

Vegan Living

O&A BRYAN ADAMS IS ROCKING OUT AND BOLDLY LIVING VEGAN

Mediaplanet spoke with Canadian guitarist Bryan Adams about living vegan and the new oat milk drink company he co-founded, bettermoo(d).



What's the most common misconception you hear about living vegan and how do you respond to it?

Basically, there are people who are into it and people who want to continue to eat animals and I believe that's not ever going to change. But there's a better awareness of how to look after yourself now than ever before, and even fast-food places are jumping on the bandwagon and offering vegan options.

What inspired you to become vegan?

I had been working my butt off and I needed to be able to keep up with the schedule. I read up on different diets, but every article I read about plant-based diets made more sense to me, particularly the fact that we're made up of a lot of water, and plant water is the best thing for us to rebuild cells and expel toxins. Plus, it made sense with my activism. I was supporting organizations that were supposedly protecting animals, but I figure you can't support

environmental organizations and carry on eating animals and fish — it doesn't make sense. I realized that everything I was brought up eating was not only hurting me but also the planet. I didn't want to be a part of that cycle. Those are the reasons why I quit eating animal products.

While touring around the world, do you see more vegan options appearing worldwide?

For sure, especially in California. There's a huge movement toward it. Vancouver, where I'm from, has always had a good hippy community, and lots of veggie restaurants popped up in the '70s. Now, there are companies in Canada, like LeGrand and VG Gourmet in Montreal, making incredible alternative foods — not only burgers and falafels made from beets but yogurts and cheese from cashews. There are also companies like bettermoo(d), which I'm aligned with, making oat milk drinks. 🌱



Read our full interview with Bryan Adams online at truenorthliving.ca.

Questioning the Costs and Benefits of Animal Research

Canadians who are curious about whether their donations to medical charities are going toward animal experiments can turn to the ADAV Society.

Are your tax dollars and charitable donations being directed toward cruel and outmoded animal experiments?

The Animal Defence and Anti-Vivisection (ADAV) Society of BC wants to let you know.

Established by a concerned veterinarian in 1927, the ADAV Society strives to inform the public of the solid scientific argument against the use of animals in biomedical research.

Every year, millions of animals are used by Canada's research establishment. Some of Canada's leading medical charities — including the Canadian Cancer Society, the MS Society, and the Heart and Stroke

Foundation — fund experiments on animals. The suffering of animals — from captivity, family deprivation, and denial of their natural instincts — is compounded by intentional harm caused to them by researchers in sterile laboratory setting.

Cruel testing but no breakthroughs

Yet, for all that these helpless animals endure, there have been no real medical breakthroughs in Canada in the last three decades. Stroke, Alzheimer's disease, rheumatoid arthritis, and Parkinson's all point to a major failure of Canadian researchers using animal models substituting for human beings.

As developers of the rapid-to-mar-

ket COVID-19 vaccine and antibody treatments can attest, their life-saving therapies were fast-tracked, using minimal animal testing, rather than the several years' worth of testing on various species that most drug development entails — futilely, as 92 percent of drugs that pass the animal testing phase fail in human trials.

To ensure that generous donations to medical charities are directed toward sophisticated human-based research such as organs-on-a-chip, 3D printing, and other innovative technologies, visit the database of organizations that do and do not fund invasive research on animals at humanecharities.ca/hcc-list. 🌱



Please watch *The Medical Illusion* available through our site adavsociety.org.

This article was sponsored by the Animal Defence and Anti-Vivisection Society of BC.



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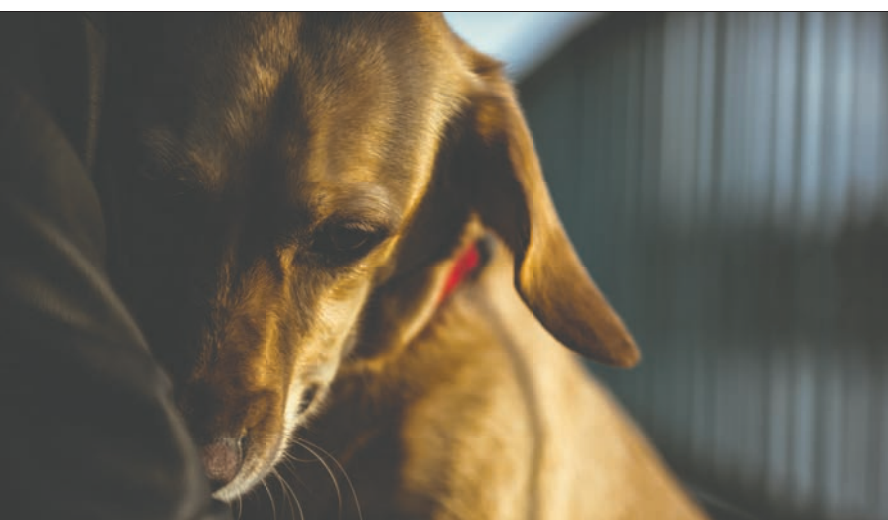
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Animal Protection Party of Canada: Turning Awareness Into Activism

Since 2005, the Animal Protection Party of Canada has been making common cause with people, helping them turn their vegan awareness into effective activism.

