

Vegvibe

MAR/APR 2012

Wong Soon Meng
Mr Fitness

Also in this issue

HOPE Dog Rescue
Horror Grooming Story
Animal Welfare Public Forum
Glaciers and Climate Change
Confessions of a Teenage Vegan

MICA (P) 003/06/2011



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FREE

The Chief Veggie Speaks!

We hope that it is shaping up to be a fruitful year - in spite of the amazing speed with which the months and weeks are flying by. Perhaps it has something to do with the melting glaciers - and as one explorer has attempted to show through time-lapse photography, it is most evident at the ice-caps around the world (page 08).

We have the pleasure of featuring the wonderful couple of Soon Meng and Linda Ho this month, who enjoy a perfect marriage in spite of having different dietary preferences (page 14). In addition, we review one of our personal favourites - Vegetarian Villas near Lakeside (page 04).

There were also some key events in late February and early March and we bring you reports on the Animal Welfare Symposium and Public Forum organised by ACRES (page 20) as well as the annual VSS AGM (page 22) respectively.

Food-wise, we showcase the culinary creations of Shalu Asnani (page 24) and review the companion book for the popular Forks Over Knives documentary that will be released in mid-2012 (page 13).

On a more serious and urgent note, we share the horror story of one pet owner who suffered at the hands of one groomer (page 06) and talk about the thankless - but pertinent - work that HOPE Dog Rescue does (page 23), highlighting the ways in which you can help them continue their fine work.

We hope that this issue will empower you to do more for the community, yourself, the animals and the environment and encourage the public-at-large to be extra mindful in March and April where World Water Day and Earth Day fall in.

As ever, we are grateful for your support and continue to welcome your feedback, story ideas, contacts whom we can feature, or recommendations on places, books and movies to review, which can be sent to vision@vegville.com or vegville@gmail.com.



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+65-90602206, +65-90057385

Gangasudhan - Managing Editor

Halimah A Ilavarasi - Creative Director

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Contributors

*Shalu Asnani, James Balog, Choi P S,
Samantha Golden, Luke Otter, Cheong Yaoming*

The publishers would like to thank Mr Lee Gin Leong, Ms Srishti Handa, Ms Stephanie Chin, Mr Wong Soon Meng and Ms Linda Ho, for their invaluable assistance in preparing this issue.

R*evenge of the Electric Car* presents the recent resurgence of electric vehicles as seen through the eyes of four pioneers of the EV revolution. Director Chris Paine follows up his acclaimed 2006 documentary, *Who Killed the Electric Car?*, and has had unprecedented access to the electric car research and development programs at General Motors, Nissan, and Tesla Motors. He also follows a part time electric car converter who refuses to wait for the international car makers to create the electric cars the public demands.

As more models of electric cars than ever before start to arrive in showrooms and driveways across the world, Chris Paine's film offers an inspiring, entertaining and definitive account of this revolutionary moment in human transportation.

Revenge of the Electric Car follows these auto makers as they race each other to create the first, best, and most publicly accepted electric cars for the new car market, and the point of the film is to document the varied approach businesses are taking to react to the new technology of the electric car. The comparisons captured between the Nissan approach versus the GM approach versus the Tesla approach are very revealing of the strengths and shortcomings of these different companies.

The take-home message of the documentary film is that auto manufacturers are now taking electric vehicles quite seriously, and so are buyers - estimates for 2012 sales of electric vehicles are in the tens of thousands in the US and in the hundreds of thousands for the rest of the world.

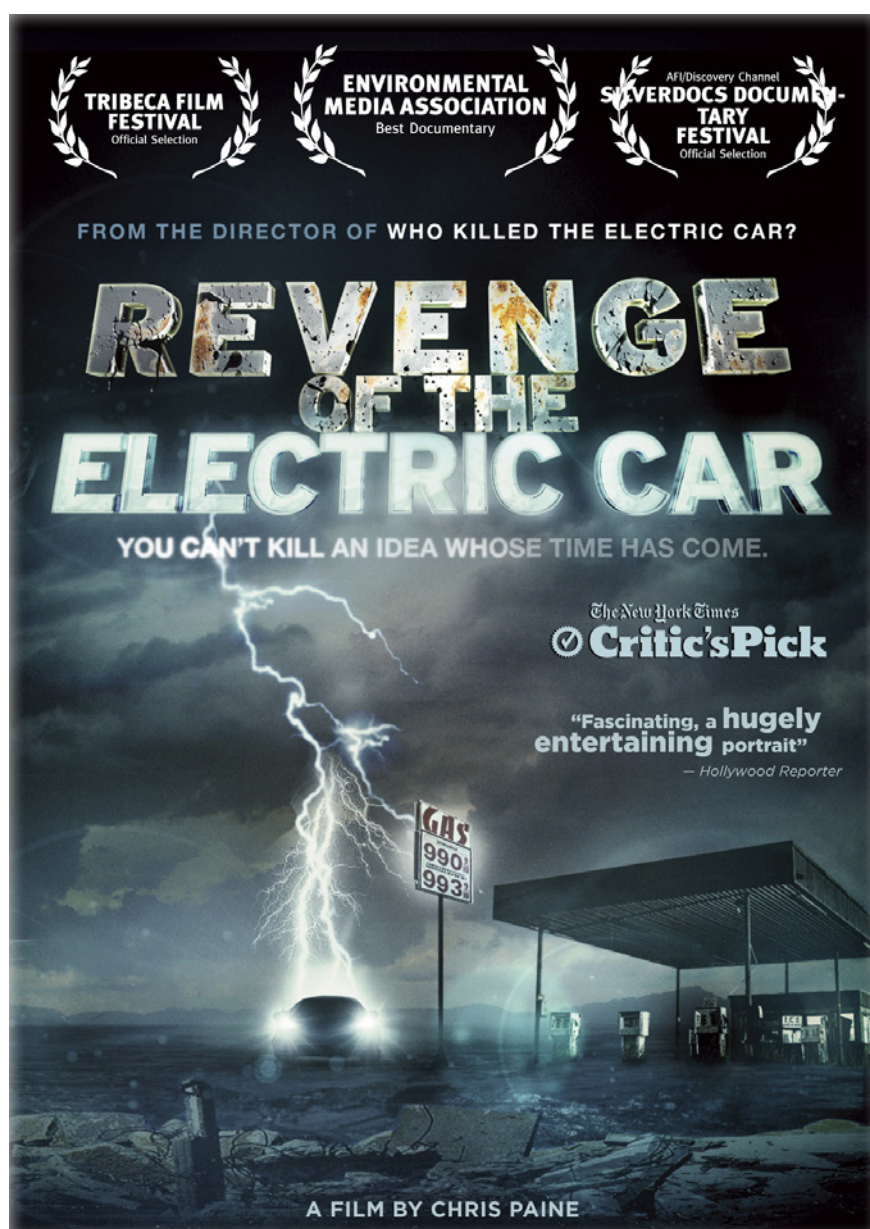
Narrated by Tim Robbins, the film allows us to go behind the scenes into the boardrooms where decisions get made and to the factory design and assembly areas to see firsthand how prototypes get made, tested, approved or rejected. There are also a few celebrities who lend their presence as 'talking heads' and the film allows for the characters to tell the story.

Indeed, this documentary has been recognised as a clever way to bring awareness to an important subject matter that affects millions of people - and therefore, the planet. Indeed, *Revenge of the Electric Car* will leave you excited and hopeful that the technology will take root in popular culture, and serves as an inspiration with its exciting cinematography, elegant editing and compelling storyline.

"The film, which captures what may turn out to be the first stages of the auto industry's evolution away from oil, cruises smoothly over the finish line."

