

Vegvibe

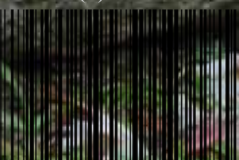
MAY/JUN 2011

Doting Mother Wong Hsiao Kee

Also in this issue

**San Francisco
Oil-Free Recipes
Using Soap Nuts
Pet Abandonment
Kampung Senang
Raw Foodie Linda Loo**

MICA (P) 003/06/2011



ISSN 2010-2631

\$3 FREE

The Chief Veggie Speaks!

May has been a month of change - notably in politics where the General Election here in Singapore witnessed a landmark moment. Perhaps this change will translate into the movement being propelled forward. In any case, we are committed to being an agent of such progress and will continue to work tirelessly towards those ambitions.

In the last issue, our discussion on a difficult and touchy topic - that of animal cruelty in dairy farming - was received rather favourably and acknowledged as a genuine concern by the majority of readers we spoke to. We are thus encouraged to continue such dialogue, and we do the same here with our article on Pet Abandonment - a serious and very real problem in our sophisticated society (*page 06*).

We also take a leaf from Dr Esselstyn's fine presentation on practising an oil-free diet - which he delivered to a packed auditorium assembled by the VSS in March, to present 3 marvellous recipes that can be attempted by virtually anyone (*page 34*), and hope to give readers a good idea of how they can drastically reduce their oil consumption without too much inconvenience or compromise.

Similarly, we are pleased to include a 'How To' piece on using Soap Nuts (*page 10*) - the natural cleaning agent for which several satisfied users have given up laundry detergent altogether!

Our focus is continuously on the future and thus, our book review this time around features an analysis of a handful of environmental campaigns in the US that used some innovative strategies (*page 19*), which we hope will inspire the current crop of activists in Singapore to widen their perspectives and peruse a whole range of options in championing the cause.

We are still on the lookout for anyone who might be interested to help us deliver copies to the various distribution points (thank you to those who have come forward so far) and anyone who could help us with advertising sales as well. If you think you can help or have any feedback or suggestions, we are always available at vision@vegville.com or 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. Thank you once again for this opportunity to be a part of your life and we hope to be a positive impact - how little that might be.



vision@vegville.com
vegville@gmail.com
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
*Sutha Raman, Joe Siew,
Lü Liqing, Jo-Ann Elicia Teo*

Photography
Halimah Ilavarasi

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Errata: In the Mar/Apr 2011 issue, our article entitled *Green Fashion 101: eco-friendly fabrics*, shows Etrican's website as www.etrican.com.sg. The correct address is www.etrican.com. For the article entitled *The Sweet Smell of Health*, the website address for Lemongrass House is www.lemongrasshouse.com. In the product feature section, the brand of soap nuts should be *The DIY Secrets*.

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06

The Pain of
Pet Abandonment

34 Inspired
Oil Free Recipes



Vegling Corner

Cherubic and effervescent *Leighton Teo* (right), is one remarkable boy. Born with an intestinal defect that led to several complications as an infant, the two-year-old has come a long way since and has thrived on a vegetarian diet. Inquisitive by nature, Leighton likes to meddle with and dismantle items around the house, which has resulted in several disassembled toys for parents Raymond Teo and Jenne Yeo to fix or dispose of. Leighton enjoys slurping on porridge and biting into his favourite fruit, the pear, and the family (including his older brother) spend time together by bonding before bed time and visiting places of interest.



A student at St. Andrew's Junior School, *Harjass Singh* (left), is a sporty and compassionate young man. Turning 9 in June, he enjoys chomping on his favourite vegetables – carrots, broccoli and mushrooms. In his free time, Harjass loves playing hockey, football and having fun with his friends. An animal lover, he likes playing with animals and hopes to volunteer with the zoo so that he can be surrounded by them. Parents Inderjit Kaur and Sukhdev Singh spend time with Harjass and his sister by going cycling at the beach, having family movies and dinner on weekends. The multi-talented boy who plays the tabla, Harjass hopes to be an architect when he grows up.

Maitri Lee Yuk Jin (right), who turns two in July, is a gregarious and energetic boy who enjoys roaming in the park, collecting stones, and playing with toys - especially cars. He also likes reading and watching *Barney*. Maitri relishes banana cashew nut ice-cream but also takes pleasure in drinking a range of vegetable and fruit juices, and nut milk that his mother lovingly prepares for him daily. Parents Bryan Lee Choon Lim and Tan Shel Lin bond with Maitri by playing in the park and visiting his grandparents. Starting on ambitions early, his parents hope that Maitri will be a mechanical engineer when he grows up.





Assam Pedas

New Peranakan-Thai Chef's Creations in May and June

Singapore's first and only Peranakan-Thai plant-based restaurant since 2003, it pledges to steer clear from the conventional mock meats by offering secret recipes which continue to surprise even its non-vegetarian regulars.



Nyonya Curry

Their popular Peranakan-Thai cuisine in this MSG-free kitchen include Nyonya Curry, Assam Pedas, Thai Tamarind Fish and their Sambal Kangkung. Enjoy their signature Olive Brown Rice with their sambal belachan chilli for an extra punch, or go wild over their Oatmeal Tofu and the must-try Nyonya Golden Pumpkin dessert.

Check out the Chef's creations in May and June for special occasions like Mother's Day and Vesak Day, including Peking Platter, crispy Lemongrass Tofu Cake and Handmade Dim Sum Ingots with Fresh Greens.



Thai Tamarind Tofu Fish

Just 1 minute's walk from Tanjong Pagar MRT Station Exit A, in a brightly-lit conservation shophouse. Reservations are highly recommended.

Whole Earth

76 Peck Seah St. S(079331)

Tel: 6323 3308 www.wholeearth.com.sg

5% discount off Set Menu

WHOLE EARTH

Valid till 30 June 2011. Dine-in only. T&Cs apply.
Not valid with any other discount/promotion.
VegVibe May/June 2011 promotion.



BLOSS

More Culinary Adventures in May and June

NAÏVE is a chic eatery offering Singapore's first "plant-based culinary adventure" and specialises in using premium, natural ingredients with creative preparation techniques for great flavours.

Start off with their calming Blessing of the Sesame Seeds ceremony before ordering from the whimsical menu comprising both Asian and Western cuisine.

For Asian specials, check out their exotic, meaty Monkeyhead mushroom classics such as Enchanted Forest, Cheeky Monkey or Love at First Bite. Enjoy the refreshing Love Potion appetiser using fresh pomelo and strawberries with homemade enzyme. Red Riding Hood is their crispy sweet and sour family classic.



Enchanted Forest



Button Steak

For new Western specials, check out their unbelievable variety of mains from Button Steak to Shepherd's Pie to Garden Baked Rice. The Rainbow Salad and Ocean Chowder are great starters. Accompanied by the homemade fruit enzyme wine, it makes for a truly culinary adventure unique to NAÏVE.

Opposite Katong Village carpark. Reservations are recommended.

NAÏVE

99 East Coast Road

Tel: 6348 0668 www.naivecompany.com

10% discount off Food

NAÏVE

Valid till 30 June 2011. Dine-in only. T&Cs apply.
Not valid with any other discount/promotion.
VegVibe May/June 2011 promotion.



From humble beginnings at Clarke Quay in 1996, to the current location inside Park Mall since 2009, *Classic Lao Di Fang* continues its inspired recreation of popular meat-based Chinese cuisine dishes as healthy-yet-appetising versions.

Taking its cue from the popular and regularly sought after cuisines from East Asia - namely Taiwan, Hong Kong and China, and also a handful of local fare, this renowned vegetarian restaurant offers an extensive menu comprising an impressive 100 dishes to sample from.

A mark of any good Chinese restaurant is its ability to serve up authentic traditional fare, and *Classic Lao Di Fang's* vegetarian *Buddha Jump Over the Wall* priced at \$48.80 (top) is a mouthwatering and authentic adaptation of its meat-laden cousin. Made using several kinds of mushrooms, lotus, bamboo shoots and pith, moss, chestnut, herbs and an assortment of vegetables that are double-boiled for more than two hours, this dish has a consistency of a soup with the added dimension of complex flavour as a result of the essence from each ingredient lending itself to the overall taste.

The star dish though is the *Healthy Brown Rice in Lotus Leaf* (right) which may very well have the power to convert brown rice haters! Comprising three types of rice and a chockfull of ingredients such as *chye sim*, chestnut, preserved olive vegetable, carrot and dried mushrooms, memories of dried shrimp are evoked while the ingredients blend together perfectly - all in the hands of the skilful chef, who counts paid scouting trips to Beijing, Taiwan and Hong Kong to sample cuisine as part of his job responsibilities. The rice has a firm yet chewy texture and a slight stickiness that makes it addictive and entices one to reach for more.

Another commendable dish is the *Vegetarian Suckling Pig* priced at \$28.80+ and \$38.80+ which is created in-house with a deep-fried crispy outer layer that is filled with mushrooms, beancurd, chestnut and potatoes. The dish comes served with a special sauce, cucumbers and lettuce that all complete the experience.



Indeed, biting into a portion of the *Suckling Pig* (below) is a textural treat – the crispy exterior contrasts sharply with the smooth and soft interior while the lettuce leaves provides a cooling crunch on the palate. While this dish may not be what weight-watchers are looking for, as an occasional treat, it is as good as it gets.

But for those who prefer more vegetable-based dishes, the *Vegetarian Pork with Winter Melon* (\$25.80+) and *Huai Shan with Special Sauce* (\$16.80+) are two dishes that are certainly a must-try. The former is a mixture of vegetarian pork and winter melon which are cubed and arranged aesthetically, allowing for a contrast of textures and flavours. For instance, the winter melon has a gelatinous melt-in-your mouth quality due to being lightly steamed for

about 15 minutes.

The *Huai Shan* (or burdock root as it is known in English) meanwhile is specially sourced from overseas and is combined with a host of other ingredients such as black fungus, snow peas, lotus seeds and carrots which are



seasoned lightly and cooked just right yielding a firm and crunchy texture in every bite.

In line with its family-oriented theme and concept, *Classic Lao Di Fang* has put together a menu of their finest dishes including *Buddha Jump Over the Wall*, *Salad Mango Prawn Roll*, *Classic Luo Han Zhai* and *Healthy Brown Rice in Lotus Leaf*, together with a delicious dessert in anticipation of Mother's Day. Prices for these set meals start from \$98.80 for take-away orders (recommended) or \$108.80 for dine-in customers.

They also offer à la carte buffet that starts from an affordable \$12.80+ on weekdays, and several other set menus to choose from as well that caters to those who wish to celebrate special occasions with their family.

