



FRY'S FAMILY FOODS

VEGETARIAN STARTER KIT



WELCOME TO THE FRY FAMILY'S STARTER KIT TO EATING MEAT FREE!

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Mutton Style curry Pie



Blackbean, quinoa and chia Bites



Traditional Burger

At least half of all the greenhouse gases, if not considerably more, are due to livestock production.

It takes 250 litres of water to produce 1kg wheat, and 25 000 litres of water to produce 1kg meat.

FACT

WHAT IS THIS ALL ABOUT THEN?

INTRODUCTION

My journey to vegetarianism started 25 years ago. My wife and daughter were both dedicated lifelong vegetarians and I was a dedicated carnivore who ate three meats and no veg! I finally made the decision to give up "my much loved meat" after doing my own research on animal agriculture, its effect on the environment, my health and the wellbeing of animals. For me it was also an evolution in my spiritual journey.

So how did I do it?

I started experimenting in my kitchen, together with my wife Debbie, developing vegan food that tasted exactly like meat and with high protein levels that I needed to maintain my active sporting lifestyle. I also wanted to ensure that products were healthy and suitable for my young family. Now I am still able to enjoy a traditional South African braai (barbecue), Christmas without the turkey and many other traditional meals.

The experiments in our family kitchen formed the canvas for innovative discovery which led to the establishment of Fry Group Foods. Fry Group Foods is still owned and run, passionately, by my family and has grown in product and stature to where it is today.

To enable others to make the journey towards a cruelty free diet even easier, I have composed this vegetarian starter kit. You will find useful information on nutrition, raising vegetarian children, your health and much more that will make your transition that much easier.

Yours sincerely

Wally & Debbie Fry



"For as long as men massacre animals, they will kill each other. Indeed, he who sows the seed of murder and pain cannot reap joy and love."

Pythagoras, mathematician



TYPES OF VEGETARIAN DIETS.

DEFINITIONS

Flexitarian

Otherwise known as "semi-vegetarianism", is a term used to describe diets that are vegetarian-based with the occasional consumption of meat. Whether you are trying to watch your weight or want to reduce your carbon footprint, reducing the amount of meat you eat each week will help you achieve this.

Vegetarian

Vegetarians do not eat meat, poultry, seafood or game. They rather live on a diet of grains, pulses, nuts, seeds, fruits and vegetables. Most western vegetarians are "Ovo-lacto" as they include dairy and eggs into their diet.

Vegan

A vegan diet contains no animal products at all. Vegans eat no meat, fish, poultry, eggs or dairy. Vegans may also choose to abstain from honey, beeswax and clothing from animals, or any products tested on animals.



"The time will come when men such as I will look upon the murder of animals as they now look on the murder of men."

Leonardo da Vinci, artist and scientist



WHY IS A MEAT FREE DIET BETTER?

For Your Health and Nutrition

On average, vegetarians live longer and are less likely to suffer from four of the leading causes of death: heart disease, cancer, high blood pressure and diabetes. Going meat-free also helps eliminate animal antibiotics and hormones from your diet which are prevalent in modern livestock.

A balanced diet will provide your body with all the nutrients you need to lead an active and healthy lifestyle. Plant-based diets are typically lower in saturated fats, cholesterol, and trans fats. They are also typically higher in fibre and ample protein, iron, calcium, vitamin D, zinc, iodine and Omega-3's can be found in a variety of plant-based foods.



Rearing animals for food has directly led to the outbreaks of E. coli, Salmonella, and other pathogens that contaminate food and drinking water. Studies have also found people living in the vicinity of factory farms suffer in a disproportionate amount from excessive coughing, diarrhoea, burning eyes, headaches, nausea, and respiratory problems¹.

Due to overcrowded, unhygienic, and stressful living conditions; factory farms have to use tremendous amounts of antibiotics to keep animals alive. These are the same antibiotics used in human and veterinary medicine resulting in antibiotic-resistant bacteria being found in the air, groundwater, and soil around farms which may contaminate livestock.

