



If you think hurting animals is wrong, you already believe in going vegan.

STOP THE DEMAND, END THE VIOLENCE.

## What is veganism?

"Veganism is a way of living which seeks to exclude, as far as is possible and practicable, all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose."

This definition was coined in 1944 by the co-founder of The Vegan Society, Donald Watson.

Animals are living, feeling beings.

Animals are not things.

Vegans avoid exploiting and causing harm to animals.

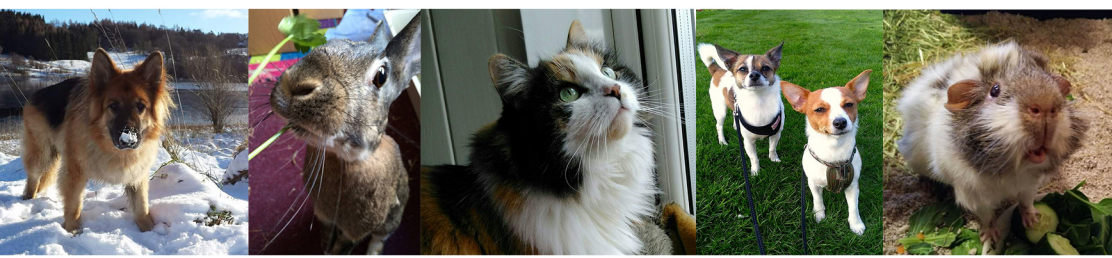
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## Why should you go vegan?

If animals matter at all, we should all be vegan. Do they matter to you?

Do you have a companion animal? If you do, or if you have spent any time with an animal, you will know that they can be happy, sad, cold or hungry, just like us. You know they feel and love, just like us. You know they are a living being and not a thing. You would never do anything to hurt them. You would never pay anyone to hurt them for you.

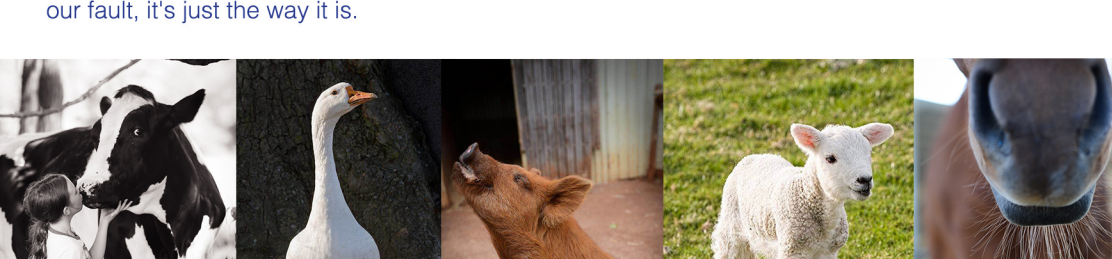


Of course you think your companion animal is special. They are. All animals are special. All animals feel. All animals are just like us in fundamental ways; in the ways that matter.

**They all have eyes. They are all beings. They all feel. They all want to live.**

This is self-evident when you think about it. Yet billions of animals are exploited, hurt and killed every year because humans use them for food, clothing, entertainment and other purposes - all of them totally unnecessary. They are all used as objects. They are all exploited. They are all hurt. Most of them are killed. All of this violence is totally unnecessary. All of it is caused by our demand.

Between us and the animals we consume are breeders, social acceptability, killers, cutters, packagers, distributors, vendors, cooks and the veneer of social acceptability. This distance, these degrees of separation, allow us to believe that we are not involved in the exploitation. We are not the breeder, the killer, the cutter. We are only the consumer. It is not in our control, it's not our fault, it's just the way it is.



No, that's not just the way it is. It's what happens because we demand that it happens. We pay the restaurant and the supermarket, they pay the distributor who pays the packager, the cutter, the killer, the breeder. Our money, our demand, our actions lead directly to the animal.

We make a choice. We make a choice every time we hand over our money. We either use our money to support the use, abuse and killing of animals, or we don't. It's that simple.



Don't take our word for it. Have a look at the external sources on our website page [Why Should I Go Vegan](#).

## How do you go vegan?

Going vegan is simple...

All you need to do is make a decision that you will not pay for the exploitation of animals any more, then live by that, that's it. Everything else will fall into place behind that.

Going vegan is the single most important thing you can do for animals. It doesn't depend on anyone else. You don't have to wait for government intervention or societal change. You just make a decision to change your own behaviour and then do it. It's completely empowering, will be one of the best decisions you ever make, and your only regret will be that you didn't do it sooner!

Don't put it off thinking you need to purge your life of animal products first. You don't. Don't go on a lengthy spiritual journey hoping to discover your vegan self. Just make the decision, then live by that decision. That's the journey.

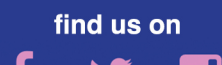
Living vegan is easy...

**Food:** You're not going to spend your money on products that rely on animal exploitation. So you're not going to buy meat, dairy, eggs, honey or anything that contains them. There's a whole world of delicious, nutritious, vegan food to choose from. Obviously there's fruit, vegetables, nuts, seeds, legumes, grains, herbs and spices, but there is also an abundance of packaged foods that can be picked up in all the major supermarkets.

For a list of all the vegan foods you can buy locally see our Facebook albums or our website under [How Do I Go Vegan - Vegan Food](#).



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**Clothes:** Many clothes are free of animal derived materials. Your wardrobe will already be full of them. They'll be made from cotton, acrylic, linen, polyester, nylon, hemp...etc. There's vegan leather, vegan down-style coats, and silky man-made materials, so there is no need to wear the skin or feathers from animals. The abundance of vegan options range from high street budget buys to top end designer gear.

**Other Products:** In regards to beauty, toiletries and household products, vegan means 1) not tested on animals 2) does not contain any animal ingredients.

For more information have a look at our Facebook albums or our website under [How Do I Go Vegan - Non Food Products](#)



## Other Benefits of Going Vegan

**Environment:** It has become increasingly clear that we must switch to a plant-based diet if we are to have any chance of addressing climate change. Our consumption of animal products has one of the most devastating impacts on the environment than all of transport put together. If you recycle, if you're conscious of your energy use, if you care about the environment at all, you should be vegan.

**Health and Fitness:** The single best thing we can do for our own health is to stop consuming animal protein. There is a huge amount of misinformation on nutrition and health, but official bodies now recognise that a vegan diet can be perfectly healthy, and independent sources tell us that it is the most healthful way to live. A plant-based diet is also increasingly cited by sports people as better for performance as well as recovery. Think you can't be vegan because your into sport? Think again!



Don't take our word for it. Check out the external sources on our website page [Why Should I Go Vegan - Other Benefits of Going Vegan](#). You'll find links to various studies as well as clips from a variety of athletes and body builders.

## Living in a Non-Vegan World

We've given you the key essentials to get you started. Beyond that, one of the best things you can do is get connected to a few groups and pages on Facebook, for hints and tips about living as a vegan. There is a wonderful vegan community in Scotland. Of course you can do your own vegan thing, but the support and community is there if you want it.

You can be whatever kind of vegan you want to be: a health and fitness vegan or a junk-food vegan; an active, community vegan or a quiet, go it alone vegan; an alternative lifestyle vegan, or a corporate vegan. We come in all shapes and sizes. What's important is to be vegan. However you chose to do it, do it!"

**Stop the demand, end the violence.  
Together, lets turn Scotland vegan!**