Classic Lao Di Fang is open daily for lunch (11.30am to 3.00pm) and dinner (5.00pm to 10.00pm), and reservations are recommended for dining in.

Classic Lao Di Fang Vegetarian Restaurant

9 Penang Road #B1-12 Park Mall

Tel: 65338959 / 90034238

www.classicldf.sg

Despite pet abandonment being frowned upon by animal lovers and various animal welfare organisations, it is becoming the 'norm' in today's society. Owners abandon their pets by leaving them on the streets, tied at bus-stops, HDB void decks and even at dangerous industrial sites. It is amazing the extent to which these irresponsible owners will go once they have made up their minds to get rid of their pet.

Without a thought for the well-being of the pet - who would have been like family up to that point, they simply dump it on the streets like a vagabond, subjecting the defenceless creature to hunger, dangers such as heavy traffic, and even outright abuse by unkind passers-by.

According to the *Society for the Prevention of Cruelty to Animals* (SPCA) Singapore, it receives about 90 'lost dogs' each month of which only half are claimed - in spite of advertisements placed in the press. Sadly, while pet abandonment is actually punishable by law (see inset, top right), the anonymity of the culprit in most cases renders this law powerless to pursue those responsible.

Through the eyes of Brandon

Animals have feelings and emotions just like us and we share the story of an 8-year-old male Cocker Spaniel called Brandon (see facing page) whose world came crashing down when his owners decided he was no longer wanted.

Brandon's story depicts the feelings and opinions of an abandoned pet. In his case, he was rescued but that is not the case for most abandoned pets - they end up wandering the streets aimlessly with nothing to live for.

(1) ANY PERSON WHO:

(F) BEING THE OWNER OF ANY ANIMAL, ABANDONS THE ANIMAL WITHOUT REASONABLE CAUSE OR EXCUSE, WHETHER PERMANENTLY OR NOT, IN CIRCUMSTANCES LIKELY TO CAUSE THE ANIMAL ANY UNNECESSARY SUFFERING OR DISTRESS, OR CAUSES OR PERMITS THE ANIMAL TO BE SO ABANDONED

SHALL BE GUILTY OF AN OFFENCE AND SHALL BE LIABLE ON CONVICTION TO A FINE NOT EXCEEDING \$10,000 OR TO IMPRISONMENT FOR A TERM NOT EXCEEDING 12 MONTHS OR TO BOTH

SECTION 42, CHAPTER 7 ANIMALS AND BIRDS ACT

Animals regularly suffer because of human selfishness. If you are a pet owner and if the thought of abandoning your pet ever crosses your mind, you should sit down and think of all the times that it has given you joy and solace in times of your distress and how it still welcomes you all the same even though you have been too busy to spend time with it.

No excuse for betrayal


Then think about the consequences - does your furry companion deserve to roam the streets frightened with an empty stomach it has no idea how to fill? Does it deserve to be attacked by other street-smart and aggressive dogs? Does it deserve to be hit by passing vehicles because it doesn't know how to negotiate around traffic? And is it fair for it to be put to sleep because it is unclaimed and deemed unadoptable?

There can never be a good enough reason to leave your pet on the streets. Pets are for us to love and care for always, and not for abandoning and betraying when the going gets tough.

By Jo-Ann Elicia Teo,
17-year-old volunteer writer at Zeus Communications
Photos courtesy of Zeus Communications



Why did you
abandon me??



Jeremy was left in a small cardboard box for the entire day at a motorcycle parking area. It was only when a security officer noticed the box and went over to check, that the poor dog was found inside having been under the hot sun all day. He is rather old, almost blind and look at his nails - he was neglected as well. He has since been adopted but due to old age has lost his sight and hearing.

It happened without warning one day

They tied the leash to a metal chair under a block of HDB apartments and told me to 'stay'. I felt uneasy watching them walk away but was certain they were just going to the car to get something and would return back to me. After all, I was family and they have had me all my life. They would never do anything to hurt me. They loved me.

I waited at the same exact spot for minutes that turned into hours, still confident that they will soon bring me home. My legs started to ache, my mouth became dry from panting in the heat, and I needed to go to the toilet. Many people walked past me but all they did was to slow down and point at me as they went. No one stopped to give me a pat or ask if I was alright and needed some water.

Why did they do this to me?

It never once crossed my mind that my family - the people whom I had looked up to and loved dearly all my life, were abandoning me and throwing me away. I was just confused and fearful at being left in an unfamiliar world for some unknown reason. Having lived in the safety of a home all my life, I did not know where to go or what to do, and by nightfall, I was filled with so much uncertainty and anxiety.

It was hard to imagine that my family could be having a hearty dinner at home while I was out all alone, suffering from lethargy, hunger and a broken heart. Didn't they miss me? Weren't they thinking of me like I was thinking of them? I was hungry now. I missed my family and my bed so much.

I felt betrayed but continued to hope that my family would eventually come back looking for me. Of course, this hope was dashed - most owners who abandon their pets never look back. To this day, I cannot and never ever understand why they left me to fend for myself like that, after having been their loyal companion for so many years.

Where is the love they once had for me?

I still think about how much they used to love me and how they doted on me when they first took me home from the pet shop. I was the love of their life then and everything I did was cute. These thoughts bring pain and sadness into my heart. Did they think we were incapable of feelings? We are intelligent, caring and loyal companion animals. We understand every word humans say, but do they understand us?

I never misbehaved or messed up the house. I didn't even sleep on the sofa when they were out (although I know many of my friends do)! Maybe I was getting a little old but it wasn't as if I was very ill. Maybe the reason they abandoned me was because of the eye and ear infections I suffered from? To be honest, that was not my fault though; they did not bring me to the vet when I needed medical attention.

Did they believe that by leaving me on the streets, someone would pick me up and bring me home? But they did not consider that there are many who would think just like them - people who would shun the thought of keeping an old and sickly dog. Taking me home with them would mean another mouth to feed and another burden to carry in their hectic lives. Not to mention the additional cost - I hear that vet bills in Singapore are expensive.

Still hoping to see them again

Later that evening, a group of kind teenagers saw me. They bent down to pat me, stroked my fur and talked to me gently. I felt a glimmer of hope again. They talked amongst themselves, wondering how to help me. Eventually, a wonderful lady came to pick me up - she said she was going to foster me!

I was grateful at being rescued but upset that I was not going back to my own home. The lady who fostered me for that first night gave me a good bath and a warm meal as soon as we got to her place. I was indeed thankful to have a roof over my head but still yearned to go home. "Tomorrow," I told myself, "tomorrow my family will come for me and bring me home." But they never did.

Luckily, I got a second chance

I am still with my foster mummy who picked me up that day, and she always tells me that she does not mind having me around until I find a good home. Thanks to the love and attention she has showered on me, my skin and ear infections have now disappeared. Even the painful wart on my ear that was bleeding now and then for so many years has been surgically removed. I think I must look very handsome again now.

Maybe I am a very lucky boy, but I know there are many other furry friends out there who have been abandoned and never found. Some roam the streets while others get caged up at animal shelters, facing the possibility of getting euthanised. I hear that the abandonment rate has increased to a level where there is just no more space at shelters for the senior dogs like me.

There really is no good reason to abandon

But why abandon us in the first place? Is it because we

are no longer as cute and adorable as when we were first brought home? Well, no living thing remains the same age forever - we all grow older, just like any child. Some of us turn out better-looking than others, but all of us remain loving and loyal companions.

Or are we abandoned because there is no time in the hectic schedule to take care of us? Why didn't they think about this at the pet shop when they wanted to bring us home? It is sad that many never consider the commitment and long-term dedication required to take care of a pet.

Or is it because we need more medical care in our senior years? But isn't this the case for any living thing that is aging? Even if they were unable to afford the vet bills, there are so many options for help which are better than abandonment. They could have approached animal welfare organisations or even their friends to help take care. Although it may seem like the fastest and simplest way, leaving a pet abruptly in the lurch is also the most heartless.

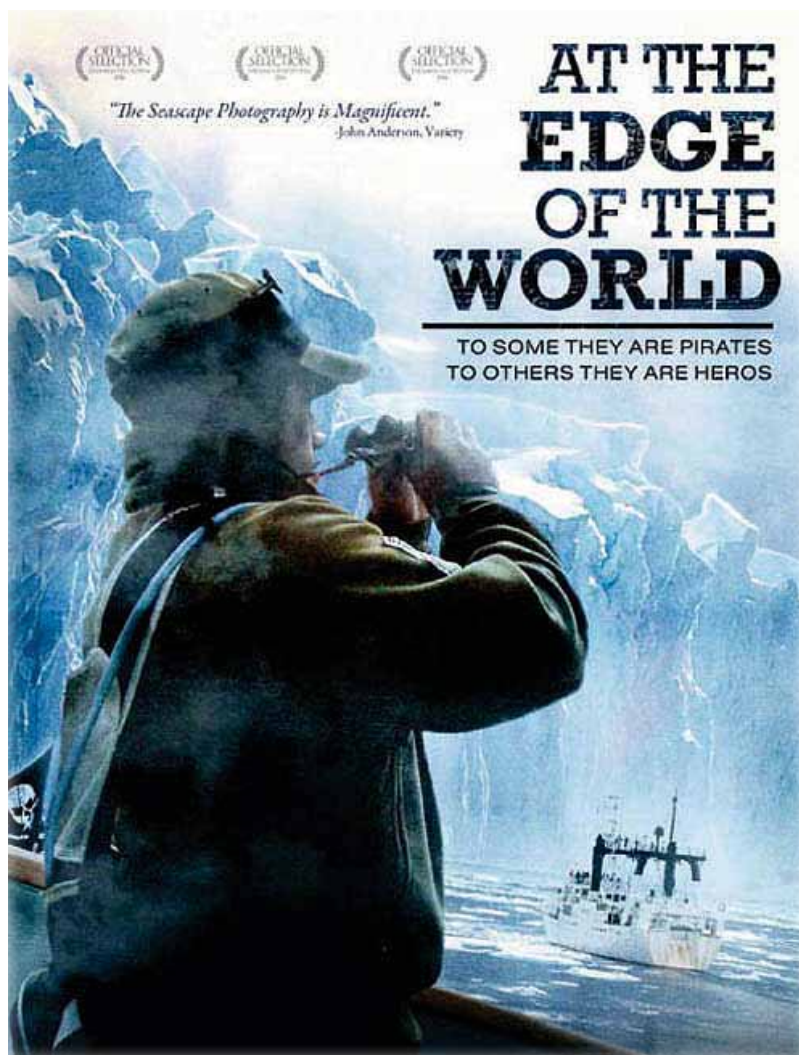
Shaggy was abandoned in a shipyard, so he played with the stray dogs roaming there and rummaged for food with them. He was slowly convinced to follow rescuers and has since been rehomed with an expatriate family. Today, he is very well loved and is such a darling to his family.



