

Viva!

Life

Published by Viva! the vegetarian and vegan campaigning group

Issue 52 Spring 2013

Horse Meat and Hypocrisy

Viva!'s 10 year campaign

Shoot
wildlife
say Nikon
and they mean it

Flushed
with success

The Menopause
explained

Campaigns
update

New *foie gras*
footage

Be a
know-it-
all with
Viva!'s
guides

Viva!'s in-your-face great new Ts



"The King of Vegan Cheeses" - VegFest UK

Dairy Free
Cholesterol Free
Phosphate Free
Palm Oil Free
Sugar Free
Soya Free
GMO Free



Swiss Hand Made

100% Natural

Low Fat

Rock Salt

Coconut Oil

Organic Nut Butter



LOSE THE POUNDS
WITHOUT
LOSING THE
SATISFACTION!

OVER 50 LOW FAT CHEESE
AND MEAT ALTERNATIVES
ARE THE HEALTHY CHOICE
FOR A NEW YEAR FULL OF
VITALITY!

FREE SHIPPING ON ORDERS OVER
£100 OR ORDERS OVER £150 FREE
SHIPPING AND A 10% DISCOUNT,
GREAT FOR GROUP AND COMMUNITY
ORDERS.

ALL NATURAL
WORLD CLASS
SWISS MADE

VEGUSTO

01273936010

Swiss 100% plant-based gourmet

WWW.VEGUSTO.CO.UK



AVAILABLE TO BUY
ONLINE



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 vegetarianism and 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!
H E A L T H

Viva! Health promotes the health benefits of a vegetarian and 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.

A read for **Life**

viva!life issue 52



24 Horse Meat and Hypocrisy

Viva!’s 10 year campaign

5 Lifelines

News roundup from Viva!

8 Viva! Poland

...and the 350 dogs at its Korabiewicz sanctuary

18 Viva! Guides

Be a know-it-all with our range of guides

22 Menopause Madness

What it is, what it does and what you can do about it

26 Viva! Cookery

Some great tastes to chase winter away

28 Art for Animals’ Sake

The latest talents to do it for the animals

30 T Time

Some great new in-your-face t-shirts

32 Bonny Bones

Healthy growth for kids – without dairy

35 Media Life

Viva! in the news

37 Lifestyle

Latest goods and goodies

46 Book Reviews

Read all about it

43 Classifieds

...for everything you ever wanted



15

Life

Science

Latest in veggie research



11

Campaign News

Nikon exposed – new foie gras footage – reindeer slaughter

‘Just rollin’ in the snow.’ Tessa, at Viva! Poland’s Korabiewicz sanctuary taken by Irena Kowalczyk.

Welcome

What a remarkable few weeks these have been. Almost daily some beef product has been withdrawn as it unfolds that the contents are not macerated cow but horse flesh. It has prompted a cosmopolitan response from indignation to disgust: "It's just a question of labelling" through to "I'm horrified, I'll never eat meat again."

There is no moral difference, of course, between eating a horse or a cow. However, pervasive propaganda persuades us to think that eating a handful of certain species is normal and we are taught not to question. But society's moral framework crumbles when confronted with the concept (or in this case reality) of eating a species that we do not collectively perceive as food.

Humans are morally corrupt when it comes to our relationship with animals. We are taught to view dogs, cats, horses as our companions and see them as loyal, friendly, playful, loving, fun, intelligent, mischievous and emotional – all positive attributes. We generally perceive horses as noble, hardworking, handsome, athletic and proud.

By contrast, we imbue pigs, chickens, sheep, cows and turkeys with largely negative attributes based on an ignorance actively encouraged at a scale that is gargantuan yet so accepted that it is hardly noticed.

The fraudulence of recent revelations bothers some; that criminals use the trade to smuggle illegal drugs disturbs others. But for the four million people who have turned vegetarian in the UK in the last few weeks, the reason given, thankfully, is concern for the horses. It is an acknowledgement that all animals are individuals and want to live without suffering. See more on pages 24-25.

Talking of crooked ethics, see page 11 for our new campaign to stop global company, Nikon from sponsoring hunting. They produce a rifle scope specifically for killing lions and other large predators in Africa. Please

boycott Nikon – and tell them why.

Another giant, Amazon, is another of our targets. Although the UK has banned the production of *foie gras*, we are one of the biggest importers in Europe. Amazon sells many brands – some from a company we and our French colleagues expose on page 13.

On a happier note, Viva! Poland has taken over a failing sanctuary and transformed it. Korabiewiczach cares for hundreds of animals – including 350 dogs, 16 horses, four bears and three pigs – and its staff are utterly dedicated to these animals and work hard to rehome as many as possible.

Obviously we have a no-kill policy! If you'd like to help – please adopt Peppia, Fargo, Texa, Beton, Borys or Ofilia – jump straight to page 10!

Finally, Viva! Health has launched a ground-breaking campaign showing that dairy hinders bone health. To see the myths surrounding the white stuff exposed, go to page 32. And we have a special and immensely helpful report on the menopause that disentangles truth from hype.

Yours for the animals



Juliet Gellatley
Founder & Director
juliet@viva.org.uk
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

Online
www.viva.org.uk
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.

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

lifelines



Juliet Gellatley's gorgeous, rescued St Bernard, Alfie, has gone. With a heart almost as big as he was, it was that which finally gave out, not long before his eighth birthday. His personality was enormous and his nature beautiful and he will be remembered fondly by everyone. Bye bye Alfie.

Lovely Helen Rossiter, who edited *Viva!life* (and wowed us with her cookery and photography skills for the last four years), has left to follow other interests – namely her little son, Iolo (Welsh and pronounced Yolo) and husband-to-be, Gwilym. Journalist Helen brought to Viva!, cheerfulness, professionalism, efficiency and boundless enthusiasm and will be sorely missed.



Can't Stop Talking!

Director Juliet Gellatley will be giving a talk at Hugh Cubitt House, 48 Collier Street, Islington, London N2 9QZ, on Sunday, May 12 at 2.45. The subject is: *Foods Your Body Loves and Hates* and is about why meat and dairy cause harm and the secret to a healthy vegan diet. It is part of London Vegans' campaign 'Pledge to go vegan for a month.'

Juliet is also the key speaker at the Vervet Monkey Foundation of South Africa's meeting at the Inn on the Lake Hotel, Shorne, Gravesend, on May 18. The talks are called *Wild Thing* (how eating animals destroys wildlife), and *Why You Don't Need Dairy*. All are welcome to both talks. Juliet has several other talks booked – see viva.org.uk/events.

More Talking

Viva! talks are now online. Viva! staff travel around the country to give these talks on all the veggie issues. If you can't make it to the talks, the talks can come to you. At the Cardiff Roadshow we had many of our public talks televised and the first two have just gone up online. *Why you don't need dairy* is by Juliet Gellatley – outlining the health and animal welfare disaster that is the dairy industry. *Saving the world with your knife and fork*, by Tony Wardle, traces the role that livestock production plays in almost every global environmental catastrophe. We will announce other talks as they go online.

***Why You Don't Need Dairy* is presented by Juliet in her special, confident and inclusive way, carrying her audience with her through the myths and marketing hype that promote dairy. She outlines the many diseases that are linked to dairy consumption and then tackles the appalling cruelty that is endemic. And – surprise, surprise – the one is linked to the other.**

www.youtube.com/watch?v=S7iov4Gq-Mo

Tony Wardle bases *Saving the World With Your Knife and Fork* on his environment report *Diet of Disaster*. In his own inimitable style, he combines politics, greed and arrogance to show how the livestock industry has become the greatest threat to the planet. He not only outlines how all the big disaster are linked to livestock but also the whys.

www.youtube.com/watch?v=246kSlc3guY

Veggie Fund to the rescue

Carolyn P, a vegetarian in her late 70s, has had her life transformed with a grant from the Vegetarian Fund, administered by the Vegetarian for Life (VfL) charity. A long-term vegetarian, Carolyn has problems with mobility and hearing and her carers' time was largely taken up with shopping for her and visiting the laundrette.

Through the grant, Carolyn now has her own quiet washing machine and a laptop so can now choose her shopping online and have it delivered. She was even able to get her overgrown garden sorted out. It has transformed Carolyn's life:

"I have a keen interest in science and history and I'm looking forward to being able to use the computer to research interests and connect with others". VfL provides older vegetarians and vegans help with independent living and can improve the lives of those in care homes – there are currently funds available.

Look on www.vegetarianforlife.org.uk or call Tina Fox on 01683 220888.

Veggie Martians

PayPal co-founder and billionaire entrepreneur, Elon Musk, is planning one day to build a settlement for 80,000 people on Mars – and they will all be vegetarian.

Musk is no stranger to space and supplies the International Space Station for NASA with his company's own Falcon 9 rocket. Musk estimates the cost at \$500,000 per person: "The ticket price needs to be low

enough that most people in advanced countries can make the trip," he says. I won't be losing many friends, then!

I don't want to sound churlish, but wouldn't it be a good idea to solve the attitudes and problems on Earth before exporting them into space? I presume you can pay via PayPal.



Triumph of the Empanada

Bolivia has become the first Latin American nation to be McDonalds-free after the multinational closed its eight restaurants. The whisper is that seven other countries will also be stripped of their golden arches.

So disbelieving are people that there has been a rash of investigations and a documentary trying to find the reasons why Bolivians refuse to surrender their empanadas. One blog says: "Fast-food represents the complete opposite of what Bolivians consider a meal should be. It has to be prepared with love, dedication, certain hygiene standards and proper cook time."



The Progress of Man

If you fancy a gallows chortle then cast your eyes over this little cartoon. It would be funny if it wasn't true. <http://goo.gl/ThP2t>

Your help needed

Gina Shaw, DSc MA AIYS Dip Irid Dip NH, is a vegan health and nutrition consultant who is doing a research project on diet and blood pressure (BP). It will compare the blood pressure of vegetarians and non-vegetarians and Gina is looking for 2,000 participants. It will involve having a BP reading taken by your GP, pharmacist or with a home BP machine and completing a questionnaire. Gina can be contacted on ginashw@aol.com or by phone – 01626 352765 www.vibrancyUK.com.

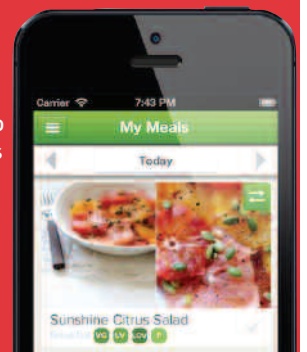
Vegetipple – Android app

If you want to know if a particular brand of booze is vegan, simply select the category on your phone and enter the tipple's name. If you get a green tick you can start working on a hangover. Info is built from the colossal Barnivore vegan alcohol database. Download free at www.barnivore.com/mobile. Only for Android at the moment.



Appi Day

Ven.io – 'a wholesome lifestyle solution' – has produced an interactive iPhone recipe app for vegetarians and vegans based on their taste and things they want to avoid. Dietary restrictions are built into the app and gives access to 500 recipes (and growing). It's making an impact in Canada and the US and can be downloaded free from iPhone App Store.



Stand by for contact

If you want to meet other veggies across the world then VegIntros might rattle your cage. It's free and it's aimed at just about everything – business, joint projects, holiday home sharing, travelling, dating, you name it. It's new so is still building its database and maybe your ideas can help.

Sweet Bobby

A former Met policeman has swapped the nick for pick and mix by opening Britons first entirely vegetarian sweet shop, Sweet Expectations, in Rochester.

John Baldock was brought up on a farm and became vegetarian at the age of 12. "I gave up meat because I loved the animals too much," he says. John then found that his sweet tooth was restricted by dead beetles, extracts of hoof and other animal bits that find their way into some confectionery as gelatine or colouring.

John's solved the problem by using his retirement money to open an animal-free sweet shop. It's as traditional as it comes, with jars of sweeties lined up on shelves and weighed out to order. What isn't traditional is the carnauba wax, beetroot, agar agar and other plant extracts that replace bits of dead animal.



100 Chimpanzees Saved

The US's National Institutes of Health (NIH) were intending to transfer more than 100 chimps to a research facility in Texas, with a track record of fines for animal welfare violations.

Our great US colleagues, the Physicians Committee for Responsible Medicine (PCRM) refused to accept this and along with other groups campaigned for months. It was announced in January that they had triumphed and every one of the animals is to be permanently retired to the Louisiana Chimpanzee Haven sanctuary. At their new home, the chimpanzees will have space to explore and trees to climb and, best of all, will be free of invasive experiments.



Our sincere thanks

- ▶ Heather Eden donated £500 to Viva! in memory of her adored dog, Vippy. Thank you for your kindness, Heather, and truly sorry at the passing of your best friend.
- ▶ The Vegan Cakery raised £40 for us at the Compassionate Derby event recently. Thank you very much indeed.
- ▶ Julia & David Russell raised £250 from opening their Mill Garden in Warwick to visitors. A huge thanks.

Whoops - sorry!

In the last issue of *Viva! Life* Lifestyle we introduced five new ready meals from Rosemary Conley and said that two were vegan. In fact all five are vegan! Order online at www.rosemaryconley.com

My Lidl Pony

The horse meat scandal has really made people think - and encouraged many to choose veggie. Viva! were delighted to team up with ad agency Pulse Group (www.pulsegroup.com) who produced a free film to help even more people dump meat. Called My Lidl Pony, it uses a racing commentary alongside images of beef burgers to highlight both the cruel racing industry and the horse meat scandal. It has been a massive hit on the internet! You can view and share it at www.viva.org.uk/helphorses

Adopt a turkey - then eat it

An organic Scottish farm near West Linton has launched an adopt-a-turkey scheme. Like most adoption schemes, you pay for the animal's board and lodging, visit to see how they're doing and even choose a name. And when Christmas comes, you eat it!

Farm owner, Heather Anderson, says: "Quite a few women want to name their turkeys after their husbands." Freud would have a field day with that!

Sonya MacDonald adopted a turkey for her two-year-old

daughter and said: "What's great is that she'll grow up thinking this is how it should be, that you see the animals happy and free and that they end up on the dinner table." No madam, there is another way - she could learn to respect the turkey's right to life!

More news on page 20



Top: Peppa pig loves visitors. Right: Former Viva! employee, Sam Gould, does her bit on the tractor. Bottom left: Viva!'s Kat Himmel has a chat with Fargo the bull



Love (and a lot of elbow grease) in a Cold Climate

By Kat Himmel (director's pa)

How would we cope? Speculation was rife as Claire Morley, Sam Gould and I prepared for our journey to Viva! Poland's animal sanctuary at Korabiewicach. What could we expect to find in a place that is home to 350 dogs, 16 horses, eight cats, four bears, three goats, three pigs, one wolf and a bull?

How would we three pampered souls, who panic at the sight of snow, cope with persistent amounts of the white stuff and temperatures that average a relatively

balmy -10°C! We had willingly offered our help, but why oh why had we done so in the middle of January... in eastern Europe? So how do all the residents, human and non-human, contend with these conditions day after winter day, we wondered, and how does the organisation cope?

Everyone at Korabiewicach makes it look simple, but that's because they've got a system in place. So precise is it that, suddenly, 350 dogs didn't seem inconceivable. Once we realised that they're all well fed, given ample attention and that their walks are monitored like

clockwork, the idea that the task of looking after them was insurmountable quickly subsided. Given their maltreatment by human hands, all the dogs were remarkably welcoming – as is a dog's way.

The number is constantly fluctuating, as dogs are rehomed – four during our 10 day stint – and new ones are brought in by Viva!'s astounding Intervention Team, who have the legal clout to seize abused or neglected animals.

Making good on our promises to put in some hard graft, we were soon humbled by the warmth, dedication and staggering

achievements of the staff and their network of volunteers in the twelve months since they took over the reins. Under the previous owner it had become hellish for the animals and she is still trying to wrest back control. "She will not succeed," says Cezary Wyszynski, manager of Viva! Poland, with absolute assurance.

