

# Viva! Life

Published by Viva! the vegan campaigning group

Issue 53 Summer 2013



**Jiminy Cricket** –  
bugs for  
dinner

Meet the  
**Wild Beasts of Chillingham**

**Cruel Britannia** –  
Viva's new  
film of UK  
factory farms

Shed pounds  
with **the 5-2 diet**

**Whole** – a book  
to revolutionise  
our lives

The pocket-sized  
**L-Plate Vegan**  
launches



Interview with  
**John Robb** – punk master





£6.89

### King Cube Tray

Makes huge 2" ice cubes for the coolest cocktails. Also great for freezing juice, leftover wine, sauce or even baby food. Dishwasher safe.



£28.99

### iSi Soda Syphon

Prepare refreshing, sparkling drinks in seconds. Use with water or add a dash of syrup from our vast range. Uses standard 8g CO2 cartridges (see website).



from £7.49

### Turkish Coffee Pots

Also known as ibrik or cezve, these Italian-made, stainless steel pots (available in 4 sizes) enable you to experience an ancient method of making coffee.



from £55.99

### The Smoking Gun™

Our professional quality, handheld cold smoker is incredibly popular. Use it to add fantastic flavours to liquids, cold foods and hot dishes.



from £2.99

### Red Espresso®

Red Espresso® is South African Rooibos tea that has been ground to an espresso like consistency so that it can be brewed just like coffee. It's delicious, caffeine free and packed with antioxidants.



£1.99

### Go! Kombucha

These delicious, live probiotic drinks made from fermented tea are naturally fizzy and full of goodness! White Pai Mu Tan is smooth & fragrant and perfect for relaxing while Golden Yunnan is punchy & aromatic for when you're on the go!

modern tools & ingredients for the creative chef!

ORDER BEFORE 4PM FOR NEXT DAY DELIVERY

MOLECULAR INGREDIENTS KITCHEN LAB EQUIPMENT SOUS VIDE  
SEAWEEDS SYRUPS BAR TOOLS SMOKERS JAPANESE TEAS  
BITTERS BARISTA TOOLS SODA KIT WHIPPERS



£12.99

### The Flavour Thesaurus

A fascinating book exploring why some flavours work with one another and why some don't! A great read for creative cooks.



£5.99

### Pearls & Cocktails Kit

This beginner's kit contains the ingredients and recipes you'll need to make delicious, Heston-style 'pearls' or 'caviar' that look great, taste fantastic and are sure to impress your guests.



from £64.99

### Agnelli Copper Pans

Our premium quality, Italian pans are fabricated with a thick layer of copper to the outside, a stainless steel layer inside and a 'cushioning' aluminium layer in the middle.



from £6.99

### Wild Hibiscus

These edible, hand-picked Wild Hibiscus (or Rosella) flowers in syrup will open up when placed into a glass of sparkling wine or Champagne. Available in jars of 11 or 40 flowers.



£29.99

### LSA Savoy Champagne Saucers

Toast your loved one with these exquisite mouth blown glasses edged with hand painted gold rims. Make every occasion and every glass of bubbly that extra bit special!



£7.99

### 3 Stage Knife Sharpener

This brilliant, all-in-one gadget repairs, sharpens and hones knives to help maintain precision sharpness across all your blades.

WWW. **creamsupplies**.co.uk

Explore and order at our online shop and discover our huge range of exciting products - all at incredible prices  
For advice or enquiries about products call 0845 226 3024 or email sales@creamsupplies.co.uk



# Channel 4 says: COME **DIE** WITH ME

Last year, Viva! ran a high-profile campaign to persuade the BBC to ban *foie-gras* from its cookery programmes. The corporation procrastinated and made excuses until our complaint – accompanied by many of yours.

However it isn't just the BBC that is guilty of using and promoting *foie-gras*. Channel 4's popular show *Come Dine with Me* also recently featured it. Sadly, this only serves to popularise and promote a food stuff that is illegal to produce in Britain and causes immense suffering to millions of birds. We

are in contact with Channel 4 to drive home these facts.

The broadcaster has acknowledged that *foie-gras* is controversial but nevertheless instructs people how to cook with it via recipes on its website.

If you haven't already, please contact them to demand they take an ethical decision and make it policy not to use *foie-gras* on Channel 4 shows and not to promote it on their websites.

## Contact Channel 4

Web: [www.viva.org.uk/campaigns/foiegras](http://www.viva.org.uk/campaigns/foiegras)

Phone: 0845 076 0191. Post: Channel 4 Enquiries, PO Box 1058, Belfast BT1 9DU



Viva! anti-foie-gras materials being handed to Fortnum & Mason shoppers

## Viva! petition rattles Amazon

As we detailed in the last issue of *Vivallife*, Viva! has been running an on-going campaign to persuade the world's largest online retailer to dump *foie-gras* from its British store.

This campaign has attracted a massive amount of support. So thank you to everyone who sent their postcards or signed the online petition. At the time of writing, the petition has attracted nearly 12,000 signatures. We have printed it off and sent it to Amazon, letting them know that they risk losing over £1 million of custom each year if they fail to stop these unprincipled sales.

Important – you can still back the campaign. Please do so and:

### Contact Amazon

Web: [www.viva.org.uk/amazon](http://www.viva.org.uk/amazon)

Phone: Customer services

(Freephone) 0800 496 1081

Post: Amazon HQ, Patriot Court,  
1-9 The Grove, Slough, Berkshire  
SL1 1QP

Viva! has provided information on banning the sale of *foie-gras* to the Israeli Government. Like Britain, they have banned its production but are looking to close the loophole that allows its importation and sale. We continue our talks with sympathetic British politicians to bring about a similar ban here.

# The show must go on...!

We are delighted to announce the next in our series of Roadshows! Viva!'s trailblazing free events have brought cruelty-free living to every part of the UK. They have proved so inspirational that groups all over Britain have launched their own fayres, festivals and fun days.

Viva!'s Roadshows have always been 100 per cent animal-free but we are now giving them a little extra polish and calling them Viva!'s Incredible Vegan Roadshows. They will, however, be exactly the same as before, with the very best of animal-free shopping and vegan cookery demos and talks on health and animal ethics. But these are not just shows for vegans. Our Roadshows have always been totally inclusive and are open to all, be they meat-eaters, vegetarians or vegans looking to sample the best cruelty-free fayre and learn how to take steps towards a lifestyle that is best for us, the animals and the planet.

Later this year we are kicking off with a mini event in Monmouth but we have plenty planned for Viva!'s 20th anniversary in 2014! More details at [www.viva.org.uk/roadshows](http://www.viva.org.uk/roadshows) and in future copies of *Viva!life*.



## Viva!'s Incredible Vegan Roadshows 2013/2014

**September 21, 2013,**  
Monmouth Shire Hall,  
Agincourt Square,  
Monmouth NP25 3DY.

**April 26, 2014,**  
Gloucester Guildhall,  
23 Eastgate Street,  
Gloucester GL1 1NS.

**September 27, 2014,**  
Hull City Hall, Queen  
Victoria Square, Hull  
HU1 3RQ.

**November 29, 2014,**  
Bristol City Hall, College  
Green, Bristol BS1 5TR.

## Have you discovered our massive range of vegan chocolates?



Handmade in Northamptonshire, organic & fairtrade selections yet still surprisingly affordable!

The UK's only 100% Ethically Accredited Chocolate Company\*  
\*Good Shopper Guide 2011/12

**20% off all first orders when quoting "Viva2013".**



[www.seedandbean.co.uk](http://www.seedandbean.co.uk)

# Nikon in the can – Exposure continues

Our exposure continues as another leading wildlife photographer backs Viva!'s campaign. By Justin Kerswell campaigns manager

**Our campaign to persuade leading camera manufacturer, Nikon, to end its support for hunting has sent shockwaves around the worldwide photography community and was featured in the *Independent* and *Daily Mail*.**

It has also attracted the support of yet another renowned photographer – Christopher Rimmer, whose camera captures Africa's beautiful and majestic wildlife whilst Nikon facilitates its destruction.

In the last issue of *Viva!life*, we detailed how Nikon not only sponsors trophy hunting in the United States, but also produces a rifle-scope designed specifically for hunting 'large game' in Africa. Promotional materials for their camera equipment states:

"Nature is full of moments of timeless beauty, to be captured before they are gone forever."

Have you ever heard such sickening hypocrisy? Clearly not because many of you agreed with us and our online petition has attracted thousands of signatures and continues to do so.

Nikon's response to our complaint was: "Nikon Sport Optics manufactures the products for outdoor enthusiasts and respects legal hunting, conservation and wildlife management that meets local and

national regulations." In other words, they don't care.

Recent investigations have uncovered the horrific practice of 'canned hunting' in South Africa. Lions are raised in a closed environment, with cubs taken from their mothers at just a day old and then hand-reared, their mothers forced to have around five litters every two years. In other words – factory farming for lions.

Unsuspecting tourists often pay to feed these 'orphan' cubs, not knowing what fate actually awaits them. They grow into young lions that have only ever known the affection of humans. That ends when they are shot dead by men and women who pay thousands of pounds to kill them – essentially tame animals that have no hope of escaping. There are around 160 farms in South Africa that breed big cats for this very purpose

Sadly, some of these hunters are British and as it is currently not illegal to import lion parts into this country, our regulations (or lack of them) is helping to fuel this barbaric practice.

Whilst Nikon has not explicitly backed the canned hunting of lions, its products will almost certainly be used for this purpose. In the past, its publicity materials have shown a baseball-capped man grinning beside a dead lion.

Nikon is hiding behind what is a legal get out clause, with company profits triumphing over morality. They have never, to the best of our

knowledge, condemned the practice of canned hunting.

If Nikon wishes to redeem itself in the eyes of thousands of wildlife photographers who are now shunning the brand, it must drop its support for hunting and join the growing chorus of voices that condemns the destruction of wild Africa.

If you haven't done so already, complain to Nikon:

Online: sign the petition and email [www.viva.org.uk/nikon](http://www.viva.org.uk/nikon)

Phone: 0330 123 0932. Write: Nikon UK Limited, 380 Richmond Road, Kingston upon Thames, Surrey KT2 5PR



## Message from Christopher Rimmer, renowned wildlife photographer:

"Like many people around the world, I was dismayed to learn that Nikon, a company with which I have a 30 year association, was directly involved in the promotion of trophy hunting in Africa.

"Trophy hunting is a vile and cruel practice, carried out by a small minority of people who afford their perverse gratification a higher priority than the welfare of animals. Several of the species regularly shot by trophy hunters are on the endangered list. It is a practice that is completely contrary to my values and beliefs as a conservationist and a photographer. This is the reason I have ended my association with Nikon.

"I will no longer use or endorse Nikon products nor accept sponsorship until they agree to withdraw their support for trophy hunting in Africa and elsewhere. I urge anyone currently considering the purchase of a Nikon product to reconsider in light of these disturbing revelations."



# Life Science



One of Viva! Health's important tasks is to unravel scientific research and make it easy to understand and digestible. Here we update you on the latest...

By Veronika Powell MSc, Viva! Health Campaigner

## Soya fights back

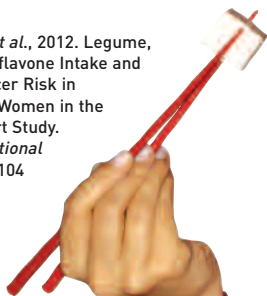
The results of a long-term, 13-year study of nearly 50,000 women of all ethnicities, revealed that regular intake of plant substances called isoflavones can significantly reduce the risk of endometrial cancer. Endometrial cancer usually means cancer of the inner lining of the uterus but it can spread to or affect surrounding tissues.

Isoflavones are most commonly found in soya foods but also in other pulses such as beans and lentils and can act as very mild oestrogens in the body. However, the oestrogen effects of isoflavones are much less powerful than those of oestrogens themselves – about 1,000 times weaker.

In the body, isoflavones bind to the same receptors as oestrogens and produce a balancing effect when oestrogen levels are low, such as during the menopause, and can ease menopausal symptoms. Isoflavones can also reduce the effect of oestrogens when the hormone levels are high and by so doing, essentially reduce the risk of oestrogen-linked cancers, such as endometrial cancer.

The recommended daily amount of isoflavones equals roughly one glass of soya milk or one serving of soya-based food.

Ollberding, N.J. *et al.*, 2012. Legume, Soy, Tofu, and Isoflavone Intake and Endometrial Cancer Risk in Postmenopausal Women in the Multiethnic Cohort Study. *Journal of the National Cancer Institute*. 104 (1): 67-76



## Healthy veggie hearts

One of the branches of the extensive EPIC-Oxford study, focusing on lifestyle and various diseases, has produced exciting results. Data gained from over 44,000 people, each of them followed for about 11 years, were analysed. Compared with non-vegetarians, vegetarians had lower body weight along with lower cholesterol and blood pressure. Overall, vegetarians had a 32 per cent lower risk of heart disease than non-vegetarians.

Crowe, F. L., *et al.*, 2013. Risk of hospitalization or death from ischemic heart disease among British vegetarians and nonvegetarians: results from the EPIC-Oxford cohort study. *American Journal of Clinical Nutrition*. 97(3): 597-603



## Diabetes on a plate

A large-scale study followed more than 340,000 people from eight European countries and produced very interesting results. It showed that the more meat you eat the more likely you are to develop type 2 diabetes. The study results also discovered that in men, this association exists for all meat intake but for red and processed meat in particular. The results were similar for women with the exception of poultry, which showed a stronger association in them.

Meat consumption has been linked to diabetes before – read our *Big-D* report or guide online at [www.vegetarian.org.uk/diabetes](http://www.vegetarian.org.uk/diabetes) or call 0117 944 1000 to order a copy.

The InterAct Consortium, 2013. Association between dietary meat consumption and incident type 2 diabetes: the EPIC-InterAct study. *Diabetologia*. 56 (1): 47-59



## What women should know

Diet plays an important role in cancer therapy and there are many studies on the topic published every year. One of the latest followed women who were diagnosed with early stage breast cancer for over 10 years and investigated how their diet – and dairy intake in particular – influenced their recovery or the recurrence of cancer.

Researchers discovered that regular consumption of high-fat dairy products decreased the likelihood of recovery and increased the risk of cancer recurrence. High-fat dairy products include cheese, butter, whole milk, many dairy-based desserts and yoghurts. The reason why high-fat dairy products had a stronger influence than low-fat ones is the fact that high-fat products contain more natural hormones – and breast cancer is often hormone sensitive.

As all dairy products contain naturally occurring hormones, the study's authors recommended that breast cancer patients should switch to plant-based milks.

Read our *One in Nine* report or *Fighting Chance* guide on diet and breast cancer online at [www.vegetarian.org.uk/campaigns/breastcancer](http://www.vegetarian.org.uk/campaigns/breastcancer) or call 0117 944 1000 to order a copy.

Kroenke, C.H., et al., 2013. High- and Low-Fat Dairy Intake, Recurrence, and Mortality After Breast Cancer Diagnosis. *Journal of the National Cancer Institute*. 105 (9): 616-23



## Facing the white truth

The summary of an extensive review that looked at all studies examining the relationship between diet and acne were recently published and contained a very clear message. While no other food group showed consistent link to acne, dairy did. The researchers are not sure whether this is due to the hormones in milk, milk protein or the effect of milk on insulin and IGF-1, a hormone-like substance, or whether all these factors were working together. Dairy, however, has been repeatedly shown to markedly aggravate acne (see page 33).

Burris, J., Rietkerk, W., Woolf, K., 2013. Acne: The Role of Medical Nutrition Therapy. *Journal of the Academy of Nutrition and Dietetics*. 113 (3): 416-30



Tony Wardle visits a remote part of Northumberland and tries to answer the age-old question...

# What would happen to all the animals?

**They're rarer than wild pandas, utterly unique yet to the passing eye appear to be just another herd of unusually coloured cattle. But they're not, they're the beasts of Chillingham!**

The herd of around a hundred or so animals are a white, creamy colour very similar to that of sheep, with darker spots on bulls but they are the only wild cattle that remain anywhere in the world. Their terrain, some say, resembles what much of medieval Britain would have looked like – open coarse, grassland and dense woodland, large oaks, alders grouped around boggy areas and along the sides of stream-filled gullies. It is, in fact, Chillingham Park in Northumberland and these rare animals have lived out their lives on these harsh acres for at least 700 years and just as they have remained unchanged, so largely has the landscape.

The park is shared with herds of fallow and roe deer, foxes, badgers and red squirrels and perhaps, before long, wild boar may be introduced because of their important role in regenerating woodland. From the park, there are stunning views across the Northumberland countryside, with the

lovely historic fortress town of Alnwick just a few miles away, as is Bamburgh, with the dramatic Northumberland coast just 10 miles distant.

The cattle are surprisingly small compared to most domesticated cattle but their sweeping, forward-pointing horns

*their ancestors are the massive, ancient aurochs from which all cattle are descended*

offer a real caution that these are genuinely wild animals and are likely to act as such. "They can see the points of their horns so know exactly where to place them," I'm told by the park manager, as a young bull fixes me with a glare and increases his pace towards me. I feel

suddenly vulnerable as I hang out of the open door of our strange little, all-terrain vehicle taking pictures. We move off literally just in time and the bull looks slightly disappointed that I got away.

No one is quite sure of their full history, where they came from and, even more puzzling, how they survive with centuries of inbreeding? Are they descendants of the same cattle who roamed through the forests of prehistoric Britain; are they the same breed whose bulls Roman soldiers felt impelled to sacrifice on Hadrian's wall? One thing is certain, their ancestors are the massive, ancient aurochs from which all cattle are descended and who once sported almost identical horns. The blood line is crystal clear.

