

EVERYONE'S GOING DAIRY-FREE

There's a dietary revolution taking place and dairy sales are falling.

There are now so many delicious dairy alternatives available. All your favourites – milk, cream, ice cream, cheese, yogurt – and all from plants. And no mother or baby has to suffer!

It's easy to try vegan with this 30 Day plan! You'll get all the support you need:

- Daily emails with tasty, quick recipes and hints
- Cookery demos of fab vegan food

Feeling lazy?! Choose our CAN'T COOK, WON'T COOK option!



30dayvegan.viva.org.uk

Be inspired by the superb Vegan Recipe Club, with hundreds of recipes, pictures, hints and tips. Search by ingredient or type of recipe (eg quick/Italian etc) making it easy to find something to suit you.



veganrecipeclub.org.uk

You can watch our disturbing undercover investigation into British dairy farming



viva.org.uk/faceoff

Masses of information on the why and how of being dairy-free! Including the top dairy-free alternatives from ice cream to cheese to butter to chocolate!



scarydairy.org.uk

Viva!

SCARYDAIRY.ORG.UK

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Viva! is a reg charity 1037486

TRASH



**95,000*
MALE CALVES
SHOT IN A YEAR
– THE DAIRY
INDUSTRY'S
TRASH**



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ALL NEWBORN BABIES ARE TAKEN FROM THEIR MOTHERS



Baby bull calves are the trash of the dairy industry – tens of thousands are shot in the head each year*. The little chap above, from a Cadbury farm, was taken to feed the hounds at Prince Charles' favourite hunt.

Other males are imprisoned for five months or so and called 'veal' – for people who like to eat baby flesh. They call themselves 'gourmets'.

*95,000 newborn male calves were killed in 2015 (latest industry figures published 2018)

This little girl will be kept in solitary confinement for up to two months – no nurturing, no mothering, lost and bewildered. That's how this inhumane industry works.

She will eventually join other stolen babies and be forcibly impregnated as soon as mature – and then her calf will be stolen, too. Why? For the deadly dairy trade! Just say no to their products!

A MOTHER'S LAST
GOODBYE TO HER BABY

