

FIVE STEPS TO VEGAN

GOING VEGAN DOESN'T HAVE TO BE HARD.



FIVE STEPS TO VEGAN

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INTRODUCTION

WHY VEGAN?

Congratulations and welcome to **Keep It Vegan!** By abstaining from the use of animal products in your diet and in your life, you've started down a path you'll never regret: one of true compassion and true health.

Since you've joined our newsletter, you've likely done at least a little research into becoming vegan and why it might be best for you. But in any case, we'd like to list some of our favorite reasons why people adopt the vegan lifestyle:

- A diet of plant protein is proven to increase life expectancy, help prevent cancer, help maintain a healthy weight, and even reverse heart disease.

- The vegan lifestyle puts a fraction of the strain on the environment as its meat-eating counterpart.
- Live in peace knowing you haven't played a part in harming the 47 billion farm animals used for food each year.

There among countless other specific reasons involving health, sustainability, morality, and spirituality.

Becoming vegan is one of the world's fastest-growing lifestyle movements, with over 10 million worldwide, and more people transitioning every single day.

STEP 1

CRUSH PEER PRESSURE

One of the most difficult aspects of becoming vegan can, sometimes surprisingly, be peer pressure!

Adopting the plant-based lifestyle can come off as a “radical” move to some people. This is because most people have become accustomed to eating meat due to its convenience and tradition.

But remember: you’re not living for them. You made this decision because you either wanted or needed a significant change in your life. It’s a personal journey.

They may not know the thought, research, and effort you’ve put into this decision and it may seem foreign to them.

STEP 1: CRUSH PEER PRESSURE

Have patience with others who don't understand right away and who knows - they may come away from the conversation with an interest to try the lifestyle themselves.

STEP 2

UNDERSTAND THE BASICS OF NUTRITION

Now that you've joined the green side, you're able to take advantage of all the nutritional benefits our plant foods have to offer!

Here are the major elements and why they're important:

Keep a close watch on calories

Calories are the units of energy we absorb when eating food. Consuming the proper amount of calories is vital to overall health and energy production.

The USDA recommends men between the ages of 19-35 to have between 2600 and 3000 calories daily (depending on activity level). Women between 19-35 are

*STEP 2: UNDERSTAND THE
BASICS OF NUTRITION*

recommended to have between 2000 and 2400.

Protein is essential to the body

Protein is essential to the foundation and proper healing of bones, muscles, tissue, hair, and nails.

The USDA recommends that men need around 56 grams of protein daily, while women need around 46 grams.

Find your phytonutrients

Phytonutrients are the living enzymes present in plant foods. The two types (flavonoids and carotenoids) have benefits including anti-cancer properties, heart disease prevention, and antioxidants.

Living enzymes are the key to good health, as they provide life-giving cells to your

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living body!

Bold B vitamins

B vitamins play a vital role in energy production, metabolism, nerve function, and generally assuring the body is functioning as it's meant to.

In addition to the above nutrients, it's essential to research and pay special attention to other micronutrients like iron, magnesium, zinc, and Omega 3s.

Do I need a multivitamin?

A multivitamin can be a great way to ensure you receive your daily dose of important vitamins and micronutrients if they're not present in your diet. When choosing a multivitamin, opt for a plant-based product with ingredients sourced from whole foods.

STEP 3

CREATE A ONE-WEEK MEAL PLAN

One of the first things to consider as a vegan: what will you eat? Rule No. 1: Diversity in your meals is incredibly important.

It's easy to develop a habit of eating foods simply "because they're vegan" while overlooking the ingredients.

We have great news: now that you're in the plant-based realm, you've opened the door to hundreds more possibilities when creating your meals.