The large herd separates out into two or three sub-herds across the undulating land dotted with trees and rough pasture but it is only temporary and they will intermingle again at some point.

As you bounce over a promontory, a lone bull may be sitting chewing the cud out of view, having temporarily removed himself from all others.

As nature is entirely even-handed, there are equal numbers of bulls and cows and as cows can breed year round, competition





days. And there is the 20ft-deep hole into which some prisoners were flung to die after first having had their limbs broken. And of course there are 'ghosts' and a night-time ghost tour.

And through it all the wild beasts of Chillingham grazed away unknowing and unconcerned. Makes you wonder who are the most civilised!

We're always being asked what would happen to all the animals if everyone was to go veggie? With only a quarter of the present agricultural acreage required on a nationwide vegan diet, the wild areas could return everywhere. Wild boar, the ancestors of pigs, live happily just down the road from me, feral goats live wild and on the hillsides of Wales sheep are largely untended and if they were not rounded up and killed would form small family groups.

How much more rewarding it would be to see animals living out their lives for their own purposes rather than being turned into travesties for our purposes. **You can visit the Chillingham Wild cattle – see [www.chillinghamwildcattle.com](http://www.chillinghamwildcattle.com) and you can contact Chillingham Castle on 01668 215359. The castle is open only in the afternoons so it might be sensible to first visit the cattle in the morning.**

to mate is ever-present. The bulls will clash head to head, horn to horn and usually it is a simple trial of strength quickly resolved. But from time to time, one of them will be killed.

I watch as a gang of four young bulls, called the Hoodies, try to intimidate an older bull. There is stiff-legged parallel walking almost in slow motion, each avoiding eye contact with the other but the old boy, even though surrounded, is no faint heart and the Hoodies back off. It is like Brighton's West Street on a Saturday night.

Apart from some winter hay, there is no intervention of any kind and animals do die – the weeding out of genetic imperfections, but it is winter that takes the greatest toll. If an animal is suffering, however, he or she will be despatched.

Not this year but in other years, the early arrival of spring and new grass has encouraged early breeding resulting in births in mid-winter and, subsequently, numerous deaths – a direct toll of global warming. Despite this and despite having been reduced to about a dozen animals in the 1940's, these genetically similar beasts have survived.

In the early 19th century, wealthy landowners often had White Park cattle to graze their manicured acres and these carried genes from Chillingham Wild cattle but, surprisingly, there was no migration of genes in the other direction and the line remains absolutely pure.

The land itself has alternated its ownership over the years but now both cattle and land have been united under the guardianship of the Chillingham Wild Cattle Association, formed in 1939.

The park sits alongside the 'castellated and crenellated' Chillingham Castle, its design approved by Plantagenet King Edward III, and it was then that the grounds were enclosed and the cattle

corralled, presumably because they were seen as a valuable food source.

The idiosyncratic castle is open to the public and you can view its glorious staterooms and dungeons. I haven't seen them myself but apparently there are still scratchings on the walls of the dank dungeons where prisoners ticked off their



# Jiminy Cricket – bugs for dinner!

It's Cucaracha combo, maggot Milanese and caterpillar crepes if you want to save the world, says the UN. What a load of old boxelders (twig borers) says Tony Wardle

**HSBC seem to have started an international obsession with their TV advertising. You know the one – an Asian farmer lures crickets to their doom with night lights, grills them on skewers and sells them to a little girl who wrinkles up her nose but only because he's forgotten the seasoning.**

BBC's *Saturday Kitchen Live* has rustled up caterpillar burgers (well, caterpillar flour, actually, well-camouflaged with other ingredients) and all the newspapers have turned cartwheels with glee at the potential of this glorious news story – the answer to global hunger being one of their favourite claims. There's even been a documentary laced with enough rhetoric to make your eyes water – *Can Eating Insects Save the World?*

What's given this outpouring of myopic enthusiasm its credibility is a recently published book by the Food & Agriculture Organisation of the United Nations (UN FAO) – *Edible Insects, Future prospects for food and food security*, 2013. It waxes lyrical about the widespread use of insects in the developing world and lists all kinds of 'delicacies,' from black soldier flies and wasps to witchetty grubs and grasshoppers. It goes on to advocate their use in all societies, either gathered in the wild or cultivated.

Eating insects isn't just about deprivation for in Malaysia they're eaten from choice but as a little snack and nothing more. I could easily argue that in the West, it is just an extension of the existing use of insects by some people – honey and silk for example. Or, less obviously, carmine food colouring obtained from female cochineal beetles or shellac from the lac beetle, used as a wood polish and to make some apples, chocolate peanuts and jelly beans nice and shiny. But, come on! The solution to world hunger? In your dreams!

There are specific assumptions underlying this outbreak of global hysteria, the main one being that the *status quo* is sacrosanct – those of us who currently eat meat must continue to do so in the same quantities as

now and god forbid that anyone should consider reducing their consumption or abandoning it altogether. So, it's taken as read that US citizens will continue to gorge 120kg each per year, Australians 111kg, Spanish 97kg, Brits 84kg, Russians 63kg, Costa Ricans 51kg and Indians 4kg – a huge disparity.

The word 'protein' litters everything that's said or written about insects with the frequency of an Irish nun genuflecting to the Pope. No one bothers to mention that unlike vegetable protein, the animal variety plays a big part in degenerative diseases such as osteoporosis, kidney and cardio-vascular disease.

All this insect nonsense is supposedly so the additional two or three billion people who will soon share the planet with us should also have a right to stuff animal protein down their throats. We therefore

have to find new sources to satisfy them and because we've exploited everything else to the point of destruction, the only choice remaining is insects.

We need to pause and take stock at this point. The UN FAO is the same organisation that just a few years ago issued a 666-reference report providing scientific understanding as to how and why livestock production is devastating the globe (*Livestocks' Long Shadow: environmental issues & options*, 2006). It wasn't authored by a bunch of us vegan whingers but by the UN committee that supports livestock farming, which makes its findings so much more devastating: that animal farming is at the heart of almost every environmental catastrophe that besets the planet. You can take your pick – loss of forests, soil degradation, species annihilation, global warming, and everything else inbetween.

But, like Nelson, our leaders keep sticking their political telescope to their blind eye, saying: "I can't see anything, mate, can you?"

Florence Dunkel is a champion of insect eating and was recently interviewed by *New Yorker* magazine. An entomologist at Montana State University, she brings jargon to the subject that only an academic could dream up – it makes nails down a blackboard seem attractive. Here's a taste: "Response to edible insects is often a good indicator of one's level of intercultural competency." Beam me up please, Scotty!

We start to get a clue as to what this is all about from one of the authors of the UN FAO report, Eva Muller: "We are not saying that people should be eating bugs" (well, you could have fooled me). "We are saying that insects are just one resource provided by forests, and insects are pretty much untapped for their potential for food, and especially for feed." In other words, people **should** eat bugs.

But the real import lies in the words "...and especially for feed!" There's the clue. Having ravaged the planet for every other food source to feed livestock,



there is now encouragement to breach the final frontier – insects. It has nothing to do with feeding a growing population for as the report says:

“Recent high demand and consequent high prices for fishmeal/soy, together with increasing aquacultural (fish farming) production, is pushing new research into the development of insect protein. Insect-based feed products could have a similar market.”

In many ways it's an exact repeat of what's happening with our oceans, where the tiny creatures at the bottom of the food chain such as krill, sand eels and capelin are being hauled out to feed farmed animals. These are the very food sources upon which all ocean creatures directly or indirectly depend but which are described as 'trash' or 'industrial fish.' The results are devastating, just as they will be once we begin to attack the basis of the land food chain.

Ms Muller seems to be blithely unaware of another part of her own report. “Until recently, insects were a seemingly inexhaustible resource obtainable by harvesting from nature. However, some edible insect species are now in peril ... from overharvesting, pollution, wildfire and habitat degradation.”

Great! So let's encourage everyone to eat even more of them and farmers to feed them to their animals! And while we're at it, we'll continue to chop down the forests where most insects live so livestock can graze... and, well, I'm sure you get the picture by now. Is it just me who thinks the world has gone mad?

What this inevitably means, of course, if this insane idea is to go ahead, is the intensive production of 'mini-livestock' (that's what they want us to call bugs) in massive, indoor industrial units with all the costs entailed

in construction, climate control and other support mechanisms as well as their processing into flour, meal or pellets. It places the process firmly in the hands of big multinationals.

Proponents boast that insects convert food better than mammals and poultry and produce less in the way of greenhouse gases (GHGs). The livestock to whom they're fed, however, won't convert them into meat any more efficiently than they do soya bean meal – and it takes 10kg of soya to produce 1kg of beef. They claim the conversion ratio for insects is 2kg of feed to produce 1kg of insects. It therefore follows that when insects are fed to farmed animals it increases the inefficiency.

So what on earth could be the answer to global food shortages. Oh dear, that is a difficult one. I wonder if pulses could possibly be part of the answer? All over the world, pulses have historically been a vital component in the human diet and are eaten straight from the plant so have no

conversion ratio at all – ultimate efficiency!

There are dozens of different types of beans and peas, most of which can be eaten green and fresh or dried and stored. Greeks love their hummus and gigantes – huge butter beans; French their haricot vert and flageolet. Chickpeas appear in many forms throughout the Middle East. We have our pease pudding and split peas, broad and runner beans; there's lupins and lentils from Spain and of course the global phenomenon that is soya beans that can produce an extraordinary array of products. At the moment, 30 million tonnes of these little beauties are imported into Europe each year – to be fed to animals!

Even throughout the semi-arid lands of Africa and beyond to India, pulses do things no insect could even dream of. Semi-perennial pigeonpeas (toor dhal) can be used for hedges and roofing, as shelter or climbing frames for other plants, to improve soil fertility and even as fuel and grow in near drought conditions. Like all

pulses, they are rich in protein and contain an abundance of vitamins and minerals – in fact, pulses are just about the perfect food and when eaten with other fresh fruit and vegetable are a

damned sight healthier than any livestock, mini or maxi. But I will let the professionals on diet have the last word:

“Pulses have significant nutritional and health advantages for consumers and

their cultivation has a positive impact on agriculture and the environment.

Therefore the trend in the consumption of pulses could change, especially if publicity about the benefits of pulses is improved and if the food industry and professional organizations take up the challenge to incorporate grain legumes (pulses) in novel, convenient and healthy food products.” (*British Journal of Nutrition* 2002 Dec;88 Suppl 3:S243-50. Schneider AV).

Yeah – but it doesn't make such a good story, does it? As for me, you can keep the cricket croquettes because I'm going to stick with tarka dhal and channa masala, edamame and tofu in black bean sauce, tempeh in coconut milk and proper (from dried) mushy peas. That's more like it!

## it has nothing to do with feeding a growing population



# Fast and hard? The 5:2 diet phenomenon

The world is awash with diets promising they're the one for you. Juliet Gellatley looks at the science behind 'intermittent fasting' and asks does it work, is it healthy and is it safe?

**When I first heard about the 5:2 diet I was sceptical but the attitude of friends aroused my curiosity. It's working for them!**

Science doesn't totally support fasting and neither do I. Complete withdrawal of food can have short-term side effects such as headaches, dizziness, fatigue, abnormal heart rhythms and low blood pressure. Longer-term, it can affect the immune system and vital bodily functions, even damaging the liver, kidneys and other organs. But the 5:2 diet is not about total fasting – it allows 500 calories a day for women and 600 for men, two days a week. The other five you are encouraged to eat healthily but your calorie intake isn't restricted.

## V Plan with 5:2

Viva's *V Plan Diet* is vegan and shows how to eat well for life – the best way to lose weight healthily and safely. Think of the 5:2 diet as a tool within it to speed up loss of body fat. The *V Plan* doesn't restrict calories and there's no boring measuring of portions!

Research shows the 5:2 diet works. Dr Michelle Harvie, a dietitian at the Genesis Breast Cancer Prevention Centre in Manchester, has spent years studying how to help women lose pounds because of the link between overweight and breast cancer. Her recent trials involved 115 women – some ate a 1500 calorie Mediterranean diet all the time and were encouraged to avoid alcohol and high-fat foods. Another group

ate normally five days a week but ate 650 calories on the other two.

After three months, women on the 5:2 diet lost an average of 4kg (8lb), while those on the full-time diet lost an average of just 2.4kg (5lb). Dr Harvie believes the 5:2 diet is more effective because people stick to it. Having reached their intended weight, they reduce to just one calorie-restricted day a week and that's enough to stop the weight slipping back. "It is doable and easier than a normal diet – and that's the reason it is successful."

If you eat 500 or 600 calories two days a week – and don't overcompensate by stuffing yourself rotten the rest of the week – you lose weight steadily.

Medical journalist, Dr Michael Mosley, who researched the diet for BBC's *Horizon* in 2012, believes excess weight is linked to insulin. When we eat 'junk' carbohydrates such as white bread, white rice or pasta, cakes, fizzy drinks and alcohol, our blood glucose levels rise and the hormone insulin is secreted. Insulin regulates this sugar rush, helping our cells to store it as glycogen.

## The fat controller

Dr Mosley adds: "Insulin is a fat controller, both storing fat and inhibiting its release. Insulin makes you fat! Eating too often and junk carbs can lead to raised insulin levels so

that our bodies continually store fat. Just a few hours of fasting turns off the 'fat storing' and turns on the 'fat burning' mechanisms."

5:2 fasting also reduces a hormone called IGF-1 (insulin like growth factor 1) which promotes growth and in later life, raised levels are linked to cancer and accelerated ageing. Dr Mosley tried the 5:2 diet for three months and lost 9kg (19lb). Tests on his fat, insulin and IGF1 levels showed his risk of diabetes, heart disease and cancer were significantly lowered.

What of my friends on the vegan version of the 5:2 diet? Lola Grant (46) says: "The hunger comes and goes in waves on fasting days and I feel slightly irritable, especially around people eating! But I feel lighter, more energetic and lost half a stone in just one month. I am not very good at self-denial (she says stuffing a marshmallow in her mouth) and it works for me." Cathy Keegan (55) enthuses: "I've lost almost a stone in seven weeks, I sleep better, have more energy and my stomach is flatter. It's the only diet I've stuck to – ever!"



# Available from Viva!

Note: we do not stock the fast diet and the 2 day diet as they allow meat, fish and dairy; the former also refers to animal experiments.

## Viva!Health Diet Plan

Includes *V Plan Diet* (colour guide) and *5:2 Vegan Style* (fact sheet with recipes)

Online [www.vegetarian.org.uk/guides](http://www.vegetarian.org.uk/guides) and

[www.veganrecipeclub.org.uk/fast-diet-52-intermittent-fasting-vegan-style](http://www.veganrecipeclub.org.uk/fast-diet-52-intermittent-fasting-vegan-style)

By mail: send £5 (inc p&g) (payable to Viva! with your name and address) to:

Viva!, 8 York Ct, Wilder St, Bristol BS2 8QH. By phone 0117 944 1000 (9-5, Mon-Fri)



# The 5:2 Diet...

## it's an odds-on favourite

Viva! cookery co-ordinator, Jane Easton, tries out a super-fast diet and finds it works

Those of you who have been following the blog on [www.veganrecipeclub.org.uk](http://www.veganrecipeclub.org.uk) or the VRC Facebook page might have noticed I've been on a diet – 8.3K/18.2 lbs lost so far! Although slim most of my life, I had piled on the pounds post-menopause.

Juliet Gellatley's article on page 26 explains why the diet works and why it's healthy. On a personal level, I've found it both easy and flexible for my busy life – while I try to stick to Tuesdays and Thursdays I can always swap if I have a dinner date or such. And while I still enjoy a big curry and beer (and cake!) it does keep me more aware about what I'm eating and I'm less prone to comfort eating – plus I have loads more energy as well as looking better!

After initial fast loss, it all slowed down – indeed, I stopped losing for a couple of weeks because I had been socialising too much. However, I didn't put weight back and as soon as I got back into gear, it's been a gradual but steady loss all the way.

### Useful tips

Use a calorie chart for the two fast days and use a set of scales. For calories, try [www.myfitnesspal.com](http://www.myfitnesspal.com) or a pocket-sized book such as *Calorie Counter* (Collins Gem).

Liquids: herb teas, water, black tea/coffee are all calorie-free but plant milks eat into your daily calorie allowance, so ration it to one milky cuppa a day if you really can't do without it and adjust meals accordingly. Avoid fruit juice – very sugary.

Keep a note of simple low-cal snacks for when you start to flag a bit but don't overindulge – 50-100g of carrot sticks or a miso cuppasoup are good stopgaps. If you've eaten into your daily allowance, 1 tsp of yeast extract dissolved in hot water makes a satisfying bouillon drink and is just 9 cals.

Keep a simple diary/log. It really helps to keep you focused and encouraged, monitors your weight loss and BMI as well as making you more aware of any dodgy eating patterns. See [www.veganrecipeclub.org.uk/fast-diet-52-intermittent-fasting-vegan-style](http://www.veganrecipeclub.org.uk/fast-diet-52-intermittent-fasting-vegan-style) for what to include.

Finally, here are some of our simple recipes for you to try! There are more on the VRC article above. The recipe section in that article offers 9 recipes with calorie-counted mix and match combos – as well as Men's Extras for those extra 100 cals that blokes are allowed!



### DAY 1

462 Calories

This leaves you with 58 free calories. A lunchtime snack might be 100g of carrot sticks (42 cals) or a sachet of miso soup (around 27 cals). Or use 50ml unsweetened soya milk (17-20 cals) if you fancy a milky coffee or tea. But remember, this is a fasting day, intended to burn calories and promote both the physical and neurological benefits of the diet, so it's good to feel a few hunger pangs. Distract yourself with work, go for a walk or just drink a large glass of water or herb tea.

