



# WORLD VEG FESTIVAL

SAN FRANCISCO · OCT. 1. 2017

PRESENTED BY:



LIVE ENTERTAINMENT · URBAN GARDENING  
HEALTHY FOOD DEMOS · VEGAN CUISINE  
& OUTSTANDING SPEAKERS  
ON THE CUTTING EDGE OF VEGETARIAN LIVING

10AM-6PM AT THE SAN FRANCISCO COUNTY FAIR BUILDING

[SFVS.ORG](http://SFVS.ORG) · [WORLDVEGFESTIVAL.COM](http://WORLDVEGFESTIVAL.COM)



**Friends of Animals is 60.**  
**That's 36 in elephant years.**  
**18 in horse years.**  
**11 in dog years.**  
**5 in goldfish years.**



For 60 years, Friends of Animals has been taking risks, instigating, agitating, and inspiring others to respect and protect animals. With your help, we can continue to build a promising future for free-living and domestic animals around the globe for another 60 years. **Or 180, if you're a tortoise.**

Donate today at [Friendsofanimals.org](http://Friendsofanimals.org)

~~EXPLOITERS~~  
**FRIENDS**  
**of ANIMALS**



# MESSAGE FROM THE PRESIDENT

**Welcome to the 18th Annual World Veg Festival – A celebration of World Vegetarian Day.** The San Francisco Vegetarian Society takes pride in hosting the World Veg Festival as we bring the community together to celebrate the most important movement of our time. We promote the adoption of a plant-based diet and lifestyle for healthy, ethical and sustainable living. Our festival, like our organization, aims to offer a community for people to meet, learn, and exchange ideas and information, while interacting with others interested in plant-based living for a better world.

This year we celebrate on October 1st, the date of World Vegetarian Day established in 1977 by the North American Vegetarian Society to promote the joy, compassion, and life-enhancing possibilities of vegetarianism. Today is also the launch of Vegetarian Awareness Month of October. We are also acknowledging Mahatma Gandhi's birthday on October 2nd, also known as International Day of Nonviolence. His compassion for people and animals continues to inspire us as he once said, "The greatness of a nation can be judged by the way its animals are treated."

You'll notice that we have condensed our festival to a single day event. Our shorter, power-packed festival offers a few different advantages. The one-day format will allow us to continue this annual tradition in a more manageable way for our small group of dedicated volunteers who plan, organize, host and promote this event every year. By concentrating our schedule, we will now offer one intense day of the best speakers for the interested public.

As we approach 50 years of activism, SFVS is reviewing the society's mission, goals, and activities for more effective and efficient advocacy. The board is evaluating how to best utilize resources to their greatest potential by exploring new strategies for promoting a plant-based lifestyle within San Francisco. Much work needs to be done and many changes are on the horizon. We are always looking for motivated, passionate people who would like to contribute new ideas and champion projects to promote a plant-based lifestyle in San Francisco. We invite you to join SFVS today and contribute to this exciting new phase of our organization.

SFVS exists entirely through the support of our member's participation, donations, and activism. Without the contributions of our members, volunteers and sponsors, this festival would not be possible. We thank all of you for your support over the years, helping us educate our community on the numerous benefits of a plant-based diet. Together, we are all part of a grass-roots community, passionately working for the animals, the earth and each other. "Happy World Vegetarian Day!"

**Greg Rohrbach**

*President, San Francisco Veg Society*

# SUNDAY

## AUDITORIUM

MC MATTHEW PICCIONE (VEGAN COMEDIAN)