For Animal Welfare

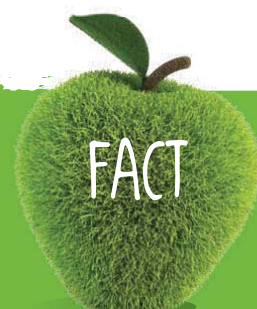
60 billion animals are slaughtered for human consumption each year. The agriculture is no longer like the "Farmer Brown" farms of yesteryear where animals roamed the fields but treats animals as commodities no different to that of steel or plastic. The conditions that livestock are reared in are abominable with animals spending their entire lives in crates or stalls so small that they can never turn around.

Factory farming is synonymous with exploitation and cruelty, if every-day citizens treated domestic animals in a similar fashion they would be arrested for animal cruelty. Adopting a vegetarian diet will help reduce the amount of animals entering into abattoirs each year.



¹ Source: www.nrdc.org/water/pollution/cesspools/cesspools.pdf

It requires 500 times as much land to produce 1kg of beef as it does to produce 1kg vegetables.

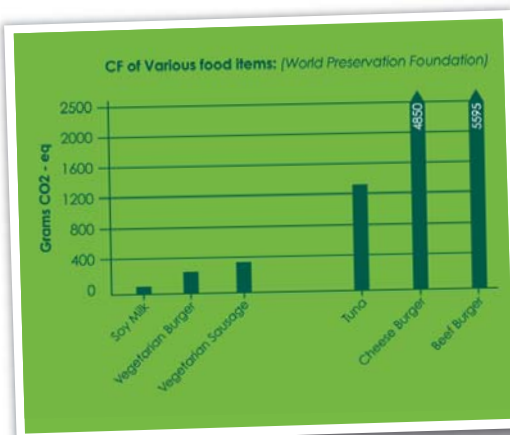


WHY IS A MEAT FREE DIET BETTER (CONT)?

For Your Environment

The negative environmental impact of the meat industry is leaving our planet in a dire state. According to a report by Goodland and Anhang, eating meat causes 50% of all greenhouse gases and is the largest contributor to climate change². A beef burger contributes 5595g of carbon dioxide and equivalents whereas a Vegan Burger contributes only 200g³.

There is a huge spent maintaining pasture for grazing, which could be far more efficiently used to grow food crops. 250 litres of water is needed to produce 1 kilogram of wheat compared to the 16 000 litres of water which is required to produce 1 kilogram of meat. According to the U.S. Environmental Protection Agency, water quality concerns are most pronounced in areas of intensive crop cultivation and concentrated farm animal production facilities.



Livestock farming can lead to overgrazing causing soil erosion, desertification and deforestation. Some 20% of the world's grazing land has already been designated as degraded due to the rearing of animals for their meat.

It is alarming to know that animals caged in U.S. factory farms produce three times more waste than the entire U.S. population. The intensive nature of these farms leads to manure contaminating water supplies and emitting harmful gases such as hydrogen sulphide, ammonia, and methane.

For your pocket.

The food industry would utilise its resources far more cost effectively if there was a widespread shift towards vegetarianism. Gradual reductions in meat consumption would reduce the price of corn, which is extensively used in the production of meat.

For every kilogram of meat-based protein produced, 6kgs of plant-based protein is consumed. A kcal of energy from cheapest meat product (broilers) is 5 times more expensive than the most expensive plant product (peanuts)⁴.

A portion of the taxes you pay each year goes towards subsidising the livestock industry. Between 1995 and 2005, 70% of all Federal Subsidies in the United States went to meat and dairy⁵. In 2007, the European Union (EU) gave a total of 3.5 billion to livestock farmers in the region⁶.

² Goodland, R. & Anhang, J. 2009, "Livestock and Climate Change: What if the key actors in climate change are cows, pigs and chickens?", World Watch, Nov/Dec. Available: www.worldwatch.org/files/pdf/Livestock%20and%20Climate%20Change.pdf

³ World Reservation Fund

⁴ Lusk, J. L. & Norwood, F. B. 2009, "Some Economic Benefits and Costs of Vegetarianism", Agricultural and Resource Economics Review, vol. 38, no. 2, pp. 109-124.