Even while he was building Viva! into Poland's pre-eminent animal group, for five years Cezary volunteered at Korabiewiczach and played a pivotal part in compiling the evidence that was used to help Viva! Poland to buy its 30 plus acres, seven buildings and a house.

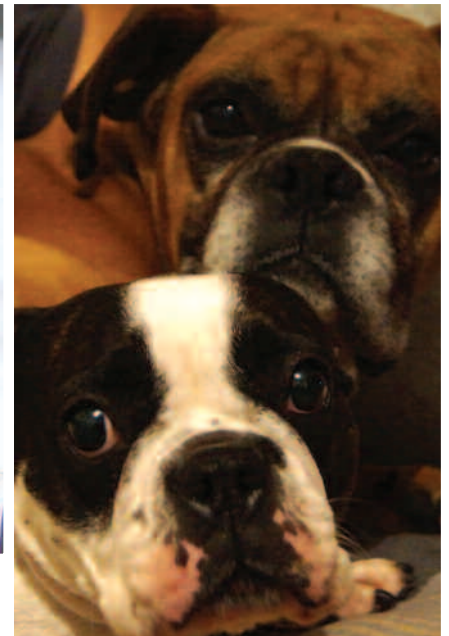
Agata Rybkowska got involved with Viva! Poland at the age of 16 and now at the age of 23 is director of the sanctuary and a veteran of animal rescue. On a skeletal budget, she oversees her core team of stalwarts and an army of weekend volunteers. She remains smiling and indefatigable. 'Remarkable' and 'highly organised' are the words that describe this woman. Workaholic though she is, she could not do what she does without the tireless assistance of the rest of Team Korabiewiczach.

Rafal Polec turns his hand to anything that needs doing; Katarzyna Solecka is the clinic administrator; Magda Slowinska is an all-rounder and part of Viva!'s Intervention Team, as is Pawel Artyfikiewicz; Irena Gu Kowalczyk is full of ideas for promoting adoption through social media (their Facebook page is below) and we'll be helping to translate the pages into English so that the animals receive widespread exposure outside Poland, with a view to generating sponsorship.

Despite having managed miracles in such a short time, and despite a good infrastructure of endless fencing and runs for the animals, there is still a huge amount to do. The clinic is inadequate and under-equipped but essential. Whilst we were there, one of four vets who assists performed four neuters and one spay procedure. Toilet and washing facilities are basic and there are no water taps in the dogs' runs. Drinking water has to be delivered to each one in a huge vessel hauled on the tractor. The house, essential to accommodate volunteers, is in disarray.

Funds are desperately needed as we are determined to help carry out these improvements to ensure Viva! Poland can continue to provide the devotion these traumatised animals need.

You might want to ponder a working holiday at Korabiewiczach or perhaps make a contribution to help them – just a few pounds will provide warm straw bedding for three or four dogs! You can donate via Paypal to korabiewice@viva.org.pl. Check them out on www.facebook.com/Schronisko.w.Korabiewiczach



Top, Borys, who will eventually go to a huge sanctuary. Centre, some of the sanctuary's 350 dogs. Bottom, Viva!'s Clair Morley with Kasia



Meet Some Polish Friends

Meet some of the animals from Viva! Poland and help raise vital funds for their upkeep and the important work of Viva! in the UK and Poland. Words and pictures by Claire Morley, deputy director's PA

Ofilia the horse

Viva! Poland was initially set up to help end the transport of horses to Italy for meat. We slashed it and 70,000 fewer animals faced that horrendous ordeal. Ofilia, along with her 15 horse friends, are now able to live a life free from the threat of the slaughterhouse – which is where she was headed. Ofilia loves the freedom of the sanctuary, with fields to roam, specialist veterinary care and a warm stable at night, Ofilia really is one of the lucky ones.



Adopt one of these animals for just £18 per year and receive email updates about their progress

Borys the bear

Borys is one of four bears at the sanctuary. He arrived here after years of cruel treatment in a circus where he was forced to perform. Thanks to the sanctuary, Borys is now able to live a life free of cruelty with specialist care. He does Viva! proud by refusing to eat any animal products at all but he loves his fruit and veggies! Such a gentle giant, he surprises everyone with his soft nature, especially after the abuse he has suffered from humans.



Peppa pig

Peppa was born on a farm in Silesia, Poland – small, skinny and unwanted by the farming industry. A permanent home was found for her at the Viva! Poland animal sanctuary where she now enjoys the great outdoors with her new found goat and human friends. Peppa is extremely friendly, loves human company and a tummy rub, at which she grunts with satisfaction. Peppa was received at Korabiewiczach with open arms and lights up everyone's day, all who meet her never want to eat pigs again.



Beton the goat



Beton, like many goats in Poland and the UK, was another cog in the farming industry. His female mates were to be used for milk production but Beton was destined for the slaughterhouse to be used as meat. Luckily Viva! Poland intervened and now Beton lives a peaceful life free from the prospect of pain and suffering with his two female friends. He adores Peppa pig, Fargo the bull and the 16 horses at the sanctuary.

Fargo the bull

Fargo has lived at the sanctuary for years and appreciated the fresh start when Viva! Poland took over in February 2012. His conditions have now improved beyond recognition. Fargo goes entirely against the bull stereotype for despite his enormous size he is a warm and friendly chap. He loves the outdoors and spending time with his dearest friends, Peppa and the goats.



Korabiewiczach animal sanctuary www.shronisko.info.pl

Texa the dog

Texa is a beautiful girl and her eyes hold a thousand tales of a past life we can only guess at. She is just one of 350 dogs at the Korabiewiczach sanctuary. Texa was found weaving in and out of traffic, lost and afraid. Luckily, her hunger overcame her fear and the Viva! Poland team were able to take her to safety. She was riddled with worms, covered in ticks and her intestines were full of plum kernels – the only way she could survive. Now, safe, Texa would like nothing more than your adoption.



In fact, all of these animals would love you to adopt them. Not only will you directly fund their keep, you will also help fund the vital campaigns of Viva! UK.

Please send a cheque or postal order for £18 (payable to Viva!) with your name, address and email as well as the name of the animal you would like to adopt. Send to Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH. Alternatively call 0117 944 1000 (Mon-Fri, 9-5).



"I have used Nikon since I was a young boy, fascinated by nature and wildlife. I always saw Nikon as a company close to nature but I was wrong. I do not understand and cannot agree with their support for trophy hunting which sends out entirely the wrong message to global photographers who love nature. Wildlife needs protecting now more than ever. I urge the company to end its support for trophy hunting." Stefano Unterthiner, Wildlife Photographer of the Year 2008



Never a Nikon

Shooting wildlife with a lens and a gun

By Justin Kerswell, campaigns manager

Many wildlife photographers use Nikon cameras. Their latest catalogue shows a beautiful photo of two polar bears touching noses with the line, 'Nature is full of moments of timeless beauty, to be captured before they are gone forever.' Nikon should know because they are contributing to their disappearance.

A Viva! investigation has uncovered that Nikon not only facilitate the shooting of wild animals with cameras – they also do it with guns. The hypocrisy of this global company is one they have fought hard to keep from UK consumers.

Nikon declares that wildlife should be celebrated while producing riflescopes and other hunting equipment to enable people to kill those same animals. Most of their market is in the US where Nikon produce riflescopes designed for turkey hunting and one called the Coyote Special. They say they are "... proud to introduce the first line of riflescopes built specifically for predator hunters".

Nikon also produce a rifle scope specifically designed for killing 'large game' – the Monarch African. They boast: "Africa has long been a continent of dreams for hunters around the world. For those seeking their dangerous game adventure on the Dark Continent."

Trophy hunters have contributed to a massive 50 per cent decline in lion populations in the past three decades and lions may soon be declared an endangered species.

With just a trace of embarrassment, they have recently renamed their hunting website to one called 'sports optics,' have dispensed with the photos of grinning hunters holding up dead animals but still sell the same riflescopes.

Nikon still sponsor hunting and in 2012 declared they were proud to be a strategic partner with Texas Trophy Hunters. Jon B. LaCorte, Sr Product Marketing Manager, praised the organisation as being a "... testament to the passion that drives us in a sport we hold so rich with tradition (Sic)."

On the other hand they say: "Nature is a gift to be appreciated, treasured" and at the same time do their best to obliterate it.

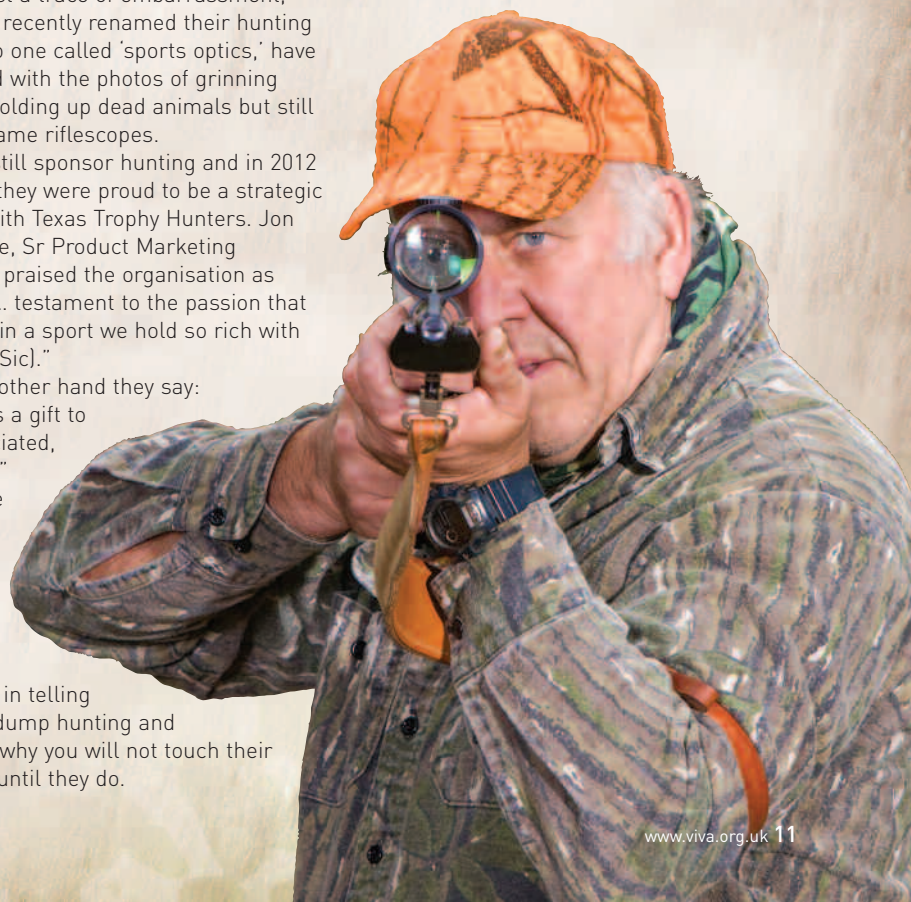
Join us in telling Nikon to dump hunting and tell them why you will not touch their products until they do.

Complain to Nikon:

Online: www.viva.org.uk/nikon

Phone: 0330 123 0932

Write: Nikon UK Limited,
380 Richmond Road, Kingston upon
Thames, Surrey KT2 5PR



Reindeer meat...

turns the snow red

By Justin Kerswell,
campaigns manager

Producers call it 'exotic,' the media jokes about it as 'Rudolf pâté' and Harvey Nichols, Fortnum & Mason and even Lidl try to cash in on it. But the new push to sell reindeer meat is devastating some truly magnificent wildlife.

Viva! has been successfully campaigning for years against the sale of wildlife as 'exotic meat' but reindeer steaks and pâté carry a cruelty double whammy. It isn't just the reindeer who suffer but wolves and bears, lynxes and other beautiful animals.

Along with Scandinavian wildlife groups, Viva! has played a major role in highlighting the fate of large predators killed to protect reindeer herding. And the greater the sales of reindeer products, the greater the destruction of wildlife.

These magnificent predators are simply not tolerated in large parts of Northern Scandinavia and are shot on sight. In Sweden, wolves in the south are essentially marooned and without an influx of new blood face possible extinction through inbreeding.

With staggering stupidity, in February, the Swedish government announced the launch of a two-week open season for killing wolves. They say it is to remove genetically inferior stock. Will hunters demand to see a copy of a wolf's genome before killing it? And how will their failing genes be refreshed? The country is hardly teeming with them as the estimated population is 270 animals!

Sadly, it isn't just Sweden as large

predators are also under threat in parts of Siberia, where there is a reindeer industry and hunting is encouraged by the authorities. It has led to a decline in wolves, wolverines and foxes. Many see them as pests that should be eliminated and calls to use snares, poison and traps are being heard.

We know from past campaigns what the outcome of vilifying wild animals will be. In Australia, when kangaroo killing was turned into an industry, the numbers of those species targeted plummeted. It can – and has – led to extinction.

Reindeers are semi-domesticated but are essentially still wild animals and suffer greatly as rearing intensifies. Snowmobiles, helicopters and motorbikes replace

traditional herding and cause acute stress as does capture and transportation – so severe that their muscles can waste away.

Harvey Nichols sells reindeer pâté alongside worm lollies and chocolate ants – oh what a jolly jape! Not so jolly when pregnant bears and wolves are slaughtered as a result. Once budget stores such as Lidl start to popularise reindeer meat the problems will be exacerbated. That is why campaigning against so-called novelty or exotic meats is not a niche pursuit – it is quite literally a fight for survival for many of the world's surviving wild animals.

**Get active online at www.viva.org.uk
or contact us for sample letters on
0117 944 1000.**





Viva! fighting cruelty:

Foie gras update



Viva! have again exposed the horror of *foie gras* production with new footage from France, the country with the largest output. Working in association with our French colleagues, Stop Gavage/L214, we have sent cameras into the sheds of producer Labeyrie to show distressing scenes of ducks being force-fed huge amounts of grain with pneumatic pumps.

This company has introduced a new device to incapacitate the birds and prevent them from taking any evasive action. Automatic bars descend and pin the ducks to the floor of the cage. There is no escape and the workers grab each one in turn and thrust a pipe down his throat and into his stomach.

Online giant Amazon declares it has an ethical policy and won't allow whale or dolphin meat to be sold on its pages but it has no such qualms about *foie gras*.

Producers queue up to offer this diseased product under the Amazon banner, some from this very same unit that Viva! has exposed.

What ethical retailer would support such cruelty?

Viva!'s campaign for a *foie gras*-free Britain continues to grow, with a successful Day of Action being held on the run-up to Christmas (see box overleaf). We are continuing to push politicians for a ban and are now taking the fight online by challenging the largest internet seller of them all!

Tell Amazon to dump *foie gras*! Details about how to get active online can be found at www.viva.org.uk/amazon or contact us for a free action pack on 0117 944 1000.



The story so far

- 2004** Viva!USA helps get bill passed to ban production and sale of foie gras in California.
- 2006** Lidl dumps foie gras after Viva! pressure.
- 2007** First Day of Action against foie gras. Half a million leaflets and posters have now been printed.
- 2008** Viva! secure support of Prince Charles and Ken Livingstone.
- 2009** Selfridges take foie gras off the shelves. Scotland's First Minister removes it from official menus.
- 2010** Viva!'s film of foie gras production sent nationwide.
- 2011** Thomson Cruises and Bath Council go foie gras-free.
- 2012** On-going campaign to get BBC to dump foie gras from cookery shows.
- 2013** Viva!'s new exposé targets Amazon online.

“Thanks to the hundreds of Viva! supporters who took part in our Christmas action against *foie gras*! Tens of thousands of leaflets and postcards have been door-dropped and sent to restaurants and businesses, and some are removing this hideous product from their menus. We’ve been swamped by requests for more information and packs to get active so the effects are already being seen – another step in the fight for a *foie gras* free Britain!”
Liam Nolan, Viva! Campaigns Assistant and Groups Coordinator



Viva! WINE CLUB

TEMPTED BY A TIPPLE OR TWO?