Zeus Communications is a group of animal lovers who believe that they can be the voice for the animals. Their aim is to elevate the status and significance of companion animals in our society for the good of the animals as well as for humanity. Visit the group's website at www.zeuscommunications.blogspot.com to read more of their rescue stories.

Ever wanted to watch pirates-of-the-caribbean-meets-animal-activism? Well, now you can!

This epic tale of the *Sea Shepherd Conservation Society's* fight to enforce the protection of whales at the *Antarctic Whale Sanctuary* against well-fitted Japanese whaling ships is as compelling a *David vs Goliath* story as you can get.



Located at one of the furthest corners of Earth, the documentary chronicles two brave little ships refused legal registration, *The Farley Mowat* and *The Robert Hunter*, which painstakingly set sail as pirate vessels in search of the whaling ships. Once sighted, they then pursue them before employing some unconventional tactics to stop the whalers from killing the magnificent creatures there.

While it is not a whale documentary that showcases the magnificence of the whales being hunted - one of the ships' captains points out that over 20 years, 18,000 whales have been killed at the sanctuary, it is about the raw tenacity and perseverance displayed by the 46 volunteers from all walks of life (not to mention, on leave from their day jobs) and who account for 15 countries in all.

At The Edge Of The World thus packages this noble cause with danger, ingenuity and even tomfoolery at times, to present a riveting story of a group of people motivated and driven solely by passion for a cause so close to their hearts.

Capturing the raw essence of the adventure, this documentary film does not peruse a narrator or storytelling format but instead let's the story unfold naturally as the team progress on their mission.

The end result has been a multiple-award winning production that includes Best Documentary, Best Environmental Film and Best Cinematography at various festivals. Notably, it was a Feature Documentary at the prestigious *Toronto International Film Festival* of 2008.

And while the subject matter might be quite similar to that of the reality TV show *Whale Wars* (which can sometimes come across as scripted and over-hyped), the approach of this film is notably different - highlighted by the limited resources available to the film crew as they follow the team's exploits throughout.

"...one of those rare documentaries that could easily function as a compelling fiction thriller."

**Robert Levin,
Critic's Notebook**

With just seven cameras and access to the *Sea Shepherd's* scouting helicopter, the 50-day mission is portrayed as a battle of life and death for the men on board the two vessels.

While some may view the work of this group as a form of terrorism, the men at the centre of the proverbial storm see themselves as eco-pirates who rely on guerilla tactics to disable the whaling activity.

With some of the terms associated with this film being 'eye opening', 'hair raising', 'authentic', 'jaw dropping' and even 'thought provoking', it is a pirate story like no other and one where you'll be definitely rooting for the pirates.

***At The Edge Of The World* is available for purchase at USD\$27.97 (S\$35) including shipping from Amazon.com**



Soap Nuts

**Nature's
Laundry
Detergent
and
Household
Cleaner**

By Lü Liqing with photos

Grown on trees, Soap Nuts are simply a kind of fruit that has the cleansing properties similar to that of soap. Resembling dried *Longan* and the cousin of *Lychee*, this fruit has a big black seed (which is usually removed before sale) and a brown shell that contains a natural chemical compound known as *saponin*. Saponin is a type of surfactant that has the ability to enable water to spread and lift off dirt and grease.

This wonderful gift from Mother Nature is commonly found in India, Nepal, Indonesia and China. Since ancient times, Soap Nuts have been used for many cleansing purposes including laundry, household cleansing and even personal care such as body and hair wash.

As recorded in traditional medicine, Soap Nuts have also been a healing herb that is used to treat sensitive skin conditions such as *Eczema*. In China, the use of Soap Nuts for this purpose was chronicled in the famous medical book *Compendium of Materia Medica*. Meanwhile in India, it is commonly used in *Ayurvedic* treatment even today.

Why Use Soap Nuts

There are many environmental and health concerns when it comes to the production of mainstream detergents

in factories as well as using them in our homes. Toxins released during the production process pollute our air while the disposal of these chemicals often pollute the waterways and harm marine life. People also tend to develop respiratory and skin allergy problems that are linked to the use of commercial detergents.

Soap Nuts are a natural cleanser and it is as natural as it gets. It does not contain any synthetic chemical which can be harmful to our health. It does not add to the burden of the Earth since it decomposes naturally and becomes nutrient for plants.

There are many species of Soap Nuts, of which *Sapindus Mukorossi* is considered the better grade due to its higher saponin level.

Benefits of Using Soap Nuts

- 100% natural and free from synthetic chemicals
- Natural alternative for people with sensitive skin
- Safe for washing children's and babies' clothes
- Naturally anti-microbial
- Leaves clothes clean, fresh and soft
- Does not leave chemical residue on clothes
- Saves on water use
- Biodegradable and can be composted
- Multi-purpose household cleanser

Using Soap Nuts for Laundry

The most common use of Soap Nuts is for laundry as it leaves your clothes clean, fresh and soft without the need for any fabric softener. The gentle cleansing properties make it suitable for any type of fabric, while the low sudsing nature makes it a versatile detergent that can be paired with any washing machine, including high efficiency washers.

For an average wash load, 8 to 12 half-pieces would be enough, and the pieces can be placed in a small cotton wash-bag (as shown above). The wash-bag can be tossed into the washing machine just like that and after each wash cycle, the wash-bag and nuts need only be air-dried. Each batch of Soap Nuts can be used for up to 4 wash cycles.

If it is a cold wash cycle, the soap nuts may optionally be pre-soaked in a bowl of hot water for a few minutes before use (you can pour the bowl of water in too), which will help to release the saponin more effectively. More Soap Nuts can be used to tackle dirtier laundry if necessary as well.

When the Soap Nuts turn pale, thin and brittle, this will be the indication that the Saponin has been used up and they can then be added to any compost.



Thanks to the green movement in recent years, Soap Nuts have been introduced to many countries around the world. Right now, they are popularly used in the United States, Europe, Australia, New Zealand, Taiwan and Japan. With the ready availability of Soap Nuts here in Singapore, this is a great time to join the growing movement of people who are using Soap Nuts as an alternative to detergents.



Making Your Own Soap Nut Liquid

Soap Nut Liquid is a great multi-purpose cleaner but as they last only for one or two weeks, it might be prudent to make small batches.

1. Add 6 cups (1,500ml) of water into a pot
2. Put in 20 to 24 half shells (break them up into smaller pieces)
3. Turn to high heat and bring the mixture to a boil
4. After 5 minutes of boiling, turn down to low heat and let the mixture simmer for another 20 to 30 minutes, stirring occasionally
5. Remove the pot from the heat and allow the liquid to cool - you will get about 4 cups (1,000ml) of Soap Nut Liquid
6. Strain away the shells and store the Soap Nut Liquid in a bottle for convenience



Lü Liqing is the founder of **The DIY Secrets** (www.thediysecrets.com), a Singapore-based start-up that offers natural solutions, recycling ideas and household tips & tricks. **The DIY Secrets** also offers soap nuts for sale.

SUBLIME SAN F

Photo: My China Connection

As the land of the infamous *Golden Gate Bridge*, notorious *Alcatraz* and the enchanting *Fisherman's Wharf*, San Francisco is definitely a tourist attraction not to be missed on a trip to the United States.

Located in the sunny state of California - though during my visit in February the Sun was not doing its job and it was so cold that ice-cream left out on the pavement overnight would not have melted - San Francisco offers much sights and sounds to enthrall visitors and locals alike.

through *Jefferson Street Promenade* (Fisherman's Wharf) to see the city's fishing fleet, seals and fishermen at work. While you are there be sure to check out the *Ripley's Believe It or Not!* museum and test the limits of your imagination and visit Hollywood celebrities at the Wax Museum.

If you have time to spare, do get on board a bay cruise which offers stunning view of *Alcatraz* island as well. *Alcatraz* is the Spanish word for pelican and came about because the birds were apparently the only inhabitants of the island prior to human arrival.

RANciSCO

By Sutha Raman



The island that served as a military fortification and incarceration facility for war prisoners in the 1850s and during the Spanish-American war, was later used as a maximum-security prison in the 1930s housing members of organised crime and high-risk convicts.

The prison has since been decommissioned and the island is now accessible through *Alcatraz Cruises* which depart from Fisherman's Wharf.

The *Golden Gate Bridge* is undoubtedly the central icon of San Francisco, and links the city with Marin County.

Some of the awesome facts about the bridge include - it can withstand winds of up to 100 miles per hour; the two great cables that run through the bridge contain enough strands of steel wires to encircle the equator 3 times; and, the concrete used to build the bridge would pave a five-foot walkway from New York to San Francisco!

As for the amazing natural landscape and sights, *Muir Woods* would be the place to visit, while *Yosemite National Park*, well known for its granite domes, valley, waterfalls and giant sequoias, is just a short day trip (or even a longer 2-3 days) away.

Most hotels offer details on local tour operators who could organise a tour for you to visit these places of interest (and more) but if you like to preplan, there is much information on the internet to adequately plan ahead.

For the Veg Traveller

I wondered if the land of such natural beauty and man-made wonders would adequately feed a hungry vegetarian visitor and decided to put San Francisco to the test! Being a city comprising various ethnicities, the cuisine is inevitably a melting pot of cultures and tastes.

Union Square is sort of like the *Orchard Road* of San Francisco and that is a good place to start when hunting for vegetarian food. There are scores of shopping malls, hotels, shops and restaurants in this area is accessible by the BART (*Bay Area Rapid Transit*).

Take the Bart to Powell station and simply start walking around to explore the many sights and sounds it has to offer. Some of the restaurants offer vegetarian options alongside their normal fare but be sure to always check first if they have these options available.

I found two *Loving Hut* restaurants - which offer delicious vegan cuisine. One was located at the basement of a shopping mall called *Westfield* and is one of the many stalls there (much like the food courts here).

The noodle soup I had for lunch was wholesome and healthy and other items on the menu include soy nugget and potato fries, which might satisfy your cravings for some *McDonald's* style fast food, the veg way of course.

The other *Loving Hut* restaurant is located at Stockton Street at Chinatown but I did not get the opportunity to explore this area or sample the food there.

Just opposite the *Loving Hut* stall at *Westfield Mall* is a *San Fransico Soup Company* stall, which serves gluten free, dairy free vegetarian soups and I was surprised to find a variety of such soups on the menu to choose from. Each soup comes with a small bun and you may want to try their hummus wrap at an additional charge.

