

A smiling woman with long blonde hair is leaning over a table outdoors. The table is set with several bowls of fresh, colorful vegetables, including purple and green leafy salads, a wooden bowl of mixed vegetables, and a white bowl of tomatoes and peppers. The background is a lush green garden.

**MORE THAN
100 RECIPES,
SERVING SUGGESTIONS,
AND MENU IDEAS**

**The Ultimate Guide
to Eating Cleaner,
Getting Leaner,
and Living
Compassionately**

The 30-Day Vegan Challenge

COLLEEN PATRICK-GOUDREAU

The 30-Day Vegan Challenge

The Ultimate Guide to Eating Cleaner, Getting Leaner,
and Living Compassionately

by Colleen Patrick-Goudreau

Take the 30-Day Vegan Challenge and see the difference a plant-based diet can make in your life!

Whether you want to improve your overall health, shed a few pounds, demonstrate your compassion for animals, or help the environment, Colleen Patrick-Goudreau holds your hand every step of the way, giving you the tools you need to make the vegan transition—healthfully, joyfully, and deliciously. In this one-stop, comprehensive guide, Patrick-Goudreau

- debunks common nutrition myths and explains the best sources of such nutrients as calcium, protein, iron, and omega-3 fatty acids
- helps you become a savvy shopper, restock your kitchen, read labels, and prepare nutrient-rich meals without feeling overwhelmed
- offers practical strategies for eating out, traveling, hosting holiday gatherings, and attending social events
- empowers you to experience the tangible and intangible benefits of living a healthful, compassionate life.

The 30-Day Vegan Challenge

THE ULTIMATE GUIDE TO EATING
CLEANER, GETTING LEANER,
AND LIVING COMPASSIONATELY

Colleen Patrick-Goudreau

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get ready!

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The 30-Day Vegan Challenge

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You may have come to the 30-Day Vegan Challenge motivated by a need to get healthier or lose weight, the desire to help decrease the use of the world's resources, or the compulsion to manifest your compassion for animals. Whatever your motivation, eliminating animal products from your diet—even for 30 days—will reap many benefits, some of which you may never have considered before.

Many of the changes people experience are immediate, some are noticeable by the end of 30 days, and all of them can be broken down into several categories of positive change in terms of nutrient consumption, disease prevention and reversal, physical changes, palate sensitivity, and a sense of ethical congruency.

NUTRIENT CONSUMPTION

Being vegan is as much about what you take in as it is about what you eliminate.

Expect More

As soon as you eliminate meat, dairy, and eggs from your diet and fill it instead with plant foods, I can absolutely guarantee you will be eating more fiber, more antioxidants, more folate, and more phytochemicals, because the source of these healthful substances is plants, not animals. You will also be taking in more essential vitamins and minerals, because—as you will discover on the following pages—the nutrients we need are *plant-based*, not animal-based.

Expect None

I can also guarantee that you will be consuming no dietary cholesterol, no lactose, no animal protein, no animal hormones, no animal fat, and no aberrant proteins that cause mad cow disease (bovine spongiform encephalopathy)—all of which originate in animal products and not in plants. Not only are these things unnecessary, they can all be harmful to the human body.

Expect Significantly Less

Making whole foods the foundation of your diet, which is what I recommend, means that you will be significantly reducing your consumption of many other disease-causing substances, including:

- **SATURATED FAT:** Though it exists mostly in animal flesh and secretions, saturated fat is also found in small amounts in plant foods, primarily from coconuts. However, plant-based saturated fat is chemically different from animal-based saturated fat and does not appear to have the same negative effect on our bodies. In other words, a little coconut butter or coconut milk in your diet is fine—possibly even beneficial.
- **HEAVY METALS:** Heavy metals such as mercury and other toxins settle in the fatty flesh of animals and are consumed by humans through their consumption of fish, dairy, and meat. The reason I didn't add this to the "Expect None" category is because even vegans consume low levels of heavy metals that end up on our food, but in significantly smaller quantities.
- **FOODBORNE ILLNESSES:** Although fruits and vegetables you buy in a store or restaurant can be contaminated by animal feces (and thus salmonella, campylobacter, E. coli, etc.), if you keep a vegan kitchen, the worst things you might find are aphids in your kale and a borer worm in your corn.
- **TRANS FATS:** By following my recommendations for eating whole foods, you take in far fewer trans fats, which are prevalent in processed foods via partially hydrogenated oils and which are also present in animal-based meat.

