

Polenta Possibilities • Feasting on Fava Beans

VOLUME XXX, NO 3

# VEGETARIAN

## JOURNAL

HEALTH ECOLOGY ETHICS

**How Big Is the Market  
for Vegetarian Foods?**

*Find Out Inside!*

# Chilean Cuisine

*Porotos Quebrados  
(Green Bean and Pumpkin Stew)  
(page 12)*



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**What Does the Word 'Vegan'  
on a Food Label Mean to You?**

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# NUTRITION HOTLINE

REED MANGELS, PhD, RD



*This issue's Nutrition Hotline discusses whether someone with diverticulosis can consume common vegan foods.*

**QUESTION:** *"I have a condition called diverticulosis and have to avoid seeds, nuts, skins, cabbage, lettuce, or anything that could cover or plug the pockets in my digestive tract. But I've been told a vegan diet would be best for my condition. Don't most beans have skins? What are my options?" A.H., via e-mail*

**ANSWER:** If you've been diagnosed with diverticulosis, you have small pouches (or pockets), called diverticula, in your colon. Many doctors think that a low-fiber diet causes diverticula to form. A low-fiber diet often leads to constipation and to your bowel muscles having to strain to pass stool. This straining can lead to diverticula.

You may not even know that you have diverticulosis until you have a colonoscopy or other bowel exam. If bacteria or stool get caught in the pouches, the diverticula can become inflamed and cause pain and fever. If your diverticula are inflamed, the condition is called diverticulitis. Dietary treatments for diverticulosis and diverticulitis are different.

The treatment for diverticulosis (having pockets called diverticula) is a high-fiber diet, which helps you to avoid constipation and the straining that can lead to more diverticula forming. It may also help to keep you from having the symptoms of diverticulitis. To increase dietary fiber, eat more whole grains, fruits, vegetables, beans, and other plant foods.

Diverticulitis (inflamed diverticula) is commonly treated with antibiotics and with a liquid diet so your intestines can heal. After

a few days on a liquid diet, your doctor will probably recommend adding some soft, low-fiber foods. Once you have recovered, you'll be told to increase dietary fiber.

For years, people with diverticulosis were told to avoid foods like nuts, seeds, and popcorn because they might lodge in the diverticula and lead to infection. No scientific research supports these recommendations. More recently, studies have shown that it is all right to eat these foods and that they may even reduce your risk of developing diverticulitis<sup>1</sup>. The National Digestive Diseases Information Clearinghouse, which is part of the National Institutes of Health, recommends a high-fiber diet to treat diverticulosis and that eliminating specific foods is not necessary. In fact, beans are on their list of recommended high-fiber foods. See their website <<http://digestive.niddk.nih.gov/ddiseases/pubs/diverticulosis/index.htm>> for more information. Based on their recommendations, foods commonly eaten on a vegan diet could easily be incorporated into a diet to treat diverticulosis.

If your diet does not include high-fiber foods, gradually introduce new foods. Of course, your unique situation may affect these recommendations. Dietary modifications should be discussed with your health care provider.

<sup>1</sup> Strate LL, Liu YL, Syngal S, Aldoori WH, Giovannucci EL. 2008. Nut, corn, and popcorn consumption and the incidence of diverticular disease. *JAMA* 300:907-14.

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Also, if you do not want your name traded to other organizations, please let us know.

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[www.vrg.org](http://www.vrg.org)

The *Vegetarian Journal* is one project of The Vegetarian Resource Group. We are a nonprofit organization that educates the public about vegetarianism and the interrelated issues of health, nutrition, ecology, ethics, and world hunger. To join VRG and receive *Vegetarian Journal* in the USA, send \$20 to The Vegetarian Resource Group, P.O. Box 1463, Baltimore, MD 21203.

## NOTE FROM THE COORDINATORS

# GIVING VEGETARIANS CREDIT WHERE CREDIT IS DUE



**T**hank you to all of our members who have been using VRG's MBNA/ Bank of America credit cards over the past 15 years. It appears that Bank of America is dropping many organizations similar to The Vegetarian Resource Group, so VRG no longer receives a royalty when you use that credit card. However, you can sign up for The Vegetarian Resource Group UB credit card, and VRG will receive \$50 to support our outreach after the card's first use. For information and disclaimers, go to [www.cardpartner.com/app/vrg](http://www.cardpartner.com/app/vrg). Also, special thanks to Davida Breier and Janet Steinberg for the cards' beautiful images, which include cow, chicken, vegetable, and fruit design choices.

Congratulations to VRG IT guru and jack-of-all-trades John Cunningham and his wife Kim upon the arrival of their vegetarian twins, Sophia and Jonah. They will probably be walking in opposite directions by the time you read this!

Welcome to Mary Herbranson, VRG's new Volunteer Coordinator. If you'd like to volunteer on a small or large project either in Baltimore or via long-distance, please let Mary know your interests and availability.

Kudos to Eric Sharer for the work he did to coordinate VRG booths at the FamilyFarmed EXPO and other conferences around Chicago. If you'd like to volunteer to do booths, hand out literature, help to keep our restaurant guide current, or assist with fundraising, please e-mail Mary at [vrg@vrg.org](mailto:vrg@vrg.org).

Congratulations to VRG Nutrition Advisor Reed Mangels for completing a new book on pregnancy and vegan diets and, at the same time, submitting VRG's testimony on school lunches to the U.S. Department of Agriculture. In addition, thank you to Reed and Cathy Conway for staffing the VRG booth at the American Dietetic Association Food and Nutrition Conference and Exhibition in San Diego while the VRG staff coordinates a booth at the Natural Products Expo in Baltimore for the same dates this September. If you're going to San Diego, please join VRG for a vegan Indian dinner. (See page 13 for details.) And if you are traveling to San Diego, Baltimore, or any other American or Canadian city, you can find veggie-friendly restaurants listed at [www.vrg.org/restaurant/index.php](http://www.vrg.org/restaurant/index.php).

Lots of credit is also due to Heather Gorn, who continues to manage our blog while hard at work on her graduate studies in the UK. You can keep up with the latest postings at [www.vrg.org/blog](http://www.vrg.org/blog). If you can volunteer to help convert *Journal* articles into HTML for our website, e-mail [vrg@vrg.org](mailto:vrg@vrg.org).

Thank you for your ongoing support!

**Debra Wasserman & Charles Stahl**

**Coordinators of The Vegetarian Resource Group**

## VRG'S MEMORIAL AND HONORARY GIFT PROGRAM

How often have you wanted to make a gift in honor of a loved one or friend but weren't sure which charities are vegetarian-friendly, pro-environmental, or pro-animal rights? Please remember The Vegetarian Resource Group. You can make a gift in memory of a loved one or as a living tribute to honor someone you care about on a special occasion, such as a wedding or birth. We'll send an acknowledgement to you and the person or family you choose. Your gift will support educational outreach programs and help promote vegetarianism.

### Memorials & Honorary Gifts

In memory of: \_\_\_\_\_

In honor of: \_\_\_\_\_

Please send acknowledgement to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

My name and address:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Make checks payable to The Vegetarian Resource Group and mail to P.O. Box 1463, Baltimore, MD 21203.

Special thanks to an anonymous individual for giving \$5,000 and enrolling in VRG's Circle of Compassion.

Thank you to Michael Hartman for his donation towards VRG's Eleanor Wolff Scholarship.

Thank you to Kim Roberts and Ray Sowder for their donation in honor of Jeannie McStay.

Thank you to Helena Doerr for her donation in honor of Stuart Stahler.

## Venerable Member Still Sharing Copies of VJ With Others

If you have an extra copy of the magazine around, I'd love to share it with family and friends, all of whom are interested in organic farming, gardening, and food. At 100 years plus, I'm glad to be a loyal member of VRG's Circle of Compassion!

Congratulations on all your achievements in spreading awareness and awakening on our oneder full (wonderful) planet!

Elmira I., CT

## Viva Mexican Food!

In response to "Vegan in a Mexican Household" in Issue 1, 2011, of *Vegetarian Journal*:

Thank you for exploring how easy it is to veganize my favorite cuisine, Mexican food! I went vegan in 2002, and the very first dishes I sought to make with plant-based ingredients were tacos, enchiladas, and burritos. It was surprisingly simple, and Veronica Lizaola's article offers some new recipes I know I'll be trying soon.

In addition to your magazine, a resource your readers will find very useful is <[www.veganmexicanfood.com](http://www.veganmexicanfood.com)>, a website devoted to

making delicious, satisfying south-of-the-border meals without meat, eggs, or dairy.

Mark H., via e-mail

## Hey, VRG! Did You Know That Link Isn't Working Anymore?

In response to "The American Dietetic Association Publishes a New Position Paper on Vegetarian Diets" in the "Scientific Update" in Issue 1, 2010, of *Vegetarian Journal*:

Not being a member of the American Dietetic Association (ADA), we could not get to the ADA paper referenced on page 13 using the link given, <[eatright.org/ada/files/VegetarianPositionFINAL.pdf](http://eatright.org/ada/files/VegetarianPositionFINAL.pdf)>. However, it is retrievable by going to <[www.eatright.org](http://www.eatright.org)> and *searching* for "Vegetarian Position FINAL."

Hal and Donna, via e-mail

*Note: The VJ staff apologizes for this inconvenience. The following links to the ADA's position paper are working at the time of this issue's publication:*

- <[www.eatright.org/About/Content.aspx?id=8357](http://www.eatright.org/About/Content.aspx?id=8357)>
- <[www.vrg.org/nutrition/2009\\_ADA\\_position\\_paper.pdf](http://www.vrg.org/nutrition/2009_ADA_position_paper.pdf)>.

Letters to the Editors can be sent to: Vegetarian Journal, P.O. Box 1463, Baltimore, MD 21203. You may also e-mail letters to [vrg@vrg.org](mailto:vrg@vrg.org).

Coming in the Next Issue:

## INTERNATIONAL BREAKFASTS

**Plus:** Argentinian Cuisine, Pasta Salads, Holiday Recipes, Vegan Soul Food, VRG's Scholarship Winners, and more!

# Chile Sin Carne

By Zel Allen

**C**ONTEMPLATING CHILEAN CUISINE WITHOUT MEAT may seem like swimming in a sea without fish, but by abandoning the meat, one can turn the country's national dishes deliciously vegan and make them even more visually captivating. Chilean dishes are already colorfully peppered with an abundance of vegetables, legumes, whole grains, and fresh fruits. Because Chileans love these wholesome, plant-based foods as much as vegetarians do, it is easy to veganize many national dishes while retaining their unique character.

Chile is a skinny string bean of a country approximately 2,700 miles long and only 250 miles at its widest, but it is blessed with abundant sunshine and a pleasant Mediterranean climate in the lush central portion of the country. Familiar produce such as apples, pears,



*Sopa de Porotos Con Pancitos*

nectarines, peaches, plums, grapes, green beans, carrots, onions, bell peppers, and garlic thrive in this verdant central region, along with indigenous foods like beans, potatoes, squashes, and tomatoes.

Corn, called *choclo*, is so ubiquitous that it appears on the table in some form almost daily. Chilean cooks use squashes like butternut and kabocha instead of flour or cornstarch to thicken soups and stews. *Pebre*, a cilantro salsa, is one of many items that accompany everyday meals, while *humitas*, the Chilean version of tamales, are frequently eaten as starters.

*Empanadas*, meat-filled turnovers, are popular not only in Chile but throughout South America. Substituting legumes, tofu, or tempeh for the meat, chicken, or seafood in such recipes often works splendidly. For dishes that are naturally centered on Chile's abundant

varieties of beans, or *porotos*, simply leaving out the meat makes the dish more wholesome, tastier, and often brilliantly colorful.

The native Indians cultivated hot chilies and concocted a unique spice blend called *Merquén* (page 10). Chileans enjoy a jalapeño or two to lend subtle heat to numerous dishes, but they rarely prepare fiery foods like those of Mexico.

Because Chile is a delicious melting pot of many cultures, the country's cuisine is a harmonious intermingling of indigenous foods with dishes introduced by the Europeans, who began settling there during the 1500s. The Spanish came first and introduced Moorish herbs and spices. Italians contributed pasta and ices, Germans brought their famous dessert recipes, and the English introduced teatime. French, Yugoslav, Swiss, and more recently, Chinese and Japanese contributions have added still more diversity to Chile's cuisine.

This impressive cultural fusion has resulted in an uncomplicated approach to food with homestyle dishes that seem familiar, especially to Americans with sophisticated palates. Chileans have a family-oriented culture where many relatives live in one household or very close by so they can spend time eating together. Ingredients for these daily meals are plucked from the family's own gardens or purchased from the multitude of farmers' markets that dot the countryside. Eating out at a restaurant is a rarity and saved for special occasions. More often, homemade Chilean meals resemble the recipes that follow.



*Ensalada de Cebolla*

## **SOPA DE POROTOS CON PANCITOS (CREAMY WHITE BEAN SOUP WITH CROUTONS)** (Serves approximately 6)

*Ultra-thick, mellow, and creamy, this is the perfect soup to bring comfort and warmth on a cold, windy, or rainy day. I bake the croutons rather than frying them in butter the traditional way.*

### **BEFORE COOKING**

**2 cups white beans, such as cannellini,  
Great Northern, navy, or Peruano**  
**Water to cover the beans**

Pick over the beans and discard any small stones or broken beans. Rinse the beans, cover them with 3 inches water, and soak them for 8 hours.

### **WHEN READY TO COOK**

**1 quart low-sodium vegetable broth**  
**1 quart water**  
**2 bay leaves**  
**3 cups unpeeled kabocha squash or peeled  
butternut squash, cut into 1/2-inch cubes**  
**2 medium carrots, sliced**  
**1 large onion, chopped**  
**10 cloves garlic, coarsely chopped**  
**1 teaspoon cumin**  
**1 teaspoon paprika**  
**Additional 1 cup water to sauté vegetables**  
**1 cup unsweetened soymilk or nut milk**  
**1/2 teaspoon Merquén (page 10), optional**  
**Salt or freshly ground black pepper**

Drain the soaking water and place the beans into an 8- to 10-quart stockpot. Add the vegetable broth, water, and bay leaves and partially cover the pan. Bring to a boil, reduce the heat to medium-high, and simmer for 1-1½ hours or until the beans begin to soften.

While the beans are cooking,

combine the squash, carrots, onions, garlic, cumin, and paprika in a large, deep skillet. Add approximately 1 cup of water and sauté the vegetables over high heat for approximately 8-10 minutes or until just softened. If needed, add small amounts of water to prevent burning.

