MEAT IS THE NEW TOBACCO
Exporting a Dangerous Habit

Kickstart Japan Joins International Lineup • Giving Rabies to Puppies? Not So Fast • Seven Revolutionary Tips to Improve Brain Health • PCRM Scientists Spare Animals from Pesticide Test • Come Clean, Paula Deen • Decades-Long Campaign Ends Animal Use at Military Medical School • Congress Gets Healthy with 9-Year-Old Vegan Chef Noah Koch
As meat eating declines in the United States, meat producers have done exactly what the sagging tobacco industry did a generation earlier—hunt for buyers overseas. And they’ve found them. Asian countries have considerable newfound wealth and a growing taste for meat.

As we report in this issue, meat consumption in China soared from less than 10 million tons in 1978 to 71 million tons in 2012, with health consequences that have been exactly as predicted: On Sept. 4, 2013, *JAMA* reported that China had surpassed the United States in diabetes prevalence. Nearly 12 percent of Chinese adults have the disease, and fully 50 percent have prediabetes. In other words, nearly two-thirds of Chinese adults have diabetes or prediabetes, putting them at risk for heart disease, blindness, kidney failure, amputations, and shortened lifespan. Most are unaware of their condition.

Two days later after the *JAMA* article was published, and just as this magazine was going to press, the U.S. government approved the sale of Smithfield Foods, the world’s largest pork producer, to Shuanghui International Holdings. While PCRM had petitioned the U.S. Committee on Foreign Investment to block the sale, citing risks to China’s health, nothing was going to stop the $7 billion deal that puts cheap pork on Chinese plates and cash in American pockets.

A similarly disastrous trend is visible in India, as traditional vegetarian diets give way to meaty, cheesy fare, with diabetes reaching epidemic proportions. The next big overseas economic opportunity, investors predict, will be Asia’s need for diabetes drugs, testing supplies, dialysis equipment, and prosthetics.

Not everyone in Asia is keen to adopt America’s exported eating habits. With the launch of PCRM’s online vegan diet programs—our Mandarin-language 21-Day Healthy Challenge, Kickstart India, our new Japanese Kickstart program, and the original English-language program—thousands of health-conscious Asians are taking advantage of the culturally appropriate plant-based menus, recipes, instructional videos, and inspiration from physicians, celebrities, and athletes.

Things are likely to get worse before they get better. Even so, if America’s experience is an example to go by, the unhealthy tide will eventually turn. Just as meat eating is starting to fall out of favor in the United States, people worldwide will begin to leave meat off their plates and reclaim the good health that has traditionally been theirs.

**Neal D. Barnard, M.D.**
President of PCRM
**Contents**

**Prevention and Nutrition**

6 Meat Is the New Tobacco: Exporting a Dangerous Habit

7 Kickstart Japan Joins International Lineup

9 Seven Revolutionary Tips to Improve Brain Health

10 PCRM’s New GEICO Study Shows How Plant-Based Diets Improve Nutrition Come Clean, Paula Deen

11 New Report Uncovers Five Worst Contaminants in Chicken Products

11 Bathroom Humor to Fight Prostate Cancer

12 Congress Gets Healthy with 9-Year-Old Vegan Chef Noah Koch

13 Holocaust Survivor Says Plant-Based Diet Is Good for Body and Mind

**Research Issues**

Take Action: Ask NIH to Reform Heart Failure Research

14 Decades-Long Campaign Ends Animal Use at Military Medical School

15 Wisconsin Medical School Ends Its Last Animal Lab

15 Doctors Urge Illinois Medical School to Keep Medical Training Modern

16 NIH Moves to Retire Most Government-Owned Chimpanzees

17 Physicians Committee Recommendations Lead to Improved Pesticide Testing

17 PCRM Scientists Spare Animals from Pesticide Test

17 Scientists Ask Elizabeth Arden to Protect Consumers and Animals

18 Giving Rabies to Puppies? Not So Fast.

**Departments**

4 The Latest in...

18 Member Support

20 PCRM Marketplace

23 Just the Facts

24 PCRM Staff Profile: Meet PCRM’s Associate Director of Laboratory Medicine: Kenneth Litwak, D.V.M., Ph.D.

**Cover Image: Thinkstock/PCRM**

Readers are welcome to reprint articles without additional permission. Please include the credit line: Reprinted from Good Medicine, Autumn 2013, Physicians Committee for Responsible Medicine. Articles cannot be reprinted for resale. Please contact PCRM at permissions@pcrm.org regarding other permissions. ©PCRM 2013.

**PCRM Phone Extensions**

202-686-2210

Research Issues .................................................. ext. 335

Health Charities .......................................................... ext. 384

Literature Requests .......................................................... ext. 306

Media .......................................................... ext. 316

Membership (change of address, duplicate mailings, renewal questions) .................................................. ext. 304

Nutrition .......................................................... ext. 195

**PCRM.org**

Good Medicine is published by the Physicians Committee for Responsible Medicine, 5100 Wisconsin Ave., N.W., Suite 600, Washington, D.C. 20016, by subscription or individual membership. Copyright ©2013. Good Medicine is not intended as a personal medical advice. Persons with medical conditions or who are taking medications should discuss any diet and lifestyle changes with their health professional. "Good Medicine", "Physicians Committee for Responsible Medicine,” “PCRM,” “The Cancer Project,” “Humane Charity Seal,” and “The Gold Plan” are registered trademarks of The PCRM Foundation.
Five New EPA Policies Reduce Animal Testing

The Environmental Protection Agency released five new policies in June that will reduce animal testing and improve safety assessments for pesticides.

Three of the policies are designed to optimize the use of existing data, rather than conduct new animal tests. Two of the policies will reduce animal tests—including tests for eye irritation and genotoxicity—through the use of in-vitro and human cell based tests.

OECD Publishes New In-Vitro Test Guidelines

In July, the international Organisation for Economic Cooperation and Development published six new in-vitro test guidelines, which are used by companies and governments worldwide to assess the potential hazards of chemicals without live animals. Since 2006, the Physicians Committee has served as the Secretariat of the International Council for Animal Protection in OECD Programmes.

For the first time, an in-vitro test guideline is available for acute fish toxicity testing. Five other in-vitro tests were revised to expand their use beyond what they had been previously approved. For the first time, the BCOP and ICE tests can now be used by companies to certify a chemical does not cause eye irritation, replacing live rabbits. Three in-vitro skin irritation and corrosion tests were also revised to allow additional uses, replacing rabbits for painful skin corrosion testing.

The Work Plan for the Test Guidelines Programme was also published, giving a glimpse of what’s ahead. Regulators and stakeholders, including the Physicians Committee, are working on three nonanimal tests for endocrine disruption testing, a nonanimal test for skin allergenicity testing, and a test to assess the metabolism of chemicals, a key need that, once solved, will allow much more replacement of animal tests with in-vitro ones.

New Nonanimal Skin Tests

Skimune

Skimune is a new test that uses human skin and immune cells to reveal possible skin sensitization, such as a rash or blistering, or adverse reactions to drugs, cosmetics, and chemicals that may not be identified by using animal models.

Developed by researchers at Newcastle University in the United Kingdom, Skimune has been successfully tested by a number of large pharmaceutical companies on drugs in development.

SenCeeTox

A new study validates the ability of the nonanimal SenCeeTox test to predict a chemical’s likelihood of causing a human skin sensitization reaction. The test, developed by contract research organization CeeTox, uses reconstructed human epidermis, which could spare tens of thousands of mice and guinea pigs from painful skin sensitization testing.

Cosmetics Europe will conduct further validation of SenCeeTox that will be submitted to ECVAM, the European laboratory body that certifies new tests as valid.

Nonanimal tests such as Skimune and SenCeeTox are particularly important for companies to adopt now that the EU has banned sales of all animal tested cosmetics in Europe. Once approved, the tests will also prevent thousands of animal tests under Europe’s REACH chemicals legislation.
DIABETES

Red Meat Increases Diabetes Risk

People who increase their red meat intake gain weight and increase their risk for diabetes, according to a recent study published by the American Medical Association. Researchers analyzed the data from 149,143 participants from the Health Professionals Follow-up Study, the Nurses’ Health Study, and the Nurses’ Health Study II and found that an increase of more than half of a serving of red meat per day increased the risk for type 2 diabetes by 48 percent. Decreasing red meat intake resulted in weight loss and a reduced risk for diabetes.


CANCER

Fish Oil Increases Prostate Cancer Risk

The omega-3 fatty acids found in fish oil pills may increase men’s risk of developing prostate cancer, according to a large study published in the Journal of the National Cancer Institute. Researchers tracked 834 men with prostate cancer, of which 156 had high-grade cancer, and 1,393 men without cancer. They found a significant increase in prostate cancer risk among men with high concentrations of omega-3s in their blood. These men were 43 percent more likely to develop prostate cancer and 71 percent more likely to develop a high-grade form of the disease, compared with men who had lower levels of omega-3.