DISEASE PREVENTION AND REVERSAL

Decades of research have borne out the many benefits of a vegan diet in terms of disease prevention and reversal.

If your goal is prevention, treatment, or reversal of cardiovascular disease (particularly atherosclerosis, which causes heart attacks and strokes), you couldn't make a better dietary change than switching to a whole-foods, plant-based diet. And by the end of 30 days, you will see changes in the markers for these diseases.

Countless studies also point to the fact that a vegan diet contributes to reduced risk of type 2 diabetes, certain cancers—particularly prostate, colon, and breast—macular degeneration, cataracts, arthritis, and osteoporosis. See "Resources and Recommendations" for books and experts who specialize in these fields of research and treatment.

PHYSICAL CHANGES

Typically, the physical changes people detect have to do with what they tend to lose, but there are gains to be made, too.

Expect to Lose

People tend to lose weight when they remove fat- and calorie-dense meat, dairy, and eggs from their diet; they tend to notice a decrease in the severity of their allergies; and women tend to experience fewer PMS and menopausal symptoms.

Expect to Gain

Many people who switch to a vegan diet notice they have more energy, brighter skin with fewer blemishes, and an increase in the number of times they move their bowels, which is definitely beneficial for short- and long-term gastrointestinal health.

PALATE SENSITIVITY

Many people report that once their palate and body begin to know life without being coated by fat and salt, cravings for these things are greatly reduced or totally eliminated. As a result, your palate may become more sensitive, you may taste flavors you never noticed before, and you may even have a more acute sense of smell.

ETHICAL CONGRUENCY

The harder-to-measure goals are those that have to do with what it feels like to make choices that reflect our values. Prior to becoming vegan, I perceived myself as a conscious, compassionate person, yet I was supporting what is very likely the most violent industry on the planet. I was paying people to be desensitized and to do what I would never do myself: hurt and kill animals. I still consider myself a conscious, compassionate, nonviolent person, but now those values are authentically reflected in my everyday behavior. There is much joy and peace in living in alignment with my values.

GETTING STARTED

Since you're holding this book in your hands now, I'll assume that you know *why* you want to make some changes and that you're eager to reap one or more of the benefits I've identified above. Perhaps, though, you're unclear about *how* to make this transition—smoothly, joyfully, healthfully, and confidently. Let me assure you that whatever compels you to become vegan and however you identify yourself at this moment (carnivore, omnivore, pescetarian, flexitarian, vegetarian), the transition process is the same for everyone: it's a matter of undoing old habits and creating new ones.

In my experience, when most people contemplate becoming vegan, they feel utterly overwhelmed because it seems so unfamiliar and they don't know where to start. Many who try and fail conclude—mistakenly—that being vegan is an ideal that only a disciplined few can attain. They think being vegan requires willpower they don't have, so either they don't even try or they give up after a short time. Filled with questions and misconceptions, what they need is a personal guide to hold their hand through the transition period, debunking myths and demystifying what it means to “be vegan.”

Enter *The 30-Day Vegan Challenge*—your very own personal guide.

I take the approach that it is not the fault of “being vegan” that people revert back to eating meat and animal products or that they are unable to even go a month without them. Rather, I believe it's because core habits and perceptions remained unchanged, support during the transition process was nonexistent, and a dietary foundation was removed but not replaced with anything else to stand on. You won't have those issues. You will have my guidance and support the entire time.

