

Viva! Life

Published by Viva! the vegetarian and vegan campaigning group

incorporating
veggiehealth

Issue 51 Winter 2012

Viva! Victory

Adidas drop kangaroo leather

Getting to grips with arthritis

All-new
vegan guide
for caterers

Champion
sporting
veggies

New Break Free
Campaign

Dairy causes
osteoporosis

WE DID IT!



HEALTHY • SUSTAINABLE • DELICIOUS

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



Inspiring vegan
recipes and
cooking tips



Over 70 delicious
seasonal recipes
every issue

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

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 51

5 Lifelines

News roundup from Viva!

9 Backing badgers

Update on a threadbare policy

12 Boar War

Forest of Dean war on wild boar

13 Goat Exposé

Industry shaken by revelations

14 Lifescience

Latest in veggie research

16 Glory Glory

Victory for veggie sports people

21 Viva! Catering Guide

Super new aid to expand veggie catering

23 Words Wardle

Tony Wardle visits the hall of mirrors

26 Magnificent Merchandise

Some special Christmas crackers

30 Eating for Arthritis

Juliet Gellatley launches a joint venture

18

Break Free

Viva! Health bones campaign exposes dairy myth

32 Lifestyle

Latest goods and goodies

39 The Young Ones

News from Viva!'s youth activists

40 Medialife

Viva! in the news

43 Book Reviews

Read all about it

46

Cook Christmas

Divine recipes for festive feasting

10

Kangaroo victory

Sports shoe manufacturers concede

37

Animals in India

Viva! visits a rare sanctuary

www.viva.org.uk 3

Welcome

Badgers are harmless, loved, unique and secretive. Yet they face illegal trapping, baiting with dogs and 50,000 die on the roads each year in Britain. Now they face their biggest threat yet – the dairy industry, backed by an idiotic government who ignore science, rationality and public opinion!

As you'll know, British badgers are still being accused by farmers of being the main culprits in spreading bovine TB. The real culprits are farming practices so intense that dairy cows face numerous infections and rarely survive beyond five years old. TB tests are often inaccurate, allowing disease carriers to re-infect their herd or to be transported around the UK, infecting new herds.

They are ignoring the 10 year study by top scientists which established that badger 'culling' will not control TB in cattle. This means many animals will be cruelly killed to no purpose – other than mollifying farmers who refuse to change their ways.

Viva! has been campaigning for badgers for almost five years and we helped secure the victory for these wonderful animals in Wales. However, as the Government are set on exterminating wildlife in England, we have joined forces with Team Badger, spearheaded by Brian May. This is the largest coalition of animal groups, scientists and vets ever seen in the UK. See pages nine and 40 and www.viva.org.uk/badgers to help save our wildlife.

Another wild animal that bears the brunt of human short sightedness, ignorance and selfishness is the wild boar. This fascinating and highly intelligent animal was hunted to extinction in the UK about 300 years ago but is again living freely in small numbers in some areas, including the Forest of Dean. Tragically, the Forestry Commission plan to kill 100 animals in this area so please join with us to stop this tragedy (page 12).

I'm very pleased to tell you that Viva! is now a charity. As we survive solely on contributions from the public this is very important as it

means we can claim Gift Aid on your donations. It also means that if you are kind enough to leave Viva! a gift in your Will, you do not pay inheritance tax on it (see page 5). Viva!, as a charity, will continue its energetic and vivacious fight for the animals. The Vegetarian & Vegan Foundation is continuing its crucial health campaigns under the new name of Viva! Health as an integral part of Viva!. Exciting times!

More wonderful news is that your kind donations have saved Hamish and Dougal! The two handsome Highland steers have reached the safety of Hillside Animal Sanctuary (see page 6) and will live out their lives amongst a herd of Highland cattle.

In the last issue of *Viva!life* I revealed the cruelty involved in farming dairy goats. Viva!'s undercover investigation exposed how baby animals are mutilated, including having their horns burnt out without pain relief. The remarkable news is that the Royal College of Veterinary Surgeons (RCVS) has supported our claim that this is illegal (page 13). The farm is also being investigated with a view to potential criminal proceedings.

Finally, Christmas is drawing near. I hope you enjoy our new *Gifts for Life* catalogue enclosed! The vegan 'milk' chocolate Nuts and Chews really are something else! I hope to see you at our annual fundraising lunch (page 20) – a fun celebration of Viva!'s work with fabulous vegan festive fayre at Manna restaurant.

Yours for the animals

Juliet Gellatley
Founder & Director



viva!life magazine

Viva! Founder &
International Director
Juliet Gellatley

Editor
Tony Wardle

Campaigns 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

Viva! – now a charity!

We're delighted to announce that Viva! is now a charity and can claim **Gift Aid** on your donations if you're a tax payer, giving us an extra 25p for every £1 you donate, at no cost to you. You will also pay no inheritance tax on any legacy you leave to Viva!.

The detail...

Viva! was launched as a charity by Juliet Gellatley in 1994 and she later changed its name to the Vegetarian & Vegan Foundation. The Viva! name continued but as Viva! Campaigns – a non-profit group vigorously campaigning for animals.

The Charity Commission has approved the VVF reverting to its original name of Viva! and the new Viva! will campaign in precisely the same way as the old one on all the veggie issues. The VVF's name will disappear and its work will be undertaken by Viva! Health – a large new section within the charity.

VVF (now Viva! Health) supporters are still vital to our life-saving health campaigns, just as Viva! supporters will continue to fund Viva!'s work including, of course, our investigations to save animals.

If you have any queries please email Juliet at Juliet@viva.org.uk

We're the best! An on-line poll at this summer's Bristol Vegfest saw Viva!Life voted the best of 10 vegetarian and vegan publications



Farrowing crates – no more excuses

"We only do it to save piglets from being killed." This has always been the excuse of farmers for using despicable farrowing crates – tubular metal structures that hold breeding sows captive for a month or more at a time. A massive piece of research from the Universities of Warwick and Bristol confirms what Viva! has always claimed – death rates of piglets in factory farms and free-range arcs are the same. There was no significant difference in piglet mortality between any of them.

I wanna be like you-hoo-hoo

Human beings separated from chimpanzees six million years ago and from gorillas about 10 million years ago, according to a report in the science journal *Nature*.

About half a million years ago, gorillas split into two species, Eastern and Western gorillas. By sequencing the genome of a female Western lowland gorilla named Kamilah, researchers found that most gorilla DNA is similar or identical to human's. Amazingly, in 30 per cent of the genome, they found that gorillas are closer to humans and chimpanzees than the two gorilla species are to each other.





Swim raises over £5,000!

Yes, we succeeded! – thanks to hundreds of supporters who kindly sponsored our swim on Lake Windermere. You made the madness (and cold) worthwhile! We exceeded our target and raised £5,034 for Viva!

I was the reluctant member of the team! Of course, I eagerly fundraise for Viva!; it's just that I'm a rubbish swimmer and petrified of cold water. Many charities participated in the swim and I came 1994th out of 2009 swimmers and took one hour 30 minutes to cover the mile – but what the heck! I'm just happy to have completed the course and survived!

Swimmers left in waves every 30 minutes, wearing different coloured hats. Our lot wore pink – particularly fetching on Andy and Ash. It was with a mixture of inevitability and humour that I watched swimmers who had started 30 and 60 minutes after me pass in droves. Every rescue canoeist had a cheerful chat with me as I swam by (yes that slow!). Was it cold? Too right!

The team included Andy Cox, Rhiannon Buck, Veronika Powell (who almost froze) and Ashley George. They all did it in under an hour. I'm very proud of them!

It was a wild, stormy weekend and Rhiannon's tent blew away! Next time, though, we'll take a boat!

Juliet Gellatley, founder & director of Viva!



Hamish and Dougal's lucky escape

With your help – we did it!

Thanks to our generous, kind-hearted supporters and Hillside Animal Sanctuary, Highland steers Hamish and Dougal have made their long journey to freedom.

The two brothers had become entirely socialised in their field at Cape Cornwall and their intended slaughter was devastating to Viva! supporters Heidi Stephenson and Viva! Art for Animals artist, Jason Liosatos, who launched a campaign to rescue the friendly duo.

Together we succeeded and a deluxe horse box travelled 442 miles through the night in August to deliver its utterly relaxed cargo to their permanent home in Norfolk. After quarantine, Hamish and Dougal joined a small herd of other Highlanders in an idyllic pasture shaded by bordering woodland.

Heidi accompanied the two throughout: "Saying goodbye was incredibly hard but may their days be long and happy, thanks to Viva!"

Live export deaths

Live animal exports have been temporarily suspended at the Port of Ramsgate after an incident in which 45 sheep died. After a lorry was stopped at the port, 43 sheep had to be shot because of their condition. Whilst being taken from the lorry, six sheep fell into the water and two drowned.

One port after another has abandoned this despicable, long-distance trade in live animals but Ipswich is now taking the trade abandoned by Ramsgate.



Red Tractor – Red Face

Three ads trumpeting the high welfare standards of pork sold with the Red Tractor symbol have been banned by the Advertising Standards Authority (ASA). It was ruled that they could lead consumers into thinking pig welfare in Britain was better than it is. Now there's a surprise!

Cameron goes vegan

James Cameron, one of the world's most successful film directors – the man who brought you *Titanic*, *Avatar*, *Terminator* and many other titles – has gone vegan.

"You can't be an environmentalist, you can't be an ocean steward, without truly walking the walk. And you can't walk the walk in the world ahead of us, the world of our children, not eating a plant-based diet," said the demanding director.



World must go veggie

Leading water scientists have issued one of the sternest warnings yet about global food supplies, saying that the world's population may have to switch almost completely to a vegetarian diet over the next 40 years to avoid catastrophic shortages.

Viva! Art for Animals artist, Katherine Howard, is exhibiting a collection of oil paintings on canvas in London this Winter. It is at the ROA Gallery. 1-2 Royal Opera Arcade, SW1 4UY, from December 5-10 and is open from 10am-7pm.

Vegetarian for Life



This important charity dedicates itself to improving life for older generations. It does it by giving nutrition and catering advice, has a list of vegetarian-friendly care homes, trains caterers and can offer grants to vegetarians to help with independent living. It has recently produced a DVD for care home owners and their staff to encourage them to respect and cater for vegetarian and vegan residents. It includes great cookery demonstrations, health and nutrition advice and the heartfelt views of older veggies themselves. This important DVD is available free of charge. Contact them at: www.vegetarianforlife.org.uk or telephone 01683 220888

Our Incredible Veggie Roadshows just keep on succeeding and our Welsh Veggie show (No. 33) was no different. Over 1,500 filed through Cardiff's St David's Hall on September 29 for a truly positive event. Several of the talks we gave were filmed and will be available to view online soon. We'll let you know. But we haven't finished with Wales as we will be holding a mini-roadshow in Monmouth early next year (see www.viva.org.uk for details).



Livestock drugs link to obesity

Farmers may have fuelled the obesity epidemic by fattening up livestock using antibiotics, a study has discovered. Researchers found evidence that low exposure to the drugs upsets the delicate balance of gut bacteria, which in turn alters metabolism.

Martian vegans

NASA intends to send astronauts to Mars in the 2030s, a journey that will take six months in each direction plus working time on the red planet. The menu must sustain a group of several people, keep them healthy and happy and offer a good variety. For the solution, scientists are raiding vegan cookery books and it will be these recipes that will be blasted towards the final frontier and sustain the intrepid explorers on their two-year-long mission.

Buy local?

A US survey has found that, in terms of environmental footprint, what you eat is more important than where it comes from! The researchers found that cutting meat and animal products out of the diet, or even restricting red meat to one day a week, is more significant than buying all your food from local sources.



Veggie boom time

Sales of vegetarian foods will climb by more than 10 per cent to reach £882.4M by 2016, according to market intelligence group Key Note.

'You can trust me'

Farmer Peter Willes offered every reassurance possible when he applied for permission to build the mega-dairy unit at Nocton, Lincs. Just as well he was refused permission as he has just built a new slurry lake near protected land in North Devon. It is the size of 11 Olympic swimming pools and is illegal!

"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



Badgers versus Daleks

By Justin Kerswell, Viva! campaigns manager

It is difficult to predict whether the bloodshed will have started by the time you read this but the intention of both Government and farmers is absolutely clear – badgers must be exterminated.

There are numerous options open to these large institutions but with a grim single-mindedness, the only solution they promote to tackle the spread of TB in cattle begins and ends with the barrel of a gun. Deaf to science, deaf to expert opinion, deaf to reason: "We will exterminate, we will exterminate!"

Viva! has campaigned for badgers for almost five years now – odd for a vegetarian organisation you might think for no one eats them, despite the urgings of one fat cook, Clarissa Dixon Wright. But badgers and cattle are two sides of the same coin. Viva! campaigns against meat and dairy consumption by exposing the abject cruelty of modern animal farming and nothing typifies this more than the dairy cow, who carries the excruciating burden of producing vast amounts of milk whilst pregnant. The result is such exhaustion that she is sent to the slaughterhouse at around five years old, disease-ridden and her immune system shot to pieces.

Badgers have become the scapegoat for the failings of dairy farmers – and what failings they are! Last year, Viva! undercover investigators filmed at Welsh markets and found that biosecurity was not just ignored but treated with utter contempt. At one market, 97 per cent of people didn't even bother to dip their feet in the 'obligatory' disinfectant foot baths.

However, it isn't just Wales that ignores prevention. News has just emerged that it is a similar story in England. A European Commission inspection discovered a catalogue of failures in the measures that English farmers are supposed to follow to prevent their cattle spreading TB between herds.

There are delays in removing from the herd cattle who test positive for TB, an endemic failure to carry out tests on time and a failure to follow the tests that are conducted. The report also criticised on-farm biosecurity and cleanliness as weak – failures that increase the risk of cattle spreading TB to each other.

It gets worse. A Cork nominee for young Farmer of the Year was recently fined £20,000 for claiming compensation by injecting his 49 cattle with slurry to get a false TB reaction. He was sentenced to three years but not for the horrendous suffering he caused.

