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Issue 37

March/April 2004



You won't want to miss the launch edition of the new VegNews! Featuring the same great content, it's packaged in a gorgeous new magazine format. If you haven't already subscribed, please do so today. [Click here](#) to order a single copy.

VegInDepth: Food in the 21st Century
Interview with Whole Foods founder John Mackey

Whole Foods founder and CEO John Mackey is changing how the world buys food. In this insightful and poignant interview with VN editor Joseph Connelly, Mackey talks about the wild success of Whole Foods market, his path to veganism, and how he plans to change factory farming in this country.

Is Junk Food the Next Tobacco?

Attorney Michele Simon sees obesity as the new health hazard of the 21st century. From litigation to parent coalitions, Simon explores ways that could help save millions of lives.

Fast Food Slims Down

The fast food industry is shaping up to answer the demands for lighter, healthier fare. From McDonald's to Subway, supersizing is being replaced with smaller portions and more vegetarian options. Writer Tracy McGinnis also explores the latest niche in the restaurant market: Fast Casual.

Mr. Goodburger's

There's a new new fast food chain emerging in 2004: the all-vegetarian Mr. Goodburger's will soon be on a corner near you. With a wide variety of delicious veggie burgers, spiced potato wedges, veggie chili, and fruit smoothies, these restaurants will create healthy competition for fast foods' big guns.

Want a Soda with those Lies?

VegNews dives into the McDonald's french fry lawsuit with this fascinating exposé by Keith Akers. Last year, the courts awarded several vegetarian organizations millions of dollars in settlement money, but the case was quickly appealed. Now the outcome is in doubt. What's the real story behind this historical lawsuit?

VegNow

Editorial
 VegNews' Editor Joseph Connelly introduces the new VegNews Magazine.

Opinion

Lantern Books' Martin Rowe explains why publications are vital to the success of our movement.

News Beet

All of the latest veg happenings around the world, including a blind chimp who gets his sight back, carrot characters spreading the veg word, veggie dogs at ballparks, a supermodel promoting a vegetarian diet, and so much more.

Preventing Cancer with a Vegetarian Diet

More and more studies show that a hearty plant-based diet can not only improve health but prevent cancer as well. Kiki Powers, M.S. shares the latest findings.

The Truth Behind Egg Labels

The animal welfare organization Compassion Over Killing claims the highly touted "Animal Care Certified" egg logo is misleading. Patrick Condon from the Associated Press explains why.

PLUS... upcoming veg events around the globe you won't want to miss.

VegLifeStyle

- Food**
- Veggie Sushi
- Dairy-free Tropical Parfaits
- Indulgent Snacking
- A Culinary Visit to Japan
- ChefTalk: An Interview with Native Foods' Tanya Petrovna
- The Hottest New Veg Foods Trends (including a sassy new line of peanut butter, soda for grown-ups, soy coffee beans, vegan marshmallows, and more!)
- Meat Substitutes for Kids
- The Politics of Food

Travel

- A Puerto Vallarta Veg Vacation
- A Weekend in Portland, Oregon

Lifestyle

- Does Diet Affect Hair?
- Veg Advice with Dr. Kerrie
- Manhattan's MooShoes Leather-Free Shoe Boutique
- Making Your Life Your Message
- Creating a Family Business
- How I Went Vegetarian
- Lucy Watkins' Celebrity Buzz (we've got loads of it!)

Restaurant Review

Millennium Restaurant in San Francisco

Veg Media Reviews

- Above All, Be Kind
- Radical Simplicity
- In the Devil's Garden
- Foodwise
- The Native Foods Restaurant Cookbook
- Living Cuisine
- Healthy Cooking DVD

PLUS all of the usual...Edgy Veggies comic, International Events, Letters to the Editor, Classifieds, Photos Galore, Veg Marketplace, and much more.

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