Red and Processed Meat Linked to Colorectal Cancer Patient Deaths

Colorectal cancer survivors who consumed the most red or processed meat were more likely to die over a 7.5-year follow-up period, compared with those who ate the least, according to a new study from the American Cancer Society. Researchers analyzed the diet records of 2,315 participants from the Cancer Prevention Study II Nutrition Cohort and found a 29 percent higher risk of death from all causes and a 63 percent higher risk of death from heart disease for those who consumed the most red and processed meat before diagnosis, compared with those who ate the least.


DEMENTIA

High Blood Sugar Levels Linked to Dementia

High blood glucose levels may increase the risk of developing dementia, according to a new study in the New England Journal of Medicine.

Researchers from the Adult Changes in Thought study followed 2,067 men and women aged 65 or older who were members of Group Health Cooperative in Washington state. Over a 6.8-year observation period, high blood sugar levels were associated with an increased likelihood of developing dementia. Compared with an average blood glucose value of 100 mg/dl, an average blood glucose of 115 mg/dl was associated with a 15 percent increased risk of developing dementia.

The meat industry is following the lead of the tobacco industry, selling overseas what will no longer sell in the United States.

As cigarette smoking declined in the United States several decades ago, tobacco giants looked to foreign markets. In 2010, the United States exported more than 60 billion cigarettes. And earlier this year, a U.S. trade deal was proposed that would make it even easier for U.S. tobacco companies to export cigarettes.

Like tobacco, meat eating is falling out of favor in the United States. Reaching a peak in 2004 at 201.5 pounds of meat per person per year, U.S. per capita meat consumption slid to 188 pounds by 2010—a 6 percent drop in six years. As Americans choose more plant-based meals, meat and dairy producers are sending cholesterol overseas.

In 2012, the United States exported 1 million metric tons of beef, up from 655,920 metric tons in 2006. Pork exports rose from 1 million to 2 million metric tons in the same time frame. Milk exports surged from 24 million to 63 million metric tons.

One consequence: Worldwide, heart disease is now the number-one cause of death. China’s diabetes rates are skyrocketing from an influx of pork and other Western foods says PCRM’s Jia Xu, Ph.D. In Mexico, Joaquin Carral, M.D., has found that even in towns without electricity, paved streets, or schools, American junk food is rapidly making inroads. And U.S. fast-food companies are infiltrating countries from India to Zambia.

**Smithfield Goes to China**

On May 29, 2013, things took another turn for the worse. C. Larry Pope, president and chief executive officer of Smithfield Foods, announced that his company would be sold to the Shuanghui International Holdings. That the world’s largest pork producer—located in the United States—would now be owned by a Chinese company meant only one thing: China’s demand for U.S. meat was about to explode.

In response, the Physicians Committee petitioned the Committee on Foreign Investment in the United States (CFIUS) to block the sale, which PCRM says threatens China’s—and America’s—health. Despite this dire warning, on Sept. 6, 2013, CFIUS granted clearance for the sale.
Importing Smithfield’s sausage, ham, bacon, and other processed pork products will only increase China’s per capita pork consumption, which had already surpassed all other countries at 84 pounds in 2012. Studies show that daily consumption of processed pork products increases the risk of colorectal cancer by 21 percent.

In June, a study in The Lancet reported that colorectal cancer rates are on the rise in China and that an increasingly unhealthful diet accounts for an important share of cancer cases. The same processed meats also exacerbate diabetes. A review in the journal Diabetologia found that people who regularly eat processed meats increase their risk for diabetes by 41 percent. One million Chinese died from diabetes in 2011. Today, more than 90 million people in China suffer from diabetes. By 2030, 130 million will be diagnosed with the disease. A new study published in JAMA found that the prevalence of diabetes in China has now surpassed the United States.

As China’s diet erodes under foreign influences, the next domino to fall may be dementia. The saturated fat found in dairy products and meats is associated with increased risk of Alzheimer’s disease.

Smithfield’s pork products will also likely inundate China with disease-causing bacteria, many of which are antibiotic-resistant. A recent Consumer Reports study found the bacteria Yersinia in 69 percent of pork products tested. Yersinia already causes an estimated 96,000 cases of human disease annually in the United States. The study also found a variety of other bacteria in up to 7 percent of the samples, the majority of which were resistant to antibiotics.

**Kickstart Japan Joins International Lineup**

The Physicians Committee just added Kickstart Japan to the lineup of international Kickstart programs that have reached 300,000 people so far. All of the online programs help reverse the health ravages of meat and dairy products with plant-based recipes and resources. Visit 21DayKickstart.org to learn more about the Kickstart programs:

**Kickstart Japan**

Japanese-language program
- Three weeks of recipes including tofu and sesame noodle salad, eggplant rice balls, and lotus root burgers
- The Vegetarian Starter Kit
- Fact sheets on cholesterol and heart disease, essential fatty acids, fish, hypertension, soy and health, and high protein diets

**Vegetariano en 21 Dias**

Spanish-language program
- Three weeks of recipes including Costa Rican rice and beans, Mexican corn pie, and stuffed poblano peppers with enchilada sauce
- Nutrition and cooking webcasts featuring Joaquin Carral, M.D., and Aurora Leon, M.D.
- Celebrity coaches including award-winning journalist Carlos Anaya, international TV host Marco Regil, and Terry Hope Romero, author of Viva Vegan!: 200 Authentic and Fabulous Recipes for Latin Food Lovers

**Kickstart India**

- Three weeks of Indian favorites including carrot halwa, tofu palak paneer, and navratan kurma
- Cooking demonstration videos featuring Dr. Nandita Shah, an India-based physician
- Celebrity coaches including actress Amala Akkineni, six-time parliamentarian Maneka Gandhi, and professional cricketer Murali Kartik

**21-Day Healthy Challenge**

Chinese-language program
- Three weeks of Chinese recipes including vegan stuffed bun, ma po tofu, and Hunan-style “duck” curry
- Cooking demonstration videos featuring media personality Zhang Xiaomei
- Celebrity coaches including actress Gao Yuanyuan, musician Louis Cheung, singer-songwriter Khalil Fong, and longtime Physicians Committee friend Maggie Q

**21-Day Vegan Kickstart**

Original Kickstart that launched in January 2010
- Two separate three-week recipe plans
- Celebrity coaches including actress Alicia Silverstone, four-time NBA champion John Salley, and Dr. Dean Ornish
- A Kickstart iPhone app
- The myKickstart Health Tracker, which helps participants keep track of weight, cholesterol, blood pressure, A1c, and more
In July, Physicians Committee president Neal Barnard, M.D., sent a Chinese-language letter to the National Health and Family Planning Commission of the People’s Republic of China to warn it of the consequences of the Smithfield purchase.

“I urge you to think about the big picture,” wrote Dr. Barnard. “The Smithfield sale will only facilitate an increasing dump of one of America’s unhealthiest products into your country that, unfortunately, is poised to follow America’s race into obesity, diabetes, and shortened lifespan.”

The health of Americans and America will also suffer from the Smithfield sale.

“The proposed sale will subject this country to increased pollution resulting from the ramped up production—necessary to meet China’s growing pork demand—at Smithfield’s farms and production plants,” wrote Dr. Barnard to the Committee on Foreign Investment in the United States.

People living near Smithfield Foods filed nearly 600 complaints in July against the company for polluting creeks. Waste from hog farms has been implicated in the contamination of North Carolina waters with the microorganism pfiesteria, which killed more than 1 billion fish. The widespread use of antibiotics on factory farms has led to a proliferation of antibiotic-resistant bacteria, making it harder to treat infections among humans. The Smithfield deal means America gets the cruelty and pollution, while China gets the diabetes and heart disease.

**Fast Food’s Foreign Foray**

China and the rest of the world have also experienced the painful health effects of the sharp rise in American fast-food chains. McDonald’s now has 34,565 restaurants in 119 countries. In 2014, it will open its first restaurant in Vietnam.

Bird flu and safety violations slowed sales in China for Yum Brands Inc., which owns KFC and Pizza Hut, but the company plans to continue its expanding sales of chicken and pizza.

“When I was growing up, there was no fast food, but now there is McDonald’s, KFC, and Pizza Hut,” says Dr. Xu. “The older generation doesn’t like it. It’s the younger generation and their kids who frequent fast-food restaurants.”

There are now 4,260 KFC restaurants and 826 Pizza Huts throughout China. Yum! China expects to open 700 more restaurants in 2013. In 2012, Yum! added 138 new restaurants in India, including 80 KFCs. And it has 1,000 restaurants in 14 African countries, including Nigeria, Kenya, and Zambia, and in 2013, intends to expand to Tanzania, Uganda, and Zimbabwe.