10:45-11:00PM

**GREG ROHRBACH, SFVS PRESIDENT**  
Intro to SFVS

11:00-11:45PM

**VIAJA PRIYANKA**  
Improve Your FMC: Focus, Memory & Creativity

12:00-12:45PM

**SID GARZA**  
Raising Healthy & Happy Vegan Children

1:00-1:45PM

**WILL TUTTLE**  
Healing Our World: A Deeper Look at Food

2:00-2:45PM

**STEVE BLAKE**  
How To Improve Memory: Results From Our Clinical Trial

3:00-3:45PM

**OCEAN ROBBINS**  
The New Food Revolution

4:00-4:45PM

**ANDY MARS**  
Raising a Vegan Generation

5:00-5:45PM

**KEVIN DANAHER**  
Climate Chaos & the Food Revolution

## RECREATION

11:00-11:45PM

**PATRICIA ALLEN KOOT**  
Vegan Harvest Dinner Favorites

12:00-12:45PM

**LISA BOOKS-WILLIAMS**  
No Oil, No Sugar Squash Muffins, Soup & Hummus

1:00-1:45PM

**SHANTA SACHAROFF**  
Daal Chowder with Salsa & Corn

2:00-2:45PM

**RICHGAIL ENRIQUEZ**  
Filipino Cooking, Vegan-Style

3:00-3:45PM

**JILLIAN LOVE**  
Liquid Nourishment: Superfuel for Extraordinary Humans

4:00-4:45PM

**TIMAREE HAGENBURGER**  
Microbiome: Feeding the Community Within

# OCT.01.2017

## GARDEN CLUB

11:00-11:45AM

**LANI MUELRATH**

Mindfulness for the Veg-Minded: Build Resilience, Reduce Reactivity, Restore Equanimity, & Cut Through Stress

12:00-12:45PM

**CHEF AJ**

Eat Up, Slim Down: Healthy Vegan Weight Loss

1:00-1:45PM

**KRISTIE MIDDLETON**

MeatLess: Transform the Way You Eat & Live—One Meal at a Time

2:00-2:45PM

**CLIFTON ROBERTS**

The Humane Party

3:00-3:45PM

**SONYA LOONEY**

Plant-Based Path of a World Champion Mountain Biker

4:00-4:45PM

**JEFF STANFORD**

Running a Sustainable Business as a Mindset for Personal Growth

5:00-5:45PM

**CATHERINE BLAKE**

The Maui Light Die

## OUTDOOR ENTERTAINMENT

11:30AM COMEDY

Ravi

12:00PM MUSIC

Linda Michelle Hardy, *Flute*

3:00PM MUSIC

Monica Williams, *Native American Flute*

4:00PM COMEDY

Jason Robo

5:00PM MUSIC

Linda Michelle Hardy, *Flute*

# SPEAKERS

---



## CHEF AJ

Chef AJ has been devoted to a plant-based diet for over 40 years. She is the host of the television series Healthy Living with CHEF AJ which airs on Foody TV, author of the popular book Unprocessed and the creator of the Ultimate Weight Loss Program. Chef AJ holds a certificate in Plant-Based Nutrition from eCornell University and She is proud to say that her IQ is higher than her cholesterol.



## CATHERINE BLAKE

Catherine Blake, B.A., B.D., is a plant-based nutrition educator. At Hawaii Pacific Neuroscience, she has been educating patients with memory loss and Alzheimer's disease for years. Catherine has completed the Cornell plant-based nutrition course. She enjoys bringing nutritional science home to the kitchen with practical, delicious recipes. Catherine has taught many classes at University of Hawaii, Maui. She is a graduate of Skidmore College and is an interfaith minister. Catherine earned a certificate in Micronutrition in 2010. Books: Healthy Recipes for Friends, Parkinson's Disease Cookbook. She is a televised chef.



## DR. STEVE BLAKE

Steve Blake, Doctor of Science, is faculty nutritional biochemist at Hawaii Pacific Neuroscience. He just finished a clinical study: Hawaii Dementia Prevention Trial. He has presented grand rounds to doctors at the U.H. and at B. U. Medical Schools. He is author of Mastering Migraines, Parkinson's Disease: Dietary Regulation of Dopamine, the McGraw-Hill college textbook Vitamins and Minerals Demystified, A Nutritional Approach to Alzheimer's Disease, Mosby's Alternative Remedies, and co-author of Mosby's Drug Guide for Nurses, 4th edition. His Diet Doctor software analyses dietary nutrients. [www.DrSteveBlake.com](http://www.DrSteveBlake.com)



