

EVERYONE'S GOING DAIRY-FREE

There's a dietary revolution taking place and dairy sales are falling. There are now so many delicious dairy alternatives available. All your favourites – milk, cream, ice cream, cheese, yogurt – and all from plants. And no mother or baby has to suffer!

It's easy to try vegan with this 30 Day plan! You'll get all the support you need:

- Daily emails with tasty, quick recipes and hints
- Cookery demos of fab vegan food

Feeling lazy?! Choose our CAN'T COOK, WON'T COOK OPTION!



30dayvegan.viva.org.uk

Be inspired by the superb Vegan Recipe Club, with hundreds of recipes, pictures, hints and tips. Search by ingredient or type of recipe (eg quick/Italian etc) making it easy to find something to suit you.



veganrecipeclub.org.uk

You can watch our disturbing undercover investigation into British dairy farming



viva.org.uk/faceoff

Masses of information on the why and how of being dairy-free! Including the top dairy-free alternatives from ice cream to cheese to butter to chocolate!



scarydairy.org.uk

Viva!

SCARYDAIRY.ORG.UK

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GOODBYE BABY!

SCARY DAIRY

Viva!

SENTENCED TO SOLITARY

This is what awaits this little newborn after just a couple of days with her mum. And she'll be kept here for two months incommunicado – no matter how hard she cries and no matter how loudly her mum bellows in return. The mothering is over! **And all because we drink her milk.**

No matter what sales hype they give you, this happens on every farm to every cow and every calf – apart from little bull calves, that is. They're simply shot in the head or perhaps reared on for veal or cheap beef.

WORKED TO DEATH

Dairy cows are often shackled to stop them doing the splits – usually because of nerve damage after giving birth or because they are kept on unnatural dirty, wet concrete floors

Some 28 litres a day she has to produce or she's dead. Before each milking she has 14kg (30lbs) weighing down and distending her udders. Plus she's made pregnant while milking. She is constantly diseased and simply cannot cope – killed after just two or three calvings (we found all this in our big exposé of dairy farming, which you may have seen in the national newspapers).

