



# THE GREAT AMERICAN MEATOUT

*The World's Largest Grassroots Diet Education Campaign*

## Meatout 2007 Events Report

Throughout the month of March, activists around the world took part in the 23<sup>rd</sup> annual observance of Meatout, celebrating with this year's theme, "**Stop Global Warming!**" Over a thousand communities in all 50 states and 26 other countries welcomed spring with colorful educational events ranging from information tables, exhibits, and lectures to cooking demonstrations, receptions, and elaborate festivals. Participants asked their friends, family, and neighbors to "Kick the Meat Habit" and to explore a healthy, compassionate diet.

**Energizing "lifefestivals" took place in major cities across the US.** In **Atlanta**, the *Black Vegetarian Society of Georgia* coordinated a Veg Food & Wholistic Health Fair. **Baltimore** hosted a Meatout Animal Aid Concert. Sponsored by *Bob Pyle* and the *Baltimore Animal Rights Coalition*, this spectacular event featured continuous music, exhibitors, vegan food, and a big benefit auction. The *Boston Vegetarian Society* hosted a vegan buffet dinner complete with a cardiologist speaking on vegetarianism and heart disease in downtown **Boston**. In **Brainerd**, MN, local activist *Theresa Flinck* and the *Brainerd Area Friends of Animals* invited community members to fun food festivities. The *Black Vegetarian Society of New York* hosted a Meatout bash in **Brooklyn**. In **Dallas**, the *Black Vegetarian Society of Texas* and *Vegetarian Network of Dallas* invited guests to a day of veg food samples, door prizes, health screenings, cooking demos, films, guest speakers, and more. *VegMichigan* hosted a Meatout bash in **Detroit**. More than 1,200 visitors stopped by for cooking demos, food samples, exhibitors, literature, videos, and speakers, including Michael Greger, MD. In **Indianapolis**, more than 300 people enjoyed a gigantic veg buffet complete with exciting raffles and other festivities, thanks to the *Indy Veg Society* and *CHACE (Connecting Hoosiers for Animal Concerns & Education)*. The *Vegetarian Society of East Tennessee* expects 300 visitors for their annual Meatout event this April in **Knoxville**. Activist *Barton Lewin* coordinated a Meatout educational celebration in **New York City**, with a panel of experts discussing the benefits of a plant-based diet. The *Vegetarians of Washington* celebrated with thousands for the VegFest in **Seattle**. Attendees were treated to a day of veggie fun, with more than 500 different food samples, cooking demos by chefs from all over the country, presentations from doctors and dieticians, and tons of literature. In **St. Louis**, hundreds gathered with the *St. Louis Vegetarian Society* for dinner, speakers, and exhibitors. *PAR (People for Animal Rights of CNY)* in **Syracuse** participated in a Health Fair Extravaganza to distribute materials about the link between global warming and meat consumption.

Other communities got creative in educating others with unique, attention-grabbing events. Loyal FARM activist, *Dezeray Rubinchik* and more than 20 other **Philadelphia** activists distributed a thousand leaflets near their massive "Make The Connection" exhibit in the extremely busy Market East train station. They then distributed another 1,200 handouts at the St. Patrick's Day Parade. *Ronnie Steinau* and the *Animal Protection and Rescue League* created a "Veggie Float" to participate in the **San Diego** St. Patrick's Day Parade. Dressed as "Lettuce Girls" and animals, the riders held signs and distributed leaflets to attendees.

In the **nation's capital**, FARM and volunteers held the annual Congressional Meatout Reception, welcoming 250 congressional staffers to a vegan feast, speakers, videos, and literature. Check out the Congressional Reception Report. Exciting activities continued on Capitol Hill throughout Meatout week. Activists joined a global warming demonstration to raise awareness about the link between animal agriculture and global warming. The *Vegetarian Society of D.C.* set up an information table in front of the National Mall.

**More than 65 universities and colleges throughout the U.S.** represented Meatout 2007. These included *Alabama, American, Florida, Michigan, Minnesota, Montana, New Hampshire, New York, North Texas, Northwestern, Ohio, Rhode Island, Sarah Lawrence, Texas Law School, Vermont Law School, Xavier*, and many more. The environmental club at **Black Hawk College** spent two days distributing tasty vegan goodies and literature.

