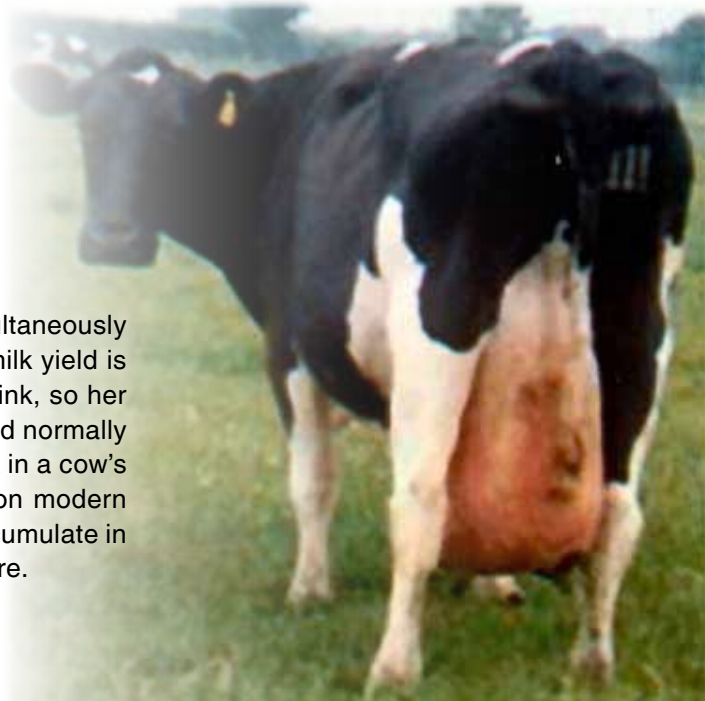
A cow may 'go down' because of temporary nerve paralysis caused by calving difficulties or simply fatigue from her gruelling workload, but if left recumbent for several hours permanent damage can be caused to her legs (due to her 700kg body cutting off the blood supply). Hobbles and shackles are commonly attached to the hind legs of cows who have suffered muscle or nerve damage during calving and would not be able to stand unaided.

An estimated 50% of the cows in Britain go lame each year and 20% are lame at any one time. Approximately 80% of lameness cases are due to foot problems and the remainder to leg damage. Sole ulcers, white line disease, digital dermatitis and laminitis are the most common foot problems and are caused by a number of complex factors such as abnormal gait due to oversized udders and poor hoof quality due to nutritional deficiencies. The majority of leg lameness is due to physical damage from badly designed cubicles and injury at calving.

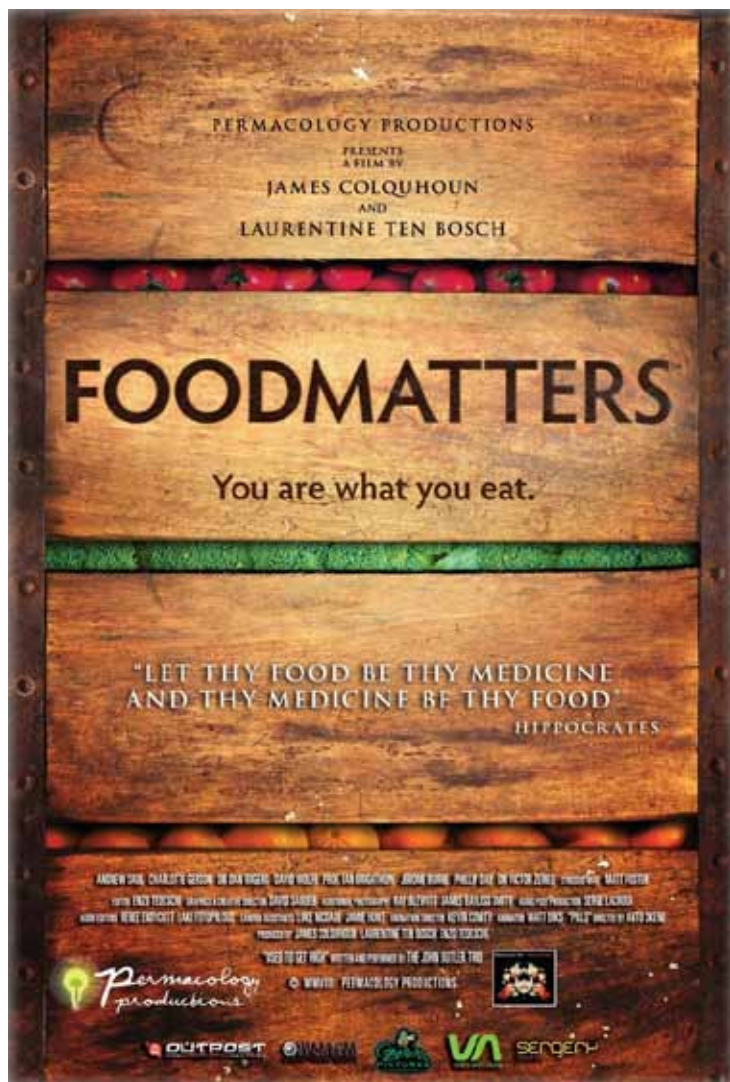


Most calves are disbudded to prevent the growth of horns and minimise the risk of cattle injuring each other. This can be done by burning the horn bud with a hot iron (*caustery disbudding*) or by applying a caustic paste which erodes the horn bud (*chemical disbudding*). Caustery disbudding causes severe pain which can last for several hours, with low-grade pain and sensitivity continuing for at least 24 hours. Chemical disbudding is even more painful and the caustic paste can also leak onto surrounding skin or into the eyes, causing immense pain.

Dairy cows spend seven months of every year being simultaneously pregnant and producing large quantities of milk. The average milk yield is between 30-50 litres a day, 10 times more than a calf would drink, so her udder is forced to work unnaturally hard. In addition, a calf would normally feed five to six times a day so that the maximum amount of milk in a cow's udder at any one time should be around two litres, however, on modern dairy farms a cow is milked only twice a day, allowing milk to accumulate in the udder and forcing her to carry around 20 litres of milk or more.







So you think that the extra serving of vegetable you've been diligently eating will keep you healthy? Think again.

*Food Matters*, produced and directed by James Colquhoun and Laurentine ten Bosch, crushes our assumptions about food and nutrition with a sledgehammer. They assert that the shiny red apple and bright leafy greens that we casually pick up at the supermarkets are several days old, causing the nutrition contained to deteriorate greatly and that - if we are lucky - we get only about 40% of the nutrition we need.

Shocking? That is only the start. *Food Matters* presents research findings that suggest that cooking will alter food so drastically that it triggers the immune system in our body to target this food as toxin.

Also, when we skip a nutritionally balanced meal, there is no way to make up for the deficiency that occurs even if we stuff ourselves with vegetables the next day. In fact, experts on nutrition and natural healing interviewed in

*Food Matters* argue that a significant proportion of people are nutritionally deficient and have been consuming too much processed, refined and starchy food which has led to a rise in cardiovascular disease.

Therein lies the crux of *Food Matters* - researchers passionately argue that a vegetarian and raw diet with emphasis on 'super foods' and food high in vitamins and minerals can reverse cardiovascular disease, solve depression and an assortment of ailments that plague modern society.

*Food Matters* vehemently protests the use of medication to solve illness - the justification being that modern medicine aims to cure only one illness at a time as compared to nutrient-rich food which heals holistically.

Furthermore, with drug companies having a vested interest in pushing their medication onto consumers, drugs are not extensively tested leading to 106,000 deaths related to adverse drug reaction yearly.

Disturbingly, experts expose that less than 6% of graduating physicians in America are schooled in nutrition, with most heavily relying only on drugs to combat illness. As one expert dryly notes, "There is no profit in prescribing fruits and vegetables. Drug companies have a duty to their shareholders."

***"Food Matters is a must see for those looking to take control of their health."***

**Dr John Gray, author of  
*Men are from Mars,  
Women are from Venus***

*Food Matters* urges the viewer to take charge of their life, diet and nutrition; to eat the whole spectrum of organic raw grains, nuts, seaweed, sprouts and vegetables in order to gain the full nutritional benefit.

Though this documentary may, at times, sound preachy and even one-sided, it nevertheless offers a piercing examination of taken-for-granted assumptions and bombards us with so much information that one viewing is definitely not enough to absorb its full message.

Highly recommended.

***Food Matters is available for purchase (\$\$30) from a local interest group (FM-SG.org) inspired by the documentary who also organise free screenings***

# Green Fashion

*By Dragos Necula*

## 101: **Eco-Friendly Fabrics**



If you are reading this, there is a good chance that one of your resolutions this year was somehow related to reducing your impact on the environment, be it by using public transport more often, eating less (or no) meat, or sorting out your garbage.

Singapore is gradually waking up to the reality of environmental damage and many of us are taking baby steps towards a more responsible lifestyle. Few, however, realise that one of the best places to start is our wardrobe.

According to a 2004 UN study, about 5% (equivalent to 1,000L) of all CO<sub>2</sub> emissions by an average person during his lifetime is the result of the clothes he wears. In fact, the US now ranks the textile industry as the fifth-largest contributor to its CO<sub>2</sub> emissions, despite its heavy regulation.

But there are many alternatives that we can consciously choose to support and we discuss several eco-fabrics here.

### **Organic Cotton**

The most popular eco-fabric at the moment, organic cotton retains all the properties that have made cotton the most common textile in the world, while shedding the bad habits of harmful chemical pesticide and fertiliser use common to cotton growing. Organic cotton is grown entirely naturally and makes it kinder to your skin as well as to the environment.



## Hemp

Probably the crop with the most potential for eco-friendly textile use, Hemp naturally grows very quickly and densely, requires no irrigation, and is highly pest-resistant. Hemp also has naturally long fibres which makes it suitable for spinning with minimum processing and very durable. At the same time, it can be as soft as cotton and has better moisture wicking properties. Unfortunately, hemp had been banned in the US until recently because of its relation to the notorious cannabis plant, which means it has to play catch-up with other eco fabrics in terms of marketing.

## Bamboo

Bamboo is becoming a popular alternative in the clothing world. The fabric is soft and smooth and has excellent moisture wicking properties. The bamboo plant is highly renewable, growing very quickly and naturally and reduces soil erosion in addition. On the other hand, the process of turning the fibre into fabric is controversial as it commonly uses harmful chemicals such as caustic soda and carbon disulfide. Alternative methods are under development but for the time being they remain the exception rather than the norm.

## Tencel and Modal

*Tencel* and *Modal* are two varieties of fabric produced from broken-down wood pulp or cellulose through a process much like that used to create bamboo fabric. Similarly, these fabrics are soft, smooth and moisture absorbent. Although wood takes longer to grow than bamboo (thus making it less renewable as a raw material), the manufacturing processes of these fabrics - tencel especially - are considered more eco-friendly than those used for bamboo fiber because they generally use non-harmful, recyclable chemicals.