When the beans have cooked for 1 hour and are beginning to soften, add the cooked vegetables and simmer for approximately 15 minutes.

Purée the soup in a blender in batches until creamy or use an immersion blender to purée the soup in the stockpot. Add the soymilk and *Merquén*, if using, and season with salt or pepper.

### **TO MAKE THE CROUTONS**

**2 slices whole wheat bread, cut into  
1-inch cubes**

Preheat the oven to 375 degrees.

Toast the bread cubes on a baking sheet for 12 minutes or until they are very dry. Remove, cool, and set aside.

### **TO SERVE**

**3-4 Tablespoons chopped parsley**

To serve, spoon the soup into bowls, sprinkle each with parsley, and add a few toasted croutons. Pass the remaining croutons around the table.

Total calories per serving: 321 Fat: 2 grams  
Carbohydrates: 59 grams Protein: 19 grams  
Sodium: 186 milligrams Fiber: 13 grams

## **ENSALADA DE CEBOLLA (SWEET ONION SALAD)** (Serves approximately 4)

*Chilean cooks devised a clever method of taming the stinging bite*

*of onions and turning them into a deliciously refreshing salad. By soaking thinly sliced onions in water with sugar for a few minutes, you can enjoy them without suffering their clamorous wrath.*

**1 large sweet onion, cut into very thin  
half-moon slivers**

**1 Tablespoon sugar (Use your favorite  
vegan variety.)**

**Water to cover**

**3/4 cup fresh lemon juice**

**1/2 cup diced red bell peppers**

**1/3 cup plus 2 Tablespoons well-packed  
chopped fresh parsley, divided**

**1/4 cup lightly packed chopped cilantro**

**1-2 Tablespoons extra-virgin olive oil**

**1/2 teaspoon salt**

**Freshly ground black pepper**

In a large, deep bowl, combine the onions, sugar, and water to cover. Set aside to soak at room temperature for 15-20 minutes.

While the onions are soaking, combine the lemon juice, bell peppers, 1/3 cup parsley, cilantro, olive oil, salt, and pepper in another large bowl.

Transfer the onions to a large strainer and rinse. Drain completely and add them to the lemon juice mixture. Mix well, transfer to an attractive serving bowl, and garnish with the remaining parsley.

**Note:** To turn this salad into pickled onions (*escabeche de cebolla*), marinate the soaked and rinsed onions in red wine vinegar anywhere from overnight to three days. The onions can then be included in other dishes or enjoyed as a simple accompaniment to any meal.

Total calories per serving: 73 Fat: 4 grams  
Carbohydrates: 11 grams Protein: 1 gram  
Sodium: 299 milligrams Fiber: 1 gram

## **ENSALADA DE RUSA (RUSSIAN SALAD)** (Serves 6)

*Rainbow colors make this Russian-style salad irresistibly inviting, while the varied textures and tastes provide captivating flavor. Because this salad is composed mainly of cooked vegetables, allow time to prep and cook the various components before introducing them to the salad bowl.*

- 2-3 medium potatoes, unpeeled and cut into bite-sized chunks**
- 1 large carrot, peeled and sliced**
- 1 1/4 cups fresh green beans, cut into 3/4-inch lengths**
- 1/4 teaspoon salt**
- Water to cover vegetables**
- 1 large beet, peeled and diced**
- 1 cup frozen peas**
- 1/2 cup water**
- 1 celery rib, chopped**
- 1/2 cup chopped walnuts**
- 1/2 cup chopped vinegar cucumber pickles**
- 1/2 cup vegan mayonnaise**
- 1/2-1 fresh jalapeño, finely minced**
- Salt and pepper to taste**
- 3 Tablespoons chopped fresh parsley for garnish**

Combine the potatoes, carrots, green beans, and salt in a 3-quart saucepan. Cover vegetables with water, cover the pot, and bring to a boil over high heat. Reduce the heat to medium-high and then simmer for 3-5 minutes or until the potatoes are fork-tender. Pour the cooked contents into a large strainer, drain well, and place the vegetables in a large bowl.

Place the beets into the same saucepan and cover with water. Bring to a boil over high heat, reduce to medium-high, and cook for 6-8 minutes or until the beets are fork tender. Drain well and add the beets to the large bowl.

Place the frozen peas into a 1-quart saucepan with the 1/2 cup water and boil uncovered for 1 minute. Drain well and add the peas to the large bowl.

Add the celery, walnuts, pickles, mayonnaise, jalapeños, salt, and pepper and mix well. Transfer the salad to an attractive serving bowl or platter and garnish the top with chopped parsley.

Total calories per serving: 223 Fat: 13 grams  
Carbohydrates: 23 grams Protein: 6 grams  
Sodium: 466 milligrams Fiber: 5 grams

## **SALPICON (POTATO SALAD WITH FAUX GROUND 'BEEF')** (Serves 6)

*This familiar, family-style salad is how Chileans use leftovers and can vary depending on what they had for dinner the day before. If you have leftover cooked vegetables, use them instead of zucchini, corn, and peas—the recipe will be just as delicious.*

*Standing in for the beef strips usually featured in Salpicon is crumbled tofu, faux ground meat, or your choice of beans.*

- 1 1/2 pounds unpeeled potatoes, cut into bite-sized pieces**
- 1/4 teaspoon salt**
- Water to cover potatoes**
- 1/2 pound zucchini, chopped**
- Kernels cut from 1 1/2 ears fresh corn or 1 1/2 cups frozen corn**
- 1 1/2 cups frozen peas**
- 1 cup water**
- 12 ounces crumbled firm tofu, 12 ounces faux ground 'beef,' or one 15-ounce can of your favorite beans, rinsed and drained**
- 1 tomato, deseeded and diced**
- 1 avocado, chopped**
- 1/2-1 cup chopped onions**

- 2 large leaves romaine, Boston, or green leaf lettuce, chopped**
- 3 Tablespoons extra-virgin olive oil**
- 3 Tablespoons fresh lemon juice**
- Salt and freshly ground black pepper to taste**
- 3 Tablespoons chopped parsley**

Place the potatoes and salt in a 2-quart saucepan with water to cover. Cover and bring to a boil over high heat. Reduce the heat to medium-high and boil gently for 4-5 minutes or until the potatoes are fork tender. Drain, rinse the potatoes in cold water, and place them into a large bowl.

Combine the zucchini, corn, peas, and water in a 3- or 4-quart saucepan. Cover and bring to a boil over high heat. Reduce the heat to medium-high and cook for 2-3 minutes. Drain the water and add the vegetables to the potatoes.

Add the remaining ingredients, except for the parsley, and mix well to distribute the vegetables and dressing evenly. Garnish with a sprinkle of parsley and serve warm, at room temperature, or chilled.

Total calories per serving: 307 Fat: 15 grams  
Carbohydrates: 37 grams Protein: 11 grams  
Sodium: 164 milligrams Fiber: 9 grams

## **ENSALADA DE POROTOS GRANADOS (BEANS, SQUASH, AND CORN SALAD)** (Serves 5)

*A colorful dish of intense gold and bright red, this salad can be served hot or cold. It's a homey mélange of familiar ingredients that reflect the influence of Spanish settlers while incorporating indigenous foods like beans, squash, and corn.*



Serve the recipe with a bowl of **Pebre** (Recipe follows.) on the side and add hearty spoonfuls to the top of each serving.

- 1 pound frozen lima beans
- Water to cook the beans
- 1 medium onion, chopped
- 2 Tablespoons extra-virgin olive oil
- 1 clove garlic, minced
- 3-4 medium tomatoes
- 1/2 teaspoon dried basil
- 1/2 teaspoon dried oregano
- 1/4 teaspoon black pepper
- 3/4 pound butternut squash, peeled and cut into 1-inch cubes
- One 15-ounce can whole corn kernels, drained
- 3/4 teaspoon salt

Cook the lima beans in a 2-quart saucepan following the package directions. Set aside and reserve the cooking liquid.

Combine the onions, olive oil, and garlic in a large, deep skillet and cook over medium-high heat, stirring frequently, for 2-3 minutes or until the onions are soft and transparent. If needed, add small amounts of water to prevent burning.

While the onions are cooking, cut the tomatoes in half crosswise

and use a small knife or a spoon handle to scoop the seeds into a bowl. Gently squeeze the tomatoes to extract the juice and add it to the bowl. Set the seeds and juice aside for a future soup or sauce.

Dice the deseeded tomatoes and add them to the skillet along with the basil, oregano, and pepper. Raise the heat and cook, stirring frequently, for approximately 2 minutes or until the tomatoes are almost puréed.

Reduce the heat and add the squash, corn, salt, lima beans, and 1/4 cup of the lima bean cooking liquid. Simmer for approximately 15-20 minutes, stirring frequently. If needed, add small amounts of water or lima bean liquid to prevent burning. The mixture should not be watery.

**Variation:** To turn the salad into a traditional early summer soup, purchase 2 1/2-3 pounds of fresh (not dried) green lima beans, fava beans, or French flageolets in the shell. Cook them in an 8- to 10-quart stockpot with 3-4 cups of water for 20-30 minutes or until tender. Prepare the remaining ingredients as directed above and add them to the cooked beans.

Total calories per serving: 290 Fat: 7 grams  
 Carbohydrates: 52 grams Protein: 11 grams  
 Sodium: 585 milligrams Fiber: 10 grams

## PEBRE (CILANTRO AND ONION SALSA)

(Makes approximately 2 cups or sixteen 2-Tablespoon servings)

While Chileans embrace a variety of salsas, pebre is their go-to condiment. When refrigerated, it keeps well and is quick and easy to prepare.

- 1 1/2 cups chopped fresh cilantro
- 1 cup finely chopped onions
- 3/4 cup water
- 1/4 cup extra-virgin olive oil
- 8 teaspoons white wine or plain vinegar
- 1/2-1 jalapeño pepper, finely minced
- 1 clove garlic, finely minced
- 3/4 teaspoon salt

Combine all the ingredients in a small bowl and mix well. Serve at room temperature or chilled.

If stored in a covered container and refrigerated, the salsa will keep for 1 week.

Total calories per serving: 35 Fat: 3 grams  
 Carbohydrates: 1 gram Protein: <1 gram  
 Sodium: 110 milligrams Fiber: <1 gram



Ensalada de Rusa



Salpicon



Ensalada de Porotos Granados

## BERENJENA CEVICHE CON MERQUÉN QUINUA (EGGPLANT CEVICHE WITH SPICED QUINOA)

(Serves 8-10 as an appetizer  
or 6-8 as a main dish)

Ceviche, a marinated fish delicacy, is a favorite dish throughout Latin America. Chile, with its impressively long coastline, enjoys an abundance of fish frequently served as ceviche.

During some wild kitchen experiments, I found that eggplant is a perfect stand-in for the fish and makes a succulent ceviche. This Chilean treatment puts quinoa into the spotlight and introduces *Merquén*, an indigenous spice blend. Because the dish is best served well-chilled, prepare it the day before and serve it either as a first course or a main dish with vegetables and salad on the side.

### QUINOA AND RICE LAYER

Vegetable oil to prepare pan  
1 cup quinoa, thoroughly rinsed  
in a fine strainer  
1 cup short-grain brown rice  
4 cups water  
3/4 teaspoon salt, divided  
2 cups diced fresh tomatoes  
1/3 cup chopped fresh cilantro  
Freshly ground black pepper  
1/2 teaspoon *Merquén*

Line the base of a 9-inch spring-

form pan with parchment paper and lightly oil the sides.

Place the quinoa in one saucepan and the brown rice in another. Add 2 cups of water with 3/8 teaspoon salt to each. Cover the saucepans and bring each to a boil over high heat. Reduce the heat on each to low. Cook the quinoa for 20 minutes or until it is soft and all the water is absorbed. Cook the rice for 35 minutes or until it is soft and all the water is absorbed.

While the grains are cooking, prepare the *ceviche* layer (below). When finished, keep the pots covered and set aside for 10 minutes.

When the grains are cooked, combine them in a large bowl and add the tomatoes, cilantro, pepper, *Merquén*, and remaining salt and mix well.

### CEVICHE LAYER

One 1-pound eggplant, peeled and cut  
into 3/8-inch cubes  
3/4 cup diced red bell peppers  
1/3 cup fresh lime juice  
2 scallions, finely chopped  
1 teaspoon extra-virgin olive oil  
1/2 teaspoon salt  
1/2 teaspoon *Merquén*

Place the eggplant pieces into a colander with a dish underneath. Salt the eggplant and toss to distribute the salt evenly. Set aside for 30 minutes.

Fill a 2-quart saucepan half-full with water, cover, and bring

to a boil over high heat. Blanch the eggplant pieces in batches for 1 minute and use a slotted spoon to remove the cooked eggplant to a large bowl.

Add the bell peppers, lime juice, scallions, olive oil, salt, and *Merquén* and mix well. Set aside to marinate for 15-20 minutes, tossing frequently.

To assemble the dish, pack the quinoa and rice mixture firmly into the prepared springform pan. Spoon the *ceviche* layer over the top and chill for several hours or overnight.

### GARNISH

1/2 bunch fresh cilantro  
1 cup fresh corn kernels  
1 jalapeño, sliced on an angle

To serve, place the springform pan on a large serving platter, loosen the edges with a knife, and remove the springform collar. Garnish the base of the dish with cilantro, sprinkle with corn kernels, and top the *ceviche* with jalapeño slices.

*Note:* Sodium calculations below do not include salt used on the raw eggplant in the *ceviche* layer.

Total calories per appetizer-sized serving: 223  
Fat: 3 grams      Carbohydrates: 46 grams  
Protein: 6 grams      Sodium: 415 milligrams  
Fiber: 6 grams

Total calories per entrée-sized serving: 297  
Fat: 4 grams      Carbohydrates: 61 grams  
Protein: 8 grams      Sodium: 553 milligrams  
Fiber: 9 grams

## MERQUÉN

(Makes approximately 1/3 cup or  
16 teaspoons)

A spice blend created by the indigenous Mapuche Indians of Chile, this seasoning mixture is made from



Berenjena Ceviche con Merquén Quinoa

Pastel de Choclo

smoked, dried cacho de cabra (horn of the goat) peppers that are crushed into flakes and blended with ground coriander, cumin, and salt. Then, it is used to perk up soups, sauces and salsas, potatoes, and even chocolate.

While this merquén recipe is only a homegrown substitute, it combines cayenne and smoked paprika to mimic the smoked pepper flavor well. I added ground (rather than crushed) spices, making it easier to bring pizzazz to a dish with just a pinch or two of this spice blend.