**Adam Aston,
The Guardian**

Revenge of the Electric Car is available on DVD for purchase at **US\$30.97 (S\$39) including shipping from Amazon**





I was making a rare trip to the West of Singapore and wanted to review a place. Well, Vegetarian Villas, a quaint little restaurant, provided just that opportunity - a short bus ride away from Chinese Gardens or Jurong bus interchange (it may be possible to walk from Lakeside MRT station as well).

Packed on the day we visited, this place provides quite a lot of interesting choices although the menu is not vast. Specials of the day are additionally posted on the board next to the cashier counter.

After finding out that they had sold out of chicken rice, I decided to order the closest alternative, which was their *Duck Rice* dish (\$3.50). Interestingly, yam rice was included here, which I have always liked - especially (like it was in this case) when there are little pieces of yam inside the rice.

The mock-duck 'meat' was gluten-based and was reasonably good, I found that it was sliced too thinly and placed haphazardly on the plate. The accompanying sauce was a little plain and did not really contribute much to the dish. Nevertheless, it was a credible veg version of duck rice.

Next up was the *Salted Turnip Fish* (\$4.80) which offered a new experience for me and came across as quite a mixture of pros and cons. On the plus side, I did like the overall flavour of the dish, not to mention - as with everything at Vegetarian Villa - the price was very reasonable.

On the more gloomy side, it was face-crunchingly salty with the sauce's abundance of salt exaggerating the natural salty flavour of the turnip. For those who love salty dishes, this dish may work but for me, it was just too salty to enjoy. Finally, the texture of the mock-fish was that of fried dough which I quite dislike, preferring instead the sliced soy slabs of fish.

For the health conscious (and willing to ignore the layer of oil on top of the soup) the *Chinese Foxglove Root* soup (\$4.80) provides a litany of interesting and unusual Chinese roots, herbs and berries all conglomerated in a dark herbal concoction. The soup was delicious and packed with fragrant flavour, and included ingredients such as mock-mutton balls, red dates, mushroom, foxglove and a few others that I am not able to name.

Price-wise it was tremendous value and came with white rice and a couple of sprouts of bok choy. The one-and-only low point was the cardinal sin of not arriving hot, which was such a shame as a piping hot version of this soup would have been wonderful, especially on a cool rainy evening, which it was.

By Luke Otter with photos
blog author of *The Hungry Ang Mo*

Vegetarian Villas

Blk 479 Jurong West
Street 41 #01-264
Tel: 68973977

Finally, I tried one of their specialty dishes - the *Sweet & Sour Pork Rib* (\$4.80). I have had many variants of this dish, so how did it compare? Not too bad lah. What rendered me a little perplexed though was the sauce - it seemed to be suffering from a major identity crisis, as it was neither sweet nor sour, and although it was tasty, it did not give me the taste that I wanted. The mock-ribs were good enough but a little too crunchy for my liking (I prefer a real chewy texture). I was delighted by the generous serving for the small version we ordered - I can only imagine how grand the big one would be.

Overall, I liked this quaint little place a lot. It is truly a tiny restaurant (the smallest I have seen in Singapore, in fact) which can become very cramped, very fast - which can make for quite a stressful dining experience. The food can be described as competent - I disliked none, and while the dishes may not have been exceptional, I thoroughly enjoyed them. The real flag-raising quality of this restaurant must definitely be the price - I paid less than \$20 for all the dishes I had ordered. With everything on their menu being well-priced, especially for an air conditioned restaurant, this is one place I would certainly recommend.

Vegetarian Villas is open daily (but is closed on Wednesday) until 9pm (last order at 8.45pm).

This review first appeared on
The Hungry Ang Mo in December 2010



A three-figure bill, several visits to the vet, and weeks of watching my dog walk around with an open wound, were not what I had in mind when I sent my dog for a grooming session.

The Story

Recently, I sent Summer, my 9-year-old Longhaired-Chihuahua, to a pet shop in Hougang for grooming. While it was a shop which my family had been patronising for years, it was a new groomer who was handling the session. I took the time to go over Summer's sensitive skin condition and discussed the length we wanted her fur cut. Both the groomer and the storeowner assured me repeatedly that there would be no problem.

However, when I returned to pick Summer up, I was informed that she had a cut behind the left ear which, to my horror, was the size of a twenty-cent coin. The groomer assured me it was not bleeding and that she had already

cleaned the wound with water, adding that applying an antiseptic cream for human use would be sufficient.

I then inspected Summer further and found another cut - about $\frac{1}{4}$ the size of a ten-cent coin - behind her right ear. When confronted, the groomer offhandedly responded that she had already cleaned that as well and insisted that there was no need to bring her to the vet. And when I pointed out that the first wound was in fact bleeding, she repeated that it was nothing serious.

Fifteen minutes later, the wound was bleeding heavily and my family and I decided to take Summer to see a vet immediately. During the consultation, I was informed that the wound was so serious that stitches would be the ideal method of treatment, but due to her advanced age, it would be safer to just let it heal on its own even though it would take a long time.

When your pet gets injured instead of cleaned

By Choi P S, with photos

Horror Grooming



The laceration measuring the size of a 20-cent coin caused the cut skin to peel back and expose the flesh underneath

All in all, it took three weeks, three vet visits and an antibiotic jab - not to mention twice-daily cleaning - before the wound healed reasonably well. Summer also had to endure three weeks of pain, irritation and constriction because of the E-Collar (Elizabethan Collar) to prevent her from scratching at the wound.

Now she has a small lump of flesh protruding from her skin, which would need to be snipped off to prevent complications.

Worrying Standards

It was unfortunate to find two cuts on my pet after a standard grooming session, but what was really shocking was the lack of urgency displayed by people who claim to be animal-lovers and professionals. Instead of showing genuine concern over Summer's condition, they tried to brush me off with inappropriate medication and empty assurances that the injury would heal within five days.

It took several letters, phone calls and visits to the store before the storeowner finally agreed to a settlement, and

all with little sincerity and no hint of remorse from the groomer, who even haughtily remarked that she had cut a 14-year-old dog before whose wound healed in 3 days. Such reasoning baffles me and her attitude was unbecoming of someone in a position to care for animals, to say the least.

Unregulated Industry

I decided to approach the Agri-Food & Veterinary Authority of Singapore and contacted the Centre for Animal Welfare and Control. Their response though - comprising of a standard reply - was less than satisfactory.

I was greatly disappointed to find out that the AVA does not license pet groomers, and there is nowhere for pet owners to turn to in the event of an injury. It makes one wonder how many other pets and owners have suffered, and how many groomers have escaped unscathed.

It is imperative for the authorities to implement a watchdog that monitors pet groomers so as to ensure a decent level of standard is maintained, otherwise their callousness would not only result in just a bad afternoon but also a living nightmare for weeks to come.

If the AVA can licence dog farms and pet shops that deal with live animals - understandably for welfare control - why not pet groomers who wield the razor, scissors and so many other dangerous instruments in their line of work everyday? How do we otherwise ensure that pet groomers do their utmost in carrying out their work responsibly and carefully?

Errant pet groomers must be taken to task, especially when the animals they handle are mistreated or harmed. Our pets do not deserve to undergo such trauma and suffering in the hands of poorly skilled groomers, or those who practise without care and ethics.

Update: The pet store owner has since sold her business and the new management commenced operations in mid-December, shortly after the incident. The store is being operated under a new name but the groomer mentioned in this article continues to provide her services on a part-time basis there.



James Balog, founder of *Extreme Ice Survey*, an innovative, long-term photography project that merges art and science to give a 'visual voice' to the planet's changing ecosystems shares his thoughts on the reality of Climate Change.

Most of the time, art and science stare at each other across a gulf of mutual incomprehension. In the *Extreme Ice Survey*, we are dedicated to bringing those two parts of human perception together, merging art and science to help us understand nature and humanity's relationship with nature better. In this project, we are specifically interested, of course, in ice. I am fascinated by the beauty of it, the mutability of it, the malleability of it, and the fabulous shapes in which it can carve itself. But ice has another meaning. Ice is the canary in the global coal mine. It is the place where we can see and touch and hear and feel climate change in action.