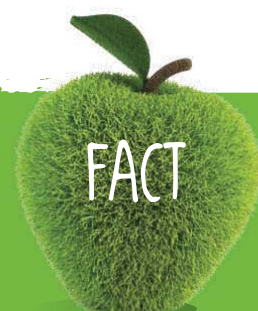
⁵ Physicians Committee for Responsible Medicine (PCRM).

Available: www.pcrm.org/good-medicine/2007/autumn/health-vs-pork-congress-debates-the-farm-bill

⁶ Nutrition Ecology International Center (NEIC). Available: www.nutritionecology.org/download/dossier_CAP_en.pdf

Cows, pigs and sheep bred for human consumption discharge millions of tons of methane, a more potent greenhouse gas than carbon dioxide. Livestock accounts for about 18 percent of greenhouse gases, more than all the world's cars.

UN Report entitled **Livestock's Long Shadow**



WHY IS A MEAT FREE DIET BETTER (CONT)?

What about eggs?

Many people choose not to eat eggs for health and ethical reasons.

Eggs have a high fat content and are loaded with cholesterol. Because egg shells are porous and are produced in crowded conditions on egg farms, they are the perfect host for salmonella. This bacterium is one of the leading causes of food poisoning in the country. Generally, hormones are added to chicken feed to stimulate egg production.

Chickens raised to lay eggs spend their entire life in the confines of a cage, a square foot in diameter with nearly 30% of hens having broken bones by the time they are slaughtered. Sickness and disease run rampant in these squalid living conditions, but in an attempt to minimize costs, even the sickest of hens are denied veterinary care.

Male chicks are also considered useless by the egg industry, since they come from selective egg-laying strains, which are not suitable for meat production. They are discarded by being gassed, ground up alive or thrown into plastic bags or dumpsters.

There are plenty of ways to replace eggs in recipes check out the following tips:

- Add a couple of extra tablespoons of water for each egg skipped to balance out the moisture content of the product.
- Eggless egg replacements are available in many natural food stores.
- Use 1 heaped tbsp of soy flour or corn-starch plus 2 tbsp of water to replace each egg in a baked product.
- Scramble crumbled tofu with onions and peppers seasoned with cumin or turmeric is a fantastic breakfast idea.

What about dairy?

The dairy cow is one of the most exploited of all farm animals. She is subjected to a constant cycle of pregnancies through artificial insemination to ensure commercial quantities of milk. Many dairy cows are also being incarcerated in factory farms and may never even see the sun.

Milk also contains saturated fat, cholesterol, allergenic proteins, lactose, and frequent traces of contamination. There has also been a link made with type 1 diabetes (juvenile-onset) made with milk.

There are plenty of dairy-free alternatives available at retailers and health shops, just ask your local store manager.

What about honey?

As with all types of intensive animal farming; bees are subjected to unnatural feeding routines, drug and pesticide treatment as well as artificial insemination, death and injury caused by handling.

Asthma and allergy sufferers are strongly advised not to have honey. Alternatives to honey include syrups such as maple and agave.

"What is it that should trace the insuperable line? ...The question is not, Can they reason? nor, Can they talk? but, Can they suffer?"

Jeremy Bentham, philosopher



WHY IS A MEAT FREE DIET BETTER (CONT)?

Vegetarian sources of nutrition

We don't need to consume animals to be healthy; the opposite is in fact true! Nutrition experts worldwide advise us to increase our consumption of plant-based foods to help reduce cholesterol and saturated fat.

You can get all the nutrients you need from a balanced and varied plant-based diet.

Vitamin A | Improved Vision | Bone Growth | Healthy Immune System

Sweet potatoes, carrots, spinach, green leafy vegetables, watercress, tomatoes, bell peppers, mangoes and apricots.

Vitamin B12 | Sound Nervous System

Yeast extracts (such as Marmite), nutritional yeast flakes, fortified soya products (e.g. milk and margarine) and breakfast cereals. If it is more convenient take one 10 microgram B12 supplement daily.

Vitamin C | Clear Skin | Strong Gums | Healthy Immune System

Green leafy vegetables, frozen peas, broccoli, oranges and other citrus fruits, cabbage, blackcurrants, green peppers, parsley, potatoes and kiwi fruit.