**Subsidizing Sickness**

Corporations aren’t the only ones pushing unhealthful foods on the rest of the world. The U.S. government is, too.

A report from the Global Development and Environment Institute at Tufts University looked at the dramatic increase in exports of U.S. subsidized agricultural products to Mexico—including beef, pork, and poultry. Between 1990 and 2008, animal product exports from the United States to Mexico skyrocketed: Beef and veal exports increased 278 percent, pork 707 percent, and poultry 363 percent.

These findings may help explain a recent report from the United Nations which found that obesity rates in Mexico have surpassed those in the United States: 32.8 percent of Mexicans are obese, compared to 31.8 percent of Americans.

Dr. Carral, who gives nutrition advice in the Physicians Committee’s Spanish-language Kickstart program, grew up in Mexico and witnessed the insidious invasion of the Western diet firsthand.

“Mexicans may not think they are eating like Americans,” says Dr. Carral. “But we added more and more cheese and chicken to our meals. Then we added more fried foods and topped those with extra meat and pork.”

**Beneficial U.S. Exports**

There is, however, good news for world health. It’s estimated that about 5 percent of Chinese—more than 50 million people—are already vegetarian. The Physicians Committee’s 21-Day Healthy Challenge is working to increase that number with meat- and dairy-free versions of traditional Chinese recipes. Other Kickstart programs start every month. Those geared toward India and Spanish-speaking countries also continue to help reverse the Western diet’s toll on the world. And in September, Kickstart Japan launched with recipes and resources available in Japanese (see sidebar on page 7).

The Physicians Committee’s government affairs department also continues to work with Congress to shift government subsidies away from meat and dairy producers. This will benefit the United States, as well as countries that receive U.S. exports.

Thanks to these and other Physicians Committee campaigns, more and more people across the globe are unfortunately learning that it really is true: Meat is the new tobacco.
Seven Revolutionary Tips to Improve Brain Health

New Dietary Guidelines for Alzheimer’s Prevention developed by the Physicians Committee and an international panel of brain researchers were released this summer during the International Conference on Nutrition and the Brain.

The nearly 550 health care professionals who attended the conference in Washington, D.C., which was jointly sponsored by the Physicians Committee and The George Washington University School of Medicine and Health Sciences, were urged to put into practice the guidelines’ seven principles to reduce the risk of Alzheimer’s disease and promote brain health.

These preventive strategies are as follows:

1. Minimize your intake of saturated fats and trans fats. Saturated fat is found primarily in dairy products, meats, and certain oils (coconut and palm oils). Trans fats are found in many snack pastries and fried foods and are listed on labels as “partially hydrogenated oils.”

2. Vegetables, legumes (beans, peas, and lentils), fruits, and whole grains should be the primary staples of the diet.

3. One ounce of nuts or seeds (one small handful) daily provides a healthful source of vitamin E.

4. A reliable source of vitamin B12, such as fortified foods or a supplement providing at least the recommended daily allowance (2.4 mcg per day for adults), should be part of your daily diet.

5. When selecting multiple vitamins, choose those without iron and copper and consume iron supplements only when directed by your physician.

6. While aluminum’s role in Alzheimer’s disease remains a matter of investigation, it is prudent to avoid the use of cookware, antacids, baking powder, or other products that contribute dietary aluminum.

7. Include aerobic exercise in your routine, equivalent to 40 minutes of brisk walking three times per week.

“For me, this was all new,” said a conference attendee and family practitioner in Maryland who confronts chronic diseases every day. “It was eye-opening and began to answer many questions I have had about diet and neurodegenerative diseases… as well as other diseases such as diabetes and coronary artery disease.”

In addition to the release of the guidelines, the International Conference on Nutrition and the Brain featured 16 presenting researchers from five countries discussing how nutrients and lifestyle behaviors affect common brain disorders, including Alzheimer’s disease, multiple sclerosis, Parkinson’s disease, migraines, and other conditions.

“We potentially have the capability to prevent a disease that is poised to affect 100 million people worldwide by 2050. Why wait?” said Physicians Committee president Neal Barnard, M.D.

Support for the Nutrition and the Brain conference was generously provided by Family and Nursing Care, the Greenbaum Foundation, Nourish Health with Food for Life (Mona Sigal, M.D.), the Pat Summit Foundation, Saladmaster, Treeline Treenut Cheese, Vegetalista Vegan Food Cart (Portland, Ore.), Vitamix, and the Wellness Forum.

Videos of the conference’s presentations will soon be available on the Physicians Committee’s NutritionCME.org website.

ONLINE> Read the complete Dietary Guidelines for Alzheimer’s Prevention at PCRM.org/Alzheimers.
PCRM’s New GEICO Study Shows How Plant-Based Diets Improve Nutrition

In addition to promoting weight loss and reducing cholesterol and blood sugar, a plant-based diet improves overall nutrition, according to a new Physicians Committee study published in the *European Journal of Clinical Nutrition*.

In the 18-week intervention program, GEICO employees who dined on vegetables, fruits, legumes, and whole grains reduced their intake of calories, fat, and cholesterol while increasing their intake of protective nutrients, including fiber, beta-carotene, vitamin C, magnesium, and potassium.

“Weight loss is easy when you’re filling up with fiber,” says Joseph Gonzales, R.D., a study author and staff dietitian for the Physicians Committee. “And nutrition gets dramatically better.”

Participants in the four-month study lost an average of 10 pounds, lowered LDL cholesterol by 13 points, and improved blood sugar control. By providing weekly “lunch and learn” meetings about weight loss and disease prevention; demonstrating healthful cooking techniques; offering grocery store tours; and guiding online discussion forums, dietitians stayed connected with close to 300 employees from 10 regional offices throughout the country.

Dietitians worked with cafeteria managers to create easy “grab-and-go” lunches. “You have to meet people where they are; if your employees are used to quick meals from the cafeteria, stock it with black bean chili and hummus vegetable wraps,” advises Gonzales.

Employees enjoyed the cooking tips, lectures, and most importantly collaborating with colleagues from different departments to reach their health goals.

**Come Clean, Paula Deen**

When Physicians Committee member Baxter Montgomery, M.D., F.A.C.C., heard about Paula Deen’s racial slurs, he asked her to begin redeeming herself by developing a new television show, *Coming Clean with Paula Deen*, promoting healthful foods to people of all races and ethnicities.

“As an African-American cardiologist practicing in Houston, Texas, I am writing to commend you on your public statements of apology for your prior racial slurs and suggest a way that you can more substantively make amends for your prior actions,” Dr. Montgomery wrote.

Dr. Montgomery noted that the fatty, cholesterol-laden foods that she historically promoted take a particularly devastating toll among African-Americans. And they have also hurt her personally.

“In the kickoff of the program, you will need to forthrightly acknowledge that you have paid a price in poor personal health, because of the unhealthful traditions of your past,” Dr. Montgomery continued. “You will need to say that, in addition to apologizing for inappropriate jokes and remarks, you are going to go a step further and will devote your skills to promoting the best of health for all people, regardless of race or ethnicity.”

He suggested that proceeds from the show and related materials would support a scholarship fund for young culinary professionals, particularly those at greatest risk for diabetes.

“We all make mistakes,” concluded Dr. Montgomery. “As you know, redemption begins with an about-face, and walking in the opposite direction.”
New Report Uncovers Five Worst Contaminants in Chicken Products

Feces top the list of the Physicians Committee’s new Five Worst Contaminants in Chicken Products report. A billboard in Little Rock, Ark., this summer warned consumers that chicken from Tyson Foods and other producers is often contaminated.

The Physicians Committee billboard, which featured a provocative image of a contaminated chicken carcass, asked “What is Tyson Hiding?” and directed people to FecalSoup.org, where they could read the report.

A U.S. Department of Agriculture training video obtained by the Physicians Committee through the Freedom of Information Act reveals that the chicken slaughtering process ends with carcasses soaking in cold water—“fecal soup”—for up to one hour before being packaged for consumers.

In 2012, the Physicians Committee tested chicken products sold by 15 grocery store chains in 10 U.S. cities for the presence of fecal bacteria. Approximately half of the chicken samples tested positive.

The four other common contaminants in chicken products include toxic chemicals, superbugs, carcinogens, and cholesterol.

Bathroom Humor to Fight Prostate Cancer

Men who went to see the Pittsburgh Pirates at PNC Park during Prostate Cancer Awareness Month in September saw Physicians Committee ads urging them to “Play Hardball against Prostate Cancer” by eliminating milk from their diets. The ads, which were posted in each of the 20 men’s rooms in the stadium, warned that studies show that dairy products increase prostate cancer risk.