- 4 teaspoons ground cayenne
- 4 teaspoons smoked paprika
- 4 teaspoons ground cumin
- 2 teaspoons ground coriander
- 2 teaspoons salt

Combine the spices in a small bowl or custard cup and stir well to distribute the flavors evenly. Enjoy in place of your favorite seasoning blend.

Total calories per teaspoon: 6 Fat: <1 gram  
Carbohydrates: 1 gram Protein: <1 gram  
Sodium: 292 milligrams Fiber: <1 gram

## PASTEL DE CHOCLO (‘MEAT’ AND ONION CASSEROLE WITH CORN PUDDING TOPPING) (Makes 8 hearty servings)

This well-loved dish is the Chilean counterpart to shepherd’s pie. While the traditional casserole is made with a layer of seasoned ground beef and a layer of chicken, this lighter version with mushrooms and tofu makes the dish far more healthful. In place of mashed potatoes, Chileans spoon a layer of ground choclo (corn) over the top before baking the casserole. The result is a delicious blend of complex sweet and savory flavors.

Be sure to invite friends to dinner to enjoy this sumptuous dish.

- 1/4 cup raisins
- Warm water to cover raisins

Place raisins in a bowl and cover with water to plump. Set aside.

### COOKED TOFU LAYER

- 4 1/2 cups chopped onions (Start with approximately 3 medium onions.)
- 1 pound extra firm tofu, crumbled
- 4 cloves garlic, minced
- 1 teaspoon low-sodium soy sauce
- 2 Tablespoons fresh lemon juice
- 1/2 teaspoon salt
- 1 teaspoon ground cumin
- 1 teaspoon paprika
- 1/2 teaspoon pepper
- 1/2 cup water

Combine the onions, tofu, garlic, soy sauce, lemon juice, salt, cumin, paprika, and pepper in a large, deep skillet. Add the water and sauté the mixture over high heat, stirring frequently, for approximately 3-4 minutes or until the onions are soft and transparent. If needed, add small amounts of water to prevent burning.

Spread the tofu mixture over the bottom of a 9 x 13-inch baking dish and wash the skillet.

### MUSHROOM LAYER

- 1/2 pound crimini mushrooms, sliced
- 1 Tablespoon low-sodium soy sauce
- 1 teaspoon lemon juice
- 20 black olives, cut in half lengthwise or coarsely chopped

Combine the mushrooms, soy sauce, and lemon juice in a medium-sized bowl and mix well. Distribute the mushrooms over the cooked tofu layer.

Drain the raisins and spread them over the mushrooms. Top with the olives.

### CORN TOPPING

- 6 robust ears of fresh corn on the cob or 6 cups fresh or thawed frozen corn kernels, divided
- 2/3 cup plain or vanilla soymilk, divided
- 1/4 teaspoon salt
- 1/2 teaspoon pepper
- 2 Tablespoons cornstarch
- 2 Tablespoons water
- 1 Tablespoon sugar (Use your favorite vegan variety.)
- Paprika to dust top of casserole

Preheat the oven to 375 degrees.

If using fresh corn, cut the kernels off the cobs. You will have approximately 6 cups. Place half of the fresh or thawed kernels and half of the soymilk into a blender and process until fully puréed. Transfer the mixture to the deep skillet. Add the remaining corn and soymilk to the blender and purée. Transfer to the skillet and add the salt and pepper. Cook the corn mixture over medium-high heat, stirring frequently, until gently bubbling.

In a small cup, combine the cornstarch and water and stir well to form a runny paste. Add the paste to the bubbling corn and stir for 1 minute or until the mixture is lightly thickened and pudding-like.

Pour or spoon the corn pudding over the olives and raisins and smooth the surface. Sprinkle the sugar over the top, dust lightly with paprika, and bake for 30 minutes. Allow to sit for 10 minutes before serving.

**Note:** If desired, use 8 ounces of soy-based faux ground ‘meat’ in place of the mushrooms.

Total calories per serving: 249 Fat: 6 grams  
Carbohydrates: 43 grams Protein: 12 grams  
Sodium: 446 milligrams Fiber: 5 grams

## POROTOS QUEBRADOS (GREEN BEAN AND PUMPKIN STEW)

(Serves 6-8)

*\*Pictured on the cover.* A tasty side dish with a thick, stew-like consistency, this flavorful vegetable medley features the famous three sisters—squash, corn, and beans. Many home cooks prepare this cherished stew, and each has a different take on the balance of seasonings that make it taste just right.

- 2½ pounds kabocha squash or Japanese pumpkin, not peeled
- 1 large onion, chopped
- 3 cloves garlic, minced
- 1 Tablespoon extra-virgin olive oil
- 2 cups water
- ½-1 teaspoon salt
- ½ teaspoon ground cumin
- ½ teaspoon ground coriander
- ½ teaspoon paprika
- ½ teaspoon pepper
- 2 cups fresh corn kernels or one 15.5-ounce can whole kernel corn, drained
- 1 pound green beans, washed and cut into 1-inch lengths
- Cluster of parsley sprigs
- 2 slices orange

Using a firm, heavy-duty chef's knife, cut the squash or pumpkin into bite-sized chunks. Set aside.

Combine the onions, garlic, and olive oil in a large, deep skillet and sauté over high heat for approximately 3 minutes or until the onions are soft and transparent. Add the squash, water, salt, cumin, coriander, paprika, and pepper. Cover the skillet and cook for approximately 12-15 minutes or until the squash is very soft and beginning to break down. Check frequently to make sure there is sufficient water to prevent burning. Add the corn and green beans, cover, and cook for 3-4 minutes or until the beans are softened.

Transfer the stew to an attractive serving bowl and garnish with the parsley and orange slices at the edge of the bowl.

Total calories per serving: 165    Fat: 3 grams  
Carbohydrates: 35 grams    Protein: 5 grams  
Sodium: 216 milligrams    Fiber: 7 grams

## KUCHEN DE MANZANA (APPLE CAKE)

(Serves 6)

*When Germans settled the southern region of Chile approximately 200 years ago, they packed their treasured family recipes for desserts, cakes, and tarts for their journey to the New World. Eventually, many of their sweets, including kuchen, became interwoven into more traditional Chilean cuisine.*

*The kuchen can also be made with fruits other than apples, such as pears, peaches, berries, and whatever the season generously bestows. Every home baker has a favorite way to prepare this dessert, perhaps with differing measurements for similar ingredients. If you like more or less cinnamon or sugar or wish to include raisins or orange zest in place of lemon, give it your own special touch to create a delicious and unique kuchen.*

### DOUGH

- Vegetable oil to prepare baking dish
- 1 cup well-mashed firm tofu
- ½ cup softened nonhydrogenated vegan margarine
- ¼ cup sugar (Use your favorite vegan variety.)
- ¼ cup water
- Zest of 1 lemon, finely minced
- ¼-½ teaspoon vanilla extract
- 2 cups all-purpose flour

Lightly oil an 8-inch square baking dish.

Combine the tofu, margarine, sugar, water, zest, and vanilla in a medium-sized bowl and mix well with a wooden spoon. Add the flour and then stir and mash the ingredients to form a soft dough.

Spoon the dough into the baking pan and use the back of a spoon to press the dough evenly over the bottom of the pan.



Porotos Quebrados



Kuchen de Manzana, fresh from the oven and ready to eat!



## FILLING

3 large Granny Smith apples, each peeled, cored, cut into 8 wedges, and sliced  
3 Tablespoons fresh lemon juice  
¾ cup sugar (Use your favorite vegan variety.)  
1 teaspoon ground cinnamon

Combine the filling ingredients in a large bowl and mix well. Spoon the mixture over the dough layer.

## TOPPING

¼ cup sugar (Use your favorite vegan variety.)

2 Tablespoons all-purpose flour  
2 Tablespoons softened nonhydrogenated vegan margarine  
½ teaspoon ground cinnamon  
¼ teaspoon vanilla extract

Preheat oven to 350 degrees.

Combine the sugar, flour, margarine, cinnamon, and vanilla in a small bowl. Use your fingers to mix the ingredients well and to form fine crumbs. Sprinkle the crumbs evenly over the apple filling layer.

Bake for 30 minutes. Cover the baking pan with aluminum foil, shiny side down, and bake another 10 minutes to soften the apples. Cool the *kuchen*, cut into portions, and serve warm, at room temperature, or chilled.

Total calories per serving: 574 Fat: 21 grams  
Carbohydrates: 91 grams Protein: 8 grams  
Sodium: 206 milligrams Fiber: 3 grams

Zel Allen and her husband, Reuben, publish *Vegetarians in Paradise*, an online vegetarian magazine.

# Vegan Indian Dinner

*Sponsored by The Vegetarian Resource Group*

*Royal India ♦ 329 Market Street ♦ San Diego, CA*

*Sunday, September 25, 6:30 PM ♦ During the ADA Conference*

The Vegetarian Resource Group will hold a vegan dinner during the American Dietetic Association Food and Nutrition Conference and Expo. Dietitians, VRG members, and the public are invited. Come and meet Reed Mangels, PhD, RD; Catherine Conway, MS, RD; and other vegetarian dietitians.

## Buffet Menu

Salad ♦ Samosas ♦ Vegetable Pakoras ♦ Aloo Gobi ♦ Bengan Bhartha ♦ Green Beans Masala  
Channa Masala ♦ Veggie Mango Pineapple Curry ♦ Peas Pulao Rice

## Cost

\$25 for adults who register by August 25 ♦ \$35 for adults who register after August 25

\$20 for children ♦ Early registration prices are limited to the first 50 registrants.

Prices include tax and tip. **PAYMENT MUST BE MADE IN ADVANCE.**

Menu subject to change. Please reserve early as seating is limited. Refunds will be made only if we have a replacement for your seat. Call (410) 366-8343 between 9 A.M. and 5 P.M. Eastern time Monday to Friday; pay at <[www.vrg.org/catalog](http://www.vrg.org/catalog)> under the "Events" section; or send a check to The VRG, P.O. Box 1463, Baltimore, MD 21203.

# THE MARKET FOR VEGETARIAN FOODS

By Caryn Ginsberg

**V**EGETARIAN EATING IS HIGHER PROFILE THAN EVER. Movies, books, articles, and celebrity interviews tout how vegetarian foods reduce disease and obesity. More and more people are aware of how standard American fare not only hurts our health but also harms the environment and supports cruelty to animals.

It's easier to eat vegetarian or vegan now. Specialized products have expanded from natural foods stores to mainstream grocers, discount chains, and club stores. From fast food to five-star restaurants, vegetarian options are becoming more commonplace.

Exciting times do not ensure successful business ventures, however. Competition is intense. Experts estimate the failure rate for new products of all types may exceed 80 percent. As many as 60 to 80 percent of new restaurants may close (*Bloomberg Business Week*, 2007).

Given that the trends driving interest in vegetarian eating appear likely to continue, savvy businesspeople can not only profit by catering to this need but also build demand by offering delicious, convenient, and

**“Cultivate Research identified that 7 percent of respondents were willing to give up meat (all forms) entirely.”**

affordable plant-based foods. Both would-be entrepreneurs and established professionals can benefit from understanding the market and competition to determine the best opportunities for success.

This article begins by identifying the consumers seeking more vegetarian food of all kinds, including fruits, vegetables, grains, and meat and dairy alternatives. After exploring the implications for restaurants and non-commercial food service, the analysis narrows

to meat and dairy alternative products, investigating market data and trends.

## HOW MANY PEOPLE EAT VEGETARIAN FOODS?

### Vegetarians and Vegans

The Vegetarian Resource Group (VRG) has been polling adults periodically since 1994 to establish the number of true vegetarians—those who do not eat meat, poultry, or fish. VRG results include only those who say they NEVER eat these products. (Many other people consider themselves vegetarian but may occasionally consume meat, poultry, or fish.)

Results have ranged from 1 to 3+ percent, with more recent polls towards the higher end. **Using the 3.4 percent figure from the 2009 survey, this equates to an estimated 7.5 million U.S. adults** (civilian, non-institutionalized population aged 20 years or more). Mintel (2007) and *Vegetarian Times* (2008) have found similar results. Cultivate Research measured 1 percent in 2005.

Cultivate Research also noted, “Survey results ... indicate that vegetarians feel even more strongly than non-vegetarian groups that food is an important part of their lives. Approximately 60 percent of the vegetarians strongly agreed that this was the case, while another 33 percent indicated that they ‘somewhat’ agreed with this statement.”

The vegetarian segment has potential to grow. Cultivate Research identified that **7 percent of respondents were willing to give up meat (all forms) entirely**. The *Vegetarian Times* survey revealed that, of the non-vegetarians surveyed, 5.2 percent were “definitely interested” in following a vegetarian-based diet in the future. These results suggest another potential 11.5 to 15.5 million meat-free consumers.

**VRG found that 0.8 percent of adults, or approximately 1.8 million people, are vegan**—people who also avoid dairy, egg, honey, and other animal ingredients.

# HOW MANY PEOPLE EAT VEGETARIAN FOODS?

U.S. adults age 20+ except as noted

	DEFINITION	ESTIMATED PERCENT	ESTIMATED NUMBER FOR 2010 POPULATION*	SOURCE	SURVEY DATE
VEGAN	Do not eat meat, poultry, fish, dairy, eggs, or honey (subset of vegetarian)	0.8%	1.8 MM	The Vegetarian Resource Group (VRG)	2009
VEGAN EXCEPT FOR HONEY	Do not eat meat, poultry, fish, dairy, or eggs	1.3%	2.9 MM	VRG	2009
VEGETARIAN	Do not eat meat, poultry, or fish (includes vegan)	3.4%	7.5 MM	VRG	2009
WILLING TO BECOME VEGETARIAN**	Definitely interested in following a vegetarian diet	5.2%	11.5 MM	<i>Vegetarian Times</i>	2008
	Willing to give up all forms of meat entirely	7%	15.5 MM	Cultivate Research	2005
SEMI-VEGETARIAN / FLEXITARIAN**	Consider themselves flexitarians	14%	31.0 MM	Opinion Research	2005
	Eat meat with fewer than half their meals	13%	28.8 MM	Cultivate Research	2005
MEAT REDUCERS**	Working to eat less meat**	25%	55.4 MM	Opinion Research, Cultivate Research	2005
INTERESTED IN VEGETARIAN MEALS OUT	When eating out, sometimes, often, or always would order a dish without meat, poultry, or fish	55%	121.9 MM	VRG	2008
VEGETARIAN YOUTH (AGE 8-18)	Do not eat meat, poultry, or fish (includes vegan)	3%	1.4 MM	VRG	2010
VEGETARIAN ADULTS + YOUTH***	Do not eat meat, poultry, or fish (includes vegan)	3%	8.9 MM+***	VRG	2010

\* 221.7MM total civilian non-institutional population age 20+, reported by the Bureau of Labor Statistics, December 2010

\*\* These categories overlap.