Viva!'s Wine Club stocks over 200 types of wine, beers, spirits and cordials – all vegan, organic and lovingly sourced from independent vineyards around the world. Our wine is free-from hidden nasties such as gelatine (from pig or cow bones), isinglass (fish swim bladders), egg white and milk protein, so you can enjoy a cruelty-free glass of the good stuff. Choose from three different cases of 12 bottles designed for Viva! to suit every occasion.



Viva! Easy Drinking Case

Highly quaffable and affordable, this case is a great introduction to vegan-organic wine.

£76 plus £6.95 delivery*

Whites: La Nature Le Blanc (France), Airen Camino Blanco (Spain), Fair for Life Chenin Blanc 'Moonlight Organics' (South Africa)

Reds: La Nature Le Rouge (France), Tempranillo Camino Tinto (Spain), Fair for Life Shiraz 'Moonlight Organics' (South Africa)

Choose from: a) 12 White b) 12 Red c) Mixed (2 bottles of each)

Viva! Entertaining Case

Wow your friends with this superb mix of crowd-pleasing wines. Easy drinking wines that will suit a range of palates.

£86 plus £6.95 delivery*

Whites: Era Pinot Grigio (Italy), Caylus Cotes de Gascogne (France), Fair-trade Ventura Chardonnay (Chile)

Reds: Era Montepulciano d'Abruzzo (Italy), Señorío de Landibar (Spain), Fair-trade, Carmenère Ventura (Chile)

Choose from: a) 12 White b) 12 Red c) Mixed (2 bottles of each)

Viva! Special Occasion Case

A superb selection of wines for that special occasion that everyone will enjoy.

£99 plus £6.95 delivery*

Whites: Entre Deux Mers Chateau La Blanquerie (France), Rioja Blanco 'Noemus' (Spain), Prosecco Era (Italy)

Reds: Chateau La Blanquerie Rouge (France), Rioja Tinto 'Noemus' (Spain), Malbec Caligore (Argentina)

Choose from: a) 12 White b) 12 Red c) Mixed (2 bottles of each)

WWW.VIVA.ORG.UK/WINESHOP

Or order on 0117 944 1000 (Mon-Fri, 9-5)

Life Science



Viva! Health unravels scientific research and makes it easy to understand. Here we update you on the latest...

By Veronika Powell MSc, Viva! Health Campaigner

Love your lentils

A new study suggests that eating pulses (beans, lentils, chickpeas, peas, etc) on a regular basis can prevent metabolic syndrome – characterised by being overweight or obese with the accumulation of fat mainly around the waist, raised blood pressure and increased fat and sugar levels in the blood (considered to be pre-diabetic).

In the study, people who consumed the most pulses (around 2.5 portions per week) had lower blood pressure, blood sugar levels and a better ratio of bad versus good fats in the blood than those people who consumed less. Researchers calculated that these people had 75 per cent lower risk of developing metabolic syndrome.

Hosseinpour-Niazi, S., Mirmiran, P., Amiri, Z., Hosseini-Esfahani, F., Shakeri, N., Azizi, F., 2012. Legume intake is inversely associated with metabolic syndrome in adults. *Archives of Iranian Medicine*. 15 (9): 538-544.



Mercury rising

The journal *Environmental Research* published a study investigating the effects of fish consumption on children's health. It confirmed that regular fish intake is responsible for increased levels of mercury in the blood. Even though the levels of fish consumed by children were below the potential risk level, researchers found that they had disrupted hormone (adrenocortical) function that may result in the development of physical and psychological disorders. These fish-consuming children also had elevated markers of inflammation, which are a sign of the body's emergency response in trying to fight infection.

The authors also pointed out that children are more sensitive to environmental pollutants than adults and this is the first study of its kind. The results will probably have broad public health implications.

Gump, B.B., MacKenzie, J.A., Dumas, A.K., *et al.*, 2012. Fish consumption, low-level mercury, lipids, and inflammatory markers in children. *Environmental Research*. 112: 204-211



Thyme Tea

This delicately flavoured loose tea is made from the leaves and flowers of organic wild thyme grown on ancient Armenian mountainsides. It helps to stimulate and rejuvenate your senses.



Slim & Fit Tea

This traditional drink is made with a blend of organic green tea, herbs and spices. It is rumoured to aid digestion, reduce appetite and increase metabolism.



Red Espresso

Red Espresso is simply 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.



LSA Tall Jug

This 1.9 litre, handmade, mouth-blown jug simply oozes style. It can be paired with any of the glasses in the range to make a great table setting or a stunning gift.



Rosella Flowers

Pop one of these gorgeous, edible flowers in a glass of fizz and watch it open up to reveal its full beauty. The syrup adds a gentle flavour note and a soft pink hue too.



Cacao & Cinnamon Kale Chips

This delicious, very moorish snack not only tastes good, it does you good too! Made from dehydrated kale with cashew, cacao, palm sugar, cinnamon and vanilla.



Agnelli Copper Pans

Our premium quality, Italian made 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.



Syrups

Give your taste buds a wake up call with some of our zingy syrup flavours. Try them in hot and cold drinks, drizzled over ice cream and as a cooking ingredient.



Salad Sprinkles

Instead of salt and pepper, try these delicious, raw sprinkles to add flavour and texture to salads and hot vegetables and just about anything that benefits from seasoning. Suitable for most dietary requirements.



LSA Long Drink Glasses (set of 4)

Glasses (set of 4)

These handmade, mouth-blown glasses will grace any table. They can be matched with jugs and other glassware in the same range.



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.



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

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

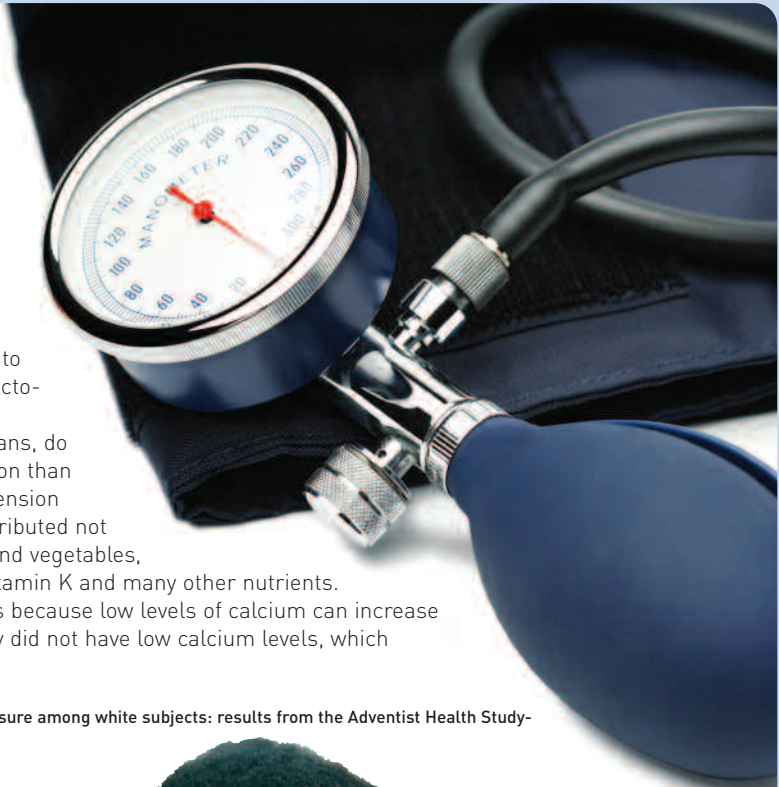
Take the pressure off

Many studies have found that vegetarians have lower blood pressure than the population at large but the latest one decided to look at a geographically diverse population containing vegans, lacto-ovo vegetarians and omnivores.

The research team concluded that vegetarians, especially vegans, do have lower blood pressure and suffer less often from hypertension than meat-eaters. Vegans were also less likely to have to take hypertension drugs than vegetarians and meat-eaters. These results were attributed not just to lower average weight but also to a higher intake of fruit and vegetables, nuts and wholegrains resulting in increased amounts of fibre, vitamin K and many other nutrients.

Researchers also tested calcium levels of the study volunteers because low levels of calcium can increase blood pressure. However, they found that the vegans in the study did not have low calcium levels, which demonstrates that they get enough calcium from plant sources.

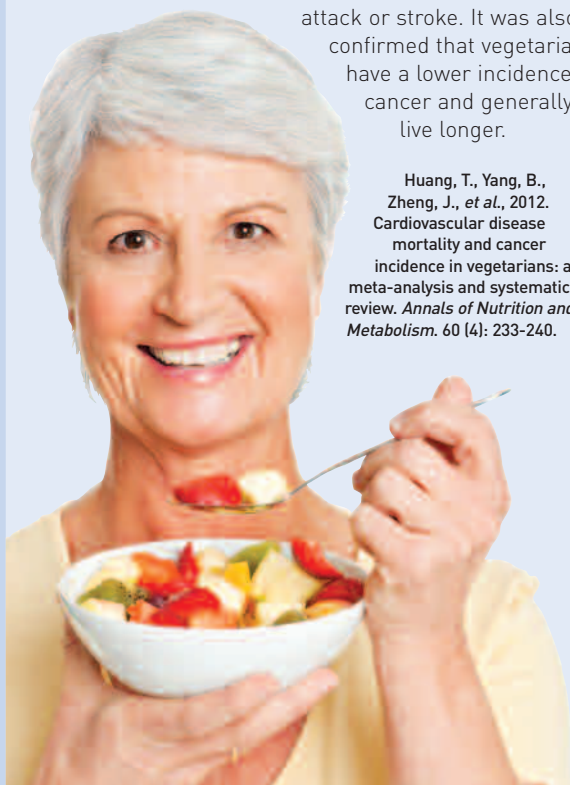
Pettersen, B.J., Anousheh, R., Fan, J., *et al.*, 2012. Vegetarian diets and blood pressure among white subjects: results from the Adventist Health Study-2 (AHS-2). *Public Health Nutrition*. 15(10): 1909-1916



Beating hearts and beating cancer

An analysis of studies of over 124,000 people investigating vegetarian lifestyle, cancer risk and heart health, revealed very interesting facts. It was found that vegetarians are at a lower risk of heart disease and death from heart attack or stroke. It was also confirmed that vegetarians have a lower incidence of cancer and generally live longer.

Huang, T., Yang, B., Zheng, J., *et al.*, 2012. Cardiovascular disease mortality and cancer incidence in vegetarians: a meta-analysis and systematic review. *Annals of Nutrition and Metabolism*. 60 (4): 233-240.



Allergic to junk

A new study has found a possible link between junk food and an increased risk among children of developing asthma, eczema and some childhood allergies. The massive research involved more than 319,000 teenagers from across 51 countries and more than 181,000 children (six to seven years old) from across 31 countries.

The results suggest that eating fast food three or more times a week could lead to developing asthma, eczema and rhinoconjunctivitis (a condition characterised by runny or congested nose, sneezing, itchy and irritated eyes). Teenagers who ate three or more servings of fast food were 39 per cent more likely to suffer from severe asthma, while in younger children the risk was 27 per cent.

On the other hand, children who ate fruit three or more times a week were 15 per cent less likely to develop the above health issues. The study did not differentiate between the types of junk food but the authors stated that the link is likely to be related to the higher content of saturated fat, trans (hydrogenated) fat, sodium and sugar levels in fast food and probably also preservatives.

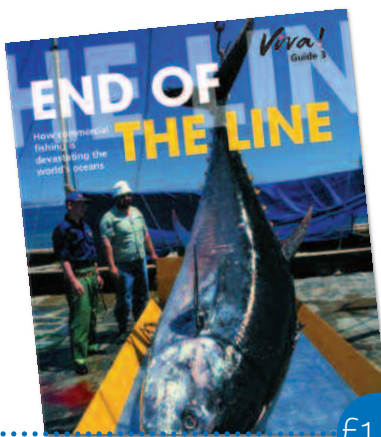
Ellwood, P., Innes Asher, M., García-Marcos, L., *et al.*, 2013. Do fast foods cause asthma, rhinoconjunctivitis and eczema? Global findings from the International Study of Asthma and Allergies in Childhood (ISAAC) Phase Three. *Thorax*. Jan 14 [Epub ahead of print]

Be a know-it-all

With Viva!'s superb range of guides

They're compact, they're colourful and they're easy to read. These little digests take important issues and turn them into page-turners. They all have one thing in common – the information and advice they contain is based on hard science.

All the references are listed. You need never again be stuck for an answer on any of these important issues. Any doubts or questions you might have are answered because each guide is fully comprehensive. Prices include postage and packaging.



£1.50

End of the Line Tony Wardle

Over-fishing, fish farming, by-catch and political betrayal – it's all here. The cries to save our seas are still being ignored while fish farming is not the cure it pretends to be but is part of the problem.



£1.50

Wheat-Eater or Meat-Eaters Amanda Woodvine MSc (Nutrition)

Did evolution intend us to eat plant foods or animals or both? With an anatomy chart of carnivores, herbivores, omnivores and humans, the message is clear – we eat animals at our peril!



£2.40

Viva! Kids' Cook Veggie

Bright and colourful help for seven to 17 year olds. Easy-to-follow recipes for breakfast lunch and dinner. Learn how to cook great foods such as bean burgers, fishless fish and chips, cheese cake and pancakes.

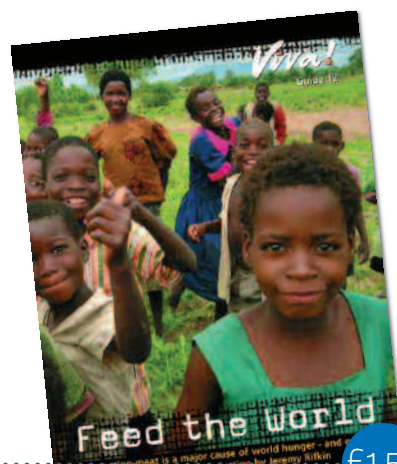


£1

Nutrition in a Nutshell

Juliet Gellatley BSc, Dip Nut Med

Your questions about protein, iron and calcium answered. Where to obtain all the vitamins and nutrients you need. Why plant foods provide the best health – includes handy vitamin chart.

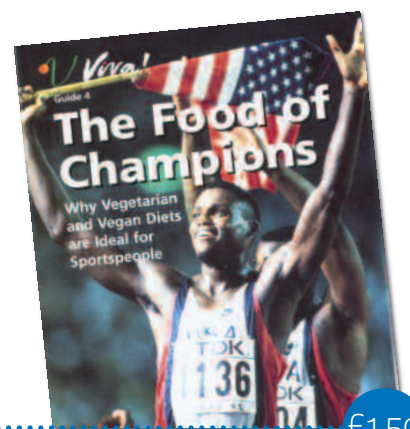


£1.50

Feed the World

Introduction by Jeremy Rifkin

Who in the world is hungry. Why are developing countries in debt? And why is factory farming a disaster for them? There are several reasons but meat and dairy production is high on the list.



£1.50

The Food of Champions

Laura Scott MSc (Nutrition)

Why vegetarian and vegan diets are ideal for sports people – and a list of famous veggie athletes to prove the point. Includes easy meal ideas. Introduction by Dr Christine Fenn.



£1.50

Your Health in Your Hands

Dr David Ryde & Tony Wardle

How diet influences many common diseases. A review of the research shows that a veggie diet is the healthiest you can get.



£1.50

Martin Shaw Cooks Veggie

A Viva! favourite! Delicious collection of animal-free recipes from TV's popular actor. Ideal for pros and novices alike.



£2

Stop Bugging Me

Amanda Woodvine MSc (Nutrition)

What are the nasties that give you food poisoning – bacteria, viruses and superbugs? Guess what – nearly all come from animal farming and are carried in meat and dairy (and fish). Steps you can take to avoid them.



£1.50

Planet on a Plate

Tony Wardle

At the heart of almost every environmental disaster is livestock production. Global warming, soil erosion, loss of forests and chemical pollution – it's all here. A strong case for an immediate change in global diets. (Tony's fully referenced environmental report, *Diet of Disaster*, is available from our online shop).