“The link between dairy products and prostate cancer is obviously no joke,” says Physicians Committee dietitian Joseph Gonzales, R.D. “But these ads use a little bathroom humor to spread a lifesaving message to a captive audience.”

The Physicians Health Study showed a 34 percent increased risk of prostate cancer for men consuming more than two and a half servings of dairy products per day, compared with men consuming less than a half serving per day. In the Health Professionals Follow-Up Study, risk was 60 percent higher for men consuming two milk servings per day, compared with zero servings per day.

In 2012, Pennsylvania ranked fifth in total milk production in the United States, with about 10.58 billion pounds of milk.
Congress Gets Healthy with 9-Year-Old Vegan Chef Noah Koch

The Physicians Committee hosted its second standing-room-only Healthy on the Hill luncheon on Capitol Hill this summer for more than 120 staffers, interns, and journalists—and even a few members of Congress—interested in learning more about the benefits of a plant-based diet. The presentation featured a vegan lunch and an interview with 9-year-old vegan chef Noah Koch, who recently won a White House recipe contest.

“Just this year, Koch won the White House’s nutritious food contest sponsored by the Let’s Move campaign,” said PCRM director of government affairs Noah Gittell. “Not only was his recipe absolutely delicious, it was also healthy and completely vegan.”

Physicians Committee staff also handed out the new “Healthy on the Hill: A Guide to Veg-Friendly Fare on Capitol Hill” booklet and demonstrated how to make 10 easy breakfast, lunch, and dinner options in 10 minutes.

“Our demonstration and Noah’s charm showed the audience that simple nutritional changes can bring life-altering health transformations to the nation,” said Gittell.

Protecting Human Health by Limiting Livestock Antibiotics

The Physicians Committee is urging Congress to protect human health by limiting the use of antibiotics for livestock through the Preventing Antibiotic Resistance Act of 2013.

Livestock producers routinely administer antibiotics in feed and water to speed growth and maximize profits. But the overuse of antibiotics on farms contributes to growth of antibiotic-resistant superbugs.

A recent article published by the American Society for Microbiology found that a strain of MRSA—or methicillin-resistant *Staphylococcus aureus*—came from cows. The authors believe that community-associated MRSA jumped from cows to farm workers more than 40 years ago and that animals on farms may be a reservoir for future pandemic outbreaks.

According to the Centers for Disease Control and Prevention, 2 million Americans contract antibiotic-resistant infections annually. Of those, 90,000 die. MRSA, one particularly deadly superbug often found in factory-farmed animals and in workers, now kills more people every year than AIDS.

The Institute of Medicine at the National Academy of Sciences estimates that the annual cost of treating antibiotic-resistant infections in the United States is $30 billion.
Holocaust Survivor Says Plant-Based Diet Is Good for Body and Mind

After reading Power Foods for the Brain by Physicians Committee president Neal Barnard, M.D., Holocaust survivor Alter Wiener was inspired to tell how a plant-based diet helped his body and mind.

Wiener, who wrote From A Name to A Number: A Holocaust Survivor’s Autobiography, shared his story in a review of Dr. Barnard’s book:

“At the age of 15, the Nazis detained me in forced labor and concentration camps for a period of three years. I was beaten and starved. It left many physical and mental scars that never received any medical treatment there. I was liberated by the Russian army in May 1945. Their doctors gave me a thorough examination. I weighed 80 pounds, and they told me, ‘Sorry young man, your lifespan will not be long.’ I was 18 years old then; I am 87 now.

“For many years after the war I was a very sickly young man. The most troubling ailment had been my inability to digest common staples of food such as meat, dairy products, etc. My stomach rejected and ejected them. I had been seeking and getting medical treatments; different diagnoses were made and a variety of medications were prescribed which did not help much. A co-worker once suggested to me to adopt his vegetarian diet. I took his advice; at the age of 41, I became a strict vegetarian and a teetotaler. I don’t claim to know what the best diet for everybody’s health is, but having reached the age of 87 I have a valid reason to believe that a purely plant-based diet is good for a healthy body and mind.”

Wiener recently sat down with the Physicians Committee and told more of his story in a video posted on PCRM.org.

TAKE ACTION: Ask NIH to Reform Heart Failure Research

The Physicians Committee is pushing the National Institutes of Health (NIH) to withdraw millions of dollars in funding from university research during which devices are surgically implanted in dogs—like Queenie—before forcing the animals to run on treadmills. Then the experimenter induced hypertension in Queenie by reducing the flow of blood to her kidneys. After nine torturous months, Queenie was killed.

It is too late for Queenie, but not thousands of animals like her.

Queenie
Decades-Long Campaign Ends Animal Use at Military Medical School

For more than 20 years, the Physicians Committee has pushed the Uniformed Services University of the Health Sciences—the country’s only military medical school—to stop using animals to train medical students. On Sept. 3, 2013, the university agreed.

“Live animals are no longer used for training in the undergraduate medical curriculum,” confirmed USUHS dean John E. McManigle, M.D., F.A.C.P., in an e-mail to John Pippin, M.D., director of academic affairs for the Physicians Committee.

In the mid-1980s, the university made headlines in announcing plans to shoot beagles in a medical training exercise. A public outcry aborted the experiments. However, the university conducted other experiments on dogs as part of its routine medical curriculum. Medical students contacted PCRM, asking for help. Given their military obligation, they could not refuse to participate nor could they transfer out of the school.

In 1991, at PCRM’s request, 11 members of the House Armed Services Committee, including Pat Schroeder on the political left and Bob Dornan on the right, signed a letter asking the university to look into alternatives to animal laboratories and to respect students’ choices about participating. But the university refused to budge. Records obtained in 2007 through the federal Freedom of Information Act confirmed three separate live animal laboratories in the curriculum.

The Physicians Committee filed a petition with the Department of Defense asking for an end to this animal use based on a 2005 DOD mandate that nonanimal alternatives be used when available. Dr. McManigle’s recent e-mail confirms that USUHS joins the vast majority of medical schools in the United States and Canada that have moved away from animal use to ethically and educationally superior human-based instruction.

The Physicians Committee continues to work with the four medical schools still using live animals to help them transition to nonanimal methods: the University of Mississippi, Johns Hopkins University, the University of Tennessee at Chattanooga, and Oregon Health and Science University.

Wisconsin Medical School Ends Its Last Animal Lab

The Medical College of Wisconsin announced to the Physicians Committee this June that it finally ended all animal use in its medical education programs. Members and supporters who sent thousands of e-mails and participated in demonstrations made this a reality.

“You’ll be pleased to know that the Medical College of Wisconsin has restructured the one student physiology lab that used small animals,” wrote a medical school spokesman to John Pippin, M.D., director of academic affairs for the Physicians Committee. “Animals are no longer used in that lab. No animals are used in any of the medical education curriculum at the Medical College of Wisconsin.”

Following is a timeline of the Physicians Committee’s Medical College of Wisconsin campaign:

- **February 2006**: PCRM sends letters to MCW’s leadership explaining the benefits of replacing animal use for physiology teaching and asking MCW to incorporate this change into its curriculum.
- **March 2006**: PCRM sends a letter to MCW’s Institutional Animal Care and Use Committee (IACUC) requesting that the oversight body deny the use of animals to teach physiology due to the availability of equivalent or superior nonanimal alternatives, as required by the federal Animal Welfare Act (AWA).
- **April 2006**: PCRM files a complaint with the Animal and Plant Health Inspection Service (APHIS) of the U.S. Department of Agriculture, requesting an inspection to determine if the MCW IACUC was noncompliant.
Doctors Urge Illinois Medical School to Keep Medical Training Modern

The Physicians Committee monitors medical school programs to ensure that future doctors receive the best—and most ethical—training available. So as soon as Southern Illinois University School of Medicine began using live pigs in its emergency medicine residency program—after years of using only human-based training methods employed by 85 percent of U.S. programs—doctors immediately filed a complaint.

The complaint, co-signed by Physicians Committee member Marie Crandall, M.D., and Physicians Committee director of academic affairs John Pippin, M.D., was filed with the U.S. Department of Agriculture and explains that SIU is violating the federal Animal Welfare Act by using live pigs to teach emergency medicine resident physicians when superior nonanimal alternatives are widely available.

In addition, 25,000 Physicians Committee members and supporters have e-mailed SIU School of Medicine dean Kevin Dorsey, M.D., Ph.D., and asked him to end the use of pigs in the emergency medicine residency program.

In the emergency medicine residency program at SIU, residents cut between ribs to insert a tube into the chest cavity, surgically open the chest, and make incisions in the throat and insert a breathing tube. The animals are then killed.

Nonanimal training methods are widely used by residency programs across the country—including Johns Hopkins University, Duke University, and four major training programs in Illinois—because nonanimal training is the best and most effective training available.

with the AWA in its approval of this animal use.

