

Vegvibe

NOV/DEC 2010

Acres of Love Amy Corrigan

Also in this issue

Killer Styrofoam
Seductive Sweden
HDB's Feline Allergy
Phytochemical Guide
Soup Kitchen Project



MICA (P) 105/06/2010



ISSN 2010-2631

\$3 FREE

The Chief Veggie Speaks!

Our whirlwind romance continues as we progress into our second print issue, and to call the experience amazing is an understatement. Launching the print edition with a bang, our launch event saw over 100 people gather together over a fun-filled afternoon of making new friends (page 24). Then, we were invited to present at the *World Vegetarian Congress* in Jakarta where our topics were well-received and where we discovered an incredibly conducive environment for the vegetarian movement (page 03).

Of course, October was an eventful time for the community at large with various events being organised - and which we were honoured to have been invited to - 2 of these that we share in this issue include *Balik Kampung @ Bottle Tree Park* by *Ground-Up Initiative* as part of the *Global Work Party* (page 43) and the *World Vegetarian Day* dinner at *Eight Treasures* (page 36).

As our network of partners grows, we are proud too to bring you more stories of the good work that is being done quietly and diligently around the island such as *The Soup Kitchen Project* (page 10) which delivers vegetarian food to residents around Jalan Besar.

We also discuss the more serious issues such as the reluctance of the authorities to allow and regulate cat-ownership in HDB flats (page 32) and share the perils of using styrofoam on a daily basis (page 06).

A bit of fortune saw us prying Ms Amy Corrigan-Ng, our cover model, away from her vital work at *ACRES* long enough to take photos and interview her as a vegetarian for over 2 decades (page 20). Similarly, we are privileged to have Ms Janice Tan - an understated but talented food expert - share some of her recipes with us (page 30).

To date, we have 68 partner locations around Singapore where copies of the magazine will be placed, and we will include the full list in the next issue (presently, they can be viewed on our website). Meanwhile, please keep your emails coming at vision@vegville.com or vegville@gmail.com as they keep our focus relevant and our research useful to the community.

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 for being part of this journey and we hope you enjoy what we have to offer this time round.



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
Luke Otter, Janice Tan,
Cheryl Leo, Fredrik Fält,
Virginie Péan

Photography
Halimah Ilavarasi
Fredrik Fält
Virginie Péan
Janice Tan

The publishers would like to thank Ms Amy Corrigan-Ng, Mr Johnny (Roma's Deli), Mdm Annie Ong & Mr Alex Ong (7 Sensations), Ms Cheryl Leo (Olive Green), Mr Alex Peng (Yes Natural), Ms Sharon Tay (Naturally Better Co.), Mr Raymond Teo, Ms Angie Ho, Ms Kareen Lisa, Ms Janice Tan, Ms Shanel Yip and Ms Robin Robertson for their invaluable assistance in preparing this issue.

Published by
Kalavira Holdings (53167930J)

Printed by
Gan Seng Printing (M) Sdn Bhd

CONTENTS



Vegling Corner 02

A Conference to Remember
IVU World Vegetarian Congress 03

Styrofoam: The Silent Killer
Eco-Living 06

The 11th Hour
Movie Review 09

The Soup Kitchen Project:
cooking up help for
the less fortunate
Advocacy 10

Seductive Sweden
Veg Travel 12

Party Vegan:
Bringing out the host in you
Book Review 16

Nuts About Cashews
Ingredient Talk 17

Amy Corrigan:
Wildlife Wonder Woman
Vegetarian Heroes 20

Dominion
Book Review 23

VegVibe Print:
a new milestone reached 24

7 Sensations
Food Review 27

Phytochemicals:
nature's fountain of health 28

Ms Tan Meifang:
Proof is in the potato
Recipes 30

In Our Hearts But
Not in Our Homes?
Animal Welfare 32

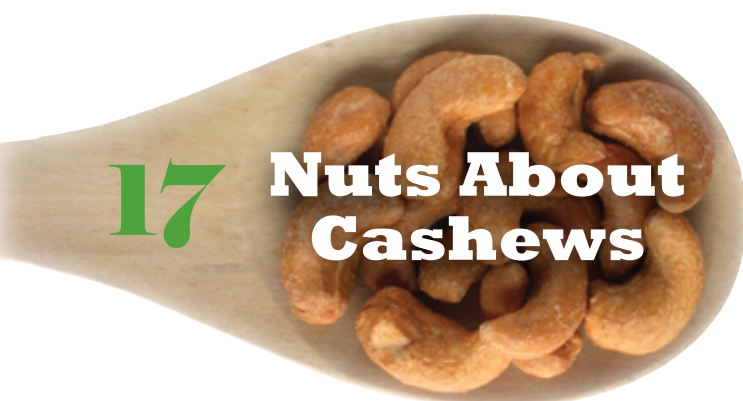
Non-Veggies Celebrate
World Vegetarian Day 36

Talk Shop
Product Review 38

Aspara-good
Recipes 40

Roma's Deli
Food Review 42

So, Did You Balik Kampung? 43



Vegling Corner



Shaun Lek, 2 ½ years, is an active and helpful boy who enjoys rock climbing and doing household chores like sweeping and washing dishes for his mother. Parents Christopher Lek and Angie Ho spend time with Shaun by bringing him outdoors to the *Bukit Timah Nature Reserve* or eating out as a family. Shaun relishes all whole foods especially mixed grains, vegetables and fruits. Every morning, he enjoys milk made out of grains and nuts or juices made from apple, beetroot and carrot. Shaun is keen on going outdoors and often engages in sand play or farming and weeding activities at *Bottle Tree Park*.

Yash Lalwani, is a lively and energetic two year old who loves going to the playground to play on the slide, monkey-bars and see-saw. Yash has a fondness for animals and enjoys watching *Animal Planet* - especially programmes featuring dogs, tigers and elephants, and being read to about animals. In fact, parents Anil Lalwani and Kareen Lisa Lalwani bond together as a family through trips to the zoo, cycling at the beach and playing indoor games such as *Snakes and Ladders*. Inclined towards spicy food, Yash enjoys tucking into his all-time favourite - toast bread with butter and butter cakes. He is currently with a playgroup in *Life Care Society*.



Bubbly and cheerful *Legolas Teo*, three, wants to be a doctor when he grows up. No surprises then, that parents Raymond Teo and Jenne Yeo consider him to be a perfectionist - for example, when he stacks containers one on top of the other and one is misaligned, the 'naughty' container gets scolded before he tries again until he succeeds. Currently in a playgroup, Legolas relishes eating broccoli and potatoes, and loves drinking soup. He enjoys pretending to be a *Power Ranger* and playing with toy swords, and takes pleasure in singing. A typical weekend sees the whole family visiting places that Legolas and his younger brother enjoy.



A CONFERENCE TO REMEMBER



50 chapters of the society littered across the islands that make up the fourth most populous nation on earth. It is further notable that veganism is an ideology already recognised by the mainstream.

Early October saw a flurry of activity in the vegetarian scene - with the 1st of the month being *World Vegetarian Day*, and the auspicious day of 10:10:10 (i.e. the 10th of October, 2010) following soon after. Some even celebrated an entire week in support of vegetarianism.

The worldwide phenomenon included the *World Vegetarian Congress* being held from October 1st to 5th in Jakarta. The 39th edition of the biennial conference organised by the *International Vegetarian Union* (IVU) - the *Vegetarian Society* (Singapore) is a member - was put together by the *Vegan Society of Indonesia* (VSI) and the *Indonesia Vegetarian Society* (IVS).

An amazing following for the vegetarian and vegan lifestyle, the Indonesian scene is extremely vibrant with government, business and the community working together to create enormous support and long-term solutions that cater to the needs of a plant-based lifestyle.

With a reported 300,000 vegetarians in Indonesia, there are

Singapore Contingent

The president of the *Vegetarian Society* (Singapore), Dr George Jacobs, was one of the main guests at the opening ceremony and its Education Officer, Mr Loh Yeow Nguan, shared on the society's efforts to engage schools and educators through its various innovative programmes.

VegVibe's Managing Editor, Mr Gangasudhan, and its Creative Director, Ms Halimah Ilavarasi, were also invited to present papers at the conference and shared on the issues of 'collaboration among environmentalists, animal activists and the vegetarian community' and 'bringing up vegetarian children' respectively.

In all, over 40 speakers discussed a whole range of issues and shared some best practices across the five days, and lively debate peppered the presentations. Students from the local polytechnics and universities were also invited to attend and many of them engaged the speakers and luminaries present to learn more.



More Than Just Talk

There was also a concurrent food fair where various businesses introduced many new products that were vegetarian and vegan-friendly (some certified vegan even). There was vegan ice-cream, vegan instant noodles and vegan chocolate - all locally produced in Indonesia.

The Indonesian *Ministry of Culture and Tourism* also took up a booth and shared its vision on supporting the vegetarian movement.

The conference was held at the *PT Jakarta International Expo* building and saw academics engaged in discussion, students experiencing new ideas, businesses sharing their latest product developments, and members of the public enjoying the opportunity to participate in educational games (for adults as well as kids), watch food demonstrations, and sample pre-market goodies.

The entire 5 days was filled with bustling activity and it was not hard to see that both organisers and participants were fully satisfied with the outcome. The hospitality of the Indonesians was also spectacular - the level comparable to that reserved for one's house guests.

From last minute air-ticket changes to ensuring all speakers were fully taken care of, the organisers of this massive event took into consideration the need to add that personal touch.

A remarkable event that sheds light on the strength and extensiveness of the vegetarian movement in Indonesia, the *39th World Vegetarian Congress* was an eye-opener of sorts and set the benchmark high for the next installment in 2012 headed to the Americas, which will be held in San Francisco.





Vegan food for guests and speakers hardly had any mock-meat



Vegan instant noodles with no MSG and fortified with Vitamin B12



Locally produced vegan chocolate



Vegan dessert with the consistency and texture of ice-cream

Come Learn From The Expert



*Chef Halimah of Kalavira
vegan cuisine expert*

The 'best vegan baker in town' is now sharing her secret so that you too can produce delicious vegan food that satisfies even the most ardent anti-vegetarian!



Christmas Cookies:
Macadamia Cranberry Cookies
Chocolate Almond Brownie Cookie
Raspberry Jam Cookies
05 Dec 2010 (Sun) 11am - 2pm



Christmas Cupcakes:
Spiced Chocolate Fruit Cupcakes
Apple Pie Vanilla Cupcakes
Gingerbread lemon Cupcakes
11 Dec 2010 (Sat) 2pm - 5pm



Christmas Feast:
Crispy Mushroom Parcels
Shepherd's Pie
Fresh Couscous Salad
19 Dec 2010 (Sun) 11am-2pm



Chinese New Year Cookies:
Green Tea Almond Cookies
Chocolate Chip Cookies
Coffee Rosettes
08 Jan 2011 (Sat) 2pm - 5pm

Sessions are fully 'hands on' and will be conducted at **Robinsons, The Centrepont, Level 5**, in class sizes of less than 8 participants each. Participant fees are priced at between \$100 & \$120 each and includes ingredients, light refreshments and all other materials.

To register, please visit www.kitchencapers.net

Organised by

Kitchen Capers
... a haven for novices in cooking & baking ...



STYROFOAM

The Silent Killer

By Cheryl Leo
Deputy Director
Olive Green Marketing

They say 'no news is good news' but is it always the case? For *Styrofoam* - which is actually the (successful) brand name of one manufacturer of *polystyrene* - it is definitely not so. Most Singaporeans are not fully aware of the serious implications of Styrofoam use because we hardly hear any news in the media relating to its harms.

However, studies have been done worldwide and countless reports have been published on the negative impact of this material, both on the environment and on health.

Polystyrene is denoted by '#6' or 'PS' in a triangle on the bottom of food packaging. Polystyrene foam, the type used in food packaging such as take-away containers and supermarket meat trays, is created by injecting the plastic polymer, polystyrene, with a gas such as *HCFC 22*, *CFC 11* or *CFC 12* - all ozone-destroying *chlorofluorocarbons* (CFCs), to expand it into the puffy material we are so familiar with.

Toxic and hazardous chemicals such as *styrene*, *benzene* and *ethylene* are also used to make polystyrene foam and are also a byproduct of its production.

Styrofoam gets into the body

In 1986, the *Environment Protection Agency's National Human Adipose Tissue Survey* detected styrene residues in 100% of all samples of human fat tissue taken in the US. In fact, the knowledge that styrene from food packaging can migrate into the human body was first documented way back in 1973 and 1976.

Meanwhile, a 1988 survey conducted by the *Foundation for Advancements in Science and Education* similarly found styrene in human fatty tissue with a frequency of 100% for levels from 8 to 350 nanograms/gram (ng/g). The 350 ng/g level is one-third the level at which neurotoxic symptoms occur.

Styrofoam cups have also been found to leach polystyrene into the liquids they contain - the cups even lose weight during the time they are in use. The migration of styrene from a Styrofoam cup into the drink has been observed to be as high as 0.025% during any single use.

If you think that's a rather low number, think of it this way - if you drink from Styrofoam cups four times a day over three years, you would have consumed about one whole Styrofoam cup worth of styrene!

It has also been shown that the styrene monomer can affect the quality of food products with over 50% of the migration occurring in the first 24 hours of contact - well within the normal shelf-life of many food products.

Styrofoam damages the body

Studies suggest that the styrene that gets into the body through the food and drink consumed mimics the Estrogen in the body and can disrupt normal hormone functions. Possible consequences include thyroid problems, menstrual irregularities, breast cancer and prostate cancer. For those familiar with the perils of plastic, the estrogenicity of styrene is thought to be comparable to that of *Bisphenol A*, another potent Estrogen mimic.

Styrene is also considered a possible human carcinogen by the *World Health Organization's International Agency for Research on Cancer* and according to the fact sheet prepared by the *Foundation for Achievements in Science and Education*, long-term exposure to small quantities of styrene can cause low platelet counts or *haemoglobin* values, and chromosomal and lymphatic abnormalities.