Liz White



Liz White
Party Leader,
Animal Protection
Party of Canada

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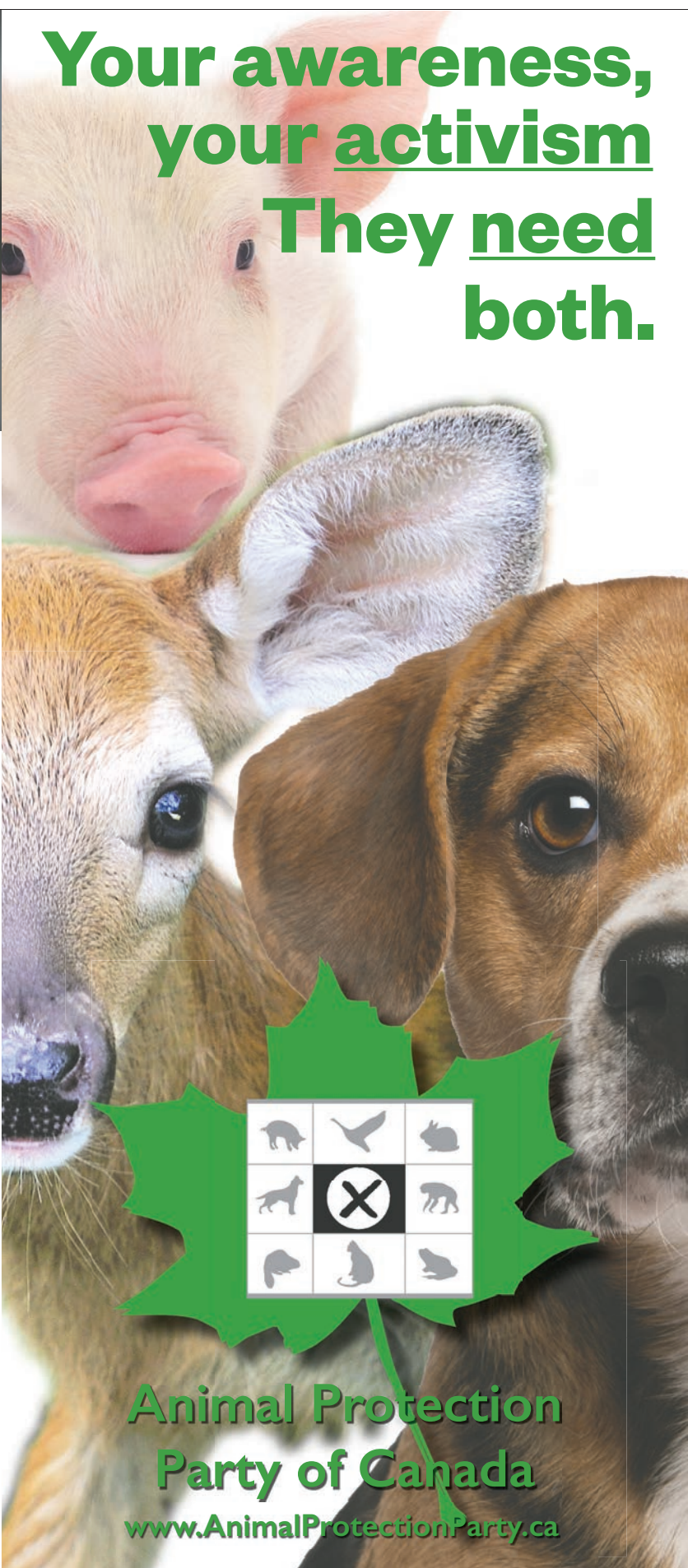
In 2005, the Animal Protection Party of Canada (APPC) was founded, fielding vegan candidates in every federal election since. However, the APPC's candidates know that the odds of voters electing them are low.

Why so low? The answer is Canada's first-past-the-post electoral system. In countries using different electoral systems, like Germany, the Netherlands, Portugal, and Australia, voters select animal protection party candidates.

