

VEGAN

WHAT / WHY / HOW / WHERE

(pronounced “VEEgan”)

Veganism is a straightforward moral position. Vegans object to the murder, exploitation, enslavement, and use of nonhuman animals for food, clothing, entertainment, transportation, education, or any other purpose.

Veganism is about respect, justice, and basic rights for all sentient beings, who, like us, perceive and interact with the world around them and feel pain. Consider an almost universal notion: that inflicting “unnecessary” suffering is wrong. Nothing is truly “necessary” that is justified by pleasure, convenience, or tradition. And yet, these are the only defenses for over 99% of nonhuman exploitation, all of which invariably causes horrendous suffering.

Veganism is easy and can quickly become second-nature. Becoming a vegan will require some investigation, exploration, and possibly a brief transition period. Vegans embrace alternatives to exploitation. For example, the diverse plant kingdom can provide all of our food and clothing needs.

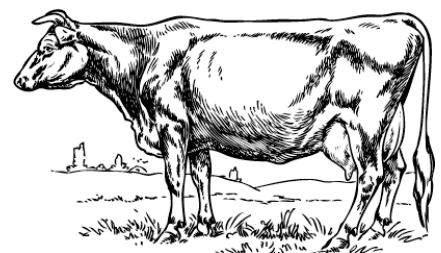
Veganism is directed toward an abolitionist target. Eliminating exploitation, rather than modifying it. Releasing the reins of subjugation, as opposed to yanking them more “humanely”. Collectively, vegans reduce demand for the products of exploitation and begin shifting the ethical paradigm.

Our Moral Schizophrenia

Making arbitrary distinctions between morally equivalent sentient beings.



Lovable Individuals?



Exploitable Things?

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