In addition, neurotoxic side-effects can occur due to the accumulation of styrene in the tissues of the brain, spinal cord and peripheral nerves, resulting in fatigue, nervousness, difficulty in sleeping, and other acute or chronic health problems associated with the nervous system.

Meanwhile, chronic exposure to high levels of styrene can result in liver and nerve tissue damage and, because many of these effects can be more pronounced on developing bodies, extra caution is advised for women who are pregnant (or attempting conception) and also for prepubescent children.

Since alcohol crosses the placental barrier, this could be the vehicle of transmission of the styrene monomer into the foetus, and might explain why small children have traces of the styrene monomer in their tissues even though they have never been exposed to the monomer directly. In a study of 12 breast-milk samples from New Jersey, 75% were contaminated with styrene amongst other hazardous chemicals as well.

While the effects of harmful levels of styrene in

the body are clear, whether smaller amounts of styrene from foam cups and food containers are enough to cause these same health effects it is not yet conclusive.

But the fact remains that ingested styrene will build up in human tissue and, coupled with the knowledge that long-term, constant exposure to small amounts of foreign substances - especially those that mimic hormones - can certainly cause problems, it makes sense to avoid polystyrene as much as possible.

FACTORS THAT AFFECT STYRENE MIGRATION

Fat Content

Styrene is soluble in oil and fat so the higher the fat content of the food, the higher the rate of migration into it - stuff like coffee with milk and fried noodles will suck more of the styrene out of the polystyrene container.

Acidity

Acid raises the styrene migration rate with studies showing that tea with lemon produced the most marked change in the weight of the foam cup.

Heat

Styrene tends to migrate more quickly when food or drinks are hot.

Ethanol

Styrene is soluble in ethanol which is commonly found in alcoholic beverages - for instance, red wine will instantly dissolve styrene, which means ingestion can take place when polystyrene cups are used to drink beer, wine and mixed alcoholic drinks.

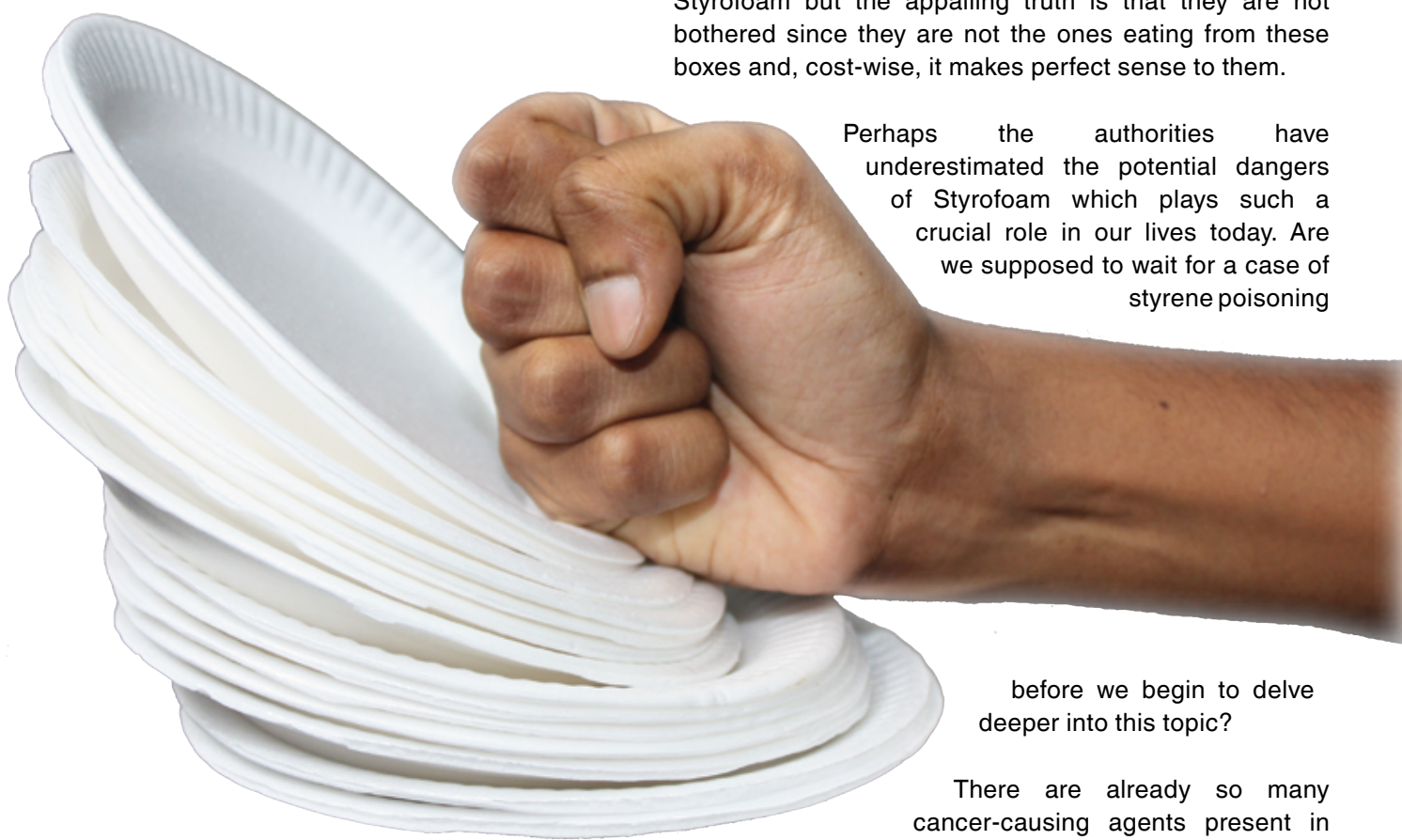
Vitamin A

Most interesting is the degradation of food that contains Vitamin A (*beta-carotene*), as - with the addition of heat - it will decompose and produce *toluene* which aggressively dissolves polystyrene. This renders polystyrene an unsuitable package for containing or microwavable products that contain vitamin A.

Styrofoam harms the environment

As many are aware by now, polystyrene foam is a direct threat to our environment. The chemicals involved in the production of Styrofoam are among the Top 25 toxic air pollutants - in terms of the total amount released into the environment each year.

In addition, while many manufacturers label their polystyrene foam containers as 'CFC free', the fine print will usually say the foam is no longer made with 'fully halogenated' chlorofluorocarbons - which simply means that they have been likely replaced by *hydrochlorofluorocarbons* (HCFCs) instead. And while HFCs may be less damaging to the ozone layer, they are essentially CFCs that still do harm.



Furthermore, plastic polymers never fully biodegrade but photodegrade into dust, which then enters into bodies of water. This dust can absorb other toxins such as *polychlorinated biphenyls* (PCBs) and the pesticide *dichlorodiphenyltrichloroethane* (DDT), which eventually become concentrated strongly. The contaminated water is then consumed by the fish that humans consequently eat.

Since polystyrene foam does not breakdown easily, it creates the problem of 'white pollution'. Styrofoam boxes and cups which are littered all over stay in our environment for a long time. They fragment into small pieces and are both an eyesore and a hazard to wildlife. As noted in a 2007 *Straits Times* article, Styrofoam littering is a serious

problem along our coastlines.

At sea, polystyrene foam not only leach toxins but also kill some animals such as birds and turtles who mistake Styrofoam pieces for food.

Styrofoam begone

Based on the documented findings and analyses, it is certain that styrene in Styrofoam poses a definite health risk. Though its ill effects cannot be seen immediately, it can and will cause a host of health problems in one's later years. Like arsenic, styrene can poison a person slowly on a daily basis.

Surveys show that hawkers are aware of the ills of Styrofoam but the appalling truth is that they are not bothered since they are not the ones eating from these boxes and, cost-wise, it makes perfect sense to them.

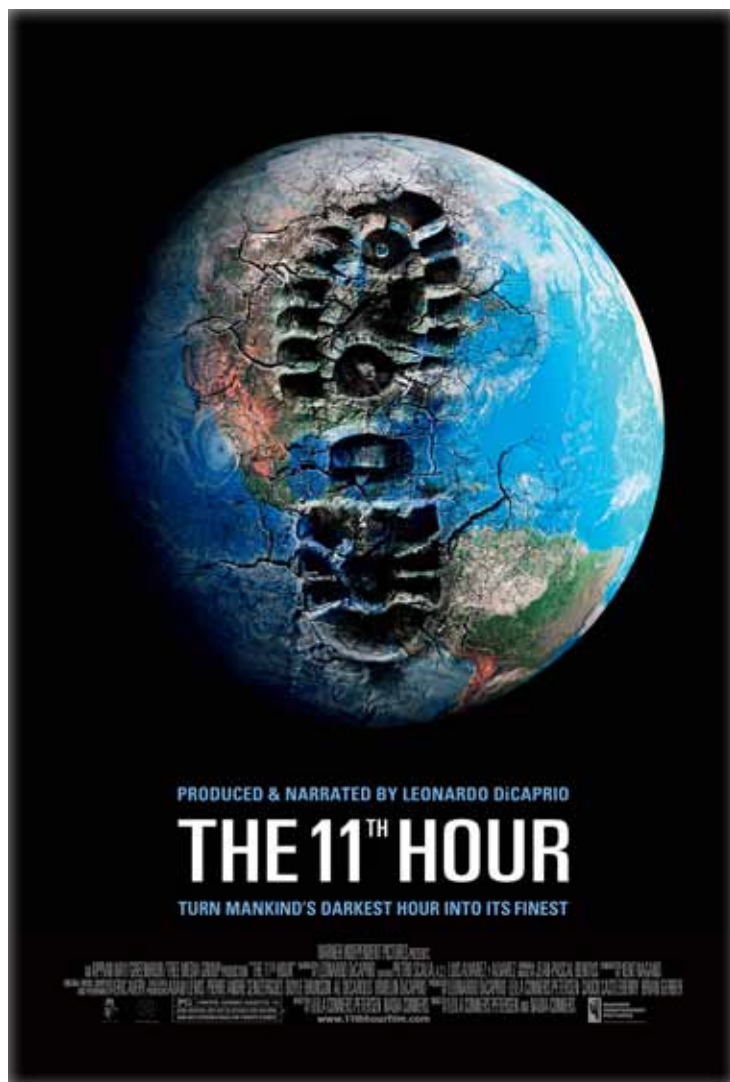
Perhaps the authorities have underestimated the potential dangers of Styrofoam which plays such a crucial role in our lives today. Are we supposed to wait for a case of styrene poisoning

before we begin to delve deeper into this topic?

There are already so many cancer-causing agents present in many aspects of our lives today - from the air we breathe to ingredients in the food and water we drink. It is only commonsense to avoid any more of these when there are doubts.

We should emulate what the rest of the world has already implemented. Countries like Japan, Italy, Taiwan, China, the UK and US have all begun the systematic resistance against Styrofoam use - to ensure our health and protect the environment.

If so many developed nations have already recognised the ills of this product, why are we then procrastinating still? The answer then is for us to band together as a bonded community and make change happen ourselves - it is now or never.



“...unnerving, surprisingly affecting documentary about our environmental calamity, is such essential viewing.”

New York Times

of other documentaries on environmentalism, but its approach is markedly different. This film aggregates the voices of a wide range of independent experts ranging from scientists, environmentalists and thinkers who share their views on the looming environmental crisis and the reasons for the possibly gloomy future due to the actions of big corporations, human greed, commoditisation of nature, and consumerism.

The most alarming scenario of our ferocious destruction is painted by renowned physicist Stephen Hawking who suggests that the earth can heat up to 250 degrees centigrade and rain sulphuric acid - in which hostile conditions humans will be not be able to survive.

However, *11th Hour* is quick to point out that it is we who have to worry about and not the earth - which will be able to sustain other forms of life.

Fortunately, *11th Hour* is not a tale of tragedy but instead spends a significant amount of screen time discussing exciting remedial actions such as sustainable industries, eco-friendly designs, efficient homes and streamlined transportation systems.

Yet, as one expert comments, it is the crisis of leadership that prevents dramatic change from happening with politicians tangled with big, powerful corporations, and who stand to benefit from the current situation, blocking reform.

Nevertheless, *11th Hour* ends on a positive note, encouraging each and every one of us to take action quickly before it becomes too late to reverse the damage we have been doing to the environment and ecosystem.

Sweeping views of barren deforested lands.

Cows so skinny you can count the number of ribs.

Rivers of oily swirling mess from industrial waste.

Sounds familiar?

11th Hour, yet another documentary on environmentalism, paints a bleak picture of what the future awaits us if we don't step up our actions to reduce global warming and pollution.

Narrated and co-produced by actor Leonardo DiCaprio (of *Titanic* and *Inception* fame), *11th Hour* starts with a succinct evolutionary history of humankind - from the birth of life to the harnessing of our mental faculties, to reaching our current state where our indiscriminate abuse of nature and the ecosystem now threatens our very existence.

11th Hour might appear to share the similar premise

11th Hour is available for rental at \$6.50 from VideoEzy

Soup Kitchens are commonplace in many countries and cities around the world and have been catering to the less fortunate in many communities for decades. However, in Singapore, it may yet be a strange concept to the public and to have one operating locally is rare.

It is thus commendable that *Food #03*, the popular cafe located at Rowell Road has been in the business of facilitating a soup kitchen for some in the Jalan Besar area for almost 20 months now.

Wholly run by volunteers, *The Soup Kitchen Project* comes together every Monday from 4.30pm to 8.00pm to prepare, pack and deliver almost 100 packets of food to various individuals around the Sungei Road area.

On the evening the *VegVibe* team joined the group, three delicious vegetable dishes together with brown rice were prepared - and the meal was clearly worth paying for.

Dedicated Effort

Over 50 volunteers are involved - with new faces always turning up, and the core group of experienced volunteers comprise 10 to 15 dedicated individuals. The volunteers are as diverse as they come, from trained chefs to curious students contributing to the mix.

Divided into 2 teams, one set of volunteers arrive in the late afternoon to cook the dishes while another set arrive in the evening to pack and deliver the food.



