

MYTH:

vegan food is expensive,
classist, and a luxury

REALITY:

vegan food is the same or even less
expensive than meat and dairy

tofu is now less expensive than ground beef in protein per dollar. fruits, vegetables, tvp, seitan, beans, grains, and nuts are more sources of cheap, tasty nutrition. the price gap between plant milk and dairy is closing too!

while gentrified, specialty, or "artisan" vegan products like fancy cheeses and meat substitutes are often expensive, so are their non-vegan counterparts. by avoiding the hype and sticking to the basics, **delicious, nutritious vegan food can cost far less than a diet of animal products.**

did you know that our government **heavily subsidizes animal agriculture, a dying industry, with billions of our tax dollars** instead of funding nutritious, nourishing plant-based food, **misleading us** into thinking that meat and dairy are **NOT** expensive western luxuries? have you considered **why a cheeseburger is cheaper than a pint of berries?** countries without these subsidies enjoy vegan food at a fraction of the cost of meat and dairy.

animal products may appear cheap, but their **long-term cost** — in human and animal suffering, climate-crisis related disasters (which **will cost us trillions** over the next decades), mass extinction, and more — is **EXTREME.**

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MYTH:

going vegan is boring,
difficult, and i'll have to
give up my favourite foods

REALITY:

vegan food is delicious,
exciting, diverse, and can be
adopted gradually

like anything worth doing, becoming fully vegan is a process with a bit of a learning curve. many first-timers use vegan meat and dairy substitutes as a way to **gradually and sustainably** transition to full-time veganism. they're easy to find and plentiful but can be hit and miss — so look up reviews!

as your tastes adjust, you may find yourself craving substitutes less over time, instead reaching for foods that are naturally vegan like tofu and tempeh. going vegan is a **great opportunity to try new cuisines and dishes**, experiment with spices, and even check out what delicious local ingredients are in season! going vegan **DOES NOT** mean eating only bananas, raw foods, or other extreme, unsustainable diets. it should be fun!

if you can't find a substitute of one of your favourites, don't fear! there's almost certainly a recipe replicating it. **creating a vegan version of a non-vegan item is called VEGANIZING it** and it can be fun and satisfying!

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MYTH:

there is no ethical
consumption under capitalism
so going vegan is pointless

REALITY:

two words: harm reduction

capitalism will never be ethical, but **ethics is not a binary** (ethical vs. non-ethical): it's a spectrum. **animal agriculture causes more harm.** more trees clear cut on Indigenous land. more watersheds drained. more emissions, pollution, & waste. more habitat ripped away from species on the brink of extinction. more animal **and** human suffering. those hit first and hardest by the climate crisis perpetuated by westerner's taste for meat are racialized people in the global south. **GOING VEGAN IS HARM REDUCTION.**

veganism exists far beyond white consumerism. **radical movements led by vegans of Color** are disrupting the capitalist/colonialist status quo globally and intersectional philosophies like Black Veganism are gaining momentum.



unjust hierarchies are everywhere, including how we see ourselves as humans in relation to other living beings. it's time to fight to end this hierarchy and the objectification and commodification of non-human animals by going vegan. **A BETTER WORLD IS NECESSARY but it requires consistent anti-oppression, including anti-speciesism!**

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MYTH:

vegan food (especially soy)
is bad for the environment

REALITY:

animal agriculture is a driving
force behind the climate crisis
with 85% of the global soybean
crop used as animal feed

the scientific evidence is clear: **going vegan is among the single most impactful things we can do individually to combat the climate crisis.** studies have shown that if everyone went vegan, **emissions contributing to global warming would be cut by 70%**, agricultural land use threatening biodiversity would be reduced by 75%, our oceans, waterways, & rainforests would be revived, countless extinctions would be prevented, & much more.

