



SATYA

August 2006

vegetarianism • environmentalism • animal advocacy • social justice



Myth-Busters!

breaking vegan stereotypes

**Myth: Vegans
aren't funny.**
Cartoonist Dan Piraro
and Ashley Lou Smith
bust that up.

August 2006

Myth-Busters! Breaking Vegan Stereotypes

Table of Contents

- 6 **Guest Editorial**
Myth: Killing Can Be Kind
By Patty Mark
- 8 **Myth: Vegans Aren't Funny**
It's a Bizarro World!
The *Satya* Interview with Dan Piraro and Ashley Lou Smith
- 14 **Myth: Soy Ice Cream is Awful**
Tempt Me!
The *Satya* Interview with Ryan Howard and Dan Ziegler
- 16 **Who's Ready for Vegan Gelato?**
The *Satya* Interview with Marcia Blackwell
- 18 **Myth: Vegans Don't Have Sex**
Vegan Aphrodite
The *Satya* Interview with Furry Girl
- 22 **Myth: Animal Activists and Politicians**
Don't Mix
All You Need Is...LOHV
The *Satya* Interview With John Phillips
- 26 **Myth: All Vegans are Fanatics**
The *Satya* Interview with Ian MacKaye
Part 2: Shining a Light on Straight Edge and Veganism
- 30 **Myth: "Not Tested on Animals" Means Not**
Tested on Animals
Rouge Revolution—Leaping Bunny Approved
The *Satya* Interview with Michelle Thew
- 34 **Myth: All Activists are Terrorists**
Who's Behind the Mask?
The *Satya* Interview with Shannon Keith
- 36 **New York Activist Faces Life in Prison**
By Friends and Family of Daniel McGowan
- 38 **Myth: Vegans are Wimps**
Pumped Up!
The *Satya* Interview with Kenneth G. Williams
- 40 **Myth: Pit Bulls Are Vicious**
The Dogs who Found Him
The *Satya* Interview with Ken Foster
- 44 **Myth: Apes Make Great Actors**
Chimps in Entertainment: That Joke isn't
Funny Anymore
By Sarah Baeckler with Charles Spano
- 46 **Myth: Farm Animals Have no Personality**
Animal Comfort
By Jean Rhode
- 48 **Myth: Vegans Don't Know How to Cook**
Where Do Vegan Chefs Come From?
By Sangamithra Iyer
- 49 **Myth: Washington Isn't Veg-Friendly**
Vegan Eats in the Nation's Capital
Restaurant Guide by Erica Meier
- 51 **Myth: Vegans Don't Like Fine Dining**
Blossom is in Bloom
Restaurant Review by Maureen C. Wyse
- 52 **Myth: It Ain't a Barbecue Without Meat**
Lip Smackin' BBQ Creations!
Recipes by Isa Chandra Moskowitz
- Plus
- 7 Letter
- 54 Upcoming Events

On the Cover: Dan Piraro and Ashley Lou Smith. Photo by Kevin Lysaght



Satya Magazine is a monthly publication focusing on vegetarianism, environmentalism, animal advocacy, and social justice. In Sanskrit, "satya" means "truth," and formed the basis of Mohandas Gandhi's Satyagraha or "truth action" movement for Indian self-sufficiency. *Satya* Magazine is committed to continuing Gandhi's legacy by increasing dialogue among activists from diverse backgrounds and engaging readers in ways to integrate compassion into their daily lives.

SATYA

PUBLISHER
BETH GOULD

EDITOR-IN-CHIEF
CATHERINE CLYNE

MANAGING EDITOR
KYMBERLIE ADAMS MATTHEWS

ASSISTANT EDITOR
SANGAMITHRA IYER

MARKETING MANAGER
ERIC WEISS

CIRCULATION MANAGER
MAUREEN C. WYSE

CONSULTING EDITORS
LAWRENCE CARTER-LONG
RACHEL CERNANSKY
PATRICE JONES
MIA MACDONALD
STEPHANIE MILLER
ANGELA STARKS

CONTRIBUTING WRITERS
MONICA ENGBRETSON
BRUCE FRIEDRICH
MICHAEL GREGER
MARK HAWTHORNE
CHRISTINE MORRISSEY
MIYUN PARK
JOSHUA PLOEG
ANNE SULLIVAN
ZOE WEIL

CONTRIBUTING ARTISTS
SUE COE
KEVIN LYSAGHT
DAN PIRARO
MARK WELLS

SENIOR COLUMNIST
JACK ROSENBERGER

FOUNDING EDITOR
MARTIN ROWE

Satya is an independent publication with ties to no interest group. Satya accepts articles, reviews and photos. Subscriptions are \$20.00 for one year. Please make checks payable to Stealth Technologies Inc.

Satya is published by Stealth Technologies, Inc., New York, NY. 539 1st Street Brooklyn, NY 11215 Tel: 718-832-9557 Fax: 718-832-9558 Email: satya@satyamag.com Web: www.satyamag.com

The views expressed in Satya are not necessarily those held by Stealth Technologies, Inc. All contents © 1994-2006 Stealth Technologies, Inc, All Rights Reserved.

Printed on recycled paper

Who's Ready for Vegan Gelato?

The *Satya* Interview with Marcia Blackwell



Tom and Marcia Blackwell.

Photo by Michael S. Miller Photography

Vegan gelato! You heard right. Marcia and Tom Blackwell of Blackwell's Organic embarked on the adventure of their lives last year when they decided to become organic vegan gelato and sorbetto entrepreneurs. Based out of their solar powered New Jersey home, Blackwell's Organic is committed to using the finest organic and fair trade ingredients. Their products are finding their way to local, independent natural food stores and restaurants throughout the Northeast, and are also available through mail order. What's more is they provide a prepaid return shipping label to send their packaging back for reuse. Waste minimization is integral in their business operations.