The Soup Kitchen Project

cooking up help for the less fortunate

The Soup Kitchen Project is an ever-evolving initiative, with new strategies being developed and processes being tweaked. For instance, whilst the original idea was to obtain surplus vegetables from market stallholders, the reluctance of businesses to give away only the surplus (they chose to give their saleable produce instead) has led the project to refine its methods by purchasing the produce at discounted prices.

And when there are more volunteers on hand (for example, during the tertiary institution term break), additional potential recipients are identified.

No Questions Asked

At present, the project services selected residents of one apartment block of one-room rental flats near *Food #03* and also the Sungei Road vicinity. While there are some regulars who have been identified as needing the support, several packets of food are given on an ad-hoc basis to those who look like they could use a meal.

The project adopts a 'no questions asked' policy and volunteers try to assess the situation by sight and politely offer a packet to suitable individuals. In addition, they engage in conversation wherever possible and offer advice, and sometimes follow-up assistance, where applicable.

"Every Area Should Have One"

Food #03 owner Mr Woon Tien Wei shared that vegetarian food is perfect for the purposes of *The Soup Kitchen Project* since the food caters to the lowest common denominator of dietary preferences. He believes this may be the reason why similar initiatives by religious bodies also typically serve vegetarian food.



He also feels that as long as volunteers are responsible for the premises and ensure that the place is restored to the original condition before use, letting a soup kitchen run on days when a restaurant is closed would be the best use of resources. He suggests that restaurants can easily replicate this project in their respective areas and offers those interested to come study *Food #03's* process.

Each session requires about 60 man-hours (15 volunteers x 4 hours each) and incurs a total cost of about \$150. Volunteers are not required to fit into specific roles and simply do what they can - for instance, there are some who can only afford their time on Sundays so they come in to help buy some of the groceries and cut some of the ingredients. For 2010, *The Body Shop* has offered to cover all expenses incurred during operations.

Bonding Experience

Mr Tien Wei points out that cooking together in itself serves as a bonding experience and is a great way to spend one's time. He recounted one group of friends who were inspired by the project to celebrate their birthday by cooking up a small feast and distributing the surplus to the less fortunate around their place of residence.

It is also a simple way to meet like-minded people and, as the nature of the project attracts only those who subscribe to a certain philosophy, new faces and old hands work side by side as though they have worked together for years.

The food prepared by *The Soup Kitchen Project* is nothing short of delicious and reflects the love and sincerity that

goes into preparing it - no one feels compelled to be there and all are clearly enjoying their time there.

Certainly an initiative to be emulated, *The Soup Kitchen Project* has no doubt paved the way for other restaurants and cafes to consider running their version of this noble cause.

What? *The Soup Kitchen Project*

Where? *Food #03 located at 109 Rowell Road*

When? *Every Monday from 4pm to 8pm*

Who? *Anyone and everyone*

What's needed?

Time and willingness to cook, clean and walk (to deliver the food); Cooked food; Groceries

What to expect?

- *Tears (of joy?) as you cut the onions*
- *Maybe a maniacal laugh as you sharpen knives*
- *Bits of yummy veggie in your mouth as you pack the food (untrained packing leads to tiny spills)*
- *The occasional Food #03 patron who still does not realise that it is closed on Mondays*

Uniflora® Acacia Honey (500g bottle) - S\$30 (organic option available)

Hailed as 'liquid gold' in Europe, Acacia Honey carries a light floral aroma and is said to improve digestion, regulate intestinal activity and assist in liver and kidney detoxification. It also contains a lower GI value (at one teaspoon a day) than other types of honey, which makes it a suitable sweetener for Type II diabetics.

Uniflora® Linden Honey (500g bottle) - S\$25 (organic option available)

Linden Honey carries a unique lime aroma due to the fact that the Linden tree is a species of lime, and helps to relieve cold, flu, cough, sinusitis, headache, sleeplessness and anxiety.

Buy both the Uniflora® Acacia Honey and Linden Honey as a set and get 10% off with free delivery and a complimentary wooden honey stirrer - call 6227 9812 to place your order now! enquiries@api-uniflora.com www.api-uniflora.com



When asked about Sweden, the stereotypical image of a small progressive country populated by blondes, where everyone drives a *Volvo*, listens to *ABBA*, and lives in *IKEA* homes comes to mind - and, as embarrassing as it may be, not entirely wrong. But, other than this, most people know relatively little about the sparsely populated country on the Northern fringe of Europe. However, Sweden has a lot more to offer, being an excellent destination for vegetarian and vegan tourists.

The third largest country in the European Union with a roomy average of about 20 inhabitants per square kilometre, almost 85% of the population lives in the cities and it is thus no surprise that large parts of Sweden consist of pristine wilderness. More than two-thirds of the land area are forests hidden inside a 3,000km long coastline. Also, 100,000 lakes dot the country as a testament of the latest ice age, where a 3km thick ice sheet deformed the landscape.

Due to its size and elongated shape, spanning 1,574km from North to South, the climate of Sweden differs greatly - from temperate in the South to subarctic in the North. There are four distinct seasons with relatively

mild temperatures despite Sweden's northern latitude. Unsurprisingly, temperatures never reach as high as an average day in Singapore except for a precious few hot summer days each year, with the winter offering snow in most parts of the country.

Sweden has been an independent state since the Middle Ages and although it was involved in many wars with its neighbours, the country was never really able to become a key player in European history. And once the 'superpower' ambitions died, a more sensible approach to foreign policy took over and thanks to that Sweden has not been involved in any war for almost 200 years now.

Sweden used to be a poor and poorly developed country and, between 1850 and 1930, more than one-fifth of the Swedes emigrated to the United States in pursuit of a better life. The huge population loss of that period forced the government to act and thus began the great social welfare experiment that, in less than half a century, transformed Sweden into one of the richest and equality-oriented societies in the world. Unfortunately, the Swedish Model may have deteriorated somewhat since the 1970's but Sweden nevertheless continues to be ranked highly on most progress indicators.

Seductive Sweden

By Dr Fredrik Fält and Virginie Péan, with photos

West Coast Archipelago

Beckoning the Tourist

In the past, tourism was a foreign concept in Sweden due to its perceived cold climate and relative costliness. Today, however, tourism is on a sharp rise - partly because Sweden has become much more affordable, but mainly because of the unique experiences it can offer.

Most tourists visit Sweden to enjoy the peaceful nature and amazing light, with a wide variety of nature-types to offer - from the picturesque villages of *Österlen* in the South, through the scenic forest of *Tiveden* and the coastal landscape of *Höga Kusten* (High Coast), to the vast wilderness of the *Scandinavian Mountains* in the North.



The Old Town of Stockholm consists of medieval alleyways, cobble streets, and archaic architecture



Läckö Castle on the shores of Lake Vänern, the largest lake in Sweden

Furthermore, the northern tip of Sweden actually extends beyond the *Arctic Circle* permitting the unique opportunity to observe the midnight sun in a breathtakingly beautiful landscape. The right of everyone to have access to nature has been codified in law, and *Allemansrätten* (The Freedom-to-Roam Act) not only permits everyone to access any public land (except private property), it also bestows the freedom to pick flowers, berries and mushrooms, to swim in lakes, and to put up tents.

But if nature is not of the main point of interest, more traditional tourist attractions can also be found in the bigger cities. In particular, *Stockholm* and *Göteborg* leaves little to desire for the urban traveller.

Swedish Cuisine

Traditional Swedish cuisine is admittedly not very vegetarian-friendly and while dishes are typically simple, nearly all contain animal products. However,

as more and more mock meat and dairy alternatives reach the market, Swedish vegans can nowadays enjoy their traditional food - without the cruelty - both at home and in restaurants.

Some classical recipes though are naturally vegan or easy to veganise. The pungent lingonberry jam, the yellow split pea soup, various cabbage dishes and fruit soups made of rose hips or blueberries are eaten in most homes with Swedes having an affinity for breads of many different shapes and textures.

Although there is a fair number of vegetarians in Sweden, vegetarian restaurants continue to be rare at the moment. This does not mean that vegetarians and vegans cannot find good food though as most restaurants, regardless of cuisine, offer vegetarian dishes on their menu (right). In the big cities there is also a wide variety of choices and you can spend many nights sampling the delights of the various cuisines.



The Birth & Growth of Veganism

Being vegetarian or vegan in Sweden is relatively easy compared to most European countries due to the strong vegetarian community here. Sweden has a long tradition of animal welfare and vegetarianism and the first organizations were founded as early as the 1800's.

However, the two movements were not connected until much later, as early vegetarians were more interested in the health aspect rather than the ethics. In the 1970's the concept of animal rights was introduced and with it the promotion of vegetarianism/veganism for ethical reasons.

USEFUL PHRASES

*I'm a vegetarian/vegan.
Jag är vegetarian/vegan.*

*Do you have a vegetarian/vegan dish?
Har Ni en vegetarisk/vegansk rätt?*

*I cannot eat onions, scallions, chives, nor garlic.
Jag kan inte äta lök, salladslök, gräslök eller vitlök.*

In the 1990's veganism exploded in Sweden and became a mainstream philosophy. For a short period almost everyone was discussing topics such as animal rights, veganism and the consumption of animal products. One city in particular, *Umeå*, became the centre of the vegan movement with an estimated more than 3% of its population being vegan and almost 16% of its high school

students labelling themselves vegetarians.

The fervour has since decreased a little, but the events and public discussions of the 1990's are probably the reason why vegetarianism is so widely accepted and supported in Swedish society. Today, the number of vegetarians in Sweden is estimated to be somewhere between 2% and 5%, with 1 in 10 vegetarians labelling themselves as vegans.

Most Swedish vegans and vegetarians cite ethical reasons for being so, illustrating the strong link between animal rights and veganism/vegetarianism in Sweden. The biggest animal rights group, *Djurens Rätt* (Animal Rights Sweden), tirelessly promotes veganism as the single most important action anyone can do to help the animals.

The future for Swedish vegetarianism certainly looks bright with vegetarian and vegan products having entered the mainstream markets and restaurants, and many children here being raised vegetarian from birth. Most school canteens offer vegetarian meals and the demand is consistently high. Sweden

has clearly surpassed the stage where vegetarians are considered a fringe group and it will be exciting to watch the green future unfold.

Sweden has much to offer, for your eyes, for your ears, for your palates, and your conscience - a trip to Sweden is a trip to be dearly remembered.

Happy animal rights activists from Animal Rights Sweden



Stockholm Nordic Museum (in background)

- in Stockholm: the Venice of the North, you are never far away from water

USEFUL LINKS

www.vegoguiden.se
(map to vegetarian food in Sweden)

www.sverigeturism.se/smorgasbord

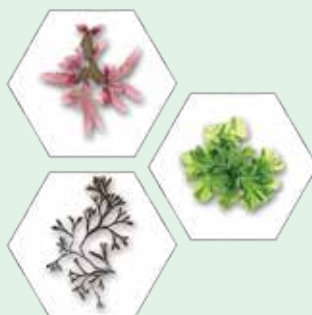
www.visitsweden.com/sweden

ALGINE PLUS®



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:

- 15 Vitamins
- 20 Minerals
- 25 Trace Elements
- 18 Amino Acids
- Coenzyme Q10
- Omega-3, 6, 9
- DHA, EPA
- Fibre
- Antioxidants
- Chlorophyll
- Healthy Oils
- Alginates
- Enzymes
- 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.

Proudly distributed in Singapore by **Xin Yuan Natural**

Contact us at +65-9022-9384, +65-9737-6530 or +65-9451-6922

Find out more about the benefits at www.xinyuanguroup.com.sg or www.algeneplus.com.sg



Bringing out the host in you

This is one of those cookbooks that inspire you to throw a party just so you can break out the pots and pans and try some of the recipes.

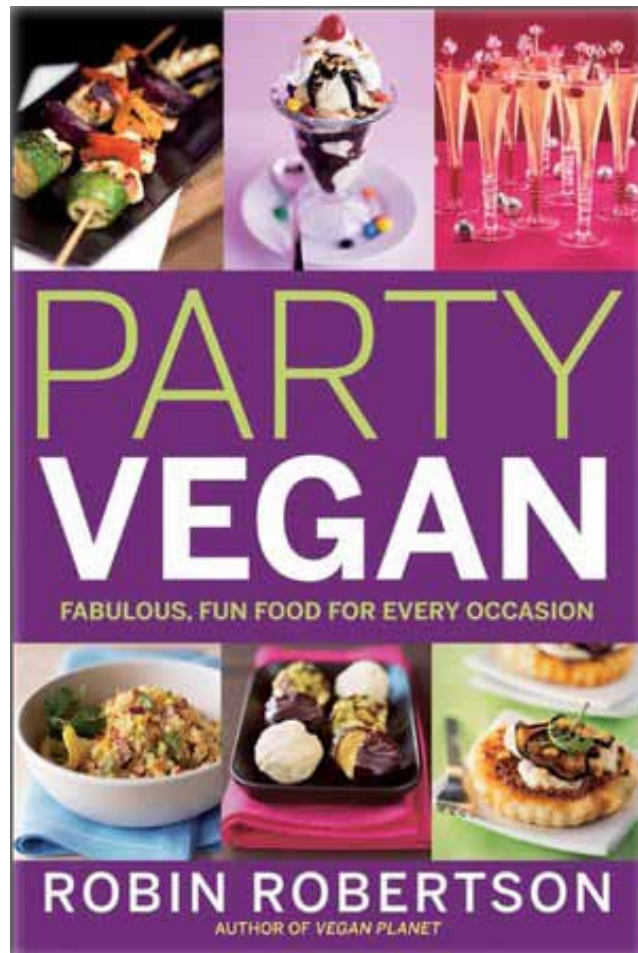
Written by Robin Robertson, a veteran in the culinary scene with 19 recipe books under her belt (or apron, in her case), you would expect some exciting and delectable recipes that will sweep your guests off their feet - and *Party Vegan* does not disappoint in that regard.

Created for the American audience in mind, Robertson clusters her recipes according to holidays typically celebrated in the US such as *Super Bowl Party* and *Fourth of July Celebration*.