## Organic Soy Fiber

Often compared to cashmere or silk for its soft and luxurious feel, this fabric is made from the by-products of tofu, soya oil or soya milk production, which means it is natural and reduces waste at the same time. Like cotton, soy can also be grown with the aid of harmful chemicals so organically-certified soy fiber is recommended.

## Recycled Polyester

A petroleum-based by-product, polyester has a carbon footprint that is much higher than most other fabrics and therefore makes it one of the worst possible fabrics to use despite its popularity and low shelf-price. Furthermore, polyester is generally non-biodegradable, thus creating massive amounts of waste. It is because of this that recycled polyester is accepted as an eco-friendly fabric. Typically, used polyester garments or PET bottles that would otherwise be discarded are broken down into small particles and then spun into fibres which can then be used to create new garments.

The list of eco-friendly fabrics does not stop here though. Research is actively ongoing in the field and new eco-friendly fabrics constantly make their way into the market. Green clothing is gradually gaining mainstream prominence around the world, especially in countries such as the UK, US or Japan.

Sadly, despite boasting a strong retail scene and a number of environmental initiatives in other areas, Singapore lags behind when it comes to the eco-fashion industry.

Notably, the *Singapore Environmental Council's Green Labelling Scheme* - which is otherwise very comprehensive - does not provide any standard for the textile sector. The number of Singapore-based clothing labels with an environmental agenda, too, can be counted on the fingers of one hand.

It certainly looks like it has been left to the shoppers to drive the necessary change by increasing demand for eco-friendly apparel. Indeed, the consumer dollar is the one that will create the greatest incentive for companies and organisations to act in the best interests of Mother Earth.

*Dragos Necula is the Business Development Director of Etrican ([www.etrican.com.sg](http://www.etrican.com.sg)), a Singapore-based clothing label that pioneers in eco-fashion*





# DAZZLING DELHI

Photo: The Best Travel destinations

Considered to be one of the oldest cities in the world, Delhi is home to majestic historical architecture and a melting pot of cultures. Thought to be about 5,000 years old, the metropolis of Delhi is well-known for its famous symbols such as the *Taj Mahal*, *Red Fort* complex, *Humayun's Tomb* and *Qutb Minar* (each has been inscribed as a UNESCO World Heritage Site).

New Delhi which is located in the heart of Delhi is the capital of India and offers the urban convenience for travellers seeking comfort while soaking in the traditional and ancient architecture of yesteryear.

Whether visiting for the first time or dropping by as a seasoned traveller, Delhi continues to amaze and mesmerise travellers with its rich history and unique culture. Its historical monuments stand proudly as reminder of an era of dynasties and emperors, each reign adding a touch of different flavour and heritage to Delhi, resulting in a wonderful confluence of Persian, Islamic, Indian and European influence.

Perhaps the most famous ruler of olden Delhi would be Shah Jahan, the Mughal emperor who built the colossal marble mausoleum that is the *Taj Mahal* for his beloved wife.



Coming close as an iconic monument is the magnificent *Red Fort* complex (right) built out of red sandstone, and is considered a work of architectural brilliance that combines intricate and sophisticated art with ornamental work. Originally built in the 17<sup>th</sup> century to serve as the capital of the Mughal dynasty, it was used as a British military camp during India's colonial period.

Art enthusiasts will appreciate Delhi's multitude of art galleries and museums. Having been endorsed by the government's cultural policy, the *National Gallery of Modern Art* was established in 1954 and Delhi has since become an important hub for various art forms in India. This burgeoning of the scene has resulted in a fine selection of Indian contemporary art, abstract art exhibitions at its various galleries, and events showcasing the visual and performing arts.

#### **Feed the bargain hunter in you**

Shopaholics finding themselves in Delhi will be pleased with the splendid array of shopping options. Be bombarded by a kaleidoscope of colours, sounds and smells at *Chandni Chowk* located near the *Red Fort* complex, which once served as a vibrant and thriving commercial hub during the *Mughal Empire*.

Today, it retains much of its old-world charm and caters mainly to locals, each lane dedicated to a certain craft - textile, electronics, jewellery and many more. Prices are said to be considerably lower than other parts of Delhi and tourists are advised to drive a hard bargain.

The area is also famous for its spread of street food, offering mouthwatering savoury treats, sweets and drinks. However, *Chandni Chowk* is largely crowded and those venturing there need to be prepared to jostle with the locals, cattle and vehicles. It is also essential that wallets and personal belongings be secured safely to prevent theft (think money belt).



Image: Mohini / Sketching in India

Image: New Delhi India Tour

## Transport Options

Tourists in Delhi have a choice of transportation but the Delhi metro system (above, right) is highly recommended for its inexpensive, fast and convenient way of getting the passenger to various tourist attractions. Those who prefer privacy can consider perusing the abundant auto-rickshaw (above, left) or taxis.

But, although both modes of transportation are meant to be metered fares, drivers have been known to use rigged meters that overcharge or simply take an unnecessarily long route to inflate the fare. Hence, travellers are advised to gauge the distance and agree on the fare before embarking on a journey.

Local buses do offer a very cheap mode of transportation but, as the focus is to provide for the masses, they are only suitable for those with lots of time on their hands or do not mind being squashed in crowds.

Food-wise, Delhi offers an endless array of vegetarian restaurants for the hungry traveller, though vegans might struggle on account of the predominant influence of dairy on the cuisine - almost every dish has some form of milk or yoghurt. Fortunately, some of the dishes can be customised to avoid the use of dairy, and specific requests can be made to accommodate a vegan diet.





[www.suruchirestaurants.com](http://www.suruchirestaurants.com)

*Suruchi Restaurant* is well known for its authentic vegetarian Rajasthani and Gujarati cuisine. It offers *Thali* meals (set meals which come with vegetable side dishes, rice and or rotis) and additionally offers a wide range of options including *dhal*, *puris*, *chapattis*, *puranpoli* and much more. The dishes are affordably priced and the clincher would be the unlimited servings of portions for their *Thali* meals.

**15A/56, WEA Karol Bagh, New Delhi-110005**  
**Near Metro Pillar No 98,99**  
**Opposite Lane to Roopak Store**  
**Phone No: +91-11-45000200**  
**Direct No: +91-11-45000244/255/266**

*Saravana Bhavan* restaurant, an international vegetarian restaurant chain specialising in South Indian food, is a popular option for locals and tourists alike. Be prepared to wait to get a seat as its reasonable prices and delicious food attracts locals in droves. They offer a varied menu and serve up top notch traditional South Indian fares like *thosais*, *idlis* and *prathas* and rice. *Saravana Bhavan* offers *Thali* meals as well and a scrumptious range of sweets and desserts.



[www.saravanabhavan.com](http://www.saravanabhavan.com)



**P-15, Connaught Circus, New Delhi-110001**  
**(Near Madras Hotel)**  
**Phone No: +91-11-23347755 and +91-11-55354405**

**46, Janpath, New Delhi-110001**  
**Phone No: +91-23317755 and +91-11-23316060**



[www.shudhrestaurant.com](http://www.shudhrestaurant.com)

Tired of Indian food? Then try *Shudh Restaurant* which offers a fine spread of Indian and Western food. Apart from the typical North and South Indian cuisines, *Shudh Restaurant* serves up appetising burgers, pastas, pizzas, rolls, noodles and soups as well. With over 100 items on the menu, patrons will be spoilt for choice. The relaxed seating and food-court style allows for customers to chat and unwind over a cup of coffee or refreshing juice that they serve.

**17A/32, W.E.A Karol Bagh, New Delhi-110005**  
**Near Metro Pillar No 98, 99**  
**Opposite Jessa Ram Hospital, Gurudwara Road**  
**Phone No: +91-11-45000300**  
**Direct No: +91-11-45000390/355/366**

# Making an expert out of you

When you pick up a book authored by Alexandra Jamieson, you know you are in good hands. A professionally trained gourmet chef who wrote the *Great American Detox Diet* and was featured in the documentary *Super Size Me*, Jamieson's comprehensive *Vegan Cooking for Dummies* is truly a must-have resource book for beginning vegans and for those who are considering a vegan diet.

That said, even longtime vegans can grab a copy of this book for its comprehensive information on ingredients, techniques and recipes.

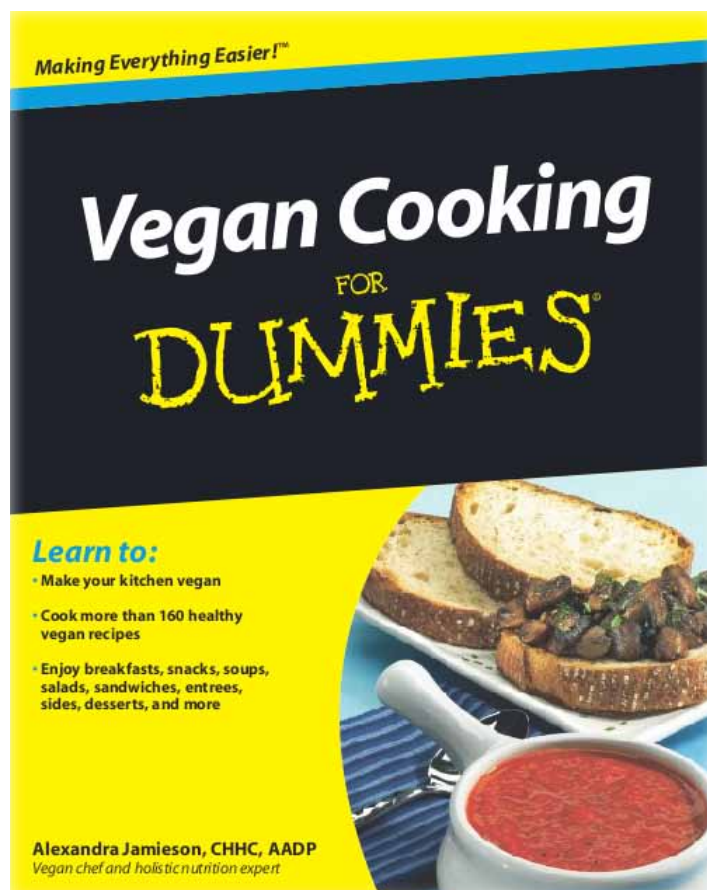
Unlike other cookbooks, nearly a third of *Vegan Cooking for Dummies* covers vegan nutrition, pantry essentials, techniques for preparing vegetables and grains and even how to be a discerning shopper. What is really impressive is not only the breadth of coverage but also the details provided.

For example, Jamieson not only breaks down sources of calcium, iron and protein for vegans but also delves into the types of grains, beans, mushrooms, sea vegetables, nuts and seeds that are available and how to prepare and store them.

The highlight of the cookbook is of course the section on recipes, and she provides over 160 delicious ones. Clearly organised, the recipes are separated into categories such as breakfast food, condiments, salads, sandwiches and desserts.

Though most of the recipes are catered to the Euro-American palate, the recipes are easy to prepare and call for simple ingredients. The dessert section was truly delectable and the desserts that we tried - *Banana Lemon Mousse*, *Apple Sesame Custard*, and *Indian Caramelized Brown Rice Pudding* - were not only scrumptious but packed with wholesome and nutritious ingredients.