• May 2006: APHIS performs the inspection and finds the MCW IACUC in violation of its responsibility to require adequate justification for animal use in the physiology course.

• October 2006: PCRM releases its report entitled “Behind the Curve of Medical Education: The Use of Animals for Physiology Instruction at the Medical College of Wisconsin.”

• January 2007: “Don’t put man’s best friend under the knife. Stop the Medical College of Wisconsin live animal lab,” urge PCRM billboards in Milwaukee that call for an end to MCW’s use of live pigs.

• February 2008: One hundred people attend a PCRM-led educational demonstration outside MCW on the first day of the live animal laboratory.

• January 2009: PCRM billboards in Milwaukee again call for an end to MCW’s use of live pigs.

• February 2009: PCRM leads a demonstration urging MCW’s new dean to explore nonanimal alternatives. At the demonstration’s conclusion, MCW announces that it has started a pilot program in which medical students observe human patients as an alternative to animal use.

• February 2010: MCW announces a permanent end to the use of live pigs in its first-year physiology course.

• June 2012: MCW announced that animal labs would not be used while the new curriculum was finalized.

• June 2013: MCW informed the Physicians Committee that one animal lab would be reinstated. Later that month, the Physicians Committee received confirmation from MCW that it had decided to replace that animal lab and end all animal use for medical student education.

ONLiNE > Ask SIU to keep its medical training modern at PCRM.org/SIU.
NIH Moves to Retire Most Government-Owned Chimpanzees

The National Institutes of Health announced its decision this summer to retire most government-owned chimpanzees. Over the past several years, the Physicians Committee and its supporters’ letters, petitions, e-mails, calls, testimonies, op-eds, and other outreach played an important role in this landmark decision.

NIH director Francis Collins, M.D., accepted the recommendations of the Council of Councils Working Group on the Use of Chimpanzees in NIH-Supported Research, which earlier this year recommended that nearly all federally owned chimpanzees in laboratories be retired to sanctuaries. Its recommendations were based on a landmark Institute of Medicine report that could not find a single area of disease research for which the animals are essential.

Now, nearly all current NIH-funded chimpanzee experiments will be phased out, NIH-supported privately owned chimpanzees will be subject to the same funding limitations, and the barrier to new invasive research on chimpanzees will be very high.

The Physicians Committee’s director of academic affairs John Pippin, M.D., testified before the IOM panel examining the usefulness of chimpanzee experimentation and was delighted with NIH’s decision. “Scarcely government research funding should now be redirected to human-relevant methods including organ-on-a-chip technology, stem cells, and population studies,” said Dr. Pippin.

Earlier this summer, the U.S. Fish and Wildlife Service announced it is proposing to classify captive chimpanzees as endangered under the Endangered Species Act.

Physicians Committee Recommendations Lead to Improved Pesticide Testing

A federal advisory committee made up of industry, government, and NGO stakeholders recently recommended that the Environmental Protection Agency’s Office of Pesticide Programs replace several required animal tests with in-vitro methods to better determine the toxicity of pesticides. Physicians Committee director of regulatory testing Kristie Sullivan, M.P.H., headed the group that wrote the recommendations.

“There is still much work to be done,” says Sullivan. “But these highly public recommendations by the EPA’s main stakeholder advisory group are just what we need to put pressure on them to make quicker progress in replacing animal tests.”

The ultimate goal is to have the EPA require nonanimal methods to assess the hazards of industrial chemicals and pesticides. Currently, as many as 13,000 animals die for a single pesticide to be brought to market. The Physicians Committee’s “Animal Tests for Pesticide Products” infographic illustrates the painful procedures animals endure before dying in 33 common pesticide tests.

Apart from their cruelty, animal tests are often not predictive of human health outcomes, so Physicians Committee scientists work to promote the development and use of more human-relevant, non-animal methods. In many cases, cellular, computer, and other methods have already been proven to be viable replacements.

PCRM Scientists Spare Animals from Pesticide Test

With the increasing attention to protecting chimpanzees in research, it’s easy to forget the little guys. Not so in the Physicians Committee’s toxicology and regulatory testing department. Thanks to PCRM scientists, the Environmental Protection Agency has just rescinded a request for a study that would have killed dozens of animals to test a pesticide already known to be toxic.

Triphenyltin hydroxide (TPTH) is a fungicide used to control mildew on potatoes, beets, and other plants. It also stops insects from feeding on crops. The EPA asked the companies that manufacture the chemical to conduct a test to determine if TPTH is toxic to the human immune system. The test would have dosed at least 40 rats with TPTH daily for 28 days without pain relief. The rats would then be killed.

But Aryenish Birdie, regulatory testing policy coordinator for the Physicians Committee, found four existing studies showing that TPTH is toxic—and that the additional animal test would not provide human health protection. She encouraged the EPA to waive the proposed study based on this evidence.

In response, the EPA’s Hazard and Science Policy Council concluded that the requirement for the study was satisfied, based largely on the data submitted by the Physicians Committee.
Scientists Ask Elizabeth Arden to Protect Consumers and Animals

The Physicians Committee is asking Elizabeth Arden shareholders to pass a resolution bringing transparency to the cosmetic company’s animal testing.

“By conducting animal testing, Arden fails to protect its consumers,” states the resolution drafted by Physicians Committee director of regulatory testing Kristie Sullivan, M.P.H., and Aryenish Birdie, regulatory testing policy coordinator. “When researchers took a retrospective look at 150 human clinical trials of inflammatory diseases (including asthma, commonly triggered by fragrances) they found 100 percent of drugs developed using mice failed. Animals are not reliable predictors of diseases or toxicity. The National Academy of Sciences agrees that many animal-based tests are not human-relevant.”

The resolution also points out that tests conducted on Arden’s behalf are extremely cruel: “Fragrances may be tested in nose-only inhalation tests, in which an experimenter shoves animals face-first into tubes no larger than their bodies to force them to breathe the airborne test item. The animals are kept there for four to six hours, daily, for up to three months.”

The resolution requests that Arden make information on its animal use publicly available on its website and accessible on a constant basis, updated annually.

Physicians Committee members who own Arden stock should submit their vote in favor of the Physicians Committee’s resolution and encourage family and friends who own Arden stock to do the same. Questions about the resolution, which will be voted on in November, should be submitted to research@pcrm.org.

Giving Rabies to Puppies? Not So Fast.

Physicians Committee scientists are asking the Taiwanese Council of Agriculture (COA) to halt plans for experiments that would give rabies to beagle puppies.

“It sounds like a scene from a horror movie: injecting rabies into beagle puppies and watching as they succumb to one of the most miserable of diseases,” wrote Physicians Committee president Neal Barnard, M.D., on the Huffington Post. “This isn’t fiction. It’s a cruel experiment that is real and imminent. The Taiwanese Council of Agriculture wants to test whether a new strain of rabies will spread from ferret-badgers to dogs. It aims to inject rabies into at least 14 puppies, and it is hoping that the world will turn a blind eye to this awful experiment.”

Physicians Committee experts have worked with medical experts in the United States and Taiwan, as well as local government authorities, in an effort to stop the experiments. So far, however, the experiments are slated to go forward. That decision has left infectious disease experts wondering what purpose the experiments could serve. As the Physicians Committee has pointed out, it can be taken as a given that the virus will infect the puppies and cause the usual symptoms.

Vaccination is the most effective and expedient way to prevent the spread of rabies. Infecting dogs with rabies virus for the purpose of testing the efficacy of rabies vaccines is no longer considered necessary or ethical by rabies experts. Current rabies vaccines protect against most rabies viruses and rabies-like viruses. New vaccines can be tested using test-tube methods.

To stem the rabies outbreak, Physicians Committee associate director of laboratory medicine Kenneth Litwak, D.V.M., Ph.D., says, “COA must focus on widespread vaccination efforts. The proposed experiments will only show that rabies can spread from animal to animal and animal to human—we know this.”

The Physicians Committee recommends that the Taiwanese government ask all citizens to vaccinate their dogs and other animals by World Rabies Day on Sept. 28. PCRM is continuing to work to prevent the rabies experiments.
‘Power Foods for the Brain’ a Big Hit in Atlanta and the Hamptons

On Aug. 3, Alec and Hilaria Baldwin, Marilu Henner, Elaine Hendrix and the cast of the off-Broadway hit It’s Just Sex, and award-winning journalist Carlos Anaya were among those who gathered at the Amagansett home of John Bradham to enjoy a beautiful summer evening and show support for the Physicians Committee.

Guests were treated to wine from basketball champion John Salley’s The Vegan Vine, gourmet hors d’oeuvres from Vérité Catering, a sampling from Treeline Treenut nondairy cheeses provided by event co-host Michael Schwarz, and Cavi-art vegan caviar provided by Plant Based Foods, Inc.