Climate change is a really abstract thing in most of the world. Whether or not you believe in it is based on your sense of whether, for example, it is raining more or it is raining less, on whether it is getting hotter or colder. Or on what the computer models say about this, that and the other measurement? In the world of the arctic and alpine environments, where the ice is, climate change is real and it is present. The changes are happening; they are very visible; they are photographable; they are measurable.

Real and Present Danger

95% of the glaciers in the world are retreating or shrinking because precipitation patterns and temperature patterns are changing. There is no significant scientific dispute about that. And the great irony and tragedy of our time is that a lot of the general public thinks that science is still arguing about that. I was still a skeptic about climate change until about 10 years ago, because I thought the story of climate change was based on computer models. I had not realised it was based on concrete measurements.

When I realised that climate change was real, and it was not based on computer models, I decided that one day I would

do a project to document climate change photographically. And that led me to this project. Initially, I was working on a National Geographic assignment and one crazy day, I got the idea that I should shoot in time-lapse photography by stationing a camera, or two, at a glacier and let it shoot every 15 minutes, or every hour and watch the progression of the landscape over time.

Hard Work but Necessary

Well, within about three weeks, the idea turned into 25 time-lapse cameras and the next six months of my life were the hardest time in my career, trying to design, build and deploy them out in the field. They are powered by the sun and a custom-made computer tells the camera when to fire. These cameras are positioned on rocks on the sides of the glaciers and they look in on the glacier from permanent, bedrock positions, watching the evolution of the landscape.

We are working in most of the major glaciated regions of the northern hemisphere. Our time-lapse units are in Alaska, the Rockies, Greenland, and Iceland, and we have repeat photography positions, that is places we just visit on an annual basis, in British Columbia, the Alps and Bolivia. It is a big undertaking and we have been out for two and a half years, and we've got about another two and a half years yet to go.

And that is only half our job. The other half is to tell the story to the global public. Temperature and carbon dioxide in the atmosphere go up and down basically in sync. Nature has naturally allowed carbon dioxide to go up to 280 parts per million. That is the natural cycle - going up to 280 and then dropping for various reasons. Right now, we are at 385 parts per million - way, way outside the normal, natural variability.

NG IS BELIEVING

Fever Medicine Needed

Earth is having a fever. In the past hundred years, the temperature of the earth has gone up 0.75 degrees Celsius, and it is going to keep going up because we keep dumping fossil fuels into the atmosphere at the rate of about two and a half parts per million per year.

We have to turn that around. The deflation of some glaciers since 1984 has been higher than the Eiffel Tower, higher than the Empire State Building. A tremendous amount of ice has been let out of these valleys as it has retreated and deflated, gone back up valley. These changes in the alpine world are accelerating and not static. Particularly in the world of sea ice, the rate of natural change is outstripping predictions of just

retreat. This glacier has doubled its flow speed in the past 15 years. It now goes at 125 feet a day, dumping all this ice into the ocean. It tends to go in these pulses, about every three days, but on average, 125 feet a day, twice the rate it did 20 years ago.



a few years ago and the processes either are accelerating or the predictions were too low to begin with. But in any case, there are big, big changes happening as we speak.

You can look at the pictures we have taken over and over again because there is such a strange, bizarre fascination in seeing these things you don't normally get to see come alive. The images make the invisible visible. Greenland took a little while to start reacting to the warming climate of the past century, but it really started galloping along about 20 years ago. And there has been a tremendous increase in the temperature up there.

Biggest Glacier Falling Apart

It is a big place. All ice, and it piles up to about two miles thick, just a gigantic dome that comes in from the coast and rises in the middle. There is one glacier in Greenland that puts more ice into the global ocean than all the other glaciers in the northern hemisphere combined - the *Ilulissat Glacier*.

We have some cameras on the south edge of the *Ilulissat*, watching the calving face as it goes through this dramatic



We had a team out watching this glacier, and we recorded the biggest calving event that's ever been put on film. We had nine cameras going and a couple of the cameras saw a 400-foot-tall calving face breaking off. Huge, huge icebergs rolling over. How big was that? Approximately a mile of retreat in 75 minutes across a calving face three miles wide. The block was three-fifths of a mile deep and if you compare the expanse of the calving face to the Tower Bridge in London, about 20 bridges wide.

Perception is the Problem, Not Facts

Now I have come to the conclusion after spending a lot of time in learning about climate change that we do not have a problem of economics, technology and public policy. We have a problem of perception. The policy and the economics and the technology are serious enough issues, but we actually can deal with them. I am certain that we can.

But what we have is a perception problem because not enough people really get it yet. Fortunately, a lot of the political leaders in the major countries of the world are an elite audience that for the most part gets it now. But we still need to bring a lot of people along with us. And that's where I think organizations like the Extreme Ice Survey can have a terrific impact on human perception.

We are nearly on the edge of a crisis, but we still have an opportunity to face the greatest challenge of our generation and, in fact, of our century. This is a call to arms to do the right thing for ourselves and for the future. I hope that we have the wisdom to let the angels of our better nature rise to the occasion and do what needs to be done.

Nonsense Logic!

On 5 February 2012, columnist Sumiko Tan wrote in an article that, "In my world view, animals – unless they have been domesticated – were created to be killed by humans for food."

"It's all part of nature and the cycle of life, so why are some people so hung up about what animals might be 'feeling'?"

She also reaffirmed her position that, "... if I have to choose between ranting about cruelty to sharks and hurting the feelings of someone who had served me the dish because he wanted only the best for me, I will keep quiet and eat up my shark's fin soup, anytime."

Well, this is what transpired between our friends, Vegan Uncle and Ah Beng, soon after the article was published.



Sensational Sweet Potato

Sweet potatoes are native to Central America and was brought to Europe by Christopher Columbus where it slowly spread to Africa and Asia through European explorers and colonisation.

Sweet potatoes are high in fibre, antioxidants and low in calories. A medium-sized sweet potato provides about 35% of the daily vitamin C intake.

These tubers have low a glycemic index value as they mainly consist of complex carbohydrates. Sweet potato makes for a better alternative to other carbohydrate food as it does not spike sugar level and releases energy gradually.

Organic sweet potatoes can be consumed with the skin on or even raw but conventionally farmed sweet potatoes are better eaten without the skin.

Early research has shown that sweet potato extracts can regulate blood sugar levels of even Type 2 Diabetes as it encourages the production of a protein hormone that assists in insulin metabolism.

When consumed with the skin on, sweet potato has four times the recommended daily intake of beta-carotene which is converted to vitamin A in the body. To ensure maximum absorption, eat sweet potatoes with a little fat (like olive oil).

Sweet potatoes come in a variety of colours and purple sweet potatoes are high in anthocyanins which are known to combat inflammatory diseases.

Sweet potatoes have high levels of potassium which can alleviate muscle cramps and combat stress. Potassium is also known to be beneficial for brain function.

Sweet potatoes are best prepared steamed or boiled for maximum nutritional benefit.

