

Could you kill her?

Someone's
going to do
it for you!



Have you ever
looked into the
eyes of an animal
who is close to
death? This is
exactly what
animal lovers
from **The Save
Movement** do
each time they
hold a vigil at
your local
slaughterhouse.



Viva!

Campaigners across the nation are bearing witness to animals who are about to be killed for the dinner plate. The photos and video taken by The Save Movement give these animals the recognition they deserve and help to awaken compassion in people like you. Their eyes can tell us not just about their last moments on earth but also the suffering they have endured throughout their life. Just like us, dairy cows need to be pregnant to produce milk and so, in order to satisfy

demand, cows are forced to give birth every year until they are exhausted – then they're sent to slaughter. Like us, cows have a nine month long pregnancy. And yet unlike us, each time a dairy cow gives birth, her baby is cruelly taken from her within a day or two. When she is loaded onto the transport truck on its way to the slaughterhouse, she is exhausted. And heartbroken.

The eyes of a cow reveal a lifetime of suffering. Getting up close and personal with these animals is an emotional experience. Each cow has a story to tell.



Join us, bear witness, and choose a kind, healthy diet. Choose vegan.

Viva! – Europe's largest campaigning vegan organisation – supports The Save Movement!

TheSaveMovement.org
viva.org.uk/slaughter

Written by Viva!'s director & founder – Juliet Gellatley, it's the definitive, go-to guide for those who want to go dairy-free, get informed and find tasty alternatives.

vivashop.org.uk/whyyoudontneeddairy