It's impossible to know the full extent of fraud but it is likely to be widespread. It emerged last year that some British farmers had been illegally swapping cattle ear tags in order to retain highly productive TB reactors (and risking passing the disease to other cows) whilst sacrificing healthy, low-producing cows.

Tightening measures on farms and at markets would reduce TB. Indeed, improving cattle measures alone have seen a decrease in TB deaths in both England and Wales without killing a single badger. In light of this, Damian Carrington in *The Guardian* calls the cull 'nonsensical' and echoes Lord Krebs – architect of the previous badger cull trials – who calls the plans 'crazy'.

What can a sane person do in the face of such moral bankruptcy? There is one answer.

Boycott dairy and make sure that badgers have their say next time you visit the ballot box.



**STOP
PRESS:
See page 34
for victory
details**



Sign the dairy
boycott
online at
**[www.viva.org.uk/
badgers](http://www.viva.org.uk/badgers)** or send
us your name
and address and
we can do it
for you

Viva!'s Kangaroo victory!

We strike another devastating blow against the Australian kangaroo killing industry as morality triumphs over profit

We chose possibly the hardest nut to crack and stuck at it for 15 years. We were determined to persuade or shame football boot manufacturers into dropping the use of kangaroo leather for manufacturing their football boots. Can you think of a more difficult task than appealing to young, mostly male football players on grounds of animal welfare? Well, we've done it!

Our campaign against the use of kangaroo hides and meat is one of Viva!'s longest running and started back in 1995. At the turn of the millennium, success

"Thank you for your efforts to ensure Adidas/Puma/Nike's move to synthetics. It will save the lives of so many kangaroos and joeys!"

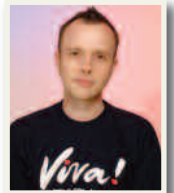
Maryland Wilson, President
Australian Wildlife
Protection Council Inc.



stories tumbled one over another as supermarkets fell like dominos after a wave of Viva! protests outside stores, targeting companies one at a time. Once the biggest fell – Tesco – others almost tripped over themselves to pledge never again to sell kangaroo meat. No matter how hard they had tried to spin it as green and ethical, they could not justify backing an industry that beat to death hundreds of thousands of baby joeys – and then binned them. And they knew it!

This bloodshed has plagued Australia's Outback for decades and is the largest massacre of wild land animals in the world. Millions of adult kangaroos are shot every year for meat and skin and an estimated 885,000 of their babies are either decapitated, shot or beaten to death.

Official Australian figures show that kangaroo numbers in the killing zones have dropped significantly. Viva! has long argued that the industry is cruel and unsustainable and the commercialisation of wildlife threatens the extinction of some species – to add to those that Australia has already exterminated. The worst record in



By Justin Kerswell,
Campaigns
Manager

Viva!'s kangaroo timeline



1994
Viva! launched and we became aware of kangaroo trade



1997
After two years of campaigning, Tesco dropped kangaroo meat and other supermarkets followed after massive media exposure



1998
Juliet Gellatley visited Australia and created a storm of controversy



2001
Juliet returned to Australia. Viva! steps up our campaign against the use of kangaroo leather by football boot manufacturers such as Adidas

2003
Second Viva! national Day of Action against the kangaroo trade

the world for wiping out entire species is not an achievement they boast about!

Viva! has kept kangaroo meat off the shelves of all 1,500 UK supermarkets. When wholesalers Makro and Booker were foolhardy enough to try and stock it, consumer action by us and our supporters saw them drop it like a hot brick. Recently, Lidl tried the same thing and our challenge was again successful.

Encouraged by the Australian Government, football boot manufacturers claimed they had a right to slaughter wildlife, ignoring both Viva! and morality. Leader of the pack was Adidas, the world's biggest user of kangaroo leather. Their flagship boot, the Predator, was avidly promoted by sporting royalty, David Beckham. Undaunted, we kept plugging away at him and, in 2006, he told Adidas he would no longer wear kangaroo leather. They made a synthetic version of the boot especially for him. Respect, David, respect!

Despite this, Adidas continued with other kangaroo leather boots, as did Nike and Puma. But we continued naming and shaming them and the football stars who were paid to wear their products. A constant flow of articles in newspapers such as the *Daily Mail*, *Independent* and *Observer* kept the pressure on.

Last year, we reinvigorated our online campaign and, with long-term allies, the Australian Wildlife Protection Council, ensured that a new wave of complaints hit football boot manufacturers. And then... the first signs of success! Nike admitted they were "...moving towards eradicating the use of kangaroo leather altogether." We were delighted.

It was followed in 2011 by an admission from the kangaroo killing industry that Adidas and the other big manufacturers had "... moved away from using kangaroo leather in response to public pressure from animal rights activists." They meant

us and our allies!

One of those allies was the Co-operative's Responsible Investment arm who contacted us at the beginning of this year. As major shareholders in both Adidas and Nike, they wanted our opinion and expertise on the inherent cruelty and unsustainability of the kangaroo industry.

This was the tipping point and Adidas committed to phasing out all but two per cent of its use of kangaroo leather over the next year. It is a phenomenal drop in consumption and it goes without saying that we are now pursuing the remaining two per cent, demanding a switch to cruelty-free synthetics.

Just as encouragingly, Puma's former CEO, Jochen Zeitz, declared at the UN Rio 20+Earth Summit in June that the football boot manufacturing industry must move away from leather and embrace synthetics for an eco-friendly future. He is now chief sustainability officer of the French luxury company, PPR, who own Puma. Another powerful ally!

What does this mean for kangaroos in Australia? Somewhere in the Outback there are 'mobs' of kangaroos and their young who, unknowingly, are alive and living in their settled family groups because you have funded Viva!'s campaign against the vile kangaroo trade. That in itself is reason enough to celebrate.

The trade in Australia's wildlife is not over but we have won an honourable battle that has struck at its very heart. The kangaroo killing industry has always said that it was dependent upon the international trade in football boots. That has now all but gone! However, we know they



will be scouring the world to try and dupe others into filling the gap in their income, derived from the wholesale slaughter of wild animals.

Viva! now has to hand over the baton to Australian activists – of which there are many. But we will always be there, ever vigilant, ever ready to help.

For more information about Viva!'s campaigns for kangaroos check out www.savethekangaroo.com

"As a co-founder of THINKK, and Director of Voiceless, groups that have followed your lead in working passionately for improving the outcome for kangaroos, I must reiterate Maryland's message – job well done!"

Dr Dror Ben-Ami,
Ecologist, Australia



BOAR WAR

...a report from the front

The long-suffering wild inhabitants of the Forest of Dean are once again under attack by perhaps the most unlikely of foes – the Forestry Commission.

Viva! has joined forces with local activist group, Friends of the Boar, to try and persuade this quango to end their campaign of persecution. Having previously announced a moratorium on shooting the animals, the Forestry Commission now says it intends to kill 100 boars by January 2013.

It had agreed that the Forest of Dean could accommodate around 400 boars but then decided that there were currently in excess of 600 animals. This was reached without any scientific count and is based on little more than guesswork. There are real fears that the true figure is just 200 or lower.

Far from being a nuisance, these gentle and inquisitive animals are both a boon to biosecurity and local tourism. With our allies, we are calling for an end to the shooting of wild boar and have produced a special leaflet for local activists to raise awareness and increase pressure on The Forestry Commission to reconsider. It is time that the war on British wildlife ended.

Support the boar!: contact the Forestry Commission and sign the petition at www.viva.org.uk/wildboar, or contact us for a sample letter by phoning 0117 944 1000. Find out more about local campaigns in the Forest of Dean at www.friendsoftheboar.org.



Photo: Scott Passmore

"When I wanted to add an excessive touch of luxury and silky smooth indulgence to the vegan chocolates available, I created Hipo Hyfryd. Our boxed truffles come in many flavours. They range from the well known and comforting coffee or maple syrup, to the more playful chilli or salt & pepper. We also make a variety of white chocolate truffles including our fantastically popular pistachio & rose petal bars. Gareth Blake, Owner and Founder, Hipo Hyfryd

Hipo Hyfryd chocolates are all handmade using mostly organic ingredients



Win Hipo Hyfryd Chocolate!

Six prizes worth £20 each to win! For your chance to win, email justine@viva.org.uk with "Hipo Hyfryd" in the subject or send your name and address to: Hipo Hyfryd Giveaway, 8 York Court, Wilder Street, Bristol BS2 8QH. Winners picked at random.

The closing date is November 30, 2012.

www.hipohyfryd.co.uk

The kids are (still) NOT alright

An update on Viva's investigation into the UK dairy goat industry

Last issue we revealed shocking details of our undercover investigation into the British dairy goat industry. It shattered the belief many people have that the suffering dairy cows endure doesn't afflict goats. The excellent national press coverage our investigation attracted has blown this myth out of the water and as a consequence, a prosecution for cruelty may result.

Any dairy industry can only exist by separating mothers from their young in order to take all their milk. The goat industry tries to ignore this and pretend that it's some kind of throwback to a bygone pastoral idyll. Judging by some packaging designs, you'd be forgiven for thinking that the milk comes from one nanny goat lovingly milked by hand by a milkmaid in a frilly bonnet. Nothing could be further from the truth as our investigation discovered.

Goats are now increasingly factory farmed, with most large herds zero-grazed, meaning they never go outside. In May 2012, we filmed undercover at Upper Enson Farm in Staffordshire – Britain's largest goat herd where animals are allowed out some of the time. They milk around 1,800 goats for Delamere Dairies and we filmed the routine mutilation of baby animals, dreadfully diseased animals and piles of corpses.

It was the painful mutilations of baby animals that struck a chord with both the public and veterinary experts and it prompted the Royal College of Veterinary Surgeons (RCVS) into action to look at the 'disbudding' of baby animals. They confirmed our claim that horn buds should not be burnt out without pain relief nor by unqualified staff. "Only a

veterinary surgeon may undertake the disbudding of goats and, due to the nature of the procedure, should administer anaesthetic."

The farmer himself admitted to the *Daily Mail* that he was working outside Government welfare guidelines, his excuse being that to follow them would be uneconomical. We were outraged and reported our findings, along with the damning footage, to both the local Animal Health Office and Trading Standards and demanded action. The latest response we have is that "...the matter is currently being investigated in accordance with criminal proceedings." We will of course bring you more news when we get it.

For more details on our investigation into the British goats' milk industry and how to order our free materials, visit www.milkmyths.org.uk. You can also read our fully referenced report *The Kids Are NOT Alright* online or order a copy for just £3 (plus p&p) by phoning 0117 944 1000.

Day of Action for Goats

A huge thank you to all our supporters who got out and about for our Goat Week of Action! Running from August 25-31, over 250 local groups and individual supporters went into action, ensuring tens of thousands of leaflets were distributed, reaching every corner of the UK. Information requests have been rolling in so we know it's made a big impact! We'll keep the campaign going strongly, sending out life-saving and informative leaflets to the public and our fantastic supporters.





Life Science



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

By Veronika Powell MSc, Viva! Health Campaigner

High fat, low fat?

A large-scale, 25-year study of the Swedish population has produced some interesting results. Beginning in 1986, the study found that in its first seven years, fat intake and cholesterol levels of the participants slightly decreased, in line with the dietary recommendations for reduced fat intake. However, from 2004 on, a significant change was observed: the intake of fat, especially animal fat, increased, and so did the cholesterol levels. This change was linked to the rise in popularity of high-fat, low-carbohydrate, Atkins-style diets which were, and still are, promoted for quick weight-loss.

The popularity of these diets reached such high levels that there was even a butter shortage during the last years of the study. Despite this 'diet', the weight of participants steadily increased. Scientists concluded that the marked rise in cholesterol levels was clearly linked to diet and warned that, although for some people weight-loss was achieved in the short-term, it was not sustainable and that high-fat, low-carbohydrate diets clearly increased the risk of heart disease and diabetes.

Johansson, I *et al.*, 2012. Associations among 25-year trends in diet, cholesterol and BMI from 140,000 observations in men and women in Northern Sweden. *Nutrition Journal*. 11: 40.



Iron myth

One of the most repeated myths about plant-based diets (and the most annoying) is: 'If you don't eat meat, you won't get enough iron and you'll become anaemic!'

A new study confirms that vegetarians eating a healthy, varied diet are not at any greater risk of iron deficiency anaemia than meat-eaters! It also shows, contrary to popular belief, that meat-eaters get only a small amount of their iron from meat – less than just 20 per cent. Almost a half of their iron intake (45 per cent) comes from cereals and cereal products.

A diet rich in wholegrain cereals and breads (many of which are now enriched with iron), beans and other pulses, dark green leafy vegetables, dried fruits and nuts and seeds provides all the iron you need. Fresh fruits and vegetables also contain lots of vitamin C, which increases iron absorption so it's an ideal combination!

Saunders, AV, *et al.*, 2012. Iron and vegetarian diets. *MJA Open*. 1 Suppl 2: 11-16.

Less is more

Consumption of red and processed meat is responsible for a large proportion of greenhouse gas emissions and also increases the risks of diseases such as cancer, diabetes, heart disease and stroke. A recent study used new estimates of meat intakes in UK adults and came to the conclusion that if the number of vegetarians doubled – and the rest of the population decreased their red and processed meat intake by more than half (2.5 times), the rates of diabetes, heart disease and colorectal cancer would drop significantly and the reduction in greenhouse gas emissions across the UK population would be 27.8 million tonnes/year.

Aston, LM, Smith, JN, Powles, LW, 2012. Impact of a reduced red and processed meat dietary pattern on disease risks and greenhouse gas emissions in the UK: a modelling study. *BMJ Open*. 2: e001072.

Soya safe for breast cancer

To establish whether it is safe for women with breast cancer to consume soya, almost 10,000 women were followed for several years and their diets analysed. To cover the possibility that cultural and lifestyle differences might influence the results, the study included North American and Chinese women.