As with every *For Dummies* book, Alexandra Jamieson includes a section on useful and quick tips for emergency



snacks and quick meals.

However, the only downside would be the lack of Asian recipes and the use of vegan cheese (which is quite hard to come by here) in some recipes. Nevertheless, for those seeking to expand your repertoire of culinary expertise or learn the basics of vegan cooking, this would be a highly recommended book.

*Vegan Cooking for Dummies*

ISBN: 978-0-470-64840-7

retails at all major bookstores  
for S\$35.26 (including GST)

## Tasty Veggie Chips



1. Preheat the oven to 375 degrees.
2. Peel the vegetables and slice thinly with a mandoline or a very sharp chef's knife. Lightly spray two baking sheets with oil. Place the vegetables in a single layer on the oiled baking sheet.
3. Bake for 20 minutes, turning once after 10 minutes to ensure even baking. Taste one and cook until crispy, checking every 5 minutes thereafter.
4. Remove the vegetable chips from the oven and sprinkle with the salt and paprika.
5. Serve hot or at room temperature.

- Prep time: 20 min
- Cook time: 45 min
- Yield: Six servings

- |                |                           |
|----------------|---------------------------|
| 1 sweet potato | 1 potato                  |
| 1 parsnip      | 1 teaspoon salt           |
| 1 carrot       | 1 teaspoon paprika        |
| 1 beet         | Canola or olive oil spray |



# Brilliant Broccoli

Research shows that the *kaempferol* phytochemical in broccoli helps to reduce the impact of allergy-causing substances in our body and reduce inflammations.

Broccoli helps in weight-loss through the presence of chromium which reduces blood sugar while the high fibre content makes you feel full faster.

Research suggests that broccoli's anti-oxidative, anti-inflammatory and detoxifying nature helps to prevent cancer. As much as ½ cup of broccoli a day is sufficient to achieve considerable anti-cancer benefits.

To get the most benefit from broccoli, it is best eaten raw or steamed at low temperatures for a maximum of five minutes.

Broccoli has far more Vitamin C content than oranges but it quickly starts breaking down once it is cut.

Broccoli is a super food which is packed with vitamins and minerals such as Vitamin C, K, A, B2, B6, folate, manganese, potassium, phosphorus, magnesium and omega-3 fatty acids and is a good source of iron and zinc.

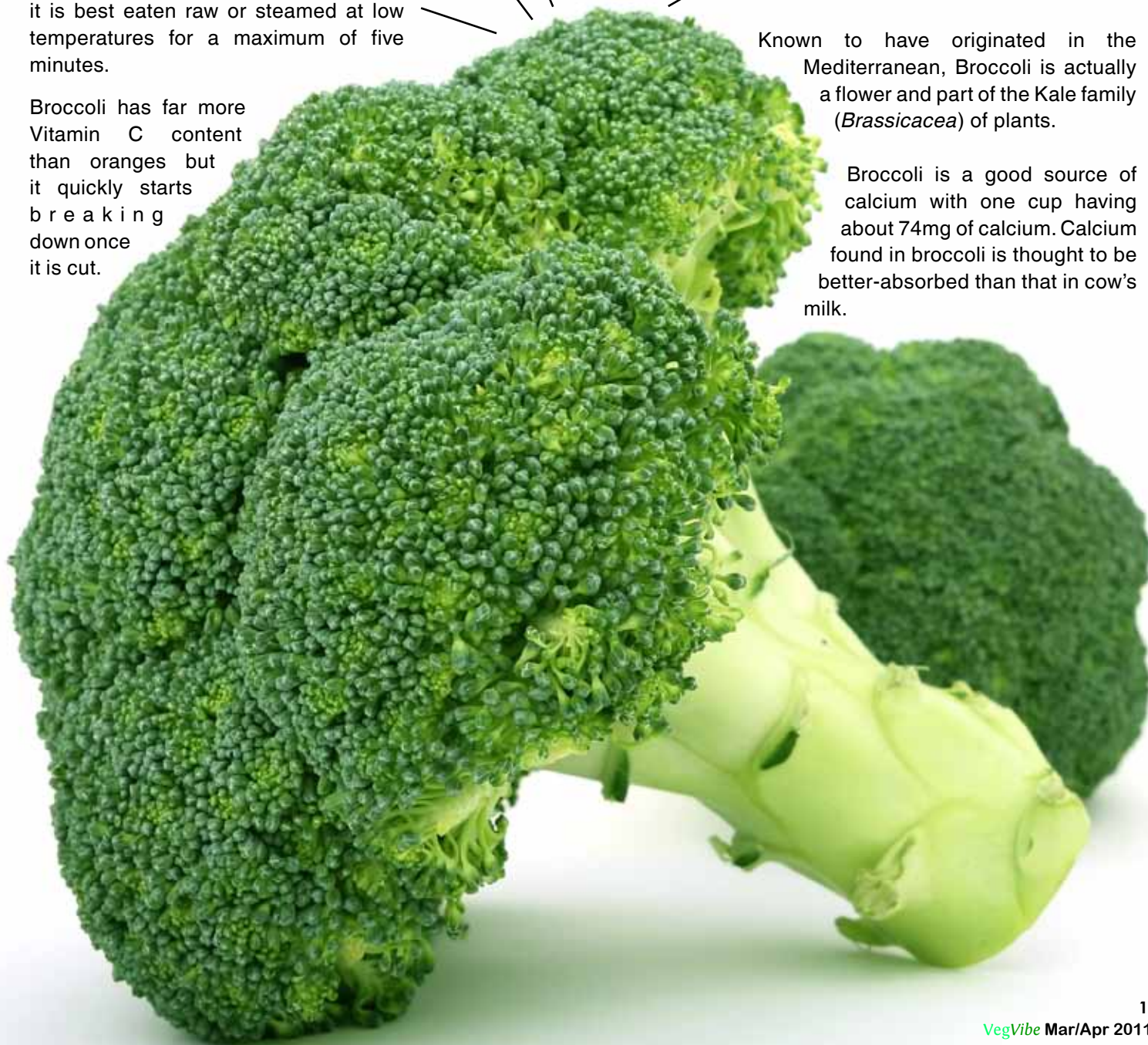
*Glucosinolate* phytochemicals found in broccoli have detoxification effects and assist in our body's natural detoxification process at the cellular level.

Choose broccoli that is tightly packed together with dark green hue. Avoid broccoli with yellowing flowers.

The high Vitamin A in broccoli assists in maintaining a healthy pair of eyes.

Known to have originated in the Mediterranean, Broccoli is actually a flower and part of the Kale family (*Brassicaceae*) of plants.

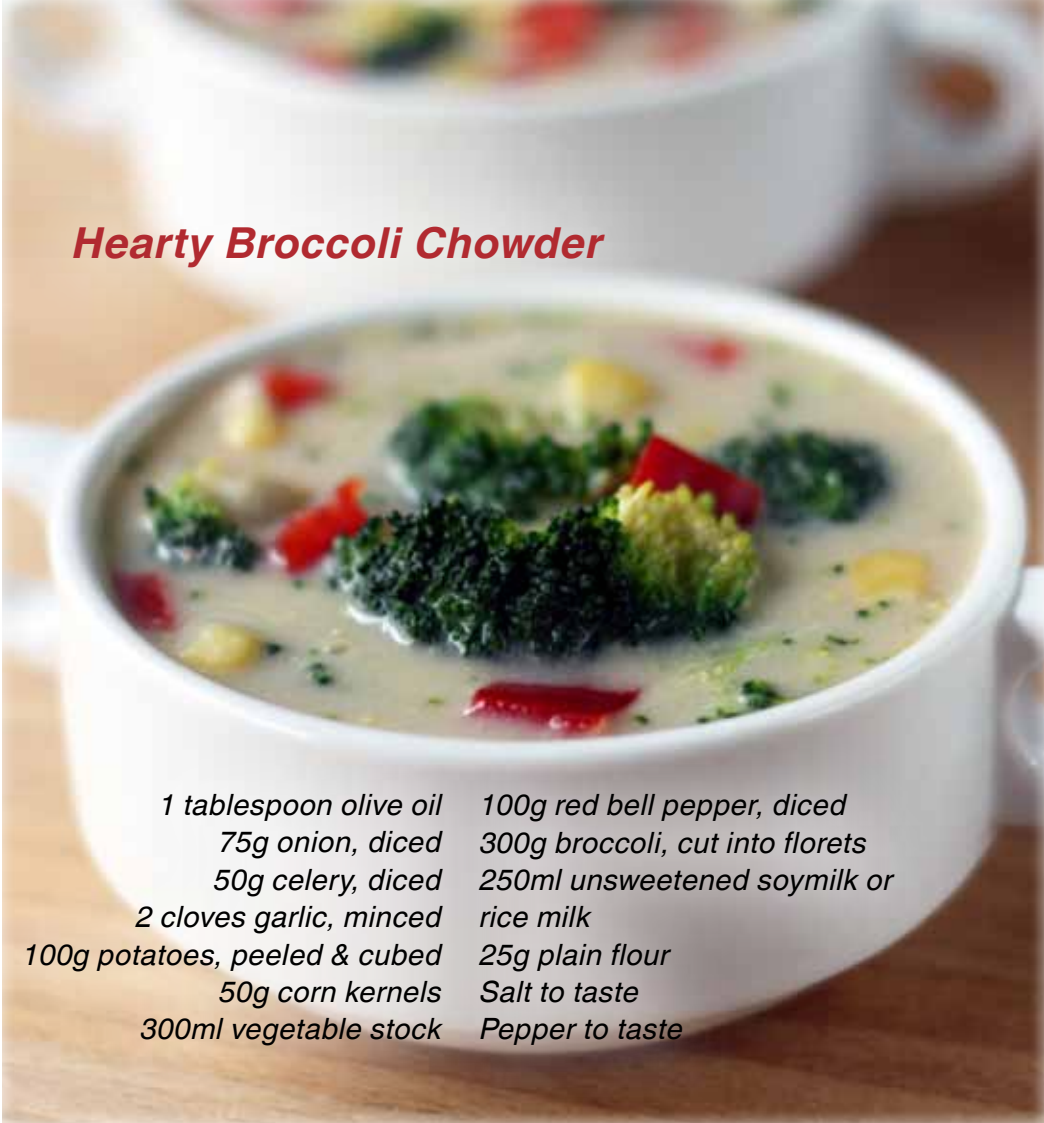
Broccoli is a good source of calcium with one cup having about 74mg of calcium. Calcium found in broccoli is thought to be better-absorbed than that in cow's milk.