Nevertheless, many of the themes are universal and Asian readers can easily relate to Mother's Day brunch recipes, or those meant for Chinese New Year or Christmas. In addition, there are also general categories like *picnic lunch*, *teen party* and *effortless potluck* with a healthy dose of suggestions on alternative ingredients.

This cookbook also provides a useful introduction to organising parties and some staples that should be included in the pantry for party emergencies. Although the content page does not list the recipes themselves (only the themes), this is largely a minor inconvenience.

Party Vegan thus provides a categorised list of recipes with an indication on whether they are easy to prepare or can be made ahead. The content also cuts across several types of cuisine and offers recipes for Middle Eastern, Chinese, Indian and Western style dishes.



Though some of the ingredients like vegan cream cheese and vegan sour cream might not be easily available here in Singapore, several of the recipes we tried such as *coconut basmati rice with cashews*, *smoky baba ghanoush*, *herb-mashed potatoes* (below) and *teriyaki shiitake sticks* were well received.

While some recipes call for a long list of ingredients and might be a bit of a challenge for beginners to manage, *Party Vegan* is nevertheless a useful book to add to that collection of handy references.

***Party Vegan* retails online at Amazon for USD\$22.19 (S\$29) including shipping**

- 2 pounds Yukon gold potatoes
- 3 garlic cloves, crushed
- 2 fresh thyme sprigs
- salt
- ½ cup plain unsweetened soy milk or other non-dairy milk
- ¼ cup vegan margarine
- 3 tablespoons minced fresh chives
- 3 tablespoons minced fresh parsley
- 1 tablespoon minced fresh tarragon (optional)

Herb-Mashed Potatoes (Christmas Menu)

1. Peel the potatoes, if desired, and cut them into 2-inch chunks. Place the potatoes in a large pot with the garlic, thyme, and enough salted water to cover. Bring to a boil, then reduce the heat to medium-low, cover, and simmer until the potatoes are soft when pierced, 20 to 25 minutes. Remove the thyme sprigs and discard.
2. In a small saucepan, heat the soy milk and margarine over medium heat until the margarine is melted.
3. Drain the potatoes well, then return to the pot. Add the chives, parsley, tarragon, if using, and ½ teaspoon salt. Mash with a potato masher, stirring in the hot soy milk mixture a little at a time. Serve hot.



The cashew nut is encased in a hard outer shell with two layers. In between the layers is extremely caustic liquid that can cause skin irritation upon contact. The liquid must be removed by shelling and hence, cashews are never sold unshelled.

Cashew is not a nut but technically a seed. Unlike most fruits, cashew seeds grow at the bottom end of the fruit (known as cashew apple).

Cashew nuts have a relatively long shelf-life due to the high quantity of *oleic acid* but it should be stored in a tightly sealed container and kept in a cool and dry place.

Cashews originated in Brazil and were brought to India by Portuguese sailors in the sixteenth century.

Cashew nuts contain *Zea-xanthin*, an important antioxidant that helps prevent age-related macular degeneration.

Cashew nuts have high mineral content—manganese, potassium, copper, zinc, iron, magnesium and selenium – and can thus prevent mineral deficiencies.

Cashew nuts promote heart health as they contain about 75% unsaturated fatty acids - in particular, *oleic acid* which is the same heart-friendly fatty acid found in olive oil.

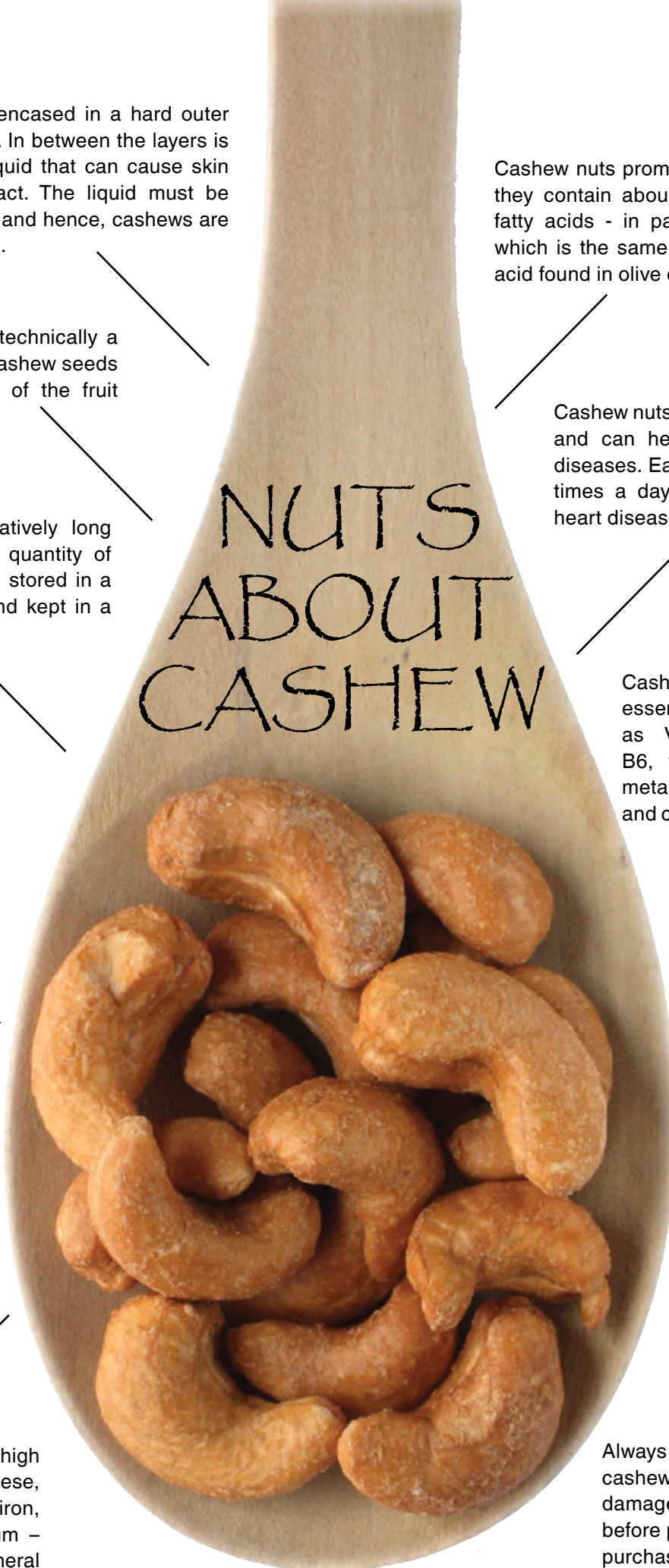
Cashew nuts are high in antioxidants and can help in preventing heart diseases. Eat a handful of nuts four times a day to reduce the risk of heart disease.

Cashew nuts are rich in essential B vitamins such as Vitamins B1, B5 and B6, which are important in metabolising fats, proteins and carbohydrates in the body.

Studies have shown that consuming cashew nuts can help reduce the risk of developing gallstones.

Always check that the cashews do not have insect damage or discolouration before purchasing. If possible, purchase from stores that have quick turnover of products.

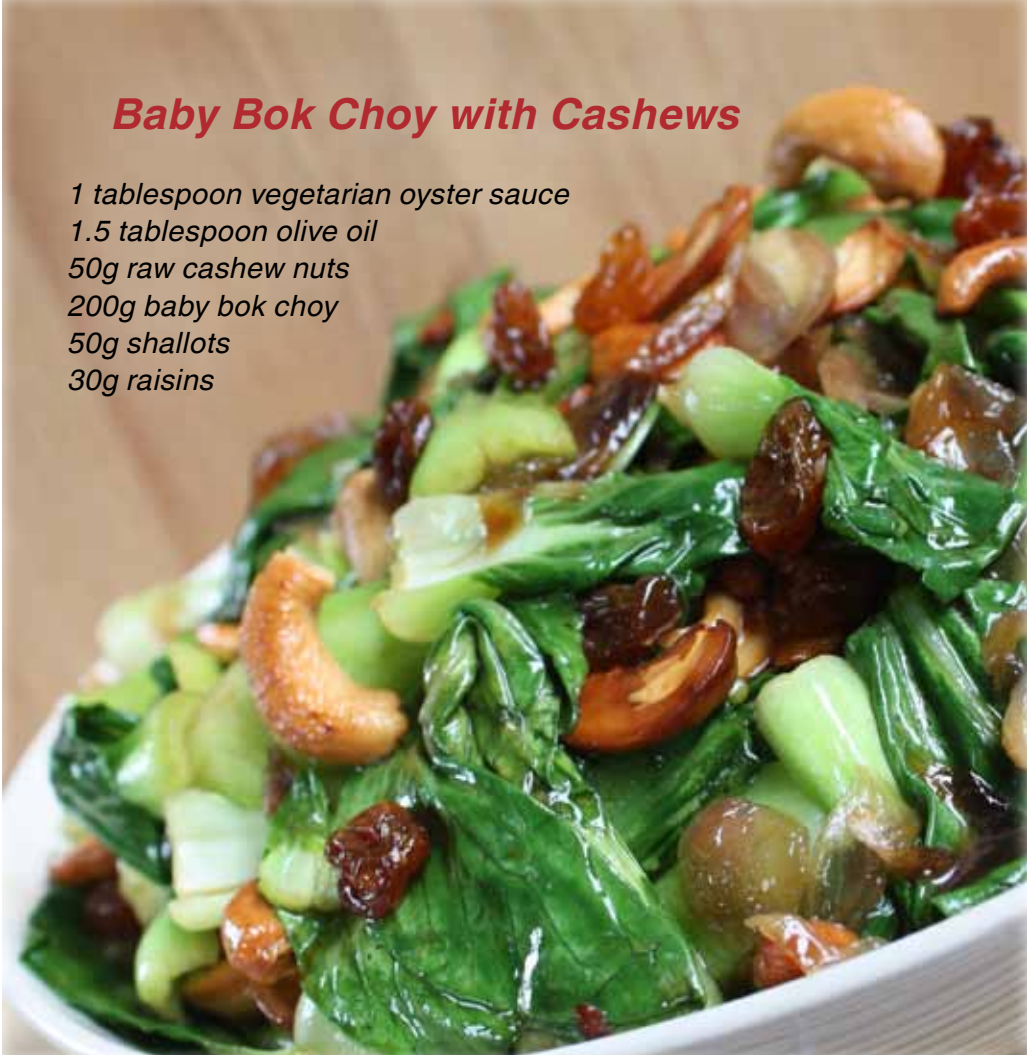
NUTS ABOUT CASHEW



1. Split the cashews lengthwise in half; peel and slice the shallots; wash and trim the baby bok choy
2. In a wok, heat the olive oil, then add the cashew nuts and fry until golden brown before removing and draining on a paper towel
3. In the same oil, add the raisins and fry until it starts to puff into balls before removing immediately (note: raisins can burn quickly in hot oil) and setting aside
4. In the remaining oil, fry the shallots until soft and golden brown, then add the baby bok choy and 1 tablespoon of vegetarian oyster sauce
5. Once the bok choy starts to wilt, add the cashews nuts and raisins, then stir fry until baby bok choy is cooked
6. Ready to be served hot

Baby Bok Choy with Cashews

*1 tablespoon vegetarian oyster sauce
1.5 tablespoon olive oil
50g raw cashew nuts
200g baby bok choy
50g shallots
30g raisins*



Corn Ware™

ECO-FRIENDLY DISPOSABLE TABLEWARE

Made from CORN

BIODEGRADABLE

Microwaveable

Toxic Free

Oil & Waterproof

Able to withstand temperatures of
-20°C to 150°C

AFFORDABLE

Available in supermarkets and in bulk



Made from renewable materials



Olive Green Marketing Pte Ltd
www.olivegreen.com.sg . Tel: 6767 1301



Vegetarian Society (Singapore), VSS, is a non-profit, non-religious organisation formed in 1999 which strives to build a more humane and harmonious world for everyone on the planet - for our children, as well as for our fellow creatures. Now, as we enter into our second decade, we aspire to become a thousand-strong society that can move mountains, and to achieve this, we need the support of each and every vegetarian who believes in our noble cause.

Becoming a member is easy - just download the GIRO form directly from the VSS website at <http://www.vss.sg> and mail it to:

Seeds of Hope, Vegetarian Society (Singapore)

3 Pemimpin Drive #07-02

Lip Hing Building, Singapore 576147

VSS Food Guide on your iPhone!

Developed by MobyFab LLC, a homegrown company specialising in the development of customised applications, this handy iPhone application will help you...

... group restaurants by category – neighbourhood (district), price, organic food, vegan food etc.

... search for restaurants

... display distance of restaurant from current location

... display location of restaurant on the map

... provide direction (by bus, car, or foot) from current location to the restaurant

... find nearby restaurants and view them on the map or as a table

Available at only **USD\$1.99** from iTunes Store, 50% of all proceeds will go to VSS... so what are you waiting for? Visit <http://j.mp/cZnXk2> to get the VSS Food Guide iPhone application now!



Amy Louise Corrigan, 33, is the better - and more quiet - half of the ACRES phenomenon. The Director of Education and Cruelty-Free Living Campaigns at *Animal Concerns, Research & Education Society* is also the wife of its founder, Louis Ng. Together, the couple have spearheaded the organisation into a 11-strong passionate entity with a strong stable of volunteers.

Having joined the ACRES team in 2005, after meeting Louis in Thailand where she was managing an animal shelter, she now develops educational and awareness materials and delivers the society's educational programmes on top of doing most of the writing.

The Activist Prodigy

Amy had a natural affinity for animals and always felt guilty when she had to eat meat as a child. But she had to wait until turning eleven to become vegetarian - her mother being concerned about her nutrition. It was a relief for her then when she finally stopped eating meat and the guilt-free existence gives her plenty of satisfaction. And for this same reason, she finds herself in recent years stopping dairy consumption as well.

Delving into her past, it is clear that she was destined to be an animal activist. Being influenced at the tender age of ten by "a group of people who would stand in our local town centre (Bournemouth, England) every weekend, come rain or shine, and distribute leaflets on animal welfare issues and display posters on these issues, including on the meat industry, blood sports and experimentation on animals", she says that there was no looking back once she became aware of all the horrors that were happening to animals.