The results of this largest study to date on soya and breast cancer showed that for all women who have been diagnosed with breast cancer, soya slightly decreases the risk of death and it significantly decreases the risk of developing a new tumour. These results confirm many others – that soya is beneficial to health and perfectly safe even for breast cancer patients.

Nechuta, SJ, et al., 2012. Soy food intake after diagnosis of breast cancer and survival: an in-depth analysis of combined evidence from cohort studies of US and Chinese women. *American Journal of Clinical Nutrition*. 96(1): 123-32.



Cute pics make you work harder!

A unique piece of research from Japan shows that we are more productive and better able to focus after looking at pictures of cute animals, such as kittens and puppies.

The researchers tested groups of volunteers in manual and intellectual tasks before and after showing them pictures of baby animals, adult animals or food. The results showed an incredible 44 per cent improvement in manual and 16 per cent improvement in intellectual ability after the volunteers looked at images of kittens and puppies. Pictures of adult animals and food had only a small positive effect.

The reason why people performed better in tasks requiring focused attention was put down to the cute images narrowing attention focus because of people's positive emotions, which improved their ability to process information. It was also suggested that cute pictures may be used to positively influence behaviour in specific situations, such as driving and office work!

Nittono, H, et al., 2012. The Power of Kawaii: Viewing Cute Images Promotes a Careful Behavior and Narrows Attentional Focus. *PLoS ONE*. 7(9): e46362.



Glory for the Pale and Pasty

Myths that veggie diets are not fit and proper for athletes still prosper. 'Oh yeah', says Tony Wardle, 'stick this in your meaty pipe and smoke it...'

Elizabeth the Second



We waited and waited and then it came – the women's cycle road race and Team GB's first medal at the 2012 Olympics. Lizzie Armistead came hurtling down the Mall

after 140 gruelling kilometres to grab silver, just metres behind Holland's Marianne Voss.

The 23-year-old vegetarian went into the Olympic history book and cut the legs off some ill-informed nutritionists who still contend that a meat-free diet is not the stuff of sporting victory:

"Despite the fact I was breaking school records as a runner, people still questioned my diet's ability to make me strong. I spent six months last year training with some of Kenya's greatest long-distance runners who live mostly on a diet of rice, beans ugali (a maize flour dough) and green vegetables and their list of gold medals is almost endless.

"I stopped eating meat when I was 10 because I could never get my head around eating a corpse. I would have done it sooner but my parents made me eat everything on my plate."



Scott of the Spartathlon

If the thought of running a 26-mile marathon makes your eyes water, read no

further! Scott Jurek is a champion ultramarathon runner who wins 100-mile

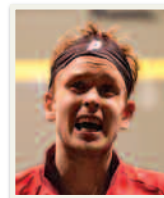
aces – and he does them regularly, on top of training eight hours a day. And if you think that's wimpy, then consider this – he won the Spartathlon from Athens to Sparta, a mere 153 miles. And he does it all on a vegan diet.

This one-time fast food addict discovered that heart disease, strokes and many cancers were linked to the Western diet – his diet – and change happened. Five months after becoming vegan he faced the toughest race of his life, the Western States 100 Mile Endurance.

"I could hear people's comments all along the route: 'The tall guy went out too fast – typical rookie mistake!' 'That Minnesotan flat-lander will soon collapse!' 'When the champ catches him, he's toast!' In fact, I led the entire race from start to finish and won, setting a course record. Six other wins followed, including the 135-mile Badwater Ultramarathon, run in 125 degree heat through Death Valley. I broke that record, too!

"Being a vegan isn't a matter of subtraction but addition. I discovered foods I had never known existed and experienced flavours and textures I had never imagined. I think of a plant-based diet as the cheapest health insurance around."

I'm just relieved that Scott's achievements aren't obligatory for all vegans!



King James

He could have been there – should have been there – and would almost certainly have won a medal, but squash is not included

in the Olympics. Beach volley ball is,

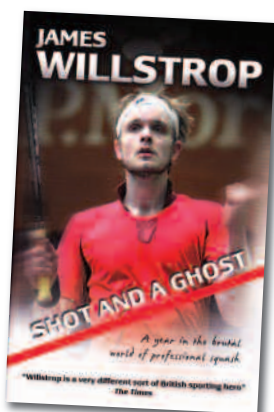
synchronised swimming is but one of the toughest sports known to humankind isn't.

James Willstrop describes it as 'brutal' and he should know because he is the number one squash player in the world. This 6ft 4in Yorkshireman from Pontefract has won more world tours and titles than you can shake a stick at and he's a strict vegetarian to boot.

"Meat has no place in a professional athlete's diet. Since I stopped eating meat, I'm faster, I have more energy and I know that my decision has saved countless animals' lives. I'm very keen to support animals and I want it to be known that meat is totally unnecessary – in fact detrimental to a world-class athlete.

"People laugh at me when I tell them and I can't for one minute believe that so many people find it perfectly natural to mercilessly slaughter animals and devour them for their own gratification. I did it once but having seen the atrocity that is the battery farm I want to convey to people that they should stop and realise that they're eating dead, slaughtered flesh."

James has a new book out, *Shot and a Ghost*, and it is a fascinating read; funny, sad and uplifting. He talks candidly about playing world-class sport as a vegetarian, his off-court relationship with his father (his coach) and finding the will to carry on when his mother died of cancer.



Despite its few naughty boys and boozers, snooker is a sport for highly-professional and committed players, male and female, and success depends upon good health. No one typifies this more than Peter Ebdon, renowned for his remarkably focused and determined style of play.

A Londoner - Islington – this 42-year-old master has notched up both UK and world titles. Playing in his 21st consecutive World Championship (one more than Ronnie O'Sullivan), he recently revealed to BBC Sport that he had become vegan. Although only five months old, he said his new dietary regime had made a huge difference to him.

"My concentration and focus is good and my diet is a big part of that. I've also been working on my fitness and everything's coming together on the table."

Peter shot to fame when, as a new-comer, he beat the legendary Steve Davis 10-4 in the 1992 World Championship.



Queen Juliana

Okay, this one takes a bit of believing! There are women who compete for 24-hours on

a mud-filled obstacle course in below-freezing temperatures to win the title of The World's Toughest Mudder. This year the crown went to Juliana Sproles, who can now legitimately claim to be the world's toughest woman. And she's vegan!

Tough Mudder courses are up to 12 miles long and are utterly gruelling, with 20 to 30 muscle testing obstacles designed by British special forces and they are designed to test all-round strength, stamina, mental grit and camaraderie. The top five per cent are eligible to go forward and compete in the World's Toughest Mudder final – and that's where Juliana triumphed.

The 42-year-old mother of two teenage girls started the race with 1,000 other contestants of both sexes, including some of the toughest military on Earth. She beat all the women and all but two of the men in an extraordinary feat of endurance.

"It was gnarly," Juliana said. "The mud mile went on forever, with eight-foot walls and slippery beams. Freezing weather caused the ice to freeze a quarter inch thick by the early morning. We had to break through it with our hands and feet, and then slog through it and keep moving forward..."

Juliana was sponsored by vegan food company, Boku Super Foods, from which her diet came: "People who eat and drink popular, over-hyped garbage products almost never win races because they're fueling up with garbage. And their bodies give them garbage results!"

Lest We Forget

These extraordinary people are just the latest veggie superheroes, but there have been others. Pavo Nurmi, the 'Flying Finn,' won nine Olympic gold medals for long distance running (1924-1928). Murray Rose, the Australian 'Seaweed Streak' was a lifelong vegan and won four gold swimming medals (1956-1960). Edwin (Ed) Moses won two Olympic 400m gold medals and 122 successive races (1977-1987). Carl

Lewis won many Olympic golds as a veggie but after turning vegan he won his 'greatest ever race' – 100m world record at the age of 30 (1984-1991). Martina Navratilova won 18 Grand Slams and is a very serious veggie. She is considered one of the greatest tennis players in history.

Peter the Great

Okay, it's not as strenuous as running a hundred miles nor as brutal as world-class

squash but anyone who's been riveted when watching snooker at the Crucible will know that extraordinarily fine judgements, wafer thin accuracy and absolute concentration are involved.



Break free

By Veronika Powell

In order to grow up big and strong with healthy bones you need to gobble up milk and lots of dairy products, right? So why do countries that consume the most dairy have the highest rates of osteoporosis and fragile bones? Viva! Health's new 'Break Free' campaign destroys the myths and shows what really matters for healthy bones.

Bones grow until we're about 20 years old and then stop – but they don't then become just a lifeless structure supporting our body. Bones wear and are damaged so they need to be continually repaired. Worn bits are cleared away and special cells (osteoblasts) move into the gap and build new bone around themselves. Hidden inside bones' central cavities is bone marrow – very important because it's where blood cells are made.

Bones support and protect vital organs, anchor your muscles and store minerals such as calcium and phosphorus. The amount of calcium in your bones is tightly linked to calcium levels in your blood and exchanges take place between the two when the levels in your blood are not right. This mechanism is influenced by hormones but it's diet that plays the major role. Ninety-nine per cent of your body's calcium is in your skeleton and it follows that any effect of your diet, medication or lifestyle on your body's calcium balance will also affect your bones.

The human body is a finely-tuned organism that works best under certain conditions and is very sensitive to any changes in those conditions. One of the most important characteristics is a stable balance between acid and alkalis in the blood. Everything we eat or drink is either acid or alkali forming. When it's acid that's formed, the body needs to employ one of its buffer systems – namely the skeleton – to neutralise the acid by releasing calcium. Both calcium and acid are then excreted in urine and only a fraction of the used

calcium can be returned to the bones.

Some foods produce a lot of acid when digested and one of the biggest is animal protein because of its high sulphur content which is turned into sulphuric acid in the body. All animal products are similarly acidifying, flooding the body with acid, which can cause a permanent state of acid overload and this in turn can lead to numerous health problems. Sugary foods also generate large quantities of acid while most cereal products are mild acid producers.

Potassium and magnesium are mainly contained in plant foods and, together with

calcium, determine alkaline load. It follows that most vegetables, many fruits (including citrus) and nuts and seeds – such as almonds, Brazil nuts, sesame seeds and flaxseed, lentils, butter beans and tofu are all alkali-producing foods. Some grains, such as millet, quinoa, spelt, wild rice and buckwheat are also alkalising or are in the 'neutral' zone.

It is almost impossible to eat only alkaline foods and, anyway, you do need some acidifying foods to maintain a healthy balance. The ideal ratio is around 70:30 of alkalising foods to acidic-producing foods. It means you can still have biscuits, coffee or crumpets alongside your bone-healthy, alkalising foods but it's best to steer away from animal products.

We're told constantly that dairy products

There is an overwhelming amount of scientific data showing that dairy products do not offer any benefit for bones

contain calcium but the other part of the equation is never mentioned – they also contain animal protein and the acid this creates outweighs the alkalis formed by the calcium. The overall effect is to acidify your body and as a result it uses up more calcium to neutralise the acid than the dairy products can provide. There is an overwhelming amount of scientific data showing that dairy products do not offer any benefit for bones and the number of experts now advising you not to consume dairy is growing rapidly.

Of course we need calcium to have healthy bones but most of all we need the right acid-alkali balance and, as many studies show, diets based on plants are not only more alkalising than meat diets can ever be but they also provide the whole 'package' of goodies needed for healthy bones. It includes vitamins A, C, K and the B group as well as important minerals – calcium (enough for our daily needs), magnesium, potassium, selenium, boron, iron, copper, zinc, etc.

Recent research also identified the importance of isoflavones – natural substances found in soya. They seem to have a significant beneficial

effect on bone health, slowing down the rate of loss and stimulating new growth.

So, a healthy, plant-based diet is essential for building and maintaining healthy bones but there's another factor absolutely

essential for bone strength – exercise. Bone adapts to the weight and pressure that's applied to it and it needs this stimulation to stay strong. There's no need to sweat your socks off but moderate, weight-bearing exercise is a must. This means walking, carrying shopping bags, dancing, gardening, ball games, jogging, yoga, weight-lifting and other simple things. There are, however, a couple of activities that, although being good for your overall health, don't stimulate bones that much: swimming and cycling.

If possible, choose an activity you can do outdoors because your bones also need vitamin D, which is manufactured in the skin when it's exposed to daylight. You need

at least 15 minutes a day outside without sunscreen for your skin to do its stuff and make enough of this vitamin. Many foods are now enriched with vitamin D, such as margarines, cereals, soya milk, but it's always best to get it the natural way.

Osteoporosis – or brittle bone disease – affects millions of people around the world. In the UK alone, almost three million people have it. Osteoporosis has two main characteristics: low bone density and deterioration of bone structure. Together, these result in fragile bones and an increased risk of fractures. It's estimated that in the UK, one in two women and one in five men will suffer a fracture after the age of 50.

The UK is one of the countries with the highest rates of osteoporosis and also one of the biggest consumers of dairy and other animal products. Even the World Health Organisation's recommendations for preventing osteoporosis acknowledge this 'calcium paradox' as it calls it – that countries with the highest intake of dairy have the highest rates of osteoporosis.

A number of studies show that calcium and vitamin D supplements, often

recommended for better bone health, are not effective in preventing fractures. Osteoporosis is not a disease caused by a lack of calcium, therefore simply adding more calcium into your system

won't help. Science is rapidly coming to the conclusion that a diet high in alkalising plant foods, coupled with regular weight-bearing exercise, is the way to grow healthy bones and preserve them.

Forget the white milk moustache – it should be green!

Viva! Health is launching a new campaign – Break Free – bringing you a special Break Free diet based on the principles outlined in the article. You can order our fully-referenced Break Free report, which explains the science, lists alkali and acid producing foods and gives you countless examples of how and why the diet works. Call 0117 944 1000, or order online at www.vivashop.org.uk.