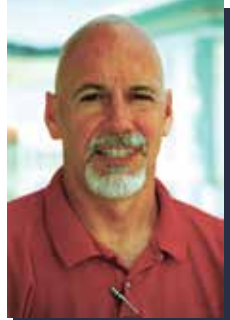
## LISA BOOKS-WILLIAMS

Personal Chef, Caterer, Instructor, Restaurant Consultant and Professional Vegucator, Lisa Books-Williams has been sharing the joys of plant-based foods since 2005. Lisa has lost more than 100lbs and regained her health and vitality through WFPB eating. She won Vegan Iron Chef in 2013, is an award winning raw foods chef and a certified Green Chef Instructor. Lisa developed the culinary portion of the Plant-Based Diet Program for Kaiser Permanente and teaches patients, staff and physicians at dozens of Kaisers throughout Northern California. [www.ChefLisaVeg.com](http://www.ChefLisaVeg.com)

# SPEAKERS

## KEVIN DANAHER

Dr. Kevin Danaher is a Co-Founder of Global Exchange, FairTradeUSA, and the Green Festivals. In addition to Kevin's 1983 PhD dissertation, *The Political Economy of U.S. Policy Toward South Africa*, he is the author or editor of 12 books on the global political economy, including his two latest, "The Green Festival Reader: Fresh Ideas from Agents of Change"; and "Building the Green Economy: Success Stories from the Grass Roots."



## RICHGAIL ENRIQUEZ

RG Enriquez at [astigvegan.com](http://astigvegan.com) finds ways to see that Filipino food can be vegan, healthy, and delicious without losing its soul. Born and raised in Cavite, Philippines, RG veganizes the Filipino food of her childhood. She has appeared on the television show, "Adobo Nation" and given demonstrations and talks at "Savor Filipino", "Taste of South Lake", "Barrio Fiesta", Pitzer college, and Cal-State East Bay. Her recipes could be found on [astigvegan.com](http://astigvegan.com), [youtube.com/rcestudios](http://youtube.com/rcestudios), and [onegreenplanet.org](http://onegreenplanet.org)



## TIMAREE HAGENBURGER

Timaree Hagenburger, an RD and certified exercise physiologist, is a full-time nutrition professor at Cosumnes River College, where she is launching a hands-on Plant-Based Nutrition and Sustainable Agriculture certificate program. Timaree has spoken at VegFests from San Francisco and Alaska to Florida and Hawaii, works in corporate wellness, writes a monthly newspaper column, has a regular segment on California Bountiful TV and published her first book – *The Foodie Bar Way: One meal. Lots of options. Everyone's happy. Life is better when you "love the food that loves you back."*

[www.FoodieBars.com](http://www.FoodieBars.com)



## SID GARZA-HILLMAN

Sid Garza-Hillman, podcaster and YouTuber, is the author of *Approaching the Natural: A Health Manifesto* and *Raising Healthy Parents: Small Steps, Less Stress, and a Thriving Family*. He graduated from UCLA with a BA in Philosophy, and is a public speaker, certified nutritionist, and Small Steps Coach—teaching people around the world his unique Small Steps approach to healthy living at [www.smallsteppers.com](http://www.smallsteppers.com). He is the Wellness Programs Director at the Stanford Inn Eco-Resort, an ultra runner, and Race Director of the Mendocino Coast 50K trail ultramarathon.

[www.smallsteppers.com](http://www.smallsteppers.com)





# SPEAKERS

---



## **PATRICIA ALLEN KOOT**

Chef Patricia is a certified Nutrition Consultant. She and her husband Dave Koot host a weekly vegan, delicious dinner on Wed nights followed by a lively presentation at the SF Opera Plaza. RSVP@wellnesscentral.us



## **SONYA LOONEY**

It's perseverance and attitude that have propelled World Champion Pro Mountain Biker Sonya across the Sahara Desert, high mountain passes of the Himalayas, jungles of Sri Lanka, and rural mountains of Haiti. She focuses on ultra-endurance and multi-day events around the world. Sonya has been eating a plant-based diet for over 4 years and it helped take her to the next level not only as a professional athlete, but by adding more dimension to her mission: leading by example to spread positivity and empower people to take action in their lives to turn passions into reality.