Calcium | Strong Bones | Healthy Kidney | Healthy Heart

Breakfast cereals, soya milk, nuts, seeds, tofu, wholemeal bread, green leafy vegetables and dried fruit.

Iron | Increase Energy | Healthy Immune System | Eliminate Fatigue

Cooked spinach, spirulina, cooked soya beans, pumpkin seeds, Quinoa, tomato paste, dried peaches, prune juice and lentils

Omega 3 | Strong Mind | Sound Nervous System | Healthy Heart

Flaxseed, chia seeds, hemp. To a lesser extent Omega 3 can be found in nuts, green leafy vegetables and grains.

Protein | Energy | Cell Growth | Body Repair

Fry's Family Foods has a range of products which contains all 8 essential amino acids and between 10-20g of protein per 100g. This makes it really quick and easy to get all the protein you need. Other sources include rice, Quinoa, tofu, legumes, pulses, wholegrains, soya milk and fortified cereals are rich sources of protein.

Potassium | Water Balance | Lower Blood Pressure | Healthy Heart

Bananas, pumpkin, potatoes, strawberries, tomatoes, brazil nuts, chickpeas, oranges.

Zinc | Healthy Immune System | Promotes Wound Healing

Wholegrains, brown rice, baked beans, lentils, pumpkin, sesame seeds, nuts, tofu.

(When asked what he would eat if he was in a desert with no food in sight except a cow) "I'd find out what the cow was eating and join it."

Benjamin Zephaniah



PREGNANCY AND THE VEGETARIAN DIET.

With a well-planned diet all the nutrients you and your baby need can be found by eating vegetarian.

Start Early: Eating healthy before you become pregnant will increase your body's store of nutrients needed for the development of your baby.

Maintain Steady Weight Gain: Aim for one to two kilograms total during the first trimester and then about one to two kilograms each month during the second and third trimesters.

Consult your doctor regularly.

Focus on the following nutrients during your pregnancy to ensure your baby gets the best start in life possible.

Calcium: Have plenty of tofu, kale, broccoli, beans, tahini, sunflower seeds, fortified soya milk and calcium-fortified cereals and juices.

Vitamin D: Spend some time in the sun! 20 to 30 minutes in direct sunlight on your face and hands three times is all you need. Otherwise cereals and rice milks are fortified with vitamin D.

Vitamin B12: Make sure you get plenty of B12 by including fortified foods in your diet such as cereals, meat alternatives such as Fry's, soya milk and yeast extracts. Be on the lookout for cyanocobalamin on the label, it is the most absorbable form B12.

Iron: Iron is abundant in a plant-based diet. Beans, dark green vegetables, dried fruits, nuts and seeds as well as whole grain and fortified breads all contain iron. However, regardless of diet some women need to take iron supplements, consult your doctor for more information.

Protein: During pregnancy your protein needs increase by around 30%. Most vegetarian women eat more than enough protein to meet their needs during pregnancy but it may be worth to note that you should be including protein-rich foods such as Fry's Family range of meat free products, legumes, nuts, seeds, vegetables and whole grains.

Breastfeeding

The guidelines for breastfeeding mothers are similar to those for pregnant women. Milk production requires more calories, so you will need to boost your food intake a little bit.



"If slaughterhouses had glass walls, everyone would be a vegetarian."

Paul McCartney



VEGETARIAN DIETS FOR CHILDREN.

Making sure your child eats correctly from an early age will stand them in good stead going into the future. Choosing a vegetarian diet will give your child the chance to enjoy a varied diet of delicious, nutritious food. A vegetarian diet provides excellent nutrition at all stages of childhood.

Infants

The longer you breastfeed your baby the better, because breast milk is the best food available for new-born babies. If your baby is not being breast-fed, soy formulas are a good alternative and are widely available. It is not advisable to use commercial soymilk for infants. Your baby has special needs and requires a soy formula developed especially for them.