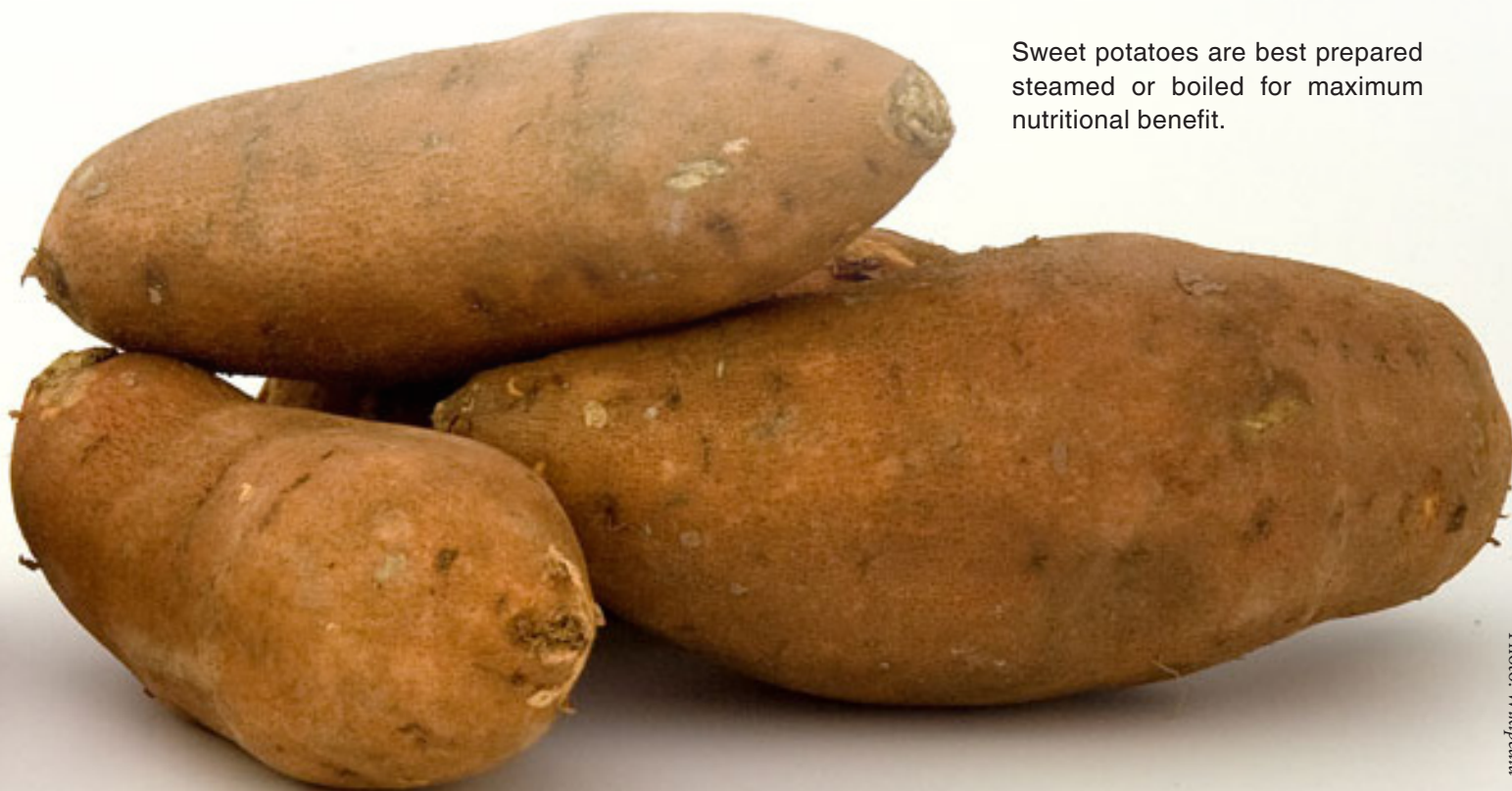


Photo: Wikipedia

Come Learn From The Expert

- 1) VISIT EMPTY-HANDED
- 2) BAKE WITH THE CHEF
- 3) RETURN WITH YOUR OWN CREATION!



*Chef Halimah of Kalavira
vegan cuisine expert*

The '*best vegan baker in town*' is now sharing her secret right out of her cosy home! Now you too can produce delicious vegan food that satisfies even the most ardent anti-vegetarian!

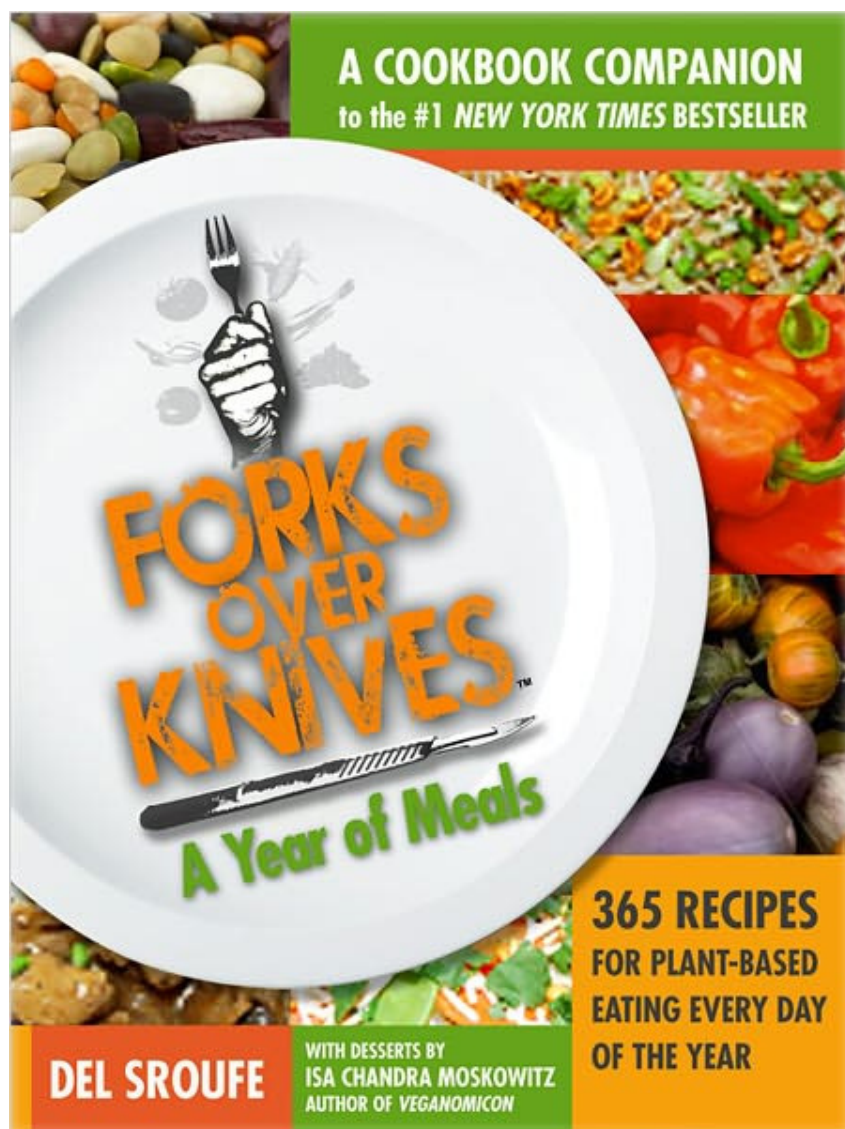


Sessions are fully 'hands on' and will be conducted at Chef Halimah's residence **near Clementi MRT Station**, in class sizes of between 3 and 4 participants each. Participant fee of \$75 onwards includes all ingredients, light refreshments and additional materials.



Class Schedule & Gallery

www.kalavira.com | info@kalavira.com



Forks Over Knives - A Year of Meals is available for pre-order at US\$23 (S\$30) from Amazon (to be released in July 2012)

Many of us are aware of the renowned documentary, *Forks Over Knives* which was released in 2011. However, not many realise that there was a companion book to the celebrated film, entitled *Forks Over Knives: The Plant-Based Way to Health*, which highlighted the facts and incorporated the advice necessary to embark on a plant-based lifestyle. That companion book also listed 125 recipes to help those interested to put their inspiration into practice and has been well-received by many.