Golden Era Vegan restaurant (right) meanwhile is only a stone's throw away (or as the Americans would say, only 2 blocks down) from *The Hilton* at O'Farrell Street.

This restaurant offers a range of delicious Vietnamese, Thai and Chinese dishes and I particularly found the spicy Thai fried rice a force to be reckoned with! The portions are large so be sure not to over order and be sure to leave some space for their tempting desserts.

They have carrot cake, green tea coconut cake and the most yummiest vegan blueberry cheese cake I have ever tasted

- it was so inviting that I did not stop to take a picture of the cheese cake before attacking it!

Veg Options Wherever You Go

On my last day in San Francisco, I ventured outside of Union Square and found *Maoz* at Telegraph Avenue and *Herbivore* at Valencia Street.

To get to Herbivore, get off at 16th Mission BART station and ask around for directions to Valencia Street, heading towards 983 Valencia Street. A quiet little restaurant serving mostly Spanish vegetarian dishes, I was awed by the breakfast platter of scrambled tofu, pan-fried potatoes, spicy corn bread and black beans.

Herbivore also serves delicious pancakes and mouth watering rice-milk shakes. I could have just stayed there the whole day but not wanting them to think of this tourist as a glutton, I politely left after breakfast.

Heading on the BART to downtown Berkeley, you can ask around for directions to Telegraph Avenue. It is a bit of a walk, however once you get to Moaz, you certainly won't regret the long walk.

Telegraph Avenue is the place where students from the *University of California (UC) Berkeley* hang out, and is a hip place no matter what age group you belong to - just remember to wear your jeans and sneakers and act cool to blend in.



Photo: Sutha Raman



Photo: Sutha Raman

Tip: Check in with the SF Vegetarian or Vegan Meet-Up groups before heading there so that you can have some company during meals - no one knows a place better than the locals

I went there to just hang out and was not exactly looking for vegetarian food when I found Maoz (below). I tried the falafel pita bread there and was rather impressed by the generous serving. In addition the salad bar (right) enables you to select your choice of filling to add into the pita bread.

The vegan options are clearly marked, which include fried broccoli/cauliflower, cilantro sauce, and tomato sauce – just to name a few.

Most restaurants in the city use onion and garlic though, so if you are particular about omitting these from your dishes, be sure to specify your requirements at the point when you place your order.

If all else fails and you are desperately hungry, there is always *Subway* which offers a veggie delight sandwich (ask for without cheese if you are vegan).

Needless to say, I did not go hungry in San Francisco and would go as far as to say that the Bay Area passed my veg test with flying colours!



Photo: Poor Taste San Francisco



Photo: Burnaby Daily Feed

Stretch Your Budget on Delicious Food

Who says vegan food has to be expensive or complicated to prepare?

With the rising cost of living, *Vegan on the Cheap* by Robin Robertson, offers delicious, nutritious yet wallet-friendly options for busy working adults to whip up easily. The author of 19 cookbooks - and counting - Robin displays her skill in vegan cooking while at the same time sharing her in-depth experience in the art of stretching the dollar.

Vegan on the Cheap offers 150 recipes divided into a wide range of categories such as *Cooking Basics*, *Salads*, *Noodle Know-How* and *Sweet Delights*. The categories are systematically ordered, allowing for easy understanding and gradual progression. For example, the recipe section starts off with *Cooking Basics* which provides the recipes that form the base of other recipes, like *marinara sauce*, *vegan sour cream*, *vegetable stock* and *simple simmered seitan*.

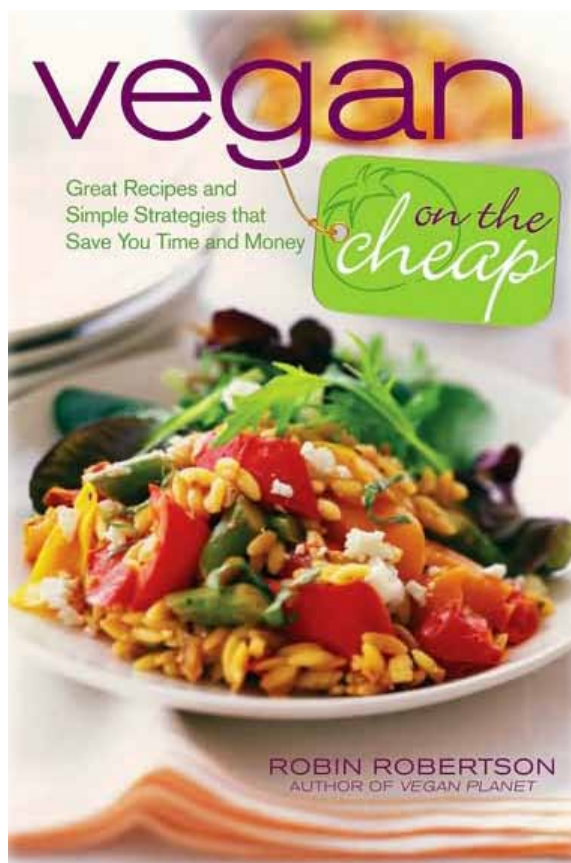
Though the recipe book is catered for the Euro-American market, the ingredients for a large number of recipes are basic staples like rice, pasta, legumes and tempeh, which are easily available in our local supermarkets. There are also recipes that would please the Asian palate, such as *Quick Lo Mein*, *Asian Noodle Soup*, *Coconut Curry Rice* and *Indian-Spiced Lentil Ragù*.

For the more adventurous, some innovative and seriously-delicious recipes like *Samosa Pie*, *Penne-wise Peanuttty Pasta* and *Savoury Vegetable Cobbler* have been included as well, together with other delectable recipes that would easily broaden one's repertoire of vegan cuisine.

The highlight of this recipe book though, in our opinion, was the useful introductory section on how to shop wisely for grocery, mix and match recipes, and even offers cost comparison on how much can be saved by preparing food at home. As the common bugbear among working adults is preparing their own meals, the section on time-saving tips provides practical and feasible options for vegetarians and vegans, and even comes complete with a sample weekly meal plan to help prepare healthy, wholesome meals quickly.

All in all, this recipe book is a useful starting point for vegetarians and vegans alike who feel lost in preparing meals for themselves and their families while juggling a

full-time career or other intensive commitments.



Vegan on the Cheap
ISBN: 978-0470472248

retails at all major bookstores for S\$32.50

Penne-Wise Peanuttty Pasta

2 garlic cloves, crushed
2 green onions, chopped
2 teaspoons grated fresh ginger
4 ounces silken tofu, drained
1/3 cup creamy peanut butter
1/4 cup soy sauce
2 tablespoons rice vinegar

1 tablespoon toasted sesame oil
1 tablespoon ketchup
2 tablespoons light brown sugar
1/2 teaspoon red pepper flakes (optional)
1 1/2 cups plain unsweetened soy milk

12 ounces penne pasta
2 carrots, cut into 1/8-inch slices
2 cups small broccoli florets
2 tablespoons minced fresh parsley or cilantro
1/4 cup crushed unsalted roasted peanuts

1. In a blender or food processor, combine the garlic, green onions, and ginger. Process until well minced. Add the tofu, peanut butter, soy sauce, vinegar, sesame oil, ketchup, sugar, crushed red pepper, if using, and soy milk. Blend until smooth. Set aside.
2. In a large pot of boiling salted water, cook the penne over medium-high heat, stirring occasionally, until al dente, about 10 minutes. About halfway through,

add the carrots and broccoli to the boiling pasta. Drain the pasta and vegetables well and return to the pot.

3. Pour the reserved sauce over the pasta and vegetables. Toss to combine and cook over medium heat, stirring occasionally to heat through, about 5 minutes. Taste and adjust seasonings, if necessary. Sprinkle with parsley and peanuts and serve.

Chickpea, also known as garbanzo beans, is thought to have originated from the Middle East about 7,500 years ago and is a staple in South Asian, African and Middle Eastern cuisine.

An edible legume, chickpeas are a good source of protein, containing about 29% protein per cup of cooked chickpeas.

Chickpeas have a low Glycemic Index (GI) value, helping to regulate blood-sugar levels by being digested slower. This also helps to keep you full longer, assisting in weight management.

Chickpeas contain a significant amount of insoluble fibre which improves the digestive system and research indicates that chickpeas can help reduce problems to the colon, including colon cancer.

Chickpeas are high in iron, manganese, molybdenum, folate and it is also a good source of calcium. 1 cup of cooked chickpeas has about 80 mg calcium.

While canned chickpeas are easy and convenient be mindful of the sodium content in them. It is easy to prepare fresh chickpeas by soaking them overnight and boiling them in a pressure cooker.

Chickpeas are packed with antioxidant phytochemicals that have been linked to cardiovascular health including reducing heart disease.

Though chickpeas are known to cause flatulence, soaking them for more than four hours can reduce this problem.

When buying dried chickpeas, ensure that there is no evidence of insect damage such as holes, chips or breakage on the peas.

Research suggests that chickpeas can help reduce cholesterol levels by lowering total serum levels and LDL cholesterol.



VERSATILE CHICKPEA



Chickpea Fritters

1. Peel potatoes and garlic, then boil in pot of water until tender
2. Drain water from pot and mash up potatoes and garlic
3. Mash cooked chickpeas and add to mashed potatoes/garlic
4. Peel and finely dice onions, and pound or coarsely grind fennel seeds, coriander seeds and cumin seeds together before adding all to mashed mixture (add salt to taste)
5. Mix all ingredients thoroughly and adjust seasoning if necessary before taking golf-ball-sized mixture and making into patty
6. Bake patties in lightly oiled tray at 190°C for about 20 to 30 minutes until brown
7. Serve warm with dipping sauce

260g potatoes
2 cloves garlic
300g cooked/canned chickpeas
80g onions
2 red chillies

2 teaspoons fennel seeds
2 teaspoons coriander seeds
2 teaspoons cumin seeds
Salt to taste

Come Learn From The 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 fees are priced at \$70 onwards each and includes ingredients, light refreshments and all other materials.



*Chef Halimah of Kalavira
vegan cuisine expert*

1) ViSiT EMPTy-HANDED

2) BAKE WiTH HER

3) GO HOME WiTH YOUR VERY OWN CREATION!