### Breakfast

#### 5:2 Fast Day Porridge

Serves: 1 | Time: 2-5 minutes (if you soak the oats overnight).

Calories: 210 – fewer if you omit the soya milk and the agave

Men's Extra: 4 tbsp plain vegan yoghurt (30 cals)

Using jumbo oats fills you up better and keeps you going longer.

Like all wholefoods, jumbo oats are low GI and therefore slow release, stabilising your blood sugar levels.

- ▶ 40g jumbo oats (147)
- ▶ 50g blackcurrants (22)
- ▶ Pinch cinnamon (0)
- ▶ 50ml unsweetened soya milk (21)
- ▶ 1 tsp agave syrup (20)

1 Cook the oats with a little water, adding more if it sticks – 2 minutes microwaved, a little longer on the stove.

2 Serve with the berries, cinnamon, soya milk and agave.

# Make a difference with your energy bills



## Up to £60 donated to Viva! when you join Ecotricity.\*

We're an energy company unlike any other – we take the money our customers spend on their electricity and gas bills and use it to build new sources of renewable energy, such as windmills.

People:Power is at the heart of what we do – the more people who join us, the more sources of green energy we can build. Switch and Viva! will receive up to £60.\*

Join us, it couldn't be easier and takes less than five minutes.

Call us free on **08000 302 302** (quoting VIVA)

or visit **[www.ecotricity.co.uk/viva](http://www.ecotricity.co.uk/viva)**

*Viva!*



**ecotricity**

#### Terms and conditions

1. The offer is open to UK residents in the UK aged 18 or over. It's not available to agents, distributors or any other person connected with the offer. 2. \*The offer of the £60 donation is conditional on you switching your dual fuel electricity and gas supply to Ecotricity on or before 31/12/13 having quoted the reference code printed above, £40 if you switch just your electricity supply or £20 if you just switch your gas supply. For full terms and conditions, please go to [www.ecotricity.co.uk/viva](http://www.ecotricity.co.uk/viva).

You can see our latest fuel mix at [www.ecotricity.co.uk/our-fuel-mix](http://www.ecotricity.co.uk/our-fuel-mix).

We hope you'll never need to, but if you'd like to make a complaint or would like to see our complaints procedure, please visit [www.ecotricity.co.uk/complaints](http://www.ecotricity.co.uk/complaints) or call us on 0845 555 7 100.

Who we are

# Viva! vegan for life

Viva!s fight is a fight for life – for animals and ourselves. Through effective campaigning, we take the brutal reality of intensive farming to the people who can effect the most change: consumers. Our wide-ranging campaigns promote veganism as the best ways to save animals from suffering, protect the environment, improve health and help those in developing countries.

We have cleared the shelves of so-called 'exotic meats'; our campaign against the factory farming of pigs, turkeys and ducks saw deaths dive; we are closer to a *foie-gras* free Britain and meat consumption is down in the UK thanks to Viva! and our loyal supporters. Viva! is a registered charity [1037486].

# Viva! HEALTH

Viva! Health is a section of Viva! that promotes the health benefits of a vegan diet. The diseases that kill many of us prematurely can mostly be prevented by consuming a plant-based diet – Viva! Health explains why. We provide accurate information about healthy eating to the public, health professionals, schools and food manufacturers. We campaign on important issues including children's health, the harmful effects of dairy foods, heart health, how to help combat obesity, diabetes and breast cancer and the dangers of eating fish and white meat.

## How to get this magazine

Join Viva! to get your copy of *Viva!life* magazine three times a year for only £15 (£12 unwaged). You'll also receive a supporters' card – giving you discounts at hundreds of shops and on services and holidays – plus a free car sticker. Call 0117 944 1000 (Mon-Fri, 9am-6pm) or join online at [www.viva.org.uk/join](http://www.viva.org.uk/join).

# A read for Life

viva!life issue 53

## 5 Lifelines

News roundup from Viva!

## 8 John Robb interview

Last of the Mohicans

## 11 Campaign News

## 12 Cruel Britannia

New film exposes UK factory farming



# 24

## The 5-2 Diet

Delicious slimming recipes

## 18 Life Science

Latest in veggie research

## 20 Wild Beasts of Chillingham

The rarest animals on Earth

## 27 The Whole Truth

Juliet Gellatley reviews an extraordinary book

## 30 Media Life

Viva! in the news

## 33 Spot-on

Milk and the link with acne

## 35 The L-Plate Vegan

All-new pocket guide to vegan living

## 36 Lifestyle

Latest goods and goodies

## 38 Give us a phone

Old phones mean cash for Viva!

## 40 Choc Shop

Chocolatey sweeties from Viva!

## 43 Get Ready!

Viva! is 20 next year

## 44 Classifieds

...for everything you ever wanted

# 22 Bugs for Dinner?

Not on your life, says Tony Wardle



# Welcome

When talking about farmed animals, how many times have you heard: "but we're not that cruel in the UK", "we have laws to protect animals" or "you have probably seen footage of a rogue farm"? Sadly, Britain has not got the best animal welfare in the world – but Viva! wants to turn Cruel Britannia into Cool Britannia!

We have just launched a powerful short film, *Cruel Britannia*, that is incredibly moving. You would need a cold heart to remain untouched. It is on YouTube for you to show to anyone you know who eats animals. The film is based on the brave and agonisingly difficult investigations that you, our supporters, have recently funded and includes the major players in the UK farming industry.

The film shows you exactly what happens behind closed doors to keep shop shelves stocked with meat, eggs and dairy. I have shown it to four groups of meat eaters and could feel the sense of shock in the air. Most encouragingly, almost everyone vowed to change. See the film now at [www.viva.org.uk/cruelbritannia](http://www.viva.org.uk/cruelbritannia). More on page 12.

If you'd like to help teenagers to become veggie or vegan, how about becoming a school speaker? Our speakers are across the UK and all say it is one of the most beneficial and rewarding things they have ever done. You give as much or as little time as you can. Our next training day is in September and details are on page 43.

Talking of teenagers, one of their main concerns is spots! Read page 33 to discover how hormones in cows' milk trigger acne. It may be an argument you find more useful than 'dairy promotes cancer' with a 14 year old!

You will have noticed our striking front cover! Lots of you have talked to me about TV shows which love the appeal of the macabre as they challenge contestants to munch a live witchetty grub. This trend of filming revolting

people with revolted expressions as they eat wriggling larvae has exploded into media stories propounding the bizarre notion that insects are the solution to global food shortages. They are not! See pages 22 to 23.

I'm delighted that renowned wildlife photographer, Christopher Rimmer, has joined our campaign to stop Nikon from supporting hunting. Despite having a 30 year association with the corporate giant, he has forcefully spoken out against their involvement of trophy hunting in Africa. See his fantastic, passionate and eloquent quote on page 17. Investigations have uncovered the appalling practice of 'canned hunting' in South Africa, where lions are, in effect, factory farmed. Cubs are taken from their mothers and hand reared so that they trust humans. They are then shot dead by people paying thousands for the 'privilege' of murdering a tame lion with no chance of escape. Go to [www.viva.org.uk/nikon](http://www.viva.org.uk/nikon) to join our campaign.

Finally, if you have heard of the success of the 5-2 diet but noticed many of the recipes contain meat, fish or dairy – help is at hand! Viva! has produced a vegan version (page 24) and we have explored why intermittent fasting works and ask is it safe (page 26). We have also launched an all-new *L-Plate Vegan*, pocket-sized, cute and useful (page 35)! And it's only £1.90, snap up that snip!

Yours for the animals

**Juliet Gellatley**  
Founder & Director  
[juliet@viva.org.uk](mailto:juliet@viva.org.uk)  
[facebook.com/julietwgellatley](https://facebook.com/julietwgellatley)



## viva!life magazine

Viva! Founder &  
International Director  
**Juliet Gellatley**

Editor  
**Tony Wardle**

Campaigns & Deputy Director  
**Justin Kerswell**

Office Manager  
**Laura Turner**

Viva! Health Campaigner  
**Veronika Powell**

Merchandise & Sales  
Manager  
**Justine Butler**

Food & Cookery Coordinator  
**Jane Easton**

Design  
**The Ethical Graphic Design  
Company Ltd**

Editorial enquiries  
**0117 970 4633**

Advertising enquiries  
**0117 944 1000**

Membership enquiries  
**0117 944 1000**  
[info@viva.org.uk](mailto:info@viva.org.uk)

Online  
[www.viva.org.uk](http://www.viva.org.uk)  
[www.vegetarian.org.uk](http://www.vegetarian.org.uk)

Viva!, 8 York Court, Wilder  
Street, Bristol BS2 8QH

General enquires  
Contact Viva! on  
0117 944 1000  
(Mon-Fri 9-6).

Email [info@viva.org.uk](mailto:info@viva.org.uk).

Write to Viva! at 8 York Court, Wilder Street, Bristol BS2 8QH





# lifelines



## Granada is Great

Viva!s Justine Butler samples the delights of a recently veganised restaurant in Southern Spain

If you've never been to Granada, you should. Immortalised in song, it lies at the foot of the Sierra Nevada Mountains in Andalusia, Spain. It is buzzing, vibrant and colourful plus it is home to the impressive Moorish Alhambra palace. And, just outside the centre, is the vegan restaurant Páprika.

You can sit outside and soak up the scenery or sit inside and view the work of local artists. You could, of course, have a glass of the lovely, local fresh organic white wine, Blancas Nobles – 'precise, spicy and

perfumed', according to Yotam Ottolenghi! First was lightly-spiced butternut squash – delicious. Fajitas came with smoked mole sauce (chocolate and chilli) on sautéed red and green peppers, onions and seitan, with tomato salsa, guacamole and soya cream. Seitan Ragout comprises vegan mushroom béchamel sauce and crusty bread. For dessert we shared truffles made with cocoa butter and dates – creamy and sweet. Good, honest home-cooked food at under €20 a head. ¡Buen apetito!



## Iron woman

Imagine if you can running a 26-mile marathon around the North Pole in temperatures of minus 28 degrees. Add to it a course that for half its length is through snow up to waist deep. This is exactly what vegan Fiona Oakes did earlier this year in a staggering feat of endurance where her face mask froze to her face and she had to keep rubbing her eyes to prevent the water in them from freezing. Not only did she run the 11th North Pole marathon but she won in four hours 53 mins, smashing the record by 45 mins. The next woman finished an hour behind her. In fact, only two men finished ahead of her. Fiona runs Tower Hill Stables animal sanctuary but this isn't a fund-raising effort: "As always, my running is done to promote veganism and not the Sanctuary. The animals are safe and have a future; it is the millions out there suffering horrendously in all sorts of atrocious scenarios I want to raise awareness of, in some small way." (We will; be running a full interview with Fiona in the next issue of *Viva!life*.)



## Stay Sure

Emerging hotel search company, Vegtrip, has set up a website aimed at vegetarian and vegan travellers. Starting with 200 hotels worldwide on its website, its aim is to provide information ignored by the plethora of other hotel search companies ([www.vegtrip.com](http://www.vegtrip.com)).



Vegan Campaigns held a Vegan Pledge event in May with 123 Londoners pledging to go vegan for one month. There was an amazing array of vegan foods, cookery demos and a popular talk by Juliet Gellatley on why meat and dairy are bad for our health. With Juliet is vegan GP, Dr Michael Hooper, who monitored how people felt during the challenge. Could you organise a similar event in your town? More info at [www.vegancampaigns.org.uk/pledge](http://www.vegancampaigns.org.uk/pledge)



## Can you help?

The London Vegan Societies aim to create a veggie/vegan society for every London borough by 2014 – 32 in total with 15 already set up. Anyone can get involved, even if it's just posting a picture of your favourite veggie-friendly restaurant on facebook or putting up a flyer in your local shop! Whether you fancy leading a group, attending meetings, twittering or offering skills (web/graphics design, food blogs, proof reading, cake baker...) please help make London the most vegan friendly city in the world! Email [thomasmicklewright@gmail.com](mailto:thomasmicklewright@gmail.com), [www.londonvegansocieties.com](http://www.londonvegansocieties.com)

## Thirsty? It'll cost you!

Nestle chairman, Peter Brabeck, believes that organic is bad and GM is good and that the idea of water being a human right is sedition by extremist NGOs. Privatisation, he adds, is by far the fairest way to ensure the fair distribution of water, carefully avoiding the fact that in Pretoria it resulted in a devastating outbreak of cholera. It is this belief that is leading to a global rush by multinational corporations to buy up water sources in the developing world. It is also entirely coincidental, of course, that Nestlé is the largest bottler of water there is!

## Pesticides – clean and dirty

We don't have a list in the UK of the good and bad in terms of pesticide residues on fruit and veg but the US does. As production methods are fairly similar in both countries, what applies there may also apply here.

The Environment Working Group (EWG) has released its annual list of the most and least likely products to be pesticide contaminated. Some of the 'clean' group weren't entirely free but no single fruit tested for more than four types of pesticides and fewer than 11 per cent of pineapples showed detectable pesticides. Most mango, kiwi and canteloupe melon had no pesticide residues.

The dirty dozen comprised apples, celery, cherry tomatoes, cucumbers, hot peppers, nectarines, peaches, potatoes, spinach, strawberries, bell peppers and kale/greens. Eating organic, of course, avoids them altogether.



# Christmas (Swing) is Coming

More names than you can shake a stick at have lined up behind 'Mistress of Swing' Debbie Curtis's Christmas record in aid of Viva!'s work. Big band leader Debbie is organising a double A-side single featuring our patrons in full voice as well as dozens of other well-known names, including Virginia McKenna, Uri Geller, Glenn Tilbrook of Squeeze, Dale Vince, Dave Spikey, Carol Royle, Macka B and the Levellers – and more are joining in almost daily. Shouting encouragement and endorsing our enterprise are Sir Roger Moore, Sir Richard Branson, Sir David Jason, Michaela Strachan, Martin Clunes, Linda Bellingham, Elkie Brooks and Carla Lane.

On one side of the single is long-time favourite *Talk to the Animals*, with Debbie's Big Band, and on the other is a specially written track *It's All the Same*. Find out more about the indefatigable Debbie and her band at [www.debbiecurtis.co.uk](http://www.debbiecurtis.co.uk). Much more in the next issue of *Viva!life*.



Debbie Curtis with Viva! director Juliet Gellatley



## Will ye, won't ye?

Inside this issue of *Viva!life* you will find a little booklet offering all the advice you need to make a will. As people continue to struggle with 'austerity', Viva!'s work is increasingly dependent upon the generosity of our supporters who leave us a bequest to continue our fight for animals. Please consider us when you make your will and to ensure all your stated instructions and desires are fulfilled, we will happily act as executor should you so choose. That will save solicitors' or bank charges of between five and 10 per cent of your estate which are commonly charged when these professions act as executor.

## Victory – step by step

- ▶ Slovenia is tiny and surrounded by Italy, Austria and Croatia. But it clearly has a huge conscience for it has become the first country in the world to ban fur. In three year's time, no fur farms will be allowed and no trade in fur will be permitted. And to add just a little more to its moral superiority, it has also banned all animals from circuses.
- ▶ After 20 years of campaigning, the EU has finally banned animal testing of cosmetics, not only for cosmetics and toiletries manufactured in Europe but also from anywhere in the world. Anyone who persists in this barbaric practice will no longer be able to sell their tainted products in Europe.
- ▶ Our own Jane Easton tackled the Bristol Buddhist group after seeing leather on sale at their festival. The result – "The sale of animal skins and leather is no longer acceptable."



## Fun to be Fruity

Also inside this mag are a couple of our Fruity Fundays leaflets. Please distribute them to meat-eating people you know to get them thinking about the importance of changing their diet.



## We'll miss you John

After years as Viva!'s brilliant company secretary, John Carter is taking a very belated and much-deserved retirement. He, his great professionalism and his hard work will be sorely missed.

"I'm sad to be leaving Viva!," says John, "but after working for almost 56 years (nearer 60 if you include my paper round as a boy), I

feel I've earned my retirement and I'm looking forward to it. I have been proud and honoured to have worked for Viva! for the past 13 years. It has been enjoyable and being such a worthy cause has given me added satisfaction. As I leave I wish to offer Juliet and all her wonderful Viva! staff my very best wishes for a happy and successful future."



Continued on page 42



Photos©Melanie Smith - www.mudkissphotography.co.uk

# Last of the

# MOHAWKS

Vival's Justine Butler discovers how the strictly hardcore punk singer, musician, writer and vegan, John Robb has a very soft centre

**John Robb is an award-winning journalist, TV presenter and radio commentator. He was frontman of The Membranes, the band he formed in 1977. Now frontman of punk rock band Goldblade and author of bestselling books, *The Stone Roses* and the *Resurrection of British Pop and Punk Rock – An Oral History*. In 2011 John launched the online rock music and pop culture website [louderthanwar.com](http://louderthanwar.com). Famously, he coined the term 'Britpop.'**

John was late for our meeting and was very apologetic, his politeness belying his tough image. He'd come directly from the House of Commons with Bristol's Labour MP and fellow vegan, Kerry McCarthy. He explained why he couldn't get away earlier: "You have to stay with whoever you're seeing at the House, you can't just wander off." We found a quiet corner in the

Soho restaurant and he explained how he first got interested in music and why he went vegetarian.

John was born in 1961 in Fleetwood, a suburb north of Blackpool, where he went to sixth-form college. His earliest memory is of being on Fleetwood prom at about the age of four: "It was raining," he laughs, "so that could have been almost any day for years on end..."

He doesn't come from a musical family, although his Dad, who grew up in Poplar in London's East End, had such a talent for singing that he was awarded a place in the choir of St Pauls Cathedral. His Dad's taste for classical music never clicked with John and in the 1970s it was glam rock – T.Rex, Slade, Mott the Hoople and the like.