On the back of that response, author Del Sroufe has now developed a comprehensive cookbook that offers a plant-based meal for every day of the year. Currently the co-owner of Wellness Forum Foods - a plant-based meal delivery and catering service that also offers cooking classes, to the public, the recipes are based on his 22 years of experience working as a chef in vegan and vegetarian kitchens.

And to make the experience even more sweeter - both literally and figuratively, the vegan-famous Isa Moskowitz whose cupcake recipes grace many a vegan household and restaurant, offers the recipes for the dessert section for this book meant to complement the film.

This companion book thus continues to stay true to the astonishing but simple claim that, following a fully plant-based diet can save your life - avoiding meat, fish, eggs, dairy, and emphasising whole, unrefined plant foods, can offer improvements to physical fitness, weight, blood sugar and cholesterol levels, lifestyle, and overall health - including preventing, managing, or recovering from illnesses like diabetes, heart disease, and even cancer.

This cookbook is meant to satiate the desire of homecooks by providing many different types of healthy and wholesome plant-based dishes, and offers a full year's worth of meals for anyone hoping to cut out animal products, refined oils, and processed foods for the sake of their health.

The recipes are eclectic, global, low-fat, often gluten-free, and simple-to-prepare, relying on common ingredients that anyone can find in their local grocery store. Covering breakfast, lunch, dinner and desserts, they range from American classics such as *Mac & Cheese* and *Baked Ziti*, to festive, holiday-ready dishes such as *Chard and Bean Stuffed Delicata Squash*. The recipes aim to prepare readers to cook the plant-based way every day and ensure a long and healthy life for themselves.

WONG SOON MENG

fit as a fiddle

Always the life of the party, the athletic and energetic Soon Meng is hard to miss and even harder to ignore. This well-natured vegetarian is as honest as they come and hardly does anyone have a negative thing to say about him.

Soon Meng was introduced to the concept of vegetarianism during his polytechnic days. Describing himself as a 'late bloomer' he says it was a full year later that it "fully got into my head that human stomachs are not cemeteries for animals". This was the impetus to change his diet and he has never regretted the choice in the 14 years since.

Considering his lifestyle '90% vegan', he feels that it is part of the progression towards a better self, crediting "the cruelty masked behind the nicely packaged carton of milk and the unseen sufferings of caged hens producing those eggs" as prompting him to reduce the intake of these food items.

Weird Reasons

Thinking back to the time when he first stopped eating meat, he recalls the objections from his parents who cited the age-old concerns of lack of sufficient nutrition together with some atypical considerations such as "girls wouldn't date a vegetarian man and butchers would be losing their jobs".

But over the years, his parents have come to realise that vegetarians can be healthy, though some relatives continue to be skeptical. But the real challenge, he feels, is "finding a vegetarian stall when you are at your hungriest" - and he tackles such situations by relying on fruits and bread to curb the hunger.

He also counts himself fortunate to have pursued the study of food technology at the polytechnic because he has become knowledgeable about nutrition, and is grateful to have understanding friends and colleagues who respect his lifestyle choice and try to accommodate to his needs.

Uncompetitive Winner

Soon Meng is an avid sportsman who is most regularly involved in running, cycling and swimming. He reveals that he finds running enjoyable and claims that he is not a competitive runner and who has "completed only one marathon but I have done a few half marathons and triathlons".

But his achievements tell another story - with a fourth-placed individual finish in the recent 10km *U-Run* organised by NTUC (in which he was also part of the winning team in the 10km Team-of-4 category).

And unlike any 'casual runner' we know, Soon Meng shares his professional-sounding regime of, "I cut down on fried and oily foods, adding in more carbohydrates closer to races, which is quite a common practice, even for non-vegetarians".

Forever Choice

Soon Meng says the greatest part of choosing this lifestyle is that he is contributing less to animal suffering and that he now has a greater awareness of where his food comes from and what manufacturing process it has been subjected to. He focuses on consuming whole foods and less processed food, believing that "this is what nature intended and provided for, which is what I believe is better for us".



While he is encouraged to see more people trying to get into the vegetarian lifestyle, he is disturbed by the fact that “people give up for just as many reasons why they started”. He thus warns those considering a lifestyle change to never attempt an overnight transformation but instead to “plan to make it a lifelong choice; take a few small steps to slowly acclimatise to it”. He also recommends surrounding oneself with more like-minded friends so that “you will feel more empowered and less helpless”.

As to temptation, he admits that his “brain hasn’t really switch fully to a vegetarian mode and there are times I would take a second look. I’m a visual person, I picture the animal alive and happy in its natural habitat - that helps in reminding me that it is not food.”

In social situations, he tries to inform the host as early as possible about his dietary limitations so that he or she has enough time to make the necessary arrangements.

Amazing Wife

A little-seen situation for vegetarians is a fulfilling relationship with a spouse who is not. And this what makes Soon Meng’s wife, Linda Ho, truly special. While not a vegetarian herself, she “understands, respects, accepts and supports SM’s decision to become a vegetarian. To marry someone you love is to accept your partner just as they are and truly love the whole beautiful package they come in. They are entitled to their own decisions, hobbies, goals, hopes and, in this case, diet preferences.”

Linda met Soon Meng in November 2006 and the latter was already a vegetarian by then. But Linda shares that “dating a vegetarian wasn’t a big deal to me although I had some reservation about how well I could cope with our diet differences.”

This understanding nature extended to their wedding as well - “There was no doubt about having a full veg wedding as I like veg food and SM, his family and many of our friends are vegetarians.”

And with wedding talk comes the question of kids and Linda’s answer is practical and matter-of-fact. “I do not mind bringing up my children as veg. But, before that, I have to become one myself to set a good example for them. I will respect their decisions if they decide otherwise when they grow up.”

Perfect Couple

Indeed, Linda and Soon Meng are a perfect example of how a marriage can transcend dietary preference, and she observes that “the couple has to mutually support each other to overcome resistance they may face from family members and friends” and suggests meeting like-minded people who can offer valuable advice and support as well.

And as to the possibility of Linda becoming a vegetarian herself one day, she replies that, “although SM has never requested me to be one, I think it would be wonderful to go vegetarian and grow old together. I can also proudly call myself a true animal lover then.”



What is one veg food that describes you best?

Salad - I like it with a good mix of vegetables, fruits and nuts. It lets me feel fresh, healthy and I enjoy sinking my teeth into the crunchiness of everything inside.

What misconception about vegetarianism gets your goat?

That we all eat only grass? No really, the fact that vegetarianism is often associated with religion isn't doing justice to the real reason of compassion to all living beings; and understanding that animals are also individuals capable of thought and feelings. They also have the right to roam free and to do whatever they want.

What is a quotable quote to you?

"Our task must be to free ourselves by widening our circle of compassion to embrace all living creatures and the whole of nature in its beauty." - Albert Einstein

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

I have not really given this much thought, but it would really be great if everyone can put aside all differences; race, religion, wealth, status, human or animal, this world would be a much more caring place to live in.

What is your favourite book or TV show?

Our vegetarian friend Kau Wee passed me a copy of 'Vegan - the new ethics of eating' by Erik Marcus many years back and I found it to be motivating; the author also further strengthens with real facts and examples. This is one book that anyone with doubts about vegetarianism should read.

Pro-Teach

www.pro-teach.com

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Pro-Teach Education Group Pte Ltd
Bukit Batok East Community Club
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Singapore 659841
Tel: (65) 6561-0084
Fax: (65) 6560-2230

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Confessions of a 15-Year-Old Vegan

By Samantha Golden

My parents are part of the green movement generation. They all attempt to make more sustainable choices and live a greener lifestyle. Reduce, reuse, recycle and all that. My generation, our generation, is taking the next step and eating in a greener way. We are trying to keep our planet intact for our children, and we are becoming vegetarians and vegans. I am one such person. My name is Samantha Golden, and I am a 15-year-old vegan.