£1.50

Matter of Life and Death

Juliet Gellatley BSc, Dip Nut Med

Exposes the truth behind modern farming and slaughter. Accessible, fascinating and examines the treatment of most farmed animals. Colour pictures throughout.



£1.50

Justice Denied

Tony Wardle

A personal view of the the link between human and animal suffering and how it threatens the world. How justice is still being denied to the most vulnerable inhabitants of our planet.



£1.50

It's Easy to be Dairy Free

Pocket-sized shopping advice for new vegans, including why dairy damages your health.

See page xx for the launch of Viva!'s great new L-Plate Vegan



£1.50

The L-Plate Vegetarian

The ideal eating guide for teens and new veggies. Not recipes but a guide to quick lunches, main meals and all that supermarket shelves have to offer, including ready-made meals.



£2.30

The Soya Story

Dr Justine Butler

Soya's bad for you? No it's not – it's extremely good for you and all the scientific evidence is here, including its beneficial effect on many diseases. Plus some superb soya recipes.

Special Offer

All prices include post and packing and to help you hone up your knowledge, you can choose any five guides and pay only £6 (inc p&p.). Quote 'vivalife 52 offer'.

How to Buy

By web: www.vivashop.org.uk
 By phone: 0117 944 1000 (Mon-Fri, 9-5)
 By post: Viva! Shop, 8 York Court, Wilder Street, Bristol BS2 8QH
 By fax: 0117 924 4646

Payment

We accept cheques (payable to Viva!), postal orders, cash and all credit and debit cards, including Visa, Mastercard, Switch, Delta and Solo.

Continued from page 7

Quote of the Week

A supporter rang to say she had seen live lobsters for sale in Harrods – definitely alive because they were moving. She tackled the assistant who said: “Because they’re on ice they’re sedated. They enjoy it!”

Raffle Winners

The lucky winners of Viva!’s Christmas raffle are:
£1,000 – Mr Robert Porter of Littleborough
£300 – Ms Zoe Edden of Hove
£100 – Ms Carolyn Ketchum of Battle

The five runners up were: Mrs A M Bell of Gloucester; Mr B Hills of Ely; Mr I Baines of London SE3; Mrs M Whewell of Inverurie; and Mrs R Chick of Horsham. Each received a selection of goodies from Cocoa Loco, Seggiano and Viva! Wine Club.

Fundraising Film

You can view a new, short but very powerful Viva! fundraising film on www.viva.org.uk/film/donate. It goes right to the heart of what we do and was professionally made at a very low cost. Please share with friends and family.

Bloggin’ It



If you’re looking for cookery inspiration and fantastic recipes there are three blogs that will do the trick. Two come courtesy of passionate Viva! staff and the other is long-time activist and Viva! supporter, Sue Daniels.

www.lotsofnicethings.com from Viva!’s own Helen Rossiter – gorgeous recipes and crafts. Helen is an endless fount of food inspiration and experimentation as well as being an ace crocheter.

Veggie Sue’s Recipes – on Facebook – everything from Vegan Lemon Meringue Pie to an award-winning Tomato & Mushroom Roast. And Bakewell Tart.... lovely stuff
www.facebook.com/pages/Veggie-Sues-Recipes/209686565809111

www.justbloggs.wordpress.com from Viva!’s own Justine: cook, and witty, self-confessed ‘slightly grumpy old vegan scientist.’ Thousand Island Tofu Rosso or Chocolate & Lime Cupcakes with Coconut Milk give you some idea.

The Unseen Judge Deed

The extraordinarily talented vegan TV producer and writer, G F Newman, contacted us to say that the two banned episodes of his great drama, Judge John Deed, can now be seen on YouTube – **www.youtube.com/JJDfan**. From season 5, they are One Angry Man (banned after a single complaint) and Heart of Darkness (banned because of its treatment of the MMR argument). Gordon says: “You might like to see them before someone in the BBC Compliance Dept finds them and tries to take them down.”

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

Special Viva! Health Report

Menopause madness

Are you a hostage to your hormones?

Up to 70 per cent of British women experience menopausal symptoms, with many feeling unable to tell their partners. Juliet Gellatley, founder & director of Viva! and nutritional therapist, says don't suffer in silence. She explores the science to see what remedies work and whether HRT deserves its bad press

There are two passionately opposed sides on the theory of menopause. One claims it is entirely natural and its symptoms are part of a fear campaign to promote hormone replacement therapy (HRT); that most symptoms may be just part of the ageing process; and that psychological symptoms may be due to the stresses of middle age, such as children leaving home. They tend to promote alternatives to HRT such as herbs and supplements based on soya and red clover.

The other camp believes that symptoms are due to the disruption and depletion of sex hormones and that HRT has a place. For some women this may mean saving their sanity, or so it feels. They also claim that although natural, the menopause only became a problem because life expectancy increased. Women never used to live long

enough to experience it so evolution never prepared us for it. Their conclusion is that balancing sex hormones with HRT is therefore as important as giving insulin to a diabetic.

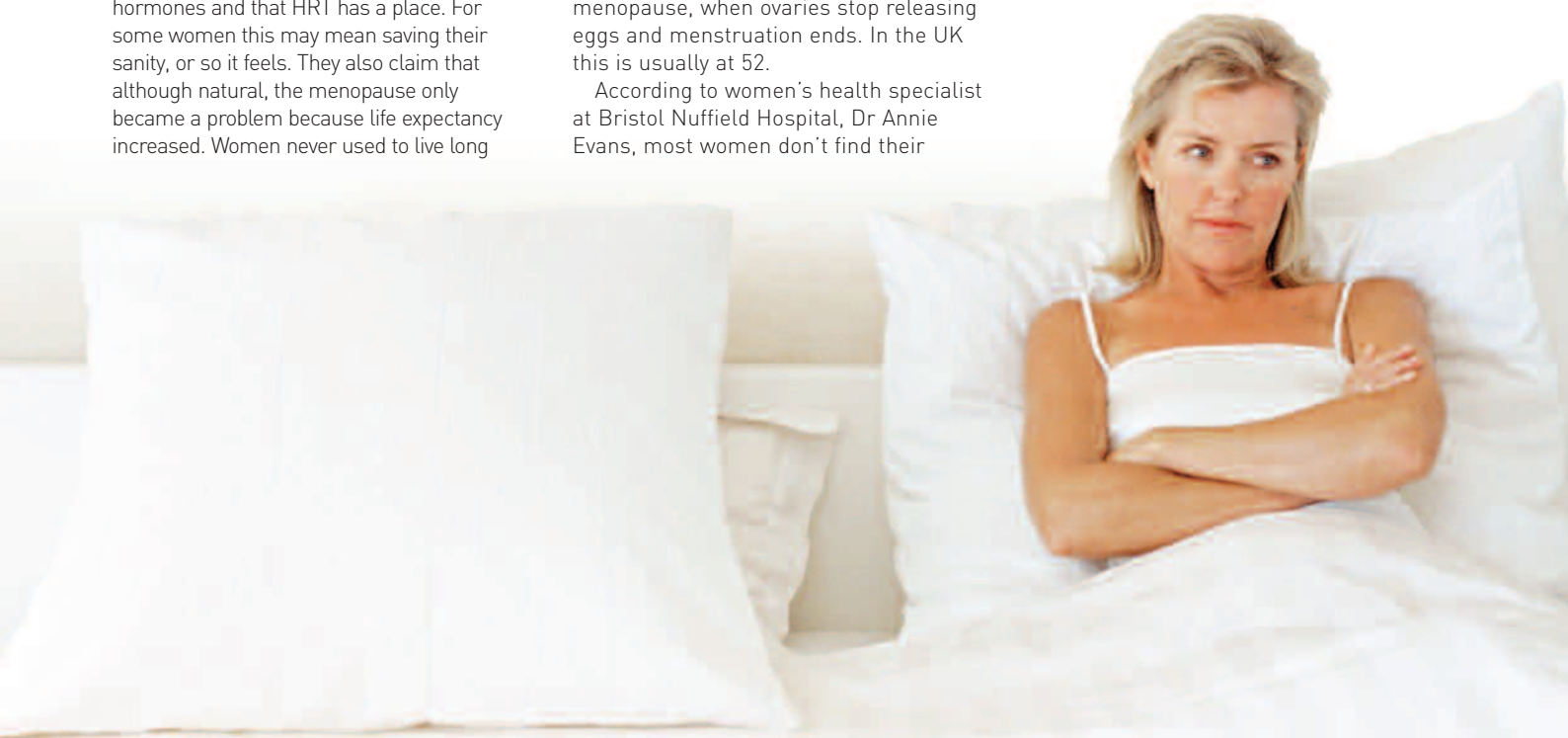
I've scoured the science, looked at the safety and efficacy of foods, supplements and HRT and talked to nutritional clients to get at the reality and there is right on both sides.

The perimenopause is when a woman's ovaries gradually begin to produce less oestrogen and usually starts in her forties, but can be earlier. It can last months or be protracted for 10 years but the average is four years – until the menopause, when ovaries stop releasing eggs and menstruation ends. In the UK this is usually at 52.

According to women's health specialist at Bristol Nuffield Hospital, Dr Annie Evans, most women don't find their

periods ending suddenly in their early 50s but instead, they experience menstrual irregularity, perhaps heavy, painful periods and increased premenstrual symptoms such as breast tenderness, joint aches and headaches. She says: "To make matters worse, other symptoms such as irritability, aggression, weepiness, panic attacks and forgetfulness often kick in and have led to women mistakenly being treated for depression."

Perimenopause can make life a misery but often, symptoms are not properly



explained when just a slight adjustment to their hormone balance could make women feel and function more normally again.

Many are left feeling that their symptoms are 'all in the mind' because they are too young for the 'change.' This is true of my client Katherine Hough, 46, who told me:

"I always thought of myself as a copier, the one who organised and propped things up! I've run my own business, have three children and two dogs. When I hit 44, I felt like crying at the tiniest thing, became unreasonable with my husband and panicked when he went away for work. I knew it was illogical but couldn't control my feelings and PMT got much worse.

"I went to my [male] GP who said I was too young to be menopausal and gave me antidepressants, which didn't help but just made me feel slightly distanced from my feelings. Months later, I asked to see a female GP, who had a different attitude. She gave me HRT, which worked within three months. I improved further after seeing you, improving my diet and exercising. My energy levels have soared and I am me again, warts and all, and boy am I (and my family) grateful!"

Symptoms of the perimenopause can include:

- ▶ Shortening of menstrual cycle, erratic, increased or decreased length of bleed.
- ▶ Altered bleeds: spotting, clots, heavy bleeds or 'flooding', dark 'tarry' bleeds, mid cycle bleeds, very painful bleeds.
- ▶ Overwhelming tiredness, insomnia, poor quality sleep and recurrent waking, not related solely to night sweats.
- ▶ Headaches and migraine (especially premenstrual/menstrual).
- ▶ Night sweats (often drenching) may occur before daytime hot flushes.
- ▶ Joint aches, especially on waking, including hips, knees, shoulders, hands and feet.
- ▶ Cyclical breast tenderness, fluid retention and bloating before periods.
- ▶ Palpitations (often occurring alongside hot flushes).
- ▶ Bladder irritability, urgency, need to get up at night to pass urine.
- ▶ Loss of libido and interest in sex or difficulty with arousal and desire.
- ▶ Inability to multi-task, poor concentration and forgetfulness leading to 'list making,' driving in the wrong direction, losing the point of what you were saying, inability to remember names.
- ▶ Loss of emotional control (crying at sad films etc).
- ▶ Declining feelings of self-worth.

Source: www.drannieevans.com/The-Perimenopause.html



“My energy levels have soared and I am me again, warts and all, and boy am I (and my family) grateful!”

Vegan diet, stress and the menopause

A woman's sex hormones fluctuate throughout her life and perimenopause is similar to puberty in that hormones vary more widely than normal. According to Marcy Holmes, NP, Certified Menopause Clinician: "What's not normal is for the fluctuations to become so extreme that they make your life miserable. That's not perimenopause, that's hormonal imbalance!"

Apart from oestrogen and progesterone declining at menopause, there are also changes in the ratio of hormones. "Fortunately, our bodies have back-up systems to compensate but the effects of poor diet, chronic stress, lack of sleep, too little exercise and environmental toxins often undermine them and our sex hormones can get pushed out-of-sync. The problem tends to escalate over time, unless you offer your body the support it needs."

This is where a vegan diet and de-stressing your life come in! For at least 12 years after the start of menopause, ovaries produce declining amounts of oestrogen. Adrenal glands start to produce

oestrone, which works alongside the declining ovarian oestrogen so it's important your adrenal glands are not compromised by chronic stress.

Oestrogen and progesterone are steroid hormones made from cholesterol which is produced in the liver. Testosterone (yes, women have some albeit less than men) and the stress-hormone cortisol are also steroid hormones. We have to balance their production depending on our needs.

Nutritional therapist and author, Natalie Savona, explains that if you are under stress, your body produces high levels of cortisol to cope, at the expense of the other hormones and so there is an imbalance. This is why sex drive diminishes when you are stressed, because the body produces less testosterone which controls sex drive.

If you are stressed during peri- or post-menopause, your adrenaline glands will find it hard to produce its version of oestrogen, making symptoms worse. In addition, an unhealthy diet ensures the body does not have the raw ingredients it requires to produce the right amounts of hormones.

Natalie says: "Stress also places a greater demand on the body's nutrient

Continued on page 40

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

VEGETARIAN SHOES[®]



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

Order Direct Online
www.vegetarian-shoes.co.uk

ethicalWARES

cruelty free footwear & accessories



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



Caegwyn, Temple Bar
Felinfach, Ceredigion
SA48 7SA

☎ 01570 471155
✉ vegans@ethicalwares.com

www.ethicalwares.com



The Hypocrisy of Horse Meat

Tony Wardle has seen the horse meat trade at work and says it is a symptom of a much bigger problem

Viva! can take some of the blame (or credit) for the current horse meat scandal, during which not a single word has been spoken about the welfare of the horses involved. Ten years ago we discovered that 100,000 horses annually were being shipped from Poland to Italy by road, often in dilapidated lorries with a single driver. Journeys were sometimes taking days with the horses not rested, fed or watered for the entire time.

Veterinary inspection at Gorizia, the port of entry, was abysmal and the horse's suffering would often continue as far as Sicily, where some would have to be dragged from the transporters with chains as they were incapable of standing. Other horse transporters from further east – Lithuania, Latvia and Belarus – were transiting through Polish check points without hindrance from Polish vets.

No one gave a damn – not the Polish or

Italian authorities, not the dealers, not the handful of EU inspectors and certainly not the vets. This disinterest wasn't specific to horses but reflects their attitude to all live animal transportation. They see themselves as part of the industry and there to facilitate it not censure it.

We decided that this appalling abuse of animals had to be challenged and so opened offices in Warsaw to campaign against the trade. We filmed in Polish

markets where the horses were bought and watched them being nervously loaded onto the long distance transporters with no sign of food or water and no partitions between them.

The German Group, Animals Angels, worked with us and filmed these transporters along the route, recording on camera the injuries, death, despair and sickening abuse of the animals. Viva! cut this footage into a heart-breaking film and used it as the central plank in our Polish campaign. It shows scene after scene of abuse and despair and can be viewed at www.viva.org.uk/campaigns/horses/view Journey to Death. You'll need a strong stomach.

One sequence sums up the utter disregard that was allowed to flourish without sanction. It shows a transporter arriving at a 'rest' station in the Czech Republic, pulling in out of the dark and lowering its tailgate onto a dimly-lit wooden platform. Some of the horses are down and have to be made to stand as excreta pours out of the back of the lorry. One by one they are led away with about 10 others and disappear into the dark, trembling and obviously exhausted.