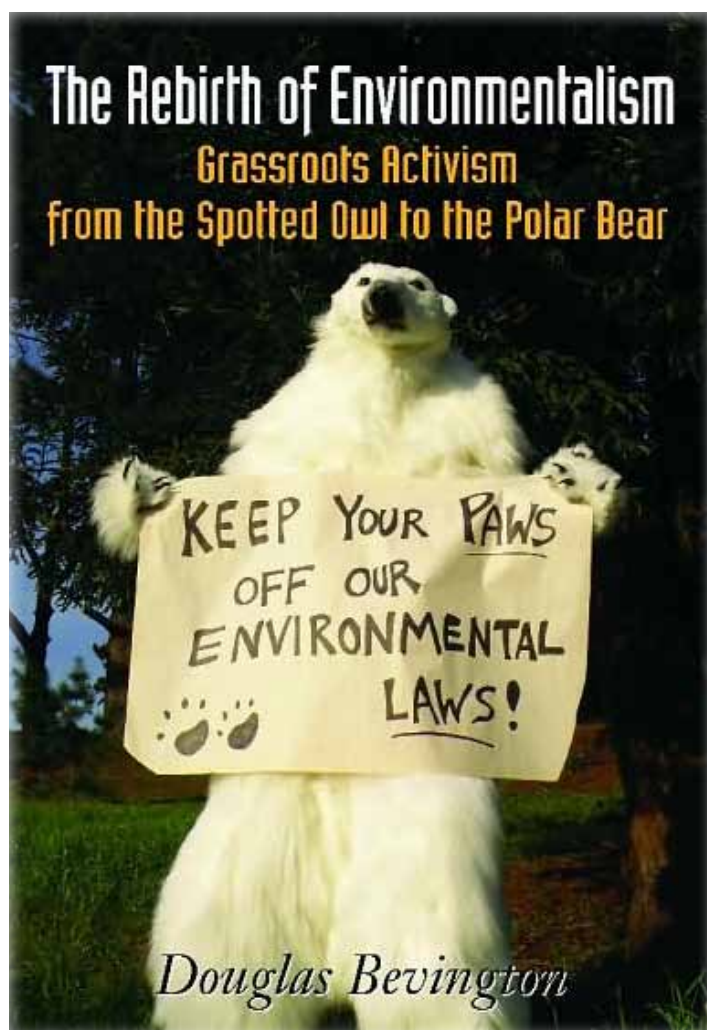
check class schedule and see pictures at
www.facebook.com/Kalavira.Vegan.School
or book your slot via email at kalavira.cakes@gmail.com

Considered a comprehensive case-study textbook by many in the field of environmental activism within the United States, *The Rebirth of Environmentalism* takes us through an analysis of the environmental movement - including its history and current status - before discussing the different approaches taken by three particular groups.

Based on first-person interviews with key activists in these campaigns, Dr Douglas Bevington explores the role of tactics, strategy, funding, organisation, movement culture, and political conditions in shaping the influence of the groups. He also examines the challenging relationship between radicals and moderate groups within the environmental movement, and addresses how these grassroots organisations were able to overcome constraints that had limited the advocacy of other environmental organisations.

Described as an engrossing and well-written book, the literary endeavour started off as a scholarly pursuit by Dr Bevington who has the experience of two decades as an environmental activist himself. Admirably, the material in the book is well-referenced and adds credibility to the points discussed and makes the appealing recounts reliable as well.

Dr Bevington, who obtained his PhD in Sociology from the University of California - where he taught courses on social movement studies - is currently still actively involved with the movement and occupies the



post of Forest Program Director at *Environment Now*, a grantmaking foundation based in California.

“With a sociologist’s keen eye, Douglas Bevington gives us a close-up account of the ‘alternative environmental movement’ that emerged in the 1990s. Essential reading for serious students of conservation - and anyone interested in the future of Planet Earth.”

**Professor Deborah Sivas,
Director of the
Environmental Law Clinic,
Stanford Law**

With the focus of the book being to offer insight into unconventional strategies that worked better and would not have been encountered by most readers, it certainly serves as a learning tool for the fledgling movement in this region to optimise itself and become more effective.

Also, the comprehensiveness of the accounts of the three case studies shared is epitomised by the fact that several activists who had a working knowledge of the cases themselves gained a fresh perspective as a result of reading the book.

As Singapore leaps forward in its progress as an environmentally conscious and compassionate society, *The Rebirth of Environmentalism: Grassroots activism from the Spotted Owl to the Polar Bear* is precisely the type of material that our activists should be referring to in order to open their minds to the various strategies that could be developed to tackle the challenges faced by these lion-hearted individuals who champion the many causes that matter to all of us.

The Rebirth of Environmentalism: Grassroots Activism from the Spotted Owl to the Polar Bear is available for purchase in paperback at USD\$42.11 (S\$52) including shipping from Amazon.com



WONG HSIAO KEE

MOTHER KNOWS BEST

for herself meant that she had to rely on food courts for her meals which was hardly a healthy option. Luckily though, she had the opportunity to stay at *Our Place International* in Arizona, US, for a few months together

It's hard to picture 29-year-old **Wong Hsiao Kee** as a mother of one. This spunky and youthful vegan carries her responsibility as a full-time mother to her toddler son with so much grace and ease that one can easily mistake her for being many years younger.

Hsiao Kee's first brush with vegetarianism came through a chance encounter with an organisation called *Our Place International* which promotes natural healing and rejuvenation through a vegetarian diet. Through the encouragement of its founder, she discovered how to take control her life and live a healthy and disease-free existence. Her son, Reyes, who was nine months old then, added that extra motivation to pursue this goal so that she could be a role model for him. So, together with her son, Hsiao Kee turned vegetarian overnight and has been a vegan for the past 1½ years.

Rough Sea of Change

Hsiao Kee's transition was not smooth sailing though, as her family was initially sceptical and very concerned about Reyes' diet due to the initial weight-loss and low energy-level. Fortunately, this was only temporary as the cherubic boy soon started to grow steadily and is now a cheerful 'energiser bunny' - who has been given a clean bill of health by the paediatrician - much to the grandparents' satisfaction.

On a personal note, Hsiao Kee shares that she had to contend somewhat with her own craving for unhealthy junk food and desserts when she first turned vegetarian. Also, her lack of experience in preparing vegetarian food

with Reyes, and there she learnt the finer points on preparing wholesome vegan food while, at the same time, reconnecting with nature.

Comprehensive Enlightenment

Hsiao Kee attests to the many benefits a vegan lifestyle has brought her. Spiritually, she is content to live a simple life, without the need for such things as skincare products, make-up, high-heels and designer bags - things that mattered to her before. In fact, she feels that her wrinkles have now lightened and her skin is smoother and clear, while her eyes sparkle more.

Where once upon a time she would not dare to leave the house without sunscreen, she now enjoys basking in the sun and having a tanned complexion. In addition, the change in diet for health reasons has knocked off a newfound respect and compassion for animals - which she honours by not buying products derived from animals.

A typical day for mother and son includes fruit and vegetable juices for breakfast, followed by a salad lunch made up of a variety of vegetables, sprouts, fruits and seeds. Dinner is usually a fruit platter or blueberry smoothie and coconut water though on occasions, Hsiao Kee does prepare cooked food when she feels the need to.

Motherly Advice

For mothers who are planning to go vegetarian, Hsiao Kee urges them to be motivated by the compelling desire to keep healthy as otherwise it might be tempting to give up due to resistance from family members.

She also suggests reading extensively on what to expect, and recommends Herbert Shelton's *The Hygienic Care of Children* as a good starting point. From her own experience, she recommends *Our Place International* as well and suggests talking to its founder, Ray Kent, who brought up his son on a plant-based diet.

Currently learning *iridology* - the study of the iris of the eye to determine strengths and weaknesses in the body - during her free time, Hsiao Kee turns philosophical when asked about her son's future. She believes that she is responsible for cultivating good eating habits in Reyes especially during his tender age but "when he grows up and eats junk, it is his choice, I will not stop him but when he falls sick and suffers he will remember fondly what I have been trying to tell him."

Spoken like a true mother.



More information on Hsiao Kee's self-discovery is available on her blog at www.hsiaokee.blogspot.com

What is one veg food that describes you best?

Durian. It's either you love it or hate it. Those who understand where I am coming from would appreciate me while those who don't get it will think i am an extremist.

What misconception about vegetarianism gets your goat?

That vegetarians lack protein and need lots of nuts, eggs and milk to replenish. Every fruit and vegetable we eat contains protein!

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

It would be for the human race to stop being outlaws of nature because ultimately nature always wins.

What is your favourite book or movie on vegetarianism?

Superior Nutrition by Herbert Shelton

Name a Quotable Quote to you...

"Dying the way we do is a major disgrace, and surely the time will come when it will be unthinkable to profit from someone's pain and suffering"

- Ray Kent, founder of Our Place International -



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.





Photo: On The Neutron Trail

Weeding Out RADIATION

By Joe Siew

The world came to a momentary standstill in March this year when Japan was devastated by an earthquake measuring 9.0 on the Richter Scale and then consumed by a massive tsunami that resulted in its wake.

As sympathy poured in from all around the world, a bigger concern slowly emerged – radiation leakage as a result of damage to nuclear reactors that were engulfed by the massive waves.

The ramifications were felt regionally and worldwide, as radiation poisoning can have detrimental health impact beyond the current victims to future generations as well.

Nowhere To Hide

The natural disaster has revealed how little we are aware of radiation poisoning and on what natural remedies are available to counter its effects. Researchers say that radioactive materials from the fallout of nuclear power plants can be airborne and inhaled, or settle on crops which are ingested by farm animals.

In the man-made food chain, the contaminated vegetables, milk and meat are eventually consumed by humans which lead to the radioactive isotopes being absorbed by our thyroid glands and other organs. At the same time, certain radioactive materials such as *strontium-90* have been known to bind with calcium-rich foods such as milk and

leafy green vegetables and subsequently leech into our bone marrow.

Exposure to radiation can lead to several health impediments such as acute vomiting and nausea, to more severe and chronic illness such as neurological disorder, low blood count, diminished immune system and even cancer through the mutation of cells.

Fighting Radiation

While all these are clear and present dangers of radiation, there are some natural options to combat radiation, backed by research that is starting to demonstrate their effectiveness and benefits.

While herbs such as *neem* and fungi like mushrooms might help to combat radiation, the humble seaweed seems to be highly prized for its ability to prevent and reduce radiation poisoning. For example, during the *Chernobyl Nuclear Disaster* in 1986, children who were fed *spirulina* showed a 50% decrease in radioactivity levels within 20 days.

Similarly, after the bombing of *Nagasaki* in 1945, researchers found that Japanese place on a strict macrobiotic diet that included brown rice and *miso* soup containing sea vegetables did not suffer from radiation poisoning despite being situated within a mile of the site of impact.

The Science Behind The Reason

Recent research has shed light on these observations - *sodium alginate* which is found commonly in sea plants within the kelp family binds with the radioactive isotopes and is then passed out harmlessly through the stools.