I decided to become a vegan about six months ago. A family friend who is vegan recommended a blog to me and I began reading it. I never even thought about going vegan. My sister and I did not eat any red meat, and then I became pescatarian, which means the only "meat," or animal, eaten is fish.

A few months later, after I moved, I became vegetarian. One thing just flowed to the next. After reading the blog for a while I decided to take the next step and gradually work my way into being vegan.

Health Concerns

Obesity runs in my dad's side of the family and I am determined not to be next. The obesity has really impacted

me emotionally; a member of my family was just recently diagnosed with Type-2 Diabetes. That was really when it hit home for me that this was not a game and if I didn't really step it up I would be next. I think I had somewhat of a panic attack when I heard this. I have always exercised daily and eaten well but I never felt like that was enough and soon after, I was having a teen angst attack and was feeling horrible about myself. (Girls you know what I'm talking about!)

For whatever reason, I felt compelled to go on the blog and low and behold it was an article on self-love! At that moment I felt a small tug inside me telling me that this is what I should be doing, that veganism is right for me.

The main reason I chose to be vegan was all of the health benefits, I also love that being vegan protects animals and the environment. I did not wake up one morning and think to myself, "Hey, I think I'll try being vegan today, it sounds like fun." I found myself drifting down that road and decided to take a steady jog until I reached my destination.

Parents' Support Wasn't Easy

I also researched veganism before I made my final decision. It took huge amounts of convincing on my part to my parents also, because they had a hard enough time with me being a vegetarian. At first they didn't believe me when I walked downstairs and said, "I'm going to be a vegan."

When they realised I was serious I was hard-pressed to make a good argument. It basically went like this:

Me: Mom, Dad, I am going to be a vegan.

Mom: No you're not. I can't cook for you, and how will you get your protein and calcium?

Me: I've had almond milk before, actually liked it and it has more calcium than regular milk. I will eat tofu and beans, and I need to learn how to cook.

I eventually won the argument and here I am, six months later, with wonderful, supportive parents. Don't get me wrong, they still get on my nerves - I am a teenager, after all.

Empowered Teenager

I have learned how to cook and bake many things. Some examples are green monsters, vegan mac and cheese, snickerdoodles, pumpkin gingerbread and peanut butter swirl pancakes.

Most of the time when my family cooks they will set aside something for me that has no cheese, meat, or butter. Other times they will make foods with Earth Balance instead of butter. Still other times I am forced to scavenge our pantry for edible foods while they eat a delicious-looking meal.

Although I have made my decision, I am still tempted to eat some things. When I am, I usually leave the kitchen. When I go to friends' houses, I tell them to tell their parents I am vegetarian instead of vegan. This is because it is very difficult to cook for a vegan that is not your family member.

I do want to be able to go back to my friend's house, after all. Being a teenage vegan is difficult but I have found that it is worth it.

Whenever people ask me why I am a vegan I give them all of the benefits. They usually spit the disadvantages right back. I just sit quietly until they are done. After they get this one-sided debate out of their system, I calmly tell them that I was in no way implying that they should become vegans. This life choice is not for everyone, and it *IS* a choice.

I would not disrespect them by insulting the way they eat and live, and I just expect the same respect in turn. I chose to become a vegan because I felt like it was the right thing for me to do. I feel as though the pros outweigh the cons a million times over in my case.

Being a teenage vegan is difficult and sometimes I end up eating all carbs, which is when I will do a hard workout. This is my story and you are more than welcome to share in it.

*This article first appeared on
The Huffington Post in November 2011*



This year's Singapore *Animal Welfare Symposium and Public Forum 2012* was held at Chong Pang Community Club on 25 February, with exhibits from returning animal welfare groups such as the *Society for the Prevention of Cruelty to Animals* (SPCA) and *Wildlife Reserves Singapore* (WRS), as well as new entrants like *Project:FIN* and *Humane Society Singapore*. The exhibits attracted 300 visitors over the day-long event and the public forum that was carried out over 3 segments saw a dramatic turnout as well.

Jointly hosted by the NUS student group *People Ending Animal Cruelty & Exploitation* (PEACE) and *Animal Concerns Research and Education Society* (ACRES), the first forum kicked off with the widely discussed and current issue on humane domestic animal management.

Mr Tan En, Vice-Chairman of Chong Pang Youth Executive Committee, pointed out that, while the momentum for animal rights is growing, some trust issues have arisen in the past few months between organisations. Mr Tan urged all parties to set aside their differences and focus on the uniting goal of wanting to give animals a voice.

This article first appeared on
The Online Citizen in February 2012

Momentum Builds for Animal Rights in Singapore

By Cheong Yaoming with photos

Stats continue to be alarming

The founder and president of *Action for Singapore Dogs* (ASD), Mr Ricky Yeo, presented the alarming statistic that there are currently between 5,000 to 8,000 stray dogs in Singapore comprising of mongrels (90%) and sick or old pedigrees abandoned by irresponsible owners (10%). Mr Yeo recommended sterilisation as the most effective long-term solution and urged those who feed strays to bring them in for sterilisation to avoid worsening the stray animal problem.

Mr Yeo also highlighted the inherent flaw of the current HDB regulation - many condominium apartments (which are smaller than HDB flats) allow for bigger dogs to be kept, and advised HDB to review the policy and update it to fit with current trends.

Ms Veron Lau, Vice-President of the *Cat Welfare Society* (CWS), opened with another chilling statistic - 5,000 cats had either been surrendered and/or culled in 2010. While she added that some positives changes have come about since then - such as the *Agri-Food & Veterinary Authority* (AVA) subsidising half of the sterilisation costs for cats which has resulted in the increase of sterilisation numbers by 40% over the last 10 years.

Ms Lau believes that the heart of the stray animal issue is regulating responsibility among pet owners by means of penalties for irresponsible behaviour and encouragement for responsible owners. Another positive change CWS reported was that government agencies have shown more willingness to communicate, adopt the suggestions of community groups, and move from prescriptive regulations to outcome-based guidelines.



PROJECT 75

STAND UP AGAINST
PUPPY MILLS

BACKGROUND

2010 April

A breeder/owner of four Pits wanted to close operations and sell his existing stock of 85 dogs to other breeders.

Concerned dog rescuers banded together to save the dogs. They bought over the dogs, rented a space for a month to build up the dogs with the plan of finding them good adoptive homes.

Mutts & Mittens Foundation is honoured to have joined the Dog Hill Rescuers to clean up the place, with the dogs find the dogs and the dogs to vets for help.

After the month long stay at their breeding kennel, the remainder of the breeding dogs were housed at our premises for recuperation as they wait to be adopted.

Mutts & Mittens with Dog Hill Rescuers hosted a fundraising and awareness event at Ngee Museum on the 23rd April 2010. Further fundraising and adoption drives were carried out at our shelter.

On the 30th and 31st April 2010, we collaborated with one animal sanctuary with an adoption drive and two animal shelters to open up to address a number of issues of the rescued dogs and cats, and their owners.

We have been able to find homes for a number of dogs and cats. We have also been able to find homes for a number of dogs and cats. We have also been able to find homes for a number of dogs and cats.

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MUTTS & MITTENS
FOUNDATION

Mutts & Mittens Foundation is a 501(c)(3) non-profit organization.

Our mission is to provide a safe and secure home for abandoned and stray dogs and cats.

Our programs include adoption, rescue, and rehabilitation.

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Puppy mills & abandonment still a sore point

Ms Selina Sebastian, Education Executive, and Ms Deirdre Moss, Animal Welfare Director of SPCA, then shared the plight of dogs from puppy mills - in October 2010, www.sgpuppies.com was launched to tackle the problem of puppy mills and the website highlights the poor living conditions and the lack of proper vaccinations and licences at the point of sales. Sadly, it was revealed that the number of cruelty cases reported last year has increased by 116% as compared to a decade ago, and the SPCA representatives called for pet neglect - and not just pet cruelty - to be addressed through enhanced legislation.