In 1976, he saw newspaper pictures of punks and thought they looked amazing – and knew just what punk would sound like

solely from the pictures. When he then heard The Sex Pistols' *Anarchy in the UK* he described it as an avalanche of sound.

Clothes, of course, he loved the clothes and Vivienne Westwood's infamous boutique, *Sex*, on the King's Road in London: "They were designer clothes, exclusive clothes that nobody could afford but they were like works of art. It was fashion but also anti-fashion."

John is proud of his Northern heritage and reckons that Northerners didn't really wear the punk uniform but would just get stuff from Oxfam: "Pretty much like what we wear now," he says, gesturing to his black drainpipe jeans and creepers. He cuts a striking figure with his suit jacket and black sleeveless shirt beneath – and, of course, his distinctive Mohawk-style hair:

"Nowadays, people think you're quite smartly dressed but we got beaten up for

looking like this back then." Perhaps not surprisingly, he has great sympathy with the Sophie Lancaster Foundation which was set up in memory of the 20-year-old who was fatally attacked in a park near Manchester in 2007 for no reason other than her appearance.

John was drawn by punk's DIY message and formed his own band, produced a fanzine and organised his own gigs. "Before then," he says, "most people thought musicians were from London or outer space – which could have been the same thing in 70's Blackpool."

At their first gig they didn't know how to tune their guitars so just lined up the machine heads (the knobs that tighten the strings) in a row. It didn't seem to matter.

He liked everything about punk: the style, the music, the politics, which encompassed right wing, left wing plus anarchists! But for him, there was an overriding idealism at the heart of it all and a kind of nihilism:

"It felt like nuclear war was just round the corner and the world was going to end by the time we were 25. So everything was fast forward, trying to cram in as much as you could before the world ended. But then it didn't," he laughs heartily.

There was a darker, sometimes aggressive, side to punk and he acknowledges this darkness in everybody who is into it. "It's multi-faceted, and part of me is like Sid Vicious and part of me is like a hippy. Punk has always been very contrary and you even argue with yourself," he laughs, "about music, records, artwork and the clothes." He questioned everything and still does. "We're certainly not as boring as the X-Factor people", he says with a smile.

As a journalist, John has interviewed heavyweights on the punk scene. Joe Strummer from The Clash was a really decent and interesting bloke. "He talked about hallucinogenic mushrooms, politics and tried to buy my coat off me for £400. John Lydon (aka Johnny Rotten), was more challenging, spending the first 20 minutes sneering and putting on the pantomime act people expect. Then he started talking about nature and the things that really interest him and switched from Johnny Rotten to John Lydon. He has a down-to-earth humility about him."

John Robb is not interested in hero-worship: "Punk was about no more heroes, wasn't it?" he says. "What about all the nurses who get paid shit, are



treated like shit and do a really shitty job? It moves me to tears how good they are. I don't mind if they get a bit tetchy sometimes, I'd be tetchy on a 12 hour shift wiping people's bums!"

John turned vegetarian in 1986 and feels it should have been sooner. He'd lived next door to an abattoir in Stafford: "The cows would look at you when you passed and before then it hadn't really occurred to me that they were sentient beings who knew what was going to happen to them. That's not right is it?" He points out how British people are so sentimental about some animals – when they see lambs they say "Ahhh!" and then go home and eat them. "I think if people had to kill the animals they ate then most of us would be vegetarian, wouldn't we?"

He has been vegan for six years, trains a lot and says the guys at the gym ask him what he eats: "I'm stronger than most of

eaters in Goldblade but they all tend to eat vegetarian when on tour. John says: "Rock and roll is really un-rock and roll as most people take sandwiches with them." He has his tofu, bread and soya yoghurt and knows where health food shops are in most cities. "If you're stuck, you just eat banana sandwiches, don't you?"

Currently touring, playing festivals and running his website, John is organising a *Celebrate the NHS* tour. He also wants to set up a museum that celebrates Blackpool's history: "I'm proud I come from a town that has made people happy for 130 years. I love George Formby, I love Blackpool, I love music from the '30s and I love all its theatres."

How does he juggle everything? An iPad is the answer! And to relax? "I like running and lifting weights – it's quite meditative – but I get a massive adrenaline rush on stage. In fact, I feel more at home on stage than in real life!"

In 2008 he recorded a Christmas single with the late X-Ray Spex singer, Poly Styrene, also a vegetarian. "*City of Christmas Ghosts* was a great song and Poly was ace – she did it in one take. I was heartbroken when she died." Poly died from breast cancer in 2011.

So what is he really proud of in his life? Of keeping his bands together and touring; still making music in his 50's; not obeying the rules and not compromising. He couldn't have done anything else, he says. However, the thing that makes him happiest is the decision to become vegan: "Because of the animals, taking control of my life really and not just doing what I was expected to do."

His Pop and Politics session, an evening of food, talk and debate with politicians and musicians is just about to start, so I leave him and Kerry McCarthy to their Spaghetti aioli. It's going to be an interesting night!

“Rock and roll is really un-rock n roll; most people take sandwiches with them”

them and when I say tofu and beans they can't believe it. I hate that idea of vegans as pasty-faced characters that wear sandals." Which accounts for his talk at the upcoming London Vegfest in October, '*Vegan Power! How to not eat meat and not wear sandals.*'

John's favourite meal is brown rice, steamed veg and grilled olive tofu. "Sickeningly healthy isn't it?" he laughs. "Being a northern bloke, you weren't really brought up to cook but it's been fantastic learning. I put my rice on, my cut veg goes in the bamboo steamer, do some work and in five minutes go back and eat my tea." He's laughing to himself!

There are three veggies and two meat-

HEALTHY • SUSTAINABLE • DELICIOUS

www.vegetarianliving.co.uk

# vegetarian

LIVING

## ETHICAL LIVING

How to make the most of life while minimising your impact on the environment

## TALKING FOOD

Exclusive interviews with like-minded celebrities and chefs

ON SALE MONTHLY FROM SUPERMARKETS AND NEWSAGENTS



The UK's best-selling vegetarian magazine



Delicious vegan recipes and monthly features



Over 70 vegetarian and vegan recipes

To subscribe call 01202 586848 or visit [www.selectps.com](http://www.selectps.com)



Viva! joins thousands of others as Team Badger marches through London

# Back into Battle for Badgers

Campaigns manager, Justin Kerswell, gives an update on the Government's continuing attack on wildlife

Viva! was one of the first national groups to fight for badgers and expose the threat to them posed by the dairy industry. That was back in 2008. We won in Wales and we have been campaigning ever since to educate the public that 'culling' is cruel, pointless and simply won't work.

Despite constantly-growing opposition to this cruel policy from the public, scientists and animal health experts, at the time of writing it looks as though the Government is determined to push ahead with trial 'culls' in Somerset and Gloucestershire later this year. The coming together of the biggest coalition of animal groups this country has ever known, Team Badger continues to fight these nonsensical plans. Spearheaded by Brian May, our online petition has exceeded more than 250,000 signatures. This makes it by far the largest active petition on the official Government website and it is now very close to becoming the most signed petition ever.

We held our 'Dump Dairy Save a Badger' Day of Action earlier this year (see box) and Viva! was also part of the Team Badger march through London on June 1, which attracted around 7,000 likeminded people from across the country.

Consumer pressure is always where Viva! excels. That is why we continue to push our message that dairy products are deadly for



Viva! staff protesting in Bristol

both badgers and cows and the best way to save both is to dump milk and other dairy products and go vegan. Viva!'s online petition encouraging people to pledge to do just that is now costing the dairy industry a cool £2.5 million a year – and growing. It is a figure that they simply cannot ignore. The fight goes on.

A massive thank you to all the fantastic supporters and local groups who again came out fighting for badgers! As part of our National Day of Action on May 18, we had hundreds of actions taking place across the UK, with tens of thousands of leaflets disappearing in a flash into the hands of the public – and still more are whipping out of the office as people continue to raise awareness on this vital issue. We're still going strong on the campaign as always – and it's never too late to get involved! If you haven't already, you can find out how you can help and order materials by heading to [www.viva.org.uk/badgers](http://www.viva.org.uk/badgers) or phone us on 0117 944 1000. Liam Nolan, groups co-ordinator

## Viva! campaigns for badgers!

- ▶ printed around 425,000 leaflets and thousands of posters distributed free to activists across Britain
- ▶ distributed nearly 100,000 postcards to politicians
- ▶ undercover investigations uncovered the real reasons for bovine TB – appalling biosecurity on farms and markets
- ▶ proud member of Team Badger

# CRUEL BRITANNIA!



Viva!'s latest film demolishes the claim that 'British is best'

Do you roll your eyes every time someone says they buy British meat because they think the animal has been treated humanely? We certainly do. That's why we've produced a new short film called *Cruel Britannia* which demolishes the myth that 'British is best' when it comes to animal welfare. It deserves to be seen by every meat-eater in Britain and that's exactly what we intend should happen.

Over the last 19 years, Viva's brave investigators have spent many hours documenting the routine confinement, neglect and despair inside this country's farmed animal slums. We have demolished the myths that free-range is demonstrably better and shattered the belief that dairy farming is somehow the least brutal regime.

*Cruel Britannia* is a short compilation of extracts from some of these important investigations woven together with poignant music and a commentary. It includes segments of covert filming of most types of farming. It is not about individual acts of human cruelty towards defenceless animals but an exposé of the very systems themselves – the systems that politicians and industry chiefs shamelessly refer to as the best welfare conditions in the world. You need only spend one minute in any of Britain's squalid factory farms to separate this fantasy from the reality.

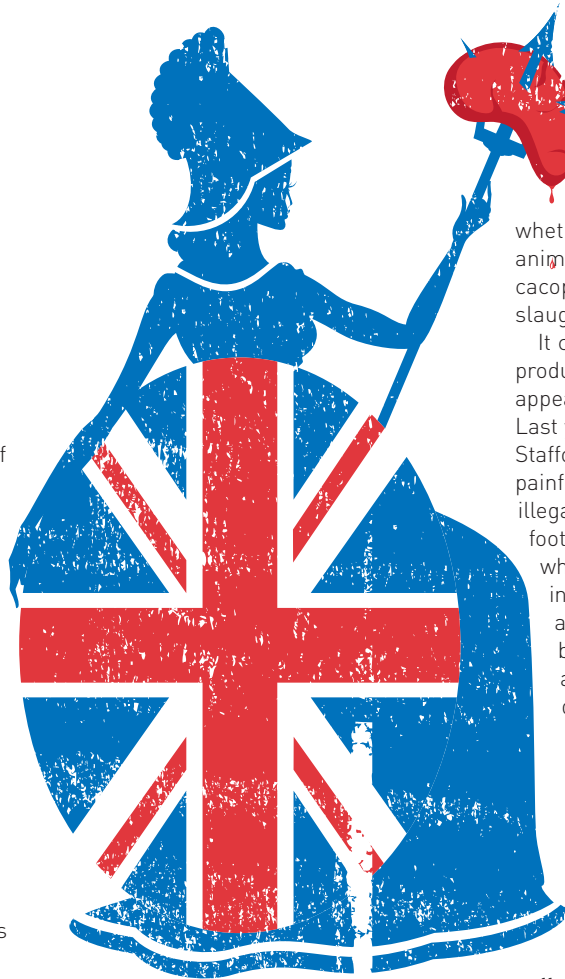
Most online undercover farming videos show sickening abuse from the US and it has been all too easy for people to dismiss it as, "Well, that's there!" *Cruel Britannia* proves that it is also here. For anything to

change, for animals to be relieved of their suffering, people need to see the reality of modern animal farming in Britain – and Viva!'s film will show it to them.

British farms are not sanctuaries and animals are reared for one purpose only – to die so people can eat either them or what they produce. There is a sliding scale of suffering but whatever its level – whether for meat, milk or eggs – all animals end up in the same place: the cacophony and terror of the slaughterhouse.

It continues because people eat these products and because the authorities appear to have no interest in ending it. Last year we exposed a dairy goat farm in Staffordshire, where baby goats suffered painful mutilations that appeared to be illegal. We reported it and provided footage to the local Animal Health office who said they would launch an investigation. The farmer responsible admitted to the *Daily Mail* that he had broken the law. It is now a year later and Animal Health have done nothing, despite constant chivving from Viva!.

In another case, Viva! complained to the Crown Prosecution Service about two drunken men who had killed a sheep with a claw hammer because they 'fancied a roast dinner'. Police decided to prosecute them for theft and criminal damage – but not animal cruelty because, they said, they could not prove the animal had suffered. Astounding!



## Something to Bleat about

A massive thank you to Matthew Glover of Bleat, whose kind generosity helped to fund *Cruel Britannia*. Bleat is an amazing, new, online social network where vegans – and those aspiring to become vegan – can interact, find recipes and much more. Discover the world of Bleat: [www.bleat.at](http://www.bleat.at) (full website launching in September)



"I often find when speaking to friends and family about the horrors of factory farming, people feel that standards are far higher in the UK than other countries. When I heard Viva! were planning to produce a video showing the reality I was keen for Bleat to be associated".  
Matthew Glover, Founder of Bleat







Farmed animal cruelty is the biggest animal welfare issue in Britain today, with nearly 960 million land animals slaughtered here each year. It is big business and if the authorities can't or won't protect these animals then we have to act because we have the power to end their suffering by simply rejecting the

meat and dairy industries.

Viva!'s strength has always been in helping individuals to change and we are succeeding for meat consumption in the UK is falling as more people choose to go veggie and vegan. We will continue to drive forward this change and *Cruel Britannia* will be a vital tool in that determination.

Watch our seven-minute film, *Cruel Britannia*, free online at [www.viva.org.uk/cruelbritannia](http://www.viva.org.uk/cruelbritannia) or order the DVD for £2 (plus £1 p&p) to show to family and friends. Order by phone: 0117 944 1000 (Mon-Fri) or send a cheque (to Viva!) to: Cruel Britannia, Viva!, 8 York Court, Wilder St, Bristol BS2 8QH

# Lidl kangaroo cruelty back in the freezer

## Buy one kangaroo steak and get two dead joeys for free

Once again, Lidl are proving that profits are more important than ethics by restocking their freezers with small amounts of kangaroo meat. We recently exposed this brutal trade in an article in the *Daily Mail* and the company's response was the same old, untrue mantra that kangaroos were at plague proportions in Australia.

Australian authorities have earmarked almost six million animals for slaughter in 2013. Kangaroos are not farmed but hunted in the bush from the back of trucks. It has become a self-sustaining industry and the more their meat is popularised in Europe, the more kangaroos will be killed. What is never referred to, of course, are their baby Joeys who are beaten to death or decapitated. Older young are shot and discarded or left to die alone in the bush.

Around 20 per cent of those kangaroos killed each year are female, most of whom will have a baby Joey and a young at foot – about a million babies are killed each year and discarded as trash.

Marketed as a healthy wild meat, Viva! has discovered that kangaroo meat contains a higher amount of a chemical linked to increased risks of heart attack and stroke than any other red meat.

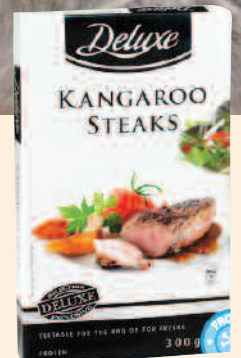
We persuaded all UK supermarkets to drop kangaroo meat over a decade ago now, and Lidl are the first to break ranks and put it back on sale. This bargain basement supermarket usually runs offers such as this for a few short weeks. Despite this, it is vital that we kill this trade before it takes hold elsewhere so let them know what you think.

Contact Lidl: [www.savethethekangaroo.com/lidl](http://www.savethethekangaroo.com/lidl)



*"The mouth of a kangaroo can be blown off leaving it to die of shock and starvation. Forearms can be blown off, as can ears, eyes and noses. Stomachs can be hit, backbones pulverized, hind legs can be shattered, with the kangaroo desperately trying to get away on the one remaining leg. To deny that this goes on is just an exercise in attempting to fool the public."*

David Nicholls, ex-kangaroo shooter



Supper

## 5:2 Fast Day Green Beans, Spring Onions & Garlic Tofu with Soya-Chilli Dressing

Serves: 1 | Time: 15 minutes | Calories: 252  
Men's Extra: 50g plain tofu (35 cal)

- ▶ 300g green beans (75)
- ▶ 150g plain tofu, cubed (105)
- ▶ 1 tsp crushed garlic or garlic paste (6)
- ▶ 3 squirts of oil spray (3)
- ▶ 40g (About 4) thin spring onions, sliced (13)

### Dressing

- ▶ 1 tbsp soya sauce (10) Shoyu is the nicest; tamari for gluten-free
- ▶ 1 tsp olive oil (40)
- ▶ ¼ tsp wine or cider vinegar (0)

- ▶ a few drops of chilli sauce – hot, not the sweet type (optional) (0)

- 1 Steam the green beans until just done then cool under the tap.
- 2 Meanwhile, in a non-stick frying pan or wok, fry the tofu in the oil spray until golden. Add spring onions and cook for about a minute.
- 3 Mix dressing ingredients.
- 4 Toss beans, tofu cubes and spring onion in dressing and serve.



DAY  
2

480 calories

Breakfast

## 5:2 Fast Day Tofu Scramble

Serves: 1 | Time: 10-15 minutes | Calories: 232  
Men's Extra: 50g plain tofu (38 cal)

Simple and delicious – for breakfast or supper

- ▶ Oil spray, 2 squirts (2)
- ▶ 50g onion, chopped (19)
- ▶ 50g red/orange/yellow pepper, chopped (15)
- ▶ 100g tofu (75)
- ▶ 1 tsp Dijon mustard (8)
- ▶ Pinch turmeric (0)
- ▶ 100g baby spinach (25)
- ▶ 1 slice wholemeal bread, eg Hovis (88)

- 1 Fry onion in the oil spray until it softens – add a splash of water if it sticks. Add chopped pepper and cook in for another two minutes.
- 2 Crumble in tofu and cook in. Add mustard, turmeric and spinach. Cook until spinach is wilted or to your liking.
- 3 Serve on the slice of bread, toasted.