Not wanting to be a passive contributor to the problem, she became an advocate for animals and joined animal welfare organisations, helped raise funds for animal charities, organised her own animal welfare petitions, and gave talks on animal welfare at school.

Recalling the idealism and naivety of her adolescence, she cites how she "just couldn't understand how anyone could still eat meat once they were aware of the suffering involved, and I was convinced if I just talked to people about what happens to animals in factory farms and in the slaughterhouse they would become vegetarian."

The Wise Veteran

Of course that was often not the case and the wiser veteran activist of today accepts that everyone is different and has their own views, "although that doesn't stop me trying very hard to spread vegetarianism", adding that many of her friends, family members and people that she has spoken to have since turned vegetarian or reduced their meat intake.

As a seasoned activist who has seen firsthand some of the worst instances of cruelty imaginable, she admits it can be overwhelming when faced with situations where her hands are tied and there is nothing she - or anyone - can do to stop the suffering.

Amy Corrigan
Wildlife
Wonder
Woman



Photography by Halimah Ilavarasi

Photo courtesy of ACRES - www.acres.org.sg



fighting injustice and cruelty on behalf of all sentient beings, she is much like the typical hero who seeks solitude - "I am at my happiest in quiet, natural places so I love to explore nature reserves, the more secluded the better."

On a more practical note - as helping a pioneering organisation such as ACRES is no easy task and takes up a large chunk of time and energy for the couple - she tries to spend as much time as possible with her husband. She also loves to travel and visit new places but due to her work she is not able to "do this as much as I'd like to". Nevertheless, she finds enjoyment in yoga and going for walks with Penni, their canine companion who was rescued from a puppy mill.

But she is quick to reiterate positively that "in most cases of animal suffering we can, as individuals, make a difference. Most animal suffering happens as a direct result of consumer demand, and this is especially true of the meat industry, which causes more suffering to more animals than anything else. So if we, as consumers, make compassionate choices and don't buy products that cause animal death or suffering, we can make a big difference."

Citing the successes in Europe where certain cruel farming practices and animal testing of cosmetics have been banned, she is optimistic that consumer power will lead to great advancements in animal welfare.

Away from Activism

When Amy is not assuming the role of *Wonder Woman*,

Being a family-oriented person, she uses *Skype* to stay in touch with her family based in England and always returns to there to spend Christmas with them. And when asked if it is difficult maintaining her dietary preferences in the company of her family, she is happy to note that they make sure there are lots of vegetarian goodies on offer.

Amy's advice to those considering vegetarianism is to get a good resource or recipe book, "especially if you are turning vegan". Her personal recommendation is *The Vegan Resource Book* by Joanne Stepaniak. She also suggests using the *Vegetarian Society (Singapore)* website as starting point, and finds it "particularly useful for finding out about all the amazing vegetarian and vegan eateries here in Singapore."



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

A side salad. I like to always be there somewhere quietly in the background playing my role, but don't like being the centre of attention.

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

That everyone treated everyone else - both humans and non-human animals - with compassion and lived by the Golden Rule: Treat others as you would like to be treated. For animals this includes not only the way we directly treat them, but also indirectly - i.e. the way we sometimes allow others to mistreat animals on our behalf by the choices we make as consumers. I wish people wouldn't shy away from the horrific things that happen to animals to produce products such as meat just because it's out of sight.

3) What misconception about vegetarianism gets your goat?

That being a vegetarian is somehow 'extreme'. I don't see it as extreme at all. I feel it's a totally logical, simple and effective way of reducing suffering in the world -- which is something I think that most people would like to see happen.

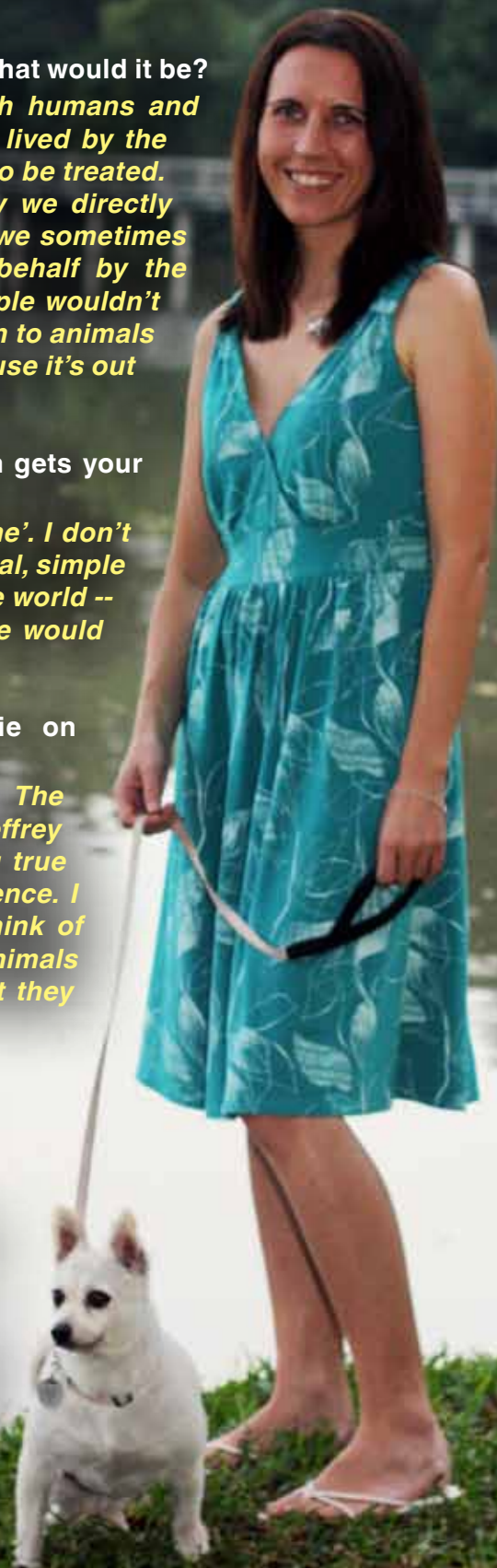
4) What is your favourite book or movie on vegetarianism?

I love 'The Pig Who Sang to the Moon: The Emotional World of Farm Animals' by Jeffrey Moussaieff Masson which features amazing true stories about farm animals and their sentience. I think anyone who reads it will definitely think of chickens, cows, pigs and all other 'food' animals in a different way and hopefully decide that they don't want to eat them anymore.

5) Name a Quotable Quote to you...

*"I am only one, but still I am one.
I cannot do everything,
but still I can do something;
and because I cannot do everything,
I will not refuse to do something I can do."
- Edward Everett Hale -*

Sometimes I do get overwhelmed when I think about the amount of animal suffering that goes on every minute of every day and I feel helpless. When I feel this way I remind myself of this quote. Although we alone can't solve all of the world's problems, we can all do something to help others - humans and animals - and helping just one individual is a very worthwhile goal.



This is one disturbing book that some might rather not read, but it is in fact *THE* book that everyone should read.

Written evocatively by Matthew Scully, *Dominion* brusquely throws the door wide open to the cruelty and inhumane treatment observed in factory farming, the gerrymandering that occurs at the *Whaling Commission*, and provides us a glimpse into the inner sanctum of the wealthy businessman's past time of safari hunting.

Having worked as a senior speech writer and special assistant for former President George W Bush, among other notable politicians, Scully's political connections provided him the opportunity to gain insider access to organisations such as *Safari Club International* where well-financed members fork out as much as US\$20,000 to enjoy recreational hunting of elephants and lions - in mock-hunting situations where the penned animals actually don't stand a chance against the hunters.

“Scully’s book gently questions whether we can foster human dignity in a society that treats other sentient beings as production units.”

Robert F. Kennedy, Jr.

Scully goes on to relate a conversation with one of America's biggest pig farm-cum-slaughterhouses, which kills 82,300 pigs a day. When asked if it occurred to them that it might be a little sad to place these pigs in cramped, concrete enclosures with no access to rain, sun or even some straw to sleep on, the people running the farm were insistent that “*They love it*” and that “*They’re in state-of-the-art confinement facilities. The conditions that we keep these animals in are much more humane than when they were out in the field.*”

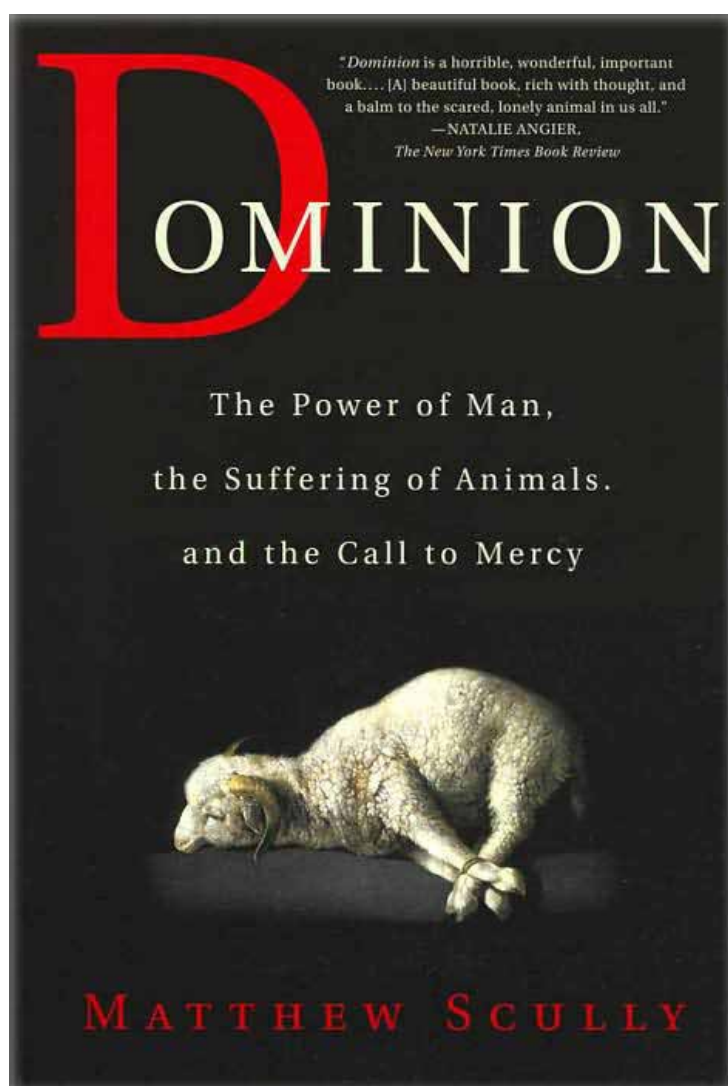
Through *Dominion*, we hear the excuses and justifications of people who believe that animals are commodities used as machines for food production or as a means for recreation. Scully exposes the brashness that many have towards animals – as unthinking, unfeeling, expressionless beings - and

concludes that we have failed our fellow sentient beings in every possible way, and have instead dominated over them with our sense of high-handed morality.

Dominion challenges the placid acknowledgement of people that animals are nameless, faceless creatures, to leave the reader uncomfortable, squirming, and even furious at the atrocities committed against them – concealed under the guise of human superiority or by the insatiable desire for money.

And instead of championing for equal rights, Scully urges instead for compassion and respect in treating these animals - right from the government up to the individual.

A piercing and insightful work by Matthew Scully, *Dominion* is a must-read for everyone.



Dominion: The Power of Man, the Suffering of Animals, and the Call to Mercy is available for USD\$21.53 (S\$28) from Amazon.com



On 29th August 2010, history was made when the first vegetarian magazine in Singapore became a physical reality - 3,000 copies of the inaugural print edition were released to the public.

After one year as a monthly online magazine, VegVibe will now be available in print every other month at almost 70 locations island-wide. Becoming a bi-monthly print edition, the online copy will still be available on the VegVibe website to cater to the current stable of online readers as well as to the international audience.

The magazine will also continue to be distributed free at many organic shops, vegetarian eateries, health stores and through organisations involved with animal welfare and environmentalism.

Exciting Launch Event

In all, 102 guests representing 10 environmental groups, 8 animal groups, 12 businesses and a sprinkling of readers joined the VegVibe team in officially launching the magazine's print edition at the National Library, and were treated to talks, a trivia session, a networking event and some great food.

Mr Desmond Koh, former national swimmer and current vegetarian, graced the occasion as the guest of honour together with his wife, Ms Nadya Hutagalung.

Meanwhile, respected members of their respective areas of interest - Mr Jaipal Gill of the *Society for the Prevention of Cruelty to Animals* (SPCA) Singapore, Dr George Jacobs of the *Vegetarian Society (Singapore)*, and Ms Olivia Choong of *Green Drinks Singapore* - honoured the audience with their thoughts on the animal welfare, vegetarian and environmental movements, respectively.

The trivia session - acting as a trigger to get people from different groups talking to one another - saw several chuckle-worthy moments as answers were provided, then withdrawn.



Ms Nadya Hutagalung and Mr Desmond Koh talking about their community project, Green Kampong



VegVibe

Print: new milestone reached

A group of four eager students (right) from Temasek Junior College - Nyx, Azalea, Jian Jun and Jasmine - were also on hand to share their inspired 'A' Level project work called *Animal Stories*.

The students, moved by the plight of abandoned animals in Singapore, launched an initiative to create awareness on the consequences of animal abandonment. The students shared on the technical aspects involved in researching on the issue and touched on their own personal journey of character enrichment.

Excellent Opportunity

The networking session that followed the talks was accompanied by a scrumptious spread partially-sponsored by *Loving Hut* vegetarian restaurant and saw business owners mingling with activists, and *VegVibe* supporters chatting up one another.

Many new friendships were made and old acquaintances rekindled, with ideas being exchanged and commitments made to embark on a few joint-projects. Collaboration was the main theme of the session and many of the participants did just that.

VegVibe has certainly been encouraged by the strong response and positive experience of the launch event to organise more of such networking opportunities.



The business community was also heavily involved, having provided a variety of items to present to the guests - from vouchers to snacks and even organic *tau kwa* and honey. The business owners themselves also actively engaged the other participants to find out more about the projects they were involved in to consider how they could lend their support.