Attention then focuses on a pile of what looks like excreta furthest from the tail gate and after minutes of vicious prodding it suddenly moves and reveals itself to be a little grey mare. As the filth pours down her body, vicious cuts can be seen from where she has been trampled – possibly for hours – in the swaying lorry. She is clearly close to death and is also removed, shaking and quaking but collapses when she is forced down a ramp. She remains there for a further six hours until euthanised by a vet – no one was prepared to foot the bill for a night call out. We were not aware of this until afterwards.

The other horses, despite their condition, are immediately reloaded without rest, food or water. The little grey mare, who died in such appalling circumstances, became the centrepiece of our campaign and her death was not entirely in vain.

This shocking Viva! film, *Journey to Death*, was shown on Polish TV more than 30 times and caused a public outcry. It ended with the trade collapsing by more than two-thirds and Poland's chief vet blaming Viva! for its decline. The strong public criticism provoked by our campaign made the Polish authorities concentrate on properly monitoring the trade for the first

time and demanded far better facilities and modern lorries but the trade still continues, albeit at a much lower level. More importantly, 70,000 horses every year were saved that appalling journey.

The outcome of Viva!'s campaign was not only to choke off the outlet for live horse exports but also to decrease its profitability. We suspect that some of those horses who were being exported are now being slaughtered in Poland and other eastern countries and new markets have been sought for the chilled and frozen meat.

One disturbing aspect of the trade we discovered through various testimonies



was the involvement of criminal gangs who, we believe, use the stench of the lorries to camouflage illegal cargos of cigarettes. It is also believed that hard drugs are secreted in the vaginas of mares. Impossible to prove, particularly as the various authorities seem to have no interest in investigating it.

There is little doubt that the mob is involved and is maybe one reason why the illegal use of horse meat is so widespread – why wouldn't they be active when it can be increased in value five-fold simply by labelling it beef? Almost as good as drug profits!

As with anything that threatens the meat and dairy industry, the Government's instant reaction is always to offer

reassurances that everything is alright – remember John Gummer and BSE (it wasn't alright but fortunately for him, not as bad as it might have been). And so it was with Secretary of State Owen Patterson, a man who made his millions from the leather of livestock.

Like the proverbial rabbit caught in headlights, he immediately claimed that everything was okay and it was just a question of labelling. He had no idea how or where the horses were slaughtered and under what conditions or what their drug regime had been. He leant on Jeff (Baron) Rooker's assurances (just resigned as head of the Food Standards Agency), a man who also cosied up to the livestock industry by heading up the dairy farmers body.

No one has expressed concern over the possible welfare issues for the slaughtered horses but then, why would they? We live with the pretence that farming and slaughter in the UK is the gold standard and it's only Johnny Foreigner who's cruel to animals. And it continues no matter how frequently groups such as Viva! go inside factory farms and slaughterhouses and show the abysmal reality.

There is a huge stench of hypocrisy emanating from this whole frenetic news story. We fill our cheap pies and pasties with macerated mush, refuse to seriously tackle health labelling for our own consumers, allow multinationals to continue diseasing our children with their fatty, sweet products, drag in cheap meat from every corner of the planet and pretend that cancer, heart disease, strokes, diabetes, obesity and all the other degenerative diseases are an act of God and can be tackled only by giving money to charities to aid their research. To hell with prevention through diet!

We are a society where the promotion and protection of the livestock industry is paramount because it is the largest industry on Earth, and anyone who's anyone is involved in it – from the Royals to the Church of England, Tory ministers to big pharma. Their panic over horse meat has nothing to do with the treatment of horses or even public revulsion – it is because they do not want a spotlight shone into the dark recesses of meat and dairy production because the reaction of intelligent people is increasingly to reject the whole lot.

I'm not sure there's a lot to choose between the Government and the mob when it comes to meat.

Old Favourites -

Despite the taste of spring in the air the weather can still be chilly and wet and fresh produce is still in the ground. So here are some tasty dishes for produce which is still widely available in the shops!



Serves 4 Neeps & Tatties

15-20 minutes

Swede and Potato Mash to the non-Scots! Neeps and tatties are traditionally served with haggis on January 25 – Burns' Night – but they're always delicious. Serve with McSweeney's Vegetarian Haggis or nut roast and gravy.

- ▶ 250g/9oz swede peeled and cut into medium chunks
- ▶ 450g/1lb potatoes, peeled and quartered
- ▶ 2 tbsp vegan margarine such as Pure, Vitalite, Biona or Suma
- ▶ 1 tbsp Oatly or other vegan cream alternative
- ▶ Salt and lots of freshly ground black pepper
- ▶ Soya or rice milk for extra creaminess

- 1 Place swede and potatoes in a saucepan and cover with cold water. Bring to the boil, add salt then reduce heat.
- 2 Simmer for around 40 mins, until the vegetables are very soft.
- 3 Remove from the heat, drain, then tip them back into the saucepan.
- 4 Add the margarine, vegan cream and seasoning and mash.
- 5 Stir in a little soya milk or rice milk, if desired and serve.



Serves 4-6 Brussel Sprouts Salad (with Smoked Tofu, Radish & Apple in a Lemon and Thyme Vinaigrette)

10-15 minutes

There's nothing mushy or bitter about these gourmet little numbers. If sprouts are not available, try green cabbage.

- ▶ 500g/1lb fresh Brussel sprouts
- ▶ 8 radishes
- ▶ 1 tart, crisp apple washed, cored and sliced thinly
- ▶ One pack firm smoked tofu, such as Taifun or Cauldron

Dressing

- ▶ 120ml/4fl oz extra virgin olive oil OR cold-pressed rapeseed oil
- ▶ 60ml/4 tbsp fresh lemon juice
- ▶ 1 tbsp Dijon mustard
- ▶ 1-2 tsp brown sugar or date syrup to taste
- ▶ 1 large clove of garlic, peeled and halved
- ▶ 1 tbsp fresh thyme or 1 tsp dried

- 1 Trim the sprouts.
- 2 Slice lengthways thinly until virtually shredded. Place in salad bowl.
- 3 Slice radishes thinly and add to sprouts.
- 4 Cut smoked tofu into small cubes and stir in.
- 5 Mix dressing ingredients together in screw-top jar and shake.
- 6 Leave for 30 minutes to infuse flavours.
- 7 Pour on to the salad and mix thoroughly. Serve.

New Twist

Savoury Pancakes

Makes 6-8 pancakes. 25-30 minutes total.

Make the pancakes or use wholemeal wraps. Also try using peppers, broccoli, courgettes, diced potatoes, peas, mushrooms... And serve with our Brussel sprouts salad.

Batter

- ▶ 175ml/6fl oz soya milk
- ▶ 175ml/6fl oz water
- ▶ 90g/3oz buckwheat flour
- ▶ 90g/3oz plain white flour
- ▶ 2 tbsp chickpea flour (also known as gram or besan flour)
- ▶ 1½ tsp baking powder
- ▶ 1 tbsp plain vegetable oil (eg rapeseed or sunflower)
- ▶ Pinch of salt
- ▶ Additional oil for frying – or low-cal spray

Stuffing

- ▶ Oil spray or 1 tbsp oil
- ▶ 2 large handfuls of well-washed spinach or chard, chopped fine.
- ▶ 4 tomatoes, roughly chopped
- ▶ Pinch of nutmeg
- ▶ Lots of fresh black pepper
- ▶ Salt
- ▶ Small block of melting vegan cheese, grated.



- 1 To make the batter – sieve flours and blend or whisk all the batter ingredients until smooth.
- 2 Fry up spinach/chard and tomatoes for 3-4 minutes. Add nutmeg, pepper and salt.
- 3 Pre-heat the grill to medium.
- 4 Heat the frying pan, add a little oil or use low-cal spray.
- 5 Pour in batter to cover the bottom and smooth with spatula.
- 6 Fry until golden then turn or flip for another minute.
- 7 Arrange cooked vegetables on top, sprinkle with vegan cheese, salt and pepper, place under grill to soften the cheese. Roll up and serve.
- 8 Repeat to make the rest of the pancakes, keeping each one warm. Serve with vegan mayo or chutney.



Serves

4 Liqueur Marinated Oranges

30 minutes plus marinating overnight

A taste of sunshine in the cold grey late winter or early spring when oranges are at their best. You could use 6-8 blood oranges but they may require extra sugar.

- ▶ 4 large oranges
- ▶ 500ml/18fl oz quality fresh orange juice
- ▶ 60g/2oz brown sugar
- ▶ Orange liqueur – Cointreau, Grand Marnier, Curaçao or triple sec

- 1 Peel oranges and remove white pith gently to avoid squashing.
- 2 Cut each orange into rounds 1cm thick, remove core and place in serving bowl.
- 3 Heat sugar and orange juice over medium heat and reduce to a thick syrup (about 20 minutes) stirring occasionally. Remove from heat and cool by placing saucepan in a basin of cold water.
- 4 Add orange liqueur to the syrup and stir well. Pour liquid over orange slices, cover and leave in fridge overnight.
- 5 Serve chilled.

A phone and broadband provider you can trust.

Happy days.

We are proving that a phone and broadband provider owned by its members is better for customers, the economy, society and the environment.

Our standard package includes everything you need to stay connected: line rental, calls and broadband, a free router and flexible extras from £23.95 per month.

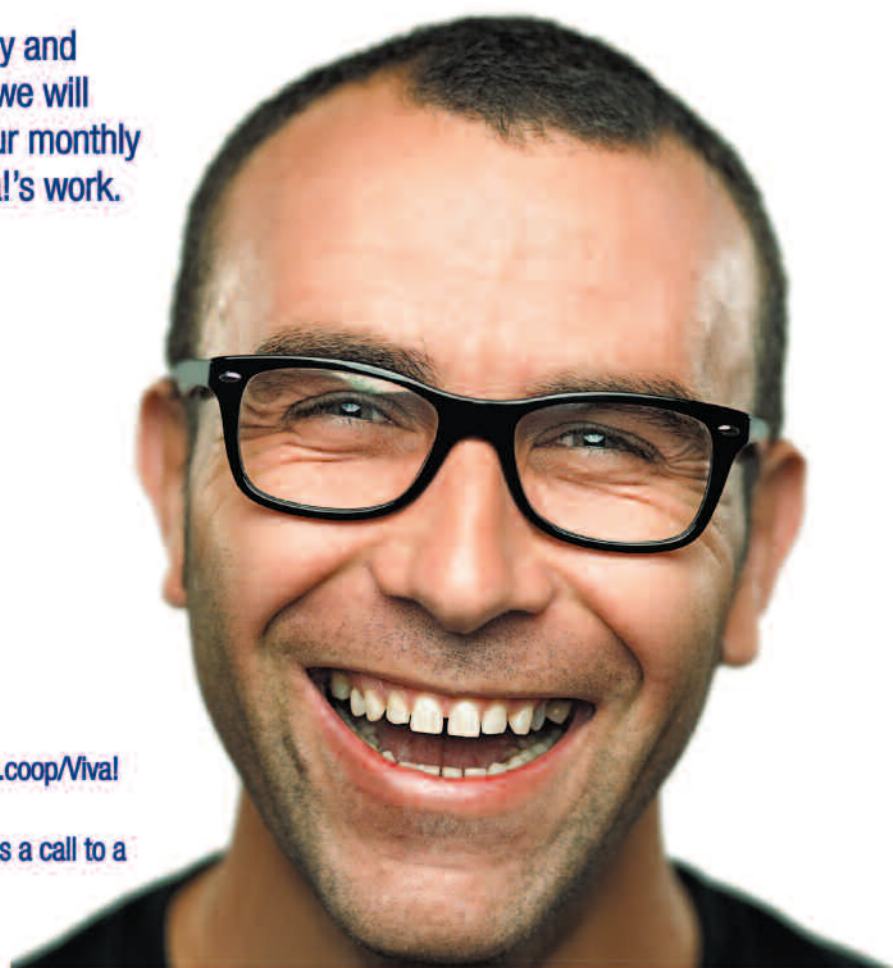
Switching is easy. Join us today and quote 'Viva!' or 'AF0287' and we will donate £10 plus the 6% of your monthly spend back to supporting Viva!'s work.

Stuck in a contract?

Register your interest at www.thephone.coop/Viva!

Or call us on 03303 556677

(Calls to an 03 number cost the same as a call to a landline even from a mobile)



The **co-operative**
phone & broadband

art. for animals

Meet Viva!'s two new artists

This great scheme is attracting a growing list of talented artists who support Viva!'s work through their creations

Aura Beckhöfer- Fialho

Originally from Canada, Aura arrived in the UK via Switzerland before going to Kerala, India, for six months to work with street dogs and help run a rescue centre. She currently works for International Animal Rescue as their full-time web and graphic designer. Aura recently adopted a Romanian stray named Ladybug who every day reminds her of the important things in life. She became vegan in 2002.

"I decided I would do everything I could to avoid adding to their suffering. I have never looked back."

Why Aura supports Viva!'s Art for Animals

"Art is inspiring, as are animals. I have been an admirer of Viva!'s campaigns since I moved to the UK in 1999, vital in their efforts to raise awareness of the plight of animals. I am proud to be part of the Art for Animals project."

Twenty per cent of every sale of a commissioned portrait goes to Viva!. Contact her at www.portraitsbyaura.co.uk or by email aurabff@gmail.com. Her portraits cost from about £32.



Karen Aston

"I was bitten by the glass bug over 15 years ago at a night class in Brighton, where I learned the methods of making traditional stained glass windows. Despite having made hundreds of objects, I still get really excited when it's time to open the kiln – especially when I've just completed a new design."

"I stopped eating meat in 1981 after watching the *Animals* film, which highlighted the plight of animals in so many industries. It showed an elephant being electrocuted and that image still haunts me."

Why Karen supports Viva!'s Art for Animals

"If every person on the planet was compassionate towards living creatures, we wouldn't need to fight for their rights – but at this moment we need to help charities like Viva! be our collective 'Voice For Animals'."

Buy any glass plates by Karen direct at www.animalglass.co.uk and Karen will donate a very kind 20 per cent of the sale to Viva!.

You can read more about Aura, Karen and all the other artists who are part of our great scheme on Viva!'s website www.viva.org.uk/artforanimals.

THREE AMIGOS

An animal-friendly trio of inspiring Viva! designs that tell it like it is!



All of our clothing is fair-trade, designed by veggies and ethically-produced

Eat Your Own Babies

£12.90 Black

This very popular T-shirt leaves no room for doubt – if you eat lamb, you are eating babies! Help meat-eaters make the connection between what they eat and live animals with this striking T-shirt.

- a) close-fit small
- b) close-fit medium
- c) close-fit large
- d) unisex small
- e) unisex medium
- f) unisex large



Cod Father

Special Offer £8.90 Black

Witty and hard-hitting, this T-shirt exposes the dangers of eating fish – the only food that carries a government health warning because of the high levels of toxic pollutants it contains! This T-shirt comes with a free copy of Viva Health's *Fish-Free for Life* guide (see www.vivashop.org.uk for details).

- a) close-fit small
- b) close-fit medium
- c) close-fit large
- d) unisex small
- e) unisex medium
- f) unisex range



Milk is for Babies

£12.90 Black

Drinking cows' milk is not normal, natural or healthy! Inspire others to go dairy-free with this contemporary T-shirt that highlights how cows' milk is for baby cows, not humans. The women's T-shirt is printed on a flattering, loose-fitting, three-quarter sleeve raglan T-shirt in soft, fine jersey made from lycell – a new-age, all-natural fibre.

- a) women's small
- b) women's medium
- c) women's large
- d) unisex small
- e) unisex medium
- f) unisex large



3 of the Best!

This year, Viva! launched three new dynamic designs – something for everyone!