Supper

## 5:2 Fast Day Lemon, Mint & Puy Lentils with Cheezly

Serves: 1 | Time: 15 minutes | Calories: 248  
Men's Extra: 10 or 20g Cheezly (25 or 50 cal)

A lovely Mediterranean-inspired dish.

- ▶ 500g small courgettes (90)
- ▶ 15 mint leaves (1)
- ▶ 1 tsp olive oil (40)
- ▶ 30g (2 rounded tbsp) cooked puy lentils (35)
- ▶ 30g Redwood Cheezly mature white cheddar style (75)
- ▶ lemon zest (1)
- ▶ A drizzle of lemon juice, 1 tsp (5)
- ▶ 1 tsp dill – dried or finely chopped fresh (1)

- 1 Cut courgettes lengthways into ½ cm wide slices. Mix with oil and a pinch of salt.
- 2 Heat a ridged or non-stick frying pan until it smokes. Cook courgette slices in two batches, turning once, until striped on both sides. Add splash of water if they stick.
- 3 Transfer courgettes to a bowl, mix with lemon zest and juice, Cheezly, lentils and dill. Before serving, mix in ripped mint leaves.



# The Whole Truth

Juliet Gellatley looks at a brave and provocative new book, *Whole* by T. Colin Campbell with Howard Jacobson, that seriously challenges the world of nutrition

**T. Colin Campbell knows a thing or two about nutrition! To appreciate the importance of *Whole*, you have to know Campbell's background. For over 50 years he's been at the forefront of nutrition research authoring more than 300 scientific papers. His specialist interest is the impact of diet on our long term health and particularly on cancer. He is Professor Emeritus of Nutritional Biochemistry at Cornell University, US.**

His legacy, the best-selling and brilliant book the *China Study*, was the culmination of a 20-year partnership he headed between Cornell University, Oxford University and the Chinese Academy of Preventive Medicine. This work is recognised as the most comprehensive nutritional study ever conducted on the relationship between diet and our risk of developing disease – and he details the connection between what we eat and heart disease, diabetes and cancer. One clear finding, that as the son of a dairy farmer he had to grapple with, is that animal protein (especially casein from cows' milk) vigorously promotes cancer.

The results of the *China Study* led Campbell to champion the whole food (WF) vegan diet as the best diet for human health. He admits to naivete when the book hit the shelves in 2005 as he hoped

the incontrovertible evidence would shake up our way of eating. To a limited extent that happened but the mainstream culture in the US and other Western nations has not embraced plant-based eating. *Whole* is an attempt to answer the very troubling question: if the evidence for a whole food vegan diet is so convincing, why has so little been done to promote it? Why do so few know about it?

we look for truth only in the smallest details while ignoring the big picture

*Whole* is a passionate appraisal of our crazy healthcare system. It is a plea for change in the way science views and dismisses the impact of diet on health and a call for an end to our love affair with drugs and supplements. It also explores the reason why it is so hard to accept – to even register – the science showing that meat and dairy cause disease and that whole plant foods protect us.

*Whole* examines the mental prison, or paradigm, in which Western science and medicine operates, which makes it impossible to see the obvious facts that lie outside it. For many reasons, we look for truth only in the smallest details while ignoring the big picture. The fancy word for this obsession with minutiae is reductionism. To reductionists, all other worldviews are unscientific and sloppy; so

evidence gathered by non-reductionist means, such as observational studies of how diet impacts on disease, are usually ignored or suppressed.

Campbell gives many examples of how medical and drug industries exploit this paradigm to their own financial ends; how government kowtows and protects Big Pharma; and how, tragically, huge health charities play a major part in misinforming the public about the best ways to reduce chronic diseases.

Campbell shows that the medicinal, pharmaceutical and supplement (yes, supplement!) industries figured out long ago that a nation of healthy vegan eaters would be disastrous to their profits. They make much more money ignoring and discrediting the evidence for a WF vegan diet (which Campbell refers to as a whole food plant-based diet or WFPB) than by embracing it. If the WF vegan diet were a pill, he argues,

**NEW** exciting additions to our frozen food range...



Vegan Pops, Chicken-Style Louisiana Tenders, Pepper Steak-Style Pies and Country Mushroom Pies



**NOW** available to Holland & Barrett, health food shops, pubs, cafés and other caterers!

Now listed with the UK's largest food service supplier - 3663. So a great range of meat, dairy and egg free products are available to pubs, clubs, cafés, hotels, schools, colleges, universities, care homes, hospitals and leisure centres!

**Free From:**

meat, fish, eggs, dairy products, GM ingredients, cholesterol, hydrogenated fats and artificial colours and preservatives



Food that speaks for itself...



Ask your local caterer or health store about the new Fry's vegetarian range!

Details from Fry's UK  
01489 574593  
info@frysdistribution.co.uk  
www.frysdistribution.co.uk

# WELCOME TO VEGFESTUK LONDON KENSINGTON OLYMPIA OCTOBER 5<sup>TH</sup> 6<sup>TH</sup> 2013 11AM - 7PM

**COMEDIANS**

DAVE SPOCKY JAMIE KILSTEIN  
ANDREW O'NEILL LUCY PORTER

**PRESENTERS**

JANEY LEE GRACE DALE PINNOCK  
WENDY TURNER - WEBSTER  
CAROLINE CARR KAREN KNOWLES  
MELISSA MORGAN (MIS CUPCAKE)

**CHEFS**

CHAD SARNO FRAN COSTIGAN  
JANE EASTON SASKIA FRASER  
DEBORAH DUKLANT  
JAY MONJARLA HELEN HORSITER  
TONY BISHOP - WESTON  
JANE HUGHES MISHMA SHAH

**MUSICIANS**

MACHIAB THE PHOENIX ROSE

**NUTRITIONISTS**

CHRISTINE BAILEY JULIE SHIVER  
YVONNE BISHOP - WESTON  
JULIET GELLATLEY KYLE VIALLI

**ATHLETES**

SCOTT JUNEK FIONA OAKES  
PATRIK HARBOUNIAN

**SPEAKERS**

STEPHEN WALSH JILL SWYERS  
JUSTIN KERSWELL  
CORRINA GORDON - BARNES  
VERONIKA POWELL JOHN ROBE  
JOANNE BOSE ALEX BOUJICE  
ANDREW TYLER KIM STALLWOOD

**ACTRESS**

HOXY SHAHIDI

**ESCAPOLOGIST**

DAVID STRAITJACKET

7,800 SQM OF PRIME EXHIBITION SPACE SPREAD OVER 2 LEVELS AT THE WORLD FAMOUS KENSINGTON OLYMPIA IN THE HEART OF THE WEST END OF LONDON

**WITH...**

150+ STALLS, PERFORMANCE STAGE, 3 CINEMAS, 3 COOKERY DEMOS  
VILLAGES, 3 TALKS ROOMS (NUTRITION, LIFESTYLE, CAMPAIGNS), 2  
WORKSHOPS AREAS, LIVING RAW PREP ZONE, KIDS AREA, 12 CATERERS,  
ALL DAY BAR, LIVE MUSIC, COMEDY SHOWS, PLENTY OF SEATING AND  
SPACE AND LOTS OF SPECIAL GUESTS

**ADMISSION**

**£10 EACH DAY**  
**(£6 CONCESSIONS, STUDENTS,  
OAP'S, £2 KIDS UNDER 16)**  
AVAILABLE ON THE GATE OR IN ADVANCE



SEE [WWW.LONDONVEGFEST.CO.UK](http://WWW.LONDONVEGFEST.CO.UK) FOR UPDATES AND FURTHER INFORMATION

THANKS TO OUR FIRST SPONSORS



**SPECIAL OFFER**

**BUY ONE GET ONE FREE**  
**ALL TICKETS BOUGHT IN**  
**ADVANCE**  
**LIMITED PERIOD ONLY**

its inventor would be the wealthiest person on earth. Since it isn't a pill, no market forces conspire to advocate for it and no mass media campaign promotes it. Since it isn't a pill, and nobody has worked out how to get hugely rich by showing people how to eat it, the truth has been buried by half-truths, unverified claims and downright lies.

Campbell argues that it is ironic that many people who are sceptical of the drug industry, instead bet their lives on nutritional supplements. Annual global sales of dietary supplements have grown fast to \$187 billion and about 70 per cent of US adults take them, over half regularly. Forget apple pie, says Campbell, now nothing is as American as a multivitamin! While the drug industry synthesises the presumed active ingredients from medicinal herbs for prescription drugs, supplement manufacturers aim to extract and bottle the active ingredients in foods. However, just like prescription drugs, the active agents function imperfectly, incompletely and unpredictably when divorced from the plant from which they're derived or synthesised.

One simple example of the reductionist approach is in the humble apple. We all know the folk wisdom that "an apple a day keeps the doctor away". Recent science has shown the apple is indeed a health-promoting food. But what is it about an apple that is so beneficial? The average apple is a good source of many nutrients such as vitamins B2, B6, C, K, potassium and fibre. Also it's got smaller amounts of beta carotene, vitamin E, magnesium, niacin, phosphorus, copper, manganese and many other nutrients. From this long list can we possibly work out what really matters about an apple?

Professor Rui Hai Liu at Cornell University decided to try. He focused on vitamin C and found that vitamin C within a fresh apple has 263 times more antioxidant activity than the same amount of isolated vitamin C. In fact 99 per cent of the antioxidant activity presumed to be from vitamin C in an apple is due to other chemicals which are similar to vitamin C.

Liu found that there is a treasure trove of vitamin C-like compounds in apples. It is now clear there are hundreds, if not thousands of chemicals in apples and other fruits and vegetables, which in turn affect thousands of reactions inside us. Further, those chemicals within the plant influence and 'help' each other. The health advantage of a whole apple simply cannot be reproduced in a pill.

The key in Campbell's argument is that the reductionist mind cannot see the apple as promoting health and leave it at that. If apples are good for us, it can't be the whole apple, there must be a tiny part of the apple that is responsible for the beneficial effects and the scientists' job is to extract that 'thing' from the apple and work out how much of it people need on a daily basis. The supplement industry then has something to sell.

Scientific studies show us, he states, that not only do most supplements not improve our health but some actually harm us. If this raises your hackles, he also spends much time deflating the drug industry, showing that the side effects from prescription drugs are the third leading cause of death – behind heart disease and cancer – in the US. He eloquently argues that all drugs have multiple effects and none are 'side effects' – it is just that BigPharma markets one aspect of the drug that is (hopefully) beneficial.

Campbell also forcefully illustrates how gene technology is not the miracle cure we've all been waiting for and the medical establishment hasn't had any real wins in a long time. Technology has advanced at breakneck pace but technologies that improve health outcomes are hard to find.

While medicine is now much better equipped to save someone's life after an acute event like a car crash or heart attack than it was 50 years ago, we're really no better at preventing chronic diseases such as heart disease and cancer than we were in the 1950s. Yet we still look for the next medical knight on a white horse to ride to our rescue: the pill, the vaccine, the gene technology...

Campbell argues that what we eat is the primary factor in gene expression and that in the vast majority of cases, good nutrition has a much greater impact on reducing chronic diseases than anything else. At least 80 to 90 per cent of all cancers are related to diet and lifestyle, not to genes, he claims.

Campbell also elegantly exposes how economic forces reinforce and exploit the reductionist paradigm for their own self-interest. He gives examples – many personal and from his highly esteemed career – of the lengths to which establishment bodies and industries go to protect their donations or profits at the expense of our health.

Campbell has tried for years to enact change from the top down but, he says, it simply doesn't work. The most important step you can take, he maintains (as does Viva! of course), is to change the way you eat – a healthy vegan diet and place responsibility for our health in our own hands. Change will come one person at a time and eventually, policy will shift. Industry, deprived of the income produced by ill health and our ignorance, will follow.

*Whole* is an inspiring, eloquent, magnificent and eye-opening book, a scientific tour de force with enormous potential for helping change the world.

### Available from Viva!

By phone: 0117 944 1000

(9-5, Mon-Fri)

Online: [www.vivashop.org.uk](http://www.vivashop.org.uk)

Mail (cheque payable to Viva!

with your order, name and

address): Viva!, 8 York Court,

Wilder Street, Bristol BS2 8QH

*Whole. Rethinking the Science of*

*Nutrition.* By T Colin Campbell

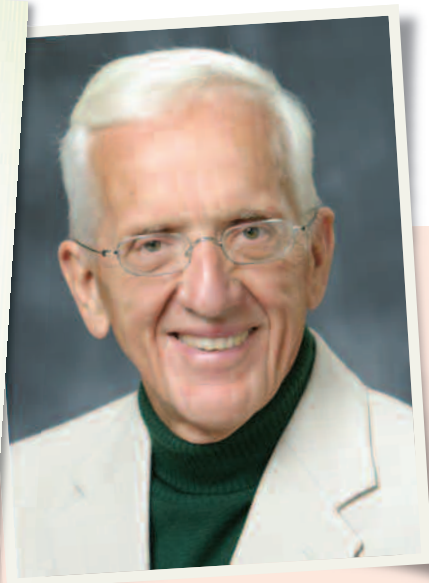
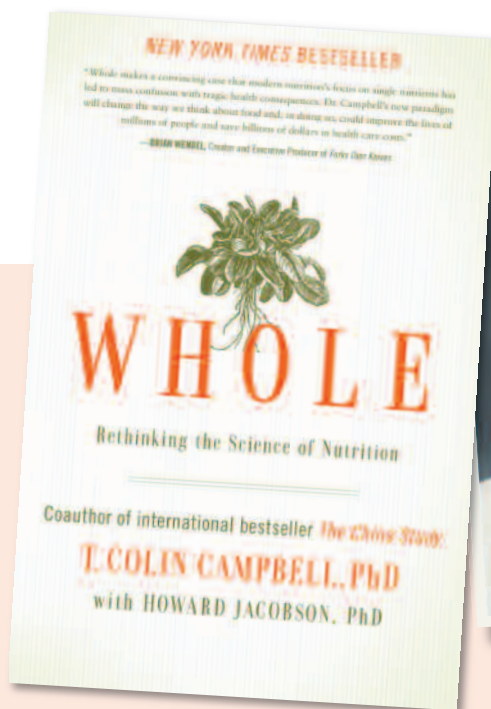
with Howard Jacobson. BenBella.

£16.99 hardback (add £3.50 p&p)

*The China Study.* By T Colin

Campbell. BenBella. £12.99

paperback (add £3.50 p&p)





Viva!'s media blitz... for the animals

by Tony Wardle, Editor

## I heard the news today – oh boy!

Gaining publicity for our campaigns is far from easy. Talking to a national newspaper journalist the other day, he said that he received more than 800 emails a day offering stories, new products or announcing events and demonstrations. His response to all of them was 'delete.'

Part of the concern is that these are round-robin emails and will have gone to every other title and that's the last thing a journalist wants. Exclusivity is the name of the game even though most people read only one newspaper and have no idea whether a story is exclusive or not. In truth, newspapers are to some degree written for other journalists.

As well as just about every commercial organisation, almost every charity and non-profit has a story to tell and wants national newspapers to run it. Whereas we see these stories as important, conscience-led ways of improving the lot of animals/people/the planet, journalists don't. All they see is a story and if it's not strong enough, doesn't spark their interest, it is spiked.

Even if they do go with it, when the copy reaches the sub-editor's desk, there are other hurdles to leap. It

may be emasculated because the chief sub doesn't like its slant, it might be killed because of other, breaking stories, or it might be seen as conflicting with the interests of big advertisers.

Despite all these constraints, Viva! is extraordinarily successful in placing stories about animal abuse and always has been. More than once we have been described as punching well above our weight.

My mind goes back to our first big double page spread in the *News of the World*, targeting Tesco for selling kangaroo meat. "It's flying off the shelves," they said. The *NoW* took our research as valid and laid into the industry mercilessly. Without boasting or theatre,

the journalist who wrote the article said, matter-of-factly: "Tesco will empty their shelves by the end of the week!" She was wrong – it was gone by Thursday!

Having also killed off the major use of kangaroo leather by Adidas, it's disappointing to see Lidl make similar 'flying off the shelves' claim for kangaroo meat. Again we went into action and our story was picked up by the *Daily Mail*, although this time it read as if it was written with one eye over the shoulder on the big advertising spend of Lidl. There is nothing we can do about that but it will not deter us and as always we will keep plugging away until we win.



## Dog Burgers

The *Daily Mail* also ran our story on the possibility that dog meat from Spain (actual dogs, not what they eat) was being infiltrated into the meat market and may be in dog food or even human food. Our own Government admitted that it didn't have a clue whether the claim was true or not as it didn't check for dog DNA.

Stories such as this are important in their own right but our constant exposé of cruelty and corruption in the human food chain are an essential part of getting people to change their diet. And it works!

Almost as shocking is the slaughter of seals in Scotland to stop them preying on farmed salmon. We placed the story in on-line news sources. It is extraordinary that the immediate emphasis in intensive farming is to kill. The onus is not on fish farmers to prevent predation but on seals to change their habits of millennia.



# Fish is off, Love

After decades of recommending fish oils or three-portions of oily fish per week to ward off heart disease, the Government has done a U-turn. At the start of June, it quietly slipped out a press release saying it would no longer recommend their consumption for health, claiming that new treatments rendered it unnecessary.