A huge thank you to our outstanding host committee: Chika Anekwe, M.D., Hilaria and Alec Baldwin, Brendan Brazier, James Costa, Cameron Crowley, Dennis Erdman, Jean Farrell, Dorothy Frankel, Tatiana Freitas, Milssa Gavigan, Daran Haber, M.D., Leanne Mai-ly Hilgart, Kate Krone, Marni and Josh Levine, Linda Look, Pat and Doug Mercer, Jewel and Robert Morris, Zelda Penzel, Dr. Pamela Popper, Jane Velez-Mitchell, and Brian Wendel. Sponsors of the event also included The Wellness Forum, Suite 3 Oh 6, and Powerplant.

“We were thrilled with the outpouring of support,” said Dr. Barnard.
Join Us Feb. 28 for a Sublime Send-Off

Now an annual tradition, restaurateur Nanci Alexander will host a Bon Voyage Party at her world-class Sublime Restaurant in Fort Lauderdale, Fla., on Friday, Feb. 28, from 5-6:30 p.m. This event is a wonderful opportunity for guests of the Holistic Holiday at Sea Cruise to experience Sublime’s vegan cuisine the night before the cruise departs and for everyone—whether they are on the cruise or not—to take part in a fabulous evening at this award-winning hot spot.

Bus transportation from Miami will be available. Dinner reservations for those attending the event are guaranteed.

This event always sells out! Purchase your tickets now at PCRM.org/Sublime2014 or call Debbi Miller at 202-527-7340.

It’s Now Easier to Make a Gift through Your IRA

The IRA Charitable Rollover was extended through December 31, 2013, as a provision of the American Taxpayer Relief Act of 2012. The IRA Charitable Rollover allows individuals ages 70 ½ and older to make direct transfers totaling up to $100,000 per year to 501(c)(3) organizations, without having to count the transfers as income for federal income tax purposes. Here are some helpful facts about this type of gift:

• You qualify if you are age 70 ½ or older at the time of the contribution.
• You can transfer $100,000 per year.
• Transfers must come from your IRAs directly to Physicians Committee for Responsible Medicine. If you have retirement assets in a 401(k), 403(b) etc., you must first roll those funds into an IRA, and then you can direct the IRA provider to transfer the funds from the IRA directly to PCRM.

• To complete an IRA charitable rollover, the first step is to contact your IRA provider to learn their procedures. Make sure that you contact us when you direct the rollover so we can look for the check from your IRA provider.

To learn more about making a gift to PCRM through your IRA, please contact Betsy Wason at 202-527-7366 or bwason@pcrm.org.

Holistic Holiday at Sea XI Vegan Cruise • March 1-8, 2014

The ultimate experience for your mind, body, and spirit. Enjoy gourmet vegan meals, nightly socials, and dozens of presentations by a lineup of luminaries and stars, including Neal Barnard, M.D.; T. Colin Campbell, Ph.D.; Bryant Terry, chef and author; Chef AJ, teacher and author; Rich Roll, vegan ultra-endurance athlete; Michael Klaper, M.D.; Yogi Desai, founder of Kripalu Center for Yoga & Health; and many others.

Special track for physicians and healthcare professionals.

Book early for best rates and availability.

HolisticHolidayAtSea.org

or call 1-800-496-0989 (U.S.) or 1-828-749-9537

Chosen by National Geographic Traveler as “One of the 100 best worldwide vacations to enrich your life.”
**RESEARCH ISSUES**

**What Will We Do If We Don’t Experiment on Animals?**
Medical Research for the 21st Century
C. Ray Greek, M.D., and Jean Swingle Greek, D.V.M.
The Greeks answer the title’s question with a tour of truly modern medical research. With advances in the study of human genetics and the ability to measure human responses to drugs at the molecular level, researchers will find it increasingly difficult to justify the crude data accumulated from animal experimentation. 262 pgs, $24.99

**The Exultant Ark: A Pictorial Tour of Animal Pleasure**
Jonathan Balcombe
In more than 130 striking images, this book celebrates the full range of animal experience with dramatic portraits of animal pleasure. These photos, windows onto the inner lives of pleasure seekers, show two polar bears out his tongue to catch snowflakes, and many other rewarding moments. Biologist and best-selling author Balcombe is our guide. Hardcover, 224 pgs, $36.95

**HEALTH AND NUTRITION**

Physicians Committee for Responsible Medicine
This comprehensive medical reference manual covers nearly 100 diseases and conditions, including risk factors, diagnoses, and typical treatments. Most importantly, it provides the latest evidence-based information on nutrition’s role in prevention and treatment. Includes an in-depth examination of general nutrition, macronutrients, micronutrients, and nutritional requirements for all stages of life. 745 pgs, $49.95 Special Discount $17.95

**Veganist**
Lose Weight, Get Healthy, Change the World
Kathy Freston
Veganist is filled with compelling facts, stories of people who have improved their weight and health conditions, and Q&As with leading medical researchers. The book concludes with a step-by-step practical guide to becoming a veganist easily and gradually. It is an accessible, optimistic, and illuminating book that will change the way you eat forever. 304 pgs, $15.00

**The Best in the World**
Fast, Healthful Recipes from Exclusive and Out-of-the-Way Restaurants
Neal D. Barnard, M.D., Editor
This popular collection of wonderfully healthy recipes comes from the world’s best and most unusual restaurants. Enjoy these vegan delicacies at home. Hardcover, 71 pgs, $11.95

**The Best in the World II**
Healthful Recipes from Exclusive and Out-of-the-Way Restaurants
Jennifer L. Keller, R.D., Editor
Travel around the world to discover treasures from side-street cafes and elegant hotel dining rooms. Attractively illustrated, this delightful vegan cookbook is the sequel to PCRM’s original international recipe collection. Hardcover, 71 pgs, $11.95

**The Best in the World III**
Healthful Recipes from Exclusive and Out-of-the-Way Restaurants
Neal Barnard, M.D., Editor
Discover delicious and unique recipes from restaurants across the globe. Join monks in a temple courtyard in the Far East, passengers on a French luxury yacht, or even a rock star in Akron, Ohio, for an unforgettable culinary adventure. Often exotic and always flavorful, these plant-based recipes are designed to be within the abilities of any amateur chef. Hardcover, 71 pgs, $11.95

**Grills Gone Vegan**
Tamasin Noyes
Move over meat! Plant-based proteins, vegetables, and even fruits take center stage. Think beyond burgers and kabobs and create everything from quick appetizers and sandwich fillings to side dishes and even a surprising array of sweets—all on the grill. Tamasin’s rubs and sauces make tofu, tempeh, and seitan explode with flavor, and her marinades infuse portobello mushrooms and other succulent vegetables with savory depth. 192 pgs, $19.95

**Becoming Vegan: Express Edition**
The Everyday Guide to Plant-Based Nutrition
Brenda Davis, R.D., and Vesanto Melina, M.S., R.D.
Explore this completely updated version of the classic introduction to vegan eating. Includes how to use plant foods to fight serious illness and become fit, getting calcium without dairy, understanding the role of B12, and incorporating a balanced vegan diet at all stages of life. Designed to be accessible for anyone who wants to enjoy a vegan lifestyle. 284 pgs, $19.95

**The Allergy-Free Cook Bakes Cakes and Cookies**
Gluten-Free, Dairy-Free, Egg-Free, Soy-Free
Laurie Sadowski
This book is designed for anyone who needs to avoid gluten, dairy products, and other common food allergens but doesn’t want to feel deprived. Now those with food sensitivities can fearlessly indulge in delicious baked goods. Learn how to interpret food labels, prevent cross-contamination, and make ingredient substitutions. 144 pgs, $14.95

**Skinny Bitch**
Kick-Ass Recipes for Hungry Girls Who Want to Stop Cooking Crap (and Start Looking Hot!)
Rory Freedman and Kim Barnouin
Skinny Bitch in the Kitch
These are the recipes that made Skinny Bitch a cookware classic. Seventy-five easy, satisfying recipes, served up with fun. “A hilariously bawdy vegan cookbook for the modern Mrs. Cleaver.” —Domino 192 pgs, $14.95

**The Sublime Restaurant Cookbook**
The flavors and beauty of south Florida’s award-winning Sublime Restaurant are compiled here with some of Sublime’s most famed culinary creations. From Asian, Latin, or Mediterranean influences to more typical American fare, each recipe is delightfully conceived, beautifully presented, and yet surprisingly quick to prepare. 117 pgs, $19.95

**The Sublime Restaurant Cookbook**
The Sublime Restaurant Cookbook
South Florida’s Ultimate Destination for Vegan Cuisine
Nanci Alexander
The flavors and beauty of south Florida’s award-winning Sublime Restaurant are compiled here with some of Sublime’s most famed culinary creations. From Asian, Latin, or Mediterranean influences to more typical American fare, each recipe is delightfully conceived, beautifully presented, and yet surprisingly quick to prepare. 117 pgs, $19.95
From Neal D. Barnard, M.D., PCRM president