Ms Betty Tan, Vice-President of the *House Rabbit Society (Singapore)* (HRSS) outlined how rabbits are the next most popular domesticated pet after dogs and cats. She shared that 2011 being the Year of the Rabbit according to Chinese culture, the number of rabbits being abandoned spiked to 800 - a rate of more than 2 rabbits abandoned daily.

She identified the key reasons for rabbit abandonment as being the general ignorance of rabbits' lifestyle and an alarming lack of education on how to care for rabbits (both most acute in impulse buying). Some of the solutions to tackle this problem include making it illegal to sell rabbits over the internet, limiting the sale of rabbits that are at least 8 weeks old (palm-sized) and implementing a micro-chipping policy for rabbits.

During the Q&A that followed, Ms Eunice Nah, a volunteer at the *Agency for Animal Welfare Limited* (a non-profit animal welfare group), suggested that breeding farms should be subjected to the breeding stock standards per breed as detailed by the *Singapore Kennel Club* (SKC), which advocates a higher standard of care and living condition for the breeding of various breeds of dogs. This would not only ensure care but also the quality of stock

according to international breed standards - which would go a long way in preventing congenital diseases and disabilities in dogs.

Eunice shared that she was generally satisfied with the progress and recommendations since last year's public forum and welcomed further governmental reviews of animal welfare legislation so that more could be done.

AVA speaks up

Dr Lou Ek Hee, Assistant Director of the Animal Welfare Section at AVA also responded to questions from the NGOs and members of the public at the event and reiterated the delicate task the agency has of balancing the needs of pet owners against the preferences of others who value their personal space and privacy. Dr Lou assured the audience that the AVA is seeking to improve shop standards by conducting random and unannounced inspections and has since 2010, implemented a compulsory structured training programme for shop owners.

When asked why home breeders are allowed to operate, Dr Lou said that AVA is looking into regulating breeders and would take into consideration the feedback of animal welfare groups and animal lovers. Meanwhile, he shared that feasibility studies were underway for a national microchipping database.

Meanwhile, he urged the community to support the annual Responsible Pet Ownership (RPO) roadshow (organised by AVA since 2004) - to be held on 10 and 11 November this year - whose aim is to educate the public on being responsible pet owners.

Touching on the grading system of pet shops (classified as any shop that sells live animals) that was implemented in 2006, Dr Lou revealed that 97 shops have a Grade A rating and 103 shops have a Grade B rating, representing 83% of such shops. Of the remaining 17%, 4 shops have a Grade C rating while 36 shops are not graded as they did not have animals on the shop premises.

More involvement and more progress

On a more positive note, the new character and citizenship programme announced by MOE will include modules covering the issue of respect and care for animals.

The second installment of the symposium and public forum was a great success - not just based on the increased number of participants from last year, but also on the inroads made by animal welfare groups and government agencies in opening more channels for discussion geared towards positive outcomes for all parties. It was also pleasing to note that more authorities were represented at this year's event - both the *Housing Development Board* (HDB) and *Ministry of National Development* (MND) who have a significant role to play in the various issues, were present and it is hoped that these agencies will take on a more participatory role next year.

ANOTHER YEAR, ANOTHER BRILLIANT VEG SOCIETY AGM

Into its thirteenth year, the VSS conducted its annual general meeting again at the Kampung Senang Holistic Wellness Centre at Aljunied on 3rd March 2012. Attended by about 40 guests comprising members of the society and sponsor representatives, the event was yet another opportunity to consolidate ideas and catch up with old friends.

Using the opportunity to share an edited screening of the acclaimed documentary, Forks Over Knives, it was a cosy way to start the AGM. During the discussion proper, there were a lot of ideas shared such as introducing a Buy Nothing Day and having more screening events.

The highlight of the event was the unveiling of the Subway Poster Campaign which aims to recreate the hugely successful Toronto Subway Poster campaign in Singapore. The project lead, Mr Clarence Tan, outlined the developments and the strategic ideas in mind and invited the participants to share their thoughts.

While everyone agreed that it was a good initiative to pursue, some tangent ideas, such as targetting hawker centres instead of train commuters were suggested. Mr Clarence noted the input from the floor and encouraged

those interested to come forward and join the planning committee.

Dr George Jacobs, the president of the society then highlighted the 3 main priorities for 2012 - the Veggie Thursday movement, the Subway Poster Campaign, and updating of the society's multifarious awareness publications.

Finally, as a treat, some sponsor representatives were called upon to share their personal stories as to why they have gone into providing goods and services for the vegan and vegetarian community and it was an opportunity to understand the philosophy behind the brands in attendance.

Participants then ended off the AGM with dinner catered by the Kampung Senang kitchen while chatting with one another - with a last-minute surprise by one of the sponsors who provided a vegan frozen food item to each guest.

An event that had a little bit of everything - entertainment, awareness, dialogue and a sumptuous meal, this was an event alongside the several other great ones for the Vegetarian Society.





Passion exemplified

Essentially a dedicated group of animal lovers who are moved by the philosophy that all animals - at home or in the streets - should be treated with love and respect. Tired of reading about animals who are abused, neglected and abandoned, the group led by Ms Fiona Foo, makes it its business to do something that changes the lives of such animals for the better.

The volunteer animal rescuers of *HOPE Dog Rescue* operate a blog that serves to create an awareness on the difficult lives that some animals suffer and share both the heartwarming experiences as well as the heart-wrenching stories.

This blog also serves as an avenue for the hardworking team to vent their frustrations in animal rescue as a result of inefficient laws, the lack of help, and the cruelty that

Blog: www.hopedogrescue.blogspot.com

Facebook: www.facebook.com/pages/HOPE-Dog-Rescue

Email: fiona@hopedogrescue.org

goes unseen - be it in breeding farms, in homes, or on the streets.

By bringing the stories to life and including the lives (of both animals and people) that have been touched, the group hopes that others who share their passion will find solace in their stories, and people who have never felt the need to get involved, will decide to do so.

Their philosophy is that it is important that people who care for animals band together to help and save them and tell the animals, "you are not alone".

Ultimately, *HOPE Dog Rescue* works towards a day where animal cruelty is a rarity and there is less suffering for the animals, and never ceases to try its best, within its means and resources, to save the animals and rebuild their trust in humans again.



How can you help?

HOPE Dog Rescue urgently needs volunteers with private vehicles who can help transport street dogs to and from the vet for sterilisation and medical treatment. Contact them if you can spare some time and energy!

But if you do not have the time to physically help out, they can use the help to donate the following items which are essential tools in their animal rescue work - Frontline Spray, Deworming Pills, Antiseptic Powder, Leashes, Old Towels and Nature's Gift dog food.

To arrange for donations of these items, please email pops_snaps@singnet.com.sg.



Little Green Brilliance

Shalu Asnani, a former lawyer and currently a chef, cooking instructor and an advocate of all things healthy and sustainable, recently started *Little Green Café*, an online hub that provides inspiration and information to anyone wanting to subscribe to a healthier lifestyle.

Shalu conducts vegetarian cooking classes and consults with restaurants on including great-tasting vegetarian dishes into their menu. She is also working on a cookbook to be published later this year. Focusing on the niche area of healthy vegetarian cuisine, her goal is to disprove the myth that vegetarian food is boring.