Ten years ago, Viva! produced a scientific report on fish consumption (*Fishing for Facts*) outlining that oily fish was not healthful, partly because of the wide range of toxins it contains. We further backed up in 2008 with *The Fish Report*, which showed that the situation had worsened. Ahead of our time yet again!



# Shoot Nikon

The photography press (and others) were quick to pick up our story on Nikon's hypocritical stance of pretending to care about wildlife while at the same time encouraging its destruction. We've now discovered that the celebrity-littered Swarovski crystal company is up to precisely the same thing – 'supporting' wildlife while at the same time encouraging canned lion shooting in South Africa. The lions are penned in and can't really escape. We're on the case. Don't you just hate big business?

# Ignorance is bliss

We've known for decades that many cancers are related to diet and yet Professor Richard Peto, talking on *Woman's Hour* about the increase in breast cancer, said there is nothing we can do about it, it's merely a product of people living longer. This is simply not true as our scientific report on breast cancer, *One in Nine*, makes clear. To add to my despair, doctor, TV presenter and agony aunt, Miriam Stoppard, wrote in the *Daily Mail* about vegetarianism with such ignorance that I wanted to weep. It included such little gems that diets have to be carefully balanced because vegetable proteins are not 'complete'. This nonsense was dispensed with two decades ago. Oh boy, we still have a lot of work to do!



# For your diary

## Upcoming events across Britain

Saturday, July 13, 10am-4pm

### Wellington Vegan Day

The Castle Halls, 6 Fore Street,  
Wellington TA21 8Q

[www.facebook.com/  
WellingtonVeganDay](http://www.facebook.com/WellingtonVeganDay)

Saturday, Aug 3, 11am-3pm

### Taunton Free Vegan Food Fair

North Street Church Halls, North  
Street, Taunton TA1 1LW

[www.tauntonvegan.moonfruit.com](http://www.tauntonvegan.moonfruit.com)

August 17-20

### Cornwall Vegan Summer Gathering

Chyan Cultural Centre, Near to  
Falmouth TR10 9BT

[www.veganorganic.net](http://www.veganorganic.net)

Saturday, September 21,  
10.30am-4pm

### Viva's Incredible Vegan Roadshow, Monmouth

Shire Hall, Agincourt Square,  
Monmouth NP25 3DY

[www.viva.org.uk/roadshow](http://www.viva.org.uk/roadshow)

October 5-6

### Vegfest London

Kensington Olympia West Halls,  
Hammersmith Road, London W6 7JP

[www.london.vegfest.co.uk](http://www.london.vegfest.co.uk)

Saturday, October 19, 10am-4pm

### Live A Better Life Fair - Liverpool

St George's Hall, Liverpool L1 1JJ

[www.ethicsandhealth.org.uk](http://www.ethicsandhealth.org.uk)

Saturday, October 26

### West Midlands Vegan Festival

The Wolves Civic, North Street,  
Wolverhampton WV1 1RQ

[www.veganmidlands.org.uk/  
events.html](http://www.veganmidlands.org.uk/events.html)

Saturday, November

2, 11am-5pm

### Manchester Vegan Fair

Methodist Church, Central  
Hall, Oldham Street,  
Manchester city centre  
M1 1JQ

[www.facebook.com/  
ManchesterVeganFair](http://www.facebook.com/ManchesterVeganFair)

Saturday, November 9, 11am - 4pm

### Lincoln Veggie Fayre

Trinity United Reformed Church,  
Garmston Street, Lincoln LN2 1HZ

(search Lincoln Veggie on  
Facebook).

## VEGETARIAN SHOES<sup>®</sup>



### ANIMAL FRIENDLY FOOTWEAR

Send name and address for free colour brochure.  
Range includes mens and ladies shoes and boots, leisure  
shoes, walking boots, safety boots, jackets, belts etc...

12 Gardner Street, Brighton, East Sussex BN1 1UP

Tel/Fax: 01273 691913

E: [information@vegetarian-shoes.co.uk](mailto:information@vegetarian-shoes.co.uk)

**Order Direct Online**

[www.vegetarian-shoes.co.uk](http://www.vegetarian-shoes.co.uk)

## ethicalWARES

cruelty free  
footwear  
& accessories



[www.ethicalwares.com](http://www.ethicalwares.com)

mens & ladies shoes, leisure, walkers, safety  
dance shoes, belts & much more...

✉ [vegans@ethicalwares.com](mailto:vegans@ethicalwares.com) ☎ 01570 471155  
Caegwyn, Temple Bar, Felinifach, Ceredigion SA48 7SA



# Milk – spot on!

Veronika Powell, Viva! Health Campaigner, has a look at the science and finds that acne and dairy go hand in hand

**Skin is the body's largest organ and has a string of important functions but what we usually care about is how it looks. The last thing it needs is acne and there is a mass of scientific research pointing the finger at one particular culprit – dairy products.**

Acne is one of the most common diseases of the skin which can affect our social and emotional life more than we'd like to admit. Eighty to 90 per cent of all adolescents in the Western world experience it to some degree and many become scarred.

Population studies show that acne is much less common in non-Western societies and increases with junk food diets. It is caused by obstruction and inflammation of hair follicles and the oil (sebum) glands in the skin. If hair follicles become infected with bacteria (usually *Propionibacterium acnes*) the situation worsens.

One of the largest-ever studies<sup>1</sup> (over 47,000 subjects) discovered that the more dairy products women consumed as teenagers, the more they suffered from severe, GP-diagnosed, acne. The most likely cause, say the authors, is the many hormones and other bioactive molecules that dairy products naturally contain.

One of the main culprits is a growth hormone called IGF-1 (insulin-like growth factor-1), which is what calves need to grow fast. Dairy products contain it but they also increase production of our body's own IGF-1. When dairy products are consumed, your body also produces insulin, which helps to digest the sugar in milk (lactose) but it produces too much and you are left with more insulin in your bloods than you need.

Increased insulin and IGF-1 make skin cells more sensitive to androgens – steroid hormones in dairy products which directly affect your skin cells. They encourage more and faster production of oil (sebum) and skin cells and the result is oily skin and clogged pores where bacteria can breed.

It's interesting that body builders who use steroid hormones are more prone to acne as are athletes who use whey-based supplements in shakes and the like. Dairy affects hormone levels and therefore the

skin. Case studies show that some young athletes lost their acne when taken off whey supplements but it returned when they went back to using them<sup>2</sup>.

Two large studies looked at nine to 15 year-old children, including over 6,000 girls<sup>3</sup> and more than 4,000 boys<sup>4</sup>. For girls, there was a strong link between acne severity and all types of dairy products – severe acne was 20 per cent more likely if they consumed two or more servings of milk per day compared to girls who consumed less than one serving per week.

For boys, the association was significant for all their milk intake but also for skimmed milk alone – 16 per cent more likely have severe acne on two or more servings of milk per day compared to boys who consumed

less than one serving per week.

A study last year<sup>5</sup> confirmed the dairy-acne link. Severe acne increased with rising milk consumption (more than three servings a week).

The research is very clear – dairy is the main offender where acne's concerned, closely followed by sugary and processed food. A diet high in fruit and vegetables, wholegrains and pulses, on the other hand, seems to be the best for your skin. Oh, and research shows that chocolate (non-dairy) is not linked to acne!

**For more information on dairy and health see our report *White Lies*: [vegetarian.org.uk/whitelies](http://vegetarian.org.uk/whitelies) or order it by calling 0117 944 1000 (Mon-Fri, 9am-5pm) or go to [www.milkmyths.org.uk](http://www.milkmyths.org.uk).**

1 Adebamowo, C.A., Spiegelman, D., Danby, F.W., et al., 2005. High school dietary dairy intake and teenage acne. *Journal of the American Academy of Dermatology*. 52 (2): 207-214

2 Silverberg, N.B., 2012. Whey protein precipitating moderate to severe acne flares in 5 teenaged athletes. *Cutis*. 90 (2): 70-72

3 Adebamowo, C.A., Spiegelman, D., Berkey, C.S., et al., 2006. Milk consumption and acne in adolescent girls. *Dermatology Online Journal*. 12 (4): 1

4 Adebamowo, C.A., Spiegelman, D., Berkey, C.S., et al., 2008. Milk consumption and acne in teenaged boys. *Journal of American Academy of Dermatology*. 58(5):787-793

5 Di Landro, A., Cazzaniga, S., Parazzini, F., et al., 2012. Family history, body mass index, selected dietary factors, menstrual history, and risk of moderate to severe acne in adolescents and young adults. *Journal of American Academy of Dermatology*. 67 (6): 1129-1135



For more health features go to [www.vegetarian.org.uk/features/index.php](http://www.vegetarian.org.uk/features/index.php)



Viva!

# What will we bequeath our children?

A string of environmental catastrophes confront the planet. Oceans are being poisoned and raped, forests are being trashed and with them our biodiversity – plants and wild animals. Soil is degrading and deserts spreading, water and air are being polluted and fresh water is disappearing. It is vandalism on an industrial scale and each act threatens the sustainability of life.

All are pressing but the most immediate is global warming, which has the potential to make human life on Earth impossible.

One common thread binds these tragedies together. Diet! Meat and dairy livestock are at the heart of environmental collapse on land and overfishing is killing the oceans.

Governments are scared to confront the meat, dairy and fish industries, environmental organisations nibble around the edges and everyone is afraid of losing support by recommending the one thing that can make an immediate difference. Change your diet!

Viva! is not afraid to shout it out – give up meat, dairy and fish or we will not have a world worth inheriting by anyone.

We have helped to slash the number of ducks, turkeys and pigs slaughtered and eaten in the UK and overall meat consumption is down since 2005. We have almost ended the sale of wildlife sold as 'exotic' meat and we are on course to make Britain *foie-gras* free.

The need is urgent, the science overwhelming and the arguments utterly compelling.

We've achieved as much as we have by exposing the cruelty of modern farming with our undercover investigations. We have shouted the results from the roof tops and people have listened. Help Viva! to shout even louder by joining us or leaving us a legacy in your will – and be part of our battle. Caring is simply not enough – action is needed to secure a safe future for our children.

Viva!, 8 York Court, Wilder Street,  
Bristol BS2 8QH  
T: 0117 944 1000 (Mon-Fri, 9am-6pm)  
E: [info@viva.org.uk](mailto:info@viva.org.uk)  
W: [www.viva.org.uk/join](http://www.viva.org.uk/join)

It's here,  
it's stupendous,  
it's indispensable – it's...

# The L-Plate Vegan



It's had a longer gestation period than an elephant but that's because we've done a complete rewrite of one our most popular guides – and become world experts in everything vegan from burgers to booze in the process...! But this is no jumbo-sized publication... rather, the format has changed to a neat A6 size to fit pocket or handbag.

And that's not all. Its 100 packed pages make life simpler for those of you making the transition to an animal-free or animal-reducing diet. Going vegan is an inspiring journey – and we want to make it as easy as possible for you. Hence this new edition.

But what makes it so different, I hear you ask? Its exclusive features, that's what! These include...

## Quick Fix Meals

Easy meal ideas based on three products from each of eight major chains – Asda; Co-op; Holland & Barrett; Marks & Spencer; Morrisons; Sainsbury's; Tesco and Waitrose – that's 24 meals. So when you are standing in the supermarket on a Wednesday night with no time to cook and wondering what to eat for your vegan dinner... it has the answers!

## Top 20 products

Our favourites from the eight High Street chains above plus Superdrug (and two of their cosmetic outlets). Want to know where you can buy vegan desserts, razor blades or fake tan? Look no further.

## Independent companies

On the street or online. There are so many wonderful small businesses which can offer so much more. We hope our modest list will inspire you to use them and search out others equally as good!



## Product-based search

It's not definitive but it is succinct. We list food to face cream and much more – including plenty of delicious meat, dairy and dessert alternatives. And did we mention chocolate...?!

## Baking tips (including egg replacements)

Because vegans love cake like everyone else.

## Eating out and travel tips

No longer is it a 'chain of fools' when it comes to vegan dining. Most major chains offer at least one, if not more, choices. And we show that being on the road needn't be a problem, either!

## Booze

An easy guide to animal-free wines, beers and ciders. Cheers!

## Health tips

Simple tips to keep you in tip-top condition.

## New ingredients

From agar to arugala, seitan to shoyu and much more. Especially handy if you use recipes from the US or Canada but equally useful to introduce products that may be unfamiliar to you at present.

## PLUS: Hidden nasties – things to avoid.

Expert help, support and knowledge from us and via our food website [www.veganrecipeclub.org.uk](http://www.veganrecipeclub.org.uk). To talk to a real person – get in touch with our dedicated Food & Cookery Coordinator, Jane Easton, or Viva!Health's science and nutrition expert, Veronika Powell. Contactable by email or phone.

The L-Plate Vegan costs £1.90. To order your copy call 0117 944 1000 (Mon-Fri, 9am-5pm) or go to [www.vivashop.org.uk/books](http://www.vivashop.org.uk/books)

Viva!'s self-professed 'veganorak' Kat Himmel takes the strain out of cruelty-free product spotting!

## Real Life Super Heroes...

They walk among us – rather they limp – and, yet, they carry on climbing, running, lifting and engaging in all manner of madness to feel that flood of endorphins. Perhaps you're one of them. If you are, introduce your body, *toute de suite*, to Natural Hero's products. When I needed someone to put them through their paces, there was one clear choice here at Viva! and that was Ash. He's easily the most mental – I mean athletic – of the lot of us and was impressed by the efficacy of the Hot Ginger Muscle Rub (100ml – £9.99). It absorbed readily and immediately soothed the aches. I could never really be accused of an exercise addiction, but have adopted the Cool Peppermint Muscle Spritz (100ml – £11.99) for post-activity foot relief. Love it! Hot Ginger Muscle Soak (6 x 15ml bottles – £9.99), like its compatriots, is loaded with essential oils, completely vegan and not tested on animals. Available nationwide from Holland & Barrett or order online at [www.naturalhero.co.uk](http://www.naturalhero.co.uk) and use code 'VIVA20' for 20% off! Do not start doing silly things outdoors this summer until you stock up!



**GIVE AWAY**

Five chosen ones will each win a set of Natural Hero products! To enter, simply answer the following question: Parkour originated in which country? Send your name, address and response to: Real Hero, 8 York Court, Wilder St, Bristol BS2 8QH or email [kat@viva.org.uk](mailto:kat@viva.org.uk) with "Real Hero" in the subject. Closing date September 30, 2013.

## Chew on This

I – by I, I mean, my dog friend, Ox – was so thrilled to discover new treats to keep strong jaws busy and that's why I've made them top of the pops. Defiantly pure, each flavour in the range contains only one ingredient and that's the fruit or vegetable whose name the packet bears: Papaya, Sweet Potato or Coconut. Boring, you say? Ox would dispute that! So, too, would hundreds of other dogs who've tasted them. I've seen the videos on YouTube! Admittedly, Ox loves his raw fruit (apple, kiwi, mango) and veg (red pepper, carrot, cabbage) and he took to Soopa dog treats immediately. That's excellent news as he really should be on a stricter slimming regime into which these morsels would naturally fit. They're low in fat and calories, but rich in antioxidants. If you live in Ireland, look for Soopa in pet supply shops. Otherwise, buy a 100g bag for £3.49 from [Veggiepets.com](http://Veggiepets.com) and feel virtuous about those in-between nibbles you're surreptitiously sneaking to your canine pal.



# Exquisitely Different Desserts



Summer has a tendency to bring out a human's more sociable side – and, when you have finally invited folks round following months of cold isolation, you'll want to make it special. Dazzle them with the handmade delights from La Sagra's Squisitezza range of vegan chocolates. Unique, these are packaged in small pots and can be eaten like a mousse or a truffle or warmed up to produce a fondue for dipping the crunchy biscuits that are provided. The Salted Caramel & Pecan stood no chance in the face of ravenous Viva! staff. Crème Brûlée disappeared without a trace. To maximise any dinner party experience, order La Sagra's Party Box. It contains four 30ml pots – each a different flavour – and a generous provision of biscuits for £10. Available online at [www.chocolatlovers.co.uk](http://www.chocolatlovers.co.uk)



# Cheese and Rice

Know what your pizza's really missing? Rice. You're questioning my sanity? Let me explain. Rice is more versatile than it might appear to be and an Italian cheese crafter who became intolerant of lactose has invented a rice-based – vegan, naturally! – mozzarella cheese that has had two of my local pizzarias (both owned by southern Italians, for whom the art of mozzarella is practically a religion) raving about its taste and texture.

MozzaRisella melts properly, its gleeful gooeyness perfect for paninis and calzones. There are three types: Original, Smokey and Creamy, all of which complement traditional Italian flavours. At £3.50 per 200g packet, your pizza is worth it! You'll find it in independent health food shops nationwide or online at [www.mozzarisella.co.uk](http://www.mozzarisella.co.uk). Then, pester your local pizza place to use it on their pies. It's a good thing!



Bellissimo! The lovely Mozzarisella has offered us three of the starter kits (containing a packet of each flavour) as prizes. To enter, send your name and address to: Magic Rice, 8 York Court, Wilder St, Bristol BS2 8QH or email [kat@viva.org.uk](mailto:kat@viva.org.uk) with "Magic Rice" in the subject. Closing date September 30, 2013.

**Lifestyle is a regular feature of Viva!life – Viva!'s tri-annual colourful supporters' magazine**



Here's a perfect chance for your family to experience proper luxury. We're giving away one prize of a selection of Original Sprout products (value: £50). To enter, send your name and address to: Sprouts, 8 York Court, Wilder St, Bristol BS2 8QH or email [kat@viva.org.uk](mailto:kat@viva.org.uk) with "Sprouts" in the subject. Closing date September 30, 2013.