\*\*\* Slightly understated because based on readily available census data, adults age 19 are not included.

(This number is a subset of the 7.5 million estimated vegetarians.) Another 1.3 percent, or 2.9 million people, are vegans other than the fact that they consume honey. Combined, more than half of vegetarians are also avoiding dairy and egg products per VRG's findings, although Cultivate Research found a somewhat smaller proportion of vegetarians to be vegan.

Vegans are also heavy users of products that meet their needs. They can be loyal, enthusiastic customers who generate word-of-mouth recommendations, not only to other vegans but also to the full spectrum of vegetarian eaters. A 2004 *Los Angeles Times* article noted the influence that vegans have had in the automotive field: "Pleasing vegans, the theory goes, is key to reaching a wider group of consumers—affluent shoppers who worry about the environment and who are willing to pay extra for food, clothing, and even automobiles, if they are made in ways that do less harm to the planet."

Although the trend isn't yet measurable, media coverage suggests the number of vegans may be on the rise. A 2011 article in *The Chicago Sun-Times* reported,

"Veganism is moving from marginal to mainstream in the United States." Kathryn Peters of SPINS, a market research and consulting firm for the natural products industry, was quoted in *Natural Foods Merchandiser* as saying, "We're seeing more celebrity endorsements. It's becoming chic."

### Semi-Vegetarians/Flexitarians/Meat Reducers

Semi-vegetarians or flexitarians eat a largely meatless diet but are not completely vegetarian. Cultivate Research reported that **13 percent of people were semi-vegetarian**, defined as individuals who eat meat with fewer than half their meals. An article published in *Nation's Restaurant News* noted that 14 percent of adults call themselves "flexitarians," according to Opinion Research (2005).

The Opinion Research study found that **a quarter of respondents were looking to eat less meat**. Cultivate Research identified a similar number of adults as cutting back. Based on the current number of semi-vegetarians and the trend toward reduction, Cultivate Research

## NOTES FROM THE VRG SCIENTIFIC DEPARTMENT

### VRG CITED BY FOOD AND NUTRITION BOARD

In the new *Dietary Reference Intakes for Calcium and Vitamin D* developed by the National Academy of Sciences and published in 2011 by the National Academies Press, the VRG website, <[www.vrg.org](http://www.vrg.org)>, is identified as the source of information on how many people in the U.S. are vegetarian (page 497). The American Dietetic Association (ADA) position paper on vegetarianism that Vegetarian Resource Group Nutrition Advisor Reed Mangels, PhD, RD, co-authored is also cited. See <[books.nap.edu/openbook.php?record\\_id=13050&page=497](http://books.nap.edu/openbook.php?record_id=13050&page=497)>.

### VRG IN THE NEWS

Vegetarian Resource Group Nutrition Advisor Reed Mangels, PhD, RD, granted an interview about exploring the recommended shift to a more plant-based diet and how dietitians can help the public understand how to include more plant-based proteins in their diets to *Today's Dietitian* magazine. In addition, she was interviewed about older vegans for *AARP* website magazine and about Eco-Atkins diet and vegan diets in general for *Whole Living*, one of the Martha Stewart magazines.

### VRG OUTREACH

Vegetarian Resource Group Nutrition Advisor Reed Mangels, PhD, RD, held a lecture about vegan and vegetarian diets, complete with a cooking demonstration, at Hampshire College in Amherst, MA. Vegetarian Resource Group Food Service Advisor Nancy Berkoff, RD, EdD, CCE, has been featured on two radio programs, where she was interviewed about healthful vegan lifestyles and her latest book, *Vegans Know How to Party* (available from VRG). Furthermore, the Dalai Lama visited the Los Angeles area on May 1 for World Peace Day, and Nancy was on the 'food committee' planning for the four-day event. She helped with vegan concession stands, planned meals for visiting Buddhist monks and nuns, and otherwise offered her expertise to make the event a great success.



stated, “The semi-vegetarian segment has the potential to grow to one-third of the U.S. adult population.”

Even people not making major shifts are aware of vegetarian foods’ benefits. Opinion Research reported that 44 percent of people say they eat vegetarian foods as part of a diet that includes meat because they know that even an occasional meatless meal is healthful. These numbers suggest the potentially broad appeal for products and for menu offerings.

## WHO EATS PLANT-BASED FOODS AND WHY?

In its most recent survey, VRG found that men and women were nearly equally likely to be vegetarians, although *Vegetarian Times* saw a roughly 60/40 split women to men. Women ages 18-34 were more likely to be vegetarian than any other gender-age group, according to VRG and another study by Cultivate Research. Three percent of youth ages 8-18, or an estimated 1.4 million young people, are vegetarian, according to a 2010 VRG poll.

Cultivate Research reported that 70 percent of semi-vegetarians were female. More than half of semi-vegetarians were age 45 and older. The majority has actively reduced meat consumption over the past year. An estimated one-third of semi-vegetarians intended to reduce meat consumption even further over the next year.

Lower-income households, younger people, and individuals of color are more likely to use meat alternatives, according to Mintel’s research. Although older people are more likely to be reducing meat, they may be less likely to try new products, an opportunity for manufacturers and grocers who are attuned to this audience’s needs.

**Health is the leading driver for vegetarian food consumption among non-vegetarians.** Cultivate Research found that “the primary reasons [that semi-vegetarians] noted for [their] decline in meat consumption were due to the desire to attain a healthier diet, to reduce fat and cholesterol, and to lose weight. Almost three-quarters, 73 percent, of semi-vegetarians who reduced their meat consumption over the last year considered one of these three reasons to be the primary reason for this decision. Only 4 percent cited concern for animal suffering as their primary concern, although 18 percent included animal issues as one of several considerations.”

**Cultivate Research and *Vegetarian Times* both found a more even split for health and animal concerns among vegetarians.** Vegans are even more likely to be compelled by their consideration for animals. Awareness of meat production’s environmental implications is also bringing more people to plant-based foods. In a survey of

its members, VRG found health, ethics, animal rights, and the environment of nearly equal concern.

Vegetarian foods that are healthful, free of animal products, and environmentally friendly will appeal to the widest audience. To be sure that you are meeting your vegan consumers’ needs and not using ingredients they may perceive as inappropriate, market and ingredient research would be a wise investment. Organic certification, local ingredients, kosher certification, and absence of specific allergens can also differentiate offerings. (Mintel reports that three in five buyers of kosher products do so for perceived quality rather than

## “The semi-vegetarian segment has the potential to grow to one-third of the U.S. adult population.”

for religious reasons.) Of course, taste, price, and convenience—traditional purchase drivers for all foods—are also important to customers for vegetarian foods. Finding the optimal combination to maximize profitability requires careful analysis.

## WHAT ARE THE OPPORTUNITIES IN DINING AWAY FROM HOME?

### Restaurants

Restaurants provide an ideal venue for people to try new dishes. More than 50 percent of people order a dish without meat, poultry, or fish sometimes, often, or always according to a 2008 VRG poll.

### Order a dish without meat, poultry, or fish in 2008

Always	7%
Often	8%
Sometimes	40%
Never	41%
Not sure	4%

In the *National Restaurant Association’s* “What’s Hot in 2011” survey of more than 1,500 professional chefs, over half rated meatless/vegetarian entrées and vegan entrées as a “hot trend.” Nearly a quarter considered meatless/vegetarian entrées a “perennial favorite,” while 17 percent gave that rating to vegan entrées.

Restaurants considering adding veggie offerings can also look to larger trends in dining out. Nearly three-quarters of chefs rated nutrition/health as a hot trend, making it the 15<sup>th</sup> most popular item. Nutritionally balanced children's dishes (#4) and fruit/vegetable children's side items (#18) also ranked in the top 20 hottest trends.

Health and nutrition claims on menu items are increasing as consumers look for healthful options in restaurants as well as at home. Mintel found 42 percent growth in such claims from the first quarter of 2005 to the first quarter of 2007. Items labeled vegetarian, low-fat, gluten-free, trans fat-free, or low-calorie grew the most rapidly.

### Non-Commercial Food Service

Vegetarian dining is just as hot in non-commercial food service operations, including office eateries; university dining halls; elementary, middle and high school cafeterias; and health care facilities.

At the beginning of 2010, Compass Group announced its "Be a Flexitarian" initiative, which promotes meat-free options in the 8,500 corporate and academic cafeterias it serves. "We're delighted to have this opportunity to highlight the culinary versatility of meat-free foods that promote better health and preserve the environment," Cheryl Queen, Vice-President of Corporate Communications for Compass Group, stated (PR Newswire).

Vegetarian foods are finding their way to younger diners as well. The School Nutrition Association found in its 2009 research that the number of schools offering vegetarian meals rose from 22 percent in 2003 to 64 percent in 2009. Twenty percent offered vegan options.

An article in *FoodService Director* quoted Tony Geraci, Director of Food and Nutrition Services for Baltimore, Maryland, schools, as saying, "School districts just starting to think about offering more vegetarian choices should just do it ... They'll be surprised by all the support that comes out of the woodwork ... Operationally it's nothing they're not doing already."

### HOW BIG IS THE MARKET FOR VEGETARIAN FOOD PRODUCTS?

Available numbers from different companies address different parts of the vegetarian foods market (meat and dairy alternatives). The figures for market size and growth cannot be easily reconciled across sources or previously published reports. However, the results consistently suggest ongoing expansion for vegetarian foods, albeit at a slower pace than earlier in the new millennium.

The remainder of this section discusses vegetarian foods and soyfoods, recognizing that these are overlapping—not identical—markets. (See chart, opposite.)

Soy milk represents about half the most recent market estimates from both Soyatech/SPINS and Mintel. The 1999 Food and Drug Administration's ruling that paved the way for a heart-healthy claim on soy milk packages contributed greatly to soy milk sales.

Soy milk sales have, however, declined 6.4 percent from 2008 to 2009 (Soyatech/SPINS). The poor economy has likely caused some people to cut back or shift to lower priced options including private label products, but Joe Jordan, General Manager and Content Director for Soyatech, cited other industry developments. "Soy milk sales leader Silk converted most of their product from organic to non-organic, retaining only three organic [stock-keeping units] in different color packaging. As a result many customers have looked to other products." Sara Loveday of Silk attributed the move to non-organic as an effort to make more products available at a lower price.

"Soy milk has also been affected by the success of almond milk, led by Blue Diamond and Silk," Jordan noted. *The Wall Street Journal* reports, "Almond milk's appearance in the refrigerated dairy case in 2010 helped

## "Meat alternatives had found their way into nearly a quarter of U.S. homes by 2007, according to Mintel."

fuel 13 percent growth in milk alternatives, a category where sales were flat the year before, according to SymphonyIRI Group, a Chicago market research firm."

"Silk Pure Almond sales have grown beyond our expectations," Loveday commented. "The future is bright for almond milk—consumers are looking for non-dairy milk alternatives that are nutritious and delicious, and almond milk certainly fits the bill."

Other products have also achieved significant household penetration, although not as successfully as soy milk. Meat alternatives had found their way into nearly a quarter of U.S. homes by 2007, according to Mintel. Cultivate Research found 6 percent of respondents frequently purchasing meat alternatives and 17 percent occasionally purchasing these items in 2005. Taste remains a significant barrier for many. A Data-monitor analyst noted, "[Meat analogs] still to an

# HOW BIG IS THE MARKET FOR VEGETARIAN FOOD PRODUCTS?

Note: All figures are retail sales to consumers, thus excluding restaurant and food service, another significant opportunity for product manufacturers.

	SOURCE	DEFINITION	HISTORICAL	MOST RECENT	FORECAST	RECENT GROWTH PER YEAR	FORECAST GROWTH PER YEAR
VEGETARIAN FOODS	Mintel Vegetarian Foods (U.S.)	Retail only (excludes restaurants and food service) – Soy milk, meat alternatives, cheese substitutes, tofu, vegetarian entrées and side dishes	\$815 MM (2001)	\$1.4 B (2008)	\$1.6 B (2011)	8%	5%
	Soyatech & SPINS Soyfoods (U.S.)	Numbers shown here*: Soy milk, meat alternatives, soy cheese, cultured soy, frozen soy desserts	\$1.3 B (2001)**	\$2.1 B (2009)	N/A	6%	N/A
MEAT ALTERNATIVES	Soyatech & SPINS	Meat alternatives – soy-based	\$450 MM (2001)**	\$636 MM (2009)	N/A	4%	N/A
	Datamonitor (North America)	Meat substitutes	\$360 MM (2004)	\$397 MM (2009)	\$434 MM (2014)	2%	2%
ORGANIC AND KOSHER FOODS (ALL TYPES)	Organic Trade Association	Organic food	\$7.4 B (2001)	\$24.8 B (2009)	N/A	16%	N/A
	Mintel	Kosher food	\$7.6 B (2003)	\$12.5 B (2008)	N/A	10%	N/A

\* Reported by Soyatech / SPINS but excluded here: energy bars and a combined category for baked goods, entrées, cereal, pasta, meal replacement, powdered soy beverages, chips, snack foods, and low-carb food. Some of these items might also be considered vegetarian foods; however, traditional vegetarian foods such as pasta, cereal, and baked goods are beyond the focus of this section of the article.

\*\* Estimated to the nearest \$50MM from published chart

extent suffer from a widespread consumer perception that there is a significant compromise on taste” (FoodNavigator.com).

Price is another obstacle to wider acceptance, especially in difficult economic times. Substitution occurs not only due to taste and price concerns but also based on other desired benefits. People who might choose a veggie burger or soymilk primarily due to concerns about hormones or antibiotics may instead purchase organic and free-range products, according to Mintel.

### WHAT IS THE IMPACT FOR RETAILERS?

Although health foods stores and the natural foods chains Whole Foods and Wild Oats led the retail vegetarian and soy foods movement, these foods are

now commonplace in supermarkets, discount stores such as Wal-Mart and Target, and warehouse or club stores. Mintel reported that by mid-2006, three-quarters of soy food and drink sales came from supermarkets, up from about half in 2001.

A 2009 *Supermarket News* article that discussed the Meatless Monday campaign noted, “Going meatless for at least one day a week seems to be catching on ... Now store dietitians and in-store chefs have a prime opportunity to steer their shoppers to non-meat choices ... Stores that host cooking classes or demos can probably combine two trends—vegetarian and ethnic—to stir up some excitement and interest.”