*Recipes and photos contributed by **Shalu Asnani**, founder of **Little Green Café** - www.littlegreencafe.com.sg.*

Lao-styled Smoked Eggplant Dip

1. Prick eggplants and chillies with skewer.
2. Skewer eggplants, chillies and garlic cloves and grill over an open flame until blackened all over. Alternatively, char under grill. Peel off the blackened skin and roughly chop.
3. Pound garlic, chilli and salt in mortar and pestle.
4. Add eggplants and pound further. Add spring onion and coriander and mix well.
5. Add soya sauce and lemon juice to taste.
6. Serve with slices of toasted baguette.

4 Japanese eggplants or 2 regular eggplants
 2 green chillies
 4 cloves garlic (with skin)
 Salt to taste
 2 spring onions, finely chopped
 ½ cup coriander leaves, finely chopped
 1 tsp light soya sauce
 1 Tbsp fresh lemon juice
 small baguette, sliced and lightly toasted
 *wooden skewers

Thai-style Pumpkin Soup

1. Chop pumpkin into 1-inch sized cubes.
2. Heat olive oil in pot and sauté whole garlic cloves until fragrant and lightly-browned, then add sliced shallots and red chilli. Add chopped pumpkin. Season with salt, pepper, paprika and ground coriander.
3. Toss until pumpkin is coated with seasoning and sauté on low heat for a few minutes to let it soak up flavours. Add more olive oil if necessary.
4. Add 2 cups vegetable stock, cover and cook on low heat until pumpkin is soft.
5. Let cool and puree in blender with basil leaves.
6. Return to pot, simmer on low heat and add coconut milk. (If you don't like it too rich, add ½ portion water and ½ portion coconut milk.) Taste and adjust.
7. Quickly fry some basil leaves in hot oil until crispy.
8. Serve soup warm, garnished with a dash of paprika and fried basil leaves and with some crusty bread on the side.

<i>1 small pumpkin</i>	<i>½ tsp paprika</i>
<i>2 Tbsp olive oil</i>	<i>½ tsp ground coriander</i>
<i>3 cloves garlic</i>	<i>2 cups vegetable stock</i>
<i>4 shallots, sliced</i>	<i>½ cup packed basil leaves + 2</i>
<i>1 chilli padi, minced</i>	<i>sprigs for garnish</i>
<i>Sea salt to taste</i>	<i>½ cup coconut milk</i>
<i>black pepper to taste</i>	<i>Crusty bread</i>

Spicy Tofu with Lemongrass

1. Rinse tofu and pat dry with paper towels. Cut into 1-inch sized cubes and arrange in single layer on a plate.
2. Slice off tough ends from lemongrass, then peel and discard tough outer layers. Finely chop tender portions.
3. In a bowl, mix lemongrass, soy sauce, chili, sugar, turmeric, salt and 1 Tbsp oil. Pour over tofu cubes and spread evenly. Marinate for 20 minutes.
4. Heat 2 Tbsp oil in wok and sauté onion, shallots, and garlic until fragrant. Push to one side of pan. Add tofu and stir gently, mixing tofu with onions. Cook on medium heat, stirring occasionally until tofu is browned around edges and onion is soft (about 5 minutes).
5. Stir in basil leaves and chopped peanuts. Squeeze lime juice over and mix well.
6. Transfer to a plate and garnish with remaining peanuts. Serve hot with rice.

<i>4 firm tofus</i>
<i>3 stalks fresh lemon grass</i>
<i>2 Tbsp light soy sauce</i>
<i>2 Thai bird's eye chillies</i>
<i>2 tsp sugar</i>
<i>1 tsp ground turmeric</i>
<i>1 tsp salt</i>
<i>3 Tbsp vegetable oil</i>
<i>½ onion, thinly sliced</i>
<i>2 shallots, thinly sliced</i>
<i>2 cloves garlic, minced</i>
<i>150g basil leaves</i>
<i>½ cup chopped, roasted peanuts + 2 Tbsp for garnish</i>
<i>2 Tbsp fresh lime juice</i>

Homage to our Culinary Heroes

The real heroes of the Vegetarian Movement in Singapore aren't the people who use words to talk about vegetarianism or write about it, such as the people at Vegetarian Society (Singapore). The real heroes are really the people at vegetarian restaurants and stalls who use their chopping boards, woks and ingenuity to create the dishes that power us vegetarians to live full, exciting lives via a wise and kind diet.

So, let's pay homage to our heroes. Even if we are in a rush, let's take time to be gracious. Let's say "Hi!" in whatever language to the people who work at and run these vegetarian eateries we rely on. Let's smile and ask them if they have eaten themselves.

When it's time to go, let's thank these noble individuals and maybe give them our feedback, telling them what we liked and maybe giving a friendly suggestion on how they could improve on the dishes or add new ones. Times change, and in the process, so does our taste and preference. Nowadays, more people are looking for healthier food – less salt, less



oil, less cooked, more whole grains, less processed foods and less mock meats. Our heroes are there to serve us; so, we need to help them adjust to these modern, health conscious times.

Vegetarians and meat reducers are still a minority here. Society is still dominated by diets that disparage our fellow animals, that disrespect the planet and that disregard human health. Those of us striving for a kinder, wiser diet need to support each other - especially these unspoken heroes.

Are you a regular at a veg eatery?

If so, why not try to be friends with the owner and the staff. Find out their names; tell them yours. We need to support these heroes who make it possible for us to enjoy great food that remains healthy and safe. Please give it a try - it will make dining more enjoyable for everyone.





Retails for \$160 exclusively at the Pachelbel boutique retail store at Suntec City Mall #02-102 - for more information, visit www.pachelbel-fashionista.com

Pachelbel, led by Singaporean Karen Cheng, is a home-grown label that envisions vegan-fashion as a new trend that is both ethical and luxurious. Its fashion products are made of materials like bicast leather, polyurethane leather, vinyl polymer, nylon and jacquard embroidery with in-house designed fittings to bring out the uniqueness of each design, and exude a unique character that is timeless and enduring. The *M Chic* handbag launched in December 2011, for example, promises three zipped compartment spaces with interior pockets designed specifically for your handphone, iPad and even a slot on the outside base to hold your EZ-Link card!

Retails at most major supermarkets - for more information, visit www.frysvegetarian.co.za

Retails for \$28 per box of 28 sachets at most Guardian and Unity outlets



Each delicious *Fry's Vegetarian Golden Crumbed Schnitzel* is carefully formed before being evenly and generously sprinkled with tasty crumbs. The schnitzels come precooked and thus offer the convenience of preparing a quick meal. The freezing process also locks in the taste to retain their full flavour and delicious freshness when prepared. Delicious whether braaied or grilled, these can be served with lightly-steamed vegetables and a smooth vegan-cheese sauce for a high protein meal. Each schnitzel is an ample and satisfying serving for an adult.



Unlike solid or synthetic liquid iron supplements, *Spatone* is a 100% natural liquid iron supplement that derives its iron content from the iron-rich, Snowdonia Mountains in Wales (UK). *Spatone* comes in 5mg sachets which contain only a small amount (5mg) of ferrous sulphate to ensure the absorption of 40% (or 2mg) of its iron content - which is the required daily amount. It appears like crystal clear water and has no odour, with just a slight iron taste if taken as a concentrate. It dissolves well with water or fruit juices such as orange, apple or pineapple. *Spatone* is currently Britain's Number One selling iron supplement.

VegVibe

Advertising Rates

MICA (P) 003/06/2011 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.**

Why Advertise With Us

- Niche readers who follow VegVibe closely
- Regional focus with global reach
- Longer shelf-life due to strength of content
- Established branding and strong ties to the community

VegVibe has been well-received since inception and enjoys a conservative estimate of 4,000 readers per issue, with over 300 direct subscribers, as well as over 1,900 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*.

Flat Fee of \$100 per full-page advertisement - inclusive of design and layout!

*Whilst the rate quoted above is for single insertions, we offer more comprehensive support for long-term commitments. 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 or vegville.com@gmail.com to find out how you can reach out to our target audience.*