At the same time, the naturally-high iodine content in kelp maintains optimal levels of iodine in the thyroid glands, thus preventing against the absorption of harmful forms of iodine, including radioactive iodine isotopes.

While iodine supplements certainly serve a similar purpose, they can hardly be compared vis-a-vis sea vegetables - the latter can be consumed in any amount and can double-up as a tasty addition to regular meals. For optimal iodine levels, about two tablespoons of kelp seaweed is recommended daily or a few kelp tablets for those who prefer the convenience.

In addition to the particular advantages against radiation poisoning, sea vegetables also contain about 56 minerals and trace elements including calcium, iron, potassium and copper, with some research studies suggesting that they can contain up to 10 or 20 times more nutrients than vegetables found on land.

So adding seaweed to your diet need not be just to combat radiation but also for overall great health. The most common resistance to eating seaweed is the initial taste, texture and aroma - all of which can be overwhelming. However, in many instances, it just a matter of getting accustomed to the difference and there are innumerable recipes readily available to ease you into the world of seaweed cuisine.

KELP FUN FACTS

- Kelp is known for its high growth rate - certain species can grow as fast as half a metre a day and reach up to 30 to 80 metres
- Kombu, made from a species of kelp, is a very important ingredient in Japanese cuisine and is used to flavour broths and stews and as a primary ingredient in some popular snacks
- Until the early 19th century, burning of kelp in Scotland was one of the principal industrial sources of soda ash (sodium carbonate) which is used in the manufacture of glass
- As kelp has a high rate of growth and its decay is quite efficient in yielding methane and ethanol, some scientists are suggesting the farming of kelp in the ocean as a source of renewable energy
- The alginate found in kelp is used as a thickener in many products such as ice-cream, jelly, salad dressing and even toothpaste

ALGINE PLUS®

FACT: SEAWEED PROTECTS AGAINST

Algene Plus is the only Natural Food supplement that consists of the three main species of seaweed - *Green, Brown & Red* - and is a nutrient-rich whole food complex from the unpolluted deep waters off Iceland and Greenland. The seaweed in **Algene Plus** is combined uniquely to contain:

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| • 18 Amino Acids | • Healthy Oils |
| • Coenzyme Q10 | • Alginates |
| • Omega-3, 6, 9 | • Enzymes |
| • DHA, EPA | • Isomers |
| | • Collagen |



Algene Plus is manufactured under *Good Manufacturing Practice* (GMP) standards in Sweden by *Algene Products of Sweden*, and is the ideal supplement for vegetarians and vegans.

Over the years, some vegan parents have come under great scrutiny and censure for bringing up their infants on a vegan diet that either caused the death of their child or severe malnourishment. For instance, just this March, a vegan couple in France was charged with the death of their toddler who was found malnourished and suffering from respiratory illness.

This sort of incidents naturally raises many questions on the safety and health aspects of a vegetarian and a vegan diet.

Supplementary Issues

All growing children regardless of their diet need a range of vitamins and minerals to enjoy optimal development. In particular, they need sufficient minerals such as iron and calcium, vitamins such as Vitamin D and B12, and nutrients such as DHA.

Counting Calories

Though most of these are naturally available in food sources, vegan children may not get nutrients such as DHA and B12 as easily in plants as it is in meat. Furthermore, vegetarian and vegan diets can be high in fibre which would fill children's little stomachs without providing enough calories to keep them going for their energy-filled day.

Hence, parents who plan to bring up their children vegetarian are often faced with some significant challenges. At the outset, if their immediate family members are not vegetarians themselves, parents often come under immediate pressure to feed their children some meat or eggs - fuelled by the misconception that a vegetarian diet is considered inadequate.

Secondly, parents themselves are sometimes stumped as to what to feed their children and how to prepare a variety of wholesome meals that can address their child's needs adequately. If both parents are working, it becomes an even more greater obstacle to plan the child's meal accordingly so that optimal nutrition is absorbed from the

food he or she eats.

To Supplement Or Not?

It is for such reasons that some vegetarian parents turn to supplements such as vitamin tablets as a safety net that ensures that all the necessary vitamins and minerals for their children's well being and growth is present.

However, on the other hand, there are also parents who firmly believe that supplements are not necessary. Tan Shel Lin, for instance, is a mother who believes that a



wide range of plant-based foods, including colourful vegetables, fruits, nuts, seeds and legumes, can provide all the nutrition necessary for her young son. She does not supplement his diet with pharmaceutical

products as she believes "the plant kingdom can provide us with all the nutrition that we need".

But it is only natural that parents fret about their children's health, and new mother Lim Fang Qi is no different. As her infant son is still mostly breast-feeding, she is concerned about her own diet and thus ensures that she has consumed sufficient proteins herself. She supplements her diet with a daily multivitamin, vitamin B12, AHA and vegan DHA supplements.

While she has started to introduce semi-solid food to her baby boy, she surfs the internet to find out more before introducing any new food to him and does not rule out giving him supplements if necessary.

Medicine Can Be Natural Or Synthetic

Parents of older children like Bhavani Prakash, mother of two daughters, are not without their concerns. Though she does not believe in supplements, she ensures that her children enjoy a wide range of foods and incorporates ingredients like wheat germ, nutritional yeast, seaweed and miso which are known to have good amounts of minerals and vitamins such as B12.

Though she feels that supplements can be an option for children depending on their diet, she firmly believes that "food has to be our medicine".

Experts meanwhile generally advise parents to put their children on a wholesome and varied diet and suggest fortified foods as an option instead of supplements. Today, several food items for children come fortified with iron, calcium and a range of vitamins, which could mean that additional supplements are not necessary.

Consult The Experts

But for parents who have picky eaters or feel that their children are not thriving for some reason, there is no embarrassment in providing supplements to them.

Though it would be advisable to consult a paediatrician first to rule out other causes of deficiency. At the end of the day, the child's health comes first and parents should make informed decisions to help develop their children into healthy well developed adults.



All our formulas are based on a deeply rooted environmental commitment. Our ingredients are fresh and derived from safe, renewable resources. Our products are all non-toxic, sulfate and paraben free. They contain no animal ingredients and have not been tested on animals.



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The Future of Animal Welfare

Strong participation at SPCA's AWSS 2011

Into its third annual installment, the *Animal Welfare Symposium for Students (AWSS)* organised by the *Society for Prevention of Cruelty to Animals (SPCA) Singapore* in conjunction with Ngee Ann Polytechnic drew an overwhelming turnout of students from all over Singapore.

From participants as young as seven and eight to the mature youth of the various Junior Colleges and Polytechnics, the symposium provided the perfect snapshot of the future movers and shakers of Singapore.

Arriving bright and early on 19 March 2011 to mingle with their friends from other schools, as well as to stop by the various booths set up by the *Vegetarian Society (Singapore)* - VSS, *Animal Concerns, Research & Education Society (ACRES)*, *Cat Welfare Society (CWS)* and SPCA Singapore respectively, the organisers counted a packed auditorium numbering 400 individuals.

Students were taken in by the memory game designed by the CWS and the life-sized simulated bear cage installment arranged by the ACRES team, while learning from the VSS how they could help the movement through their dietary choices - by committing to *Veggie Thursdays*.

Information-packed but certainly not boring

The symposium comprised of much information, and the students were treated to some eye-opening footage of animal cruelty and to fresh perspectives with regard to factory farming.

The speakers included Mr Louis Ng, founder of ACRES,

Ms Amy Corrigan, Education Director at ACRES, Dr George Jacobs, President of the VSS, Ms Fareena Omar, President of the CWS, and Mr Jaipal Gill, Assistant Manager of Operations at SPCA. All experts in their own right, the passion of these individuals was very clear and which was, no doubt, impressed upon the young minds and hearts present.

Bearing in mind the age of the participants, the organisers incorporated interesting pedagogy to engage them - each presentation was followed by an activity that was designed to get the students thinking and reflecting on the issues introduced as well as consolidating all the information into possible action on their part. These activity worksheets were published as a booklet together with other information such as the speakers' particulars and the synopses of their respective speeches.

Some of the activities included facilitating the students in planning for campaigns or writing letters to companies that practise unsatisfactory welfare for animals (led by Ms Amy Corrigan), while another encouraged the participants to estimate the results of a survey SPCA had done before the findings were shared (led by Mr Jaipal Gill).

Internalising through 'art'

But the most impactful of the activities was arguably the one led by Dr George Jacobs following his insightful presentation on factory farming. Using a simple concept of two diagram boxes, he asked the participants to draw in one a farm as they imagine it to be, and in the other, a modern day farm as they had just been briefed.

Unsurprisingly, all the participants drew contrasting images in their boxes - which visualised the reality and urgency of the situation (see bottom). It was heartwarming too to witness the majority of the young students actively and earnestly drawing the best representation of each type of farm as well.

Students *VegVibe* spoke to were unanimous in their excitement over this activity and it was apparent that the seriousness of factory farming had been communicated to them through this particular exercise.

Revealing questions

The two question-and-answer sessions that were held also revealed the sincerity of the participants and illustrated the awareness they already possessed with regard to animal welfare at such a young age.

Instead of over-simplistic questions such as 'do animals feel pain', the queries were more in-depth such as how to care for stray animals and what avenues were available for students to volunteer help within the animal welfare sector.

The speakers who subsequently chaired the Q&A sessions were up to the task of answering these insightful questions with pertinent and knowledgeable information as well.

Students fully energised and empowered

Other students to whom *VegVibe* spoke to expressed their appreciation for the symposium and shared that their expectations had been surpassed, with one junior college

student frankly remarking, "I thought I would be falling asleep today, but it was surprisingly refreshing."

Indeed, students were seen to be excited and invigorated as they streamed out of the auditorium at the end of the day, having enjoyed throughout the day food for thought as well as great food for the soul - an appetising and scrumptious vegan lunch had been catered by the renowned *Loving Hut* for the participants.

