

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!



OR GET THE APP

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.

OR GET THE APP

vegan recipe club

veganrecipeclub.org.uk

You can watch our disturbing undercover investigation into British dairy farming

Viva!
FACEOFF

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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Viva!
Britain's hardest working mother



...exhausted,
hungry,
emaciated
and depressed

SCARY DAIRY

It's time to go vegan



Calves are taken away from their mothers 12-48 hours after birth

Pregnant for nine months every year
Producing huge volumes of milk
All her babies taken from her

Why do cows produce milk? To feed their young and no other reason! Like us, they've evolved to mate, give birth and suckle their young. No babies, no milk! But suckling lasts just a few hours as their calves are always taken from them.

Little females become milk machines like their mothers. Male calves are considered trash and are either shot, sold for veal, exported or reared for low-grade beef.

A dairy cow – Britain's hardest working mother – can look forward to a life of excruciating diseases. A shockingly short life! Humans have turned the wonder of birth into a production line of suffering so people can have her milk.

She doesn't want a card and a bunch of flowers – she wants you to stop drinking her milk.



Bred to overproduce milk, dairy cows have distended, painful udders. This often leads to excruciating mastitis and pus cells in all milk