*Students for a Vegetarian Ethic (SAVE)* at **Cleveland State University** asked fellow students to sign the Meatout Pledge while offering food samples. At **Marist College** in **Poughkeepsie, NY**, *Robin Henderson* and the *FoxP.A.W.* group hosted Meatout festivities with veg vendors, food samples, pamphlets, and a pig mascot. Students who signed the Veg Pledge, got to keep a picture of themselves next to the mascot. Meatout organizers at **Penn State** were confronted with a rebuttal event by the Pennsylvania Beef Council. [Read this news article](#) to see our response! **Savannah College** students offered a two-week “Vegetarian Challenge.” **University of Central Florida** students paraded around campus with visual displays while leafleting.

**Youth outreach** was at an all-time high with both teachers and students hosting Meatout events in **50 elementary and high schools** across the nation. In **Brooklyn**, *Tiffany Lo* and the *Paws Out for Humanity* student group at **Midwood High School** educated peers with an info table designed to provide support, collect pledges, and answer questions. Meatout co-sponsors, *Mercy for Animals* visited schools throughout **Chicago** and **Cleveland** to raise awareness. *Vicky Coiner*, a school nurse at **Barron Elementary** in **Hampton, VA** educated teachers and students about the benefits of plant-based eating by offering food samples and distributing information. The *American Vegan Society* set up at **Cape Henlopen High School** in **Lewes, DE**, offering information, books, literature, and more. *Sharleen Leahey* in **Somerville, NJ** introduced students at **Somerset County Vocational & Technical High School** to delicious meat-alternatives. Click here to read a local write-up.

**Religious groups** got active to spread the message of compassion within their communities. *Compassion for Creatures* hosted an information table, broadcasts of “Meet Your Meat,” and samples of animal-friendly foods at **Unitarian Universalist Church of Arlington** in VA. *Pat Manning* organized Meatout at the **Seventh Day Adventist Church** in **Farmingdale, ME**. The fellowship room was full of guests eagerly visiting the display tables with themes, munching on vegan food, participating in drawings for prizes, and talking with a wholistic medical doctor. The church followed up the festivities with four vegan cooking classes. The *Peace Abbey Multi-Faith Retreat Center* in **Sherborn, MA** offered a veg cooking class, delicious food samples, videos and handouts, and exhibits. *UUFETA (Universalist Unitarians for Ethical Treatment of Animals)* hosted Meatout in **Sunnyvale, CA** with Colleen Patrick-Goudreau of *Compassionate Cooks*, videos, informational tables, and a cruelty-free lunch.

Throughout March, nearly **60 Humane Societies and sanctuaries** set up displays and offered visitors free Veg Starter Kits. *Busch Wildlife Sanctuary* in **Jupiter, FL** went above and beyond, offering visitors samples of cruelty-free cuisine, literature, and more. A hundred people stopped by for Gardenburger Riblets, SoyBoy Ravioli, and Tofurky; youngsters enjoyed vegan gummy bears and participated in a Soy Pudding Eating Contest.

Retailers jumped on board, with **70 participating health food stores and restaurants** highlighting Meatout displays, veg products, and more throughout the month. In **Bowling Green, OH**, *Squeaker's Vegetarian Café & Health Food Store* celebrated with organic vegan food samples, live entertainment including a “Jam Fest,” a dancing cow & chicken, and literature. **Chicago's** famous all-veg fast food restaurant, *Veggie Bite*, hosted an exciting Meatout festival for customers with speakers, live entertainment, and much more. *Healthy Alternative* in **Dayton, OH** featured food, pamphlets, and giveaways. *Arnold's Way Vegetarian Café* in **Lansdale, PA** wowed customers with a full day of Meatout fun. *Wild Oats Market* in **Memphis**, donated space for a cooking demo and \$200 worth of meat-alternatives local groups to host a Meatout event. *Food Awareness* and the *Memphis Area Animal Rights Activists (MAARA)* coordinated a cooking demo, distributed literature, and decorated the store with Meatout posters and copies of the official Meatout Proclamation signed by the Memphis Mayor! *Web of Life Natural Foods Market* in **Westlake, OH** highlighted a display and meat-alternative samples at their vegan deli.