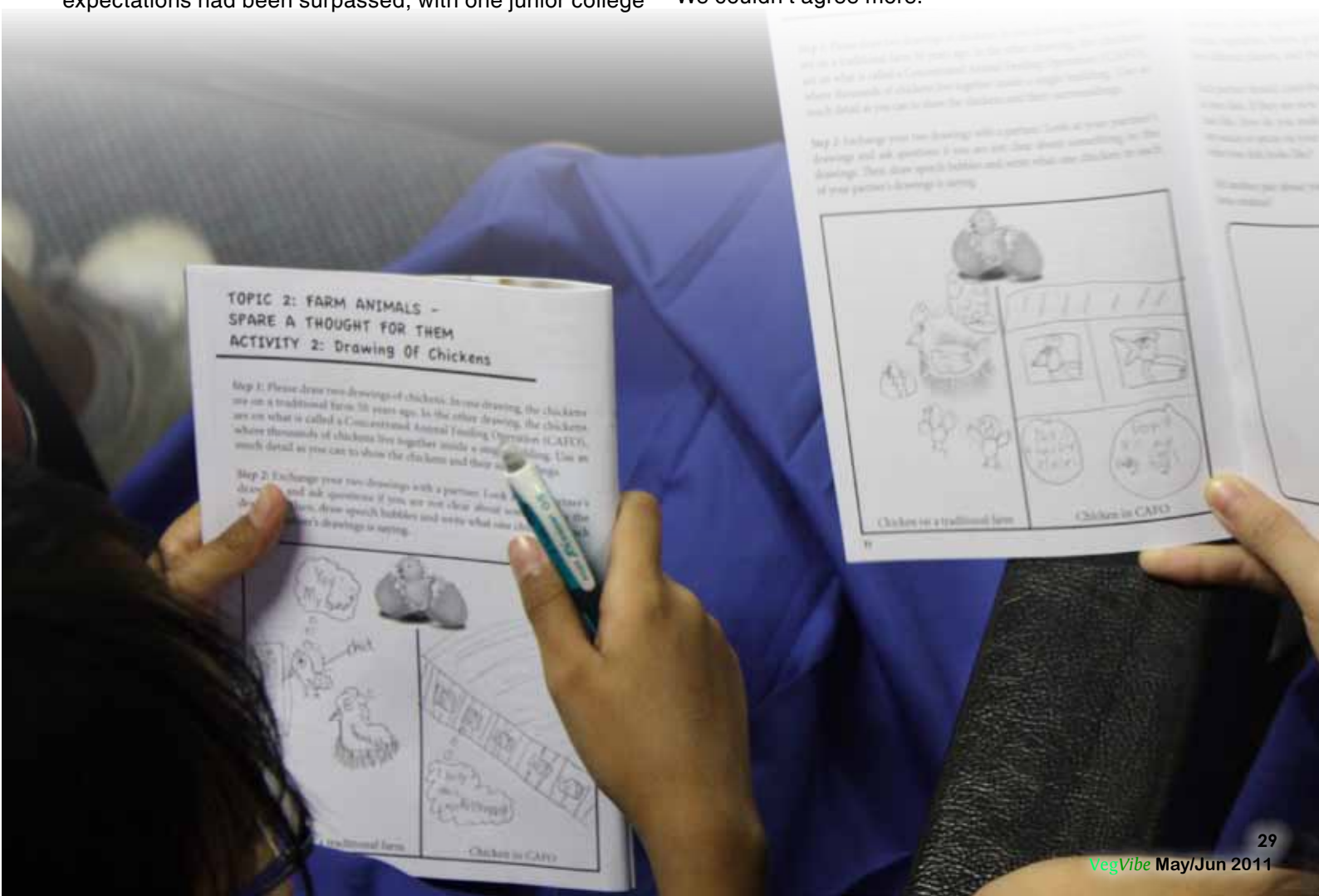
While some students were already vegetarian by choice, there were several others who shared that they were seriously considering adopting a vegetarian lifestyle as a consequence of attending this forum.

Clearly a success

In all, the symposium achieved its objective of engaging the young minds and hearts of Singapore and it was rather clear that the students would go on to share their newfound knowledge and the experience at this event with their peers and teachers at school.

Ms Selena, the education officer at SPCA and the person who spearheaded the organising committee for the AWSS 2011, was visibly thrilled with the outcome of the event and shared that the SPCA is encouraged to organise more of such events, adding that "we are going to see a generation that cares more about animals in the future, I am very sure of that."

We couldn't agree more.





Linda Loo

Raw Passion for Food

*Recipes with photos
courtesy of Ms Linda Loo*

Find out more about Linda Loo's work
at www.rawfoodlifestyles.com

It is not difficult to mistake 33-year-old Linda Loo for a teenager. Brimming with youth and vitality, this yoga trainer, public speaker and self-taught chef describes herself as a foodie who specialises in raw foods.

Having dabbled in cooking from a young age, Linda stumbled upon raw food cuisine and after some experimentation, felt remarkable improvement in her health.

Though similar to conventional cooking, raw food cooking involves any food preparation that is kept below 47°C in order to ensure that the maximum nutrition is retained. Linda's repertoire includes techniques such as chopping, blending, marinating and dehydrating to prepare her delectable yet healthy dishes.

She believes that every ingredient plays a valuable role in raw food cuisine and each has a specific place in the creation of any given recipe. She thus enjoys playing with different herbs and spices to create a wide variety of flavours.

In fact, Linda cites her happiest moments as when her loved ones, friends and coaching students are obviously impressed with her mouthwatering raw food creations which include *Hokkien Kiam Muay*, *Curry Chap Chye*, *Ondeh Ondeh* and raw vegan *Ba Hu* among others.

Spurred on by the immense satisfaction and fulfillment she derives from contributing to the well-being of others, Linda

has gone on to publish the e-books *The Living Foods Lifestyle for Beginners* and the raw Asian recipe book simply titled *Raw Creations Singapore*.

Linda scoffs at the idea of being tempted by cooked food and though she counts *laksa*, fries and *char kway teow* as some of her once-upon-a-time favourite dishes, it is her unshakeable view that the flavours and energy derived from raw living foods cannot be matched.

Linda points to the addiction of smoking and drinking to illustrate the importance of discipline in breaking our habits, including moving away from cooked food and adhering to a raw food lifestyle.

When not in the kitchen, Linda conducts classes on yoga and raw food cuisine that help her students achieve well-being through holistic living. This dedicated trainer firmly believes in bringing out the inner healing through unifying the best of different traditions, research and bodies of knowledge.

Linda advises aspiring cooks to be daring and learn from their mistakes. Most importantly, she encourages beginning chefs to enjoy the process and have fun while at it.

Though the dishes might not turn out as well at first and confidence might even wane, she says the key is to never give up. And to reiterate this point, she looks to Winston Churchill - "Success is going from failure to failure without losing enthusiasm".

Raw Cacao Crisps

5 Ladles Raw Sprouted Pumpkins
 2 Ladles Raw Sprouted Almonds/
 Cashews
 2 Ladles Soaked Drained Goji
 Berries
 1 Ladle Soaked Drained Green
 Raisins
 5 Tbs Raw Honey
 10 Tbs Raw Cacao Nibs
 4 Tbs Coconut Oil
 Pinch of salt

1. Mix all ingredients in a large bowl, stir till well coated
2. Spread 2-inch thick on a Teflex Sheet (placed upon a wire mesh on the dehydrator tray) and dry in the dehydrator for 10 hours at 105°F (40°C)
3. Flip and dry for another 8 hours till crispy & sticky
4. Remove, cool and store in an air-tight container – keeps up to a month.

• *In our Living Kitchen, we never have a chance to last beyond 1 month because they are so yummy and everybody simply gobbles them up!*

Mango Red/Green Smoothie

2 Large Ripened Mangoes (flesh)
 1 Small Beetroot (cut into chunks for blending)
 1 Medium Ripened Passion Fruit (flesh)
 1 Bunch Coriander
 1 Twig Mint
 1.5 to 2 Cups Water (depending on desired texture
 - if you prefer thicker then use 1.5 cups)

1. Blend everything in a powerful blender
2. Pour into a glass
3. Decorate with a slice of lemon
4. Serve chilled!



Ondeh Ondeh

2 Cups Fresh Shredded Coconut
 15 Large Medjool Dates (pitted)
 1 Cup Ground Almond Powder

1. Pour 1 cup of fresh shredded coconut and ground almond powder into a large mixing bowl
2. Using clean hands, mix coconut and almond powder together in the bowl
3. Then take all of the dates in both hands (in a clump) and knead it into the bowl - continue to squeeze and knead the dough-like clump until the dates, coconut and almond powder are combined evenly
4. From the dough, break off small chunks and roll it with your palms into balls, then roll each ball on the remaining 1 cup of shredded coconut
5. You can serve fresh as it is or dehydrate at 105°F (40°C) for 3 hours before serving



Kampung Senang

The Search for Inner Peace

Little did high-flying banker Joyce Lye imagine that a working trip to Shenzhen, China, would change her perspective towards life forever, but a chance visit to a wet market there - where she witnessed a dog being slaughtered for its meat - became the turning point in her life, and led her to answer her calling.

She recalls how the dog had tears in its eyes when its life was snubbed out, and from that moment she could not bring herself to eat any sort of meat. Her husband, James Low, supported her choice and turned vegetarian together with her and her subsequent research on a vegetarian diet for her two children resulted in learning about the connection between food and the effect on Mother Earth.

Poetic Philosophy

Thus, in 1999, the husband and wife team started *Kampung Senang* or 'Village of Inner Peace' as it is known in Malay. Kampung Senang is an institution that is steadfast on achieving a beautiful world that respects nature and life by caring for the environment and the people.

Since inception, Kampung Senang has grown from strength to strength and today it operates an elderly day care centre, holistic wellness centre, student care centre, kindergarten, eco-kitchen and even an organic farm. Kampung Senang also organises many grassroots events targeted at empowering the community to take charge of their health, such as healthy cooking classes, *Traditional Chinese Medicine* (TCM) talks and natural healing courses.

Based on the fundamentals of Buddhist philosophy, Kampung Senang advocates a vegetarian lifestyle and compassion to all living things. Their eco-friendly kitchen started in 2005, for example, dishes out organic vegetarian food at a reasonable price of \$6-\$8 per meal.

But it also serves another important role and that is to educate people suffering from illnesses such as cancer, together with their family members, how to prepare nutritious and wholesome organic food, herbal drinks and juices to maintain optimal health.

Turbulent Beginnings

Kampung Senang, like any organisation, had its fair share of huddles when it first started. Joyce shares that there was a dearth of awareness among people on the link between environment and food consumption. Furthermore, as Kampung Senang advocates an organic diet, there was

added scepticism as to the need to spend more on organic food - considered an unnecessary indulgence at the time.



Kampung Senang Charity & Education Foundation

Blk 106 Aljunied Crescent #01-205 | Tel: 67852568

email@kg-senang.org.sg | www.kg-senang.org.sg

The founders had to therefore put in a lot of effort to explain the importance of consuming organic food in order to convince others that it would help the environment greatly and ensure sustainability for the future generations.

Another problem they faced was the lack of funds. Kampung Senang was started out of passion and the couple naturally relied on their personal savings. They did not have the benefit of any reserve funding and therefore had to sustain operations from month to month.

