

BE A FIRST RESPONDER AND HELP SAVE OUR PLANET

Yes, there is still time to change things – and it couldn't be easier. You no longer need to take part in the vandalism that is tearing our planet apart.

CHANGE YOUR DIET, CHANGE THE WORLD

With one simple decision – today – you can join millions of other caring people and slash your contribution towards all these devastating environmental catastrophes. It couldn't be easier. Just CHOOSE VEGAN! You'll be much healthier and so will the planet.



SHARE TO SAVE

Share the popular YouTube ad available at vegannow.uk featuring the voices of Greta Thunberg, George Monbiot and Juliet Gellatley. It's having an amazing impact – watch it and see why.

VIVA! CAN HELP YOU ALL THE WAY

THE SCIENCE IS NOW OVERWHELMING – EATING ANIMAL PRODUCTS IS DESTROYING OUR WORLD. THE SOLUTION?

**VEGAN NOW!
GO TO VEGANNOW.UK**

FIND OUT

Why eating meat, fish, eggs and dairy is destroying our world.

DISCOVER

Simple ways to stop the destruction.

TASTY RECIPES

Easy, tried and tested recipes from our Vegan Recipe Club team, and free meal plan options for either seven or 30 days.



Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH
Tel 0117 944 1000 (Mon-Fri 9am-5pm)
Email info@viva.org.uk

Viva!
VEGANNOW.UK

EMERGENCY! EMERGENCY! EMERGENCY!



Viva!

WE HAVE AN ENVIRONMENTAL EMERGENCY MEAT, FISH AND DAIRY ARE PRIME CAUSES

7 MAJOR REASONS TO ACT NOW!

1 CLIMATE EMERGENCY

Scientists say drastic action to tackle the climate crisis needs to happen this decade, before it becomes unstoppable and uncontrollable, devastating the planet. Animal agriculture produces one-fifth of all greenhouse gases – much more than all the world's planes, boats, cars and trains combined.



"Humanity has become a weapon of mass extinction. We are treating nature like a toilet. And ultimately, we are committing suicide by proxy."

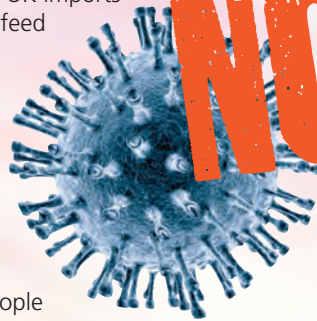
UN Secretary-General, António Guterres

2 FOREST EMERGENCY

Across the globe, tropical forests are being felled and burned at a terrifying rate, equivalent to the size of a football pitch being lost every five seconds. Agricultural expansion drives 90 per cent of global deforestation. The cleared land is mainly used to graze cattle and grow feed for farmed animals. Nearly all cleared Amazon land is used for these purposes and the UK imports meat and animal feed from this region.

5 SUPERBUG EMERGENCY

Antibiotic-resistant superbugs are emerging from the overuse of antibiotics in not only people but also in animal farming. In some countries, up to 80 per cent of antibiotics are used for livestock.



VEGAN NOW!

3 ANIMAL EMERGENCY

More than 70 per cent of animals worldwide are now factory farmed. Viva! has exposed the sickening conditions inside these places over and over again. The animals suffer appallingly but you can help bring it to an end.

"Livestock's contribution to environmental problems is on a massive scale... it needs to be addressed with urgency."

Food and Agriculture Organisation of the United Nations



6 SOIL EMERGENCY

Livestock take up around 83 per cent of the world's farmland but only provide 18 per cent of the calories we eat. Their hard hooves and overgrazing are causing land to degrade and become less productive – much of it is turning to desert.



4 OCEAN EMERGENCY

Oceans are vital to all life on Earth as they produce more than half of the world's oxygen – but they are heating up. High CO₂ levels, pollution and overfishing are devastating the marine world. Fish stocks are collapsing and mass extinction threatens 90 per cent of all marine species by 2100 if emissions are not curbed.



7 EXTINCTION EMERGENCY

Animal and plant species are disappearing at a rate of up to 1,000 times faster than is natural as their homes are trashed for animal farming. More than one million species may be wiped out, according to the UN. We have triggered the sixth mass extinction... the last one was 66 million years ago.

