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# How To Be A Cool Vegetarian

by **Lisa Berkovitz**  
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I am not sure how I ended up on Jeff Golfman's site, but I'm so glad I did. It's called [The Cool Vegetarian: A Lifestyle Resource for the Veggy, Vegan and Raw Nation](#), and it's a useful resource for beginners.



In his mission statement, Jeff says The Cool Vegetarian wants to help us all "live a lighter, fun and friendlier lifestyle." He has highly practical blog posts, Q&A's and expert interviews to help people understand the basics of making the shift.

Jeff also wrote a short e-book offered as a free download on his home page called "The Seven Secrets to Being a Cool Vegetarian." Reading through it, I find Jeff's attitude and approach to the vegetarian way of life very balanced. An excerpt:

*What's cool anyways? On my journeys, literal and figurative, of the last several years, I've met many very cool vegetarians, vegans and raw foodist people. I've learned from them that cool comes from being true to yourself and your values and living a principled life. It comes from being confident in what you're doing, the choices you're making and the way you live your life. It's also a result of ignoring the pressures and judgments around you. So many times I have felt totally uncool because I felt judged, pushed around, or chastised for my world views or my beliefs about food politics, food security and environmental issues that surround food. You name it; I have felt beat up for it.*

*Once I embraced the secrets I am about to share, I was able to thrive on this program of being a vegetarian, vegan and now a raw foodist. I feel cool.*

And from Secret #1: Be Yourself:

*It's very important when you start your journey as a vegetarian, a vegan or a raw foodist to keep the essence of who you are. Don't try to fit a stereotype. Don't let someone else's vision of how you should eat, dress or act become your own. Each and every one of us is different and we all come to our journey from different places and for different reasons: health, environmental, animal, or for other reasons. They're all valid.*

Words to live by!

So I got to wondering.... *How many wildly unique reasons for choosing a more plant-based lifestyle can we come up with?* Perhaps the more color and variety we display, the bigger the party will be. Please share your reasons and stories below!

Photo by Steven Depolo

## About Lisa Berkovitz

Lisa is a project manager and marketing coach for big-vision entrepreneurs with a message or a mission to share with the world. She is in the process of learning how to prepare and eat a more plant-based diet, and is sharing the most enlightening and useful lessons and resources she's discovering along the way in Veg 101. You can also find her here: [www.lisaberkovitz.com](http://www.lisaberkovitz.com).



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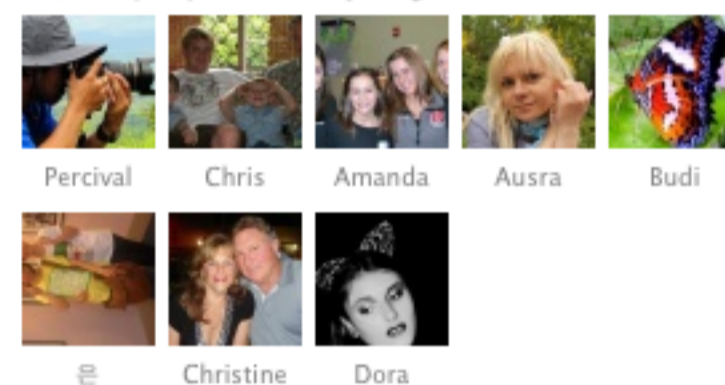


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