# Sprout It Out Loud

Hands up – who has a house full of people of all ages? I'd wager that you buy two or three different types of toiletries, each to suit a different life stage. Well, stop it! Everyone, from infant to elderly, can use Original Sprout's body and hair care. It's all vegan (apart from Natural Styling Balm) and free from common allergens but loaded with plant-y goodness. Created by mum and master stylist, Inga Tritt, you'll find everything from shampoos to sun cream at [www.originalsprout.co.uk](http://www.originalsprout.co.uk). Impressed doesn't begin to convey how pleased I've been with the Tahitian Collection. My long-suffering, punished hair is in glorious condition, thanks to Luscious Island Conditioner (236ml – £14.95) and the Face and Body Sunscreen (118ml – £14.95) is perfect for year-round protection. Just don't have a four hour siesta in the blazing, Spanish sun! Be sensible! Bonus: there's no stickiness or white residue to go with its 24-factor sunscreen. Most items cost less than £15 – an economic coup, considering its aforementioned versatility.

# New initiatives to raise money for Viva!'s campaigns to save animals



## Phones 2 Viva!

Viva! have recently started a couple of schemes to allow our supporters to help save animals with their mobile phones

### Donate by Mobile

First is a very clever initiative by a company called Donate Mobile, in which mobile phone users can switch contracts and give 10% of their monthly bill to their nominated charity.



There are a number of pay-as-you-go and pay-monthly tariffs to suit most levels of usage.

They are a great, friendly team to work with. Saskia, the Partner Charity Manager, says:

"It's a win win for the customer and the charity. I love the idea that every time you reach for your mobile to make a call, send a text or surf you will be donating to your charity!"

Even if you are currently in a contract, head over to

[www.donate-mobile.com](http://www.donate-mobile.com) today as they will send a reminder when it expires.

### Running for their lives

Ashley George is Viva!'s in-house IT 'expert' and fundraising manager. He is attempting to live up to the latter part of his title by running the Bristol Half Marathon in September.

"I've currently run 51 miles of the total 332 miles on my training schedule, and it's pretty tough going. I have done some running in the past but this time I'm actually aiming for a target time which is 15 mins faster than I've ever run this race before – which means running every mile at least a minute faster!"

The training regime has a big impact on my life – my diet, my sleep, my social life! But when it gets tough I think of the cause I'm working towards. It's surprising how many more miles you can squeeze out of a session if you are harnessing your anger!"

We're all very proud of Ash here, and wish him the best of luck. But, being very laid back, it might take some good sponsorship from you to ensure success!

Follow his progress online at [viva.org.uk/TeamViva](http://viva.org.uk/TeamViva)

### Mobile Recycling



The second initiative follows on from the success of our jewellery

recycling scheme. We enable supporters to rehome their redundant, un-needed and obsolete mobile phones and turn them into cash for the cause.

I've had eight mobile phones over the years and that number is not unusual. Extrapolating – that's a lot of unused phones in the UK. In fact, in 2011, it was estimated by Orange that they have a total value of £2.7bn.

Viva!'s recycling partner is MPRO, who have six years experience in the field. Our research led us to them as the group giving the best price – far superior to those companies advertising on TV! Check out their prices on the website – [www.mpro.org.uk](http://www.mpro.org.uk)

So, if you have a phone or two you wish to donate to Viva!, simply pop it/them in a jiffy bag and send to: Viva! Mobile Phone Recycling, 8 York Court, Wilder Street, Bristol BS2 8QH.



# Art for Animals

We are delighted to welcome two new artists to our expanding Art for Animals scheme

## Emma Telford

Emma Telford is a photographer from Leeds who is passionate about animal and British landscape photography. She has adopted animals, including her dog Gina, a gerbil called Jeff, Marvin the hamster and a mouse called Pumpkin, who was originally bred to be live snake food but was rescued.

Emma has been vegetarian since she was 15 (eleven years ago), sparked by her love of animals. She says: "I support Art for Animals and all Viva's work because any money raised will go straight towards the animals we care about, whether it be the badgers threatened by the cull or animals suffering in factory farms. I would like my work to go some way towards helping these campaigns. I also hope that the beauty and character of the animals featured will inspire people to help protect them."

I would like any photos from the galleries of Animals to go up for sale with 20% given in aid of Art for Animals (more pics will be added soon).

Prints cost from £15 (12" by 8") all the way up to 20" by 30" for £30. Emma will donate 20 per cent of sales to Viva! when you quote your Viva! membership number or mention Art for Animals in your enquiry.



## Animators wanted!

Can you donate a little of your time to help us with our campaigns? Email [justin@viva.org.uk](mailto:justin@viva.org.uk) to find out more.



## Heather Nelson

Heather began drawing at an early age, encouraged by her father who was a vet and himself an illustrator and published author (A Dales Naturalist).

Heather grew up in the countryside, surrounded by nature and animals and she has always had a great deal of respect for the natural world. This has gone on to influence her work in the present day, not only in her animal and birds oil portraits but her more surreal, figurative oil paintings too. It's not surprising, then, that she is vegetarian.

"I feel eating meat is so ingrained in our culture that it is done without giving a thought to the living creature that has had to die to provide it. These were my eating habits until I took a long, hard look at myself. Since becoming vegetarian, I am not only happier and healthier, I've also become so much more aware of my responsibilities. I feel like a weight, that I never knew existed, has been lifted!"

Heather is also donating 20 per cent of all sales to Viva!

She very generously painted a badger picture (oil on canvas) to raise funds for our badger campaign and it is being auctioned on [viva.org.uk/badgerpainting](http://viva.org.uk/badgerpainting).

For more information about both Emma and Heather and all our other artists, please go to [www.viva.org.uk/artforanimals](http://www.viva.org.uk/artforanimals)



Vegan Candy Bars  
£1.90

Chocolately, nougaty, caramely, peanutty, almondy and coconutty! Sustainably-produced and free from artificial flavours and hydrogenated fats. Four deliciously drool-worthy flavours (based on popular old favourites) to choose from.



'Milk' Chocolate Bars  
£2.60/£2.75\*

Superb blend of vegan organic 'milk' chocolate that is creamy, smooth and rich. Topped with banana chips, candied hazelnuts, cranberry & hazelnut or plain. A dairy-free delight!



Dreamy 'n' Creamy White Chocolate  
£3.50

Delicious, dairy-free squares of white chocolate topped with strawberries, raspberries, coconut and sugar crisp. Pure indulgence!



# CHOCOLATE SHOP

GET YOUR CHOCOLATE TREATS AT VIVA!'S DEDICATED VEGAN SHOP

All our chocolate goodies are GM-free, animal-free and are suitable for vegans, vegetarians and the dairy intolerant.



Goosey n' Chewy 'Milk' Chocolate  
£2.00

Snack-size bars crammed with roasted nuts, toasted coconut and vanilla caramel. Perfect afternoon treat.



Crunchy n' Munchy  
£1.99

Tiny morsels of toasted soya beans and pumpkin seeds covered in rich organic dark chocolate.



Dark n' Fruity  
£3.99

Lovely, organic crystallised ginger or cranberries enrobed in organic and fair-trade dark chocolate. A delicious indulgent treat!



Go Over to the Dark Side  
£2.29 - £2.45\*

Award-winning chocolate bars with true depth of flavour from the ethically-sourced and distinctive cocoa beans used. Be adventurous with chilli & lime, coffee espresso, coconut & raspberry\* and mandarin & ginger.



Sweet Treats  
£1.79

The deceptively nutritious snack you've been waiting for... dairy-free chocolate covered raisins are here! These juicy raisins are coated in 'milk' chocolate so kiddy-approved.



Dark Chocolate Golden Crunch  
£2.50

Gorgeously golden chunks of cinder toffee encased in dark chocolate. Honeycomb - eat your heart out!





**After-Dinner Mints**  
£4.75

Luxurious after-dinner mints made with rich, dark chocolate in a stylishly elegant box. These wafer-thin mints are the ideal pass-around treat at parties. Choose from mint crisps and mini bars.



**Mr Stanley's Fondant Creams**  
£3.50

Best-selling traditional confectionery that will transport you to a bygone era with just one bite! These chocolate creams are filled with fragrant fondants: lime, violet or rose.



**Chocolate Nuts & Chews**  
£7.99 - 132g

We scoured the earth for these! The perfect assortment of fair-trade and organic dairy-free delights in vegan 'milk' chocolate. Nine delicious chewy caramels and nut clusters.



**Booja-Booja Luxury**  
£6.99

Wow your friends with these award-winning organic truffles with quality ingredients. Dusted with cocoa powder and wrapped in an eco-friendly gift box for a heavenly treat. Try Banoffee Toffee, Hazelnut Crunch or Rum Sozzled Sultana!



**Smooth Dark Choc & Hazelnut Spread**  
£4.50

Spread the love with this luxurious, organic dairy-free spread, made in Italy using traditional milling methods.



**Vantastic 'White' Choc Spread**  
£3.99

Marshmallowy-flavoured thick spread made with sunflower oil and sweet vanilla. Jazz-up desserts, toast or use as a dip for fresh fruit – the possibilities are endless.



**Luxury Hot Chocolate**  
£5.99

Organic and fair trade luxurious dark chocolate flakes (55 per cent) make delicious hot chocolate.



**Special Offer**

**Have a Heart**  
Special Offer £2.99

12 solid dark chocolate love hearts, each printed with a message like 'Hug Me' or 'Kiss Me'. The perfect gift.



**Special Offer**

**Special Offer - Chocolate Clementines**  
£5.99

Candied clementine halves covered in 70% dark chocolate, zingy citrus sweetness and dark chocolate combined divinely.

Due to EU labelling regulations, some vegan products that are made in non-vegan factories will carry a statement, for allergenic purposes, that they may contain traces of dairy, eggs, gluten or nuts.

**Make your next stop... Viva!'s Chocolate Shop**

**Order online at [www.vivashop.org.uk](http://www.vivashop.org.uk)  
or call 0117 944 1000 (Mon-Fri, 9am-6pm)**



Ruth Martin, Lorraine Drake and Barbara Gorwood for raising £100.27 for Viva! with a collection.

Liz and Hadley for £14.50 – our share of the proceeds of their sponsored walk.

Everyone who contributed old jewellery via the envelope in *Viva!life*. It was a great success and we will certainly do it again.



It was cold, it was miserable but it didn't stop Passive Pressure from leafleting Bromley High Street to raise awareness of the badger cull and other Viva! Campaigns



Continued from page 7



## Concerned of Kilburn!

Dressed as horses, local Viva! group used the horsemeat scandal to raise awareness of other animals that people eat and urged everyone to go veggie. The local paper loved it.

## “Come on you (vegan) Rovers!” Kill if you dare

Forest Green Rovers football club, owned by Ecotricity champion Dale Vince, failed to make it into the Football League this year despite being contenders for most of the season. The team operates a vegan ethos and to make sure everyone got the message, a Viva! banner adorned the grounds for the latter half of the season. We think they should change their call to ‘Come on you Greens!’

Whilst on the subject of football, a little while ago we received a call that Hershams & Walton FC were proposing to cull foxes that had taken up residence in the wilder parts of their ground. Why us? Because our patron, Michael Mansfield QC, is president of the club. The message went out instantly from him: “Kill one fox and I resign!” Back came the reply that the football club was extremely fond of its foxes and had no intention of slaughtering them.” The decision had come from a council jobsworth who had labelled them ‘a danger to the public.’

The club told Michael that they had been inundated with complaints from as far afield as the US. In the event, the cull did not take place.

**GIVE MEAT THE RED CARD!**  
**Viva! GO VEGGIE**  
 Free pack with recipes [www.viva.org.uk/healthpack](http://www.viva.org.uk/healthpack)

## Playing catch-up

For years we've been saying that ditching meat is the way to save the world and finally we're being supported – some of the way. Prof Mark Sutton, author of a report published by the UN Environment Programme says: “People in the rich world should eat half as much meat as they usually do!” After running through all the environmental catastrophes linked to animal production he added: “Society must think about livestock and food choices much more!” Quite!

## In the swim of things

Viva!'s trusty designer, Simon Parkin, will soon be closing down Photoshop and picking up a pair of Speedos, ready for an intimidating 750m open water swimming race in Marlow, Buckinghamshire on August 25. “When I signed up to do this swim in aid of Viva!,” said Simon, “I imagined frolicking in the tepid waters of the Thames in the late summer

sunshine. I didn't think we would have the coldest spring in 50 years with rivers barely rising above Arctic temperatures. But now I can't get out of it, so I'm hoping for plenty of sponsorship to make it worthwhile.” We say good luck Simon and thanks for joining the team! Please sponsor Simon here:

[www.justgiving.com/simonjohnparkin](http://www.justgiving.com/simonjohnparkin)

# Become a school speaker...

and help children make a difference in the world!

Speaking in schools is one of the most rewarding things you can do!

Viva! and Viva! Health volunteers give school talks all over the UK. All are trained and, time after time, they say they find it one of the most valuable and enjoyable things they've ever done to promote veganism and saving animals.

Join us on our next School Speaker Training Day at 41 Portland Place, London W1B 1QH, on September 7th from 10am-5pm. To book, email Kat Himmel on [kat@viva.org.uk](mailto:kat@viva.org.uk) or telephone Kat on 0117 944 1000 (Mon-Fri, 9am-6pm)

Fee is £10 waged or £5 unwaged and includes a vegan lunch.

It covers:

- ▶ Top tips for presenting a school talk
- ▶ How do you relate to your audience? Pace your talk? Get participation?
- ▶ What to expect from a school talk
- ▶ Fancy giving cookery demos? They are easier than you think!
- ▶ Tools to help you give a fabulous, enjoyable talk
- ▶ Handy hints for answering questions.

We challenge you not to be inspired! And we look forward to you becoming a Viva! school speaker. Don't worry – you can give as much or little time as you can spare and there are no obligations to become a speaker!



## Viva! is (nearly) twenty

Help us Celebrate 20 Years of Saving Animals in 2014!

It is a momentous birthday for Viva! In 2014 we will be 20. The celebrations begin with the launch of an extraordinary double-A sided single record – *It's All The Same and Talk to the Animals*, featuring our Patrons and a whole string of celebrities (see page 7). It has been a mammoth project taking months so please buy the CD or download the songs because it's all to

raise funds for our campaigns. Much more information next issue.

We will be holding a wonderful festive feast to eclipse all others; an art auction featuring paintings and photographs from our Art for Animals scheme. There will be competitions and a sponsored event – lots of things for you to join in with. We are also launching an exciting scheme to help

people go vegan and, what's more, our entire website will be relaunched – again, full details will be in our next issue and throughout the whole of next year.

We are doing all this to fund two major campaigns to save animals and help people change their diet – the surest way of all to end suffering.



**Baby's Bum**  
Premium Pet Shampoo

100% natural, pure and handmade  
100% free from animal ingredients  
100% free from animal testing  
100% biodegradable  
Reusable/recyclable containers

*A SPECIALITY FOR PETS*

The most environmentally friendly natural soap on the planet  HANDMADE IN THE UK

t: 01384 873748 / 07729 121362 • swampys@gm.apc.org  
www.babysbumpremiumnaturalsoaps.co.uk

Buy one get one free with VIVA! membership.  
Offer expires 30/09/13

West Midlands **VEGAN** Fest 2013

- 100+ stalls
- 10 Caterers
- 20 talks
- 5 cookery demos
- Live entertainment
- All vegan bar
- After party

• Cakes • Confectionery • Cosmetics  
• Footwear • Clothing • Campaigns

**Saturday 26th October**

Still only **£1** under 16's free

10am - 6pm @ The Wolves Civic,  
North Street, Wolverhampton, WV1 1RQ

[www.midlandsveganfestival.org.uk](http://www.midlandsveganfestival.org.uk)  

# Classifieds

## Get noticed!

To book this space for a great rate, call Katrina now on 0117 944 1000

### Holidays - England

#### Lake District

**LAKELAND LIVING**  
**BED & BREAKFAST**

The perfect place to Rest the Soul & Nourish the Body  
Veg Soc Award Winning Breakfast  
Packed with nutritious food and oozing 5 star reviews, this tiny B&B is a perfect delight

 **Cockermouth, Cumbria**  
**01900 824045**

Please visit [www.veggielakelandliving.co.uk](http://www.veggielakelandliving.co.uk)

#### London

**B&B - LONDON:** Centrally located in comfortable family homes. Direct transport to West End, theatreland and airport. Lots of restaurants and shops. TV in rooms. Double room £54 pn, single room £42 pn. Children's reduction. Continental breakfast. Tel: 020 7385 4904  
[www.thewaytostay.co.uk](http://www.thewaytostay.co.uk)

#### Norfolk

**Norfolk** - two bed bungalow in Snettisham, sleeps four. 1 mile from Beach, 200 yards from RSPB reserve. Dogs Welcome. Tel: 01285 670187  
[www.norfolkcoastalholidayhomes.co.uk](http://www.norfolkcoastalholidayhomes.co.uk)

#### East Sussex

 **BayTree House**  
*a family run vegan hotel*

A dog friendly Vegan B&B on the Sussex Coast in 1066 Country  
Catering for most specialist vegetarian diets with relaxation and comfort in mind



[www.baytreeveganhotel.co.uk](http://www.baytreeveganhotel.co.uk) 0124 446300

For Viva! news, info, merchandise and much more visit us online at [www.viva.org.uk](http://www.viva.org.uk)

## Holidays – Scotland

### Highland Scotland

Cuildorag House Vegetarian B&B from £32.50 Evening meals available. Stunning west coast scenery, near Ben Nevis, Glen Coe.

Web: [www.cuildoraghouse.com](http://www.cuildoraghouse.com)  
Tel: 01855 821529

## Holidays – Wales

### CARDIGAN BAY Aberporth.

Comfortable quiet rural cottage 8 mins walk from safe beaches and coast path. Sleeps 4. 01239 810595.  
[www.parcllwyd.co.uk](http://www.parcllwyd.co.uk)

## Holidays – France

## La Maison du Vert

vegetarian hotel & restaurant



eat

Our non-smoking hotel & restaurant is set in a stunning Normandy valley within 3 acres of beautiful gardens.