1. In pot, heat olive oil and sauté onions & celery until soft
2. Add garlic and sauté until fragrant
3. Add cubed potatoes, corn kernels and vegetable stock, then simmer over low heat until potatoes are tender
4. In meantime, mix soymilk (or rice milk) with plain flour and whisk until no lumps or only tiny lumps are left, before setting aside
5. Add red bell peppers and bring to boil, then reduce to low heat
6. Add broccoli and soymilk-flour mixture, then add salt and pepper to taste
7. Mixture will thicken as it heats, thus once mixture starts to boil gently, take off heat
8. Serve immediately

## Hearty Broccoli Chowder



1 tablespoon olive oil	100g red bell pepper, diced
75g onion, diced	300g broccoli, cut into florets
50g celery, diced	250ml unsweetened soymilk or rice milk
2 cloves garlic, minced	25g plain flour
100g potatoes, peeled & cubed	Salt to taste
50g corn kernels	Pepper to taste
300ml vegetable stock	

# Crêpes Like You Have Never Tasted Before

**Bringing you true fusion crêpes that combine ingredients from all over the world to create that unique experience**



Crêpes made from stone-milled whole grains, soy milk and healthy oils  
Spreads based on protein-rich beans  
Choose from 15+ vegetarian options as well as fresh salads

## SAVOURY CRÊPES AND SWEET CRÊPES

GLUTEN-FREE BUCKWHEAT OPTION  
HOMEMADE HUMMUS SPREAD  
HOMEMADE YELLOW DHAL SPREAD  
HOMEMADE APPLE CINNAMON SPREAD  
HOMEMADE GUAVA WITH NUTS SPREAD

**96 Tanjong Pagar Road Tel: 62210282**

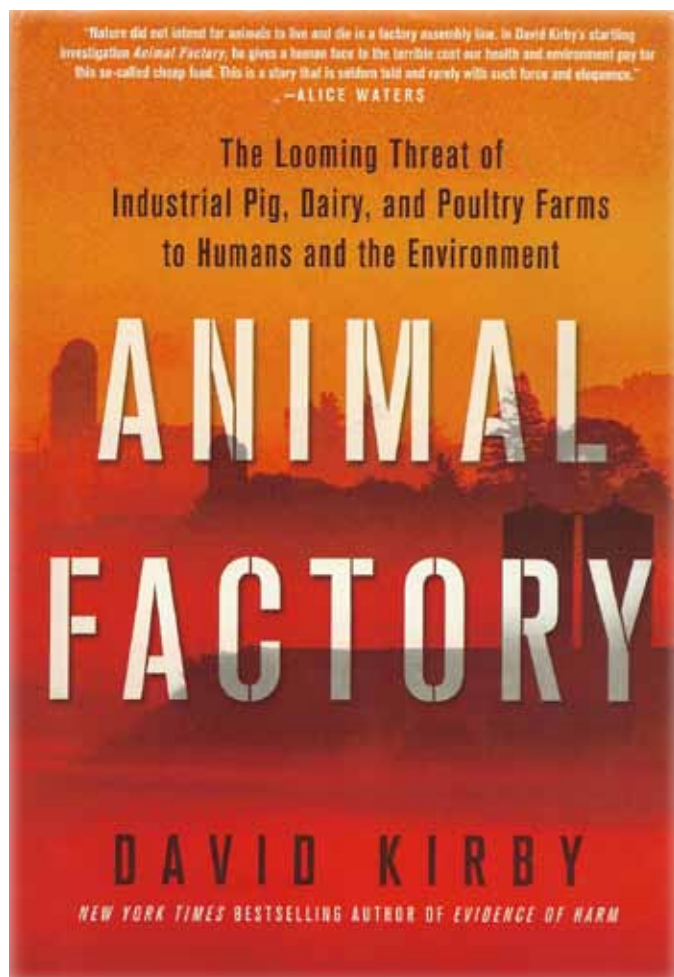
Open on Mondays to Fridays from 9.30am to 10.30pm & on Saturdays, Sundays and Public Holidays from 11.30am to 10.30pm

kocrepe@gmail.com  
www.keenoncrepes.com



Keen on Crêpes





Described as 'gripping' and likened to a thriller, *Animal Factory: The Looming Threat of Industrial Pig, Dairy and Poultry Farms to Humans and the Environment* has to be explained as a non-fiction read lest the unsuspecting reader assumes it is a 'realistic' depiction of three catastrophes.

Penned by David Kirby, a veteran journalist who already has a New York Times best-seller under his belt (*Evidence of Harm*), the 500 page book chronicles the firsthand experiences of three US citizens who had independently witnessed their environment being destroyed by *Concentrated Animal Feeding Operations* (CAFOs) - or factory farms.

The consequences were so impactful that they were drawn to action against the perpetrators - in spite of the arduous

task of combating the proverbial Goliath in each case.

After sharing their inspiring-yet-tragic stories, Kirby - who has won numerous awards for his previous work and who writes for *The Huffington Post* - then goes on to share his analysis of the phenomenon by interviewing as many of the people who are direct actors - including agri-businesses and government representatives.

As can be expected, more voices appear from one side of the fence than the other but that does not translate into an unbalanced analysis. In fact, Kirby differentiates his perspective from that of other authors on this subject matter (such as Jonathan Safran Foer) by calling for sustainable practices rather than an outright move by consumers towards vegetarianism.

He focuses on how to choose healthy and sustainable meat sources that can protect the environment and people, and highlights the perils of the failure of governmental regulatory systems.

And this may be the strongest appeal of Kirby's *Animal Factory* in popular culture - the remedy of turning to organic sources of meat and dairy is something that anyone can do without a second thought and here, he takes the time to contrast the value in terms of the environment (pollution, disease and loss of property value) against the higher price (the most common obstacle) of organic food.

***"...it has the potential to change the collective American mind about contemporary food issues. It deserves a wide audience, despite - or because of - the fact that it might be the most frightening book of the year."***

**NPR - an internationally acclaimed producer and distributor of news that serves 26 million Americans**

The book may admittedly be a heavy read for those largely unfamiliar with the issue of factory farming, but it should otherwise resonate with most readers. Also, the effort to allow the firsthand stories to unfold naturally may come across as being long-winded or tedious.

In any case, David Kirby has added a critical body of work to the overall discussion of factory farms which lends another dimension to the issue - how communities of people are displaced financially and emotionally as a result of the relentless industrialisation of farming.

***Animal Factory: The Looming Threat of Industrial Pig, Dairy and Poultry Farms to Humans and the Environment is available for purchase at USD\$29.68 (S\$38) from Amazon.com, and available for loan at the National Library, all 3 Regional Libraries, and 12 out of the 19 Public Libraries in Singapore***

Perhaps particularly well-known for his participation in the local reality TV show *One Moment of Glory*, **Daniel Thompson, 36**, is in fact no stranger to the entertainment industry. As a young lad of seven, he was already part of a singing group that performed at theme parks and shopping centres.

His then-salary of \$50 allowed him to purchase any toy he wanted from the toy store and it got him thinking about how wonderful it was to do something that he enjoyed and getting paid for it.

However, what most people might not realise is that Dan (as he prefers to be called) has been leading a vegan lifestyle for the past 4 years. A vegetarian for 11 years before that, Dan shares the chance encounter with a little pig as the life-altering experience.

While working as a performer on a cruise ship sailing the South Pacific, he went on a private tour of the island of *Tonga* where the local tour guide invited the group of tourists to his home.

### Piglet Changed Everything

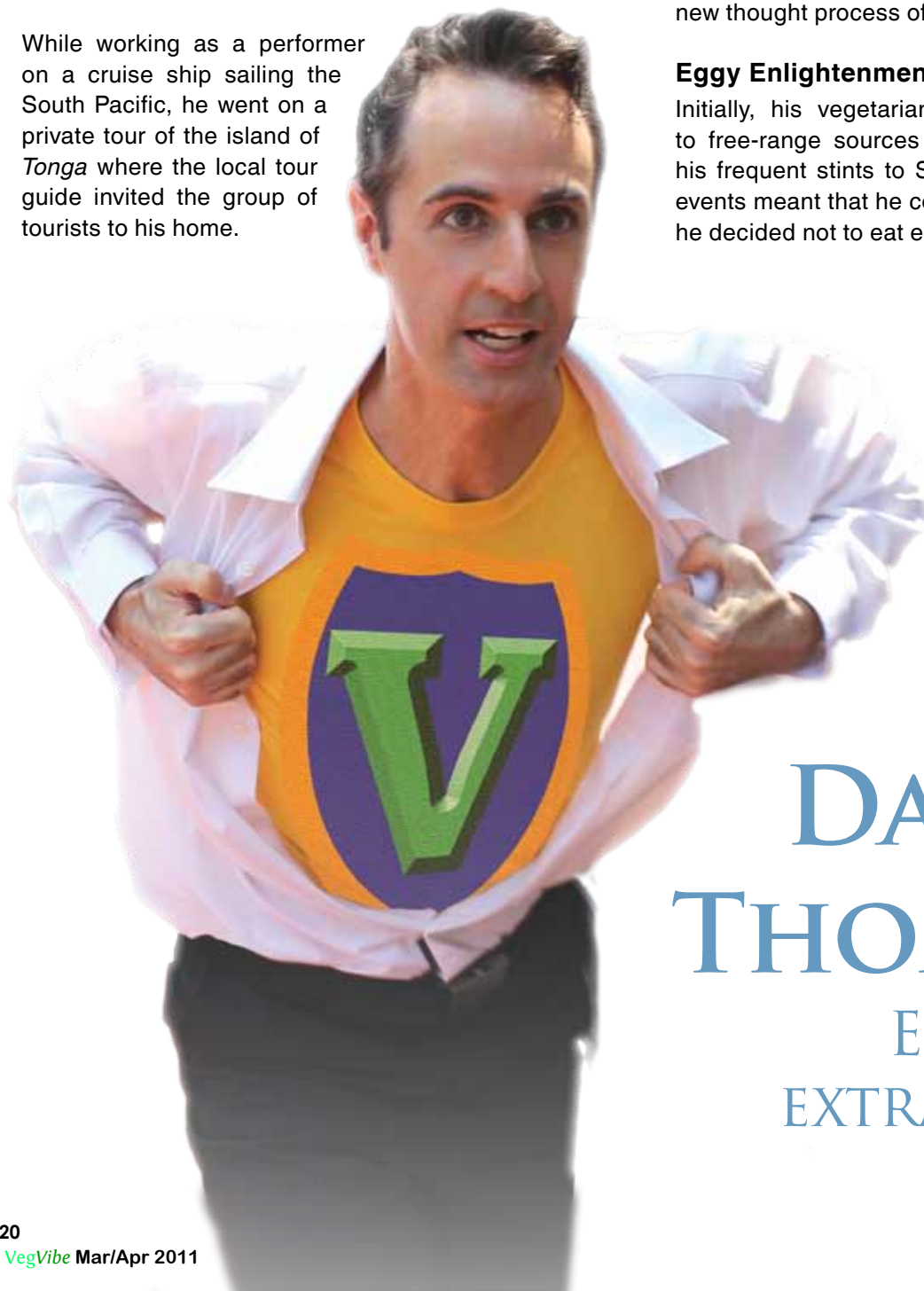
While the tour guide was talking with his wife, Dan waited in the little farm in the backyard where he came across a playful little pig. It was Dan's first experience playing with a pig and, as he puts it, "he was just like a dog; he rolled on his back and I scratched his belly and we bonded."