[www.sonyalooney.com](http://www.sonyalooney.com)



## **JILLIAN LOVE**

Combine equal parts imagination and training. Add a heaping dash of talent and an overflowing cup of passion. Top it off with the ability to create engaging sensory experiences with the fusion of food, entertainment and fun...and you have the recipe for Jillian Love... Talented raw vegan chef, international raw educator, community organizer and event planner, inspiring presenter, extensive background and training in assisting people in personal transformation and change. Certified Raw Chef, M. Ed. Counseling, Certified Life Coach & NLP Practitioner.

[www.jillianlove.com](http://www.jillianlove.com)



## **ANDY MARS**

Dr. Andy Mars is an expert in raising veg kids and an expert in raising kids in general. He is a Ph.D. in Education who is highly sought after for parent education sessions, teacher training seminars, and helping children directly. A vegan for thirty-four years and Trustee of the American Vegan Society for thirty years, he has raised veg kids, runs the Veg Kids organization helping veg kids connect with other veg kids, and is entering the 25th year of the Camp Exploration totally vegan camps for kids.

[www.VeganCamp.org](http://www.VeganCamp.org)  
[www.VegKids.org](http://www.VegKids.org)



# SPEAKERS

## KRISTIE MIDDLETON

Kristie Middleton is senior food policy director for The Humane Society of the United States and the author of *MeatLess: Transform the Way You Eat and Live—One Meal at a Time*. She's a sought-after speaker and thought leader on the topic. Middleton has partnered with the nation's biggest school districts including Los Angeles, Detroit, and Boston to implement plant-based initiatives such as Meatless Monday. Her work has been covered by national media, including *The New York Times*, *Los Angeles Times*, and *CNN*.



## LANI MUEL RATH

Lani Muelrath, MA, is an award-winning health educator, author, speaker, and TV host featured on CBS-TV, ABC-TV, *Prevention*, *USA Today*, *Saturday Evening Post*, *PCRM*, and *Plant Pure Nation*. Vegetarian/vegan for forty-five years and teaching in health for over four decades, Certified in *Mindfulness Meditation Instruction* and *Plant-Based Nutrition*, Lani has been guest lecturer at San Francisco State University and is faculty at Butte College. Lani's third book, *The Mindful Vegan: 30-Day Plan for Finding Health, Balance, Peace, and Happiness* is released October 2017.

[www.lanimuelrath.com](http://www.lanimuelrath.com)



## VAIDYA PRIYANKA

Vaidya Priyanka or Vaidyaji, as she is often called, comes from a 725 year old lineage of women Ayurvedic healers from Kerala, India. She is a world renowned Marma therapy healer, accomplished speaker and a Gurukul teacher of Vedic knowledge and Kaya Kalpa. Vaidyaji travels all over the world and teaches the principles of Ayurveda and how to integrate some of the world's most ancient healing practices alongside music, dance, aromatherapy, color therapy, vaastu shastra, yoga and meditation to create your own unique healing journey.



## OCEAN ROBBINS

Ocean Robbins is co-founder & CEO of the 450,000+ member Food Revolution Network. He has spoken in person to more than 200,000 people in live events, and he has organized and facilitated hundreds of seminars and gatherings for leaders from 65+ nations. Ocean founded Youth for Environmental Sanity (YES!) at age 16, and directed it for the next 20 years. He serves as adjunct professor for Chapman University, and is a recipient of the national Jefferson Award for Outstanding Public Service, the Freedom's Flame Award, the Harmon Wilkinson Award, and many other honors.

[www.foodrevolution.org](http://www.foodrevolution.org)



# SPEAKERS

---



## CLIFTON ROBERTS

Clifton Roberts is the Humane Party's first ever U.S. Presidential Candidate, former National Staff Coordinator, and current volunteer of the only U.S. political party committed to rights of all animals...and not just the human kind. Now vegan for almost two decades, Clifton works tirelessly to raise awareness in our country and is internationally recognized for his talks and speeches about animal rights, veganism, human and non-human health, and a vision for a brighter tomorrow.  
[www.cliftonroberts.org](http://www.cliftonroberts.org)



## SHANTA SACHAROFF

She has a Masters Degree from San Francisco State University where she taught Psychology and Culture & Cuisine. Shanta has written and published two cookbooks, "The Ethnic Vegetarian Kitchen" and "Flavors of India" (Book Publishing Company); the later in 7th printing has become a classic among vegetarians. Shanta lives in San Francisco where she is the co-owner of Other Avenues Food Store, a worker cooperative. Shanta writes on plant-based nutrition and recipes for magazines such as India Currents and teaches vegetarian cooking.