According to Catalina Marketing, 72 percent of grocery shoppers say that their local supermarket

## ADDITIONAL RESOURCES

### Vegetarian Market Research Reports

- Mintel International Group, *Vegetarian Foods (Processed) - U.S. - June 2007*, <[www.mintel.com](http://www.mintel.com)>
- Cultivate Research, *Vegetarian Consumer Trends Report (2005)*, <[www.cultivateresearch.com](http://www.cultivateresearch.com)>
- Datamonitor, *Trends in Protein Intake: Attitudes and Behaviors (2009)*, <[www.datamonitor.com](http://www.datamonitor.com)>
- Soyatech, Inc., and SPINS, *Soyfoods: The U.S. Market 2010*, <[www.soyatech.com](http://www.soyatech.com)>

### For More Information About Related Markets

- New Hope Natural Media/Natural Products Expo: (303) 939-8440, <[www.newhope360.com](http://www.newhope360.com)>
  - Provides marketing solutions for natural products ventures, including publications, web resources, and trade shows.
- *10 Most Interesting Kosher Stats of 2006*, <[kosherfood.about.com/od/kosherbasics/p/kosherstats.htm](http://kosherfood.about.com/od/kosherbasics/p/kosherstats.htm)>

### Industry Associations

- Soyfoods Association of North America: (202) 659-3520, <[www.soyfoods.org](http://www.soyfoods.org)>
  - Encourages sustainability, integrity and growth of the soyfoods industry. Provides information about the health benefits and nutritional advantages of soy consumption.

- National Restaurant Association: (202) 331-5900, <[www.restaurant.org](http://www.restaurant.org)>
  - Represents, educates, and promotes restaurant and food service outlets and serves associated distributors, suppliers, and service providers.
- Food Marketing Institute: (202) 452-8444, <[www.fmi.org](http://www.fmi.org)>
  - Association for food retailers and wholesalers, including large multi-store chains, regional firms, and independent supermarkets.
- Natural Products Association: (202) 223-0101, <[www.npainfo.org](http://www.npainfo.org)>
  - Represents retailers and manufacturers, suppliers, and distributors of health foods, dietary supplements, and other natural products.
- Grocery Manufacturers of America: (202) 337-9400, <[www.gmaonline.org](http://www.gmaonline.org)>
  - Association for food, beverage, and consumer product companies.

### For Start-Ups and Small Businesses

These are organizations that provide information, advice, and other assistance to small businesses.

- Small Business Administration: (800) 827-5722, <[www.sba.gov](http://www.sba.gov)>
- Service Corps of Retired Executives (SCORE): (800) 634-0245, <[www.score.org](http://www.score.org)>

stocks a wide variety of healthful foods and beverages, presumably leaving 28 percent that might like to see increased offerings.

## CONCLUSION

From the local grocer to restaurant menus to office cafeteria lines to schools, the range of vegetarian options is increasing. As aging Baby Boomers become more concerned with food's role in preserving their health and people of all ages become increasingly focused on the implications of meat production for animals and

**“Large or small, the companies that will be most successful are those that give shoppers and diners the tasty, affordable, convenient meal solutions they seek.”**

environment, the opportunity to produce and serve vegetarian foods should continue to build. Allrecipes.com termed ‘veganomics’ as one of the “most compelling emerging trends in 2010” ([www.humanespot.org](http://www.humanespot.org)).

The growing market has attracted more competition, including from major corporations. These new players, as well as established providers, have supported the

market's expansion with new products and advertising. Large or small, the companies that will be most successful are those that give shoppers and diners the tasty, affordable, convenient meal solutions they seek.

*Note: You are welcome to reprint this article on your website or in an electronic newsletter as long as it appears in its entirety without changes and includes the paragraphs below. For hard copy publication, please consult the author.*

*Caryn Ginsberg is the author of the free **Vegetarian Means Business: Market Strategy and Research Report** [link: <http://vegetarianmeansbusiness.com/vegetarian-market-strategy-and-research-report/>], from which this article is excerpted. She helps businesses and nonprofits increase the consumption of vegetarian foods. She brings more than 20 years of strategy and marketing experience that gets results for clients, including Fortune 500 corporations, entrepreneurial ventures, and leading nonprofits. Caryn can be reached at (703) 524-0024 or [cginsberg@Priority-Ventures-Group.com](mailto:cginsberg@Priority-Ventures-Group.com).*

*Originally published by **The Vegetarian Resource Group** (VRG): (410) 366-8343, [www.vrg.org](http://www.vrg.org). The VRG educates the public about vegetarian and vegan diets. It assists businesses, schools, food services, professional groups, and consumers. The group has conducted polls, written vegetarian pamphlets for supermarkets, and offered speaker and dietitian referral. The VRG publishes *Vegetarian Journal*, *Vegan in Volume*, *a Guide to Food Ingredients*, *Simply Vegan*, and other books and brochures.*

*Special thanks to **Mintel International Group** for continued assistance providing data about the vegetarian foods market. Mintel is a research firm that helps companies achieve advantage by providing market reports with high-quality content, thoughtful analysis, and extensive coverage of consumer markets. For more information, please visit [www.mintel.com](http://www.mintel.com).*

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Send \$20 for one year of the quarterly *Vegetarian Journal*; in Canada and Mexico, please send \$32; other foreign subscribers, please send \$42 in U.S. funds with a postal money order or by MasterCard/ Visa. Send payment and subscription information to The Vegetarian Resource Group, P.O. Box 1463, Baltimore, MD 21203. You can order online at [www.vrg.org/journal/subscribe.htm](http://www.vrg.org/journal/subscribe.htm). You can also order over the phone by calling (410) 366-8343 Monday through Friday 9-5 Eastern time. Or fax your order to (410) 366-8804. Please e-mail [vrg@vrg.org](mailto:vrg@vrg.org) with any questions.

# Cooking with Fava Beans

By Nancy Berkoff, RD, EdD, CCE

**F**AVA BEANS, ALSO KNOWN AS BROAD BEANS or horse beans, are the original protein of the Mediterranean, going back centuries before red and white beans from the New World were introduced. Favas are most commonly associated with Italian dishes, but they can be found from Spain to Southwestern France, from Italy to Morocco. They are also used in Greek and Middle Eastern cuisine.

Favas are actually members of the pea family and grow in pods ranging from 5 to 12 inches long. Besides providing protein, they are a good plant source of vitamins A, B, and C; iron; potassium; and fiber.

## FRESH FAVAS

Fava beans are available only for a short time during the autumn months. They have a very quick season when they are sweet and not starchy. If picked when they are young, they can be shelled and eaten raw, skin and all.

If you have the opportunity to purchase fresh favas, estimate 1-1½ pounds of pods per individual serving. Look for heavy, full pods that have good color and few blemishes. The blemishes appear quickly after picking

**“When cooked, fava beans have a creamy texture and a mild, nutty flavor.”**

but should not affect the beans inside unless the pod is heavily spotted. Feel the pod to confirm that it is full. There are usually four or five beans in each pod, but the pods can be deceptive and appear swollen even when they are empty.

Keep fresh favas in the pod, wrapped in plastic, and store them in the refrigerator until ready to use. Fava beans are best when used within four days but will last well over a week. After that time, they start to lose their moisture and can get tough and dry.

Handling fresh favas takes a little more time than handling most other fresh beans. Open the pod and remove the beans. (If you'd like, throw a few of the pods

into soups or broths to add flavor.) You can peel the beans while they're raw, or you can carefully immerse the beans in boiling salted water for 30 seconds, remove them, and then drop them into an ice-water bath for an immediate cool down. Drain the cooled beans and remove the tough outer skins. Many chefs also remove the sprout from the tip of the shelled bean, although this is not necessary.

## FROZEN, CANNED, OR DRIED FAVAS

If fresh favas are not available, frozen, canned, or dried varieties will do. Frozen and canned favas save on labor, as they come already removed from the pod and peeled. Dried favas must be soaked for several hours, rinsed, and peeled. You can stew frozen or dried, soaked beans with a small amount of vegan margarine or soy creamer and season them with thyme, sage, or savory. Savory is a classic seasoning for fava beans! Serve the stewed beans as a side dish or purée and use as a hot dip or as the base for a creamy soup.

Canned or thawed frozen favas can be sautéed with a mixture of seasonal vegetables and served over pasta. Try favas, diced Roma tomatoes, and sliced mushrooms over angel hair pasta; favas, sliced black olives, and corn served over couscous or risotto; or favas and diced sweet onions and carrots over orzo (rice-shaped pasta).

## PREPARING FAVAS

When cooked, fava beans have a creamy texture and a mild, nutty flavor. Fresh favas can be used like fresh green peas. Cook them quickly as part of a vegetable ragout, or serve with potatoes and melted vegan cheese.

For a simple, elegant approach to preparing favas, drop newly peeled, fresh beans back into lightly salted boiling water for a few more minutes. Then, sauté them in a little olive oil with salt and pepper.

Fresh or frozen shelled fava beans can be enjoyed 'naked' with a little vegan margarine or olive oil. They can also be made into soups, added to stews, served chilled as a salad, braised, or made into purées.

To create a fava purée, shell fresh or thawed frozen beans. Steam or boil until tender. In a blender or food processor, purée the favas with a small amount of mush-

room or vegetable stock, olive oil, and fresh minced garlic. The resulting spring green purée can be seasoned with oregano, cracked black pepper, and red pepper flakes to make a Mediterranean dish; with *herbs de Provence* for a Provençal offering; or with cumin and white pepper to create a Moroccan masterpiece. Serve your purée as a hot appetizer with delicate crackers, with toasted pita or flat bread, or on a thinly sliced baguette. Use it as a savory dip for vegetables; think fava fondue. Or top pasta, cooked grains, or grilled vegetables with your fava purée.

Paula Wolfert, a well-known cookbook author and culinarian, likes to use very small, fresh favas in a raw Spanish fava gazpacho with sherry-soaked raisins. The recipe is in her cookbook, *The Slow Mediterranean Cookbook: Recipes for the Passionate Cook*. For the *Moroccan Fresh Fava Bean Spread* adaptation included here, Wolfert uses beans that are a little bigger but still young, with approximately 5 or 6 per pod. These beans must be double-peeled—they must be stripped from their pods, blanched, and then slipped out of their skins.

## BREAKFAST FAVA SPREAD

(Serves approximately 10)

*This spread is very popular in Egypt and is served with grilled pita or roasted flat breads.*

- 2 cups cooked or canned fava beans, drained**
- 2 Tablespoons olive oil**
- 1/2 cup finely chopped onions**
- 1/2 cup finely chopped fresh tomatoes**
- 1 Tablespoon lemon juice**
- 1 teaspoon ground cumin**
- 1/2 cup finely chopped fresh parsley**
- 1/2 teaspoon ground white pepper**

Combine all ingredients in a pot. Bring to a boil and immediately reduce heat to a simmer. Allow to simmer 3-10 minutes until the onions are soft.

Place the mixture into a blender or food processor and process until the mixture is just puréed (not perfectly smooth). Serve hot or warm.

Total calories per serving: 68 Fat: 3 grams  
Carbohydrates: 8 grams Protein: 3 grams  
Sodium: 4 milligrams Fiber: 2 grams

## FRESH FAVA BEAN MOROCCAN SPREAD

(3 cups or twelve 1/4-cup servings)

*I adapted this recipe from one that I saw in Paula Wolfert's The Slow Mediterranean Kitchen: Recipes for the Passionate Cook.*

- 1 pound unshelled fresh young fava beans (approximately 2 cups shelled)**
- 1 garlic clove, peeled and crushed**
- 2 Tablespoons extra-virgin olive oil, divided**
- 1/2 cup water**
- 1 Tablespoon lemon juice**
- 1/4 teaspoon ground cumin**
- 1/2 teaspoon salt**

Steam favas in pods for approximately 5 minutes or until soft. Drain and run under cool water. Allow beans to cool and then peel thoroughly.

Place the beans into a small pot. Add garlic, 1 Tablespoon oil, and 1/2 cup water. Cook, stirring, for approximately 2 minutes until the beans are soft and tender. Drain the beans.

Place the beans into a bowl. Add the remaining oil, lemon juice, cumin, and salt and mash until smooth. Allow to cool for at least 2 hours before serving.

Total calories per serving: 54 Fat: 3 grams  
Carbohydrates: 7 grams Protein: 3 grams  
Sodium: 107 milligrams Fiber: <1 gram

## MINISTRONE WITH FAVA BEANS

(Serves 8-10)

*This recipe uses rice rather than traditional pasta. If you'd prefer to use pasta, use orzo.*

- 4 cups shelled fresh or frozen fava beans**
- Salted boiling water to cover beans**
- 3 Tablespoons olive oil**
- 1 cup chopped onions**
- 1/4 cup chopped celery**
- 1/2 cup chopped carrots**
- 1 cup chopped tomatoes**
- 3 Tablespoons chopped fresh parsley**
- 7 cups water**
- 1 cup long-grain white rice**
- 2 cups chopped fresh spinach**

Cook the beans in a pot of boiling salted water for approximately 2 minutes. Drain and rinse under cold running water. If beans are fresh, remove and discard the outer skins, reserving the beans.

In a large pot, heat oil over moderate heat. Add onions and celery and sauté for 7-10 minutes, until the onions begin to brown.

Add carrots, tomatoes, and parsley. Cook and stir for several minutes. Add 7 cups water and the beans, cover, and cook over low to moderate heat for approximately 40 minutes or until the beans are tender.

Add rice, cover, and cook for 5 more minutes. Add spinach, cover, and cook over low heat for approximately 10 minutes or until the rice is tender. Serve hot.

Total calories per serving: 404 Fat: 7 grams  
Carbohydrates: 66 grams Protein: 22 grams  
Sodium: 28 milligrams Fiber: 21 grams



## CLASSIC FAVA BEAN SOUP

(Serves 6-8)

- 5 cups shelled and peeled fava beans (approximately 6 pounds whole pods) or thawed frozen fava beans
- Salted boiling water to cook beans
- 3 Tablespoons nonhydrogenated vegan margarine
- 4 Tablespoons vegan sausage crumbles
- 2 cups diced onions
- 1 cup minced carrots
- 2 cloves garlic, minced
- 7 cups low-sodium vegetable broth
- 1 sprig fresh savory or 1 teaspoon dried savory
- 1 Tablespoon chopped fresh parsley
- 2 cups cleaned fresh spinach
- 1/2 cup vegan sour cream

If using fresh beans, remove them from the pods. Drop the fresh or thawed beans into salted boiling water for 30 seconds. Remove from stove and shock in ice water. Allow beans to cool. If the beans are fresh, remove and discard the outer skins.