soy production in and of itself isn't bad. in fact, **soy contains more protein per hectare than any other crop, and double that of pork and triple that of eggs.** the issue is that **almost all soybean crop is used for animal feed.**

if you feel hopeless about our climate reality, you're not alone. **the best time to act was yesterday, but the next best is TODAY.** environmental veganism gives us a tangible (and delicious!) way to do our part in keeping the world livable for generations to come. **TOGETHER, WE CAN SAVE US.**

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MYTH:

the vegan movement is very white

REALITY:

the vegan movement is not immune to colonization by white people but its origins do not run white

the origins of ethical veganism lie in Black activism and the cultures of People of Color all around the world including the Jainism, Buddhism, Hinduism, Rastafarianism religions, the Diné and Choctaw tribes, and more.

in the zine "Veganism as Anti-Colonial Praxis" (linked below), Samah Seger writes "**veganism offers an opportunity to disrupt colonial logic** by challenging the most basic building blocks of colonialism, which reduce all life forms to mere objects for capitalist exploitation." she and the other Indigenous authors continue to outline the many horrific ways that **animal agriculture has been — and is still used — to further colonial violence.**

ideologies like Black Veganism promote food sovereignty and address structural barriers to help low-income communities transition away from nonnutritious but heavily-subsidized meat and dairy products. meanwhile, **the devastating result of mass meat and dairy consumption in the west is disproportionately harming People of Color in the Global South.**

white non-vegans often tokenize and homogenize People of Color in order to **justify their own inaction and lack of responsibility** for harm that they choose to perpetuate. **white people: romanticizing Indigenous cultures that hunted to survive is a form of covert racism. IT IS NOT ALLYSHIP.**

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MYTH:

vegan diets are unhealthy, unsustainable, and not suitable for children, nursing parents, or athletes

REALITY:

with a bit of attention to nutrition, going vegan can have you feeling better than ever before, long-term

veganism brings many scientifically proven health benefits. vegan foods are richer in many nutrients, pose **significantly lower risk of cancer** and other diseases, are anti-inflammatory, can increase energy, and much more. **well-planned, diverse vegan lifestyles are healthy at any age**, including during pregnancy and lactation, and can even **boost athletic performance.**

many new vegans make the mistake of treating veganism like a way to lose weight (by restricting their calorie intake or only eating raw foods) and end up not eating enough, or well. these kind of diets, vegan or not, are unsustainable. by transitioning to veganism with the **intent to stick with it long-term**, we can adopt a mindset that encourages us to learn what foods provide the nutrition we need to **thrive, both physically and mentally.**

protein is abundant in beans, legumes, pulses, grains, nuts, seeds, and some vegetables, and vegan protein supplements are easy to find and plentiful. vitamin B12, calcium, iron, omega-3s, vitamin D, and iodine can also be found in many plant-based foods. to fill any gaps, **multivitamins tailored to vegans** are an easy way to get all of the vitamins you need.

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MYTH:

you can be an animal lover
and consume meat or dairy

REALITY:

when you buy meat or dairy you're
paying for the animals you love to
be violated, tortured, and killed

99% of farmed animals are imprisoned on factory farms where workers frequently take their own lives because conditions are so bleak. animals are forcefully impregnated, endlessly, until their bodies can physically take no more and they die of fatigue. they're kept in cages so incomprehensibly tiny and crowded that they simply cannot move. **driven to cannibalism due to constant torture**, workers respond by brutally mutilating animals' teeth and beaks. ag-gag laws criminalize activists exposing these horrors (e.g. the Excelsior 4 who exposed the horrors at an abbotsford pig farm).

what's more, **"free range" and "ethical" are loosely regulated marketing terms at best.** loopholes prevent any accountability to these animals' lives.

these sweet creatures **never see their parents or children, the light of day, or even a single day** before they're brutally killed, die from disease, or literally drown in their own waste. what if this were your dog? your cat? your children? these animals are **intelligent, emotional beings** and studies have shown that **they grieve and feel fear & pain.** the reality can seem hard to believe, so **witness the truth for yourself at watchdominion.org.**

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