## JEFF STANFORD

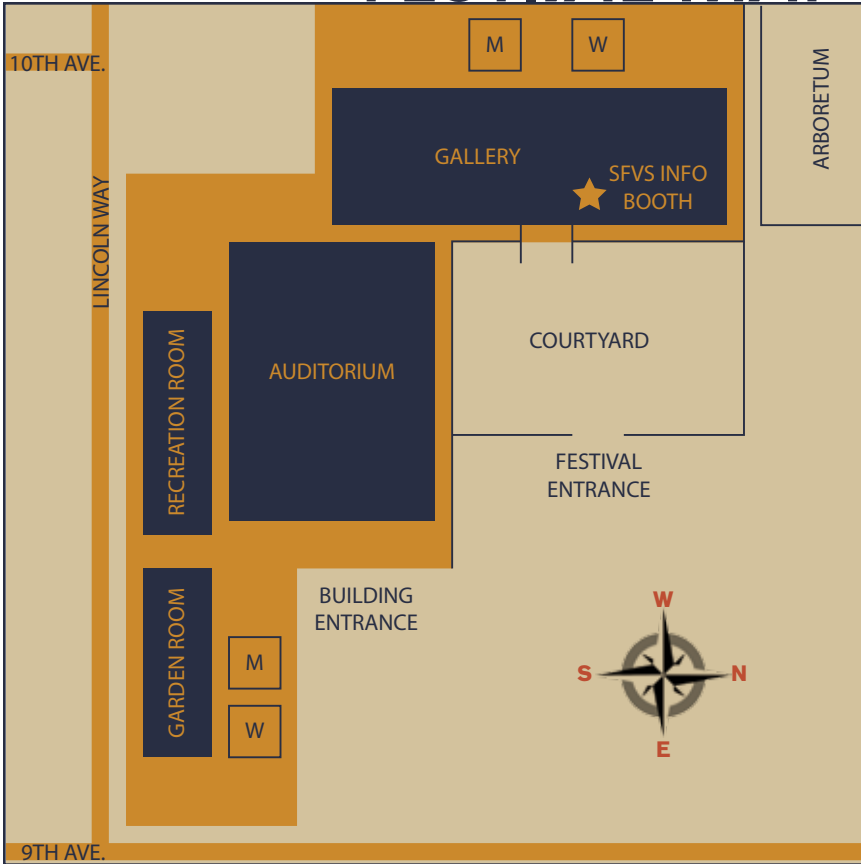
Jeff Stanford is the co-author of "Dining at the Ravens: Over 150 Nourishing Vegan Recipes from the Stanford Inn by the Sea." He co-owns the Stanford Inn Eco-Resort (the only vegan resort in North America) with his wife, Author Joan Stanford.  
[www.stanfordinn.com](http://www.stanfordinn.com)



## WILL TUTTLE

Join Dr. Tuttle in exploring the hidden consequences of animal agriculture. This presentation illuminates the cultural and health impacts of our food system as the primary organizing and compelling force in our world, and provides some essential keys to thriving in our lives, and being more effective advocates. Dr. Will Tuttle, award-winning visionary educator, musician, and author of the international best-seller, The World Peace Diet, presents globally and is featured in many documentaries and online broadcasts.  
[www.worldpeacediet.com](http://www.worldpeacediet.com)

# FESTIVAL MAP



## USEFUL INFO

**LOST & FOUND & INFORMATION BOOTH**

SFVS Table  
(near Entrance to Indoor Gallery)

**BECOME A MEMBER**

stop by the SFVS Table  
or online at [www.sfvs.org](http://www.sfvs.org)

**DONATE**

[www.sfvs.org](http://www.sfvs.org)