Coming soon

Two brand new guides! One provides all the answers a parent could ever need to feed their children well and build strong bones. The other is for anyone who wants to keep osteoporosis at bay or understand how best to deal with it once it has developed. Contains plenty of practical information, recipes and meal plans. Keep an eye on our campaign website – www.viva.org.uk/health/bones

5 top tips for healthy bones

- 1 Eat a lot of fresh fruit and vegetables every day



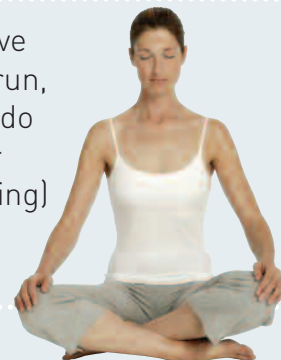
- 2 Avoid animal products and sugary foods



- 3 Swap peanut butter for almond butter and choose wholegrain versions of bread, pasta and rice



- 4 Be active (walk, run, dance, do yoga or gardening)



- 5 Spend at least 20 minutes outside every day



Don't miss: Break Free launch!

A unique evening lecture on healthy bones, osteoporosis and dairy.

Speakers – Professor Jane Plant and Veronika Powell. Cost £5.

January 9, 2013, at 7pm, King's College, Strand, London WC2R 2LS. Lecture Theatre K2.31

Invitation

Dear Viva! Friend

Join Viva! and some of our patrons, to celebrate Christmas and our 18th anniversary on Sunday, December 9, 2012, at 1pm. £45 per head.

Superb vegan, three-course meal,
including wine and tea/coffee
plus auction at the wonderful and
highly-respected vegan
Manna Restaurant
Primrose Hill, London NW3 3AJ

Have a fantastic festive feast and raise funds for our crucial campaigns to end factory farming and slaughter. We have a special Christmas lunch planned at the magical Manna restaurant in pretty Primrose Hill. This year it is a lunch, starting at 1pm, with a talk by myself. A delicious three-course vegan meal will follow including, of course, delectable vegan wines.

There will also be an auction, raffle and after-dinner speakers including Patrons Wendy Turner Webster, Rose Elliot, Professor Jane Plant and Sarah-Jane Honeywell.

Funds raised from the evening will be used to support two campaigns. The first – pig factory farms, spearheaded by our mascot, Piggles. The second – exposing cruelty in the dairy industry – including the killing of badgers – plus some brave undercover investigations.

I do hope you are able to support our campaigns by joining us in a celebration of Viva! and the animals. I look forward to seeing you there!

Yours for the animals

Juliet

Juliet Gellatley
Founder & Director

Book now!

To book please send £45 per person (payable to Viva!) with your name and address to Viva!

Dinner, 8 York Court, Wilder Street, Bristol BS2 8QH. Or book by credit card on 0117 944 1000 (Mon-Fri, 9am-5pm), online at

www.viva.org.uk/dinner. Tickets, details and map sent on booking.

(First come, first served – book by November 30.)



Magnificent Manna Menu for Viva! Annual Fundraising Lunch

Starter:

- * Roasted butternut squash tart with sage oil
- * Truffle and prosecco risotto cocotte topped with purple sprouting broccoli tempura

Main:

- * Chestnut roast Wellington served with roast potatoes, Brussels sprouts, Chantenay carrots and a calvados and whole grain mustard
- * Thali plate, channa masala, gobi aloo (a cauliflower and potato curry) biryani rice, spinach kofta, apple chutney, cucumber and carrot raita and roti
- * Black bean chilli served over a sweet corn, chili coriander polenta cake and topped with sweet potato crisps – served with an organic salad and a chipotle dressing, sour cream and guacamole

Dessert:

- * Mince pies with brandied cream
- * Sticky toffee pudding with warm caramel sauce and pecan ice cream
- * Swirled Irish cream cheesecake with rich chocolate hazelnut ice cream

Served with a choice of red or dry white wine, and followed by tea or coffee.



Just what your local eateries
have been waiting for – the
all-new, brilliant...

Catering Guide

from Viva!



Veganism is the fastest growing lifestyle in Britain but it seems no one has told restaurateurs and caterers. The plaintiff cry of 'we don't know what to cook' can be heard from Lands End to John 'o Groats. This excuse is now off the menu as Viva!'s superbly colourful, glossy *Catering Guide* gives commercial caterers all the information they need to offer a great choice of animal-free dishes.

Many of them are missing out on a rapidly growing market, with vegans nearing one million and vegetarians five million. What they often forget is that everyone eats animal-free foods, including omnivores, and providing these vibrant, colourful, tasty dishes adds a healthy choice to their repertoire. It could also increase trade, particularly from mixed parties, who tend to go only where they know those who want animal-free food will be happy.

We're not talking mega-bucks either! A handful of inexpensive vegan ingredients can often create magical dishes or veganise existing ones.

Here to help

Viva!'s *Catering Guide* is here to help YOU by improving what's on offer. With this in your hand you can help a good business get even better, offer a restaurant a little vegan dessert magic and you can even try some of its small-scale recipes at home.

You can send for a copy and –

- ▶ Show it to your local restaurants, pubs, cafes and sandwich bars or point them to the free online version.
- ▶ Tell them that we can offer FREE help! And pass on our contact details – 0117 944 1000 or info@vegetarian.org.uk.
- ▶ Mention our restaurant case studies and ask them to make one of the dishes for you. Then tell us about it.

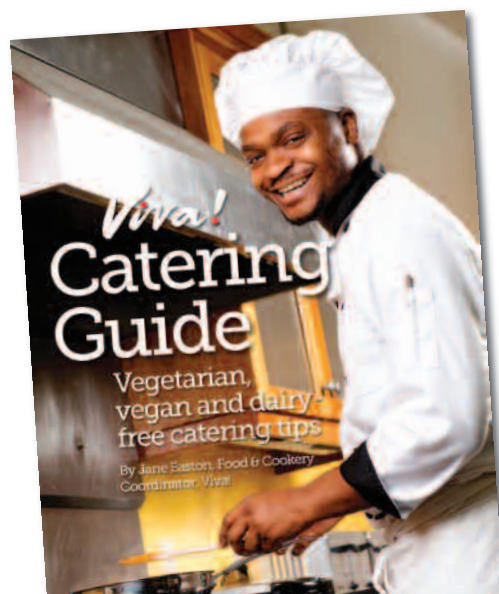
What's in the Guide?

In case they need convincing, it has all the reasons for serving vegan. So there's no confusion, it lists precisely what vegans do and don't eat.

There are 31-pages of gorgeous recipes of all types – for a modest café, a gastro-pub, an upmarket restaurant or a coffee shop.

Whether it's vegan margarine, mayo, yoghurt, cheese or more traditional products, the stockists are listed here.

See over for sample recipes!



Case studies

Case Study 1

PepeNero Italian Fast Food, Bond Street, Bristol.

After working with Viva! they are now doing great business selling vegan pizzas and other dishes alongside their traditional offerings.

They use vegan melting mozzarella, ham, rashers and sausages as well as the usual range of vegetable toppings. They have soya milk for hot drinks and a small selection of vegan cakes from a local baker.

Case Study 2

The Fillin' Station Sandwich Shop, Stokescroft, Bristol.

They have also worked with us and now do a roaring trade in vegan lunch options. They include ready-made sandwiches or build-your-own – hummus and roast vegetables on ciabatta, vegan sausage or rashers and bean burgers in a roll with vegan mayo, lettuce and tomato (vegan margarine available).

There's also vegan soups, soya milk, vegan cakes and bars.

Sample Catering Guide recipes



Serves

4

Sautéed Butternut Squash with Olive Tapenade & Cannellini Beans

Preparation time 30 minutes

This is a deliciously quick way of using squash or pumpkin. Much quicker than roasting or baking, you still get that rich flavour. Or try using sweet potato, which also works well. Serve with a large salad and some crusty bread.

- ▶ 1 medium butternut squash or pumpkin. You will need 500-600g/18-21oz peeled and seeded squash, cut into medium chunks
- ▶ 60g/2oz mixed green and black pitted olives
- ▶ 2 tbsp olive oil
- ▶ 2 tbsp finely chopped parsley – any type
- ▶ Half a tin of cannellini beans, rinsed and drained OR 120g/4oz home-cooked
- ▶ 1 lemon, zested
- ▶ Black pepper
- ▶ 1 clove garlic (or more if preferred) and 1 tbsp olive oil OR a few squirts of oil spray

- 1 Steam the squash chunks until they are tender – approximately 15-25 minutes.
- 2 Meanwhile, make the tapenade: chop the olives and parsley and mix thoroughly with the 2 tbsp olive oil, cannellini beans and lemon zest.
- 3 In a large frying pan, heat the 1 tbsp olive oil or oil spray. Cook the crushed garlic gently until it starts to turn translucent then toss the hot cooked squash in the mix.
- 4 Mix in the olive tapenade with the squash, add lots of freshly ground black pepper and serve hot.



Serves

8

Chocolate & Brandy Truffle Torte

**Preparation time 20 minutes plus overnight
chilling time**

Not only is this sophisticated little number a piece of chocolate heaven, it's also incredibly quick and easy.

- ▶ Cooking oil or low-cal spray to grease cake tin
- ▶ 5 tbsp liquid glucose (eg Supercook brand)
- ▶ 5 tbsp brandy
- ▶ 450g/1lb vegan plain chocolate (Sainsbury's cooking chocolate is vegan, good quality and reasonably priced)
- ▶ 250ml/½ pint tub Alpro soya cream (1 small tub)
- ▶ 75g/3oz regular Hob Nobs or similar oatly vegan biscuits
- ▶ Sieved cocoa powder to decorate
- ▶ Optional: raspberries or other berry fruit to garnish

- 1 Base line a 23cm/9in cake tin with greaseproof paper and grease the sides with a little oil or a few squirts of low-cal spray.
- 2 Sprinkle the crushed biscuits over the base.
- 3 Use a warm spoon to measure the glucose syrup.
- 4 Melt chocolate, brandy and glucose in a bowl over a pan of barely simmering water.
- 5 Remove from heat and gently stir in cream. Pour into tin and chill overnight.
- 6 Turn out onto a large plate and dust with cocoa powder.
- 7 Garnish with fruit if using. Good served with vegan ice cream such as Swedish Glace or a fruit coulis.



Christmas is the best time of year for compassionate cooking. Peace on earth to all, right? So go for beautiful food that celebrates life and kisses your tastebuds!

Eating with family and friends elsewhere? Take a lovely dish or two to share.

Eating out? If the restaurant is a bit lacking in options, tell them about our gorgeous new *Catering Guide* (see page 21) or just point them in the direction of the sumptuous Christmas selection on www.vegetarianrecipeclub – nearly 60 recipes!

Or buy Viva!'s Christmas recipe guide www.viva.org.uk/christmas, or call 0117 944 1000. Costs £1.50 (inc. p&p).



'Tis the season to be Veggie!

Serves

6 Artichoke & Wild Mushroom Strudel

Serves 6. 50 minutes total preparation and cooking time.

This adaptable recipe can be made with cooked, peeled chestnuts (sold in handy vacuum packs) instead of mushrooms – see below.

- ▶ 1 tbsp olive oil, plus more for brushing
- ▶ 3 shallots, chopped finely
- ▶ 2 cloves garlic, crushed
- ▶ 250g/9oz mixed mushrooms (shiitake, chestnut, etc.), chopped OR 200g/7oz cooked, peeled chestnuts
- ▶ Salt and freshly ground black pepper
- ▶ 250g/9oz firm tofu – plain or smoked
- ▶ 1 tbsp soy sauce
- ▶ 50g/2oz ground walnuts
- ▶ 1 tin (390g) artichokes, drained and roughly chopped – or the equivalent weight of frozen hearts
- ▶ 2 tbsp fresh tarragon leaves, chopped
- ▶ Filo pastry, 1 pack (250g)
- ▶ 3 tbsp cranberry sauce
- ▶ 2 tangerines

1 Heat the olive oil and sauté the finely chopped shallots until translucent. Add the garlic and mushrooms and season with salt and pepper.

2 Cook over a medium heat until the mushrooms release their liquid. Continue cooking until the liquid has evaporated. If using chestnuts, chop in half and sauté for a minute or two.

3 Mash the tofu roughly with a fork and add the soy sauce, ground walnuts, chopped artichokes, tarragon and the cooked mushrooms/chestnuts. Combine well and season with salt and pepper. Divide roughly into six portions and set aside to cool.

4 Preheat the oven to 180°C/350°F/Gas Mark 4 and line a baking tray with non-stick baking paper.

5 To make individual strudels use two sheets of filo pastry for each strudel. Remove only two sheets at a time from the pack and keep the rest covered to stop the pastry from drying out.

6 Place one sheet on a flat surface with the short side facing you and brush lightly with olive oil. Lay the second sheet on top and brush with oil too. Now, fold the bottom third of the pastry upwards. Place one portion of the filling on this doubled up third, leaving a 5 cm/2 inch border all around.

7 Fold the left and right sides in to encase the filling and start rolling the strudel up (like a spring roll). Place the strudel seam side down on the prepared baking tray. Continue with the remaining five strudels and brush the tops lightly with oil.

8 Bake for 30 minutes or until golden brown. Just before the strudels are ready for serving, squeeze the juice from the tangerines and combine it in a small pot with the cranberry sauce. Heat over a medium heat until warmed through and serve with the strudels.

Tony Wardle takes a peep in the looking glass and finds nothing is real, nothing is as it seems and truth lies entirely somewhere else...

Welcome to the hall of mirrors



Fat head and skinny body, skinny head and fat body, stick thin or as round as a tennis ball – we've all had a laugh in the hall of mirrors. What we don't expect, once we exit from the place, is to find real life equally as distorted and grotesque. But it is!

I'm tired of people whose privileged educations have given them an over-abundance of confidence but a dearth of vision and who are quite happy to distort science to serve their own political ends.

There's a barrow load of examples and in one way or another they are all

interrelated. But let's start with the badger cull (see page 9). The Government claims it is relying on scientific research yet Sir John Krebs, the eminent scientist who provided that research, says the cull is 'crazy,' as do all the leading animal health scientists in Britain. Chief scientific

advisor designate, Sir Mark Walport, admits the decision is 'political'. Translated, that means it is being done to buy farmers' votes.