Women who are vegetarian and breastfeeding should also include good sources of vitamin B12 in their diets, as intake can affect levels in breast milk. A multivitamin can be taken as directed by your doctor to supplement your diet as well as choosing fortified foods such as cereal and yeast spreads. Breast milk or infant formula should be used for at least the first year of your baby's life.

At about 6 months of age, or when baby's weight has doubled, other foods including solids can be added to the diet.

5 to 6 months

At this age you can introduce iron-fortified infant cereal. Try a rice cereal first, mixed with some breast milk or soy formula, since it is the least likely to cause allergies. After that, offer oat or barley cereals. It is recommended by most paediatricians to hold off on introducing wheat until the child is at least 8 months old, as it tends to be more allergenic.

6 to 8 months

- Introduce vegetables. They should be thoroughly cooked and mashed. Potatoes, green beans, carrots, and peas are all good choices.
- Introduce fruits. Try mashed bananas, avocados, strained peaches, or applesauce.
- Introduce breads. By 8 months of age, most babies can eat crackers, bread, and dry cereal.
- Introduce protein-rich foods. Also, by about 8 months, infants can begin to eat higher protein foods like Fry's, tofu or beans that have been cooked well and mashed. Fry's suggest using the Fry's Vegetarian Mince or the Veg Express Cottage Pie – be sure to mash well.



Contact Tammy or Hayley Fry for tips & hints on raising vegetarian children

"Nothing will benefit human health and increase chances of survival for life on earth as much as the evolution to a vegetarian diet."

Albert Einstein, physicist, Nobel Prize 1921



VEGETARIAN DIETS FOR CHILDREN (CONT).

Children and Teens

Fry's have a great range of child friendly options that are vegan and free from antibiotics, hormones, MSG, preservatives, artificial colours, trans fats or cholesterol, but are high in protein and fibre. Below is a suggested daily meal plan for children and teens of various ages.

Try the Meat Free POPS, Nuggets, Hot Dogs, Burgers, Sausages, Slicing Sausage and Pies. Vegetarian children need not miss out.

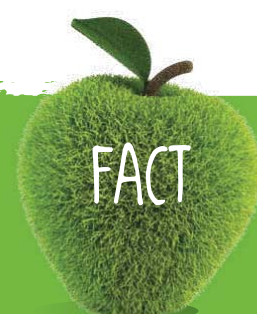


Daily Meal Plan

	1-to 4-year olds	5- TO 6-Year-Old s	7 - TO 12-Year-Old s	13- TO 19-Year-Old s
Whole grains	4 servings	6 servings	7 servings	10 servings
Vegetables	2 to 4 tablespoons dark green vegetables 1/4 to 1/2 cup other Vegetables	1/4 cup dark green vegetables 1/4 to 1/2 cup other vegetables	1 serving dark green vegetables 3 servings other vegetables	1 to 2 servings dark green vegetables 3 servings other vegetables
Proteins	1/4 to 1/2 cup legumes OR 60-80g Fry's	1/2 to 1 cup legumes OR 80-100g Fry's 2 servings soymilk or other non-dairy milk	2 servings legumes OR 120-140g Fry's 3 servings soymilk or other non-dairy milk	3 servings legumes OR 150g Fry's 2 to 3 servings soymilk or other non-dairy milk
Fruits	3/4 to 1 1/2 cups	1 to 2 cups	3 servings	4 servings

See our 7 day Meal Plan for Men and Women Vegetarians – the meal planner includes recipes and full 7 day meal plan taking into account all the nutrients required for a healthy vegetarian adult.

If all Americans ate no meat, chicken or fish for just one day a week, this would result in the same carbon savings as taking 19.2 million cars off the road in the USA for an entire year, or save gas emissions equivalent to 46 million return flights from New York to Los Angeles.