**FIND US ON SOCIAL MEDIA**

@sfvegsociety  
@SFVS4veg  
#sfvegsociety

# MEMBERS DISCOUNT DIRECTORY

## SAN FRANCISCO

### ANANDA FUARA VEGETARIAN RESTAURANT

anandafuara.com  
1298 Market St.  
San Francisco 94102  
415-621-1994

### BAMBOO RESTAURANT

bamboorestaurantsf.com  
1441 Polk St.  
San Francisco 94109  
415-775-3679

### CHOQUIERO STONE GROUND ORGANIC CHOCOLATES

choquiery.com

### DAILY HEALTH

dailyhealth9.com  
1235 9th Ave.  
San Francisco 94122  
415-681-7675

### EDIBLE EXCURSIONS

edibleexcursions.net  
info@edibleexcursions.net  
415-806-5970

### ENJOY VEGETARIAN RESTAURANT

839 Kearny St.  
San Francisco 94108  
415-956-7868

### GREEN PAPAYA VIETNAMESE CUISINE

greenpapayadining.com  
825 Mission St.  
San Francisco 94103  
415-348-8883

### MICHAEL R. EDELSTEIN, PH.D.

Clinical Psychologist  
threeminutetherapy.com  
415-673-2848

### OTHER AVENUES FOOD STORE CO-OP

otheravenues.coop  
3930 Judah St.  
San Francisco 94122  
415-661-7475

### PAPALOTE MEXICAN GRILL

papalote-sf.com  
3409 24th St.  
San Francisco 94110  
415-970-8815

### PAPALOTE MEXICAN GRILL

1777 Fulton St.  
San Francisco 94117  
415-776-0106

### PATPONG THAI RESTAURANT

2415 Clement St  
San Francisco, CA 94121  
415-379-9726

### PENANG GARDEN RESTAURANT

penanggardensf.com  
728 Washington St.  
San Francisco 94108  
415-296-7878

### SHANGRI-LA VEGETARIAN RESTAURANT

shangrilavgrest.com  
2026 Irving St.  
San Francisco 94122  
415-731-2548

### SUPPERCLUB

supperclub.com  
657 Harrison St.  
San Francisco 94107  
415-348-0900

### THAI IDEA VEGETARIAN

thaiideaveggie.com  
710 Polk St.  
San Francisco 94109  
415-440-8344

### UDUPI PALACE

udupipalaceca.com  
1007 Valencia St.  
San Francisco 94110  
415-970-8000

### UNDERDOG

underdogorganic.com  
1634 Irving St.  
San Francisco 94122  
415-665-8881

## EAST BAY

### ADVANCED NUTRITION & DETOXIFICATION

2185 East 14th St.  
San Leandro 94577  
510-780-4599 ext 401  
510-387-2125

### COMPASSIONATE COOKS

compassionatecooks.com  
P.O. Box 18512  
Oakland 94619  
510-531-2665

### EARTHLY NUTRITION

earthlynutrition.com  
872 Southampton Rd.  
Benicia 94510  
707-747-5782

### GREENSOUL MASSAGE

greensoul.ecrater.com  
420 15th St.  
Oakland 94612  
510-715-5615

### HOLISTIC

#### THERAPEUTIC CARE

Lisa Books-Williams  
thriveholistic.com  
lisa@thriveholistic.com  
925-989-1811

### JORDAN ROTHSTEIN, CMT

bodytechnician.com  
Berkeley 94709  
510-548-2594

### MASSAGE BY CASEY

stress2k@yahoo.com  
924 Aileen St., Unit C  
Oakland 94608  
415-913-0614

### MASSAGE BY FLO

florannvazquez.  
massagetherapy.com  
flovaz00@gmail.com  
924 Aileen St., Unit C  
Oakland 94608  
510-926-1758