More importantly, how does it taste? Simply delicious. The gelato comes in chocolate, coffee, real vanilla, peanut butter and peanut butter chocolate swirl. Yum. The mango, strawberry, blueberry, raspberry, pineapple, orange and lemon sorbetto are also a refreshing treat for hot summer days.

Frozen dessert connoisseur **San-gamithra Iyer** had a chance to ask **Marcia Blackwell** about what it's like running a business in sync with her personal ethic.

When and why did you decide to pursue this vegan gelato and sorbetto venture? My husband Tom and I love to experiment

with different types of food and flavors. We had been making dairy-free gelato and fruit sorbetto at home for a few years, and our family and friends would often request that we bring them to special gatherings. Then the company I was working for closed in the spring of 2005 and I was at a loss for what to do next. When I was in the unemployment office, I noticed a brochure for the Self Employment Assistance Program. My husband said, "When will you ever have a chance to do this again?" So, I applied to the program and was accepted. All I needed to do was determine the type of business I wanted to start. We knew that whatever we did need to reflect our lifestyle choices and promote our commitment to the environment.

Several people said, "Why not make your gelato?!" After some soul searching and research, we decided that our organic vegan gelato and sorbetto was the way to go, and we jumped in with both feet.

We knew we could adapt the Italian gelato process to include soy, and chose to fashion our products in the Italian tradition, with a healthy twist. Our sorbetto includes organic fruit, filtered water, organic evaporated cane juice, a splash of lemon and a pinch of sea salt.

I understand Tom is the master recipe maker. Tell us about the trial and error experimental phase.

When Tom puts his mind to perfecting a recipe he goes all out. Then look out because you are going to be eating a lot of 'something.' Once he went through a meringue pie phase and you can't imagine how many pies we ate, gave to neighbors, composted, etc. So when it came to gelato, *gallons* of product were tasted, both the good and the not so good.

Overcoming the organic certification hurdles was my job. That included finding suppliers who met our standards and the National Organic Program rules. Who had the best sugar? Who had the best chocolate?



Blackwell's Organic Vegan Gelato and Sorbetto.

That meant *more* taste tests. Our neighbors and family stood by us giving their honest opinions. It was actually a fun process having everyone sit around our dining room table comparing desserts.

Your commitment is to create a product that is "better for the body, the soul and the planet." What do you mean by that?

It is better for your body because each of our ingredients is a 'true food'—nothing artificial, no preservatives, no additives and no extracts. Gelatieri (gelato masters) began making gelato before there were chemicals and we wanted to bring that back. We even chose to use evaporated cane juice because it was an ingredient used to sweeten frozen desserts for hundreds of years. We also sweeten with maple syrup and agave nectar. Our agave nectar comes from a cooperative run by native Mexicans who harvest the syrup without destroying the plant.

It is better for the planet because our ingredients are organic. That means less pesticides and herbicides go into the planet's ecosystem, in turn making the world a better place for all creatures, including us.

It is also better for your soul because as a company we try to use only high quality certified organic ingredients and certified fair trade cocoa and coffee. We made the decision to go fair trade because we did not want to contribute to the child labor and poor working conditions often associated with conventional cocoa and coffee planta-

tions. Our organic fair trade coffee is also certified bird friendly and the beans are imported from a cooperative in Mexico.

So, environmental sustainability is important to you. What are some of the other ways you incorporate this into your business?

First and foremost, we try to keep our waste generation down as much as we can. We use the web and word of mouth as our key advertising tools and use only recycled paper products for our brochures and sales kits.

We also share our manufacturing facility with other local businesses using less fossil fuels to keep our product frozen and our ingredients cold. Our office is located in our home, which is powered by solar electricity—again, using less fossil fuels. Our container manufacturer has waste water and other recycling programs in place.

We order our ingredients in bulk so that our truckers don't come as often and use more fuel. We also ship our products across the U.S. using reusable insulated shipping containers, and provide a prepaid return label for our customers to send back the empty packaging, so we can use it for another shipment. We want our customers to know they can trust that we are making the best possible product with the least environmental impact.

continued next page

Who's Ready for Vegan Gelato?

Continued from page 17

What's your favorite flavor?

My favorite is coffee. It has an outrageously great flavor like an espresso with a twist of lemon.

Tell us about Lucy, your "director of stress management." What is her favorite flavor?

Lucy is more than a golden retriever; she is the third leg of the Blackwell's Organic triangle. She is always willing to listen to the trials and successes of each day without judgment, never tiring. Lucy knows when to remind us to play and not to take the day's events too seriously. She does not get to eat gelato very often, but she *is* fond of the homemade organic dog food we make for her each week.

You have said, "I want to run our business the way we run our lives. They're synonymous." What advice do you have for vegan/eco-friendly entrepreneurs or aspiring ones, to run their business in tune with their ethical beliefs?

Tom and I have high personal values, which we do not like to compromise. As I mentioned earlier, we live in a solar home, we organic garden, compost and eat organic. We would not feel comfortable running a business that was contrary to these beliefs.

Our advice to any business owner is *do not* compromise your beliefs. You may run into roadblocks with vendors who cannot provide you with what you need, but keep persevering. When I heard "no" I always asked, "If you cannot help me, do you know someone who can?" It is such an amazing question to ask and more often than not, you get an answer. Each referral leads to another, and finally you will have what you need. ■

To learn more, order or find a retail outlet near you visit www.blackwellsorganic.com.