But there's another dimension to this other than wanton cruelty and that is the deteriorating health of the nation as deadly diseases reach epidemic proportions. The gateway to many of these diseases is obesity and it's rarely out of the headlines as children get fatter and fatter – the fattest of all being those who consume the most meat and dairy products. The science is again crystal clear – animal products are at the heart of the nation's worsening health statistics.

So thank heavens for the Olympics and its message of healthy athleticism to our kids (see page 16). And thanks also to its official sponsors – Coca Cola, McDonalds, and Cadbury – for being allowed to completely undermine that message with their sugar, fat, milk and animal protein marketing messages. Maintaining a free market it's called!

Even the poor old bee is being sacrificed to the same self-interested ideology. As the need to ramp up fodder production grows, so intensive agriculture is offered as the only solution, with all its artificial fertilisers and pesticides, including the new boys on the block, neonicotinoids.

Introduced in 1990 with a fanfare, these 'well-tested' nerve toxins became instantly popular. Sadly, that testing was found to be 'shoddy and unreliable'. Now, all 267 species of wild bee – vital to pollination – are collapsing, not just because they're killed outright but because their navigation systems become scrambled. Other governments have reacted and banned neonicotinoids but not ours – insufficient evidence!

Apparently, we've all been living the high life and running the country into debt (I think someone else had my share of the good times). It seems it wasn't the bankers who were responsible at all but the poorest amongst us because it is they who are being punished the most severely whilst bankers continue their casino capitalism exactly as before. They were bailed out to the tune of over one trillion dollars but have paid back almost nothing and exhibit not even a glimmer of contrition.

People are on the streets pleading for relief but 'no' say the 'markets' (the same 'investment' bankers who caused the mess), you must suffer more, there's no cash to spare – that is, of course, apart from the £40 billion given (mostly) to livestock farmers across Europe every year so they can keep prices low for those same foods that cause disease.

Those in the UK who do best from this divi-up don't immediately strike you as needy – the Queen, Prince Charles, the

Duke of Westminster, the Duke of Buccleuch.... But just to ensure they don't have to dash along to Ramsden's to pawn their tiaras, they've also been given a tax cut, worth £40,000 annually to the highest earners, which certainly includes this quartet.

Like a nasty smell at a party that no one wants to own up to, there is silence about land and how we use it. Meanwhile, countries everywhere continue to grow food for use as biofuel and top of the heap is the US, which devotes 40 per cent of its corn output to it. And, surprise, surprise, its corn exports have dropped by 20 per cent alongside headlines predicting a global food shortage – the poorest again being those who will suffer most.

But that's okay because there is always the \$1 billion US Food Aid Programme, except that two-thirds of it goes not to countries to find their own solutions but directly to three highly-profitable and politically powerful US-based grain multinationals – ADM, Cargill and Bunge – also up to their eyes in deforesting the Amazon. Of this \$1 billion, only 40 per cent is spent on providing food, the other 60 per cent goes on freight and 'fees'. Nice work if you can get it!

Whilst multinationals and their governments shed crocodile tears for the starving, they are busy buying up tens of millions of hectares of land in developing

as research is starting to show, all is not well in the GMO garden

countries, from which millions of indigenous people will be evicted. Every land purchase involves valuable water sources and both will mainly be used for livestock production. A new report, *Squeezing Africa Dry*, maintains that the continent is heading for hydrological suicide as people's needs take second place to feeding farmed animals.

In a world of intelligent people, the debate would be about how best to use the world's agricultural land rather than allowing this neoimperialist rampage. First under the microscope would go the 70 per cent devoted to livestock. Like ancient alchemists who tried to turn lead into gold, multinationals again pretend they have the answer. It is the genetically modified organisms (GMOs) they have spent \$billions developing. The safe and well-tested way to boost output!

Of course they have a vested interest – not in reducing livestock but in expanding it because much of their profit comes from the fertilisers, pesticides and drugs that keep it going; and most of the remainder comes from drugs to relieve the human diseases that result from meat and dairy consumption.

Some governments have responded eagerly and the US is now saturated with genetically engineered plants but as research is starting to show, all is not well in the GMO garden.

Genetic scientists at London's King College (*GMO Truths and Myths*) have delivered the damning verdict that GM crop technology is fundamentally unsound and poses scientifically proved risks to human and animal health. Pesticide use has increased and is becoming ever-more toxic and other pests have taken the place of those being targeted. Whoops-a-daisy, they never told us that – but then they wouldn't because "the industry's claims are highly exaggerated!"

Some plants have been engineered to produce a toxin from a particular bacterium (*Bacillus thuringiensis*) and are referred to as Bt plants. The pesticide they contain is systemic – part of the plant's structure and remains there when harvested or eaten.

Of course Monsanto is involved, with its genetically modified Bt corn and they

promised that the pesticide would be entirely destroyed by the human digestive tract and not enter people's blood stream.

Two years ago, the American Academy of Environmental Medicine (AAEM) called for physicians to prescribe diets to all patients which were FREE FROM these GMO foods. They said: "Several studies indicate serious health risks, including infertility, immune problems, accelerated aging, insulin regulation and changes in major organs and the gastrointestinal system."

Monsanto poo-pooed the science and were believed. But in 2011, doctors at Sherbrooke University Hospital in Quebec found Bt-toxin in the blood of 93 per cent of the pregnant women they tested, in 80 per cent of umbilical blood in their babies and in 67 per cent of non-pregnant

continued on page 46



Chocolate Nuts & Chews

£7.99 – 132g

Nine truly-delicious chewy caramels and nut clusters, smothered in creamy 'milk' chocolate. Fair-trade, organic and vegan!



Vegan Candy Bars

£1.90 – 60g

Vegan versions of popular chocolate bars! Buccaneer (Milky Way), Jokerz (Snickers), Twilight (Mars) and Mahalo (Bounty)

Blue Tits Cosmetic Bag

£14.99

Made by UK designer Kate Garey.



Sock It To Me Socks

£5.50 – Crew Sock

£6.50 – Knee High Sock

Whimsical feet-warmers, ethically made to a high standard featuring unique patterns and cute characters.



Enjoy shopping from home, away from the crowds, with your *Gifts for Life* mail-order catalogue in front of you. Or shop online for even more gifts and offers at www.vivashop.org.uk. Indulgent delights, luxurious treats and exciting stocking fillers – we can even supply your Christmas wines and spirits! Viva! has it all for you this Christmas...

Jump f

Rosie (model)



Ash



Kylie

Powerful new t-shirt designs

New Viva! tees – make you very excited! As demonstrated by Viva! staff (£12.90)

Pacifica Perfumes

£12 and £10

A range of perfumes to suit every age and taste available!



Crazy Rumors Organic Lip Balms

£3.50

All natural vegan lip balms, famous for their creamy consistency and crazy flavours: including ice cream, coffees & teas and yummy fruit juices.



Viva! Wine Club

Viva! Wine Club stocks over 200 types of wine, beers, spirits and cordials – all vegan, organic and lovingly sourced from independent vineyards around the world.



Recycled Glass Bracelets

£7

These frosty beads are made from recycled wine and beer bottles and crafted into colourful chunky bracelets.



For joy!



Seasonal Cards

Send some seasonal cheer with Viva! Christmas cards. Priced from £2.95 for 5 cards to £12 for a bumper pack of 25 cards.

The online store for your christmas kitchen shopping!

from us all
at creamsupplies!
Merry Christmas!
Happy New Year!

From
£9.99



Truffle Gift Sets

Choose from a boxed set of 3, delicious, TruffleHunter truffle oils or 3 jars of their amazing minced truffles. Either would make the perfect, indulgent gift – or buy both!

£6.89

Norfolk Punch

Loaded with the unique flavour combination of 30 herbs, berries and spices, this herbal drink is the perfect base for both alcoholic and virgin cocktails and punches.

£20.95

Molecular Party Set

A great kit to get you into the party mood. Contains all the essential ingredients and tools you'll need to create some impressive molecular surprises for your guests.



From
£7.99

Bitters

Professional bitters for home mixologists! The tantalising flavours including Aztec Chocolate, Black Walnut, West Indian Orange and Whiskey Barrel-Aged bitters. Wow!



Hot Chocolate Tablets

Hot chocolate for gourmets! Each single origin variety comes with its own tasting notes to help identify the subtle flavours. Simply make up with hot milk and taste the difference.

From
£4.99



Sous Vide

This professional quality sous vide clips on to any large container. It heats and circulates the water with super accurate precision and stores away easily. Use with one of our vacuum packers.

£399.98

From
£6.99

Hibiscus Flowers

Pop a flower into a glass of sparkling wine, Champagne or lemonade and watch it open up! It adds a delicious, fruity flavour to the drink, looks fabulous and can be eaten at the end!

£19.99

Twist n Sparkle

A brilliant device which carbonates any chilled, still drink in minutes. Get creative with soft drinks and cocktails and amaze your guests. Use with our CO2 chargers.

£19.99



AeroPress

A manual, filter, coffee maker that produces truly exceptional results. Used and loved by baristas worldwide. Once you've tried it, you'll never look back!

£1.45

Popping Candy

Add a little sparkle to festive dishes! Simply sprinkle a little candy on to fruit, chocolate or desserts and give your mouth a workout!



£8.99

Gastropaint

Present your desserts with professional flair! These intensely coloured and flavoured 'paints' are actually highly concentrated natural purées. Use a brush to paint on to plates. 60 portions per jar.

£5.99

Christmas Cake Syrup

Christmas in a bottle! Try adding this delicious syrup to coffee, pour it over ice cream, use it in cocktails, mix a little with whipping cream – even drizzle it over your porridge!

Explore and order at our online shop www.creamsupplies.co.uk and discover our huge range of exciting products - all at incredible prices

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

For advice or enquiries about products
call 0845 226 3024 or email
sales@creamsupplies.co.uk

www.

creamsupplies.co.uk

NEW exciting additions to our frozen food range...



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



Louisiana Tenders



Vegan Pops



Country Mushroom Pie

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



Pepper Steak-Style Pie (serving suggestion)

Great tasting liquorice, as pure as it comes.



We only select the finest and pure ingredients...

...to create an unforgettable taste sensation that is the worlds leading premium soft eating Liquorice. Panda Liquorice has always fascinated people with it's soft, aromatic and deeply delicious taste. With lots of delicious products in the Panda range you really are spoilt for choice but one thing you can definitely settle on is the totally addictive taste of Panda Liquorice. Panda Original and fruit flavoured Liquorice bags and bars, bears and torpedos are all suitable for Vegans. **Once tasted, never wasted!**

- ✓ No artificial colours
- ✓ No artificial flavours
- ✓ No preservatives
- ✓ Gelatine and Milk Free
- ✓ Suitable for Vegetarians & Vegans
- ✓ Natural ingredients

ALL PRODUCTS DEPICTED ARE SUITABLE FOR VEGANS.

Visit www.landofliquorice.co.uk

Joint venture

Does a vegan diet alleviate the agony of rheumatoid arthritis? Does an animal-based diet promote it? Juliet Gellatley (BSc, Dip CNM, founder of Viva! and nutritional therapist) investigates and shares a fascinating case study

Never mind the text books, what does rheumatoid arthritis really feel like? I found out through the Healing Well arthritis forum:

"I feel like I've been run over by a cement roller on my 'normal' bad days. On my really bad days I feel like the inflamed joint is literally burning." Indigo

"The pain is extensive, often excruciating... movement is often impossible, although non-movement makes it worse. Do you know what it feels like to get a kink in your neck? Imagine what it would be like to be unable to get rid of that kink. That is arthritis in a nutshell. Except that it can be anywhere... spine, neck, hips etc.

"It burns like a hot, fiery poker which runs along the affected bones, while the muscles spasm to attempt to relieve the imbalance which occurs from the twisting of bone into unnatural shapes... anyway that has been my experience." Ipso

"Sometimes it feels like an 'echo of pain' – like I have smashed my arm or hand or knees with a bat five minutes ago. That's just the way it feels. Sometimes I wonder if they would feel better if I did.

"It feels like when you bash your 'funny bone' and the pain shoots down your arm and through your fingers, then back to your elbow, rebounding back and forth till you want to cry. Thankfully, that doesn't last long. Mostly it goes back and forth – from being 'aware' of my joints, to an ache, to the echo of pain." Christina

In the UK, around 10 million people have arthritis. For most it is the common wear and tear variety called osteoarthritis. About half a million, however, have

the more severe rheumatoid arthritis. It strikes people mainly between the ages of 35 and 50 and is an autoimmune disease in which the body's defence mechanisms go into action when there's no threat, essentially attacking their own body's joints causing pain and swelling. It can lead to a reduction in movement and the breakdown of bone and cartilage.

Mirror Image

Rheumatoid arthritis is usually seen in the peripheral joints – hands, elbows, knees and sometimes the feet. It is systemic so the distribution is usually symmetrical – if you have it on your right side, you will usually have it on the left side, too, in the same joints. You have probably seen someone who has swollen and misshapen joints that do not bend properly and these severe changes are often the result of rheumatoid arthritis (RA).

According to the Arthritis Foundation USA, the cause of what triggers RA is not yet known. They say most scientists agree that a combination of genetic and environmental factors are responsible. Researchers have identified genetic markers that can increase someone's likelihood of developing the disease tenfold. These genes are associated with the immune system, chronic inflammation or the development and progression of RA. But not all people with these genes develop rheumatoid arthritis and not all people with the disease have these genes. Be reassured that if one family member develops the disease the risk to others in the family is small.

The Foundation also explains that researchers are investigating infectious agents, such as bacteria or viruses, which may trigger the disease in someone with a genetic propensity. Other suspects include female hormones (70 per cent of people with RA are women) and the body's response to stressful events such as physical or emotional trauma.