Throughout the next 30 days, I will:

- Debunk myths using common sense so you will make informed decisions with confidence
- Get to the root of old perceptions and behaviors so that change is effortless
- Anticipate your challenges and provide validation and support
- Help you create a strong foundation of new habits
- Provide practical solutions for a variety of scenarios

You might choose to read only one chapter per day, or you may want to read well ahead. You may want to dive into the recipes dispersed throughout the book or use the weekly menu ideas on page 297 to plan your bountiful meals. Whichever way you choose to digest the information, you can be sure that along the way, some old thought patterns will be challenged and some new behaviors will be created.

If change is what you're looking for, then change is what you'll get, and I commend you for seeking it out. Change is often one of the most difficult things for humans to cope with—even when that change is positive. How many of us avoid making changes until we're absolutely forced to? How many of us engage in habits that make us sick rather than simply change the way we eat? I've even heard doctors freely admit that they don't always give their patients the option of making true diet changes—beyond advising them to switch from “red meat” to “white meat”—because they believe people won't change.

Now, you can call me crazy, but I have more faith in people than that. I know people change. I see it every single day. When the bar is raised and people are given the tools and re-

sources they need to feel empowered, they do change. The problem is, the more we keep telling people it's too hard to change, the more they just believe it.

The more we buy into the myths that there's something radical about eating fruits, vegetables, nuts, grains, seeds, beans, mushrooms, herbs, and spices and something extreme about *not* eating the bodies and secretions of nonhuman animals, the less we'll expect of ourselves and others. And nothing will change.

But by holding the bar high, we see radical changes take place in people—physically, emotionally, and spiritually.

All I ask is that you remain open. Never say never. Embrace the journey that encourages us to be humble, to learn new things, to become better people. That's what being human is all about, isn't it? We can continually make new choices, better choices, more compassionate choices—once we know better.

By virtue of your picking up this book and being willing to take the 30-Day Vegan Challenge, you've raised the bar. I thank you for letting me be part of your journey, and may you find joy and abundance in the changes you make.



MARINATED PORTOBELLO MUSHROOM STEAKS

Marinated Portobello Mushroom Steaks

YIELD: 4 TO 6 SERVINGS

These can be served as a main dish along with sautéed greens and creamy mashed potatoes or added to a bun with all the fixings!

8-12 large portobello mushrooms

½ cup balsamic vinegar

½ cup tamari soy sauce

½ cup water

**2-3 sprigs fresh rosemary (or
1 teaspoon dried)**

**2-3 sprigs fresh thyme (or 1 teaspoon
dried)**

**2-3 sprigs fresh marjoram or oregano
(or 1 teaspoon dried)**

Freshly ground black pepper

Small amount of olive oil for sautéing

Remove the stems from the underside of the mushrooms and lightly wipe the tops with a damp paper towel.

In a large bowl, combine the vinegar, tamari, water, rosemary, thyme, marjoram, and black pepper. Stir to combine. Add the mushrooms to the marinade, and make sure each one is covered by the marinade. You may need to move them around to give all the mushrooms a chance to be coated by the marinade. Marinate the mushrooms for as little as 30 minutes or as long as overnight.

When ready to cook, add some oil to a large sauté pan, and turn the heat to medium.

Remove the mushrooms from the marinade, but do not discard the marinade. Add as many mushrooms as can fit in the pan, tops down. They will shrink as they cook. Cook for about 3-5 minutes, until lightly browned. Turn and cook for another 3-5 minutes.

Remove the fresh herb sprigs from the marinade and pour the marinade into the pan (reserving some for the next batch of mushrooms, assuming you don't fit all of them into the pan). Cover and cook for 5-7 minutes. Flip the mushrooms, cover, and cook for another 5-7 minutes.

When the mushrooms are fork-tender, remove from the pan, and repeat above steps with remaining mushrooms. To serve the mushrooms hot, simply cook the mushrooms in two different sauté pans on the stove all at once. Serve two mushrooms per person.

Wheat-free



HEARTY LASAGNA

Hearty Lasagna

YIELD: 8 TO 10 SERVINGS

Firm tofu is used to create a beautifully textured “ricotta” cheese for a dish that simply means “layered.”

