

What Do Vegans Eat?

— What is NOT Vegan —

Vegans do not eat or use anything that comes from an animal: meat, eggs, dairy, seafood and honey; as well as leather, wool, fur and silk. Wherever possible, vegans avoid products that have been tested on animals.

— What IS Vegan —

When you go vegan, a whole new world of food adventures opens up to you.

Instead of the same old meat, veg and potatoes, you now have 1,000's of different vegetables, beans, grains, nuts and fruit to create satisfying meals for you and your family.



Vegetables — kale, swiss chard, watercress, rocket, spinach, pak choy, tatsoi, asparagus, broccoli, artichokes, peas, celery, cucumber, bell peppers, baby marrow, cabbage, green beans, brussel sprouts, lettuce, aubergine, mushrooms, onions, garlic, beetroot, cauliflower, tomatoes, leeks, radishes, carrots, squash, sweet potatoes.

Fruit — berries, plums, lemons, oranges, melons, kiwi fruit, peaches, bananas, grapes, pears, pineapple, apples, cherries, mangoes, apricots, raisins, dates.

Beans — chickpeas, lentils, soybeans, split peas, black beans, kidney beans, edamame, adzuki, butter beans.

Nuts & Seeds — walnuts, almonds, cashews, flax seeds, sunflower seeds, pumpkin seeds, sesame, olives, avocados.

Grains — quinoa, maize, brown rice, millet, oats, barley.

Vegan Substitutes — Ice cream, chocolate, chicken strips, meat cubes, cheese, cream, seafood and omelettes.

You Can Be Vegan

How You Can Transition to Vegan

Being vegan is much easier than you think. Don't get distracted by going vegetarian first, forget Meatless Mondays, don't invest your time in so-called 'free-range' animal products.

Do you care about animals?

Do you want to be healthy?

Do you want to save our Planet?

Then be 100% vegan!

Even if you start with 1 meal a week.

Learn something new about veganism every week and then apply this new-found knowledge in your life. One step at a time.



Step 1: Educate Yourself

Visit Elated to watch videos and read articles so you can make an informed decision.

Step 2: Choose Your Plan

There are many ways you can transition at your own pace: Vegan Meals, Vegan Mondays, Vegan Substitutes, Vegan @Home, Vegan @Work etc...

Step 3: Make a Commitment

Promise yourself to always live in alignment with your new true inner values.

Do you want someone to support and guide you on your vegan journey?

Sign up for Elated Vegan Coaching!

You Can Be Vegan

Why Vegan?

Do you want to be healthy?
Do you care about animals?
Do you value our planet?

Then you are already vegan.
You just don't know it yet.

— Karen Johnson, Elated Vegan Coach



Join the vegan community
and help us make the
world a better place
for animals and people

 elated.vegan  karenelated

karen@elated.co.za | www.elated.co.za

Enhancing the Lives of Animals
Through Ethical Decisions

Heal Your Health

— What You Get on a Vegan Diet —

Plant proteins give you all the amino acids you need. Plus you get phytonutrients, fibre, calcium, magnesium, potassium, folate, mineral salts, antioxidants, Vitamin C, Vitamin E, iron, Omega-3, flavanoids and micro-nutrients. Taking 1 tiny tablet of Vitamin B12 is worth it!

— Go Vegan For Radiant Health —

When you follow a healthy, balanced vegan diet you will have vibrant energy, achieve your goal weight, look younger and feel great!



— What You Do Not Get on a Vegan Diet —

Cholesterol, somatic cells, staphylococcus, salmonella, listeria, E.coli, antibiotics, botulism, growth hormone and mercury poisoning.

— Animal Products Increase Disease —

Doctors are increasingly recommending a vegan diet to counteract cancers, heart disease, diabetes, strokes, alzheimers, arthritis, osteoporosis, high blood pressure, indigestion, asthma, migraines, impotence, obesity, eczema, sinus infections, MS, chronic fatigue syndrome.

Do You Want to Heal Your Health?

You Can Be Vegan

Save Our Environment

Greenhouse Gases — Animal agriculture creates more greenhouse gases than all the cars, trucks and aeroplanes in the world. Combined!

Energy — Farming animals uses up almost one-third of all fossil fuels used in South Africa.

Pollution — Farmed animals produce tonnes of excrement which contaminates water tables, the ocean and our topsoil.

World Hunger — 16kg of grain plus roughage produces only 1kg of beef. Yet underprivileged people are starving to death surrounded by over-priced crops earmarked for livestock.



Land — Twenty times more land is required to feed an omnivore than to feed a vegan.

Water — Animal farming uses more than half of all the water used in the world. It takes 100,000 Litres of water to produce 1 kg of beef, but only 500 litres to produce 1 kg of potatoes.

Deforestation — Rain forests are being destroyed at a rate of 323,748 km² per year to create space to grow animal feed. Every fast-food burger destroys another 5 m² of rain forest.

Do You Want to Save Our Environment?

You Can Be Vegan

Free Farm Animals

Do you think it is wrong to hurt animals? We all know that eating animal products is unhealthy. So why do we kill 62 billion animals for food every year? The only reason is because it gives us pleasure: we like the taste. Is that a good enough reason?

All animal farming is horrific. The animals are confined, artificially inseminated, branded, castrated and de-horned. Their families are destroyed, all their babies are stolen and then every single one of them is slaughtered. Animals value their lives. They want to live.

Their lives and bodies are not ours to use.



Farmed animals are living beings. They feel joy and pain just like our dogs and cats. They are conscious and self aware just like we are.

Animals have personalities, likes and dislikes. They build homes, play games, search for food and care for their young just like we do.

Do you care about animals? Then the very least you can do is respect their basic right to life, freedom and bodily integrity.

Do You Want to Save the Lives of 80-400 Farm Animals Every Year?

You Can Be Vegan