Smoking may also play a role



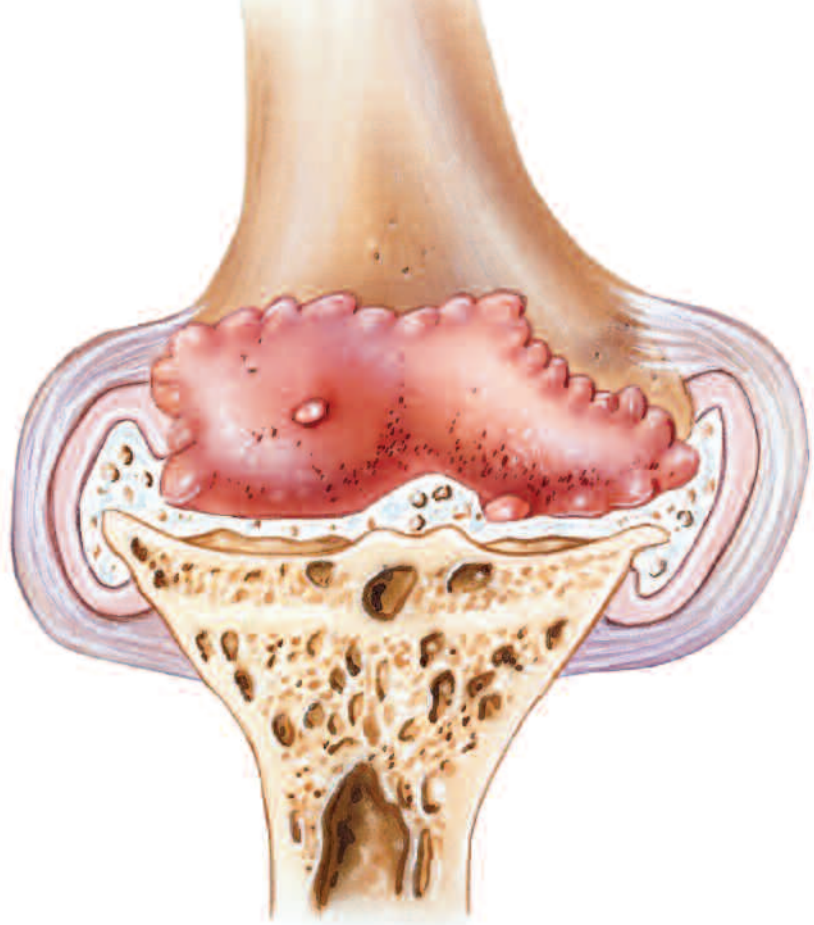
– it not only boosts the risk in those with a specific gene but can also increase severity of the disease and reduce the effectiveness of treatment.

However, what they don't explain – and this is an all too familiar story with medical charities across the world – is the important link between rheumatoid arthritis and diet in many people.

T. Colin Campbell is Professor Emeritus of Nutritional Biochemistry at Cornell University, USA, author of more than 300 research papers and co-author of *The China Study* (2004), one of America's best-selling books about the impact of diet on our health. His legacy, the *China Project*, is the most comprehensive study of health and nutrition ever conducted. Professor Campbell explains that rheumatoid arthritis is lower in some countries than others and it appears that diet is a major influencing factor.

He explains that in cultures where relatively few animal products are eaten, such as parts of Africa, Japan and China, there is a much lower incidence of all kinds of arthritis. However, when these people move to a city or country with a high meat and dairy diet which they then adopt, their incidence of arthritis increases dramatically. That is a clear indication that the Western diet is involved in the development of arthritis. The two biggest dietary culprits seem to be animal fat and animal protein.

continued on page 38



The two biggest dietary culprits seem to be animal fat and animal protein

Case Study

by Juliet Gellatley, BSc, Dip CNM

In 2012, Carol Coney (58), of Lincoln, consulted me because she had suffered from rheumatoid arthritis for 14 years. She had been a vegetarian – almost vegan – for over 20 years and believed that her RA was triggered by severe stress.

Carol suffered pain, swelling and stiffness of her joints, with some joint deformation. She couldn't walk without discomfort or pain because her feet were damaged by the disease.

I advised Carol to follow a four-week, anti-arthritis diet which involved eating pain-safe foods such as brown rice, certain cooked or dried fruits, cooked vegetables, essential fatty acids (ground flax seed) and plenty of still water plus small amounts of any foods not on the worst offenders list. At the same time, I advised her to avoid the known worst offenders for encouraging inflammation – all dairy products, corn, meat and fish (not a problem in her case!), wheat and all wheat products, eggs, citrus fruits, potatoes, tomatoes, nuts, coffee and bananas.

I also suggested Carol have a half to one teaspoon of powdered ginger daily because of its astonishing anti-inflammatory powers. After four weeks Carol's symptoms improved dramatically and I asked her to find out which foods triggered her RA. To do this, she reintroduced every two days the foods she had eliminated,

starting with the least likely trigger, to see if any of her symptoms flared up.

Carol was the perfect client and meticulously did everything I asked of her. She reintroduced foods such as tomatoes and potatoes and discovered she didn't feel as good as when she was on the anti-arthritis diet and so she returned to it.

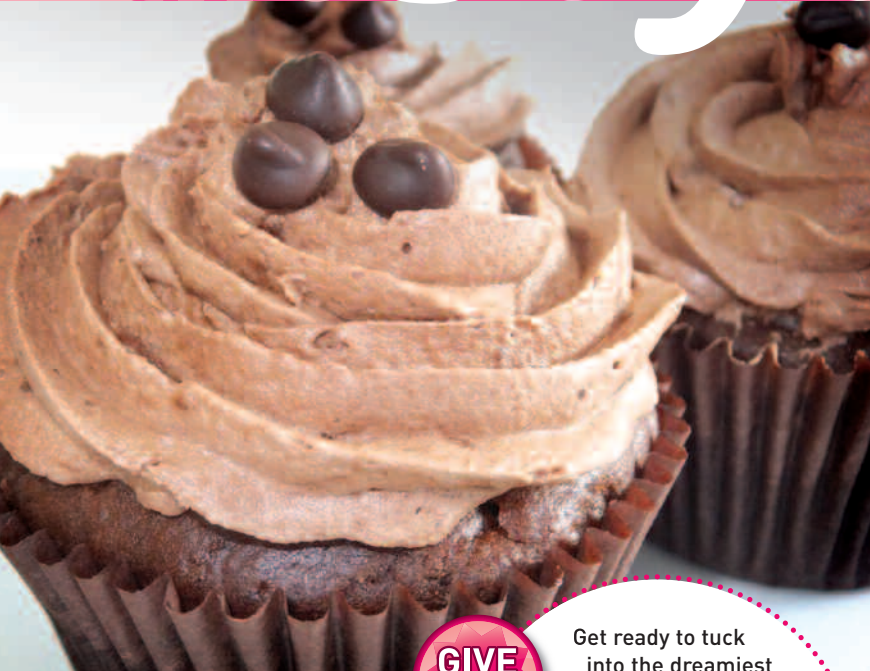
Carol was excited to tell me of her extraordinary and swift progress: "It is like a miracle. I can walk normally! The general gnawing pain I felt with arthritis is not there. I am no longer taking pain killers or anti-inflammatories, except the anti-arthritis drugs given by the hospital."

The most gratifying words I've heard in a long time were: "I haven't felt this good in 14 years. My pain-safe vegan diet has given me back my life."



lifestyle

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



Vegan Cakery

Whether cake, to you, is an occasional indulgence or one of your major food groups, I put it to you that cake is a beautiful thing to have in this world. Vegan cake is, of course, the best of all – and despite the appearance over the last few years of several

exclusively vegan cake crafters, there's still far to go in terms of overtaking their mainstream brethren. With this in mind, let us welcome with fervent arms the newest kid: Vegan Cakery. We had the privilege of testing their Luxury Black Forest creation and it exceeded expectations. The icing-to-cake ratio was perfect and the gâteau itself exquisitely textured. It couldn't be easier to order a full cake (starting at a reasonable £15) or some cupcakes. Just visit www.vegancakery.com and pay with your Paypal account. Vegan Cakery is slowly building its reputation in Leicester so, if you live there, why not let your local restaurants and shops know what a gem is on their doorstep?



GIVE AWAY

Get ready to tuck into the dreamiest cake ever. Four winners will be chosen and each will receive an entire cake! Send your name and address to: Cake Me Up, 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with "Cake Me Up" in the subject. Closing date January 30, 2013.



Barrow Boys Crisps

The fervour surrounding the UK's first vegan crisps manufacturer is at such a pitch that their products are a bit like gold dust. This is what happens when plant eaters hear that there's an animal-free version of Cheese & Onion flavoured crisps, which were made in a dedicated vegan (and kosher) factory. I wager, however, that cheese & onion will become a distant memory once you taste the Bombay Spice – but I am partial. With four others (Simply Salted, Sweet & Sour, Hickory BBQ and Salt & Vinegar) – and more on the way – you'll be singing their praises all the live long day.

Currently, Barrow Boys are doing their own marketing and distribution and are trying to get their snacks into cafes and independent shops across the country. Keep your eyes open for the elusive, little critters and keep yourself apprised on Facebook:

www.facebook.com/BarrowBoysCrisps. Alternatively, buy them from the online shop (89p for each 40g packet) at Yellowbellies (www.yellowbellies.co.uk) or enter our competition!

GIVE AWAY

Five chosen ones will each win a packet of each splendid flavour! Send your name and address to: BBoys Giveaway, 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with "BBoys" in the subject. Closing date January 30, 2013.

See GREAT XMAS OFFERS on page 35. Massive 'hampers' from Redwood and Sweetbird



Jason C Effects

Veteran kings of natural, plant-based skincare, Jason, never allow themselves to stagnate. They're continually innovating to bring customers the very latest in cruelty-free technology. Most recently, they've developed a new line of facial care which maximises antioxidant Vitamin C. Superstar Cazz (of the Kizz and Cazz) helpfully provided the canvas for the C-Lite Skin Tone Balancer (£17.49 for 30g) and gave it enthusiastic praise for its clarifying and refreshing qualities. Meanwhile, as the aged provocateur, I slathered myself in the Anti-Wrinkle Day Lotion (£17.99 for 113g) with 30 factor sun protection. It performed fantastically – didn't cause any uninvited effects or leave an overabundance of greasy sheen. Combined with the Ultra-C Eye Lift (£17.49 for 15ml but highly concentrated), I felt virtually invincible! Look for this range at your independent health food shops or go directly to www.jasonnaturalcare.co.uk.

Jason is giving away three sets of the full C Effects range. Send your name and address to: C to Me Giveaway, 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with "C to Me" in the subject. Closing date January 30, 2013.

GIVE AWAY



Rosemary Conley Ready Meals

As someone who normally feels quite derisive – suspicious, even – of ready meals, I feel I'm qualified to give an unbiased opinion of Rosemary Conley's new offering of ready meals, two of which are vegan. To say that I was taken aback by the deliciousness of the one I tried would be an understatement. I think that my brain actually did a double take when I shovelled in – like the lady I am – the first spoonful of Moroccan Spiced Chickpea Tagine. Spices were delicate but still distinguishable. Whoever created this recipe deserves accolades aplenty! I'm gutted that I wasn't able to try the others: Tomato & Chilli Risotto, Three Bean Casserole, Spicy Vegetable & Lentil Dahl and Vegetable Curry. A box of all five will cost a paltry £13.99 and can be ordered online at www.rosemaryconley.com or by mail order on 0870 050 7727.

GIVE AWAY

Rosemary Conley is giving away five 5-Day Vegan Boxes. Send your name and address to: It's All Rosie, 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with "Rosie" in the subject. Closing date January 30, 2012.

Vegan Faces

Pioneers of the UK's first vegan face painting range have now expanded into more conventional makeup. Of



course, there's nothing stopping you doing your face up like a badger everyday if that's how you roll. If not, you'll find everything to like in these rich, mineral-based lipsticks (£7.95), eyeshadows, blushes and face powders (£5.95). Vegan Faces also produce a lovely facial cleanser (Herbal Infusion Cleanser, £3.95 for 59ml). Sadly, I haven't been able to try them, but they look luxurious – and I am certain that these pros know what they're doing. Order directly from their online shop at www.veganfaces.co.uk.

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

On October 23, Mr Paterson did what he had intended to do five

Justin Kerswell and Tony Wardle



Who put the WIN in Winter?

We did, of course – with masses of help from our very good friends at Sweetbird

For Christmas, they've gone bonkers putting together what can only be described as a 'mega-sized survival hamper'. Cast an orb over what the winner will receive:

- ▶ One-litre bottles of six different syrup flavours (Hazelnut, Gingerbread, Toffee Apple, Chilli, Toasted Marshmallow and Mint)
- ▶ A 2kg tin of Zuma Spanish-style Thick Hot Chocolate powder
- ▶ A 2kg tin of Zuma Fairtrade Hot Chocolate
- ▶ 8 boxes of Cosy Organic Teas (Breakfast, Earl Grey, Decaf, Blueberry, Peppermint, Chamomile, Jasmine Green, Lemon Green and Rooibos Vanilla)
- ▶ 12 litres, each with a different flavor, of their Original and Naturally-Sweetened, Ice-blended Sweetbird Smoothies
- ▶ 4 Zuma mugs
- ▶ Mini whisks to perfect your hot chocolate

All products approved by the Vegetarian Society and as vegan by Viva!

Sweetbird products are used nationwide in cafés and restaurants. Take a look at their websites: www.hellosweetbird.com, www.cosy-tea.com, www.zuma-beverages.com.

To enter, send your name and address to: Holy Sweetbird! 8 York Court, Wilder St, Bristol BS2 8QH or email kat@viva.org.uk with "Holy Sweetbird" in the subject. Closing date December 15, 2012.



Christmas with Redwood

Viva! has teamed up with ethical food firm, Redwood, so you have a chance to win a superb 'hamper' full of Redwood's delicious new, guilt-free festive foods!