It was indeed wonderful to see the whole community - comprising representatives of the vegetarian movement, animal activists, environmentalists and business leaders - come together in such a positive fashion with the future in mind.

And going by how the event unfolded on the day, the future certainly does look bright for *VegVibe*'s bold ambition to serve as the uniting platform for the vegetarian/vegan, animal welfare and environmental movements.





motto: *Good Living through Good Eating*. It is also one of those rare places where meat eaters and vegetarians alike can dine together without either feeling uncomfortable or 'deprived'.

In addition, the added value in terms of the classes, events and promotions that the *7 Sensations* team regularly organises extend its contribution to more than just good food - and therefore deserve the support.

7 Sensations is open daily from 11am to 3pm and 6pm to 10pm except on Public Holidays when it opens from 11am to 5pm only. The dishes do not contain egg, garlic or onion and prices exclude a service charge of 10%.

Quality control is a major issue when it comes to running a restaurant, and *7 Sensations* takes this rather seriously, with its owner, Ms Annie Ong, making sure she is in the kitchen overseeing operations every single day. And going by popular opinion which, after 4 years, continues to wax lyrical, she must be doing an excellent job.

Yet another restaurant that uses the forward thinking of universal appeal, *7 Sensations* does not focus on playing the 'vegetarian card' but instead creates dishes that captures the hearts - and tastebuds - of its patrons. In fact, the presentation of its dishes is comparable to those typical of fine dining cuisine and at reasonable restaurant-pricing, is great value for money.

The portions are hearty and should fill the average diner with the clean-cut and cosy ambience fit for a working lunch as it is for a relaxing dinner. *7 Sensations* also has up its sleeve a private space to host 15 guests that can be conjured up by sliding a few panels to partition the area.

As to the food, The *Pumpkin Soup* at \$3.90 is a creamy blend that feels light and is mildly sweet, giving that warm, comforting feel that complements the ambience.

Thought has been given to creating the salads as well and the *Avocado and Mango Salad* (below, right) at \$6.80 offers a wonderful explosion of flavours from the mixture of greens, carrots, and pomegranate, in addition to the generous serving of avocado and mango.

While many of the dishes are popular, the *Baked Portobello Mushroom* (above, right) at \$10.90 was easily the most impressive, with the taste as incredible as the presentation. While it normally comes served with cheese, the vegan option using tofu certainly does not compromise on taste or quality.

The *Aglio Olio* at \$10.90 meanwhile offered a tasty combination of spaghetti, olive oil, bell peppers and shitake mushrooms, with the generous amount of ingredients setting it apart from many other places which tend to compromise in this regard.

The attention to detail and conscientious monitoring of customer feedback has led to a reliable restaurant that can be recommended without hesitation - living up to its



PHYTOCHEMICALS

nature's fountain of health

Derived from the Greek word *phyto* meaning plant, phytochemicals are complex substances that vary from plant to plant and provide their pigment, texture, flavour and smell.

Phytochemicals are found in abundance in plant-life and play an essential role in their health. These compounds help to protect plants from bacterial, fungal and parasitical attacks and also serve to release aromatic substances that attract insects for pollination or those that act as insect repellents.

Unlike vitamins, phytochemicals are not essential for human health but are known to promote a healthier well-being. Scientists have discovered over a thousand types of phytochemicals which perform several functions to maintain a healthy body.

Some phytochemicals have anti-inflammatory properties; some act as antioxidants; while others have been found to regulate cholesterol levels, reduce the risk of heart disease and the onset of age-related illnesses.

Cancer-Buster

Perhaps one of the most important benefits of phytochemicals is its ability to influence and inhibit cancer growth. As oxidative stress occurs in human cells continually through exposure to the environment, this stress on the cells can lead to oxidative damage which may eventually cause cancer and other illnesses.

Phytochemicals in the form of antioxidants found in fruits and vegetables have been established to be beneficial in reducing this oxidative damage and hence lower the risk of cancer.

Apart from providing antioxidants, phytochemicals work to regulate enzyme activity that prevent cancer. For example, phytochemicals found in cabbage encourage

enzyme secretion in the body to reduce the effectiveness of *oestrogen* which is linked to breast cancer.

Some phytochemicals, such as *capsaicin* found in chillies, have also been determined to block cancerous cells from multiplying.

Research shows that some foods with the highest levels of anti-cancer properties include garlic, cabbage, ginger, soybeans, liquorice and umbelliferous vegetables such as carrots, celery and cilantro.

However, other foods with good levels of anti-cancer phytochemicals include broccoli, brussels sprouts, cauliflower, tomatoes and bell peppers.

Sun Block Extraordinaire

Studies are also starting to show that the benefits of phytochemicals extend to sun protection as well with the compounds assisting in two ways to protect the skin from sun damage.

Firstly, phytochemicals in the form of antioxidants scavenge very damaging free radicals that form on the skin upon sun exposure, and, secondly, they strengthen the skin's tolerance to Ultra-Violet (UV) rays, thus preventing or reducing damage to the skin.

Supplements that supply phytochemicals do exist but consuming a single type of phytochemical through supplements has been known to have limited impact, It is therefore best to obtain them from whole foods instead as a range of phytochemicals is required to enjoy the maximum health benefit.

Though scientists are still exploring the full benefits of phytochemicals, there is little doubt that consuming a variety of vibrant and multi-coloured fruits and vegetables is an integral part of great health and well-being.

TOP 10



Beta Carotene

supports reproductive health, boosts immunity and tackles cancer -
sweet potato, carrot, squash (left), cantaloupe and mango

Lutein

fighting age-related vision loss -
kale (below), spinach, brussels sprouts (right), egg yolk, broccoli, Swiss chard



Sulforaphane

reduces cancer risk and inhibits bacterial growth -
broccoli sprouts, broccoli, bok choy, cauliflower, kale (left)

Curcumin

diminishes inflammation and spread of cancer cells and may slow progression of multiple sclerosis -
turmeric (right), curry powder



Lycopene

battles prostate cancer and heart disease -
tomatoes, red bell pepper, watermelon, red grapefruit, apricots (left)

Resveratrol

destroys cancer cells, curtails viruses and may even boost exercise performance -
grapes, berries, peanuts (right), red wine



Quercetin

helps combat cancer, heart disease and respiratory disease -
apples, capers (right), onion, citrus fruits



Anthocyanin

lessens cognitive decline, urinary tract infections and diabetes risk -
berries, legumes, eggplant (right), red cabbage, red/blue grapes



Epigallocatechin Gallate (EGCG)

fighting psoriasis and other inflammatory skin conditions, boosts memory -
tea (left)



Allicin

lowers cholesterol and is a strong antibacterial/antiviral agent -
garlic, onions, leeks



Our food and products are free!



Free of pesticides, growth hormones, toxic materials and other synthetic ingredients that may be harmful to you and your family. Whether you are looking for a steady supply of fresh organic produce, such as our Farm Boxes, a wide range of meats and seafood, natural beauty and wellness products or ecologically friendly household goods, you'll find all you need at SuperNature. Visit our store today or shop online at www.supernature.com.sg for everything organic!



SuperNature

Live Sustainably • Creatively • Organically
21 ORCHARD BOULEVARD
#01-21/23 & 27 PARK HOUSE
TEL: (65) 6340 1336 OPEN DAILY

FOOD & FRESH PRODUCE • MOTHER & CHILD
• BEAUTY & WELLNESS • HOME & LIVING

Quiet at first but incredibly effervescent, Meifang - more popularly known as Mavis (as a result of her nickname on the *Vegetarian Society's* online forum) - is well-known for her blog, simply titled *All About Veggie* (www.ilovemyveg.blogspot.com).

Having a keen sense for good food, this veteran vegetarian at the young age of 27 has scoured the island for the best vegetarian food and chronicled her plentiful adventures so well and maintains the latest information (e.g. when food outlets shift) that she sometimes receives phone calls asking for directory assistance (sometimes by friends-of-friends) on the best place to eat at a given location.

But little known is the fact that this established food blogger is also a talented cook herself - which would explain her keen senses when it comes to good food. At *VegVibe's* print launch event, Ms Tan sponsored a batch of homemade vegetarian *sushi* rolls which were snapped up in no time by guests.

She shares that her interest in cooking developed naturally as she helped out her parents operate a vegetarian food stall during her school days, with her mother teaching her all about navigating around a kitchen.

She has since honed her skills and challenges herself by inviting non-vegetarian friends to come over for dinner. Her satisfaction comes from the surprise when "they learn that vegetarian steamboat can turn out so yummy" - and also seeing them slurp up all the soup.

Ms Tan Meifang

Proof is in the potato



Potato Salad being her favourite dish - "I can eat it every single meal", it is no surprise then that her favourite ingredient is the humble *tuber*, being for her an ingredient that can turn into many wonderful dishes.

But the dish that she is most proud of is *Vegetarian Shark's Fin* which receives the approval of her grandmother and is the one dish that her sister (currently based overseas) misses the most.

Her advice to those seeking to stretch their cooking skills is to be bold and "always experiment with food that you enjoy eating yourself, so that if the food doesn't turn out right, you can still finishing eating them yourself!"

Citing Chef Gina Choong of *Kitchen Capers* as an inspiration, this young expert looks all set to scale the heights of culinary excellence - in record time at that.



Wrapped Tortilla Present - (makes 1 serving of herb-mushroom tortillas)

1. In a pan on medium heat, melt vegan margarine, then add in mushrooms and stir-fry till fragrant
2. Add in rest of seasoning except mayonnaise, then transfer mushrooms from the pan into a mixing bowl
3. Add in mayonnaise and spread evenly, then cool for later use
4. Warm tortilla wrap slightly in a microwave oven for 30 seconds
5. On the preparation table, lay the slightly-warmed tortilla wrap and spread tomato puree evenly as a base sauce
6. Add lettuce and carrots with a spread of wasabi mayonnaise
7. Lay capsicum and mushrooms on top
8. Roll up the prepared wrap and cut into half

1 tablespoon wasabi mayonnaise sauce
3 white button mushrooms (sliced)

Mushroom Seasoning
1 tablespoon vegan margarine
1 tablespoon vegan mayonnaise
½ teaspoon Italian herbs
1 pinch of salt
½ teaspoon black pepper

Photographs
courtesy of
Ms Tan Meifang

1 tortilla wrap
2 leaves lettuce (or any vegetable of choice)
¼ carrot (shredded)
¼ capsicum (sliced)
1 tablespoon tomato puree

Santa Stew (makes 2 servings of minestrone soup)

- 4 cups water
- 4 cups diced tomatoes or tomato puree
- 10g carrots (finely diced)
- 1 stalk celery (finely diced)
- ½ tablespoons mixed herbs (oregano, rosemary, basil)
- 3 white button mushrooms (finely diced)
- 10g capsicums (finely diced)
- 10g cabbage (shredded)
- 20g macaroni pasta
- ½ teaspoon salt
- ½ teaspoon pepper
- ½ tablespoon vegan margarine

1. In a pot, combine all ingredients except the pasta and margarine, then simmer over low heat till all vegetables are tender
2. Add in the Pasta and cook until pasta is soft
3. Add in margarine and stir till it melts



Soy Almond Jelly with Avocado Puree (makes 3 servings)

- 30g soymilk powder
- 360ml water
- 90ml almond syrup
- ½ tablespoon agar-agar powder
- 3 tablespoon sugar

- Avocado Puree**
- ½ avocado (sliced)
 - 30ml almond syrup
 - 30ml water
 - 1 tablespoon sugar

1. In a blender, mix all ingredients for Avocado Puree together and refrigerate for later use (note: add a little more water if it is too thick)
2. Add soymilk powder with 90ml of water and stir well till completely dissolved
3. Dissolve agar-agar powder in 270ml of water, then add almond syrup and sugar before stirring

4. Slowly add in soymilk mixture and stir constantly and let simmer over low heat for another 2 minutes
5. Using a sieve, pour mixture into a mould and set aside to cool before refrigerating for 1 hour
6. On a serving plate, spread avocado puree evenly, then place jelly on puree to serve (note: add fruits to enhance)



Munchy Jingle Bells (makes 15 tofu balls)

- 2 small firm beancurd
- 3 water chestnuts (finely chopped)
- 3 white button mushrooms (finely chopped)
- 1 teaspoon salt
- 1 teaspoon pepper
- 1 teaspoon Italian herbs
- ½ tablespoon soya sauce
- ½ tablespoon sesame oil
- 1 tablespoon self-raising flour

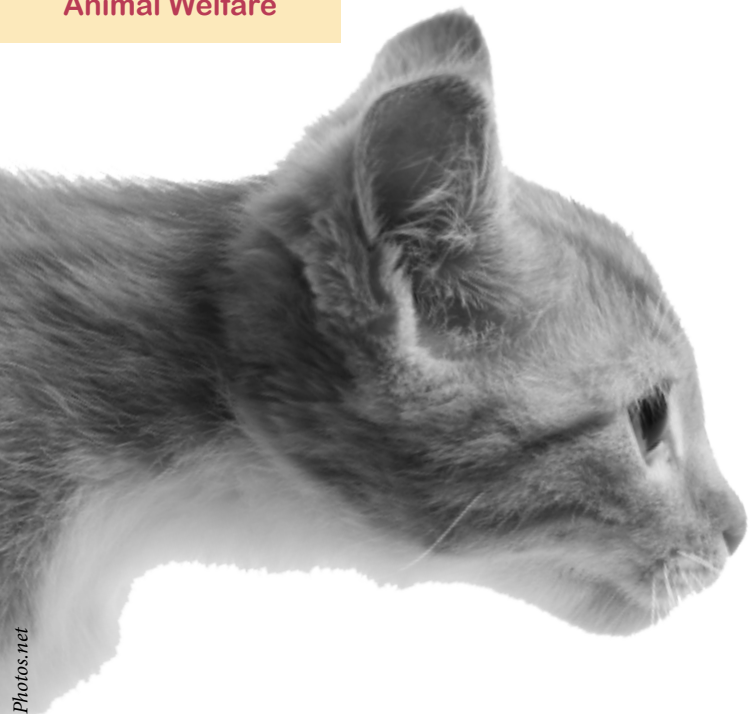
1. In a bowl, mesh beancurd and mix all ingredients in evenly except flour
2. Once all ingredients are mixed, fold in the flour
3. Mould mixtures into balls and deep fry

Wasabi Salad Sauce

- 10g wasabi (add more to increase spiciness)
- 20g vegan mayonnaise

In a mixing bowl, mix both sauces together till smooth





In our hearts but not in our homes?