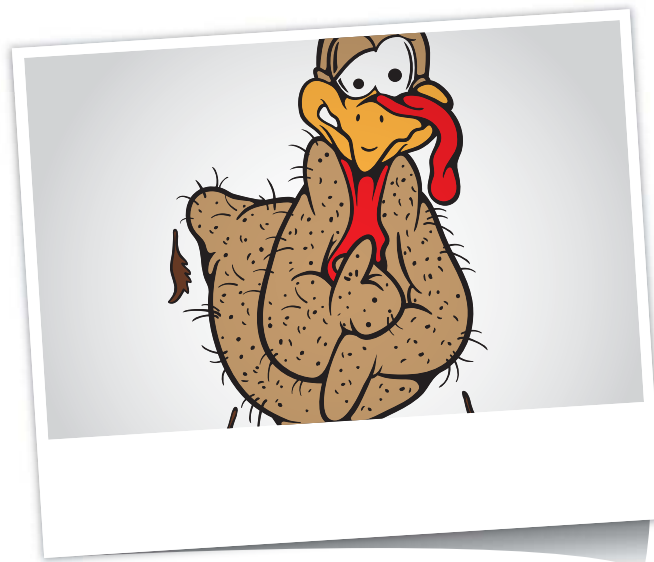


TIPS TO GO VEGETARIAN.

To make sure you don't miss anything from your diet, you should gradually change your eating habits. Try one day a week then move it to two and the next thing you know, you will have stopped eating meat altogether.

Don't go cold turkey!

If you stop eating meat you can swap out a beef burger for our Traditional Burger or chicken pie for our Country Mushroom Pie. This means you will keep getting that meaty taste and easy protein but won't have a stain on your conscious. From there you can eventually drop eggs and dairy from your diet and adopt an entirely animal-free diet.



Have fun with vegetarian versions of your favourite meals

Choose from over 100 delicious vegan and vegetarian recipes on our website (www.frysvegetarian.co.za/great-recipes/) compiled by our loyal customers, the Fry's Family and celebrity chef Jodi-Ann Pearton. Cooking vegetarian using our recipes will make the switch to a meat-free diet easy and you can do it without having to miss out on old favourites such as Spaghetti Bolognese or Chilli Con Carne (emphasis on con!).

Eating out

Almost all restaurants offer vegetarian entrees on their menu. If not, ask your waiter what meat-free options are available. Most chefs will happily whip you up something delicious in no time, they might appreciate the challenge! Many restaurants in South Africa offer our food as another option on the menu. You can find Fry's at Steers, Spur, Kauai, Nino's and Subway.

Get the right balance

People who follow a healthy vegetarian diet plan are more likely to consume the right amounts of essential nutrients than those following a typical diet. So don't be a carbo-vore and remember to include foods from the vegetarian sources of nutrition in section 4.

Charles Darwin
George Bernard Shaw
H.G. Wells
Leonardo Da Vinci
Mark Twain
Peter Singer
Plato
Thomas Edison

William Wordsworth
Alicia Silverstone
Dustin Hoffman
Annie Lennox
Bob Dylan
Bryan Adams
Chris Novoselic
Brian May

George Harrison
Kirk Hammet
Moby
Morrissey
Paul McCartney
Claudia Schiffer



TIPS TO GO VEGETARIAN (CONT).

Here is a sample of a ladies meal plan for a day.

BREAKFAST

½ cup bran Flakes

1 cup fat-free cows milk/soya milk

1 small banana

MID MORNING

1 apple (small)

175ml fat-free yoghurt/soya yoghurt

LUNCH

1 seed roll

1 Veg Spiced Burger

Salad

AFTERNOON SNACK

3 Provitas

¼ avo

SUPPER

1 cup butternut

1 Fry's Schnitzel

1 small banana

EVENING SNACK

1 nectarine

Go to our website (www.frysvegetarian.co.za) for the 7-day vegetarian challenge and get the kick-start you need to make your veggie transition even easier!

Attitude, Attitude, Attitude

Becoming vegetarian is a process. Give yourself time to develop new eating habits. Soon your new diet will become second nature as you learn where to find wonderful vegetarian choices. Having other vegetarians in your life will make your new compassionate way of eating easier. Get involved with local vegetarian and animal rights groups to meet like-minded friends. Remember you are making a big difference in your own life as well as in the lives of countless animals.

Remember to stay positive - as with anything new, you will have your ups and downs.

"I am not a vegetarian because I love animals; I am a vegetarian because I hate plants."

A. Whitney Brown





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