Enter our prize draw and you could soon be tucking into Redwood's tasty new Sage, Onion and Cranberry Bites (ideal for festive buffets), delicious Gammon Style Roast and dairy-free Cheezly selection in blue, red 'cheddar' and cranberry style flavours – perfect for cheering up the festive cheeseboard. Also in the hamper are Redwood's new Chicken Style Tikka Pieces, scrumptious 'pigs in blankets' (Redwood's meat-free sausage and bacon-style wraps) smoked 'salmon' slices (fish-free, of course), party size sausage rolls, 'beef' pasties and 'duck and orange' pâté, which makes a great starter.

All are free from animal ingredients and derivatives as well as cholesterol, artificial colours/preservatives, lactose, hydrogenated fats and GMOs – so suitable for vegetarians, vegans and those who are lactose/casein intolerant.

To enter the prize draw, all you have to do is email your name, address and phone number to james@redwoodfoods.co.uk (or send contact details by post to: Viva Hamper, c/o James Olechnowicz, The Redwood Company, Burkitt Road, Earlstrees Industrial Estate, Corby, Northants NN17 4DT).

First name out of the hat will win a hamper. Closing date is December 15, 2012. To find out more about Redwood's extensive range of animal-free foods, go to www.redwoodfoods.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



veggievision

Log on to veggievision.tv and enjoy the very best of vegetarian cooking, celebrity interviews, restaurant reviews, viewer's competitions, music from vegetarians around the world, and much, much more... Register for FREE

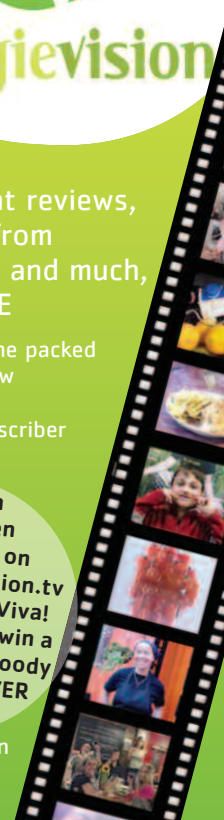
Veggie Vision
Veggie Celebs
Veggie Fun
Veggie Cooks
Veggie Cafes
Veggie Dating
Veggie Health
Veggie Vegan
Veggie Giggles
Veggie Music
Veggie Advice
Veggie Actors
Veggie Vision

Sign up for our E-zine packed with information, new programmes, event information and subscriber only competitions.

Mention Viva! when registering on www.veggievision.tv and a special Viva! supporter will win a VeggieVision goody bag worth OVER £50!



Viva!life readers, find us on Facebook and Twitter as @veggievisiontv



ethicalWARES

cruelty free footwear & accessories



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



Caegwyn, Temple Bar
Felinfach, Ceredigion

☎ 01570 471155

✉ vegans@ethicalwares.com

www.ethicalwares.com

ARE YOU LOOKING TO

REDUCE YOUR MEAT AND DAIRY?

ARE YOU LOOKING TO

CHOOSE MORE PLANT BASED OPTIONS?

VEGFESTUK BRIGHTON HAS THE ANSWERS

125 Stalls - Cookery Demos

Talks - Nutrition - Health

Cinema - Performance Area

Entertainment - Comedy

Kids Cookery Classes

Bodybuilders Competition

VEGFESTUK

BRIGHTON

AT THE HOVE CENTRE

SATURDAY + SUNDAY, MARCH 16TH + 17TH

ENTRY 11AM-6PM - ADMISSION FREE - DONATIONS WELCOME

SEE WWW.BRIGHTONVEGFEST.CO.UK FOR DETAILS

ADMISSION
FREE
TO THE
PUBLIC

A diet rich in fruit, vegetables, grains, seeds, nuts and pulses can improve

- Your Health
- The Environment
- Animal Welfare
- Sustainable Global Food Production

VegfestUK events give you all the products and information you need to help you reduce your meat and dairy intake

See our other show for 2013
Bristol

May 24th - 26th

www.vegfest.co.uk

Life is difficult for all animal sanctuaries but in India centre it is a constant struggle to give animals...

A second chance

By Veronika Powell, Viva!

Living conditions for India's animals are tough. Most live on the streets, are kept on a short rope or are worked extremely hard. The scale of need is enormous yet one extraordinary sanctuary takes in any animal, big or small, do all they can to save their lives and gives them a second chance.

Last September, my husband Dave and I spent a week helping in a sanctuary near the city of Udaipur in Rajasthan, India. Founded 10 years ago by the Abrams, an American family, Animal Aid Unlimited has become a vital centre with a vet and rescue vans ready to save lives 24/7.

They do an amazing job on very little money – and without an X-ray machine or ultrasound scanner, which they can't afford. Life is a constant struggle for survival, with the team called out many times a day to rescue critically injured animals.

Road accidents are the major cause of serious injury for street dogs, along with fight wounds that often become infected and infested with maggots. Mange is also a big problem and dogs who have it need to be kept in quarantine until they're healthy again. Seeing dogs recovering from operations or those who have been left semi-paralysed is incredibly moving.

Adoption is not an option as it's not common to have a pet dog in India. As a result, staff have to make difficult decisions, assessing which dogs are fit enough to be released back into the area where they were rescued and those who are so handicapped that they need to become permanent residents.

Virtually every dog you meet at Animal Aid Unlimited has been seriously injured or is ill and are either recovering or permanently disabled. We spent a lot of

time giving one-to-one attention to these dogs, grooming, stroking and walking. You watch new cases being treated and quietly 'pray' that they make it through.

Donkeys and cows are also victims of traffic accidents but many arrive at the sanctuary as a result of human exploitation. Donkeys are



made to work extraordinarily hard, pulling heavily-loaded carts, resulting in deformed legs or even amputations. Extremely shy at first, once you start grooming them their fears seem to melt away.

Although considered sacred, life for cows isn't any easier. They either roam the streets – ingesting plastic as they scavenge for food – or they are kept on a short rope, developing hoof deformities. Every cow and calf I met in the sanctuary had its own charming personality – although all the calves wanted to exfoliate your skin with their sandpaper tongues.



There are a surprising number of street pigs in Rajasthan and although not that often, some find their way to the sanctuary due to injuries or mistreatment. Pigs and all the other big animals who make it to the sanctuary usually have permanent disabilities or simply

can't be returned to their owners, so it becomes their home for life. Watching the animals learning to walk after an amputation is heartbreaking as is witnessing death. Tears were commonplace throughout our stay. Staff can't save every animal but they do all they can and I will always be grateful for that. Leaving was painful but I know they will go on, day after day giving these lovely animals a second chance.

Check out: www.animalaidunlimited.com and Facebook for incredible recovery stories: www.facebook.com/AnimalAidUnlimited.

continued from page 31

Beware meat and dairy

Alan Goldhamer is an osteopathic physician, Jennifer Morano a chiropractic doctor and together they founded the TrueNorth Health Education Center in California which has had remarkable success in treating people with RA. They explain that any foreign protein that enters the body is called an antigen. Our immune system manufactures antibodies to fight these invading substances and antibody/antigen complexes are formed.

The invaders can be viruses, bacteria or food proteins and the body's antibodies fight these antigens by attaching to them and then clumping many together to form complexes. These complexes are usually eliminated from the body by the immune system. But in some people this doesn't happen and the complexes become lodged in various tissues around the body where they cause inflammation, much like a splinter. When they lodge in joints, pain, swelling and redness results.

Dr Goldhamer explains how diet can be involved. When we eat, our digestive system breaks the food down into smaller and smaller particles. In most people the particles have to be very, very small – down to their basic components – before they can get from the digestive tract into the body proper. In other people, however, proteins can pass through the gut at an earlier stage, when still quite large and complex. This process is called 'gut leakage.'

"When these larger proteins get into the body, they are perceived as antigens (foreign invaders) the body attacks, trying to eliminate them. Eating a high-protein diet, especially one containing animal products, may make those people who have a genetic tendency to allow larger particles into their bodies, more susceptible to arthritis."

Another way dairy may trigger RA in some people is through what's called 'molecular mimicry.' Scientists have found that antibodies which were meant to fight an invading protein, in some patients attack their own joint tissues because they look very like the invader. A protein particle of cows' milk (bovine albumin) is the same as that found in human joints.

Vegan pain relief

Unfortunately, arthritis of all types has a poor prognosis under medical treatment. There is no cure for any type and medical treatment consists mainly of trying to relieve pain. However, new attitudes to arthritis can lead to reducing – and sometimes eliminating – pain.

TrueNorth HealthCenter has seen a reduction in both pain and symptoms of many people with both osteo and rheumatoid arthritis after changing their diets. If joint deformities have already happened, diet will not reverse them but pain can still be reduced through the effect of diet on reducing inflammation.

The number of people who benefit from a change in diet varies depending on the research you read. Food sensitivities show up in 20 to 60 per cent of sufferers. Vegan diets assist, and sometimes massively benefit, a staggering half of arthritis patients.

There are several important studies that examine the impact of a vegan diet on pain in RA patients. Dr John McDougall *et al* of St Helena Hospital, California, authored one of them. He gave 24 meat and dairy consumers, with moderate to severe RA, a very low fat, vegan diet for four weeks. The diet was based around common starches, such as beans, breads, corn, pasta, potatoes, sweet potatoes and rice. To this was added fresh or frozen fruits and vegetables. Participants were encouraged to eat as much as they desired. A rheumatologist who was blind to the study measured RA symptoms before and after the study and the results were remarkable.

Pain dramatically reduced, ability to function improved and joint tenderness and

swelling significantly decreased. The severity of morning stiffness improved – in fact the only element not to improve was the duration of morning stiffness.

Vegan diets work because they reduce the gut's exposure to foods that may cause permeability – pass through it. They are high in antioxidants, such as beta carotene, which sits in the lining of cells waiting to knock out damaging free radicals. Their avoidance of red meat eliminates agents that can cause inflammation. It is important, however, that the vegan diet is low in overall fat but contains fats high in essential fatty acids, such as borage oil, evening primrose oil and flaxseed oil as these vigorously fight inflammation.

Dietary surveys of arthritis patients reveal that the foods most commonly believed to worsen the condition are dairy products, corn, red and white meats, fish, wheat, eggs, citrus fruits, potatoes, tomatoes, coffee, nuts and bananas.

Once the offending food is eliminated completely, improvement usually follows within a few weeks. Dairy foods are one of the principal offenders and the problem is the dairy protein rather than the fat so, skimmed products are as much a hindrance as whole milk.

Diet is, of course, not the only factor to cause rheumatoid arthritis and exacerbate it, nor is a vegan diet the only way to reduce or eliminate the agony spawned by this disease. But research demonstrates time and time again that a low-fat, vegan diet is a powerful and positive, drug-free and cheap way of limiting the dreadful damage of this disease.



Viva!

ACTIVISTS

YOUTH NEWS

By Liam Nolan,
Viva! Youth Liaison

Just doing it!

It's great to see our younger supporters getting active and vocal for the animals. It brings a spark of joy that the vegan world is created and championed by all sorts of people. We've recently been in touch with some special young supporters who are getting out and campaigning for the animals!

Harley McIntosh

...looking for veggie respect

This firecracker student from Manchester has been hitting the headlines with her campaign for better school meals. She has publically named and shamed her school for providing below standard food choices for vegetarian students – and embarked on a quest to put it right! She shares her experiences with *Viva!Life*.

"I hated eating at school – not because I don't like eating, trust me, I love it – but because I knew the choice was so poor and the only thing I could rely on was chips.

"On a recent school trip to Utah we were taken to a steakhouse which served only meat, even though I was not the only vegetarian and we had all taken the time to indicate beforehand that we were vegetarians. We were told by teachers that the group could not cater to the minority. That night we had nothing to eat after a six hour day of skiing.

"During a different trip to London, I was given tuna sandwiches as the vegetarian option. When I politely explained that I am a vegetarian and do not eat fish, I was told that there was nothing the school could do about it, to scrape the tuna off and eat the bread! Which, of course, I did not do.

"Similarly, in Food Tech lessons, vegetarians were not catered for. Many times I was forced to write essays while the rest of the class made a meat-based recipe as the school did not offer a meat-free alternative."

However, Harley remains positive about being veggie:

"I felt motivated to share my experiences to let other young veggies know that things do get easier. I have become more inclined to complain and stand up for what I believe in. Anytime you feel awkward or pressurised for not wanting to eat meat, remember that you are making a difference in the world by leading a cruelty-free lifestyle, helping conserve water and living a much greener, environmentally-friendly life.

Despite all the setbacks, I remain a proud vegetarian, and you should, too."

Good on you girl! She has set up her very own website to encourage people to go veggie and to campaign for better veggie meals. You can check that out at <http://whyveg.wix.com/veg>.

You can also sign her petition to the government for better school meals for veggies by heading to <http://epetitions.direct.gov.uk/petitions/35854>.



Ruby Sephton celebrating the three year birthday of their pet duck

Ruby Sephton

Don't duck the issue!

Ruby Sephton (pictured) reached out to us to share her horror about the production of *foie gras*. She says:

"I, like other people of my age, knew nothing about *foie gras* production or even what it was. My Mum supports the idea that all animals should be treated with respect. When she explained what happened on these farms, I was ashamed that humans can treat animals in this vile way."

The issue is personal for Ruby, as she has four ducks of her own.

"One of my ducks is very tame and cuddly, as you can see from the picture. As a male duck he is very big and he would have been chosen for *foie gras*. He would have been shut in a tiny cage with no escape or access to his pond, in which he spends much of his time, and force fed until his liver became swollen and diseased.

"When I see pictures of ducks kept like that I'm aware of how unhappy they look. It makes me so sad to think they will never experience swimming in a pond or even being able to stretch their wings."

If you'd like to find out more about *foie gras* production and how you can help end this horribly cruel practice, head to www.viva.org.uk/foiegras.



www.vivaactivists.org.uk
www.viva.org.uk/facebook
www.twitter.com/vivacampaigns



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

by Tony Wardle, Editor

The Battle for Badgers

Viva! has joined together with other groups to form Team Badger. It is fronted by rock legend Brian May of Queen and fervently opposes the Government's morally-bankrupt decision to kill badgers under the pretext that it will reduce bovine TB. Our logo has been seen everywhere, as have images of director Juliet Gellatley, sharing a platform with the great man.