½-1 pound lasagna noodles
Two 10-ounce packages frozen chopped spinach, thawed and drained
16 ounces firm tofu (not silken)
1 tablespoon sugar (optional)
¼ cup nondairy milk, more or less as needed
½ teaspoon garlic powder or 2 peeled cloves garlic

Juice from half a lemon (about 2 tablespoons)
2 tablespoons minced fresh basil (about 20 leaves)
1 teaspoon salt, or to taste
4-6 cups tomato or pasta sauce of your choosing

Preheat the oven to 350 degrees.

Cook the lasagna noodles according to the package directions, and drain and set aside. Or use the “no-need-to-boil” lasagna noodles.

Squeeze as much water from the spinach as possible and set aside. (If using fresh spinach, blanch it first, then squeeze out the water. Blanching just means to cook something very briefly in boiling water, then plunge it into cold water to stop the cooking process.)

Place the tofu, sugar, milk, garlic powder or garlic cloves, lemon juice, basil, and salt in a food processor or blender and pulse or blend until smooth. The tofu “ricotta” should be creamy but still have body.

Transfer to a large bowl and stir in the spinach. Continue tasting until you get the amount of salt just right.

Cover the bottom of a 9-by-13-inch baking dish with a thin layer of tomato sauce, then a layer of noodles (use about one-third of the noodles). Follow with half of the tofu filling. Continue in the same order, using half of the remaining tomato sauce and noodles and all of the remaining tofu filling. End with the remaining noodles, covered by the remaining tomato sauce. Bake for 40-45 minutes.

Variations

- Add meatless meat crumbles to your tomato sauce for more texture and flavor.
- Add shredded nondairy mozzarella cheese, such as Daiya Cheese, to each layer.

Chickpea Burgers with Tahini Sauce

YIELD: 8 TO 10 PATTIES

Inspired by falafel, my version is much healthier since it forgoes the deep-frying typical of this Middle Eastern staple.

Burgers

One 15-ounce can (or 1½ cups cooked) chickpeas (garbanzo beans), drained and rinsed

1 yellow onion, finely chopped

3 cloves garlic, minced

¼ cup chopped fresh parsley

2 tablespoons tahini

1½-2 teaspoons ground cumin

1 teaspoon ground coriander

½ teaspoon salt

⅛ teaspoon freshly ground black pepper

¼ teaspoon cayenne pepper

1 teaspoon lemon juice

1 teaspoon baking powder

1 cup plain bread crumbs

4 buns or pita pockets

Sauce

One 6-ounce container plain nondairy yogurt

1-2 tablespoons tahini

½ cucumber, peeled, seeded, and finely chopped

1-2 teaspoons lemon juice

1 teaspoon finely minced fresh parsley

Salt and pepper to taste

Preheat the oven to 400 degrees.

Pulse the chickpeas in a food processor until thick and pasty. (You may mash them by hand, but it is a little more labor-intensive and time-consuming.) Transfer to a medium-size bowl.

To the bowl, add the onion, garlic, parsley, tahini, cumin, coriander, salt, black pepper, cayenne pepper, lemon juice, and baking powder. Slowly add the bread crumbs until the mixture holds together. Add more bread crumbs, as needed. Shape into patties.

Place on a nonstick cookie sheet and bake for 10-12 minutes, or until golden brown on the bottom. Using a spatula, flip each patty over, and cook for 10-12 minutes more until the other side is golden brown. Remove from the oven. Alternatively, you may fry the patties with a little oil in a pan on the stovetop.

Meanwhile, in a small bowl combine the yogurt, tahini, cucumber, lemon juice, parsley, salt, and pepper to taste. Chill for at least 30 minutes, and serve with the chickpea burgers, along with lettuce, tomato, and onion on a bun or in a pita pocket.

Soy-free



CHICKPEA BURGER WITH TAHINI SAUCE

Oatmeal Raisin Cookies

YIELD: 3½ DOZEN 3-INCH COOKIES

I think the nutmeg makes these cookies extra-special. Moist and crispy at the same time, they will fill your kitchen with a homey aroma.