**Power Foods for the Brain**
An Effective 3-Step Plan to Protect Your Mind and Strengthen Your Memory
In *Power Foods for the Brain*, Dr. Neal Barnard has gathered the most important research and studies to deliver a program that can boost brain health, reducing the risk of Alzheimer’s disease, stroke, and other less serious malfunctions, including low energy, poor sleep patterns, irritability, and lack of focus. 320 pgs, $26.99

**21-Day Weight Loss Kickstart**
Boost Metabolism, Lower Cholesterol, and Dramatically Improve Your Health
Based on PCRM’s popular online Kickstart program, Dr. Barnard’s 21-Day Weight Loss Kickstart will help you get fast results: drop pounds, lower cholesterol and blood pressure, improve blood sugar, and more. With more than 60 recipes, daily meal plans, and tips for grocery shopping, this book will get you on the fast track to better health. 368 pgs, $15.99

**The Get Healthy, Go Vegan Cookbook**
125 Easy and Delicious Recipes to Jump-Start Weight Loss and Help You Feel Great
These recipes are based on Dr. Neal Barnard’s landmark two-year study, which shows that a vegan diet effectively controls type 2 diabetes. In fact, it’s also beneficial for weight loss, the reversal of heart disease, and the improvement of many other conditions. Dr. Barnard and nutritionist Robyn Webb offer easy, delicious meals to improve your health. 248 pgs, $18.95

**A New Approach to Nutrition for Diabetes DVD**
Turn back the clock on diabetes through a low-fat vegan diet. In eight compelling lessons, Dr. Barnard explains his program complete with menus and recipes by Jennifer Raymond. Here are powerful tools for achieving long-term weight loss and better health. 350 pgs, $16.00

**Dr. Neal Barnard’s Program for Reversing Diabetes**
If you have diabetes or are concerned about developing it, this program could change the course of your life. Dr. Barnard’s ground-breaking clinical studies, the latest funded by the National Institutes of Health, show that diabetes responds dramatically to a low-fat, vegetarian diet. Rather than just compensating for malfunctioning insulin like other treatment plans, Dr. Barnard’s program helps repair how the body uses insulin. Includes 50 delicious recipes. 288 pgs, $15.99

**Foods That Fight Pain**
Did you know that ginger can prevent migraines and that coffee sometimes cures them? Drawing on new research, Dr. Barnard shows readers how to soothe everyday ailments and cure chronic pain with common foods. 348 pgs, $14.95

**Breaking the Food Seduction**
We all have foods we can’t resist, foods that sabotage our health. But banishing those cravings for chocolate, cookies, cheese, or burgers isn’t a question of willpower, it’s a matter of biochemistry. Drawing on his own research and that of other leading institutions, Dr. Barnard reveals how diet and lifestyle changes can break the craving cycle. 324 pgs, $16.99

**Turn Off the Fat Genes**
Genes, including those that shape our bodies, actually adapt to outside influences. Dr. Barnard explains the process and provides a three-week gene-control program complete with menus and recipes by Jennifer Raymond. Here are powerful tools for achieving long-term weight loss and better health. 350 pgs, $16.00

**A Physician’s Slimming Guide for Permanent Weight Control**
You can succeed in becoming and staying slimmer! This book is not a diet—it’s a comprehensive program that takes the reader beyond artificial “formula approaches.” 96 pgs, $7.95

**Food for Life**
The breakthrough book on aging, heart disease, cancer, weight control, and general health. Preface by Dean Ornish, M.D. Loads of tips on changing your diet, 21 days of menus, plus delicious recipes by Jennifer Raymond. 334 pgs, $14.95

**Food for Life 90-Day Journal**
This portable spiral notebook helps you to keep a daily record of fiber intake and physical activity. Additional features include a seven-day sample menu, 22 recipes, tips for breaking food cravings, pantry suggestions, how to track fiber intake and body mass index, recommended resources, and plenty of inspiration from PCRM. 144 pgs, $12.00; discount price $10.99

**The Nutrition Rainbow Poster**
The more naturally colorful your meal is, the more likely it is to have an abundance of cancer-fighting nutrients. Pigments that give fruits and vegetables their bright colors represent a variety of protective compounds. The Nutrition Rainbow poster shows the cancer-fighting and immune-boosting power of different-hued foods. 17”x22”, $6.00

**The Cancer Survivor’s Guide**
Neal Barnard, M.D., Jennifer Reilly, R.D.
Find out how foods fight cancer and the advantages of a high-fiber, low-fat, dairy- and meat-free diet. Includes updates from the latest research, special prostate and breast cancer sections, tips for making the dietary transition, and more than 130 recipes. 245 pgs, $19.95

**Eating Right for Cancer Survival**
Neal Barnard, M.D., Chef Saualua Tupolo, Stephanie Beine, R.D.
This exciting 2-disc set is designed to work hand in hand with the companion book, *The Cancer Survivor’s Guide*. Nine nutrition presentations and nine cooking lessons provide powerful tools for making changes in health and well-being. 270 mins, $19.95

---

PCRM Marketplace

**Power Foods for the Brain DVD**
NOW IN PAPERBACK
208 mins, $19.95

**Dr. Neal Barnard’s Program for Reversing Diabetes DVD**
A New Approach to Nutrition for Diabetes
312 mins, $9.95

**The Get Healthy, Go Vegan Cookbook**
PAPERBACK
NOW IN PAPERBACK
248 pgs, $18.95

**Food for Life**
96 pgs, $7.95

**Power Foods for the Brain**
PAPERBACK
NOW IN PAPERBACK
334 pgs, $14.95

**21-Day Weight Loss Kickstart**
Boost Metabolism, Lower Cholesterol, and Dramatically Improve Your Health
PAPERBACK
NOW IN PAPERBACK
368 pgs, $15.99

**Foods That Fight Pain**
PAPERBACK
NOW IN PAPERBACK
348 pgs, $14.95

**Breaking the Food Seduction**
PAPERBACK
NOW IN PAPERBACK
324 pgs, $16.99

**Turn Off the Fat Genes**
PAPERBACK
NOW IN PAPERBACK
324 pgs, $16.99

**A Physician’s Slimming Guide for Permanent Weight Control**
PAPERBACK
NOW IN PAPERBACK
96 pgs, $7.95

**Food for Life**
PAPERBACK
NOW IN PAPERBACK
350 pgs, $16.00

---

*Autumn 2013 GOOD MEDICINE 21*
### PCRM Marketplace

**Fit Quickies**  
5-Minute Targeted Body-Shaping Workouts  
_Lani Muelrath_Devlop a flatter belly, shapelier thighs, firmer arms, a tighter tush, a whittled waist, and a strong core with targeted exercises—with illustrations and step-by-step instructions. Muelrath backs up her exercise plan with guidance regarding a plant-based diet and mind-set mastery. 270 pgs, $19.95

**Kitchen Divided**  
Vegan Dishes for Semi-Vegan Households  
_Ellen Jaffe Jones_What do you do if you’re vegan, but your spouse—or your child or parent—is not? This diplomatic and practical guide addresses the heated issues that can arise when vegans and meat-eaters share the same kitchen. Streamline meal preparation and simplify your life so you can juggle the demands of cooking for diverse needs even if you and your family members never end up on the same page of the menu. 160 pgs, $19.95

**Main Street Vegan**  
Everything You Need to Know to Eat Healthfully and Live Compassionately in the Real World  
_Victoria Moran_Holistic health practitioner Victoria Moran offers a complete guide to making the shift to a vegan diet with an emphasis on practical “baby steps,” proving that you don’t have to have a lifestyle coach on speed dial to experience the benefits of being a vegan. 400 pgs, $16.95

### Unlocking the Power of Plant-based Nutrition DVD Series

You can buy all three Unlocking the Power of Plant-based Nutrition DVDs—Food for Life, Weight Control, and Heart Health—for $29.95. That’s a savings of nearly $15. Each disc features the segments “Getting Started” with Neal Barnard, M.D., and “In the Kitchen” with TV’s Totally Vegetarian Chef Toni Fiore. Discs average 58 minutes in length. $29.95

### Power Plate Poster

“These healthful food groups help you live longer, stay slimmer, and cut your risk of heart disease, diabetes, and high blood pressure.” 18” x 24”, $6.00

### Show your support for humane research with Humane Charity Seal of Approval Items

- **Cat Magnetic Bumper Sticker** $2.00  
- **Dog Magnetic Bumper Sticker** $2.00

### Go Vegan! Translation Shirts

**Say “Go Vegan!” in French, Italian, Hebrew, Swahili, Arabic, Hindi, German, Spanish, Dutch, and Chinese on quality royal blue shirts.**