**Libraries** provided a great outreach location for activists seeking to set up exhibits, host video screenings, and more. The *Vegetarian Society of Richmond* in VA hosted a screening for 40 attendees of Al Gore's film “An Inconvenient Truth.” Throughout the entire month of March, *For Animals* set up an exhibit and offered handouts, stickers, and coupons at the local library in **Traverse City, MI**.

**Overall outreach for Meatout 2007 was a major success! Activists a total of 50,000 colorful Meatout postcards** offering free Veg Starter Kits and colorful weekly *Meatout Mondays* e-newsletter (great for Earth Day too!).

**Hundreds of bus cards** are carrying the Meatout message in major cities. **Billboards** are in the works - [click here](#) to donate. **Letters to editors** carried the Meatout message in **180 newspapers nationwide**, while media interviews further raised public awareness. **Requests for Veg Kits from FARM more than tripled during March**, with 2,300 Veg Kits mailed to inquirers.

National burger chain, **Johnny Rockets offered a free Boca burger special** throughout March. All-Yours greeting card company designed special [Meatout greeting cards](#). **Celebrity headliners** included *Alicia Silverstone, Casey Kasem, Joaquin Phoenix, James Cromwell, Mary Tyler-Moore, Ed Asner, Jennie Garth, and Bill Maher*.

**Proclamations** urging citizens to explore a wholesome, nonviolent diet of vegetables, fruits, and grains were issued by mayors and governors. Meatout proclamations were issued in **Connecticut, Illinois, and New Hampshire**. Mayors of the following cities also participated: **Cincinnati, El Paso, Honolulu, Houston, Memphis, Pittsburgh, and West Palm Beach**.

**International representation** made Meatout 2007 an international success with participation from groups in **26 other countries**. Meatout websites were launched in **German** and **French**, with nearly two dozen event listings on each site. French group, *Mangez Végétarien* set up info tables on busy streets and displayed footage of factory farms and slaughterhouses in Paris, Lyon, and Nice. Activists in **Canada** helped spread the word. The *Montreal Vegetarian Tasters* held a Meatout discussion with 200+ members. *Windsor's Animal Action Group* coordinated a vegan dinner with guest speakers. *Wild At Heart Canada* hosted a delicious public vegan buffet and movie showing in Toronto. Students at *Wilfrid Laurier University* in Waterloo, ON hosted a Meatout booth, food, entertainment, and leafletting in the middle of campus for an all-day event.

*Animal Friends Croatia (AFC)* held a Meatout activities in Zagreb with food samples and literature to encourage plant-based eating. *AnimaNaturalis* hosted events throughout Latin America to represent **Argentina, Chile, Ecuador, México, Perú, Spain, Uruguay, and Venezuela**. Nearly 20 events took place throughout **India** including, info tables, leafletting, rallies, demos and festivals. Activist *Arnoud Koenen* posted Meatout posters in various cities throughout the **Netherlands**. Other participating countries include **Australia, Belgium, Brazil, Ireland, Kenya, Nigeria, Romania, Russia, Switzerland, Uganda, Ukraine, Uruguay, and UK**.

**What's Next? Earth Day is April 22nd! Let others know about the environmental impacts of eating meat. Visit [www.CoolYourDiet.org](http://www.CoolYourDiet.org) to find out how to get active.**

*Meatout observances have been coordinated since 1985 by FARM (Farm Animal Reform Movement), a nonprofit educational organization in the nation's capital. This year's observance was co-sponsored by In Defense of Animals, Soy-Boy, E-Magazine, Vegetarian Times with activity support from PETA, Mercy For Animals, and Vegan Outreach.*

Supporting Meatout Manufacturers donated their delicious products to demonstrate that great health can also have great taste! Special *Thanks to these Meatout Manufacturers:*

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***For more information, please visit [www.meatout.org](http://www.meatout.org) or call 800-MEATOUT (632-8688).***