LEARN MORE!

THE DARK SIDE OF DAIRY REPORT all about the British dairy industry, how it works and what life is like for dairy cows and other animals used for milk.

WHITE LIES REPORT – a comprehensive and fully-referenced scientific report about the impact of milk consumption on human health.

WHY YOU DON'T NEED DAIRY GUIDE

– a colourful guide exploring how dairy is linked to many health problems, explaining the cost of milk to the cow and her calves and offering advice on a dairy-free diet.



EVERYONE'S GOING DAIRY-FREE

GUIDE – discover the delights of dairyfree cuisine with this step-by-step guide. It includes 20 mouthwatering, dairy-free

> recipes as well as helpful shopping and cooking tips.

BONING UP ON CALCIUM FACT SHEET – how calcium from cow's milk can harm us and why plant calcium is best.

CALCIUM-RICH FOODS -A4 laminated poster.

SCARY18



Join Viva! from just £3 a month

Support our campaigns to improve the nation's health and save animals from suffering. As a member you'll receive:

- Our fabulous supporter magazine Viva!life Discount card
- Window sticker
 Practical yearn quides
 Nutrition wallchart

• WITIGOW SCICKCI • I	Tactic	ai vegan ga	IUC3 - IV	attition vv	
Yes, I'd like to join Viva!	and gi	ve a monthly	y donatio	n of 🗖 £3	☐£5 ☐£10 ☐£20 other: £
Your bank's name:					
Your bank's address:					
				Postcode	:
Bank instructions; please on the same day every m		unt	/	/ until further notice.	
To the Co-operative Bank	(08-90	0-24) for the	credit of \	√iva! acco	unt 50044867
Your bank sort code:			Acc	ount numl	per:
Account holder's name:					
Signature:					
Tel:			Email:		
Date of birth (under 18s only): /		/		Bank: please quote the following reference: (Viva! use only)	
☐ Add me to Viva!'s email list (you can opt out any					reference. (viva: use offiy)

Joining Viva!: we securely store your information and only share it with suppliers who enable us to process your membership (eg our mailing house). We'll only send you post about Viva! (and you can opt out any time). We review your info to help us improve our services and may send you tailored messages as a result. See viva.org.uk/privacy or call us on 0117 944 1000 for details.



Return to: Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH viva.org.uk | info@viva.org.uk 0117 944 1000

Viva! is a reg charity 1037486



Cows produce milk to feed their babies – just like humans. More milk requires more babies. And for us to be able to have that milk, the newborns are removed. That's the reality of dairy farming.

But there's much more to this cruel, dark side of dairy which few people ever see.



IT STARTS WITH A BIRTH

Cows, just like us, must give birth after a nine month pregnancy in order to produce milk for their young. To keep high volumes of milk flowing, they are forcibly re-impregnated two to three months after giving birth and so the cycle continues.



ISOLATION

All calves are taken away from their mothers within 48 hours after birth. Females are placed in individual pens or hutches and fed a commercial milk replacer. Of course they call for their mothers but there's no contact, no warmth, just isolation for up to eight



weeks. And what lies ahead is equally barbaric - painful disbudding (horn bud removal) and often long journeys to cattle markets.

KEEP IT FLOWING...

A dairy cow spends seven months of every year both pregnant and producing large quantities of milk. This means she has to eat four times as much as is normal for a cow. To increase their food intake, cows are fed silage and highprotein concentrates which result in wet, runny manure. Most spend at least the six winter months in overcrowded sheds but increasingly more cows kept at 'zero-grazing' farms never go out. The appalling conditions contribute to diseases. A cow naturally produces about six



litres of milk a day for her calf but on modern dairy farms it's between 20 and 50 litres due to selective breeding and farming practices. It's all about profitability. The cows' udders get so full and big they can't even walk properly.

...AT ALL COSTS

Producing extreme amounts of milk, whilst also growing a baby inside, often lands cows in the state of 'metabolic hunger' as no amount of feed is sufficient to meet their needs. It's normal for cows to 'milk off their backs' and have a 'coat rack' appearance with protruding bones. Not surprisingly, lameness is commonplace – but as long as the cow can walk to the milking parlour she will be milked for all she's worth. Every year, one in two dairy cows suffers from a painful udder infection – mastitis – and manv cows develop stress-related health issues.

Until exhaustion

When her milk yield drops or she becomes too ill, the dairy cow is sent to the slaughterhouse – usually at just five years old (their natural lifespan is 20 years). These cows often have to endure a journey to market where they are sold to fattening (finishing) farms before being slaughtered. They end up in 'low quality' beef products such as pies, burgers, soups and baby food.



"The dairy cow is exposed to more abnormal physiological demands than any other farm animal, making her a supreme example of an overworked mother." John Webster, Emeritus Professor of Animal Husbandry at Bristol University's Clinical Veterinary Science Department

"...a depressing number are culled after only two to three lactations because they are worn out, either through complete loss of body tissue (emaciation), or breakdown of the udder tissues, or chronic lameness." Professor John Webster

THE PERFECT COCKTAIL?

Milk is certainly no miracle food. Due to frequent udder infections there's a bit of pus

(up to 400 million cells that form pus in every litre) as well as antibiotic residues. It is loaded with hormones to help direct the growth of the calf, including oestrogens, progesterone, adrenal and pituitary hormones.

MALE CALVES

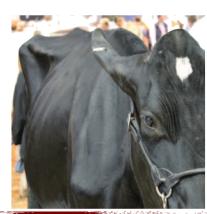
Male calves are of little use on a dairy farm as they don't produce milk. And

because they don't put on muscle in the same way as beef breeds, they are not very profitable for veal production either. Most male calves are simply unwanted by-products and in the UK, tens of thousands are killed shortly after birth. Others are sold to be killed later for cheap veal or beef.



Cows on organic farms are still impregnated

every year and endure the trauma of having their calves taken away hours after birth. They can fare even worse in terms of mastitis than cows on conventional farms because they can't be treated with antibiotics. And male calves aren't better off either – killed shortly after birth or raised for 'rose' veal.



"There's no reason to drink cow's milk at any time in your life. It was designed for calves, not humans and we should all stop drinking it today." Dr Frank A. Oski, Former Director of Pediatrics, Johns Hopkins University

WEAN YOURSELF OFF IT

Drinking milk after weaning is unnatural for any mammal – and drinking that of another species is simply bizarre. Would you drink your cat's milk? Would you be happy for puppies to be killed so we can have their mum's milk? No? Then why do it to cows? An animal's milk is perfect for their baby. Cow's milk is perfect for calves, human milk is perfect for human babies and they are very different. It's one reason why many people find cow's milk hard to digest and have digestion problems, eczema, rashes, asthma and allergies.

Hormones in milk are linked to ovarian, breast and prostate cancer. Cow's milk

proteins can play a role in type 1 diabetes. Despite relentless claims by the dairy

industry, milk is neither the only – nor the best - source of calcium and has little effect on bone strength. Broccoli, kale, watercress, nuts, seeds, soya and other plant foods are better and healthier sources. Ditching dairy products has never been easier as supermarkets and health food shops now stock a wide selection of delicious and nutritious dairy-free alternatives to milk, yogurt, ice cream, chocolate, margarine and cheese!