- **T-shirt** • Gildan, 100% cotton, 6 oz. Specity M, L, or XL • $17.99  
- **Sweatshirt** • Jerzees, 50% cotton/50% poly, 6 oz. Speciy M, L, or XL • $21.99

### Many PCRM fact sheets and booklets are downloadable without charge or available in print at minimal cost at PCRM.org/factsheets/

**Power Plate Poster**

**Main Street Vegan**

_Victoria Moran_Holistic health practitioner Victoria Moran offers a complete guide to making the shift to a vegan diet with an emphasis on practical “baby steps,” proving that you don’t have to have a lifestyle coach on speed dial to experience the benefits of being a vegan. 400 pgs, $16.95

**Main Street Vegan**

_Ellen Jaffe Jones_What do you do if you’re vegan, but your spouse—or your child or parent—is not? This diplomatic and practical guide addresses the heated issues that can arise when vegans and meat-eaters share the same kitchen. Streamline meal preparation and simplify your life so you can juggle the demands of cooking for diverse needs even if you and your family members never end up on the same page of the menu. 160 pgs, $19.95

**Main Street Vegan**

_Victoria Moran_Holistic health practitioner Victoria Moran offers a complete guide to making the shift to a vegan diet with an emphasis on practical “baby steps,” proving that you don’t have to have a lifestyle coach on speed dial to experience the benefits of being a vegan. 400 pgs, $16.95

**Unlocking the Power of Plant-based Nutrition DVD Series**

You can buy all three Unlocking the Power of Plant-based Nutrition DVDs—Food for Life, Weight Control, and Heart Health—for $29.95. That’s a savings of nearly $15. Each disc features the segments “Getting Started” with Neal Barnard, M.D., and “In the Kitchen” with TV’s Totally Vegetarian Chef Toni Fiore. Discs average 58 minutes in length. $29.95

**Power Plate Poster**

“These healthful food groups help you live longer, stay slimmer, and cut your risk of heart disease, diabetes, and high blood pressure.” 18” x 24”, $6.00

**Go Vegan! Translation Shirts**

**Say “Go Vegan!” in French, Italian, Hebrew, Swahili, Arabic, Hindi, German, Spanish, Dutch, and Chinese on quality royal blue shirts.**

- **T-shirt** • Gildan, 100% cotton, 6 oz. Specify M, L, or XL • $17.99  
- **Sweatshirt** • Jerzees, 50% cotton/50% poly, 6 oz. Specify M, L, or XL • $21.99

**Find even more healthful resources at PCRM Marketplace Online PCRM.org/Shop**

---

**PCRM MarketPlace**

**ORDER FORM**

<table>
<thead>
<tr>
<th>Item</th>
<th>Size (If Applicable)</th>
<th>Qty.</th>
<th>Price</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SHIPPING AND HANDLING CHARGES**

For orders shipped to more than one address, please add shipping for each additional address.

Orders within the United States:  
Shipping via U.S. Postal Service or UPS.  
For orders $1 to $20 = $5  
For orders $20.01 to $40 = $7.50  
For orders $40.01 to $70 = $10  
For orders $70.01 to $100 = $13.50  
For orders $100.01 to $200 = $15  
For orders more than $200 = $20

International and Express Shipping Orders:  
Residents of CA, DC, Ml, and NY please add applicable sales tax.  
Shipping charge to additional addresses.  

**TOTAL**  
(U.S. dollars only)

**SUBTOTAL**

**SHIPPING AND HANDLING**

For orders shipped to more than one address, please add shipping for each additional address.

Orders within the United States:  
Shipping via U.S. Postal Service or UPS.  
For orders $1 to $20 = $5  
For orders $20.01 to $40 = $7.50  
For orders $40.01 to $70 = $10  
For orders $70.01 to $100 = $13.50  
For orders $100.01 to $200 = $15  
For orders more than $200 = $20

International and Express Shipping Orders:  
Residents of CA, DC, Ml, and NY please add applicable sales tax.  
Shipping charge to additional addresses.  

**TOTAL**  
(U.S. dollars only)

**Mail to:**

PCRM Marketplace  
P.O. Box 180  
Summertown, TN 38483  
(Do not use the membership envelope in this issue.)

Or call toll-free: 1-800-695-2241  
Or order online at: www.pcrm.org
Meat Eaters Want Meat Alternatives
A new survey from market research company Mintel found that 51 percent of consumers believe meat alternatives are healthier than real meat, 31 percent are trying to reduce meat consumption, and 31 percent say they enjoy the taste of meat alternatives.

Fab Fast Food
Chipotle Mexican Grill is offering its new tofu Sofritas burrito at West Coast locations and plans to expand to other markets this fall.

Compassionate Canines
Empathy causes dogs to yawn after witnessing familiar humans yawn, according to a new study published in the journal PLOS ONE.

Down Under Diet
The Australian government’s newly released Australian Dietary Guidelines recommend plant-based diets, aiming to reverse worrisome health trends. Sixty percent of Australian adults and 25 percent of children are overweight or obese, according to a new United Nations report.

Over 4 Billion Served
Growing crops exclusively for human consumption—rather than animal feed—could increase available food by as much as 70 percent, which could feed an additional 4 billion people, according to a new study in the journal Environmental Research Letters.

Big Apple Prescription
Doctors at New York City hospitals in the Bronx and Harlem are now writing “prescriptions” for fruits and vegetables, rather than medications, to encourage patients to buy healthier foods.

London Underground
After London residents complained that their toilets did not flush properly, an investigation turned up a “bus-sized lump” of food fat in London’s sewer system.

No So Farm Fresh
A recent study published in the Journal of Food Safety found that 90 percent of whole chickens purchased at farmers markets tested positive for campylobacter bacteria, which cause diarrhea, cramping, abdominal pain, and fever. Twenty-eight percent tested positive for salmonella.

Simian Similarities
A study recently published in Frontiers in Comparative Psychology reviewed video of chimpanzee, bonobo, and human babies and found that as they developed they all used similar gestures to communicate.

Down Under Diet
The Australian government’s newly released Australian Dietary Guidelines recommend plant-based diets, aiming to reverse worrisome health trends. Sixty percent of Australian adults and 25 percent of children are overweight or obese, according to a new United Nations report.
Meet PCRM’s Associate Director of Laboratory Medicine
Kenneth Litwak, D.V.M., Ph.D.

Kenneth Litwak, D.V.M., Ph.D., started conducting animal experiments with the presumption that his work was going to save human lives. Nearly 20 years later, he is now a leading advocate for a very different approach to research.

Dr. Litwak received his Doctor of Veterinary Medicine from Kansas State University and his doctorate in molecular and cellular pathobiology from Wake Forest University, where he also completed a postdoctoral fellowship.

“I was always uncomfortable using animals to simulate human conditions, but I believed the benefits outweighed the harm that I was causing to animals,” says Dr. Litwak. “In retrospect, I was fooling myself.”

From 1998 to 2007, Dr. Litwak directed surgical research laboratories dedicated to testing artificial organs in animals at the University of Pittsburgh and the University of Louisville. During that time, he authored or co-authored nearly 40 published manuscripts.

But Dr. Litwak, who is now the Physicians Committee’s associate director of laboratory medicine, came to the realization that not only did animal experiments lead to suffering; animal disease “models” did not reflect the human condition.

“Heart failure develops in humans over decades,” says Dr. Litwak. “So why is it assumed that we will learn to treat the condition from experiments that induce heart failure in dogs over the course of weeks.”

From 2007 to 2013, Dr. Litwak was the attending veterinarian at the Cleveland Clinic, where he worked to improve the quality and level of care and welfare of the laboratory animals.

The combination of examining animal experiments from both a scientific and ethical stance ultimately led Dr. Litwak to leave research in 2013.

“The differences between an artificially manufactured animal disease and a real human patient are like the differences between a plastic lawn flamingo and the real bird,” says Dr. Litwak. “They are both pink, but closer examination reveals how truly different they are.”

Dr. Litwak now provides the Physicians Committee with scientific expertise on the issues of replacing animals use in research. He recently led the Physicians Committee’s campaign to stop the Taiwanese government from injecting unvaccinated beagle puppies with rabies (see page 17). He also spoke out against a highly publicized study that inaccurately equated the amount of sugar that is toxic in mice to humans.

“Animal experiments are based on so many flawed assumptions that they only serve to mislead and misinform medical progress,” says Dr. Litwak.

PCRM Is a CFC Charity: #10460
If you are a federal employee, please consider designating PCRM as your charity for this year’s Combined Federal Campaign (CFC). Each year, generous donations raised through the CFC help keep our programs strong and moving forward. Please contact Garron Marsh at 202-527-7357 or gmarsh@pcrm.org with any questions about workplace giving opportunities.