Gotta Face? Don't Eat It

£12.90 Eggplant Purple

Show you care with our best-selling, eye-catching design that hammers home the point! Printed on a bamboo viscose/organic cotton jersey mixed fabric.

a) unisex small b) unisex medium
c) unisex large



Viva! Logo (women) Raspberry

£12.90 Raspberry

New! Viva! animals logo design printed in bright orange on a close-fit combed cotton jersey T-shirt in vibrant raspberry. Perfect for spring!

a) close-fit small b) close-fit medium
c) close-fit large



Viva! Logo (men) B&W baseball

£12.90 Black and White

Viva!'s new animals logo design printed in classic colours on a combed cotton jersey retro three-quarter length sleeve baseball shirt in black and white. Stylish and compassionate!

a) unisex small b) unisex medium
c) unisex large

How to Buy

By web: www.vivashop.org.uk

By phone: 0117 944 1000 (Mon-Fri, 9-5)

By post: Viva! Shop, 8 York Court, Wilder Street, Bristol BS2 8QH

By fax: 0117 924 4646

Payment

We accept cheques (payable to Viva!), postal orders, cash and all credit and debit cards, including Visa, Mastercard, Switch, Delta and Solo.

Postage & Packing

Standard UK Mainland

UP to £19.99 – £3.50. £20 to £39.99 – £5.50

£40 to £99.99 £6.50 (over £100 – free)

Find more cruelty-free clothing on our web shop
www.vivashop.org.uk

Growing up big and strong

by Veronika Powell, Viva! Health Campaigner

Parents, it seems, are constantly under pressure as to the best way to feed their children. During your own childhood, and throughout the lives of your own children, you will have heard many times the constant claim that children need milk and dairy products to grow up big and strong and have healthy bones.

It's the dairy industry's most successful myth and you have to wonder how this simple marketing fib has managed to penetrate our education system all the way up to university level. Many people, including healthcare professionals, believe it and keep spreading this not-so-little white lie to new generations.

Perhaps it's not such a mystery when you look at the mass of dairy industry education materials provided to schools and parents, bus sides and buildings plastered with adverts and TV commercials. As for medical doctors – they get no nutrition training other than a few lectures. Unless they take special interest or choose to educate themselves they may not know what constitutes a healthy diet any better than you do (and there's a good chance you might know more than them).

Truth is, no one needs cows' milk apart from calves. Human babies need their mother's breast milk, or special formula milk if breastfeeding is not possible, but after weaning there is no need to consume milk at all – and certainly not of another species. Nature has made this clear by ensuring most of us cannot digest lactose (milk sugar) after the age of four. It is estimated that 75 per cent of adults worldwide cannot digest lactose and are therefore lactose-intolerant. It is because our bodies gradually stop producing the enzyme lactase, which makes lactose digestion possible.

Lactose intolerance causes symptoms such as bloating and stomach cramps, flatulence, diarrhoea, nausea and sometimes vomiting. Several studies also suggest that milk consumption can cause irritable bowel syndrome (IBS).

Cows' milk certainly isn't essential for children's health and might be damaging in many ways. It is often a cause of eczema, recurring ear infections, asthma, digestive problems and can contribute to type 1

diabetes and high cholesterol levels and weight issues. It has also been linked to many types of cancer. And when it comes to bone health, dairy products are not the bone-building wonder foods the dairy industry wants us to believe.

So where do we get calcium from if not dairy products because that's what the health claims say – you need milk for calcium. There are plenty of plant foods that contain calcium and you can get enough of it from these sources (see table on opposite page). Children actually absorb calcium better than adults so it's even easier for them.

However, we need much more than just calcium to produce strong bones. In the previous issue of *Viva!life* I described the importance of alkalising foods to healthy bones. That means eating lots of fruit and vegetables, nuts and seeds (almonds, Brazil nuts, pumpkin and sesame seeds, flaxseed), pulses (lentils, beans, soya) and wholegrains. These are not only healthy foods but are also important sources of many nutrients that bones need, such as

Age	Recommended calcium intake (mg/day)
0 to 12 months	525
1-3 years	350
4-6 years	450
7-10 years	550
Males	
11-18 years	1,000
Over 19 years	700
Females	
11-18 years	800
Over 19 years	700
During lactation	+550



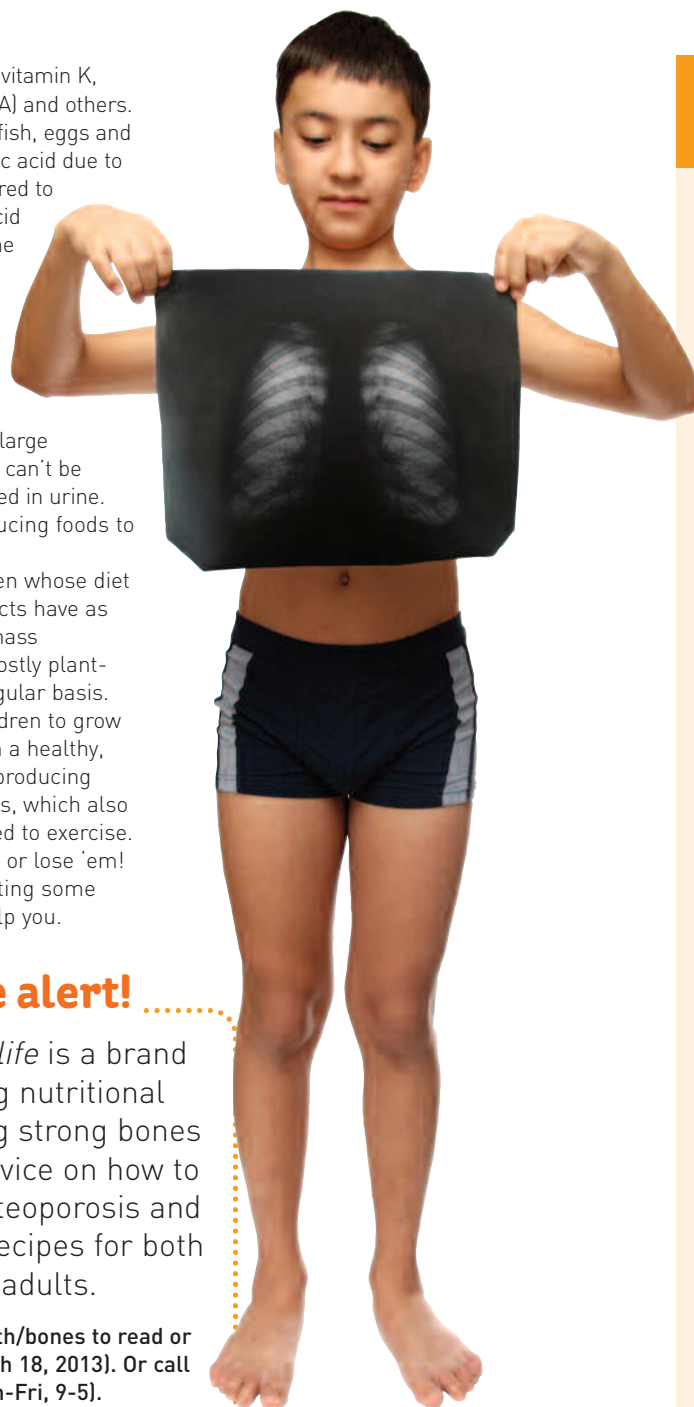
potassium, magnesium, calcium, vitamin K, vitamin C, beta carotene (vitamin A) and others.

Animal protein, found in meat, fish, eggs and dairy products, produces sulphuric acid due to its higher sulphur content compared to plant protein. The only way this acid can be neutralised quickly is by the body leaching calcium from the bones. This is a major problem because the lost calcium cannot be easily replaced and certainly not from calcium-rich dairy foods. They come with their own burden of animal protein and the large quantities of calcium they contain can't be instantly absorbed and are excreted in urine.

It is crucial to avoid acid-producing foods to build strong bones.

Many studies show that children whose diet is largely based on animal products have as much as 20 per cent less bone mass compared to children who eat mostly plant-based diets and exercise on a regular basis. The best you can do for your children to grow up big and strong is to feed them a healthy, plant-based diet and avoid acid-producing animal products and sugary foods, which also cause calcium loss. And they need to exercise. With bones it's a case of use 'em or lose 'em!

If your kids are resistant to eating some foods, below are a few tips to help you.



New guide alert!

Building bones for life is a brand new guide offering nutritional guidance for building strong bones and teeth in kids, advice on how to prevent and treat osteoporosis and easy and gorgeous recipes for both children and adults.

Go to www.viva.org.uk/health/bones to read or order it (available from March 18, 2013). Or call 0117 944 1000, (Mon-Fri, 9-5).

Food	Mg calcium/ 100g food
Wholemeal bread	106-186
Granary bread	209
Muesli	110
Broad beans	56
Chickpeas – boiled	46
Green beans – boiled	56
Lentils – boiled	22
Kidney beans – canned	71
Soya beans – boiled	83
Tofu	510
(calcium-set; if not, the value is	150)
Peas	35
Broccoli – raw	56 (boiled – 40)
Cabbage – raw	52
Celery – raw	41
Kale – boiled	150
Okra – boiled	120
Spinach – boiled	160
Watercress	170
Beanburger	69
Nutroast	77
Vegetable kiev	105
Cinnamon	1230
Mixed herbs (dried)	1653
Rosemary	1280
Thyme	1890
Dried apricots	73
Currants	93
Figs – dried	250
Cantaloupe melon	20
Olives	61
Orange	47
Pineapple	18
Raisins	46
Raspberries	25
Satsumas	31
Almonds	240
Brazil nuts	170
Hazelnuts	140
Pecans	61
Sesame seeds	670
Tahini (sesame seed paste)	680
Sunflower seeds	110
Tortilla chips	150

Tips to get 'em eating

- ▶ Chop fruit and vegetables in small, bite-size pieces.
- ▶ Keep freshly cut vegetable sticks in the fridge.
- ▶ Add dried fruit (unsweetened) and berries to your child's cereal.
- ▶ Always pack a small box of nuts and dried fruit in the lunchbox.
- ▶ Always add vegetables to main dishes (at least two types of veg per dish).
- ▶ Serve fresh cut vegetables on the side of the plate.
- ▶ Add tahini (sesame paste) to sauces.
- ▶ Make or buy smoothies rather than juice.
- ▶ Switch from peanut to almond butter – healthier, a good calcium source and can be spread on thinly sliced apples or pears as well as bread.
- ▶ Add beans and lentils to stews, soups (blend them if necessary).
- ▶ Add to salads and use them puréed as sauce bases.
- ▶ Serve pancakes with fresh fruit (bananas, strawberries) or savoury vegetable filling (eg spinach and tofu).
- ▶ Soya yoghurt with chopped dried and fresh fruit is a great snack.
- ▶ Avocados – a great source of energy – slice them for sandwiches or blend with beans or chickpeas into a spread.
- ▶ Make fruit and veg visually attractive – arrange cut pieces in a fun shape and play with colours.
- ▶ Lead by example – if your children see you eating the same foods, it'll encourage them.
- ▶ Let your child choose some fruit and veg in the shop.
- ▶ Involve your child in meal preparation – get them interested in what they eat.

10 years of VegfestUK

A super three-day celebration will mark the 10th birthday of VegfestUK in Bristol, starting on Friday, May 24.

Previous events have seen up to 25,000 visitors to what has become the world's biggest veggie event. The 2013 show promises to be even bigger with The Happy Mondays headlining on the Saturday. There will be an extended kid's area, a third sound system as well as the usual mix of stalls, caterers, cookery demos, talks, films and entertainment. Something for everyone!

Viva! will be there selling a wide mix of vegan goodies as well as our own T-shirts and branded goods. Viva's associate director and editor of *Viva!life*, Tony Wardle, will be giving a talk on the Sunday on how you can protect the environment by simply changing your diet. Tony will explain how farmed animals have now become the greatest threat to the global environment and are at the heart of almost all the world's great environmental catastrophes.



He will reveal the scale of the problem and unmask the political and industrial deceit that allows it to continue. Not to be missed!

The first Bristol VegfestUK in 2003 attracted 40 stalls and 1,500 visitors. It has grown and grown since then attracting many meat reducers as well as vegetarians and vegans.

"More and more people are looking to reduce their meat and dairy consumption without actually going veggie," says

organiser Tim Barford, "and VegfestUK events are perfect for them. Meat and dairy reducers will find a whole load of tempting new pleasures to replace their current dietary choices and will walk away with all the information they need."

The event starts at 6pm on Friday May 24, through to 11pm for the tenth birthday party. Saturday and Sunday is 11am-10pm. Admission is £2 before 5pm and £5 after (kids under 14 & OAP's £1/£2). Admission to evening events is by advance ticket only – see website for details.

VegfestUK also runs the big Brighton veggie event each year (2013 – March 16-17). See www.brighton.vegfest.co.uk. For the first time, there will be a London event later this year – October 5-6.

For more information please visit the website www.bristol.vegfest.co.uk or email info@vegfest.co.uk

VEGFEST UK BRISTOL

MAY 24TH 25TH 26TH 2013 THE AMPHITHEATRE BS15DB

EVENINGS

FRIDAY 24TH 6PM - 11PM
ADMISSION £15 + FEES, ADVANCE TICKETS ONLY, SEE EVENT WEBSITE

SATURDAY 25TH 6PM - 12PM
ADMISSION £25 + FEES, ADVANCE TICKETS ONLY, SEE EVENT WEBSITE

SUNDAY 26TH 6PM - 10PM
ADMISSION £5, PAY ON GATE

CARAVAN PALACE

KITTEN & THE HIP THE BOXETTES

HAPPY MONDAYS

THE FARM 808 STATE

THE ABYSSINIANS

MACKA B + GUESTS

DAYTIME

SATURDAY 25TH 11AM - 6PM

SUNDAY 26TH 11AM - 6PM

ADMISSION £2 EACH DAY (£1 KIDS UNDER 12/CLAIMANTS), NO ADVANCE TICKETS - PAY ON GATE

125 stalls - 12 caterers - Nutrition + Health Talks - Campaigns - Lifestyle - Cinema
Cookery Demos - Kids Cookery Classes & Activities - Crazy Golf - 2 Stages
Comedy Hours - Workshops - All Day Bars - Performance

SEE WWW.BRISTOL.VEGFEST.CO.UK FOR UPDATES

CHECK OUT OUR OTHER SHOWS IN 2013 WWW.VEGFEST.CO.UK

BRIGHTON MARCH 16TH 17TH LONDON OCTOBER 5TH 6TH

THANKS TO OUR MAIN SPONSORS





Viva!'s Media Blitz... for the animals

by Tony Wardle, Editor

It Was the Sun What Did it!

Any media story involving reindeer usually has something about red noses in the headline. And so it was in the *Sun* but that's where the jollity ended. Our campaign against the sale of reindeer pâté by Harvey Nichols at £20 a tin, and reindeer steaks by Lidl, was taken very seriously by the tabloid.

"Wild wolves and bears are being slaughtered just to protect herds of reindeer destined for posh Brits' dinner tables," the *Sun* said. It went on: "But outraged conservationists say scores of wolves, lynx and brown bears are being butchered in legalised hunts to protect the herds – and the £15 million a year reindeer industry. Last winter, a pregnant wolf was killed with her partner four weeks before she was due to give birth to five pups. She was gunned down by marksmen in a helicopter after straying into reindeer areas during the calving season."

But still it hadn't finished and Britain's largest circulation newspaper went to town about our campaign, adding: "Bears are also slaughtered to safeguard reindeer calves, with 55 being exterminated earlier this year." The story on its website was huge with pictures of slaughtered bears and wolves. No holding back there!

The story was picked up by Finnish newspapers, and it was run for two days in one of its biggest titles.



Pippa's Behind the Times

The *Sun* came back to us again over a Pippa Middleton story that did not involve her anatomy. We discovered she had attended a hunt in Gerpennes, Belgium, hosted by that country's richest man. The happy, 20-strong party killed six boar and nine deer.

As Viva!'s Justin Kerswell was so rightly reported as saying: "It's a shame she's so desperate to be royal by association that she's now seemingly aping their hunting bloodlust. There is nothing classy about shooting terrified wild animals for sport."

And who said the class system was dead?