More needs to be done to fight ignorance that prevents our feline friends from being HDB flat dwellers

Whether you particularly like cats or not, they have come to be accepted as permanent fixtures of void decks at Housing and Development Board (HDB) apartment buildings. Many a childhood include experiences of playing with cats of all colours and sizes - some friendly and energetic but most just content to curl up in a corner for their late afternoon siesta.

It may thus be a rude surprise for the uninitiated that cats are actually not allowed to be kept as pets in flats. HDB justifies on its website that flat occupants are not allowed to keep cats as it is 'generally difficult to confine cats within the flat premises', and adds that other annoyances of keeping cats include 'shedding of their fur, defecating/urinating in public areas or even caterwauling sounds' that apparently impede harmonious living in a high-density environment.

Often, letters to the local newspapers echo these sentiments towards cats as flat dwellers complain about being greeted by pungent cat faeces and urine outside their homes and staircases in the mornings; about irresponsible neighbours allowing their cats to roam along the corridors; and, about the heartache suffered by motorists who have to deal with cat scratches on their precious vehicles.

Nation of complainers (who cause deaths)

In 2006 alone, the HDB, Town Councils and Agri-Food and Veterinary Authority (AVA) together received about 10,000 complaints regarding stray cats. In some of these cases, aggrieved residents even resorted to extreme measures such as trapping the stray cats themselves to be sent to the AVA 'for further action'.

However, it has been quite apparent that what most of these complainants do not realise is that this 'further action' - including those that get rounded up as a result of complaints - is the routine culling of these animals.

In a media release dated 2003, the AVA revealed that a staggering 10,000 to 13,000 cats are put to sleep annually by the Singapore Society for Prevention of the Cruelty to Animals (SPCA) and AVA. Meanwhile, Dr Tan Chek Wee pointed out in his letter to the *Straits Times* that almost all of the people who lodged the complaints were blissfully unaware that these cats would be culled, their intention being merely to have them removed from the area.

And as to whether the complaints received are true representations of overall resident sentiment, a survey done among 200 HDB households in the Jurong West area found that more than 90% of the residents did not want stray cats in their area to be removed from their carpark - in stark contrast to a single complaint made by a resident about his car allegedly getting scratched by cats.

No (good) reason to go on killing

It is no secret that culling continues to be the preferred choice of the authorities to manage the stray cat population in Singapore - in spite of the global shift towards more humane and rational methods.

To its credit, the AVA did consider alternatives by initiating the *Stray Cat Rehabilitation Scheme* in 1998 where volunteers worked with the Town Council to control the stray cat population in Bukit Merah View through systematic sterilisation.

While the pilot study reported that "only 4% of people strongly object to sterilisation and responsible management to control the cats (while) up to 96% of people do not want cats culled", the scheme was unfortunately abandoned as the number of complaints did not lessen in quantity.

Many animal advocates are strongly urging the authorities to consider re-implementing this successful scheme as it adequately addresses the many concerns while being a more reasonable method of stray cat management. For example, a sterilised cat does not caterwaul, is less aggressive and is generally less inclined to leave the home environment.

Cat owners to blame too

A large part of why the stray cat population is hard to manage is due to irresponsible or ignorant cat owners who keep cats on the sly and often fail to sterilise them, resulting in the indiscriminate multiplying and the eventual abandonment of unsterilised cats onto the streets. A case in point will be the October incident of a family who admitted to abandoning 10 emaciated and sickly cats as the original 3 they adopted had not been sterilised, leading to more than 30 unsterilised cats living in the home.

Many animal welfare groups are therefore calling for the HDB and AVA to review their current practices and policies, arguing for the authorities to regulate and educate pet owners instead so that a harmonious living environment is created and cats are well cared for - in addition to a more

successful management of the cat population.

In fact, Joanna Hughes, the former Associate Editor of the *Singapore Tatler* who has written several articles in support of the misunderstood feral feline species, goes a step further to emphasise that the education should preferably extend beyond just pet owners to non-cat-loving neighbours as well so that the latter group can overcome the stereotypical notion that cats are dirty, aggressive and will scratch and hiss when disturbed.

She suggests that cat owners who are currently keeping cats at home on the sly be given a six-month grace period during which they are to sterilise, micro-chip and register their cat with the local Town Council. In addition, she believes that cat owners should undergo a short course on how to properly care for their companions.

And while she concedes that this will cost money, her belief is that the funds spent on culling strays can be diverted to subsidise sterilisation and micro-chipping instead - which would only amount to the redistribution of existing expenditure and not additional cost.

Over the years (1981-1998), culling has not significantly reduced the number of cats destroyed each year or the number of complaints received. The inference we can make from these figures is that culling has not been effective in the long run in resolving the stray cat situation.

**Dr Lou Ek Hee, Assistant Director
Animal Welfare Section, AVA**



Photo: Rene of www.singapore-in-pictures.com

What You Can Do To Help

- *Arm yourself with information and knowledge on the Trap Neuter and Return (TNR) method of managing cat population*
- *Talk to your neighbours and correct any misconceptions they might have with regard to cat behaviour*
- *Let all your neighbours know that complaints to AVA, HDB and Town Councils may result in the culling of the cats in question*
- *Continuously advise and encourage your neighbours who keep cats to sterilise them and not abandon any as they can approach a host of organisations for help if they are unable to care for their pets*
- *Volunteer your time, energy and money to organisations and groups who work towards effective long-term solutions to the problem*



Photo: m_bartosch / FreeDigitalPhotos.net

Need to start from scratch

Licensing and regulation of cat ownership in HDB flats can indeed become a two-pronged approach to manage the cat population. On the one hand, cat owners can be openly engaged (i.e. no longer a fear of authorities) and thus be officially entrusted with the responsibility of sterilising their pet cat. On the other hand, the relaxation of regulations will empower cat lovers to open their homes to stray cats - effectively removing many of them from the streets and providing several of them with a safer and loving environment.

As Veron Lau, vice president of the *Cat Welfare Society* (CWS), points out, the law certainly continues to be a hindrance to any kind of coherent education to cat owners on a national level and the actions of recalcitrant cat owners do not give incentive for this rule to be changed. She calls this the 'catch-22' situation where rules cannot be changed due to the behaviour and behaviour cannot be changed due to those very rules.

This negative cycle therefore needs to be broken before we can start afresh and build a more comprehensive strategy that offers long-term solutions. Experience and science already indicate that there is much potential for the *Trap Neuter Return* method and coupled with a wide-reaching general awareness programme and relaxation of rules, a problem that has been plaguing the community - both *homo sapien* and *feline catus* alike - for 3 decades now can finally be put to rest forever.





Instant Organic Soya Milk

The Perfect Blend of Nutrition and Taste

UNISOY® Instant Organic Soya Milk offers great nutritional benefits in a delicious and convenient way to ensure that you and your family enjoy all the best that life has to offer.

100% Pure Goodness

- Made from 100% top grade, non-GMO organic soya beans grown in a natural and unpolluted environment free from artificial fertilisers and pesticides. UNISOY® Instant Organic Soya Milk contains no artificial flavouring, colouring or preservatives.

Nutritious and Delicious

- The beans in UNISOY® Instant Organic Soya Milk are fully de-hulled using advanced technology to bring out the full tasty smoothness of soya milk, while retaining its nutritional value. Packed with cholesterol-free and plant-based proteins, it also contains added calcium for all your healthy needs.

Sealed with Quality

- Marked with the USDA organic seal and manufactured under stringent production guidelines, you can be assured of the highest food safety and quality standards in UNISOY®. Carrying the Healthier Choice Symbol, it is also lower in fat, particularly saturated fats, low in sugar and at the same time, higher in calcium.

Ideal for Everyone

- As it is lactose-free, UNISOY® Instant Organic Soya Milk is a nutritious alternative for those who are lactose-intolerant or do not enjoy the taste of milk.



Voted Most Popular Soya Milk

Great for COOKING too!
Log on to website for recipes.



Available at all leading supermarkets • Consumer Hotline (65) 6841 3855 • www.unisoy.com.sg

While many places around the world coordinated wonderful and meaningful events for their local communities, one restaurant in Singapore chose to do something novel. Instead of just preaching to the choir, it orchestrated an ingenious occasion to entice and engage the wider community.

The brainchild of Ms Zenna Ho who runs *Eight Treasures Vegetarian Restaurant* at Chinatown, the celebratory dinner saw over 70 guests gather to partake in an eight-course meal hosted by the restaurant. While on the face of it this may seem just commendable, the twist here was that half the guests were in fact non-vegetarians who were accompanying the other half.



Non-Veggies celebrate World Vegetarian Day



Ms Zenna engaged the *Vegetarian Society (Singapore)*, the *Singapore Vegetarian Meetup Group* and this magazine, to invite those interested to take up the offer to dine for free on the condition that they each bring at least one non-vegetarian partner. It was also a sincere invitation as guests were not quizzed or screened but instead trusted to honour the stipulation - and it was evident that everyone did.

Clear Verdict

As many have come to expect of *Eight Treasures*, the food was exquisite and comparable to the items on its regular menu, evoking words of praise from the vegetarian contingent present.

But it was the non-vegetarian segment that held the litmus test and, by all measures, it was obvious that the restaurant had passed with flying colours. Almost all the non-vegetarian guests agreed unanimously that the food was exceptional, and whilst opinion was split between 'tastes like any other good Chinese restaurant food' and 'tastes different but is equally as good', it was clear that these first-time diners were impressed.

A few of these non-vegetarian diners whom VegVibe spoke to even mentioned that they would be coming again with other friends to sample the food in the near future.

Creating Awareness

Ms Zenna meanwhile used the opportunity to invite a handful of her personal non-vegetarian friends (right) to join in the celebration as well. They were obviously doubly happy as not only could they show support for their friend's enterprise, they could now also recommend it to others with clear conviction.

Although an excellent marketing strategy on the lovely hostess' part, she shared that it was driven by the need to create awareness among those who would not normally set foot in a vegetarian restaurant, let alone sample the cuisine.

Thus, the event aspired to be that turning point in a few lives where (good) vegetarian food was introduced and perhaps stereotypes might be vanquished. It certainly seemed the case as there were several non-vegetarian diners who admitted that this was their first experience dining at a vegetarian restaurant and were visibly uncomfortable at first.

But by the end of the night, one would not be able to tell the type of dietary preference by looking at the satisfied faces of the guests - and Ms Zenna was pleased with the outcome.

On top of this dinner reception possibly



being the largest gathering of non-vegetarians at a vegetarian restaurant and a first of its kind in Singapore, by all accounts, it was a victory for the vegetarian movement.



Pioneering Work

This is not the first time that the restaurant has organised a special invitation dinner for guests. In 2009, it celebrated *World Vegetarian Day* by inviting a handful of vegetarian food bloggers to sample an equally-stunning spread of fine food and special culinary creations.

That event saw 20 guests gather over a fun-filled evening of chatting and sampling a selection of divine creations - some being concocted especially for the event.

It was the success of that inaugural event that has led to this massive endeavour and one that has been much appreciated by the vegetarian community. And with the excellent response for this latest 'awareness campaign', one can only wonder what creative idea will be realised by Ms Zenna Ho for 2011's celebrations.

Eight Treasures Vegetarian Restaurant (Tel: 65347727) is located at 282A South Bridge Road, next to the Buddha Tooth Relic Temple.



**Retails at Terra Plana, Mandarin Gallery, for \$249 a pair
(OCBC credit card holders enjoy a 15% discount)**

Rita Ladies by *Terra Plana* gives you the ultimate in high-heel court shoes: the **Rita** is not only lightweight but flexible - something unheard of for a platform shoe. This sexy super-high-heel 4-inch shoe is made from eco-nylon or fabric created from recycled bottles. The recycled memory foam lining inside the **Rita** also allows it to mould to your feet creating unsurpassed comfort and making it the perfect classy footwear for dancing away. The **Rita** is part of the *Terra Plana* non-leather and vegan range and comes in black or red.



Formulated specially for baby's delicate skin, *Baby Destiny's* range of skin care products is certified organic and vegan-friendly. Made with high-quality ingredients such as olive oil and Australian lavender essential oil, they are free from soap, sulphates and nuts. *Baby Destiny* products are suitable for sensitive skin and newborns, and gentle enough for everyday use. Try the complete range which includes the **All in One Baby Wash Shampoo - 100g (\$24.90)**, **Soothing Barrier Cream - 100g (\$23.90)**, **Massage Oil - 125ml (\$22.90)** and **Lavender Floral Mist - 125ml (\$17.90)**.

Retails at Oasis Organic, Shaw Towers

Set the ambience right for your Christmas party with this 100% soy wax candle which combines recycling with sustainability while retaining its nudity and class. A recycled emerald green bottle (which once held beer) embossed with a fern design, **NEW'D Soy in Recycled Fern Glass** gives forth a stunning green glow that sets the right tone for any event. Enjoy the delicate yet beautiful fragrance of vanilla as it burns up to 45 hours.

**Retails online at Lights of Bliss for \$35 per candle
- visit www.lightsofbliss.com**





Finally, vegans in Singapore can enjoy their favourite *mac & cheese*, cheese sandwiches or pizza this Christmas with **Daiya Cheddar Style Shreds**. This vegan cheese made with tapioca flour has the same irresistible melt, stretch and taste of dairy-based cheese - only without the saturated fats and cholesterol. Made entirely from plant-based ingredients, **Daiya Cheddar Style Shreds** does not contain artificial ingredients, preservatives, trans fats, soy or gluten and is thus suitable for just about everyone in the family.