Melt the margarine in a pot over low heat. Add sausage and heat for approximately 1 minute. Add the onions and carrots and continue to cook over low heat, stirring occasionally, for approximately 3 minutes or until the onions and carrots are softened.

Add the garlic and cook for 30 seconds. Add the broth, peeled beans, and savory. Simmer over very low heat for 20 minutes or until the beans are tender. Add the parsley and simmer 1 minute more.

Remove the soup from the heat and stir in the spinach leaves. Place the soup into a blender or food processor and purée until smooth. Return the soup to the stove. Whisk the sour cream into the soup, stir, and cook until heated. Serve immediately.

Total calories per serving: 597 Fat: 11 grams  
 Carbohydrates: 91 grams Protein: 35 grams  
 Sodium: 397 milligrams Fiber: 33 grams

## SPRINGTIME FAVA STEW

(Serves 6-8)

- 2 Tablespoons olive oil
- 1/2 cup shelled and peeled fresh or frozen fava beans
- 1/2 cup chopped onions
- 1/4 cup chopped celery
- 1/4 cup chopped carrots
- 1 1/2 cups chopped Swiss chard leaves
- 1 1/2 cups peeled, deseeded, and chopped tomatoes
- 1/2 teaspoon ground cumin
- Red pepper flakes to taste

Combine the oil, beans, onions, celery, carrots, and chard in a pot. Cover and cook for 45 minutes or until vegetables are soft.

Add tomatoes, cumin, and red pepper and cook for another 20 minutes to allow flavors to combine. Serve hot over cooked rice, couscous, or orzo.

Total calories per serving: 101 Fat: 5 grams  
 Carbohydrates: 11 grams Protein: 4 grams  
 Sodium: 31 milligrams Fiber: 4 grams

## SMOKY CREAMED FAVA BEANS

(Makes approximately 6 servings)

*Serve this recipe as a hot dip, or use it as a base for sauces or thick soups.*

- 5 pounds young fava beans still in the pods (approximately 10 cups, shelled)
- 1/4 pound vegan bacon
- 1 Tablespoon nonhydrogenated vegan margarine
- 1/2 teaspoon fresh savory or pinch finely crumbled dried savory
- Water to cover the cooking beans
- 1/2 teaspoon salt
- 1/2 cup vegan creamer, such as Silk soy coffee creamer
- 1/4 cup vegan sour cream
- 1 teaspoon ground black pepper
- 1 Tablespoon lemon juice
- 1 Tablespoon chopped fresh parsley

Shell beans and remove skins.

Cut the bacon strips into 1/2-inch sections. In a large pot, cook the strips in margarine over low heat for 2-3 minutes. The strips do not need to be crispy.

Add the beans, savory, enough water that it comes 1 inch above the beans, and salt to the bacon. Cover tightly and cook for 15-20 minutes or until the beans are tender. Remove from heat and allow beans to cool.

Whisk in the creamer, sour cream, and pepper and stir into the beans. Return to low heat and cook, stirring, for approximately 5 minutes until the sauce coats a spoon. Quickly stir in the lemon juice and parsley and serve.

Total calories per serving: 436 Fat: 9 grams  
 Carbohydrates: 71 grams Protein: 34 grams  
 Sodium: 640 milligrams Fiber: <1 gram

**Nancy Berkoff is The Vegetarian Resource Group's Food Service Advisor.**



# LABELING SURVEY

## From The Vegetarian Resource Group

1) Check only one.    I am vegan.    I am NOT vegan.

2) Check all that apply.

I do not use:    meat    fish    fowl    dairy  
 eggs    honey    leather    wool

3) Check only one.

If vegan, I consider myself primarily:    an 'ethical' vegan    a 'health' vegan.

4) (Check all that apply.)

If a product is labeled vegan, it should not contain:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Sugar                   | <input type="checkbox"/> Products made on the same equipment as non-vegan products                                      | <input type="checkbox"/> Ingredients that originally started from lanolin (a substance extracted from wool)   |
| <input type="checkbox"/> Beet sugar              | <input type="checkbox"/> Synthetic ingredients  | <input type="checkbox"/> Soy yogurt cultures containing microorganisms produced over 20 years ago from microorganisms present in a dairy yogurt culture |
| <input type="checkbox"/> Cane sugar              | <input type="checkbox"/> Products that had ingredients made from feathers   | <input type="checkbox"/> Fruit covered with a wax from an insect secretion  |
| <input type="checkbox"/> Vitamin D               | <input type="checkbox"/> Products that had ingredients made from human hair   | <input type="checkbox"/> Genetically modified organisms (GMOs)  |
| <input type="checkbox"/> Vitamin D <sub>2</sub>  | <input type="checkbox"/> Products whitened by filtering through bone char, though bone char is not actually in the food |   |
| <input type="checkbox"/> Vitamin D <sub>3</sub>  |   |   |
| <input type="checkbox"/> Vitamin B <sub>12</sub> |   |   |
| <input type="checkbox"/> Cysteine                |   |   |
| <input type="checkbox"/> Wheat                   |   |   |
| <input type="checkbox"/> Onions                  |   |   |

5) Please list any other ingredients that you would not expect a vegan product to contain.

6) Please tell us where you obtained this survey.

Please return this survey to The Vegetarian Resource Group, P.O. Box 1463, Baltimore, MD 21203; fax to (410) 366-8804; or e-mail to [vrg@vrg.org](mailto:vrg@vrg.org). Thank you!

# veggie bits

## Easy-Access Ingredients for All!

The end of summer does not have to mean the end of wonderful produce! Stahlbush Island Farms sells frozen versions of many popular fruits, vegetables, grains, and legumes. Now, it's easy to enjoy organic strawberries, raspberries, green beans, spinach, black barley, red beans and rice, and much more whenever and wherever. Plus, many of these offerings also come in food service sizes.

Write to Stahlbush Island Farms at 3122 Stahlbush Island Road, Corvallis, OR 97333, or call (541) 757-1497. The company's website is <[www.stahlbush.com](http://www.stahlbush.com)>.

## Light and Crispy Beanfields Chips Are Destined to Become Your New Favorite Snack



Move over potato, corn, and tortilla chips! A more healthful choice is in town! Beanfields are new snack chips made from black and navy beans and long-grain rice. You can even see flecks of the different grains in each chip! The Naturally Unsalted variety lacks a bit in flavor but makes up for it with a wonderful texture that won't conflict with your favorite dip's taste. The Sea Salt has only the lightest dusting of brine, while the unique Sea Salt & Pepper variety sports just enough seasonings to kick these chips up a notch. Finally, the perfectly spicy Pico de Gallo option is sure to be a big hit at your next fiesta.

To learn more, write to Beanfields, LLC, at 11693 San Vicente Boulevard, Suite 328, Los Angeles, CA 90049, or call the company at (855) EAT-BEAN. Their website is <[www.beanfieldssnacks.com](http://www.beanfieldssnacks.com)>.

## VJ's Guide to Food Ingredients Now Available for Your Kindle!

Tired of trying to decipher food labels at the grocery store? That's no longer a problem now that you can download *Vegetarian Journal's Guide to Food Ingredients* right onto your e-book reader! Just reach into your pocket or purse and find out the sources for 200 common ingredients and whether they are typically vegan, vegetarian, or non-vegetarian. The Kindle edition of the *Guide to Food Ingredients* is available from Amazon.com for only \$6.

## Amy's Introduces New Soups to Satisfy Robust Appetites



Amy's Kitchen has created three soups that will quiet even the loudest of rumbling tummies! The Organic Hearty Rustic Italian Vegetable Soup is heavy with chickpeas, brown rice, kale, tomatoes, zucchini, and herbs. You may want to avoid that Organic Hearty French Country Vegetable Soup, though. With a dense blend of bell peppers, mushrooms, white beans, and long-grain red rice, you actually could develop an addiction to it! And then there is the Indian Golden Lentil Soup, with an authentic mix of red lentils, yellow split peas, organic vegetables, and Himalayan spices.

Contact Amy's Kitchen at P.O. Box 449, Petaluma, CA 94953, or call (707) 568-4500. You can find out more about these products at <[www.amys.com](http://www.amys.com)>.

## Your Grandma's Pesto in a Jar

Meditalia™ offers a commercial rarity—vegan pesto and tapenades! Their Vegan Basil Pesto can go straight from 6.3-ounce glass jar into your whole wheat pasta. In addition, Meditalia™ makes six tapenades to top hot, crusty breads! Try the Black Olive, the Sundried Tomato, or the truly sensational Roasted Red Pepper.

PeaceWorks produces Meditalia™ items as part of its mission to abate world conflict. Contact this non-profit at P.O. Box 1393 - OCS, New York, NY 10113, or (212) 616-3006. Also, visit <[www.peaceworks.com](http://www.peaceworks.com)>.

## Have We Got a Scoop for You!



When Luna and Larry Kaplowitz weren't happy with the vegan frozen desserts they found on the market, they concocted their own! The result is Coconut Bliss, pints of frosty dairy- and soy-free treats based on organic coconut milk and sweetened with agave nectar. There are flavors to suit every taste, from the conventional Dark Chocolate, Naked Coconut, and Vanilla Island to the slightly bolder Cherry Amaretto, Ginger Cookie Caramel, and Mint Galactica. VRG favorites include the Cappuccino and the Chocolate Hazelnut Fudge.

Write to Bliss Unlimited, LLC, at P.O. Box 288, Eugene, OR 97440, or call (541) 345-0020. You can visit the company online at <[www.coconutbliss.com](http://www.coconutbliss.com)>.

## 'Nutritious AND Delicious'

Nutridel's slogan above is right! In fact, that is how the company came up with its name, by combining NUTRItious and DELicious! Nutridel makes crispy, artisan, gourmet cookies in four flavors—Almond, Flax, Oatmeal, and Pecan. You don't have to feel any guilt when eating these cookies since each one is made from fine ingredients such as sesame seeds, pecans, and oats and provides a healthy dose of omega-3s, antioxidants, and fiber. Nutridel cookies are perfect to bring along for a hiking or camping trip, crumble nicely into vegan yogurt, and go wonderfully with your morning coffee.

Contact Nutridel Cookies by phone at (619) 718-0014 or by e-mail at [info@nutridel.com](mailto:info@nutridel.com). You can also write to Nutridel at P.O. Box 212874, Chula Vista, CA 91921, or visit their website at [www.nutridel.com](http://www.nutridel.com).

*Reviewed by Ashley Boss, VRG Intern.*

## No More Double Dipping!

Squeeze-Z-Hummus is the first hummus to come in a convenient inverted squeezable plastic bottle, similar to other modern condiment containers. Simply grab the bottle and apply hummus directly to your sandwich, raw veggies, or plate. No more looking for a utensil or trying to avoid the pita chip crumbs that another partygoer left in a traditional plastic tub! Available in Classic, Dill, and Spicy varieties and in 10- and 18-ounce sizes, Squeeze-Z-Hummus is kosher, as well as wheat- and gluten-free.



Write to Squeeze-Z-Hummus at 1510 Neptune Avenue, Brooklyn, NY 11224, or call the company at (888) 779-9285. You can find retailers near you that carry this product at [www.squeezefood.com](http://www.squeezefood.com).

## Help VRG With Every Purchase!

The VRG is introducing a new Visa® Platinum Rewards Card! This credit card comes in four attractive, vegan-friendly designs and helps the user earn points for free airline tickets and merchandise. In addition, the bank sponsoring this credit card will make ongoing contributions to The VRG that help support the organization's outreach, scholarships, and other activities! Visit [www.cardpartner.com/app/vrg](http://www.cardpartner.com/app/vrg) to learn more about this opportunity and to apply!



## This Tofu Earns an A+!



Sure, everybody knows that tofu is a good source of protein, but did you realize that some varieties have been fortified with B<sub>12</sub>, calcium, and other nutrients on top of that? Nasoya has created Tofu Plus, organic bean curd that has all of the average tofu's benefits and then some! Each serving includes a helping of B<sub>2</sub>, B<sub>6</sub>, and D<sub>2</sub>, as well as great taste and texture. The Firm is a good choice for salads and tofu scrambles, while the Extra Firm works well for grilling, baking, and stir-frying.

Write to Nasoya's parent company, Vitasoy USA, Inc., at 1 New England Way, Ayer, MA 01432, or call the company at (800) VITASOY. You can find tasty recipes and more online at [www.nasoya.com](http://www.nasoya.com).

## The Vegetarian Resource Group is on the Combined Federal Campaign List

The Combined Federal Campaign (CFC) is the charitable workplace campaign conducted by the U.S. government for all federal employees—military, civilian, and postal. The Vegetarian Resource Group is included among the organizations to which you can donate. Please don't pass up this simple opportunity to support vegetarianism and the work The VRG does year-round. For other workers, please remember to name The Vegetarian Resource Group in your matching gifts at work, or write in The VRG for your United Way campaign.

## You Are Cordially Invited ...

Rose Pedals Vegan Weddings is a fantastic online resource for anyone who is popping the question, coordinating a wedding, or planning a sweet sixteen party, bar or bat mitzvah, or *quinceañera*! This website features sections about going vegan for every aspect of your big event, such as invitations, attire, cosmetics, flowers and decor, officiants, musicians, photographers, gifts, and travel. Of course, information about that all-important celebratory vegan cuisine, including suggestions for caterers and bakers, is available! Best of all, real couples share stories and pictures that will inspire vegans to celebrate their love in both traditional and not-so-conventional ways. Visit [www.rosepedalsveganweddings.com](http://www.rosepedalsveganweddings.com) to start planning your special day!

## A REVIEW OF RECENT SCIENTIFIC PAPERS RELATED TO VEGETARIANISM

### Get the Most From Your Grocery Money

Increased prevalence of heart disease in the United States has led to a push for more healthful eating practices. However, many people cite high cost as a barrier to healthful eating.

To examine this perception, researchers conducted a study to determine if heart-healthy diets did indeed cost more than less healthful diets. The study evaluated the diets of nurses from across the country compared to dietary guidelines such as the Food Guide Pyramid. Then, their diets were given a numerical score called the Alternative Healthy Eating Index (AHEI). Lower AHEI scores were connected to an increased risk for chronic disease, while higher AHEI scores indicated a reduced risk of chronic disease. When the study subjects' diets were separated by food cost, it was clear that higher AHEI scores could be reached even at the lower spending levels, suggesting that eating healthfully does not have to be more expensive than eating a less healthful diet.