This is a dynamic situation which is changing day by day but for once, sections of the media appear to share our outrage and are responding to information supplied to them. The *Guardian* and the *Observer* hammered away at the subject over three days (October 13-15) and tore away what little remains of the Government's fig leaf to reveal sterility – of science and intellect.

In a letter, Britain's top animal disease scientists call the cull "mindless," accuse ministers of not telling the truth, say that even the Government's own chief scientist refuses to back it and demand that it be abandoned immediately. They say: "This

cull is not the answer to TB in cattle. The Government is cherry-picking bits of data to support its case." Lord Robert May, a former chief scientist, says: "The Government's policy does not make sense."

In response, Defra points to a two-page document it produced in April that supports the cull. Professor Rosie Woodroffe, of the Zoological Society of London, says: "The document simply does not endorse the policy." Professor John Bourne, who led the 10-year trial cull, says: "I just don't know anyone who is really informed who thinks this is a good idea."

And so it goes on. Even Cameron's claim that killing them is good for badgers as it saves them from disease is roundly dismissed. Only 14 per cent of badgers in previous culls had TB and

just one in a hundred had severe symptoms. No wonder trust in politicians is at an all-time low.

There was blanket coverage of the story by West Country media with one article predominating. The author's objectivity left a little to be desired, describing the cull decision as "scientifically and legally validated."



Tuned in

Justin Kerswell did a brilliant interview with Matthew Wright (Channel 4 TV) about badgers as well as a live 10-minute interview with BBC Radio West Midlands about World Vegetarian Day. Tony Wardle talked to Vetsonline about our goat exposé. He also did a phone interview with *Yorkshire Post* for our condemnation of live lobsters being sold on Leeds' market. Leeds Radio followed up with a pre-recorded interview on the same subject. Tony also did a long interview with community radio Brighton Live on vegan health.



Nanny State

Our exposé of goat factory farming was covered by the *Daily Mail* and at great length by the *Mail online*. It set alarm bells ringing throughout the industry and others who took up the story still referred to our 'alleged' claims of abuse even though the farm in question admitted we had them bang to rights. The ramifications of this undercover campaign are still reverberating and we await the outcome (see page 13).

Adidas concede

Victory in our long-fought battle against the use of kangaroo leather by sports shoe manufacturers was covered by the *Daily Mail* and at great length in the *Mail online*. Adidas is the last of the big boys to use this cruelly-obtained product but as a result of our campaign has slashed its consumption by 98 per cent. The kangaroo killers' body – the KIAA – claimed that Adidas underpinned the whole industry and whilst, in the past, it has heaped vitriol (and lies) on Viva!, on this occasion it was remarkably silent.

Olympic stupidity

The games were wonderful but when details of the opening ceremony were announced, we objected to the use of live sheep as unnecessarily stressful under such a crescendo of noise and activity. The *Daily Star*, *Metros* nationwide, *Manchester Evening News*, agricultural press, *Totnes News*, *Daily Mail*, the *Guardian*, *Irish World Newspapers* and dozens of online news sources across the world, ran the story, including in Canada and Australia – and almost blanket coverage of the whole of India and the US. In the event, the sheep made a fleeting appearance at the very start of the pageant – if you blinked you would have missed them – and we believe our prompt action saved these animals from unnecessary suffering. Apart from that – a brilliant, highly-political ceremony.

Media moos

Our handsome pair of Highland steers, Hamish and Dougal, have unwittingly become media stars. Coverage of our rescue was publicised right across the West Country in a range of Devon, Cornish and Somerset papers as well as online press.



Cadbury's calves return

Our shocking exposé last year of how little, male bull calves are shot at a day or two old had brilliant coverage in the *Daily Mail* and *Mail online* some months ago. We filmed on several farms that supply Cadbury and the pictures of a little calf being shot caused this huge US multinational (Kraft) considerable discomfort.

Just when they thought the storm had passed, the *Daily Express* returned to it, highlighting that all the dead calves from this farm went to the Beaufort hunt as dog food – a hunt patronised by almost the entire royal family.

This obviously put the *Daily Mail's* nose out of joint and so they returned again to the story and gave it splash coverage. It is hard enough to get any coverage in the national press but to get a second bite at the cherry with two big splash articles ensures we continue to win hearts and minds for the sake of animals.

It never ceases to amaze me how big organisations will say anything to avoid the public's wrath – in this instance, that the shot calf had a poorly leg. It failed to explain why it was able to walk 70 yards to its execution point without so much as a limp.





Viva!

What will we bequeath our children?

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

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

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

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

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

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

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

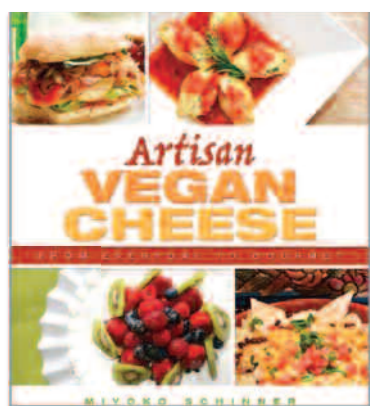
We've achieved as much as we have by exposing the cruelty of modern farming with our undercover investigations. We have shouted the results from the roof tops and people have listened. Help Viva! to shout even louder by joining us or leaving us a legacy in your will – and be part of our battle. Caring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

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

books for life

Make your own cheese and divine desserts then read how to work it all off with this issue's selection of books!

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



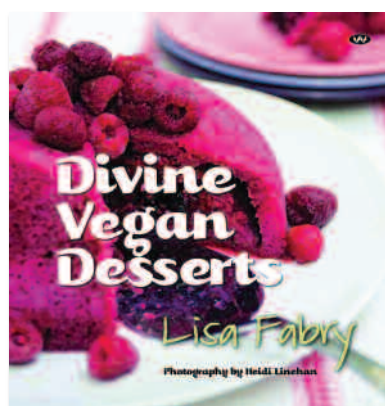
Artisan Vegan Cheese: From Everyday to Gourmet

Miyoko Schinner, Paperback, £17.99

Gourmet restaurateur and vegan food expert, Miyoko Schinner, set herself the challenge of producing an array of vegan cheeses that would please both her vegan and omnivorous friends. Her amazing cheese experiment has resulted in a treasure trove of inventive recipes including cashew chèvre (vegan goat cheese), gruyère, sharp Cheddar and meltable mozzarella.

For some recipes, you will need to seek out some unusual ingredients: carrageenan powder, xanthan gum, tapioca flour and agar powder. Some recipes are quick while others are time consuming – but worth the effort!

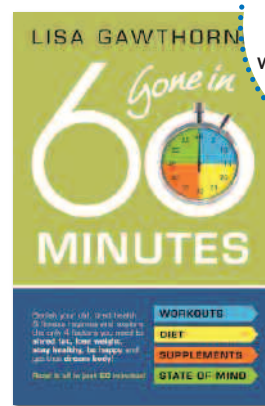
Her book includes a chapter on cheese-based sauces and a selection of cheesy recipes, including cauliflower gratin and chard and ricotta calzones. It also includes a chapter on desserts, including a baked San Francisco cheesecake and pumpkin tiramisu. Truly dairy-free, delicious and a good investment!



Divine Vegan Desserts: Over 100 Delectable Dairy- and Egg-free Recipes

Lisa Fabry, Paperback, £10.99

A veritable celebration of vegan desserts, with everything from cakes, pastries and cheesecakes to ice cream and sweet treats. The author considers the health and environmental aspects of what we eat, too. There are guilt-free naughty cakes and puddings galore, made with real ingredients. Tuck into the De Boelhoe Dutch apple pie or the squidgy fruit cake. The almond and lemon cantucci (biscotti) and liqueur truffles would make great Christmas presents. Includes some gluten-free recipes and a comprehensive chapter on ingredients plus useful tips on how to bake successfully. This book is superb value for money.



Gone in 60 Minutes

Lisa Gawthorne, Paperback, £7.99

Aimed at those serious about working out! Not solely vegan but written with a clear emphasis that vegan is best, this book describes Lisa's view on how to be and look fit and shed fat. Very easy to read, it covers workouts, diet, supplements and state of mind. It argues that cardio workouts must be done moderately with resting intervals and weight lifting to increase strength, stamina and tone and decrease body fat.

Other cookery books we love

Vegan is Love

Ruby Roth, hardback, £12.99

A gentle but honest summary of how we use and abuse animals for food, clothing, medicine and entertainment. Suitable for ages six to ten.



Animal Free Shopper

The Vegan Society, paperback, £4.99

Essential guide for cruelty-free shopping and a great stocking-filler!



For more cookery, health and animal-related books visit www.vivashop.org.uk/books or call 0117 944 1000 (Mon-Fri, 9-6)

Classifieds

Holidays – England

East Sussex



Paskins Brighton

AWARD WINNING GREEN HOTEL
DREAMY ORGANIC FOOD
01273 601203
www.paskins.co.uk

Products & Services



**WEB DESIGN
BY IMANER**

High quality websites with professional support and room to grow. Essentials such as SEO included as standard. Consultations also available. Get more bang for your bucks! See our website for details or call 0113 293 9385.

www.imaner.net
Websites to be proud of

www.taxreturnonlineservices.co.uk

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

5% donation to VIVA!
Tel: 01485 601499

"I will not kill nor hurt any living thing needlessly, nor destroy any beautiful thing; but will strive to save and comfort all gentle life, and perfect all natural beauty upon the earth."

John Ruskin 1819-1900

FREE! One sheet of 21 assorted envelope stickers from Vegelabels, Churchfield House, Weston under Penyard, Ross-on-Wye HR9 7PA
veglabels@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



A dog friendly Vegan B&B on the Sussex Coast in 1000 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**



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

- Relaxed, Quality Accommodation
- Spacious Double, Twin & Single Rooms
- Flexible Breakfast Times
- Free WiFi, Free Parking

Here, you can watch the stars and listen to the silence....

T: 01239 811 155 E: info@overtherainbowwales.co.uk
www.overtherainbowwales.co.uk

LABL Magazine
Veggie & Vegan
Live A Better Life
Ethical & Healthy
SUBSCRIBE ONLINE
www.LABL.org.uk

London

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

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**

Holidays – Spain

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

Courses/Classes

Jewellery Making Tuition
Personalised individual tuition in London, £25/hour including materials, also fun jewellery making parties. Contact Penny on 07583 299 517, **penny@pitstopx.co.uk** or visit **www.pitstopx.co.uk**

Bodycare

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

Holidays – France



Under The Lime Tree

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

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
61120 Ticheville, Normandy, France
00 33 2 33 36 95 84
Email: mail@maisonduvert.com
www.maisonduvert.com

eat
rest
see

Freerangers
Animal-free footwear & more

**100% Vegan No Sweatshops
No Animals No Worries**

Proud to be hand made in the UK

Send for FREE catalogue

www.freerangers.co.uk email: info@freerangers.co.uk
Freerangers, (Dept VL 10/12) 87 Derwent Street, Chopwell NE17 7HZ. Tel: 01207 565957

Charities & Groups

Volunteer wanted...

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

Email:
sanctuary@brook-farm.org.uk
www.brook-farm.org.uk

RainRescue
Registered Charity No. 1115089

RESCUE ANIMALS IN NEED

Small rescue, helping pets in crisis and put to sleep situations. Need funds to stay open and saving lives. Please help us by becoming a Supporter. Donations from as little as £2.00 per month make such a difference to our work.

07425 150860
www.rainrescue.co.uk
Reg Charity 1115089

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

Personal

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

Female (vegetarian) 'young-looking' 60 years. Animal-lover (cat-owner). Likes countryside, meditation. Seeks meet/correspond, male, friendship, Essex, or Somerset area. Box 53/1.

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).

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

Adopt a goat for Christmas

The ideal gift for the person who has everything

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
Boughton Monchelsea, Maidstone, Kent, ME17 4JU

Visit our website at www.buttercups.org.uk

Registered Charity Number 1099537

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**

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

continued from page 25

women. It is thought to be so widespread because GM corn is present in almost all processed foods and drinks in the form of high-fructose corn syrup; and because most meat comes from factory-farmed animals fed on Bt corn. This doesn't just affect Canada but the whole of North America.

It constitutes a gigantic, enforced experiment involving hundreds of millions of people and all because a powerful MNC was believed and the old 'cautionary principle,' that you have to prove something is safe before it is introduced, was jettisoned.

Researchers are seriously scared that this genetically engineered bacterium, which causes insects to swell and burst, might turn your digestive system into a kind of living pesticide factory, manufacturing Bt-toxin on a continual basis.

As for its original purpose – to kill insects that attack corn – it has failed there also and rather than diminishing, they're prospering, just as on other Bt crops. And as for Monsanto's Roundup

as for its original purpose – to kill insects – it has failed

Ready GM crops, supposedly designed to reduce pesticide use, they're also beginning to fail. According to Washington State University, pesticide use in the US has increased by 239 million kilograms because of GMOs. In fact, these wonder plants appear to have an effective life of about seven years before they fail and some more extreme bit of engineering has to take place.... I know an old lady who swallowed a fly...!

Of course that's over there, not here (if you ignore imports). Well, you will be pleased to know that the European Chief Scientific adviser, Anne Glover (once Scotland's chief scientific officer) has

spoken: "I would be confident in saying that there is no more risk in eating GMO food than eating conventionally farmed food." And her answer to the huge demands being made on land? "We have to intensify food production!" You can hear Monsanto *et al's* cheers rebounding from the rafters.

I have scabbled to find someone who isn't myopic or self-interested and who can look objectively at how land needs to be used. I discovered new research from the University of Exeter. In essence it says that if today's meat-eating habits continue, the predicted rise in global populations could spell ecological disaster. It's a start!

VEGAN

NATURAL

Live A Better Life

A unique blend of all things ethical and healthy +
Find out more and subscribe online
labl magazine.org.uk

Make a difference with your energy bills

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



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