Hence, when the tour guide matter-of-factly suggested slaughtering the pig for lunch Dan objected strongly, much to the amusement of the tour guide who kept joking and teasing Dan for turning down the offer to eat the pig.

The actual turning point though came that night, when he was served - of all things - pork for dinner on the cruise ship. Dan found himself asking the inevitable question - "What was the difference eating pork now and protesting in the day about eating that pig? It was the beginning of my new thought process of not eating meat."

### Eggy Enlightenment

Initially, his vegetarian diet included eggs as access to free-range sources was easy in Australia. However, his frequent stints to Singapore to perform at corporate events meant that he could not have such access and so, he decided not to eat eggs while in Singapore.



DANIEL  
THOMPSON  
ENTERTAINER  
EXTRAORDINAIRE





But after a few months of a non-egg vegetarian diet here, Dan discovered a telling difference in his health upon resumption of eating eggs. He felt a lot healthier with his diet in Singapore than he was with his diet back home. This led him to the decision to adopt a vegan lifestyle altogether, which extends to his profession - Dan does not use animals for entertainment or in his props or clothes.

### **Vegan Dynamo**

Turning vegetarian and, now, vegan has improved Dan's energy level. He reveals that he used to need 10 hours of sleep with a further 2 hours of nap-time a day to function but now gets by with just 6 to 7 hours of sleep.

He also used to visit the doctor every few months for all sorts of health problems but has not seen one in several years. Having conducted 3,000 energetic and vigorous shows to date, Dan firmly believes that he "couldn't have achieved that on a meat-based diet".

This compassionate, strapping bachelor, recently welcomed a new addition to his life. The avid animal lover adopted Anthony, a Corgi-Labrador mix, from SPCA. He shares how he was drawn to Anthony who had been a

resident at SPCA for over 5 years (the longest time any dog has been in there). Dan reminisces how man and canine locked eyes and how he instantly knew Anthony was the companion for him.

Dan advises wannabe vegetarians to consider transitioning through a process of eliminating meat one type at a time. In fact, he himself took two years to completely eliminate meat from his diet.

### **Unexpectedly Unique Challenge**

On a personal note, Dan's greatest challenge in become vegetarian and vegan has not been food or family, but instead, the unique challenge of dating. As a believer of "finding women who understand me", he finds it particularly tricky to meet "nice, single, normal vegetarians".

This obviously eligible bachelor feels that going out with a non-vegetarian poses problems for both parties and, through experience, finds that it is much easier dating a vegetarian from the start.

In his typical quirky sense of humour, Dan urges any single vegetarian woman to "call me!"

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

*A banana. Why? It's long, white and sexy and tastes really good.* (Editor's Note: Enough said.)

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

*That all animals by the laws of the world were given the same rights and respect as people.*

**3) What misconception about vegetarianism gets your goat?**

*That I must be doing it for religious reasons.*

**4) What is your favourite book or movie on vegetarianism?**

*Easy! The VegVibe Magazine.* (Editor's Note: No money - or special favours - was offered.)

**5) Name a Quotable Quote to you...**

*"We are the Vegans, so we'll dream away.  
We know what's right from wrong. We must live right every day."  
- Written by the great songwriter Dan Thompson  
for the song 'We are the Vegans', hahaha! -*





# Not just vegetarian, healthy too please...

**A**lthough Singapore is one of the best countries in the world to find vegetarian food, many vegetarians and meat reducers are not completely satisfied with the range and quality of vegetarian cuisine available here. In mixed-cuisine outlets, the range of vegetarian or non-meat options is rather limited and the matter is compounded by limited information regarding the ingredients in potential vegetarian-friendly dishes. As for wholly vegetarian eateries, the food is sometimes not as healthy as it could be and the lack of clear information as to the ingredients - especially whether it contains any animal-based ingredients such as eggs and milk, or if they contain onion and garlic (which some religious vegetarians do not consume) - makes it difficult for diners to make an informed decision when choosing their food items.

## What can we do?

Well, for one, we can let our voices as consumers be heard. If everyone takes the effort to ask, food service providers will realise the value of tweaking their dishes and providing more information to their customers. Below are 2 checklists to help you take note of the food on offer.

### At Vegetarian Eating Places

✓ Please have more options that contain only plant ingredients (no eggs and dairy)

✓ Please label ingredients so that the dishes that contain egg, dairy, honey, onion and garlic can be easily identified

✓ Please include brown rice and other whole grain foods in the menu

✓ Please have more vegetables and perhaps some 'raw food' on the menu as well

✓ Please use less oil and reduce the number of deep-fried dishes

### At Non-Vegetarian Eating Places

✓ Please have more vegetarian options

✓ Please have some vegetarian options without eggs or dairy

✓ Please label dishes so that they can be easily identified as being suitable or not

✓ Please brief staff so that they are aware of what goes into the dishes

✓ Please use separate utensils to prepare vegetarian dishes or wash equipment before preparing them

The next time you decide to douse yourself in perfume, ask yourself if you are being kind to your olfactory organs.

Every day, our nose is constantly assaulted by a gamut of scents, aromas and even noxious fumes. However, we often just crinkle our noses instinctively without giving much thought to the amazing power that the sense of smell has bestowed upon us.

Presumably overlooked, our sense of smell can actually evoke emotional, physical and psychological responses in us, and studies are starting to show how specific smells can be used in our daily lives to improve our wellbeing such as alleviating depression, encouraging weight-loss and improving alertness.

Aromatherapy, which uses natural oils extracted from plants and their parts, is gaining momentum as an alternative to conventional medicine. Aromatherapy and essential oils have been traditionally used for various purposes - from improving mood to lessening pain and even alleviating skin ailments.

Not all aromatherapy products are created equal though and the essential oils which are the primary component of aromatherapy often come in various forms - some with more carrier oils while others have less potency due to different the extraction process and quality of the plant source.

### The Curious Case of Lemongrass House

*Lemongrass House*, a venture by Bobby and Palita Duchowny, started with the humble objectives of adding happiness and joy through the creation of healthier alternative to customers' lives. Its emphasis has been to work towards using premium essential oils in all their products.


Though Bobby comes from a family of filmmakers (yes, he is related to the charming David Duchovny!), he vividly remembers his grandfather sharing with him on the finer point of luring potential moviegoers by pumping the scent of popcorn into the streets right outside the movie theatres.

He was even more intrigued when he learned that fragrance blends (as opposed to real popcorn) were being used, and became fascinated with how scents affect our lives without us even realising.

### The Thai Connection

Thus began a journey that took him around the the globe to understand how herbs and essential oils complement the human psyche, and his travels eventually led him to a quiet farm in Thailand 14 years ago where he met his wife, Palita.

# The Sw Smell Healt

A photograph of a hand holding a pineapple in a field of lemongrass. The lemongrass plants are tall and green, with some yellowing at the base. The background is a dense forest of trees. The text is overlaid on the right side of the image.

*X-Files of another kind: Bobby Duchowny - who is related to the famous actor, David Duchovny - at his lemongrass plantation based in Thailand*



# heet of h

By Halimah Ilavarasi

Together, they travelled to central Thailand where they met organic farmers trying to eke out a living but facing the uphill challenge of trying to convince the consumer who was not keen to spend more than the minimum on organic products.

Motivated to help these farmers succeed, Bobby and Palita developed a method to extract essential oils and opened their first shop in *Chatuchak Weekend Market* in Bangkok and called it *Lemongrass House* - the name being a practical choice as they mainly produced items sourced from lemongrass essential oil.

## UNExpected Developments

A chance purchase by a UNICEF employee, who bought their lemongrass mosquito repellent for fellow workers along the Thai/Burmese border, gave them their first break and they have been supplying UNICEF since.

When *Amanpuri*, one of the finest resorts in the world, contracted them to produce exclusive spa products for their guests, *Lemongrass House* moved its operations to Phuket in order to be closer to the resort and to produce fresh made-to-order skin care ingredients.

Bobby says that they choose to work with lemongrass in particular as it is a versatile plant with many applicative properties. It is for this reason that it has been used for centuries by *Ayurvedic* practitioners and Thai herbalists.

Not only can it be applied topically, lemongrass can also be ingested, making tea made from the plant suitable for combatting depression, fever, and as well as nervous and digestive disorders. As an essential oil, lemongrass is ideal for revitalising a tired body and mind, fighting jet lag and also keeping family pets free from fleas and ticks. In addition, research shows that lemongrass has anti-bacterial and anti-fungal properties.

## Mission Possible: Save The World

*Lemongrass House* not only aspires to nurture a person holistically, it also has a strong environmental mission. The use of machinery during the production process is avoided altogether and all products are made by hand, one kilogramme at a time.

It uses 90% recyclable packaging and all their retail outlets use second-hand shipping container materials. *Lemongrass House* does not use any animal-based ingredients in its products and is thus suitable for vegetarians and vegans, and also stands firm against animal-testing.

In parting, Bobby hopes that more people will go green and support their local farmers.

# Has Vegetarianism Gone Mainstream?

Once upon a time, being vegetarian was an odd thing to do. It meant you were weird, doing it for the attention, or you simply had a screw loose. Well, there are still those who hold on to these stereotypes but they are extremely few and far between these days.

More telling is the fact that - while there are those who support and practice it, others who adopt parts of the lifestyle, many who understand and appreciate the underlying principles of the philosophy, and even people who deride vegetarianism - one would be hard-pressed to come across someone who has not heard of the concept.

And this is the sign of becoming mainstream - not the number of practitioners there are but the amount of awareness. Today's activists no longer spend time extolling the virtues of the lifestyle (i.e. the 'why') but have moved on to the better ways in which the lifestyle can be practised (i.e. the 'how').

The scene has become vibrant with consumer demand pushing for better quality from vendors rather than just more quantity of options. We see vegetarian cuisine that is exotic enough to wow the neutral observer and at least pique the interest of the anti-vegetarian.



*By Gangasudhan*

## Activism 101 - Go Veg!

The vegetarian - and especially, the vegan - lifestyle is an often-holistic, regularly-harmonious approach to existence on Earth. Without having to think about it, a vegetarian can instantaneously reduce the impact to the environment and nature just by dietary choice alone.

In recent years, with environmentalism spurring many an individual to step up and be counted for the noble cause, and society feeling the need for adequate animal welfare acutely, many activists in both these arenas have started to realise that adopting a vegetarian or vegan lifestyle is the appropriate step that mirrors their philosophy of a better tomorrow.

Where just a few years ago one might expect to see less than half of activists adopting a vegan lifestyle, in recent times we see this segment reflecting closer to two-thirds of the activist community.

## Signs Are There

Public institutions have a responsibility to everyone and cannot be seen as siding any particular interest group. Thus, we can never see an official stance recommending vegetarianism (not yet, at least).