### NATURE'S EXPRESS

natures-express.com  
1823 Solano Ave.  
Berkeley 94707  
510-527-5331

### NATURE SUNSHINE HEALTH STORE

14393 Washington Ave.,  
Ste E  
San Leandro 94578  
510-351-3003

### NO WORRIES CATERING

filipinoveganfood.com  
info@filipinoveganfood.com  
510-219-1843

### VEGAN LOCAL LOVE

localloveservices.com  
localloveservices@gmail.com  
510-917-0190

### SPA ORGANICA DAY SPA

spa-organica.com  
884 Colusa Ave.  
Berkeley 94707  
510-528-8000

## NORTH BAY

### HEALING CUISINE

healingcuisine.com  
P.O. Box 2605  
Mill Valley 94942  
415-272-5525

### THE RAVENS RESTAURANT

ravensrestaurant.com

### STANFORD INN BY THE SEA

Coast Hwy 1  
& Comptche-Ukiah Rd.  
PO Box 487  
Mendocino 95460  
800-331-8884

### SOUL MATES UNLIMITED

Vegan Dating Coach Judith  
Gottesman, MSW. Date  
coaching for everyone and  
Jewish matchmaking.  
info@soulmatesunlimited.com  
510.418.8813

## SOUTH BAY & PENINSULA

### CONVERGENCE WHOLE SOME ORGANIC CUISINE

convergencefoods.com  
2551 South Rodeo Gulch,  
Ste 2  
Soquel, CA 95073  
831-469-4643

### INTERNATIONAL VEGETARIAN HOUSE RESTAURANT

vegetarianhouse.us  
520 East Santa Clara St.  
San Jose 95112  
408-292-3798

## MEMBERS RECEIVE DISCOUNTS

by presenting their valid membership cards at the time of order at the these establishments. Become a member and see complete discount information [VISIT SFVS.ORG](http://VISIT SFVS.ORG)

## PRINCIPAL SPONSORS

Friends of Animals  
Stanford Inn



## ASSOCIATE SPONSORS

A Well-Fed World  
Bob's Red Mill



## SUPPORTING SPONSORS

Made In Nature  
Temenos Catholic Worker/Christian  
Vegetarian Association



# THANK YOU SPONSORS DONORS VENDORS & EXHIBITORS



## FOOD VENDORS

Alter Eco  
Animal Place's Vegan Republic  
Arrow Vitamins  
Bob's Red Mill  
Conscious Creamery  
Fairlyella Ice Pops  
Good Karma Foods  
IzzaPops  
Kawi Foods  
Kite Hill  
Kuli Kuli  
Le Cupboard  
LightLife Smart Dogs  
Lydia's kind foods  
Nucha Empanadas  
Other Avenues Food Coop  
Pacari Organic Chocolate  
PigOut Vegan Foods  
RAW - A Juice Company  
Ripple Foods  
Yooforea



## NON PROFITS

A Well Fed World  
Animal Place  
Animals Asia Foundation  
Arte for Elephants  
Dr. Andy Mars VeganCamp & VegKids  
Factory Farming Awareness Coalition  
Food Empowerment Project  
Friends of Animals  
Goatlandia Farm Animal Sanctuary  
and Education Center  
Jewish Veg  
PM Press  
Population Connection  
Sea Shepherd Conservation Society  
Share International  
Temenos Catholic Worker  
Christian Vegetarian Association  
The Humane League  
The Humane Party of California  
The Save Movement  
The Vegetarian Resource Group  
United Poultry Concerns  
Vegetarian Nutrition Dietetic Practice Group  
Vervet Monkey Foundation  
Wellness Central



## EXHIBITORS

BePlantful  
Charlotte's Garden Jewelry  
Davids Natural Toothpaste  
DoTERRA Essential Oils  
Essenergy/VitaClay  
Full Circle Creative Arts  
Healthful Living – Pure Water  
Imperfect Produce  
Jen Swift Artist  
Judamogu Art  
LipSense/SeneGence  
Samsveganlife  
Stanford Inn  
Vegan Wines



# 2017 FESTIVAL TEAM

**GREG & PATLY ROHRBACH:** *Festival Organizers & Managing Editors*

**ANNIE MALEY,** *Gringo Starr Productions: Branding/Graphic & Web Design/Photography*

**MICHEL BEDOYA,** *Gringo Starr Productions: Consultant/Strategy*

**SHERRY LIFTON & JOTHI PARAM:** *Volunteer Coordinators*

**DAN & JULIE BROOKS:** *Product Donations Coordinators*

**JEFF TEETERS:** *Videography*

**HOWARD DYCKOFF:** *Audiovisual*

**MELINDA HAMM:** *Food Vendor Coordinator*

## BOARD MEMBERS

Greg Rohrbach—*president*

Janet Tom—*secretary*

Patly Rohrbach—*treasurer*

Dan Brook

George Gibbs

Melinda Hamm

Shery Lifton

Annie Maley

Joyce Thornton

## ADVISORY BOARD

Neal Barnard, M.D.