If winning a seat in the House of Commons is close to impossible, why do people run as APPC candidates? The reasons are in what is required to be vegan. From birth, family and culture determine our food preferences. Childhood indoctrination is a high barrier. Margaret Mead wrote, "It is easier to change a man's religion than to change his diet." To be vegan means making a sometimes-difficult choice to overcome one's upbringing. Choosing vegan often means being aware of issues like animal rights, health, social justice, climate change, and ecosystem integrity. And, for many, it means learning how politicians decide policy.

All of the APPC's candidates and many, perhaps most, of the party's wonderful supporters and donors are people whose awareness about protecting animals and the environment has evolved into activism. They use election campaigns as platforms to ask people to vote for candidates who will help make better protection policies and a better world for us all.

The APPC is the only animal and environmental protection organization that can participate fully in Canadian elections. 🌱



The Truth About Dairy

Mediaplanet spoke with Nigel Osborne, Executive Director of Dairy-Truth.com about educating people on dairy production.



What was the inspiration behind Dairy-Truth?

Dairy-truth.com was modelled after our other online entity, **egg-truth.com**. Both seek to shine a light on the dairy and egg industries, respectively — first and foremost from an animal welfare perspective, but also addressing the negative impact of consuming these products on human health and the environmental issues as they relate to global dairy production. The well-funded narratives of the dairy and egg industries have stood largely unopposed for generations, and we seek to change that.

Why is it important for you to educate people on dairy production?

It's important for everyone to understand the immense suffering that the dairy industry imposes on animals. The dairy industry is a slaughter industry and many consumers are unaware of this. We've published a comprehensive overview on dairy production on our website. Most ethical vegans we know all say the same thing about their transition: "If I knew then what I know now, I would've ditched eggs and dairy from the get-go!" We hope to inspire folks to consider veganism. It has never been easier, more affordable, and more delicious than it is right now.

What are some of the most shocking stories that you've come across?

Little shocks me anymore! Some of the worst cases of violence and abuse never make it into the public domain as the mainstream media simply won't show it. Nonetheless, we have on our website videos of each and every documented dairy farm investigation from around the world. They're all the same in that they showcase both what I call systemic abuse (that is to say, the many standard industry practices) and ad-hoc abuse (when an individual worker inflicts violence on an animal).

How does plant-based milk differ from cow's milk?

Plant-based milk generally contains fibre and zero percent cholesterol, unlike cow's milk. Fibre is one of the single largest deficiencies in the North American diet, and cholesterol remains a concern as it relates to cardiovascular disease. On our website, we explain why cholesterol intake, despite recent headlines, remains something that should be limited or eliminated from our diet. Beyond that, plant-based milks are delicious and generally healthier, especially soy milk.

What's one important message you want readers to take away from this?

Visit both of our websites, engage with our social media channels, and learn the

truth. What readers do with that information is their choice — but I hope that they choose compassion and that they seek out the many cruelty-free products on the market today. I hope that they choose better health for themselves and their families, and a lifestyle that recognizes that the environmental degradation from these industries should no longer be supported.

What can we look for from Dairy-Truth in the future?

We'll be doing educational consumer

outreach through ongoing advertising campaigns, from outdoor to social media for both **dairy-truth.com** and **egg-truth.com** in the months and years to come. Please visit us on social media and share our content with your family, friends, and colleagues. 🌱

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To learn more, visit **dairy-truth.com**.

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Savouring the Raw Vibrancy of Life with a Plant-Based Diet

Jim Richards

2021 has been so intense that it's easy to forget how exciting and enjoyable life can be when we step away from routine. Mental invigoration is why great gusts of exuberance buffet new converts to plant-based diets. They don't intend to be evangelical but discovering 20,000 species of edible plants when 90 percent of the Western diet uses only 20 species opens up a buoyant new world of possibility. One such example is milkadamia — milk from macadamia nuts, who knew?

Plant-based diets are as adventurous as they are healthy, and the challenge, interest, and enticements are as crucial to wellness as food. Vegetarians, vegans, and meat reducers approach meals with heads chock full of intoxicating new scenarios to try.

Wellness' eco echo

Plant-based diets extend the concept of wellness beyond personal nutrition to encompass the wellness of the planet. As we now know, humanity became so aglow with the dazzling promise of our technological advances that we became blind to our peril. Consequently, a wet blanket of eco calamity-contemplation is dampening our enjoyment of life.

Unclench

Jaws, minds, and fists everywhere are clenching ever tighter. However, solutions arise when we rest our minds gently against a problem, allowing ingenuity the space to blossom and unleashing humankind's superpower of creative idiosyncratic whimsy on an issue.