Sodbury Off

Viva!'s Claire, Justin and Liam braved the cold for this *foie-gras* demo outside Hobbs House butchers in Chipping Sodbury. The *Gazette* covered it on the front page. Justin Kerswell went on to participate in a debate on *Voice of Russia* as our reinvigorated *foie gras* campaign gets underway. A whole host of newspapers – from Grimsby down to Jersey ran our urgings for people not to buy *foie gras*, despite the usual Christmas sales push.



Viva! on the Road Again

V-Delicious June 7-9

The Veggie Good Food Show

National Hall, Olympia, Hammersmith Road, Kensington, London W14 8UX

Three-day, fabulous gastronomic and culinary entertainment day out to indulge your passion for vegetarian and vegan food, drink and living. V-Delicious is co-located with The Allergy & Free From Show – two shows for the price of one! The Viva! team will be there and our director and founder, Juliet Gellatley, will be speaking. Watch this space to a link for free tickets for Viva! supporters! Go to www.viva.org.uk/events

Mini Roadshow
We're off to Wales again – this time Monmouth on September 21, 2013. It will be at the Shire Hall, Agincourt Square, NP25 3DY

William joins Hamish and Dougal

William, the Limousin bull, was a close friend of Hamish and Dougal, who you gallantly helped to rescue. They now lead a lovely life at Hillside Animal Sanctuary in Norfolk but it was a different story for William.

With their departure, William not only lost his friends but seemingly the will to live. He almost died back in November and dropped in weight from over a tonne to 800kg as a result of

overwork as a stud and possibly lack of food in his sparse, moorland range. It was decided he too should be rescued but his farmer owner played a power game – yes you can have him, no you can't.

On Sunday, January 27, the die was cast and the deal done. Five days later and after an epic journey, William arrived at Hillside and entered his spacious quarantine barn in the company of three rescued horses saved from the notorious Nantwich slaughterhouse.

As soon as he has finished his quarantine, William will join Hamish and Dougal in their pasture and that has to be a reunion worth recording. We realise these are just three animals out of many but their story has gone far and wide and has inspired meat eaters and veggies alike and the widespread publicity has affected many thousands.

Viva! Supporter Heidi Stephenson has been instrumental in saving these three big boys and as she says: "Change is definitely in the air!"

Heidi's much longer and touching report can be viewed on our website www.viva.org.uk/william



lifestyle

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



The Gaia Effect



Tattoo You

Without a doubt, Missy Lepink is a hero of mine – a real-life animal advocate and a talented performer who promotes veganism from within the tattoo industry. Before Missy introduced her 100 per cent natural, organic and vegan Tattoo Tonic, there was simply nothing available in the UK that has been created specifically to aid the healing of inked skin. I have no fresh flesh art on which to test the tonic, so I rubbed it into my seven-year-old tattoo and was so impressed that I began to use it on my hands and elbows. Its mélange of wheat germ, lavender, neroli and rosemary oils not only lends it a splendiferous nose bouquet, but also keeps it smooth and remarkably spreadable. I'm impressed and I've recommended it to anyone (whether vegan or not) who is looking for tattoo aftercare. Buy it directly from Missy Lepink at www.missylepink.co.uk.

Hopelessly seduced by their ingredients and ethos (not necessarily in that order), I was beside myself when Anna McGurran, the founder of Gaia Creams, contacted me about her products. Kindly, she provided two of her magical potions: Argan & Strawberry Cream (£18.60 for 30ml) and Raw Veggie Cocktail Cream (£15 for 30ml), both of which are made entirely from raw, organic ingredients and cold-pressed oils. They are deliciously luxuriant and can be used over the entire body. Feeling altruistic, I gave the Argan & Strawberry to one of my colleagues. Instantly in love with the soufflé-like texture, she recommends using it at night because of its slightly oily consistency. Absorb they did, but not instantly. In addition, I love the fact that the beta carotene from the carrot oil in the Raw Veggie Cocktail lends a slight luminescence to the skin. It's recommended for both eczema and psoriasis.

You'll find myriad other products online at www.gaiacreams.com. If you use the code ILOVEMYSKIN during the checkout stage, you'll receive 10 per cent off.

Vive Soy

I've always scratched my head in wonderment over the dearth of flavour diversity when it comes to the UK soya milk market. Mercifully, I can give my scalp a rest now that Vivesoy has arrived from Spain – available in no fewer than six varieties (light, unsweetened, vanilla, chocolate, cappuccino and natural). It doesn't take

much to excite us at Viva! so when I announced its arrival, everyone swarmed. Conclusion was that it is refreshing although quite sweet – aided by several sweeteners, sadly including Aspartame! There's more info at www.vivesoy.co.uk and Tesco is the first UK stockist, where they're available for £1.25 per one-litre Tetrapak.

GIVE AWAY

Wake up your summer mornings with a reviving, iced cappuccino. You know you'll like it! Three winners will be chosen at random and will receive a selection of four flavours! Send your name and address to: Vive le Soy, 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with 'Vive le Soy' in the subject. Closing date May 30, 2013.



HEALTHY • SUSTAINABLE • DELICIOUS

www.vegetarianliving.co.uk

vegetarian LIVING

THE MONTHLY
MAGAZINE ON SALE
IN SUPERMARKETS
AND NEWSAGENTS

TALKING FOOD

Exclusive interviews with like-minded celebrities and chefs

ETHICAL LIVING

Enjoy life while minimising your impact on the environment

THE UK'S
BEST-SELLING
VEGETARIAN
MAGAZINE

HEALTHY • SUSTAINABLE • DELICIOUS

April 2012 £3.50
www.vegetarianliving.co.uk

vegetarian LIVING

New ideas for Easter

51 MEAT-FREE RECIPES
19 DAIRY-FREE IDEAS

THE BEST BRUNCH RECIPES
Embrace lazy weekend mornings

SIMON RIMMER'S RESTAURANT SECRETS
Great food from Greens

HIDDEN PLASTICS
How to be a savvy shopper

DELICIOUS DESSERTS
Retro-style puddings to share with friends

EFFORTLESS ENTERTAINING

- NOODLE SALAD WITH HERBS AND TOASTED PEANUTS
- POTATO AND RICOTTA RAVIOLI
- PAPPARDELLE WITH SWISS CHARD AND PINE NUTS

FINE DINING
Behind the scenes at London's Vanilla Black

RAW CHOCOLATE
Lindsay Harrod enjoys the natural cocoa experience

PETE EVANS
Laid-back cooking with fresh flavours

April 2012 £3.50
www.vegetarianliving.co.uk



Inspiring vegan recipes and cooking tips

Over 70 delicious seasonal recipes every issue

To subscribe call 01202 586848 or visit www.selectps.com

SHUTTERSTOCK

InSpiral Out of Control



Chocolate is dangerous for my mental health for I often wax too ecstatic about any form of the stuff. I must now proclaim my undying love for Artisan Raw Chocolates, brought to us by the alchemical geniuses at InSpiral Café in London. Despite the blurb on the box that speaks of an 'embellishment with sweet dried raspberry shards', I took the plunge. Raw chocolate goes from strength to strength, I'd say. They are packaged attractively so are suited for all-occasion gift giving, particularly as you'll be bestowing superfoods (lucuma and yacon fruit, for instance) upon the recipient. Priced at £5.99 for a box of six, these truffles can be bought at www.creamsupplies.co.uk or ring Cream Supplies on 0845 226 3024.



GIVE AWAY

Five chosen ones will each win a box of Artisan Raw Chocolates! To enter, simply answer the

following question: The lucuma fruit is native to which country? Send your name, address and response to: Arty Choc Giveaway, 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with "Arty Choc" in the subject. Closing date May 30, 2013.



On the Sauce

If you're a resident of Manchester, you may be familiar with Sweet Mandarin restaurant. Established in 1950. It has been nourishing Mancunians for over six decades. That's staying power! Here's wishing the same sort of longevity for their new venture, Sweet Mandarin Sauces. Thanks to incessant hectoring by their patrons – not to mention, a successful turn on Dragons' Den – you will now find three varieties of the celebrated sauces gracing the shelves at Sainsbury's and Selfridges. Priced reasonably at £2.59 for 300g, you'll probably vacillate wildly between choices. Whether the renegade Barbecue, the classic Sweet & Sour or the versatile Sweet Chilli, you can't go wrong. Just give free reign to your imagination.

GIVE AWAY

We've got five sets of each sauce and they're up for grabs! To enter, send your name, address and response to: Sweet & Saucy Giveaway, 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with "Sweet & Saucy" in the subject. Closing date May 30, 2013.

Be Mine, Clementine

Yes, it's more chocolate! Well, who can blame me? There's so much astoundingly creative and sensational tasting vegan chocolate about these days! If you're somewhat daring in the realm of confection, you must try Seggiano's chocolate-drenched clementines or rum-soaked figs. They are pure class and would be the perfect

accompaniment to an après diner coffee or tea. Produced in Italy by the Garritano company, these delights utilise fruits and nuts from the local Calabrian region. A 200g box can be purchased for £9.99 directly from the Viva!Shop (www.vivashop.org.uk or via telephone on 0117 944 1000 from 9-6 Monday-Friday).



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

continued from page 22

reserves, leaving you tired and in a vicious circle of feeling less able to cope". Any measures to try to rebalance your hormones are unlikely to work while you're stressed.

A diet high in animal fats, dairy and sugar and low in wholefoods disrupts our hormone balance. Refined carbohydrates such as white bread, white pasta, cakes, milk chocolate bars, jam and sugary drinks cause a rollercoaster effect in insulin production. They rapidly release glucose into our bloodstream and insulin is released to control it. Junk food causes insulin levels to rise only to then slump.

Excess insulin can increase levels of testosterone, which in turn disrupts the production of oestrogen and progesterone! Everything is connected! Erratic insulin levels can produce hot flushes by causing blood vessels to dilate, which is why wholegrains, nuts and seeds, essential fats, fresh fruit and vegetables can reduce the impact of the menopause and PMT.

Brain drain

Can oestrogen play havoc with our moods or is it all in the mind (ha!). Dr Annie Evans told me: "It's not so much the decline in oestrogen but its erratic rise and fall during perimenopause that the brain really does not like."

Oestrogen acts everywhere in the body, including parts of the brain that control emotion. It can raise serotonin levels (our 'happy hormone') and affect the production of endorphins (the 'feel-good' chemicals).

Its actions are complex and not fully understood. For example, many women's moods improve after menopause, despite oestrogen levels being very low. Again, the bad mood during PMT and perimenopause are connected to the rollercoaster of hormones rather than the actual levels.

How does it feel to experience oestrogen's mercurial nature? Jenny Carter recalls it vividly: "It started at 39 and I was unable to live a normal life. I cancelled my 40th birthday party because I couldn't cope with the organisation. I became a dithering idiot! I had to run a home, look after my children and husband and run my shop but I felt so ill. I had terrible headaches, would shake, had no energy and didn't want to get out of bed. I overreacted to everything and got into rages over nothing.

"The first two types of HRT I took didn't suit me and the final straw was when my coordination went and I drove into a curb. My husband took me to my GP and implored him to help. It was third time lucky and within two months I felt much better and could cope again, I was back to my normal lively self. It was a truly terrible experience so I stayed on HRT for 11 years."

Mollifying the menopause

I have no doubts that the menopause is very real. So what route should women take – 'natural' or HRT? I looked at the science behind the claims for both.

So-ya so-good?

Soya beans and red clover are two of the most commonly used plants to alleviate symptoms because of their high concentration of phytoestrogens (plant oestrogens), particularly isoflavones. These natural hormones are concentrated in both soya and red clover and benefit our health. The theory is that as a woman's oestrogen declines, plant oestrogens have a soothing effect and reduce symptoms, including hot flushes.

"Hot flushes are a nightmare. I used to sit in business meetings – the only woman with about 15 men – sweat pouring down me. It was so embarrassing, so uncomfortable. Soya isoflavone supplements really helped me."
Debbie Paterson, 53.

Oestrogen partly controls our skin temperature, hence the disruption as hormones fluctuate. You can feel like opening all the windows one minute and shivering the next. Flushes usually occur four or five times a day and last from a few seconds to a few minutes. Night sweats can cause the bed linen to be drenched and seriously disrupt sleep, leading to irritability and low mood.

There are some statistics that support the idea that plant oestrogens help. Only seven per cent of Japanese women and 10 to 20 per cent of Indonesian women suffer from hot flushes and night sweats. In Western women it's 58 to 93 per cent. Soya is a dietary staple in Eastern countries and many varieties are fermented (miso and tempeh), so concentrating their isoflavones. Consumption in the West is much lower.

In 2010, the North American Menopause Society reviewed the best science on soya and hot flushes. Eleven out of the 14 studies showed a significant reduction – 24 to 60 per cent.

Soya products high in isoflavones include edamame (raw green soya beans), miso soup, soya flour, soya protein isolate and tempeh – 100g of any of these contain the minimum dose needed daily. Tofu and soya milk are lesser sources while soya hot dogs and soy sauce are poor sources. If taking a supplement, the isoflavone genistein

shows the strongest benefit and should provide at least 50mg isoflavones daily – 12 weeks is long enough to know if they have an effect.

Other studies on soya also showed an improvement in memory and function but no influence on anxiety or depression. A different study also showed significant improvements in memory but did reduce depression and fatigue. And a study of 84 middle-aged women, who were given either soya protein or cows' milk protein, found that the soya group had significantly improved sexual desire and much decreased hot flushes.

There has been limited research on red clover but what there is has shown it may increase bone density and reduce hot flushes but not impact on forgetfulness. Importantly, isoflavones from both soya and red clover are considered safe although a small number of people may have an allergy.

Black knight to the rescue

Black cohosh is a tall, flowering plant found in North America. Native Americans discovered that its root helped relieve menstrual cramps and symptoms of menopause and it is used by women across Europe and the US.

The University of Maryland Medical Center, USA says: "Quite a few clinical studies confirm that black cohosh is effective for improving menopausal symptoms, although some have found no improvement. Early German studies found



it improved anxiety, hot flushes, night sweats and vaginal dryness. In a clinical study of 120 women, black cohosh was more effective in relieving hot flushes and night sweats than the antidepressant fluoxetine (Prozac)."

A 2010 review found it provided a 26 per cent reduction in hot flushes and night sweats but experts don't agree on either its effectiveness or safety. Some doctors recommend it be used for just six months or less.

Evening primrose oil

The NHS say it may be helpful for breast pain and tenderness and to control mood swings but trials have not shown any effect on hot flushes. They recommend 240mg daily for at least two months for maximum effect.

HRT: good for me?

There is no doubt that HRT relieves many symptoms of the menopause and is the most effective treatment for hot flushes and night sweats. According to the most recent Cochrane review, it cuts hot flushes by up to a whopping 79 per cent.

One study showed that women had significantly improved memory after using HRT for three months. Others have shown it alleviates vaginal dryness, eases an overactive bladder – that 'gotta go' problem – and maybe even recurring urinary tract infections with vaginal oestrogen.

HRT helps prevent bone fractures later in life and there is good scientific evidence to show it lowers the risk of type 2 diabetes, may reduce the pain of osteo- and rheumatoid arthritis and cut the risk of colon cancer. It can also reduce mood swings and improve a general sense of well-being.

For my nutrition client Hayley Bell, 48, HRT was her saviour: "I seem to have experienced most of the peri-menopausal symptoms but insomnia and mood swings were the worst. I wasn't in control of my emotions and overreacted, was unable to function normally and this interfered with relationships at work and with my husband. With HRT, I still have my moments and the odd night where I can't sleep, but overall life is brighter and I feel back in control."

Menopausal problems are linked with reduced oestrogen levels so the main component of HRT is oestrogen. If the womb is still present, then oestrogen is taken with a progestogen, mostly from plant sources and which resembles the progesterone produced by the ovaries.

There are two basic forms used for replacing oestrogen.