Gerald S. Cohen, D.C.

Ronald Cridland, M.D.

Alan Goldhammer, D.C.

John McDougall, M.D.

John Westerdahl, R.D.



**Bob's**  
**Red Mill**<sup>®</sup>  
To Your Good Health<sup>®</sup>  
*Bob Moore*  
AN EMPLOYEE OWNED COMPANY



SHOP 400+ PLANT-BASED PRODUCTS  
AT [WWW.BOBSREDMILL.COM](http://WWW.BOBSREDMILL.COM)

**THIS IS NACHO POPCORN.  
IT'S BOB'S.  
(AND HE SHARES.)**



**VISIT THE BOB'S RED MILL  
BOOTH TO TRY IT TODAY!**

planets & hunger  
 **a well-fed world**  
nourishing people / saving animals

A Well-Fed World is a vegan hunger relief, food justice, and animal protection organization chipping away at two of the world's most immense and unnecessary forms of suffering... the **suffering of people** hungry from lack of food and the **suffering of animals** used and abused for food.

[care@AWFW.org](mailto:care@AWFW.org)

[www.AWFW.org](http://www.AWFW.org)



Ashraya Initiative for Children



Piglets Spring Services

—how beautiful is a world that is healthy, well-fed and kind all at the same time—



# OTHER AVENUES

Worker Owned Food Co-op  
Open, 8am to 9pm  
3930 Judah St.  
San Francisco  
415-661-7475  
[www.Otheravenues.coop](http://www.Otheravenues.coop)

organic Made in Nature™



# YES, A SNACK CAN MIC DROP!

PLANT BASED SNACKS  
CERTIFIED ORGANIC • NON-GMO  
REAL FOOD • REAL FLAVOR



**WE ARE MADE IN NATURE.**

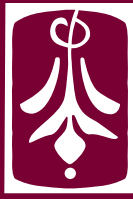
[www.madeinnature.com](http://www.madeinnature.com) @madeinnature

**GRINGO**  
**starr**  
PRODUCTIONS

visual & sound  
design for video,  
web & print

design solutions for  
green initiatives, climate  
change, the environment,  
food security, animal welfare  
& social responsibility

[gringostarr.com](http://gringostarr.com)



the  
STANFORD INN  
BY THE SEA

---

NORTH AMERICA'S  
VEGAN RESORT



*Eco-Luxury Accommodations*  
*Award-winning Vegan Dining*  
*Canoeing & Biking • Massage in the Forest*  
*Wellness Center with Cooking, Nutrition & Yoga*  
*Organic Demonstration Farm & Gardens*

---

MENDOCINO . CA | 800.331.8884  
stanfordinn.com





promoting a plant-based diet for healthy,  
ethical, & sustainable living since 1968

The San Francisco Vegetarian Society (SFVS) is a 501(c)(3) non-profit, volunteer-run organization founded in 1968. We promote the adoption of a plant-based diet and lifestyle for healthy, ethical and sustainable living. Based in historically progressive city of San Francisco, we offer a community for people to meet, learn, exchange ideas and information, and interact with others interested in plant-based living for a better world.

Every year we host the World Annual Veg Festival with thousands of attendees to educate and inspire people to go vegan. Together we can make this movement grow and encourage a lifestyle that is better for your health, better for the well-being of animals, better for the environment and better for humanity.

If you're vegan, vegetarian or simply veg-curious--we welcome all people interested in the many benefits of a plant-based diet. Your membership and donations make it all happen so visit the SFVS information booth and join us today!



[SFVS.ORG](http://SFVS.ORG) | [INFO@SFVS.ORG](mailto:INFO@SFVS.ORG)



THIS PROGRAM IS PRINTED ON 100% RECYCLED  
100% POST-CONSUMER WASTE PAPER