There may be a lot to mend, but nothing ever stays as it is once in the hands of creative souls, like you, who purpose to elevate and alter. Good food that's regeneratively grown is vital to our well-being, but to gain the full enjoyment of living, add a generous dollop of humility, wonder, and hope.

Plant foods are good and plentiful, but belly laughter remains the best medicine — and it's in such short supply. Let's laugh more in 2022. 🌿



Jim Richards
CEO,
milkadamia



To learn more, visit milkadamia.com.

This article was sponsored by **milkadamia.**



Going Vegan Is an Impactful Way to Make Meaningful Change

Earthsave Canada advocates the move to a plant-based diet for environmental sustainability, better health, and compassion toward animals.

Brianne Riehl

Veganism has become increasingly popular in recent years, and it's easy to understand why. Faced with an obesity epidemic, a climate catastrophe, and even a global pandemic, many people are looking for ways to make meaningful change.

Being vegan is a uniquely powerful individual choice that has tremendous positive effects for personal health, environmental sustainability, and reducing the number of animals subjected to suffering and death.

From the new Canada's Food Guide to the EAT-Lancet report to the Drawdown Review, experts from around the world recognize the importance of shifting our eating habits to plant-based diets.

By becoming vegan, you'll be helping to address climate change, air and water pollution, deforestation, and global hunger. You'll also be adding years to your life and life to your years! Studies have shown that the risks of heart disease, type 2 diabetes, ischemic stroke, and some types of cancer are all substantially lower in people eating largely plant-based diets.

You'll also be shifting your support from industries that inherently cause animal abuse and suffering on an unfathomable scale to those that produce foods keeping us the healthiest: fruits and vegetables, whole grains, beans, legumes, nuts, and seeds.

Far from being restrictive, moving toward veganism today is easier than ever, and it can open up a world of culinary possibilities and reignite a love for food that nourishes your body. Start making your shift toward a plant-based diet today! 🌿



Brianne Riehl
President,
Earthsave



To learn more, visit earthsave.ca.

This article was sponsored by **Earthsave.**



Q&A with Lauren Toyota: How to Level Up Your Vegan Meals

We chatted with cookbook author Lauren Toyota, who was once named Canada's Most Influential Vegan by *IMPACT Magazine*, about eating vegan.

Tell us about your journey with veganism. When did you decide to adopt a vegan diet and what inspired you?

I decided to adopt a vegan diet because I always had a feeling that eating animals and animal products wasn't good for me, and also because they didn't make me feel great physically. My turning point came around 2009 when I watched the documentary Food, Inc. and read the book The Omnivore's Dilemma. These were the most important influences for me in deciding to make the change and finally go for it. It took time, about two to three months, for me to transition out of an omnivorous diet and into a vegan diet.

What was your experience like adjusting to a vegan lifestyle?

I was pretty excited about the challenge going vegan presented me with. I saw it as a way to challenge myself to give up foods that I was addicted to, because that is what it was. As humans we eat habitually and are generally socially conditioned to eat certain things. And, truthfully, we don't really think outside that box. So, when I started to transition to a vegan diet, I actually took it as a fun opportunity to branch out, explore new vegetables, learn ways to cook vegetables and prepare things that I never had before.

What is one of your personal favourite recipes from your bestselling cookbook, hot for food all day?

I'm a big fan of the coconut pecan bis-

cotti recipe. I personally love creating sweet recipes and I nailed this one. Not only does it make a great treat to turn out around the holidays, but I feel it really is as good, if not better, than a biscotti that isn't vegan! It tends to be a big misconception that all good desserts must contain butter and eggs and I am out to prove you wrong!

What vegan recipes would you recommend to someone who has never tried vegan food before?

I'd love for people to try my recipes, starting with my latest book, Hot for Food All Day. It's a great entry point for achievable, easy comfort food that you can eat every day for breakfast, lunch, and dinner. I also teach people how to level up their leftovers so they can reuse them in a way that's not monotonous and boring, but that's actually exciting — transforming leftovers into new meals.

If someone has never tried vegan food before and starts with my recipes, they'll find that there might be a couple of pantry

items that they're not used to seeing — things like nutritional yeast or miso paste — that I use in all of my recipes. Grab these and get started. Trust me, they won't go to waste as they show up in many of my recipes and will be used consistently no matter where you get your vegan recipes. Adding new spices will be key to building a vegan pantry and I always like to remind people that these are flavour boosters — things that are going to make your food tasty and not bland. 🌿



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