Nevertheless, we can observe the subtle changes such as the nutrition chart and food pyramid which now lists nuts, beans and legumes together with other 'traditional' protein sources such as meat. In some versions, the meat and dairy sources have been even removed altogether in favour of the plant-based sources.





Books extolling the vegan lifestyle are routinely best-sellers (think Jonathan Safran Foer's *Eating Animals*), and the mainstream media regularly leans on expert content from these books and their authors to broaden the media's coverage of contemporary issues.

Even at the local level, we have noticed that quite a number of articles have appeared in the *Straits Times* celebrating the vegetarian lifestyle. In August last year, several couples were featured in a *Sunday Plus* cover story discussing how to have a fulfilling wedding banquet without shark's fin.

Then in January this year, reporter Stephanie Yap shared her year-long ethical exploration of the vegetarian lifestyle in another *Straits Times* article.

### From Fringe, to Fad, to Functional

While it is without doubt that the concept has moved on from a only-for-the-hippie philosophy, today's criticism does level the accusation that veganism is a cool fad adopted in order to seem environmentally-conscious or pro animal welfare.

Celebrities are often seen to be promoting a vegan lifestyle - notably talk-show host Oprah Winfrey tried a 21-day vegan cleanse in 2008 and then recently, coordinated a week-long challenge where 378 staff members adopted a vegan lifestyle.

While Oprah and almost all her staff returned to their normal lifestyle subsequently, they reported a change in their awareness and consciousness when it came to buying their groceries and the ingredients that were going into their bodies.

Meanwhile, many of her followers have become inspired to try or at least find out more about veganism and vegetarianism which in turn has resulted in several turning vegan or vegetarian outright. And this is where fads work best - they increase the awareness and interest among the mainstream audience.

Most importantly though, the vegan fad in particular comes coupled with good, accurate information so there is little negative outcome by way of newcomers to the lifestyle misapplying the practices and doing more harm than good to themselves.

### Tables Have Turned

There is little doubt that vegetarianism has now become 'normal' as mankind evolves towards becoming a compassionate and mindful civilisation.

The result has been the metamorphosis from yesterday's uncomfortable vegetarian to today's uneasy meat-eater. Indeed, it is more and more a case of the vegetarian needing to be tolerant of the meat-eater's needs rather than to the contrary.

# Yummy Green

simple food

原味素食

Oriental, western, Italian Cuisine  
中、西、意大利料理



## The Healthier Choice The Vegetarian Choice

**No MSG!**  
**No Eggs!**  
**No Onion!**  
**No Garlic!**

- Japanese Bento Sets
- Special Value Meals
- Free Membership with \$30 spent

### Open Daily

9am to 10pm (Tampines ~ Tel: 67826142)

11am to 10pm (Downtown East ~ Tel: 65848155)

contact@simplefood.com.sg  
www.simplefood.com.sg



**Bento Set Special**  
**Buy 2 Get 1 FREE**

*“Extinct Is Forever:  
Commercial fish stocks gone, 2048”*

*“Bestiality:  
Integral to turkey, pig, and dairy operations”*

*“Feedlot Manure:  
Now it’s contaminating our veggies!”*

*“Slumgullion Stew:  
52 billion pounds of inedible byproduct”*

*“Seafood Oversight:  
4 billion pounds, only 2% is inspected”*

*“Debeaking, Castration, Branding:  
Cruelty on your plate”*

*“No Debate Now:  
Animals reason, communicate and suffer”*

*“Global Warming Cause:  
Livestock: 18%, vehicles: 13%”*

(some of)

# 101 Reasons Why I’m a Vegetarian

Adapted from VivaVeggie’s comprehensive list  
available at [www.vivavegie.org/101](http://www.vivavegie.org/101)

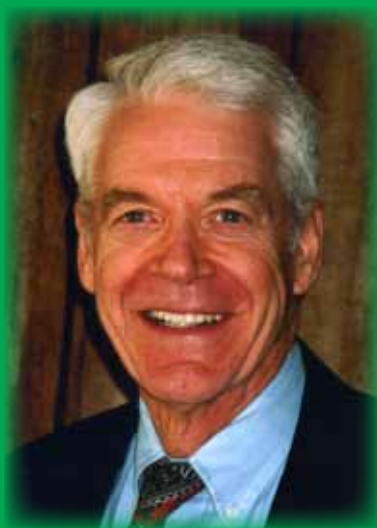


# Available in Singapore:

## *The Secret to Combating Heart Disease and Living Years Longer*

**D**o you have a family history of heart disease? Or want to learn how to eat healthily to prevent onset of heart diseases? Well, the renowned Dr Caldwell Esselstyn, a former surgeon at the *Cleveland (USA) Clinic* and author of the acclaimed '*Prevent and Reverse Heart Disease*' is coming to Singapore to present a talk on 27 March 2011.

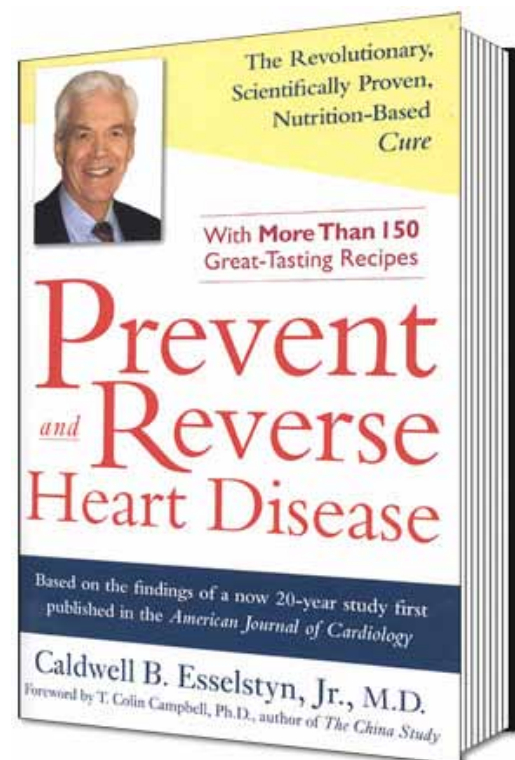
Well known for his groundbreaking 20-year nutritional study - the longest study of its kind ever conducted - Dr Esselstyn explains with irrefutable scientific evidence how we can end the heart disease epidemic by changing what we eat.



### **Dr Caldwell Esselstyn's 2011 Public Talk in Singapore**

**Venue: DBS Auditorium Level 3  
6 Shenton Way, DBS Building Tower One**  
**Date: 27 March 2011, Sunday**  
**Time: 2.30pm to 5.30pm**

**Tickets priced at \$30 are available directly  
from the Vegetarian Society (Singapore)  
at [www.vss.sg](http://www.vss.sg)**



He convincingly argues that a plant-based, oil-free diet can not only prevent and stop the progression of heart disease but also reverse

its effects as well. Notably, the 78-year-old physician and his wife have walked the talk themselves, having been observing a plant-based diet themselves for more than a quarter century.

### **Bill Clinton a Fan**

Perhaps one of Dr Esselstyn's greatest proponents is former US President Bill Clinton who, after a failed bypass operation (one in four of the veins put in during the bypass was completely blocked), went on the diet prescribed by Dr Esselstyn. The once-world-leader lost an impressive 24 pounds (about 10.8kg) and currently reports a reversal of heart disease.

In fact, the patients in Dr. Esselstyn's initial study came to him with advanced coronary artery disease. Despite the aggressive treatment they had received - among them bypasses and angioplasties - five of the original group were told by their cardiologists they had less than a year to live.

However, within months of embarking on Dr. Esselstyn's program, their cholesterol levels, angina symptoms and blood flow improved dramatically, and 12 years later, 17 compliant patients had no further cardiac events. Adherent patients meanwhile survived beyond 20 years free of symptoms.

Heart disease, which accounts for close to 20% of all deaths (or over 3,000 lives lost) in Singapore annually, can be a silent killer that can rob a loved one away from their family suddenly.

Don't miss out on this rare opportunity to learn firsthand from an established expert how you can prevent and reverse heart disease.



# Chef James Ang

## The Passionate Little Prince

*Recipes courtesy of Chef James Ang*

*Photos by Halimah Ilavarasi*

**A** vegetarian since young, James Ang has been a chef for more than 10 years. Driven by the intense desire and passion to dispel the misconception that vegetarian food is boring and repetitive, he is well-known among the vegetarian community as a purveyor of Western and Eastern fusion cooking.

While he commands a loyal following, many might not know that he in fact started out as a fashion designer having honed his skills at places like branded goods stores.

The constant pressure he felt when introducing vegetarian food to his non-vegetarian friends - fearing that the food would not be up to their expectations and would reinforce negative stereotypes instead - led him to realise a sense of mission that he should innovate vegetarian food and to surprise people with its superior taste and quality.

This passion is what fuelled his determination to complete a gruelling six months of chef training under the pupillage of a renowned Taiwanese chef. That intensive training has prepared James to master different cuisines and manipulate the ingredients' natural strengths.

James is particularly well-known for his ability to recreate popular fast-food items such as 'fried chicken' that both vegetarians and non-vegetarians can appreciate. In fact, the strong support from his fans has inspired him to open

his own stall called *The Little Prince Cuisine* at *The Makan Place* cafeteria of Ngee Ann Polytechnic.

As would anyone who spends a considerable time in the kitchen attest to, he concedes that the kitchen is not always a pleasant place to work as sometimes arguments can erupt in the heat of the moment (no pun intended) and more seriously, cuts and burns can easily be sustained.

However, James believes that what marks a good chef is his or her ability to not be dissuaded by physical or emotional distress and instead do one's best to cook with sincerity for the customers.

In fact, he recalls one of his happiest moments as when a very sceptical customer who had been forced by friends to eat vegetarian cuisine not only appreciated the dish James prepared, but went on to become a regular customer thereafter. The former sceptic had even remarked, "if vegetarian food can taste this good, I have no problems turning vegetarian!"

James encourages newbie cooks to be driven by passion and to start with simple dishes and familiar ingredients like tofu. He also encourages spending time to learn the finer points of cooking such as deep-frying and cutting vegetables as these can ultimately affect the overall texture of the food.