2 tablespoons ground flaxseeds (equivalent of 2 eggs)	1¾ cups unbleached all-purpose flour
6 tablespoons water	½ cup oat bran
½ pound (2 sticks) nonhydrogenated, nondairy butter, softened (Earth Balance also comes in sticks)	¾ teaspoon baking soda
1½ cups packed light or dark brown sugar	¾ teaspoon baking powder
¼ cup granulated sugar	½ teaspoon salt
2 teaspoons vanilla extract	½ teaspoon ground cinnamon
	½ teaspoon ground nutmeg
	3 cups rolled oats (not quick-cooking)
	1 cup raisins

Preheat the oven to 350 degrees and lightly oil two cookie sheets or line with parchment paper.

In a blender or food processor, whip together the flaxseeds with the water until thick and creamy. The consistency will be somewhat gelatinous. By hand or using an electric mixer, cream together the butter, sugars, vanilla, and flaxseed mixture until well blended.

In a separate bowl, thoroughly combine the flour, oat bran, baking soda, baking powder, salt, cinnamon, and nutmeg. Add to the butter mixture and mix until well blended and smooth. Stir in the rolled oats and raisins until thoroughly combined.

Scoop 2-tablespoon portions of dough onto the prepared cookie sheet and, with lightly greased hands, lightly press to form ½-inch-thick rounds. Bake until the cookies are golden brown, about 12-15 minutes. Remove from the oven and allow the cookies to firm up for a few minutes while still on the cookie sheet. Transfer the cookies to a wire rack to cool.

TIP:

To create uniform-size cookies, spoon the dough for each cookie into a small measuring cup, then pop it out onto the cookie sheet.



OATMEAL RAISIN COOKIES

Weekly Menu Ideas for Breakfast, Lunch, and Dinner

In the spirit of helping you to choose at a glance from the many options you have for every day of the 30-Day Vegan Challenge—and beyond—I’ve crafted these weekly menu ideas, within which you’ll find new quick recipes, simple suggestions, or references to the recipes included throughout this book. Mix and match, repeat again and again, use your own ideas, or just treat this as a helpful reference guide.

Although weekday and weekend lunches tend to be pretty similar (sandwiches, salads, soups), you most likely make different choices during the workweek than you do on the weekends when it comes to breakfast and dinner, so I’ve organized these suggestions with that in mind.

WEEK ONE BREAKFAST IDEAS (WEEKDAYS)

As you’re just starting off the Challenge this week, let’s keep things as simple and familiar as possible. Although you will be stocking your kitchen with some new staples, you will most likely have some items in your cupboards and refrigerator that you can use for your meals this week.

Oatmeal: Quick-cooking oats can be used to make a hearty and healthful bowl of oatmeal. Add any or all of the following: fresh fruit, dried fruit, nuts, seeds, 1 tablespoon of ground flaxseeds, and your favorite sweetener with some cinnamon. Once the oats have soaked up the water and you’ve stirred in your goodies, top it with some of your favorite nondairy milk.

Cereal: Enjoy your favorite cereal (best is a high-fiber, low-sugar choice) with nondairy milk and a sliced banana. Stir in 1 tablespoon of ground flaxseeds, too.

Fruit Smoothie: A variety of options are available on page 83. Though the recipes I provide create a pretty substantial amount, if that’s not filling enough for you, supplement it with some whole-grain toast with nondairy butter and jam or peanut butter.

Nondairy Yogurt: Serve with fresh fruit, granola, nuts, seeds, and ground flaxseeds.

Toasted Whole-Grain Bread or Bagel with Fresh Fruit: Keep it simple, but be sure to add some fresh fruit. For instance, spread a couple of pieces of toast with peanut or almond butter, then top with sliced bananas.

WEEK ONE BREAKFAST IDEAS (WEEKEND)

Blueberry Pancakes: See page 82 for a quick and simple recipe for fluffy pancakes. Top with fresh fruit or preserves. Serve with Tempeh Bacon (recipe on page 77).

