

UC-VEG



Umpqua Community Veg Education Group

www.UCVEG.org • Ph: 541-378-6359 • UmpquaCommunityVeg@gmail.com

Dine Up ...with UC-VEG!

Did you know that thousands of people in Douglas County are actively looking for places to eat that serve healthy, fresh, plant-based and local options on their menus?

We want to tell them about you!

Here's how to get free placement on the new UC-VEG Restaurant Guide:

- ✓ Fill out the survey to tell us all about your current offerings!
- ✓ Step it up a notch by making simple additions or providing alternatives to your best-selling classics by utilizing free consultation from a local, menu transition expert!
- ✓ Participate in our Forks Over Knives program and receive special acknowledgement in the guide for taking the time for personal education in the movement toward lasting health and vibrancy!
- ✓ With the return of your survey and even the smallest step toward more healthy, plant-based, local, and fresh options on your menu, UC-VEG will offer free and enthusiastic advertising!

But why???

- ✓ The US Dietary Guidelines for 2015-2020 tells us to eat less meat for a healthier diet.
- ✓ The World Health Organization tells us to eat less meat due to the links to its consumption and cancer.
- ✓ Blue Zones have taught us to eat less meat for longevity and lasting health.
- ✓ Milk producers in the US have faced a decline, dropping 11 % in sales over the last year.
- ✓ Douglas County ranks low in our health outcomes in comparison to other counties in Oregon, placing 31st out of 36, with high rates of chronic illnesses such as obesity, diabetes, and heart disease.
- ✓ Advances in the field of nutrition show that a plant-based diet is proven to not only prevent and treat, but reverse our #1 killer, heart disease, along with other deadly diseases such as type 2 diabetes and high blood pressure.

Wait! What is "plant-based"?

Here are a few definitions we'd like you and your staff to know as we get started:

Whole Food, Plant-Based: A lifestyle where food consumption is based on fruits, vegetables, tubers, whole grains, nuts, seeds and legumes; it excludes or greatly minimizes meat (including chicken and fish), dairy products, and eggs, as well as highly refined foods like bleached flour, refined sugar, and oil. FYI, here's a few more specific terms:

Vegan: No food that comes from animals (beef, pork, chicken, fish, eggs, dairy, lard, or their bi-products).

Vegetarian: No meat, and sometimes any food derived from animal products.

Lacto-Vegetarian: eats no meat or eggs but does eat dairy.

Ovo-Vegetarian: eats no meat or dairy but does eat eggs.

Lacto-Ovo-Vegetarian: eats no meat but eats eggs and dairy.

Pescetarian: Eats fish but no other animals