4 tablespoon mock 'minced meat'  
2 small red tomatoes  
5 button mushrooms

2 teaspoon basil  
2 teaspoon oregano  
½ soup bowl of tomato paste

Salt and sugar to taste  
2 tablespoons margarine  
About 200g spaghetti

1. In pot, melt 1 tablespoon of margarine, then add mock 'minced meat', tomatoes, button mushrooms, basil, oregano, tomato paste, salt and sugar
2. Stir until tomatoes disintegrate completely
3. In large pan, bring some water to boil, then add spaghetti and 1 tablespoon of margarine and boil until *al-dente*
4. Drain water and plate spaghetti with some sauce on top

### James Signature Bolognese



### Aroma Tomato



2 red tomatoes  
½ a green bell pepper  
½ a yellow bell pepper  
1 teaspoon ground black pepper  
2 teaspoon basil leaves  
1 teaspoon soya sauce  
1 teaspoon tomato paste  
1 shiitake mushroom  
1 tablespoon oil

1. Slice tomatoes (into eight pieces each), bell peppers and mushroom
2. In wok, add oil and stir-fry tomatoes, peppers, tomato paste and mushroom
3. Once softened, add soy sauce, black pepper and basil leaves, then continue to stir-fry until vegetables are cooked
4. Serve hot immediately

1 palm sized mock chicken fillet  
1 green pepper  
2 shiitake mushrooms  
½ tablespoon margarine  
2 tablespoon barbecue sauce

1 tablespoon tomato sauce  
Sugar to taste  
2 teaspoon corn flour  
½ soup bowl of water

1. Grill mock 'chicken' fillet until it turns brown, then tear into bite-sized pieces
2. Mix corn flour and water before setting aside
3. In wok, add margarine and once melted, add barbecue sauce, tomato sauce and sugar, then bring to boil
4. Add bell peppers and shiitake mushrooms
5. Once vegetables soften, add grilled mock 'chicken' and stir-fry
6. Add corn flour mixture and stir until thickens
7. Serve hot immediately

### Yakitori 'Chicken'







# Action for Singapore Dogs

## SAVING ONE DOG AT A TIME

**W**ithout a second thought many of us will profess to be animal lovers but not often do we come across someone dedicated and compassionate enough to make great personal sacrifice for our fellow sentient beings.

Ricky Yeo, a software developer by training, is one such individual. Having grown up amongst lots of animals and after seeing abandoned-yet-healthy animals being put to sleep while volunteering at animal shelters, he was moved to start *Action for Singapore Dogs* (ASD) in 2000.

Begun with the objective of improving the welfare of abandoned and stray dogs in Singapore, ASD follows a strict no-kill policy and specialises in caring for sick, injured and dying stray or abandoned dogs that might otherwise suffer and die on the streets.

With its guiding philosophy of 'one dog at a time', ASD provides an opportunity for many diseased and ill strays to experience love and warmth - and a fighting chance to be healed.





### Love Conquers

ASD began as a labour of love for Ricky who initially funded the operation out of his own pocket. He counts his family and especially his wife as his pillars of support who have assisted him in continuing his work.

In fact, he cites his first case as a litter of four puppies rescued by his wife from a Tampines construction site. After a successful adoption drive for the four puppies in a friend's backyard, he was inspired to start a foster home network, which later developed into a halfway home for dogs and finally, three years ago, resulted in the adoption and rescue centre being set up in Lim Chu Kang.

For Ricky, satisfaction is when dogs taken into the shelter with disease, mangled limbs or injuries recover to become healthy active canines. Though far and in between, about 3 to 5 dogs get adopted every month and ASD has put in place a comprehensive procedure to ensure that potential adopters are fully aware of the commitment needed to look after an animal companion.

### Caring is Expensive

However, such infrastructure does not come cheap - in 2010 alone, the operating cost for ASD was \$315,000 which includes rental, medical costs, and food. Since registering with the *Registry of Societies* (RoS) in July 2002, ASD has been able to seek public donations to run its centre, however, with monthly operating costs at about \$25,000 to \$30,000 a month, ASD is constantly in need of public support and additional funds to continue its good work.

Another challenge that faces ASD is a shortage of manpower. With 100 'residents' (as Ricky calls the dogs in his care), dedicated and like-minded volunteers are needed to help out in the centre. Ricky says that work in the rescue centre starts as early as 7.30 am with cleaning of the kennels, followed by giving medication and then serving food - a process which is repeated twice a day.

While Ricky is in the process of giving up his day-job in order to focus all his energy on the shelter, ASD hopes to recruit a base of committed volunteers who are able to assist in the daily operations of the centre and also in other areas like fundraising and publicity as well.



Noting that he does not openly provide the exact location of the shelter due to irresponsible people abandoning their unwanted pets at its gate, Ricky reiterates the importance for those considering getting an animal companion to realise the commitment and appreciate the responsibility of having a pet.

He urges pet owners to consider their animal companions as family members and not as pet objects that can be abandoned frivolously when there is a change in personal circumstances.

### How You Can Help

- Donate to ASD via cheque, bank transfer or regular GIRO contributions
- Join ASD as a volunteer

**For details and more information, please visit [www.asdsingapore.com](http://www.asdsingapore.com) or call 61002737**



# Harnessing Chia Seeds

*15-minute breakfast recipes*

## **Brown Rice Gluten-Free Cereal with Soymilk & Chia Seeds**

Prepare bowl of organic brown rice cereal  
Fill bowl of cereal with organic unsweetened soymilk  
Add 1 spoon of organic agave nectar  
Add 1 spoon of organic carob syrup  
Add 2 spoons of Omega-3 premium chia seeds  
Mix together and add toppings of your preference such as berries and nuts



## **Chia Seeds Salad**

1 small organic carrot, peel skin and cut into thin slices  
1 green apple, cut into thin slices  
1 small wedge of beetroot, cut into small cubes  
Half a celery stick, cut into thin slices  
1 spoon of omega-3 premium chia seeds  
2 spoons of organic *Hippocrates* extra virgin olive oil  
Pinch of sea salt  
Toss all ingredients in a mixing bowl  
Garnish with organic sunflower, broccoli sprouts, chopped parsley, spring onions and almonds



*Photos and recipes courtesy of Dann's Daily Pescetarian Cafe*

Ingredients such as organic cereals, chia seeds, organic soymilk, organic carob syrup, agave nectar, organic extra virgin olive oil, organic sunflower and broccoli sprouts are available for purchase at the cafe



## Chia Seeds Smoothie



Mix 1 spoon of organic agave nectar with 2 spoons of water  
Then mix in 2 spoons of omega-3 premium chia seeds and stir  
Fill up with organic unsweetened soymilk  
Mix in 1 spoon of organic carob syrup

**Dann's Daily Pescetarian Cafe**  
20 Eastwood Road  
#01-06 Eastwood Centre  
Tel: 64491355  
Open Tuesday through Sunday  
from 9am to 9pm

[www.danndaily.com](http://www.danndaily.com)

Brought to you by:

**DANN'S DAILY**  
*Pescetarian Cafe*  
a LITTLE DAILY makes a difference.  
a LITTLE difference makes YOUR DAY.





**Retails for \$63.55 at all leading department stores - for more information, please visit [www.vitahealth.com.sg](http://www.vitahealth.com.sg)**

*Vita Extratiq* is a dietary supplement with a unique blend of four natural herbs - Black Seed, Maca, Muira and Damiana, to help energise and support men's health and vitality. Black Seed has been used for over 2,000 years and is known in ancient Arab, Egyptian and Roman for strengthening the body. *Vita Extratiq* comes in a vegetarian capsule and is suitable for vegetarians and vegans.

Made with 70% organic ingredients, *Avalon Rosemary Hand and Body Lotion* rebalances and rejuvenates skin with plant lipids such as organic sunflower oil, avocado oil and shea butter. This luxurious and aromatic lotion is purely plant-derived and provides long lasting moisturisation. The *Organic Rosemary Essential Oil* and *Beta-Glucan* (derived from oats) rejuvenate and energise at the cellular level for instantly softer, more refreshed skin. Made with 100% recycled materials.

**Retails for \$13.90 per 340g bottle at all major health and skin care outlets - for more information, please visit [www.avalonorganics.com](http://www.avalonorganics.com)**



Born out of a passion to provide healthy yet delicious desserts, *Brownice* provides mouth-watering vegan ice-cream made with all natural ingredients. Using a base of organic brown rice milk with no artificial chemicals, colourings or essences, *Brownice* ice-creams are very low in fats and contains no cholesterol. With many delectable flavours to choose from, such as classic chocolate and vanilla to more exotic mulberry and pumpkin coconut, *Brownice* offers something for everyone.

**Retails for \$3.80 per 100ml scoop at The Central, 6 Eu Tong Sen Street #B1-52 [www.brownice.com](http://www.brownice.com)**





Made in Germany, *Logona's Daily Care* series offers quality, natural personal care products formulated with the entire family in mind. Blended with healing and soothing organic Aloe and Verbena extracts, all the products in the series are vegan-friendly - the products are free of synthetic fragrances, colours, mineral oils, synthetic preservatives and SLS. *Logona Daily Care* offers a whole range of products from shower gel, body lotion, liquid hand soap, hand cream and toothpaste.



**Retails from \$9 at Bud Cosmetics**  
[www.budcosmetics.com](http://www.budcosmetics.com)



*Brookfarm Natural Macadamia Muesli* is made in the traditional Swiss style, using blended natural ingredients such as rolled oats, barley flakes, dried fruits, nuts, seeds and spices. With no preservatives and only lightly sweetened, this muesli is crunchy yet chewy at the same. Halal-certified and vegan-friendly, this healthy and delicious muesli works as a wholesome fuel for starting the day, and can be eaten plain or with soy milk or juice.


**Retails for \$15.90 at major supermarkets and organic stores -**  
**for more information, please visit [www.brookfarm.com.au](http://www.brookfarm.com.au)**

**Retails for**  
**\$15 per 250g pack,**  
**\$23 per 500g pack, and**  
**\$2.50 per pack of 5 Soap Nuts**  
[www.thediysecrets.com](http://www.thediysecrets.com)

*DIY Secrets* offers wild-grown and de-seeded Soap Nuts which are eco-friendly natural laundry detergent and household cleanser. Grown on trees, this fruit contains a natural occurring detergent which has gentle cleansing and anti-microbial properties, leaving your clothes clean and soft. Suitable for all types of fabrics and washers, this natural detergent is free from synthetic chemicals and toxins and is an ideal alternative that is safe for infants and people suffering from allergies towards commercial detergents.







**G**enesis Vegetarian Health Food Restaurant doesn't look like much against the flashy pubs along Circular Road (the Boat Quay area), but the lack of a dramatic facade seems to be inversely proportionate to the excellent quality of its food.

Run by Mrs Chee Poh Eok, a nurse by profession, *Genesis* is the fruit of her twenty-year journey into the culinary world. As part of the *Seventh-Day Adventist Church*, Mrs Chee was involved in the *NEW START* program which advocates the holistic development of a person through a whole plant vegetarian diet, exercise and fresh air, among others.

Through her involvement with this program, Mrs Chee honed her culinary skills, including learning to bake preservative-free bread from her pastor. Subsequently, together with seven other church members who came onboard as partners, she opened the doors of *Genesis* four years ago. One of the partners, Mrs Choo, also helped develop the menu as well.

Mrs Chee candidly shared that the first two years saw the restaurant turn in losses but she pressed on - largely spurred on by the passion and conviction to provide palatable and appetising wholesome vegan food.

Today, *Genesis*' success and popularity are testament of this dedication which is always reflected in the dishes that are prepared with much thought, warmth and effort.