1. Oestradiol replicates our own oestrogen, is derived from yams and soya and is the HRT mostly used in the UK and Europe.
2. Conjugated equine oestrogen is derived

from horse's urine, involves terrible cruelty and is in the Premarin range extensively prescribed in the US and to be avoided.

Risks of HRT

Despite all the positives for taking HRT, the media, some health professionals and many women have turned against it. Dr Annie Evans, at Bristol Nuffield hospital, specialises in treating menopausal women and says: "Many women are wary of taking HRT and those who do are often made to feel guilty that they have not been 'strong enough' to cope 'naturally' and others believe it increases the risk of breast cancer."

It was originally believed that the benefits of HRT would outweigh the risks but this changed after two trials in the early 2000s – the WHI trial (Women's Health Initiative) in the USA and the UK's MWS (Million Women Study).



One thing's sure – you're not alone

However, according to some scientists both these trials had serious flaws.

Dr Evans explains: "The WHI trial recruited 17,000 women who had no symptoms of the menopause, who had not had a hysterectomy and so would need both oestrogen and progesterone. They were allocated either HRT or a placebo and it was intended to follow the women for 10 to 15 years but it was stopped early after five years because of reportedly unacceptably increased rates of breast cancer, heart attack and stroke."

She states that the main flaw was the average age of the women; 63, with nearly a quarter being over 70. It didn't reflect the 96 per cent of women who start HRT below the age of 60. The older women could already have been developing arterial and heart disease. Over a third of the women were medically obese, and just as many had hypertension (high blood pressure). Obesity increases the risk of heart disease and breast cancer.

At the time the trial was stopped, the HRT users had shown a reduction in bone fractures and colorectal cancer. Death rates overall were no higher but the media focussed on the increase in breast cancer

and stroke risk.

"The way risk is reported has a massive effect on how it is viewed", continues Dr Evans. She says the media claimed a 26 per cent increase in breast cancer risk, not that it was an increase from 30 to 38 women per 10,000 per year. The reported 41 per cent increase in stroke was actually an increase from 21 to 29 women per 10,000 per year, some of whom were 79 when the trial was stopped!

In the 5.2 years of the HRT arm of the WHI Trial, there were seven extra heart attacks and eight extra strokes per 10,000 women. This puts the claims into perspective – as with all drugs there are gambles but women should be allowed to decide, with the help of their GP, whether benefits outweigh risks. See Dr Evan's web site for much more information www.drannieevans.com.

One thing's sure – you're not alone! Difficulties with the menopause doesn't mean you're going mad – your hormones are! And their tumultuous behaviour can be gently controlled so that you – the real you – re-emerges.

A referenced version of this feature is at www.vegetarian.org.uk/features

Hot off the press - **The L-Plate Vegan** Veganism made easy

The new edition of Viva!'s popular guide has been given a radical makeover! It's ideal for:

- New vegans
- Anyone trying to reduce their intake of dairy and eggs
- Seasoned vegans in search of instant meals
- And those in search of vegan spray tan, cosmetics, condoms or whatever

This guide will help you find an animal-free alternative wherever you are in the UK or whatever you want!

It is packed with new features:

- A6 format to fit into a pocket or handbag
- top 20 products from nine major chains

- three Quick Fix meals per supermarket to make life simpler
- online shopping sites
- health matters – nutritional basics made easy
- new ingredients – useful products that may be new to you
- eating out – simple tips whether on the high street or on the road
- where to find delicious vegan recipes
- where to get answers to your food and cookery queries

... all in an accessible new lay-out.

Old favourites include

- product-based search from food to face cream
- hidden nasties – things to avoid

All this for £2 including p&p – or free online! Ring the Viva! Shop on 0117 944 1000 (9am-5pm) Monday to Friday.



Carnism - the Psychology of Eating Meat

By Dr Melanie Joy; 60 minutes at www.youtube.com/watch?v=7vWbV9FPo_Q



An excellent, impassioned, thoroughly reasoned and empowering presentation. Melanie Joy spent 10 years researching the psychology of eating animals, the work became her doctorate and this speech is a summary of her findings. She convincingly argues that eating meat is due to cultural conditioning. Its foundations are a mentality of dominance, subjugation, privilege and oppression. She asks how do millions of individuals who believe they are against cruelty, allow torture and needless death on an unimaginable scale. Her answer is the culture of carnism. A powerful belief system but one which is built on deception and can be torn down. An engaging and elegant talk.

Juliet Gellatley, Founder of Viva!

Classifieds

Holidays – England

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 01424 446300

Lake District

LAKELAND LIVING
BED & BREAKFAST

My Home is Your Home
Vegetarian Society Award For The Best Vegetarian Breakfast

Food & Cat lovers especially welcome
Plenty of scrumptious veggie/vegan food, suppers & dinners too
Non smoking
£32 per person (no single supplement)
Cockermouth town centre, Cumbria



Tel: 01900 824045
Email: veggielakelandliving@gmail.com
Visit: www.veggielakelandliving.co.uk

Holidays – Wales

CARDIGAN BAY Aberporth. Comfortable, quiet, rural cottage 8mins walk from safe beaches and coast path. Sleeps 4. 01239 810595. www.parcllwyd.co.uk



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
E: 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 Web: <http://homepage.eircom.net/~greenlodge>

Run a B&B?

Get bookings through the Viva! Discount Scheme. Contact kat@viva.org.uk for details.

Holidays – Scotland

Highland Scotland
Cuilodrag House Vegetarian B&B from £32.50 Evening meals available. Stunning west coast scenery, near Ben Nevis, Glen Coe. Web: www.cuilodraghouse.com Tel: 01855 821529

Holidays – Spain

Holiday rental, lovely mountain retreat in Andalusia, ideal for families or romantic breaks. Self-catering or tailor made on request. Tel: 07901 735580 Email: retreatpureandsimple@hotmail.co.uk

Products & Services

www.taxreturnonlineservices.co.uk

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

5% donation to VIVA!
Tel: 01485 601499

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

For Viva! news, info, merchandise and much more visit us online at www.viva.org.uk

Holidays – France



La Maison du Vert
vegetarian hotel & restaurant

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.

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




Contact: Debbie & Daniel Armitage
61 120 Ticheville, Normandy, France
00 33 2 33 36 95 84
Email: mail@maisonduvert.com
www.maisonduvert.com




Under The Lime Tree

Vegan & Veggie spa B&B
Evening Meals
Massage Treatments
Hot Tub
The Charente France
www.underthelimetree.com
nikki@underthelimetree.com
+33 (0)545 84 91 79

Bodycare

VEGAN SKINCARE: Daily Cleansing, Exfoliation, Acne & Pore Control, visit www.skinvac.com, 100% Chemical FREE, soapless & non-toxic.

OVERWEIGHT?

Lose Weight with Natural Healthy Diet – Online All Recipes/Back-up You Need At a Time to Suit You. Visit: onlinenaturalweightloss.co.uk

Personal

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, Cwmyms, Cilycwm, Llandoverly, Carmarthenshire SA20 0EU Tel: 01550 721197 Fax: by arrangement Web: www.vegfamcharity.org.uk Online giving: <https://www.charitychoice.co.uk/vegfam>.

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, "Holocaust or World Change?" (Books by Antony Bates), send 24 stamps (2nd, small).

Little rooms for sale in mountain village project located in the National Forest. Share of freehold and gardens. Box 54/1.

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: quietliffe56@aol.com].

Walking companions sought for walking breaks in Southern Spain. Unspoilt mountainous area, staying in basic but cosy bothy. Very affordable rates with good food. Tel 01843 446758.

Rain Rescue

Helping pets in crisis since 2002
Registered charity number 1115089



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 starve 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 Tel: 07725 888207

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


*Live more simply
so that others
may simply live.
GO VEGETARIAN!*

FREE (UK only). One sheet of 21 assorted adhesive stickers from **Vegetables Churchfield House, Weston under Penyard, Ross-on-Wye HR9 7PA** vegetabels@btinternet.com

Email and phone counselling for vegetarians experiencing emotional difficulties. Confidential support available: weekdays, evenings, and weekends. Phone: 07551913080 Email: emotional-support@hotmail.co.uk Visit: www.emotional-support.co.uk

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.

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



Vegetarian ...for Life 

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
Or phone: **01683 220888**

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 or by post from The Grants Secretary, PO Box 473, CREWE CW3 0WU

Registered Charity No 294767

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

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



US Starts to Shun Meat

...and it's happening in Britain, too

Even before the scandal of horse meat hit the headlines, meat consumption had started to fall in the UK. That decline is now mirrored in the US, according to its Department of Agriculture (USDA). It predicts that this fall will accelerate sharply while the World Watch Institute reckons that global meat consumption is also heading downwards.

US beef consumption has fallen by 2.5 billion pounds since 2007 to 25.6 billion pounds in 2011, according to their Cattle and Beef Industry. In terms of animals, it means that 400,000 fewer cows, 500 million chickens, 12 million pigs and 22 million fewer turkeys were killed over this period. A statistical analysis of meat demand suggests that price plays a part but the overwhelming reason is the Americans simply don't want to eat as much meat! It is prompted by health reasons and disgust at the cruelty of factory farming and mass slaughter.

Surveys as to how many US vegans there are varies widely – between one and six million. And the disparity in the UK is similar. In 2005, the *Times* estimated there were 250,000. In 2006 the *Independent* put it at 600,000 and a 2007 British Government survey claimed it to be an extraordinary two per cent – more than three million people. One thing is certain, the numbers are dramatically increasing.

More Vegans – Fewer Vets

It also seems that an increasing number of veterinarians no longer want to work with food animals. In 2009, there were 61,000 US veterinarians in private practice – 41,117 exclusively treating companion animals and only 1,103 exclusively treating farmed animals. The American Veterinary Association has expressed concern that there are insufficient vets to ensure a safe food supply. It gives various reasons for the decline but ignores morality.

Eric Barchas, a small animal vet in San Francisco describes treating an animal that's being raised to be butchered as "unsavoury." He says factory farming and animal slaughter are not what motivates people to pursue a career in veterinary medicine.

And Another Reason ...

On May 14, 2012, the *Los Angeles Times* added another twist to the decline by reviewing a new study by the Harvard School of Public Health. It found that eating red meat results in an increased early death rate from heart disease because of saturated fat and cholesterol in beef, pork and lamb. It also found that the iron in red meat known as haem iron, was linked to fatal heart disease. TW



John Alleman (52), official mascot of the tongue-in-cheek Heart Attack Grill in Las Vegas died recently of a heart attack. The grill boasts such dishes as the triple by-pass burgers and flat-line fries. Alleman was the second mascot to die in two years.

Animal-free footwear & more
Freerangers

100% Vegan No Sweatshops
No Animals No Worries

Send for FREE 2013 catalogue

Proud to be hand made in the UK

www.freerangers.co.uk email: info@freerangers.co.uk

Freerangers, (Dept VL 02/13) 87 Derwent Street, Chopwell NE17 7HZ Tel: 01207 565957

thenewkidonthechoc.com

A new place for your chocolates and gift ideas

Are you a veggie business?

Want to shout about your veggie products?
Book a full colour ad in this space from £25.50
Contact justine@viva.org.uk for details.

books for life

This issue we ask you to use the little grey cells a bit and expand your knowledge about the disasters of dairy and animal experiments. We also offer you the chance to buy a beautiful cookery book written by a self-confessed hedonist!

All books reviewed available to buy from Viva! at www.vivashop.co.uk/books

Whitewash: The Disturbing Truth About Cow's Milk and Your Health

Joseph Keon, Paperback, £13.99

Wellness consultant, nutrition and fitness expert Joseph Keon tackles the thorny issue of milk consumption and its effects on our health. He reveals how we have become addicted to dairy products and describes the health consequences. He also exposes the dirty tricks of the dairy industry. Easy-to read yet compelling, this fully-referenced book is a great resource. Keon provides plenty of guidance and reassurance on a dairy-free lifestyle. There's a section on bone health and osteoporosis, which will reassure you that you don't need dairy products for strong bones. Whether you just want to know a bit more about cow's milk, are concerned about your child's health or you're a healthcare professional, this book is a must-read.

The Costs and Benefits of Animal Experiments

Andrew Knight, Paperback, £19.99

In this book, bioethicist and veterinarian Andrew Knight asks if animal experimentation is ethically justifiable. He investigates how useful animal research has been in advancing human healthcare and reveals how much animals have suffered as a result. Well-referenced and full of useful information, this book is highly readable. Knight presents a balanced view and makes a strong argument, based on sound scientific evidence, for ending animal experiments in both clinical research and education. This book challenges the outdated view that the overall good outweighs the overall evil. It includes a chapter on non-animal research and testing methodologies. Essential reading for anyone interested in the ethical issues raised by animal experimentation, including scientists, pharmaceutical and cosmetic manufacturers, philosophers, policy-makers, students and educators.

Pure Vegan – 70 Recipes for Beautiful Meals and Clean Living

Joseph Shuldiner, Paperback, £18.99

Written by a self-confessed foodie who thinks about tomorrow's breakfast while preparing for bed! There are no politics to be found here, just delicious, enticing recipes that will inspire you to invite your friends for dinner and breakfast! The chapters are organised into: Morning, Afternoon, Evening, Late Night and Very Late Night! Don't be misled by the 'clean living' title, you'll find recipes for indulgent desserts and cocktails! Evenly divided between challenging recipes and simple staples. Morning recipes include French Toast with Cardamom Pear Compote, Savoury Breakfast Tarts, Chai Tea and a Vegan Mary! In the afternoon you have old favourites like Hummus and new exciting Huammara (a Middle Eastern dip made with trendy pomegranate molasses). There are soups, salads and Orange and Saffron ice pops! Evening recipes include Polenta with Wild Mushrooms, Hazelnuts and Figs, Eggplant Parma-Style, Seared Tofu,

Blueberry and Earl Grey Sorbet and late night treats include Vegan Tapas,

Limoncello and Maple-Chipotle Pecan Popcorn! Hedonistic, delicious, impulsive and decadent – a book to relish!



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

Make a difference with your energy bills

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

people:power

The word 'people:power' is written in a large, bold, black font. The letters are filled with various silhouettes: a person in a wheelchair, a wind turbine, a house, a family of four, a dog, a person with a dog, a tree, and a person holding a kite string. The kite string extends upwards to a red circular sticker.

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 green energy we can generate. Join us and VIVA will receive up to £60* for each and every switch to Ecotricity. 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**

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 £60 is conditional on you switching your dual fuel electricity and gas supply to Ecotricity on or before 31/12/12 having quoted the reference code printed above, or £40 if you switch just your electricity supply.

For full terms and conditions, please go to www.ecotricity.co.uk/viva



100% VEGAN

Sheese®

100% DAIRY-FREE
CARE FOR ANIMALS - CARE FOR YOUR HEALTH



NEW AND EXCITING!

TWO NEW MELTY SHEESE & CREAMY SWEET CHILLI



Bute Island Foods is thrilled to present two new Melty additions to the fabulous Sheese range of dairy-free products

NEW - MELTY MILD CHEDDAR and MELTY RED 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! These are the products that your recipes have been crying out for!

NEW - Sweet Chilli flavour creamy Sheese now replaces Mexican style (and is a distinct new variety in it's own right). Deliciously smooth and creamy with a mild, yet cheekily well-balanced hint of spice! Fantastic stirred into pasta dishes to add a bit of zing, use as a filling for tortillas or as a tasty dip.

And now... Deli Fry's



Bute Island Foods
Tel: +44(0)1700 505357

Find out more at
www.buteisland.com

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

Bute Island Foods have just launched an exciting new range of continental mock meats and sausages called Deli Fry's. The range is 100% Vegan and consists of 7 delicious products : Gourmet Morcilla, Smoked Gourmet Chorizo, Mock Ham, Mortadella, Smoked Mortadella, Italian Gourmet Mortadella and Mortadella with Sweet Peppers. These healthy, animal-free alternatives will totally wow your taste buds giving your favourite dishes a more authentic taste!

All of these products can be eaten cold straight from the packet, and are 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 which is a very tasty alternative to the 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