Here are some of our favourite recipes that require minimal effort to make - one for each meal of the week:

STEP 3: CREATE A ONE-WEEK MEAL PLAN

DAY 1

Breakfast

Muesli + coconut yogurt

Lunch

Veggie wraps with kale chips

Dinner

Portobello mushroom burgers with sweet potatoes

DAY 2

Breakfast

Whole grain toast + peanut butter

Lunch

Rice, bean, and spinach salad with tahini dressing

Dinner

Seitan fajitas with grilled vegetables

STEP 3: CREATE A ONE-WEEK MEAL PLAN

DAY 3

Breakfast

A variety of fresh fruit

Lunch

Noodles with vegetables and peanut sauce

Dinner

Southwestern burritos with avocado and corn

DAY 4

Breakfast

Oatmeal with almonds, frozen fruit, flax, and chia seeds

Lunch

Lemon quinoa

Dinner

Vegetable and black bean quesadillas

STEP 3: CREATE A ONE-WEEK MEAL PLAN

DAY 5

Breakfast

Blueberry waffles with hazelnut spread

Lunch

Gyro with buffalo-seasoned chickpeas, tomatoes, and salad

Dinner

Garlic pasta with roasted tomatoes

Enjoy the deliciousness of this exciting and varied 5-day plan!

STEP 4

RESIST TEMPTATION

As a vegan, you're in for a major life change...in the best way possible.

You'll go about your days feeling light, healthy, and your body will be working as it should.

You'll live your days guilt-free, as your diet is no longer a contributor to the genocide of animals, the destruction of the environment, or a detriment to your own body.

However, this only works if you're able to successfully resist temptation.

Adopting a new diet can sometimes be tough, especially when it's a far stretch from your old one.

Keep in mind: you're empowering yourself with every decision you make, and your body will thank you for it!

We like to think of veganism more as a lifestyle upgrade than simply a lifestyle change.

Remember that you chose this way of living for a reason. Let that reason power you through the temptation and propel you up to a higher standard of living.

STEP 5

VEGAN FAQ

Is it more expensive to be a vegan?

It doesn't have to be! In fact, plant-based foods are some of the least expensive foods in the world: rice, grains, beans, fruit, and vegetables.

Now that I'm a vegan, am I automatically healthy?

Definitely not. As discussed in Step 3: Create a One-Week Meal Plan, fat, salt, and sugar are all completely natural.

One can survive a vegan diet of toaster pastries, peanut butter sandwiches, chips, and cookies, but we recommend a diet of pure, wholesome, nutrient-dense vegetables, fruits, nuts, and seeds.

How can I find vegan restaurants in my area?

One of the best (and most fun) ways to find vegan restaurants in your area is to use one of the specialised smartphone apps.

The **HappyCow** and **Vanilla Bean** apps are excellent for finding tasty vegan and vegetarian locations, complete with in-depth reviews and price indicators.

Are humans natural carnivores?

In 2015, the World Health Organization released conclusive findings demonstrating that processed meat directly causes cancer.

Additional research shows that humans are missing essential elements necessary to label them a carnivore. For example, carnivores in the animal kingdom have short digestive tracts, curved fangs, and

sharp claws. In addition, carnivores are able to eat raw meat.

Am I hurting plants by eating exclusively plant foods?

Plants don't have nervous systems and can't feel pain.

Appreciate each bite you take and the plants will nourish your body, and continue growing in nature happily and healthily.

What about products tested on animals?

We recommend, when possible, to purchase products that are labeled "cruelty-free" to avoid contributing to animal testing.

This can include items made with animal products like leather, many perfumes, certain types of beer, and more.

How can I learn more?

To learn more, visit our website at **keepitvegan.com**.

We're always writing articles about nutrition basics, blog posts about the vegan lifestyle, and complete guides on the best way to go (and stay) vegan!

FINAL NOTES

As you've learned in our book, going vegan doesn't have to be hard.

Armed with strategies to crush peer pressure, choose your foods, and build your first week's meals, you're set to make the most of your plant-based way of life.

Now go explore **KeepItVegan.com** to learn how to best enjoy the fruits of what nature has to offer!



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