Retails at Eat Organic, 619H, Bukit Timah Road, for \$13.50 per 8 oz. package

Made with wholesome ingredients and no artificial flavours, colours or preservatives, **Bean's Family Cranberry Cashew Nut Crisps** are mildly sweetened yet addictively crunchy. These clusters made from cranberry, cashew nuts, pumpkin seeds and sesame seeds remain healthy yet do not compromise on the taste and freshness. With every bite, the flavours of the cashew nuts and sesame seeds intermingle with the slight tartness of the cranberries. With beautiful individual packaging, these treats can be easily served to guests or just be eaten as a quick snack on the go.

Retails at Yes Natural outlets for \$4.20 per 100g packet

Retails at selected stores islandwide for \$67 a set - more details at www.naturallybetterco.com.sg



Made in *Bryon Bay*, Australia, with only naturally derived ingredients, **Sanctum** offers the ideal gift this Christmas in the form of a convenient pack that contains four 45ml tubes. With over 70% of its ingredients certified organic and vegan, **Sanctum's Body Essential Pack** pampers you from head to toe with its *Body Spa* – a luxurious shower gel, *Body Soothe* – a refreshing and nourishing lotion enriched with chamomile extract, *Hand & Nail Repair* – a revitalising and moisturizing lotion to hydrate hands and cuticles, and *Reviving Food Balm* – a massage balm made with invigorating peppermint oil and Vitamin E.

Aspara-good

Why not serve up something different and exciting this Christmas with these Asparagus-based recipes!

1. Cut the *tau pok* skin on three sides so that it can be opened up completely, then toast before setting aside
2. Wash and trim the asparagus spears
3. Heat olive oil in a pan, then add the asparagus spears with ground black pepper and grill until soft and tender
4. Mix the *hoisin* sauce and lemon juice, then spread it on the inside of the *tau pok* skin
5. Place an asparagus spear in the *tau pok* skin and roll before securing with a toothpick

1 tablespoon olive oil
10 pieces *tau pok* skin
1 tablespoon lemon juice
Lemon zest for garnishing
2 tablespoon *hoisin* sauce
½ teaspoon ground black pepper
10 asparagus spears (medium thickness)

Tau Pok Rolled Asparagus



1. Bake or pan-fry the *tempeh* before cutting into cubes
2. Peel the garlic, onion, ginger, blue ginger, dried red chilli and cut off the top two-thirds of the lemongrass (reserving the bottom third) before blending together (note: add water if needed)
3. Heat olive oil in a wok, then add the blended ingredients and sauté until aromatic

4. In the meantime, cut the asparagus into small pieces (about an inch) and halve the tomatoes
5. Add the vegetables, *tempeh*, dark and light soy sauce into the wok, then stir-fry until well coated
6. Add the coconut cream and water, then stir until well coated before removing once asparagus is cooked

Asian Style Asparagus Stir-Fry

50g onion
10g ginger
100g *tempeh*
2 cloves garlic
20g blue ginger
4 dried red chilli
200g asparagus
2 tablespoon water
50g cherry tomatoes
1 stalk of lemongrass
1.5 tablespoon olive oil
1 tablespoon light soy sauce
2 tablespoon coconut cream
1 tablespoon dark soy sauce





Asparagus Leek Tart

100g leek
150g Chinese tofu
¼ teaspoon sea salt
¼ teaspoon sea salt
1 tablespoon olive oil
10 thin asparagus spears
2.5 tablespoon nutritional yeast
1 ready-to-bake vegan puff pastry
25g raw cashew (soaked overnight)
¼ teaspoon ground black pepper

1. Press and drain any liquid from the *Chinese tofu*, then add the nutritional yeast, cashew nuts, ground black pepper and ¼ teaspoon sea salt and blend together until smooth (note: should make a thick paste)
2. Wash, trim and slice the leek, then heat olive oil in a pan and sauté them until soft and wilted before setting aside to cool
3. Prepare the vegan puff pastry according to package instructions, then fold 1cm of all the edges inwards
4. Spread the cooked leeks on the puff pastry except for the border, then spread the tofu and cashew nut mixture on top of the leeks
5. Wash and trim the woody ends of the asparagus spears and press them into the tofu and cashew mixture
6. Bake at 220°C for about 20 to 30 minutes until the puff pastry is browned, then serve warm

(note: this will create a border around the puff pastry)



Loving Hut

www.lovinghut.com.sg

It's where we create a meal to remember!

Vegan Catering ☎ 9787 4389 (9am - 5pm enquiries. Minimum 30 guests order)

Or email to: LovingHutSingapore@gmail.com

Bukit Merah Central Loving Hut ☎ 6377 4354

Blk 161 #01-3725 Bukit Merah Central (next to POSB)

Tues - Sun 11am - 10pm

Specials: Daily Lunch Buffet & Only Sat Teochew Porridge Buffet

International Plaza Loving Hut ☎ 6225 5507

10 Anson Road #01-37 (next to UOB)

Mon - Fri 8am - 7pm

Specials: Wholesome Meal Sets

Parklane Loving Hut ☎ 6338 0962

35 Selegie Road (next to Peace Centre)

#01-07 Parklane Shopping Mall

Daily 11am - 10pm

Specials: Local & International Noodles

Suntec Loving Hut ☎ 6238 6755

3 Temasek Boulevard

#03-016 @Tower 2 Sky Garden

Daily 11am - 9:30pm

Specials: Daily Specials & Claypots



KTPH Loving Hut ☎ 6570 0186

Khooh Teck Puat Hospital Tower C
90 Yishun Central

Level 1 Foodfare Stall 8

(between Khatib & Yishun MRT stations; Mon - Sat: Yishun bus

interchange provides free shuttle bus)

Daily 7am - 10pm

Specials: Organic Vegan Meal Set & Double-boiled Soups

BE VEG
GO GREEN
2 SAVE THE
PLANET



Review by Luke Otter,

blog author of *The Hungry Ang Mo*



Roma's Deli has an assortment of different mushroom soup combinations available with the most distinctive of those being the *Mushroom Soup Bun* (top, left). A novel concept which looks splendid on the plate, the soup itself is not too starchy and has a nice mushroom flavour, though a crispier sourdough bread might enhance the dish texturally and create a profound crunch that would contrast against the smoothness of the soup better.

The main course dishes include the *Baked Potato Rice* (bottom, right) which is interesting; the potatoes are cooked well and the thin layer of cheese on top is divine, with sprinkled oregano shimmering through the rice and creating a good aroma. The dish may be slightly dry to some and a more generous smearing of the white sauce should help moisten the dish sufficiently.

Another main course dish is the *Cheese Spicy Spaghetti* (top, right) and, as its name suggests, there is a kick of hot cayenne pepper in the dish which certainly gets the taste buds buzzing. The downside though is that there is a lack of any noticeable cheese flavour which renders one feeling as though a component is missing. Nevertheless, as a creamy spaghetti, it does achieve its purpose.

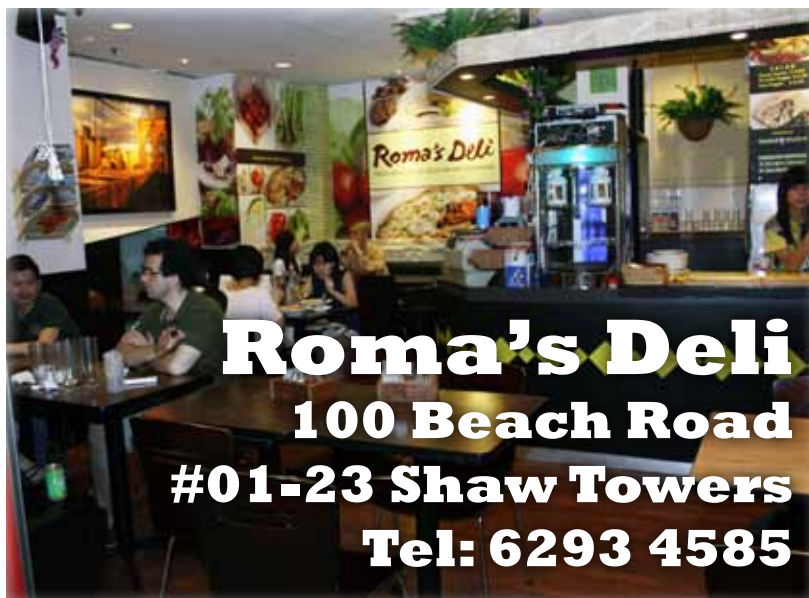
The *Aglio Olio Spaghetti* (bottom, left) meanwhile is seasoned well and has a reasonable appeal as a dry pasta dish. Appearance wise, the parsley clinging onto the pasta creates great visual vibrancy but taste wise, some may find the components a bit salt-heavy.

The menu at *Roma's Deli* is hassle free and comprises of the Lunch Set at \$6.50 (spaghetti), \$6.90 (baked speciality) and \$7.90 (pizza), and comes with soup; and the Dinner Set at \$9.50 (spaghetti or baked speciality), \$10 (pizza) and \$10.50 (baked spaghetti), and comes with soup and a drink.

Overall, the food at *Roma's Deli* may have a few flaws that can be easily patched up but it does provide an enjoyable dining experience nonetheless. All the dishes are certainly within the affordable range and is therefore

somewhere worth venturing.

Roma's Deli is open daily from 11.30am to 9.00pm and does not use egg, garlic or onion in its dishes. While there is no special menu for the festive season, the menu prices will be raised by \$1 on Christmas eve and Christmas day to cater to demand.



Roma's Deli
100 Beach Road
#01-23 Shaw Towers
Tel: 6293 4585





So, did you Balik Kampung?

'Balik Kampung' literally means 'back to the village' in Malay and usually refers to the act of returning home

October this year saw the special date **10:10:10** manifest and the green segment of the world used the opportunity to orchestrate a *Global Work Party* to celebrate and create awareness of the need for everyone to play their part in reducing the emission of carbon dioxide into the atmosphere.

While various initiatives - including a *Zombie Day* event - were lined up across the world in many different countries, Singapore saw *Ground-Up Initiative* (GUI) take up the gauntlet to organise a massive event dubbed *Balik Kampung @ Bottle Tree Park* which saw over 2,000 participants descend on the cosy corner of Yishun to enjoy a fun-filled day of activity and awareness.

From garbage enzyme making, home composting and outdoor yoga, to cooking with herbs, nature appreciation walks, movie screenings and green performances, the event had something for everyone - be it young or old.

Children were having a ball of a time with stage activities while adults were getting good deals on healthy food. In fact, many of the major players of the vegetarian scene were present in full force to engage - and even surprise - the crowd.

The festivities continued throughout the day as many members of the public passed through in droves and it would have been extremely hard not to have been impacted with the message on reducing our carbon footprint and being mindful of our personal choices that lead to waste and environmental harm.

Some of the highlights of the product fair included an organic cleaning agent vendor who demonstrated the safety of his product by duly squirting some into his mouth and swallowing, a passionate individual who has created an outstanding ice-cream-like dessert, and imported vegan snacks that are labelled as such and are even certified *Halal* to boot.



Learning Value

While the food was all plant-based, the generous number of volunteers were from all walks of life and comprised of many green-conscious individuals who were not necessarily vegetarian. It was thus evident that, in addition to the visitors and attendees who participated, the volunteers too had the opportunity to learn more about how a holistic approach - including dietary choice - can facilitate the healing of *Mother Earth*.



The carnival atmosphere of a bright, sunny and cheerful Sunday certainly put a smile on everyone's faces and with so much to discover and do at the event, *Balik Kampung @ Bottle Tree Park* was nothing other than an overwhelming success.



1st & Largest Studio In Asia Offering Group Classes

JOIN POWER PLATE™ TODAY AND EXPERIENCE THE FITNESS REVOLUTION!

As Featured In Shape & Urban Weekly

If you haven't tried the Power Plate®, where have you been?

The vibration training phenomenon has been giving A-listers and us time-strapped fitness fanatics the bodies we crave - strong, lean and defined.

Famed to remove cellulite and tone wobbly areas within a series of 25-minute-biweekly sessions, the vibration machine works on the principle of resistance - forcing your

muscles to tense while you perform a series of squats, lunges and other poses, against its force. Power Plate® group classes are now available at Croyez Studio; book in for a complimentary class and feel the buzz.

Famous Power Plate® Users :

- Cindy Crawford • Courtney Cox • Clint Eastwood • Hillary Swank
- Peter Nichol • Manchester United FC • Chicago Bulls

Pilates • Yoga • Boxing • Cardio • Aerobics

Block 8D, Dempsey Road, #03-06 Singapore 249672

+65 6474 4133

queries@croyezstudio.com

www.croyezstudio.com





Your Food Is Your Best Medicine Brown Rice is Good for you

Nourishes with Complex Carbohydrates, Proteins,
Minerals, Vit B Groups & high fiber contents.

医 吃糙米饭有益健康

含丰富的碳水化合物、蛋白质、脂肪、
矿物质、维生素 B 群、和高纤维。

源



AN ASSOCIATED ZAKAT AWARDED
Singapore
Prestige
Brand Award 09
Winners: SPBA - Promising Brands

The SukhaTM House Pte Ltd Co Reg No: 200607663K

705 Sims Drive #06-04B Shun Li Industrial Complex Singapore 387384

Tel: 6100 7423(RICE) Fax: 6842 0837

Web: www.sukhahouse.com Email: sales@sukhahouse.com



Eat All Foods in Moderation



C4138



VegVibe

Advertising Rates

MICA (P) 105/06/2010 www.vegville.com

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

Technical Specifications

A4 size (210mm x 297mm)
44 to 60 pages (min 40 pages of content)
105gsm art paper
3,000 - 5,000 copy print run
Bi-monthly publication

Why Advertise With Us

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

VegVibe has been well-received since inception and enjoys a conservative estimate of 4,000 readers per issue, with over 250 direct subscribers, as well as over 800 fans on our *facebook* page – all achieved by word-of-mouth alone. We have also established ourselves as a reliable news provider and are the Singapore correspondent for the *European Vegetarian and Animals News Alliance* (EVANA) and a registered news source with *Google News*.

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

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

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