Including foods such as fruits, vegetables, whole grains, nuts, and beans is a great way to improve the health status of one's diet. In the long run, a healthful diet is less expensive than prescription and over-the-counter drug treatments used to reduce the risk of heart disease. Think about it—purchasing costly medications such as statins can reduce the risk for heart disease by approximately 20-27 percent. In contrast, improving the types of foods consumed by eating more soy, beans, and produce can decrease risk by approximately 25 percent.

Vegetarians have a head start on healthful eating because they have already eliminated the high-fat meats that can increase the risk for heart disease.

Bernstein AM, Bloom DE, Rosner BA, Franz M, Willet WC. 2010. Relation of food cost to healthfulness of diet among U.S. women. *Am J Clin Nutr* 92:1197-1203.

\*Written by Julia Warren, dietetics student and VRG volunteer

### Dietary Choices Can Reduce the Risk of Bone Fracture

The type of diet that you eat has been shown to affect your risk of developing many chronic diseases, including heart disease, type 2 diabetes, and high blood pressure. A recent study suggests that dietary choices can influence your risk of bone fracture as well. Researchers studied more than 5,000 men and postmenopausal women aged 50 years or older. They asked the study subjects about their diets and then looked at the number of broken bones over the next 10 years. Subjects whose diets were high in fruits, vegetables, and whole grains had a reduced risk of fracturing a bone, regardless of their bone density or the number of falls that they reported. The strongest benefit was seen in older women, a group that is at a high risk of bone fracture.

Langsetmo L, Hanley DA, Prior JC, et al. 2011.

Dietary patterns and incident low-trauma fractures in postmenopausal women and men aged >50 y: a population-based cohort study. *Am J Clin Nutr* 93:192-99.

### New Dietary Recommendations Issued for Calcium and Vitamin D

The Institute of Medicine recently issued new Recommended Dietary Allowances (RDAs) for calcium and vitamin D. Calcium recommendations for most adults did not change from the earlier (1997) report, but vitamin D recommendations for adults increased.

Based on national surveys of calcium and vitamin D blood levels, the committee who developed the recommendations concluded that the majority of Americans are getting enough calcium and vitamin D. Concerns were expressed that many people have been misdiagnosed with a vitamin D deficiency. The committee concluded that a blood vitamin D level at or above 20 nanograms per milliliter indicates an adequate vitamin D status.

Some vitamin D can be produced after sun exposure, but since many people do not get much sun,

the vitamin D recommendations were developed with the assumption that sun exposure was minimal.

Age and Gender Group (in years)	Calcium RDA (mg/day)	Vitamin D RDA (IU/day)
Females, 19-50	1,000	600
Females, 51-70	1,200	600
Males, 19-50	1,000	600
Males, 51-70	1,000	600
Males and Females, >70	1,200	800

IOM (Institute of Medicine). *Dietary Reference Intakes for Calcium and Vitamin D*. Washington, DC: The National Academies Press; 2011.

## **Dietary Guidelines, 2010, Includes Information About Vegetarian and Vegan Diets**

*Dietary Guidelines for Americans* is a statement of current federal policy on the role of dietary factors in health promotion and disease prevention. The U.S. Department of Agriculture (USDA) and the Department of Health and Human Services issue *Dietary Guidelines* every five years. The latest edition, issued in January 2011, includes changes that will impact food guides and other nutrition education materials produced by the federal government.

The latest guidelines are quite positive about vegetarian diets and state, “In prospective studies of adults, compared to non-vegetarian eating patterns, vegetarian-style eating patterns have been associated with improved health outcomes—lower levels of obesity, a reduced risk of cardiovascular diseases, and lower total mortality. Several clinical trials have documented that vegetarian eating patterns lower blood pressure.”

The guidelines continue: “On average, vegetarians consume a lower proportion of calories from fat (particularly saturated fatty acids); fewer overall calories; and more fiber, potassium, and vitamin C than do non-vegetarians. Vegetarians generally have a lower body mass index. These characteristics and other lifestyle factors associated with a vegetarian diet may contribute to the positive health outcomes that have been identified among vegetarians.”

The *Dietary Guidelines* include vegetarian and vegan adaptations of USDA food patterns. For example, the vegan meal pattern for a person needing 1,800 calories daily includes 1½ cups of fruit, 2½ cups of vegetables, 6 ounces of grains (at least half whole grains), 5 ounces of proteins (beans, peas, soy products, nuts, and seeds), 3 cups of vegan ‘dairy’ foods (calcium-fortified plant milk or yogurt, calcium-set tofu), ½ ounce of oil or vegan margarine, and 161 calories to use as desired.

For more information see <[www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm](http://www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm)>. The vegan meal patterns are found in Appendix 9 and can be seen at <[www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/Appendices.pdf](http://www.cnpp.usda.gov/Publications/DietaryGuidelines/2010/PolicyDoc/Appendices.pdf)>.

*\*Written by Charles Stabler, VRG Coordinator*

## **Inner-City Residents May Have Limited Access to Health-Promoting Vegetables**

Dark green vegetables (including collards, mustard greens, and kale) and orange vegetables (such as carrots, sweet potatoes, and winter squash) have many health benefits. Not only do dark green vegetables supply calcium, but diets rich in dark green and orange vegetables have been associated with a lower risk for heart disease, type 2 diabetes, and certain cancers.

The 2010 *Dietary Guidelines for Americans* call for 1-2½ cups of dark green vegetables per week and 3-7 cups of orange vegetables per week for most adults. These amounts may be difficult for some Americans to achieve because of limited availability. A recent survey of food stores (including grocery stores, convenience stores, meat markets, and produce markets) in three Detroit communities found that most stores had fewer than five varieties of dark green or orange vegetables. Residents of neighborhoods where there were no stores carrying five or more varieties of vegetables ate lower amounts of these vegetables than people whose neighborhood stores had a greater variety of vegetables. Options such as farmers’ markets and community gardens are possibilities for improving access to nutrient-rich vegetables.

Izumi BT, Zenik SN, Schulz AJ, et al. 2011.

Associations between neighborhood availability and individual consumption of dark-green and orange vegetables among ethnically diverse adults in Detroit. *J Am Diet Assoc* 111:274-79.

# Polenta Possibilities

By Chef Nancy Berkoff, RD, EdD, CCE

**S**OME PEOPLE WOULD SAY THAT POLENTA IS SNAZZY cornmeal mush. It's true that polenta starts out like most hot cereals, with a dried grain whisked into hot water. White or yellow cornmeal is combined with water and salt. Then, it is slowly stirred into boiling water, and the mixture is allowed to steam until firm.

However, using prepared polenta can open up a whole new world of fast meal possibilities!

### POLENTA FUNDAMENTALS

Prepared polenta looks like a thick yellow tube and usually is made with cornmeal, water, salt, and some acid, such as ascorbic acid (vitamin C), to preserve freshness. We have found prepared polenta at Bristol Farms, Costco, Safeway, Sam's Club, Smart and Final, Trader Joe's, and several other markets. Look for it in the dry or refrigerated pasta sections.

Polenta has a neutral taste. If you want a savory polenta, you can stir in ground white pepper or red pepper flakes. A sweet polenta is achieved with a dash of vegan sweetener mixed with the finished product.

If you'd like a soft polenta, you can place several slices into a pot with a small amount of water or soy-milk. Gently heat and stir until you've got a polenta 'mush.' Polenta served as soon as it has been prepared has a soft texture. If allowed to chill, polenta becomes firm enough to slice and fry, grill, or bake.

### SAVORY POLENTA

Polenta can serve as a good base for savory cuisine. To **oven-fry polenta**, preheat your oven to 400 degrees. Spray a baking sheet with vegetable oil, place slices of polenta on the sheet, spray the polenta with vegetable oil, and bake until the polenta's exterior is crispy.

If you're having a barbecue, you can **grill polenta** with garlic, shallots, and oregano, or you can grill the polenta alone and then top it with red pepper flakes, shredded fresh basil, and shredded vegan cheese. Also, polenta combines nicely with grilled or smoked mushrooms. For example, you can grill marinated portobello caps and polenta slices to create a layered entrée.

Additionally, you can grill polenta slices with wild mushroom sauce and then garnish with sliced olives.

Think about using oven-fried or grilled polenta as **an alternate to pasta**. You can simply slice your prepared polenta, or you can get fancy by slicing the polenta and then using cookie cutters to make shapes.

Furthermore, you can try **baking** prepared polenta. Place the sliced polenta on a baking sheet, top with chopped leftover cooked kale and/or beans, and bake until hot. Or create a polenta 'hash' by cutting baked polenta slices into quarters; gently tossing the pieces with chopped tomatoes, cooked beans, and chilies; and baking until warm.

### SWEET POLENTA

A morning polenta possibility can be a simple **bowl of soft polenta**, served with syrup or fruit preserves. Another breakfast idea is polenta as an **alternative to hash browns**. When you have time, oven-fry or grill polenta and serve with fruit compote, fruit preserves, or sliced bananas on the side.

Did you know that polenta is a traditional ingredient for regional **Italian desserts**? When wheat flour was scarce, cakes, cookies, and steamed puddings were created using polenta's unique texture.

**Indian pudding** is New England's take on traditional Italian cornmeal pudding. Make your own by heating prepared polenta with a small amount of almond or vanilla soymilk, stirring until the mixture is mushy, sweetening it with molasses, and then seasoning with cinnamon, powdered ginger, and nutmeg.

You can also create a dessert by slicing polenta, placing it on a baking sheet, topping it with a drizzle of maple syrup, and topping the syrup with fruit preserves. Bake until hot and serve.

Using prepared polenta can open up a whole new world of fast meal possibilities!

## SIMPLE VEGAN!

From Good Housekeeping



When I co-wrote *Simply Vegan* in

1991, few people knew what the word 'vegan' meant. Today, even the staff at *Good Housekeeping* has released a book called *Simple Vegan!* Now, that is incredible!

*Simple Vegan!* serves up 100 recipes, alongside appetizing color photographs. Breakfast options include the South-of-the-Border Vegetable Hash, Whole-Grain Carrot Cake Muffins, and Pumpkin Waffles. If you're looking for a new sandwich idea, you should try the Bulgur Bean Burgers.

Among the noodle- and grain-based recipes, you'll find Polenta with Spicy Eggplant Sauce as well as Middle-Eastern Garbanzo Beans and Macaroni. An international section includes a Moroccan-Spiced Sweet Potato Medley and Tofu in Spicy Brown Sauce.

Of course, there are desserts. Enjoy Stuffed Fresh Figs, Banana-Berry Parfaits, Chocolate Chip-Walnut Brownies, and Wheat-Free Almond Butter Cookies.

Despite this book's title, it is not a quick-and-easy cookbook. However, most recipes are not too difficult for the average cook to manage, and some can be prepared in a short amount of time. Nutritional analyses are provided.

Vegans should consider giving this book as a present to their non-veggie relatives and friends!

***Simple Vegan!* (ISBN 978-1-58816-868-9) is published by Hearst Books and retails for \$14.95. Look for this cookbook at your favorite bookstore or online. Reviewed by Debra Wasserman.**

## VEGAN DINER

By Julie Hasson



Anyone who has eaten in a diner knows that comfort food is the specialty. Vegans wishing to prepare these terrific dishes at home now are in luck!

Julie Hasson's *Vegan Diner* features breakfast classics, such as Malted Waffles, Pumpkin Spice Pancakes, Smoky Potato Scramble, Biscuits and Creamy Sage Gravy, Herbed Breakfast Sausage Patties, and English Muffins. Expand your usual lunch and dinner menu with Home-Style Veggie Noodle Soup, Garlic-Roasted Brussels Sprouts, Rockin' Reubens, Philly Seitan Sliders, and Pastrami-Style Seitan Roast. Finish up with a slice of Apple Spice Coffee Cake or some Cinnamon Orange Rolls.

Nutritional analyses are not provided. However, most recipes are not high in fat, and only a few have to be deep-fried. Also, photos appear throughout the book.

***Vegan Diner* (ISBN 978-0-7624-3384-9) is published by Running Press and retails for \$19.95. Look for it at your favorite bookstore or online. Reviewed by Debra Wasserman.**

## THE NATURAL VEGAN KITCHEN

By Christine Waltermeyer



Christine Waltermeyer is the founder and director of The Natural Kitchen School, which offers cooking classes in New York and New Jersey. Her new book

features dishes that have tested well with many students and clients.

Among her delicious recipes are Navy Bean Soup, African Vegetable Stew, Tempeh Mock Tuna Salad, Zucchini Rice Cakes with Vegan Tartar Sauce, Tofu Pot Pie, Seitan in Mexican Gravy, Baked Onions, Apricot Mousse, Sensuous Poached Pears, Vanilla Amazake Custard, and much more.

*The Natural Vegan Kitchen* includes nutritional analyses, as well as beautiful color photos.

***The Natural Vegan Kitchen* (ISBN 978-1-57067-245-3) is published by Book Publishing Company. You can purchase this volume from The VRG at <[www.vrg.org/catalog](http://www.vrg.org/catalog)>. Reviewed by Debra Wasserman.**

## LICKIN' THE BEATERS 2

By Siue Moffat



The next time you're planning a party, *Lickin' The Beaters 2* offers many ideas. It features recipes for making all kinds of vegan candies and chocolates. Keep in mind that the recipes in this book are not low in fat, nor are they sugar-free.

Among the wide variety of candy recipes you'll find Lollipops, Butterscotch Fudge, Caramel Corn, Salt Water Taffy, and Peppermint Patties. Chocolate recipes include German Chocolate Cake, Black Forest Cake, Chocolate Caramel Pecan Rolls, Chocolate Napoleons, and Black Bottom Cupcakes.

***Lickin' The Beaters 2* (ISBN 978-1-60486-009-2) is published by PM Press and retails for \$17.95. Look for it in your favorite bookstore or online. Reviewed by Debra Wasserman.**

# reviews

## APPETITE FOR REDUCTION

By Isa Chandra Moskowitz



A lot of people assume that most, if not all, vegans are slender. Ms. Moskowitz understands this is a myth and has authored a weight-loss cookbook to help vegans and other readers shed extra pounds.

*Appetite for Reduction* features 125 recipes that are low in calories but rank high for substance and creativity. Symbols indicate if a dish is gluten-free and/or soy-free and whether it can be prepared in fewer than 30 minutes. Helpful hints are also found throughout this work.

Many people hear the word ‘salad’ and think ‘diet food.’ The salads in this book, however, are quite hearty. Examples include Sushi Roll Edamame Salad with Green Onion-Miso Vinaigrette and Catalan Couscous Salad with Pears with Romesco Dressing.