In a Good Place But Work to be Done

Fortunately though, as word spread of their good work and dedication to doing good for the community, they were able to raise enough funds through donations, fundraising activities, membership contributions. Over the past decade, this social enterprise has managed to establish itself admirably and reports a reasonably healthy reserve fund that can last 3 months.

But Kampung Senang is by no means a concluded project and its future plans to achieve much more requires additional funds and more volunteers to join the cause. Joyce appeals to all those who share the vision and mission of this quaint but noble organisation to step forward and share their experience, expertise, knowledge, and effort for the progress of the community.



Children actively engaged at the Student Care Centre

NO OIL? NO PROBLEM!

Inspired by Dr Caldwell Esselstyn's visit to Singapore last month, we offer 3 delicious recipes specially created without the use of any oil

Roasted Pumpkin and Vegetable Soup

1. Prepare vegetables by deseeding pumpkin, peeling carrots, onions and garlic, and cutting tomato in half
2. Use non-stick roasting tray or line tray with silicon paper before placing vegetables and roasting in oven at 200°C for 20-30 minutes (Different vegetables will complete roasting at different intervals so keep an eye out to remove vegetables that are done first)
3. Allow roasted vegetables to cool before adding to 400ml vegetable stock and blending on high-speed until smooth
4. Warm mixture over stove, then add seasoning to taste
5. Serve warm

600g pumpkin	2 cloves of garlic
150g carrots	1 small onion
1 celery stalk	400ml vegetable stock
1 tomato	Salt and pepper to taste

Cannellini Bean Salad

350g cooked cannellini beans
or any beans of your choice
70g red onions
1 clove garlic
130g cucumber
1 red chilli
1 tomato
2-3 tablespoons lime juice
Salt to taste
One bunch of coriander

1. Dice onions, garlic and red chilli, then add to cooked cannellini beans
2. Deseed cucumber and tomatoes, then dice and add to cannellini mixture
3. Add salt to taste and lemon juice
4. Chop up coriander, then add to salad and toss well
5. Keep for few hours or overnight for flavours to meld together, or serve immediately

1. In non-stick pan, grill tofu until browned on all sides, then allow to cool and slice to desired size
2. Peel and dice ginger before adding to pot with cinnamon stick, star anise and vegetable stock
3. Simmer over low heat for about 10-15 minutes (if stock seems to reduce, add few spoonfuls more)
4. Slice French beans, carrots, bell peppers and oyster mushrooms to desired size
5. Add vegetables, tofu, vegetarian oyster sauce and light soy sauce to pot, then mix well and let to cook for few minutes until vegetables are cooked but still crispy
6. In another pot, bring some water to boil and cook ramen noodles, making sure that noodles are slightly undercooked to prevent from lumping together
7. Drain noodles and run through tap water to remove any starch
8. Mix noodles with vegetable mixture until well-coated
9. Serve immediately

100g firm tofu
 1 inch ginger
 2 inch cinnamon stick
 2 star anises
 100ml vegetable stock
 50g baby French beans
 50g carrots
 50g yellow bell peppers
 50g oyster mushrooms
 1 tablespoon vegetarian oyster sauce
 1 tablespoon light soya sauce
 Black pepper to taste
 2 bundles of ramen noodles

Ramen Noodles with Vegetables





Retails for \$4.95 at most organic outlets - visit www.theplanethealth.com

Kids skipping breakfast due to school? Or are they munching on unhealthy snacks? Then pack a **Fruit Bowl School Bar** in their bag for a nourishing and wholesome mid-morning snack. Available in five flavours such as apple, blackcurrant and strawberry, these bars contain five times their weight in real fruit. Made with natural colours and flavours, **Fruit Bowl School Bars** are low in fat and only contain 67 calories. Comes conveniently in individually-packed bars and are suitable for both children and adults who are constantly on the go.



Look great while being kind to the environment with **Zhai's** high collar dress with matching black ribbed cardigan. Their clothing is made from bamboo fibre which is known for its beneficial anti-bacterial properties, bio-degradability and UV protective agents. Enjoy bamboo fibre's ability to regulate body temperature and absorb moisture in Singapore's hot and humid weather while still looking your best in style.

Dress and cardigan retails at \$96 each at Zhai eco collection located at 82 Haji Lane and at Parco Mall - visit www.zhai.com.sg

Why not treat the special lady in your life to **John Masters Organic Vitamin C Anti-Aging Serum**? Specially formulated with Vitamin C, this serum penetrates deep into the skin to reduce the appearance of wrinkles, crow's feet and premature aging. Extracts of sea algae and rosebud provide intense moisture, as well as antioxidants to help procollagen production. In addition the *superoxide dismutase* and *acerola* help fight the aging effects caused by UV rays. Certified organic and cruelty free.

Retails for \$60 at Bud Cosmetics - visit www.budcosmetics.com



Bob Red Mill Vegi Soup Mix is a handy companion for the busy mother on the go. Made with wholesome and delicious ingredients such as green split peas, yellow split peas, barley, lentils and vegetable pasta, this soup base can be simply prepared 'as is' or - for a gourmet feel - fresh vegetables and soy/nut milk can be added for a creamy texture. Each packet makes seven servings - enough to feed a hungry army of children - and when paired with some crusty bread, makes for a satisfying rustic meal.

Retails for \$8.50 per packet at Cold Storage and major supermarkets - visit www.bobsredmill.com



Earth Friendly Products Floor Cleaner is the first naturally-derived product that can be used on wooden floors and wood floor laminates. This floor cleaner has been formulated to clean and protect the sealants in your flooring system without stripping floors of their wax or seals. It is an effective way to clean daily spills or even the entire floor area. Made with coconut kernel oil, vinegar and lemon essential oil for effective cleaning, no rinsing with water after use is necessary.

Retails for \$8.80 at most major organic retailers - visit www.ecos.com

Parents concerned about high fructose corn syrup which seems to be in just about every snack will be pleased with **Yummy Earth Organic Fruit Lollipops**. Available in an interesting array of flavours with quirky names such as 'mango tango', 'pomegranate pucker' and 'wet-face watermelon', these lollipops are made with natural colour and flavouring without any synthetic food dyes. Sweetened with evaporated cane juice and/or brown rice syrup, these candies are certified organic, vegan and suitable for children with allergy to dairy, eggs, gluten and even corn.

Retails for \$5.50 for a packet of 15 assorted lollipops at most organic stores - visit www.yummyearth.com





LivinGreens

325 Beach Road

Tel: 63965523

Located along bustling Beach Road, *LivinGreens* is a remarkable labour of love by one passionate lady – Barbara Chin. A self-taught chef, Barbara first stumbled onto vegetarian cooking when she was tasked to care for a friend stricken by cancer.

Seeing as how this friend felt left out during meals - having to settle for bland vegetable dishes while the rest of the family tucked into meat-based hawker fare, she took it upon herself as a personal challenge to recreate his favourite dishes in healthy versions.

Along the way, not only did she conjure up mouthwatering organic vegetarian alternatives for her friend to enjoy, her whole family turned vegetarian to support him as well. These successful experiments in providing for her friend and family culminated in the opening of *LivinGreens* four years ago, and Barbara has not looked back since.

Prepared Lovingly, Everyday

Unlike most chefs, Barbara chooses the painstaking process of avoiding premixed ingredients in favour of handmade pastes, spice mixes and dishes prepared from

scratch every day. Even her breads and *pau*, together with the fillings such as red bean paste, are all made on site at the restaurant itself - as testimony to her dedication to provide wholesome healthy and organic fare to her loyal and grateful customers.

Inspired by some of her customers' allergy to gluten, the *Wheat and Gluten Free Pizza* (below) uses a base made from millet and polenta which is topped with roasted pumpkins, button mushrooms, capsicums and freshly made tangy tomato base, and finally smothered with a homemade vegan cheese sauce.



Diners will never miss the cheese in this one, as the homemade tomato sauce bursts with flavour with every bite and the roasted pumpkin complements the polenta and millet base well.

Another latest creation is the *Tempeh Pumpkin Sandwich* (right) which presents a filling consisting of baked pumpkin and tempeh marinated in a homemade spice blend that is sandwiched between layers of puffy homemade bread. The star of this dish is certainly the specially-made bread with olive oil that possesses a soft yet chewy texture that is simply irresistible. The mild spice blend meanwhile complements the sweetness of the baked pumpkin while allowing the natural flavours of the bread to shine through.

Dong Poh (below), an interesting and savoury stew made with miso, shiitake mushrooms, melon, tofu and several spices, is reminiscent of its traditional meat-based counterpart. In its place, the melon, which is braised in the savoury stew for two hours, imparts a soft gelatinous feel. Made without the use of mock meat, this stew is well crafted and is a must-try dish at *LivingGreens*.

Several dessert options such as puddings, soy yogurt and cakes are also available at *LivingGreens*, and they are all

similarly vegan and gluten free. Several flavours of cakes are available such as mocha, cranberry, strawberry and banana, but their availability changes daily. The *à la carte* menu too changes once every two weeks, so do check ahead if the dish you're hankering for is available that day.

But whatever the situation, *LivingGreens* is definitely worth visiting as you can be guaranteed that the food you are eating has been lovingly and thoughtfully prepared by chef Barbara Chin.

LivingGreens is open Mondays through Saturdays from 11.00am to 8.30pm, and is closed on Sundays.



缘素素食馆

YUAN SU VEGETARIAN RESTAURANT

Yuan Su Vegetarian Restaurant offers delicious and innovative vegetarian specialities such as its signature dishes of **Vegetarian Lychee Prawn**, **Vegetarian Roasted Duck**, **Heng Hua Vermicelli** and **Vegetarian Herbal Chicken** - just to name a few. Prepared by Chef Hoe, a well-known vegetarian culinary chef with over 30 years of experience, many of the dishes are handmade using fresh and healthy ingredients.



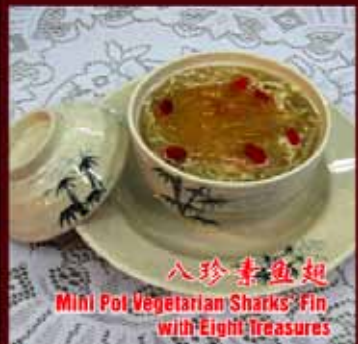
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Loving Hut - International Plaza #01-37

Loving Hut - Khoo Teck Huat Hospital, Central NTUC Foodfare Stall 8
Loving Hut - Parklane Shopping Mall #01-07
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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

- Copies available free islandwide
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- Regional focus with global reach
- Longer shelf-life and retention of copies by readers due to strength of content

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

VegVibe has been well-received since inception and enjoys a conservative estimate of 5,000 readers per issue, with almost 300 direct subscribers, as well as over 1,000 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)
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