Perhaps one of *Genesis*' star dishes would be its mouth-watering *Dumplings* (\$4.50), below, which are generously filled with water chestnut, onions, carrots, spring onion and some gluten-free soy-meat, and served with homemade chilli sauce that replicates the typical 'chicken rice chilli' but without the heat.



## **Genesis Vegetarian Health Food Restaurant**

**1 Lorong Telok**

**Tel: 6438 7118**

**[www.genesishealthfood.blogspot.com](http://www.genesishealthfood.blogspot.com)**





For those looking for something more substantial, the *Lasagne* (\$7.90) is a must-try (above). Made with lentils, tomatoes, carrots, onions and celery, and layered with a 'cheese' sauce comprising of cashews and pimentos, this lasagne is a fine balance of savoury and tart flavours with a creamy texture. The hearty filling and generous portion fills you up quickly without creating a bloated feeling.

The *Super Protein Salad* (\$8.90) meanwhile is a raw food galore (right). Made with minimal carbohydrates, this dish comes with mixed greens, marinated tempeh, sprouted legumes, nuts and seeds. Though for some it might feel a little raw, this salad is packed with nutrients and when drizzled with creamy French dressing, it transforms into a scrumptious salad.



profit, instead preferring to stay true to its mission of providing healthy wholesome meals that help to heal the body, mind and soul without compromising on taste.

**Genesis Vegetarian Health Food Restaurant** is open Mondays through Thursdays from 8.00am to 8.00pm and on Fridays and Sundays from 9.00am to 3.00pm. It is closed on Saturdays and Public Holidays.

As for the array of desserts, the *Banana Cream Pie* or *Apple Pie* (\$4 a slice) offers the perfect conclusion to the meal. Both are surprisingly 'no-bake' pies and the crusts are actually made with whole grains, seeds, nuts, and dried fruits.

The banana cream pie (right) has a smooth texture with slices of fresh





# The Life of a Vegan Teen

*By Lai Wai Sum,  
13-going-on-14 years old*

**B**eing a vegan teen is no doubt challenging, but over time it is something one can definitely get used to.

I have been vegan since the beginning of last year. It was more of a family decision, but as I found out about the good it does for my body as well as the Earth, it also became a personal choice.

Having a vegan lifestyle is hard when you're in your teens attending school. Sometimes, your school does not specifically cater to vegetarians or vegans. That was the case when I started studying at my current school - there were no vegetarian stalls in sight!

When my mum discovered this, she contacted the school to enquire and the school was more than happy to cater to my needs by requesting stalls to prepare vegetarian food. It really shows how much the school cares, how people are indeed open to different lifestyle choices, and that change is not always hard to get used to.

Another challenge I face has got to do with friends. I go to a school where not many people are vegetarians and my group of friends aren't vegetarian. It is common for friends to ask a great many questions once they find out that you are a vegan or vegetarian, including why you made that choice.

They'll talk about how much you're missing out in life and how much their food (eg. chicken wings) is really delicious. They do try to tempt you into eating those kinds of foods.

But never let them get to you. It is not worth it as there are so many alternatives to those kinds of foods - perhaps just that we haven't got the chance to find out and know about them.

My friends are like that too but they do understand after giving a clear message I do not intend to change my choice. When they come over to my house, they respect my decision by not eating anything that is not vegan and they do eat whatever my grandma cooks, and I thank them for that.

Maybe, in future, they might be motivated to become themselves, who knows!

There are so many good things about being vegan, why not try it? Save the planet!



Photo: Louisa Stokes / FreeDigitalPhotos.net





## GET YOUR COPY FROM THESE LOCATIONS

- 7 Sensations - 16 Madras Street  
ACRES - 91 Jalan Lekar  
Acupuncture clinic  
AKC Medical Centre - 103 Desker Road  
AKC Medical Centre - 27A Hillview Terrace  
Alexandra Hospital - 378 Alexandra Road  
Ang Mo Kio Polyclinic - 723 Ang Mo Kio Avenue 8 #01-4136  
Angel's Bistro - 28 Stanley Street  
Barefoot Ion - ION Orchard, 2 Orchard Turn #B3-13  
Bombay Café - 334 Tanjong Katong Road  
Bombay Café - 79 Syed Alwi Road  
Bombay Woodlands Restaurant - Tanglin Shopping Centre, 19 Tanglin Road #B1-01/02  
Brilliant Organic - 527 Ang Mo Kio Avenue 10 #01-19  
Brownice - The Central, 6 Eu Tong Sen Street #B1-52  
Bud Cosmetics - Square 2, 10 Sinaran Drive #01-66  
Bukit Batok Polyclinic - 50 Bukit Batok West Avenue 3  
Café Salivation - 75 Syed Alwi Road  
Choa Chu Kang Polyclinic - 2 Teck Whye Crescent  
Choose Eco Store - 26A Sago Street  
Ci Yan Vegetarian Health Food - 8 Smith Street  
Classic Lao Difang - Park Mall, 9 Penang Road #B1-12  
Clementi Polyclinic - 451 Clementi Avenue 3 #02-307  
Dann's Daily - Eastwood Centre, 20 Eastwood Rd #01-06  
Dapao - Far East Square, 3 & 4 Amoy Street #01-01  
Delivege - 200 South Bridge Road  
Eat Organic - 619H Bukit Timah Road  
Eight Treasures - 282A South Bridge Road  
Eight Treasures Express - Guilemard Village, 102 Guilemard Road  
Food #03 - 109 Rowell Road  
Friendly Vegetarian Supplier - Blk 14 Pasir Panjang Wholesale Centre #01-23/24  
Genesis Health Food Restaurant - 1 Lorong Telok  
Gokul Vegetarian Restaurant - 19 Upper Dickson Road  
Greenland Vegetarian Restaurant - 789 & 791 Upper Serangoon Road  
Healing Bliss Clinic - 50 East Coast Road, Roxy Square 2 #01-98  
Hougang Polyclinic - 89 Hougang Avenue 4  
Jurong Polyclinic - 190 Jurong East Avenue 1  
Kampung Senang - 106 Aljunied Crescent  
Keen on Crepes - 96 Tanjong Pagar Road  
Kitchen Capers - 71 Kallang Bahru #01-531F  
Lins' Smoothees - China Square Central, 30 Chin Chew Street #B1-02  
Little Prince Cuisine - Makan Place @ Ngee Ann Polytechnic, 535 Clementi Road  
LivinGreen - 325 Beach Road  
Love for Earth - Holland Shopping Centre, 211 Holland Avenue #03-05  
Loving Hut - 161 Bukit Merah Central #01-3752  
Loving Hut - International Plaza 10 Anson Road #01-37  
Loving Hut - Khoo Teck Huat Hospital, 90 Yishun Central NTUC Foodfare Stall 8  
Loving Hut - Parklane Shopping Mall, 35 Selegie Road #01-07  
Loving Hut - Suntec City Mall Sky Garden Tower 2 #03-016  
Miao Yi Vegetarian Restaurant - Coronation Plaza, 587 Bukit Timah Road #03-01/02  
Naïve - 99 East Coast Road  
Nalan Restaurant - 11 Stamford Road  
Nalan Restaurant - 412 Serangoon Road  
National University Hospital - 5 Lower Kent Ridge Road  
NorthSouthEastWest - 200 Tanjong Katong Road  
Nutri-Hub - Cuppage Plaza, 5 Koek Road #B2-25/26  
Oasis Organic - Shaw Towers, 100 Beach Rd #01-49  
Onaka - 44 Rochester Park  
Onaka - Immunos @ The Biopolis, 8A Biomedical Grove #01-17/18  
Organic For Less - 271 Bukit Batok East Avenue 4 #01-142  
Piore Organic - 3 Queen's Road #02-163  
Raj@Biopolis - Centros Block, 20 Biopolis Way #01-03  
Raj@Syed Alwi - 76 Syed Alwi Road  
Real Food - The Central, Eu Tong Sen Street #B1-52  
Real Yoga - The Centrepoin, 176 Orchard Road #06-06/07  
Ren Ci Hospital - 71 Irrawaddy Rd  
Renew Health - 161 Bukit Merah Central #01-3709  
Roma's Deli - Shaw Towers, 100 Beach Road #01-23  
Salad Stop - Marina Square, 6 Raffles Boulevard #02-06  
Salad Stop - Novena Velocity, 238 Thomson Road #02-24  
Salad Stop - One George Street, 1 George Street #01-01  
Salad Stop - OUB Centre, 1 Raffles Place #B1-02A  
Sanctum - 66A Haji Lane  
Simple Food - 462 Tampines Street 44 #01-64  
Simple Food - Down Town East, E! Hub #02-112  
Singapore Management University - 81 Victoria Street  
Sunny Choice Organic Shop - Rail Mall, 434 Upper Bukit Timah Road  
Supreme Master Meditation Centre  
Terra Plana - Mandarin Gallery, 333A Orchard Road #02-04  
Toa Payoh Polyclinic - 2003 Toa Payoh Lorong 8  
Veganburg - 44 Jalan Eunos  
Whole Earth - 76 Peck Seah Street  
Woodlands Polyclinic - 10 Woodlands Street 31  
Yes Natural - 57 Geylang Lorong 27  
Yes Natural (Tiong Bahru) Pte Ltd - 58 Seng Poh Road #01-27  
Yes Natural Cozy Corner - Market Street Car Park, 146 Market Street #01-41  
Yishun Polyclinic - 100 Yishun Central  
Zenxin Organic - Blk 14 Pasir Panjang Wholesale Centre #01-25

Do you want to help distribute **VegVibe** magazine at your store too? Then drop us an email at [vision@vegville.com](mailto:vision@vegville.com) or [vegville@gmail.com](mailto:vegville@gmail.com) so that your business can be listed here as well! There is no cost involved and we deliver 30 copies at a time to be displayed or handed out to your customers.

# VegVibe

MICA (P) 105/06/2010

## Advertising Rates

[www.vegville.com](http://www.vegville.com)

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 **Health & Nutrition**, **Animal Welfare** and **Environmentalism**.

### Technical Specifications

A4 size (210mm x 297mm)  
44 to 60 pages (min 40 pages of content)  
105gsm art paper  
3,000 - 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 4,000 readers per issue, with almost 300 direct subscribers, as well as over 900 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)	PROMOTIONAL PRICE (3,000 COPY PRINT RUN)
FULL PAGE	210 X 297	\$500
½ PAGE	210 X 149	\$300
¼ PAGE	105 X 149	\$150
VERTICAL STRIP	70 X 297	\$200
INSIDE FRONT COVER	210 X 297	\$800
INSIDE BACK COVER	210 X 297	\$800
OUTSIDE BACK COVER	210 X 297	\$800
CENTREFOLD SPREAD	420 X 297	\$1,000

Whilst the rates quoted above are for single insertions, we also offer further discounts of 10% for a 3-insertion (6 months) commitment. 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](mailto:vision@vegville.com) or [vegville.com@gmail.com](mailto:vegville.com@gmail.com) to find out how you can reach out to our target audience.

VegVibe is the proud publication of Kalavira Holdings (53167930J)