- Delicious vegetarian and vegan gourmet menus
- Naturally grown produce, organic wines, ciders and beers.



rest

- ∞ Visit Monet's garden, Bayeux, Honfleur, Camembert & more
- ∞ Chateaux, markets, gardens, beaches, picturesque towns
- ∞ Walk, cycle, relax!



Contact: Debbie & Daniel Armitage  
61120 Ticheville, Normandy, France  
00 33 2 33 36 95 84  
Email: [mail@maisonduvert.com](mailto:mail@maisonduvert.com)  
[www.maisonduvert.com](http://www.maisonduvert.com)



see



## Under The Lime Tree

Vegan & Veggie spa B&B  
Evening Meals  
Massage Treatments  
Hot Tub  
The Charente France  
[www.underthelimefree.com](http://www.underthelimefree.com)  
[nikki@underthelimefree.com](mailto:nikki@underthelimefree.com)  
+33 (0)545 84 91 79

## Over the Rainbow

Vegetarian Guest House Cardigan Bay

Secluded vegetarian guest house three miles from the west Wales coastline. Ideal for a romantic getaway, group holidays & special celebrations.

- Relaxed, Quality Accommodation
- Spacious Double, Twin & Single Rooms
- Flexible Breakfast Times
- Free WiFi, Free Parking
- Massage Treatments and Yoga available




[www.overtherainbowwales.co.uk](http://www.overtherainbowwales.co.uk)  
E: [info@overtherainbowwales.co.uk](mailto:info@overtherainbowwales.co.uk) T: 01239 811 155

## Holidays – Ireland

**West Cork** – Vegetarian self-catering apartments. Peaceful, wooded surroundings. Organic vegetables and wholefoods available. Green Lodge, Ballylickey, Bantry, Co Cork.  
Tel: 0035 3 2766146 Email: [greenlodge@gmail.com](mailto:greenlodge@gmail.com)  
Web: <http://homepage.eircom.net/~greenlodge>

## Run a B&B?

Get bookings through the Viva! Discount Scheme.  
Contact [kat@viva.org.uk](mailto:kat@viva.org.uk) for details.

## Bodycare

**VEGAN SKINCARE:** Daily Cleansing, Exfoliation, Acne & Pore Control, visit [www.skinvac.com](http://www.skinvac.com), 100% Chemical FREE, soapless & non-toxic.

## Products & Services

[www.taxreturnonlineservices.co.uk](http://www.taxreturnonlineservices.co.uk)

Financial Accounts Preparation  
Self Assessment Tax Returns  
Rental Accounts  
Business Tax Advice

5% donation to VIVA!  
Tel: 01485 601499

Email and phone counselling for vegetarians experiencing emotional difficulties.

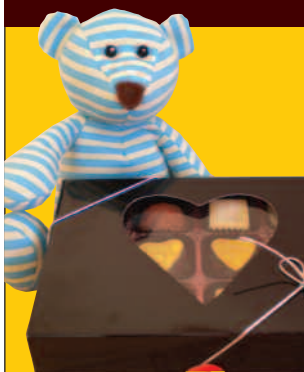
Confidential support available: weekdays, evenings, and weekends. Phone: 07551913080  
Email: [emotional-support@hotmail.co.uk](mailto:emotional-support@hotmail.co.uk)

Visit: [www.emotional-support.co.uk](http://www.emotional-support.co.uk)

**Vegan-Kink** – deviant, decadent, cruelty-free! Vegan-Kink specialises in vegan intimate products and handcrafted adult toys. We ship worldwide and offer free shipping on UK orders over £20. [www.vegan-kink.com](http://www.vegan-kink.com)

**Way of Joy** offers you a modern approach of Solution Focused Hypnotherapy that can help with: weight loss, stress and anxiety, smoking and addictions, hypnobirthing, gaining confidence and more. Book your free initial consultation now 07594568508. We also offer services via Skype and out of hours. For more information visit [www.wayofjoy.co.uk](http://www.wayofjoy.co.uk).

[thenewkidonthechoc.com](http://thenewkidonthechoc.com)



**A new place for your chocolates and gift ideas**

If you are a vegetarian or vegan keen on the non-exploitation of animals and the environment, an appropriate overseas aid charity to support is:

## VEGFAM

Registered Charity No 232208 Inland Revenue Ref XN8555 & XAD67AG (Gift Aid)

VEGFAM "feeds the hungry without exploiting animals" – the fragile environment cannot support TWO populations – humans and their food animals. Since 1963, VEGFAM has been raising funds to alleviate hunger, thirst and malnutrition and starvation – helping people in over 40 countries by financing sustainable self-supporting plant food projects and safe water supplies.

VEGFAM helps people to help themselves by providing funds for seeds and tools for vegetable growing projects, fruit and nut tree planting, irrigation and water wells and emergency feeding in times of crisis and disaster. Food security prevents malnutrition and starvation. Using plant foods is a far more efficient and sustainable way of addressing hunger overseas. VEGFAM is professionally operated, entirely by volunteers, so as much as possible is spent on famine relief projects.

GENERAL DONATIONS paid into a/c No 65023307 00 (The Co-operative Bank plc, 247 High Street, Exeter EX4 3QB Sort Code 08-92-90) will be apportioned between Projects (90%), Administration Expenses (9%), Office Building (1%). Supporters are invited to pay donations direct into the above bank account, online or by post to the address below. Thank you for your support.

For more information (Project News, Bankers Order, Gift Aid, Legacies) please send an SAE to: VEGFAM, c/o Cwm Cottage, Cwmyrnys, Cilycwm, Llandovery, Carmarthenshire SA20 0EU  
Tel: 01550 721197 Fax: by arrangement Web: [www.vegfamcharity.org.uk](http://www.vegfamcharity.org.uk)  
Online giving: <https://www.charitychoice.co.uk/vegfam>.

## Rain Rescue

Helping pets in crisis since 2002  
Registered charity number 1115069



**RAIF - INJURED & ABANDONED AT ONLY FOUR MONTH OLD**  
Raif was just a tiny puppy, kicked and injured. He was picked up on Christmas eve with a severely damaged leg. Nobody would help. Rain Rescue rushed this puppy to the vets. Raif's shattered leg had to be amputated. Rain Rescue paid all his vet treatment. He is now safe and being nursed in our volunteer's home and awaiting adoption.



**ALFIE - JUST ONE POORLY KITTEN LEFT TO DIE**  
Alfie was just one of many hungry and emaciated kittens left to survive on the streets of South Yorkshire. We help many abandoned cats and kittens on the streets, left behind to starve and breed. Our wonderful volunteer spends endless hours trapping and saving many ferals and abandoned cats with kittens. Alfie is just one of many kittens safe and adopted and lives a happy and healthy life.

**Rain Rescue is a small South Yorkshire charity dedicated to helping pets in crisis situations.**

Our aim is primarily to help the dogs at risk of being needlessly destroyed in stray and lost kennels, plus cats and kittens abandoned on the streets.

**In 2012 Rain Rescue saved over 500 pets in crisis**

Please read more about our rescue work or to donate to help us visit our website at [www.rainrescue.co.uk](http://www.rainrescue.co.uk) Tel: 07725 888207

Make your dreams their future. Please remember Rain Rescue in your will.  
FOLLOW US ON FACEBOOK 

**In Africa HIPPO is providing plant-based foods for five vegetarian orphanages (two vegan) and four schools. In northern Kenya which has been hit by repeated droughts we are making significant progress in helping pastoralists to grow crops and move to a more sustainable way of living without animals. We are now able to make good use in all our work of Textured Soya Protein, ideal for the purpose being light to transport, imperishable in storage, pre-cooked (thus saving firewood and the time spent gathering it), easy to use, adaptable to all recipes, very palatable, efficient and humane to produce. Thank you to all our supporters! New ones are always welcome! HIPPO Trustees pay all charity expenses so 100% of donations goes to projects.**



**CHURCHFIELD HOUSE, WESTON UNDER PENYARD, ROSS-ON-WYE, HEREFORDSHIRE HR9 7PA**  
Telephone 01989 762192 Email: hippocharity@btinternet.com  
R.C.N. 1075420 Founded 1999

## The Vegetarian Charity

Needy young vegetarians up to and including the age of 25 years can receive grants from the Charity, which also provides funds to promote vegetarianism among the young.

**Donations and legacies are most welcome to ensure that we can continue to satisfy the need for help.**

Our annual fully funded vegan cookery course is open to vegetarians and vegans aged 16-25 years inc.

Further information and application forms are available on our website [www.vegetariancharity.org.uk](http://www.vegetariancharity.org.uk) or by post from The Grants Secretary, PO Box 473, CREWE CW3 0WU

Registered Charity No 294767



*The advocacy charity for older vegetarians and vegans*

**Can we help you with our:**

- Catering Guide
- Healthy-living Handbook
- UK List of care homes
- Recipe service and nutritional advice
- Charitable grants from The Vegan Fund or The Vegetarian Fund to help with independent living, respite care or similar?

Donations to help our work are welcomed  
[www.vegetarianforlife.org.uk](http://www.vegetarianforlife.org.uk)  
Or phone: 01683 220888



## Adopt a goat and save a life

We take into care those that have suffered from neglect, abuse and abandonment, providing a loving home for the rest of their days

*Buttercups*  
Sanctuary for Goats

Visit our website at [www.buttercups.org.uk](http://www.buttercups.org.uk)

Boughton Monchelsea, Maidstone, Kent, ME17 4JU Telephone: 01622 746410  
Registered Charity Number 1099627

# Personal

Looking for friendship, love or even a new business partner? Well, *Viva!life* Personal is the place to come! It's simple and effective, and good value for money with prices starting from £8 for a 20-word lineage advert.

**The Followers of the Way.** The Bible, Mystery Teaching lost and retrieved, Antony Bates commentary, send six 2nd class stamps. Please reply to Box 39/2 Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH.

**Singer/songwriter** with strong animal rights convictions wishes to collaborate with like-minded experienced vegetarian/vegan music producer with a view to making a CD. Please contact Skunk on 01483 417243 (e-mail: quietlife56@aol.com).

**Retired veggie** wishes to meet with similar others, in and around Ayrshire, for coffee and chat. Please call (01292) 676544.

**Woman, 45, North West England,** seeks man, 30 to 50 for friendship, adventure and possible romance. Must love animals and nature, veggie/vegan. Looks immaterial, personality important. Please reply to Box 53/2 Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH.

**For sale** in rural mid Wales stone house under slate roof, 2-3 bedrooms etc, oil ch plus wood burning stove, double glazing, own well, mains electricity but pvc's and battery bank for daytime solar collectors for hot water, about 3 acres with pond, mature trees, fruit trees/bushes, vegan/organic veg beds, 2 polytunnels and greenhouse £300,000 01570 493542.

Looking for love? Or a veggie penpal? Advertise in this space from £8. Contact [katrina@viva.org.uk](mailto:katrina@viva.org.uk) for details.

## Organising a veggie/vegan/eco event?

Spread the word in *Viva!life* and reach over 20,000 dedicated subscribers.

Contact [katrina@viva.org.uk](mailto:katrina@viva.org.uk) for details.

## Volunteer wanted...

...for farm animal sanctuary in East Northamptonshire. You must have a mature attitude, be able to live and work with others and be prepared to be vegan. You will also need to be fit and prepared to work long hours. We provide accommodation and three vegan meals per day. Experience is an advantage but attitude is as important. To find out more please phone Susannah on 0759 5711448 or Clive on 0794 0659263, or

Email: [sanctuary@brook-farm.org.uk](mailto:sanctuary@brook-farm.org.uk)  
[www.brook-farm.org.uk](http://www.brook-farm.org.uk)



### Can you help re-home Bonnie and Jasmine?

read our sad story [www.birchhilldogrescue.org.uk](http://www.birchhilldogrescue.org.uk) or please can you help the many other dogs

- cheque / paypal donation
- food ● volunteering

BIRCH HILL DOG RESCUE, Cleobury Mortimer DY12 0AQ  
Email [jutta552@gmail.com](mailto:jutta552@gmail.com)  
Tel: 01299 270406

# books for life

All books reviewed available to buy from Viva! at [www.vivashop.co.uk/books](http://www.vivashop.co.uk/books)

## Cows are Too Big to Eat

Nara, Paperback, £7.00

With the help of her mum, four-year-old Nara has self-published her first book, *Cows Are Too Big to Eat*. It is a universal story about love – for the world around her, the animals in it and all her friends and family. This message shines out of every page, helped no end by the wonderful illustrations of Moses Wanjuki.

Nara is not trying to be child-like or to say things children want to hear: she is four years old and these are her observations of the world that she inhabits. This is Nara being who she is, doing what children do – disarmingly observing the odd things that adults do and asking “why?” This is at the heart of this book and appeals to both adults and children. Foreword is by acclaimed playwright, poet, novelist and Viva! patron, Benjamin Zephaniah.

## Ms Cupcake: The Naughtiest Vegan Cakes in Town

Melissa Morgan, Hardback, £16.99

Hot off the press! Ms Cupcake opened London's first all vegan bakery in April 2011 and was named the Baking Industry Awards Rising Star of the same year. She appeared on ITV's Britain's Best Bakery and writes for *British Baker* magazine. Her new, colourful and stylish book contains indulgent recipes to make at home using readily available ingredients. Most of the recipes can be made gluten-free. Whether you are vegetarian, vegan, or have allergies or intolerances, everyone can treat themselves to decadent cupcakes, fruity muffins, super-easy tray-bakes and no-bakes, gooey cookies, crunchy biscuits and delicious deep-fried

treats. Packed with useful hints, hot tips and trade secrets for vegan and food-intolerant cooks – from Victoria Sponge to Turkish Delight Cake, via veganised Jaffa Cakes, this naughty book brings decadent vegan baking to the masses!

## Beg: A Radical New Way of Regarding Animals

Rory Freedman, Hardback, £13.99

From *Skinny Bitch* author, this irreverent, frank and engaging book helps join the dots between caring for your dog and showing compassion for all animals. Unashamed of her passionate dog-love – this book is Rory Freedman's call to arms to fellow animal lovers to be better animal lovers. As she says “When we know better, we do better”. Chapters cover animal shelters, adoption, breeding, dog shows, cats, vivisection, zoos and circuses, bullfighting, horse-racing, fishing and fur. The meat and dairy industries are also addressed. This essential handbook will help you to discover how being kind to animals is good for you as well as them!

We have 25 copies of this lovely book to give away! Simply email [Justine@viva.org.uk](mailto:Justine@viva.org.uk) with the subject line 'Cows Are Too Big'. All emails will be entered into a prize draw – winners picked at random. Deadline is August 30, 2013



## Other cookery books we love

Vegan on the Cheap  
Robin Robertson, £11.99

Wonderful book including recipes for Big Stick Pepperoni, Sour Cream and Bread Pudding Tiramisu! Non-vegans are bowled over by these relatively cheap but easy to make delicious dishes.

Chloe's Vegan Desserts  
Chloe Coscarelli, £12.99

Over 100 creative and wholesome recipes for cookies, pies, tarts, cobblers, cupcakes and more! From Mocha Mud Pie to Panna Cotta to Piña Colada, this book will excite and delight!

Grills Gone Vegan  
Tamasin Noyes, £17.99

Spark up the grill and ignite your creativity with recipes for Mexican Slaw, Grilled Ratatouille, a range of BBQ rubs and sauces and Sparkling Margaritas – it won't even matter if it rains!

For more cookery, health and animal-related books visit [www.vivashop.org.uk/books](http://www.vivashop.org.uk/books) or call 0117 944 1000 (Mon-Fri, 9-5)



# 100% VEGAN Sheese® 100% DAIRY-FREE

CARE FOR ANIMALS - CARE FOR YOUR HEALTH



## TRY OUT OUR MELTY CHEDDARS!



MELTY MILD CHEDDAR, MELTY RED CHEDDAR, plus **NEW** MELTY STRONG CHEDDAR and **NEW** MELTY SMOKED CHEDDAR. Perfect for using on pizzas or cheese toasties and a whole host of other exciting recipes. At last, a dairy-free cheese that really melts! Plus **NEW** Spring Onion & Cracked Black Pepper Creamy Sheese brings together a combination of two classic flavours with really tasty results! Be sure to try this exciting new variety - without a doubt, set to become a firm favourite for Sheese connoisseurs everywhere!



### 7 DELICIOUS VARIETIES OF MEAT-FREE CONTINENTAL SLICING SAUSAGES!

Mock Ham,  
Mortadella,  
Smoked Mortadella,  
Italian Gourmet Mortadella  
Mortadella with Sweet Peppers.  
Gourmet Morcilla,  
Smoked Chorizo,

They will totally wow your taste buds, giving favourite dishes a more authentic taste. Vegan deli can be eaten cold straight from the packet, ideal for making sandwiches more exciting. Pep up stews and pasta sauces with spicy Mortadella and Chorizo sausages. Try the fabulous Mock Ham or Morcilla Style, a very tasty alternative to traditional Spanish black pudding. They're also great barbecued in chunks on a skewer alongside peppers, onions, mushrooms and courgettes etc - delicious! So why not let your culinary skills run riot? This is a range you definitely need to try....don't deny yourself the experience. :)

**ALL OUR PRODUCTS ARE EGG & DAIRY-FREE - LACTOSE-FREE - CHOLESTEROL-FREE - FREE FROM HYDROGENATED FAT**  
Bute Island Foods Tel: +44(0)1700 505357 Find out more at [www.buteisland.com](http://www.buteisland.com)