EVERYONE'S GOING There's a dietary revolution taking place and dairy sales are falling. 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 yegan with this 30 Day

Cookery demos of fab.

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 guick/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

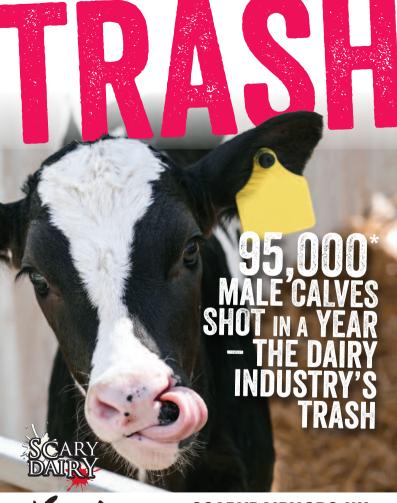
viva.org.uk/faceoff

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

SCARYDAIRY.ORG.UK

Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH. Tel 0117 944 1000 (Mon-Fri, 9-5). Email info@viva.org.uk Viva! is a reg charity 1037486



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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)