Among the side dishes, you will discover a Cranberry-Cashew Biryani, Scallion Potato Pancakes, and OMG Oven-Baked Onion Rings. Great vegetable-based choices include Jerk Asparagus, Pineapple Collards, and Braised Cabbage with Seitan.

Isa’s main dishes are divided into several categories, including bean dishes such as Caribbean Curried Black-Eyed Peas with Plantains. You’ll find the likes of Tamarind BBQ Tempeh and Sweet Potatoes among the tofu and tempeh dishes, and the pasta and noodle entrées feature Ginger Bok Choy and Soba, and Cajun

Beanballs and Spaghetti. You’ll also find a variety of satisfying soups, stews, curries, and chili, including Cauliflower Pesto Soup, Chili Verde con Papas, Kidney Bean and Butternut Jamba Stew, Potato-Spinach Curry, and Smoky Split Pea Soup.

There are no dessert recipes; after all, this is a weight-loss book. You will, however, find gorgeous color photos in this cookbook, as well as nutritional analyses.

***Appetite for Reduction* (ISBN 978-1-60094-049-1) is published by Lifelong Books. Purchase this book from The VRG online at <[www.vrg.org/catalog](http://www.vrg.org/catalog)> for \$19.95. Reviewed by Debra Wasserman.**

## BY ANY GREENS NECESSARY

By Tracye Lynn McQuirter, MPH



*By Any Greens Necessary* is written to introduce the benefits of a vegetarian diet to African-American women, but the book’s anecdotes cross cultural and racial lines to deliver a pointed message. Chapters like “A Chicken Wing and a Prayer” and “Fishing for Trouble” explore the health and humanitarian issues of traditional, non-vegan protein sources, and the author presents facts in an interesting, clearly understood writing style that encourages readers to ponder their food choices. In addition, study results challenge age-old nutritional myths and encourage lifestyle changes.

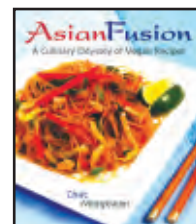
Easily read in an afternoon, this book includes insightful quips on the author’s part, and quotes

from celebrities such as Angela Bassett, Prince, Forest Whitaker, and Oprah Winfrey keep readers engrossed and wanting to learn more. Color photos entice potential vegetarians to try more than 40 easy-to-prepare vegan recipes towards the back of the book, and further resources include a grocery shopping list, helpful websites, and recommended books.

***By Any Greens Necessary* (ISBN 978-1-55652-998-6) is published by Lawrence Hill Books. It retails for \$14.95 and can be purchased online or from your local bookstore. Reviewed by Meryl Austin Cryer.**

## ASIAN FUSION

By Chat Mingkwan



Having worked in restaurants, taught cooking classes, and led culinary tours, Chat serves up an array of fascinating vegan dishes in *Asian Fusion*. Recipes include Split Pea Cakes from Burma, Hot and Sour Soup from China, Miso Soup from Japan, Green Papaya Salad from Laos, and Fresh Spring Rolls from Singapore. Also, there are Indian Lentil-and-Spinach Dal, Vietnamese Clay-Pot Eggplant, Indonesian Corn Fritters, and Malaysian Baked Spiced Mousse.

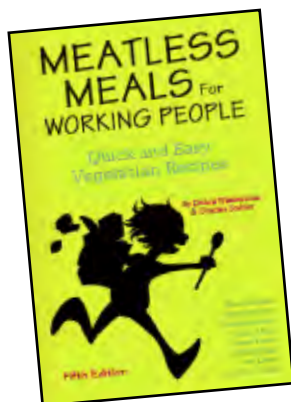
The book has color photos, as well as detailed information about special Asian ingredients used in some recipes. Nutritional analyses are not provided, but most dishes are not high in fat.

***Asian Fusion* (ISBN 978-1-157067-231-6) is published by Book Publishing Company. It can be purchased online at <[www.vrg.org/catalog](http://www.vrg.org/catalog)> for \$14.95. Reviewed by Debra Wasserman.**

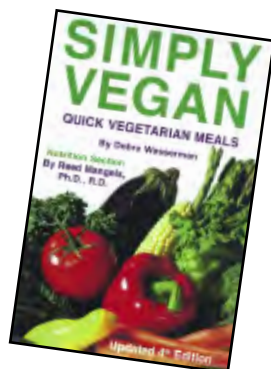


# VRG Catalog

## Books



**Meatless Meals for Working People—Quick and Easy Vegetarian Recipes** (\$12) by Debra Wasserman. We recommend using whole grains and fresh vegetables. However, for the busy working person, this isn't always possible. This 192-page book contains over 100 fast and easy recipes and tells you how to be a vegetarian within your hectic schedule using common, convenient foods. Spice chart, low-cost meal plans, party ideas, information on fast food restaurants, soy dishes, and more. Over 100,000 copies in print.



**Simply Vegan** (\$14.95) by Debra Wasserman and Reed Mangels, PhD, RD. These 224 pages contain over 160 quick and easy vegan recipes, a complete vegan nutrition section, and a list of where to mail order vegan food, clothing, cosmetics, and household products. Vegan menus and meal plans. Over 90,000 copies sold.

**Conveniently Vegan** (\$15) by Debra Wasserman. Prepare meals with all the natural foods products found in stores today, including soymilk, tempeh, tofu, veggie hot dogs, ... You'll find 150 recipes using convenience foods (including canned beans) along with grains, fresh fruits, and vegetables. Menu ideas, product sources, and food definitions included. (208 pp.)



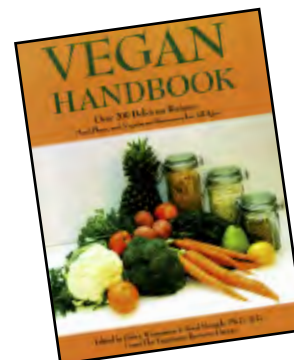
**Vegan Meals for One or Two—Your Own Personal Recipes** (\$15) by Nancy Berkoff, RD. Whether you live alone, are a couple, or are the only one in your household who is vegetarian, this 216-page book is for you. Each recipe is written to serve one or two people and is designed so that you can realistically use ingredients the way they come packaged from the store. Information on meal planning and shopping is included, as well as breakfast ideas, one-pot wonders, recipes that can be frozen for later use, grab-and-go suggestions, everyday and special occasion entrées, plus desserts and snacks. A glossary is also provided.

**Vegan in Volume** (\$20) by Nancy Berkoff, RD. This 272-page quantity cookbook is loaded with terrific recipes serving 25. Suitable for catered events, college food services, restaurants, parties in your own home, weddings, and much more.

**No Cholesterol Passover Recipes** (\$9) by Debra Wasserman. Includes 100 eggless and dairyless recipes. Seder plate ideas. (96 pp.)

**The Lowfat Jewish Vegetarian Cookbook—Healthy Traditions From Around the World** (\$15) by Debra Wasserman. Over 150 lowfat international vegan recipes with nutritional breakdowns, including Romanian Apricot Dumplings, Pumpernickel Bread, Russian Flat Bread, Potato Knishes, North African Barley Pudding, and much more. Menu suggestions and holiday recipes. (224 pp.)

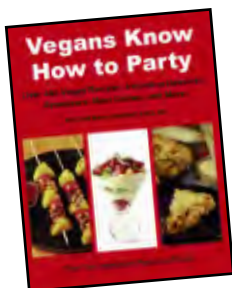
**Vegan Passover Recipes** (\$6) by Chef Nancy Berkoff, RD. This 48-page booklet features vegan soups and salads, side dishes and sauces, entrées, desserts, and dishes you can prepare in a microwave during Passover. All the recipes follow Ashkenazi Jewish traditions and are pareve.



**Vegan Handbook** (\$20) edited by Debra Wasserman and Reed Mangels, PhD, RD. Over 200 vegan recipes and vegetarian resources. Includes sports nutrition, seniors' guide, feeding vegan children, recipes for egg-free cakes and vegan pancakes, Thanksgiving ideas, vegetarian history, menus, and more. (256 pp.)

**Vegan Microwave Cookbook** (\$16.95) by Chef Nancy Berkoff, RD. This 288-page cookbook contains 165 recipes, some of which take less than 10 minutes to cook. It also includes information for converting traditional recipes to the microwave, microwave baking and desserts, making breakfasts in a snap, and suggestions and recipes for holidays and parties.

**Vegan Menu for People with Diabetes** (\$10) by Nancy Berkoff, EdD, RD. This 96-page book gives people with (or at risk for) diabetes a four-week meal plan, exchange listings for meat substitutes and soy products, and recipes for enjoyable dishes, such as Creamy Carrot Soup, Tangy Tofu Salad, Baked Bean Quesadillas, and French Toast.



**Vegans Know How to Party** (\$25) by Chef Nancy Berkoff. This 384-page book teaches you how to put on a soiree for vegans and all who enjoy great food! It features over 465 recipes, including appetizers, soups, salads, ethnic cuisine, sandwiches, and—of course—desserts like pies, cakes, and cookies! Also inside are tips for basic party planning, kids' parties, cooking for a crowd, working with a caterer, and more!



**Vegan Seafood: Beyond the Fish Shtick for Vegetarians** (\$12) by Nancy Berkoff, EdD, RD. Chef Nancy Berkoff has created these unique and good-tasting vegan fish and seafood dishes. After using this book, you'll agree with millions of vegetarians who say: Sea Animals—Don't Eat Them! Inside these 96 pages you will find sections about cooking with vegan 'fish,' 'seafood' stocks and sauces, websites offering vegan 'seafood' products, and info about omega-3 fatty acids for vegans. Avoid fish but still enjoy the taste of the sea with 'Fish' Sticks, Ethiopian-Style 'Shrimp' and Sweet Potato Stew, 'Crab' Rangoon, 'Tuna' Salad, Gefilte 'Fish,' Spicy 'Fish' Cakes, and much more!

### Free Children's Handouts

**I Love Animals and Broccoli Coloring Book**  
A coloring book that promotes healthy eating and vegetarianism for children ages 3-7.

**Vegetarian Nutrition for Teenagers** Brochure  
with all of the basics about veggie nutrition.

(For these items, a donation to cover printing and postage would be appreciated.)

### Bumper Stickers

**Bumper Stickers** (\$1 each, 10+ \$.50 each)  
"Be Kind to Animals—Don't Eat Them"  
"Vegetarians Are Sprouting Up All Over"

### Vegetarian Journal

**Vegetarian Journal** subscriptions are \$20 per year in the U.S., \$32 in Canada/Mexico, and \$42 in other countries.

### Reprints from Vegetarian Journal

Non-Leather Shoes, Belts, Bags, etc. (\$5)  
Guide to Food Ingredients (\$6)

## Order Form

To order, mail to The Vegetarian Resource Group, P.O. Box 1463, Baltimore, MD 21203; place your order over the phone Mon-Fri 9 a.m. to 5 p.m. Eastern time at (410) 366-8343; fax your order form to (410) 366-8804; or order online at our website: <www.vrg.org>.

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## Eric Sharer Dietitian and Activist

By Mary Herbranson

**I**F YOU LIVE BY THE MANTRA “BE THE CHANGE YOU want to see in the world” and embrace what you believe in, then you can relate to Eric Sharer. Eric is a registered dietitian and a Vegetarian Resource Group volunteer who became vegetarian four years ago after he found a Mercy for Animals/Vegan Outreach pamphlet on a city bus in Providence, RI. Insight into the horrific mistreatment of animals who are produced to satisfy the human palate and the animal rights aspect of the lifestyle fortified his decision. Six months later, he went vegan.

Now, Eric is the Chicago Outreach Coordinator for The VRG. His journey to taking on this volunteer position began several years ago, when he was attending the American Dietetic

Association National Conference and met Co-Director Charles Stahler at the VRG booth. Eric jumped at the opportunity to educate more people about veganism through affiliation with The Vegetarian Resource Group.

“It is significant to play an active role in promoting plant-based diets because the general population does not know about the many benefits, nor can they relate to the rationale behind veganism,” he said.

Eric has promoted a vegan diet time after time, having tabled at a variety of events in the Chicago area. Among these are Veg Fest, VeganMania, the Chicago Green Festival, and most recently, FamilyFarmed EXPO in March 2011.

“I would say the most memorable event was Chicago VeganMania,” he recalls. “This is an amazing *free* event where the entire vegetarian and vegan community comes together to celebrate their lifestyle; showcases

local companies, vendors, and musicians; and opens their hearts to anyone in the public who would like to join them.”

In addition to his activities with The Vegetarian Resource Group, Eric packs his day-to-day life with opportunities to represent and promote the vegetarian movement. As a registered dietitian, he concentrates on helping his clients achieve greater overall health by transitioning towards a more plant-based, cruelty-

free diet. Eric is also working with Mercy for Animals, a non-profit animal advocacy organization, to provide nutrition education to the public at several upcoming events.

Furthermore, a group of physicians and registered dietitians has developed a program with

which Eric was happy to become involved. “I have recently become a Food Life instructor with The Cancer Project, a community-based nutrition education and cooking program that focuses on cancer prevention, defeat, and survival by adopting a plant-based diet,” he explained. Eric will be conducting these courses throughout the Chicago area.

Clearly seeing no limits to how he can inform others about veganism and help the planet achieve an ethical, healthful, sustainable balance, Eric also contributes to presentations at colleges, documentaries, and other animal rights activities.

Now you can begin to envision Eric’s dedication to being the change he wants to see in the world.



**“It is significant to play an active role in promoting plant-based diets because the general population does not know about the many benefits, nor can they relate to the rationale behind veganism.”**

— Eric Sharer

**Mary Herbranson is The Vegetarian Resource Group’s Volunteer Coordinator and Catalog Manager.**



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## Interns Learn Tons From The VRG!

In May 2011, 10 non-vegetarian University of Maryland dietetic interns visited The Vegetarian Resource Group's headquarters to find out how to meet the needs of vegetarian and vegan clients. They learned about nutrition, ingredients such as gelatin and cysteine, vegan options at quick-service chains, items to offer in assisted living facilities and college eateries, and more! The interns did a great job creating vegan menus based on the dietary guidelines and also discussed meals for infants and teenagers. And of course, they sampled vegan foods like almond butter and Sabra hummus.



## Would You Like to Intern With The VRG?

The VRG hosts a variety of internships—short- and long-term, at our Baltimore headquarters and long-distance, for students interested in nutrition, writing, business, advocacy, and other fields. Most of the internships are unpaid, but we offer a two-month, needs-based paid Eleanor Wolff internship as well.

If you would like to intern with The VRG, visit [www.vrg.org/student/index.php](http://www.vrg.org/student/index.php) for complete details about how to apply.