Banana Chocolate Chip Muffins: Also super-fast and utterly delicious, these are a great excuse for using up your ripe bananas. Serve with fresh fruit. Recipe is on page 175.

WEEK ONE LUNCH IDEAS (WEEKEND AND WEEKDAYS)

Our lunch choices tend to remain the same whether it's during the week or on the weekend, depending, of course, on how much time you want to spend. I've made a point to focus on simple, familiar fare: salads, sandwiches, and soup. Though I'm including seven options here, one for each day of the week, realistically you'll most likely go out to eat one or two of these days or bring leftovers from dinner the night before.

Better-Than-Tuna Salad Sandwich: With eggless mayonnaise on your shopping list, now is the time to try this delicious recipe (see page 162) loved by kids and adults alike.

Green Salad: Despite the stereotype, salads are *not* the only things vegans eat, but they're certainly the most healthful. If you're in a rush, visit the salad bar at your local supermarket, and pile on the veggies.

Soup: If you haven't made your own soup from scratch, you can bring canned soup to heat up at the office. (See page 34-35 for favorite brands.) Serve with a salad or sandwich.

Peanut Butter and Jelly Sandwiches: I don't care what anyone says—these are great when you're a kid and even better when you're an adult!

Veggie Grain or Pasta Salad: Consult the 10 One-Dish Salads on pages 92-93 and the Mix-and-Match Grain Salads on page 100 to prepare a large salad that you can take to work with you.

Tomato Sandwich: A super-easy and delicious sandwich that transports well: whole-grain bread (my preference is to toast it first), sliced tomatoes, whole basil leaves, lettuce, and eggless mayonnaise. Add Tempeh Bacon (page 77) for added deliciousness.

Veggie Lunch Meat/Veggie Sandwich: You can use the Sloppy Col recipe on page 109 as a guide, but feel free to add some veggie lunch meats to this sandwich filled to the brim with raw veggies.

WEEK ONE DINNER IDEAS (WEEKDAYS)

No doubt we want it quick and easy during the week, but we may be willing to spend a little more time on the weekends; hence the structure below. Serve each with a side salad.

Pasta with Marinara Sauce: Serve with a green salad.

Quick (No-Queso) Quesadillas: A favorite of my cookbook readers and cooking class students, these are loved by people of all ages. See page 130 for recipe.

Vegetable Fajitas: Sauté some bell peppers, onions, and mushrooms (or grill them), flavor with a packet of fajita spices, and serve on warmed tortillas with nondairy sour cream.

Easy Asian Menu: Thai Salad with Orange-Ginger Vinaigrette (page 215), miso soup (follow instructions on miso container), edamame salad (boil frozen shelled edamame for just a few minutes, then drain, rinse, cool, and toss with sesame oil, tamari soy sauce, and toasted sesame seeds).

Veggie Burgers with French Fries: See page 43 for recommended veggie burgers and frozen fries or potato puffs.

WEEK ONE DINNER IDEAS (WEEKEND)

Bean Chili: See the easy recipe on page 158 that utilizes convenient and nutritious canned beans.

Marinated Portobello Mushroom Steaks: See recipe on page 99, and serve with mashed potatoes (use nondairy milk and nondairy butter) or Herbed Scalloped Potatoes (page 138). Serve with grilled asparagus or Brussels sprouts and a green salad.

WEEK TWO BREAKFAST IDEAS (WEEKDAYS)

By week two, you'll most likely be rotating some menu items from week one, and that's fine. But here are even more ideas for the purposes of variety, again divvying up breakfasts between the workweek and the weekend.

Sliced Apple with Nut Butter: A quick, nutritious breakfast. Add a glass of orange juice, and you're good to go.

No book can replace the diagnostic expertise and medical advice of a trusted physician. Please be certain to consult with your doctor before making any decisions that affect your health or extreme changes in your diet, particularly if you suffer from any medical condition or have any symptom that may require treatment.

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