Vina!

Published by Viva! the vegan campaigning group

Viva! Victory

Amazon dump

foie-gras

Issue 54 Winter 2013

Viva! Poland Victory

Stunning result as Poland bans religious slaughter

Women of Substance Three vegan trailblazers

New guide to Christmas Sample recipe inside

Delicious recipes from the upcoming Viva! Cookbook

Meet **C J De Mooi** veggie quiz maestro

It's Out - Viva!'s star-spangled Christmas record

Badger Slaughter From farce to fiasco



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Viva!

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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 veganism as the best way to save animals from suffering, protect the environment, improve health and help those in developing countries.

We have cleared the shelves of socalled '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! is a registered charity (1037486).



Viva! Health is a section of Viva! that promotes the health benefits of a 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.

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Welcome

"Torture," screamed the headline in the *Daily Mirror* on November 8, with a picture of a caged and horribly distressed *foie-gras* duck. Inside the paper were two more full pages on Viva!'s investigation into the French company that supplies Gordon Ramsay with this despicable 'delicacy.' And to complete the *Mirror*'s support, its editorial described the treatment of *foie-gras* ducks as 'Gut Wrenching (see pages 20-21).'

All the hard work that has produced this stunning story is worthwhile as we know that such prominent publicity strikes a heavy blow in defence of these poor animals. With our 20th anniversary just around the corner, it is a great reminder of the many other successful blows we have landed over the last 20 years that have reduced the suffering farmed animals are subjected to.



In this issue are some great initiatives which we implore you to get involved with. There's the launch of our star-studded EP, Talk to the Animals which you can download for only £1.58; there's Jerome Flynn's ripper of a raffle, with souvenirs from his latest drama, *Ripper Street*; you can pre-order our gorgeous vegan cookery book; you can be (and encourage friends to be) part of the fantastic new Veganuary and you can buy from our range of cruelty-free merchandise. And hopefully, you can make it to our annual dinner (page 19). All this is so we can raise funds to continue our vitally important work for the animals - so we can expose more factory farms. Please be generous because you are all we have.

Yours for the animals

Juliet Gellatley Founder & Director juliet@viva.org.uk facebook.com/julietwgellatley



viva!life magazine

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lifelines

DON'T TELL THE KIDS

With fracking, nuclear power, an intention to sneak back fox hunting and killing badgers, we're all pretty well aware of where this government stands on things environmental. But it's more insidious than this.

Back in February, they published a draft national curriculum for schools in which all references were dropped for the need to teach children to care for the environment and protect living things.

An outcry from vigilant Wildlife Trusts across Britain saw a climb down and these minimal requirements were reintroduced. Not much commitment there, then!

Revolving door

Perhaps we should also be having a go at civil servants. Dr Helen Thompson is a key government scientist and her study on neonicotinoid pesticides was used by ministers to argue against a ban on them. Most of Europe believed they harmed bees but not our lot and a ban was introduced anyway. And lo and behold, Dr Thompson immediately dashed off to join Syngenta, one of the manufacturers of neonicotinoids. Nothing like good, unbiased advice – no, nothing like it

Bullfighting – you pay

You may have noticed that, from time to time, we have a pop at politicians. I'm happy to redress the balance by applauding Alyn Smith, an SNP MEP.

Believe it or not but EU agricultural subsidies, paid to European livestock farmers, are also paid to those who breed bulls for bullfighting. It follows that you and I are subsidising the sadistic spectacle to the tune of about 130 million Euros annually.

Alyn is as incensed as we are and presented a12,000 signature petition to the European Commission in support of his amendment to have the practice stopped. Sadly it was rejected but Alyn says:

"It was always going to be a big ask. It is for me unconscionable that EU money is used to subsidise bullfights in Spain. I find it an abhorrent practice and I'm glad that various parts of Spain are shutting it down. The writing is on the wall for these subsidies."



Surprise, surprise

There are 34 national academies of science across the world, including the Royal Society in London and the American Academy for the Advancement of Science – the largest. The only one to dissent from a consensus that global warming is happening and that human influence on it has been significant, was the American Association of Petroleum Geologists. There was no proof, they said.

When its members became aware of their Association's dissent there was havoc and mayhem as they insisted that its position was untenable. A humiliating retraction followed:

"The current policy statement is not supported by a significant number of our members. The AAPG does not have credibility in that field ... we have no particular knowledge of global atmospheric geophysics." Didn't stop them trying, though!





Viva! and your brilliant campaigns for animals." Order from www.vivashop.org.uk

Jeremy Cunningham of the The Levellers designed this ballsy Christmas card especially for Viva!. He said: "I've been veggie since I was 18 and I did this card because I respect what Viva! does. My family and millions of others still celebrate Christmas with turkey yet I find it

hard to look at pictures of how these birds are treated. This was the first image I thought of. Hope it helps



Big Bill Vegan

When President Bill Clinton invited journalist Joe Conason to lunch recently, he proudly displayed an array of vegan dishes and said that we all had to love eating vegetables. Joe works for *AARP* magazine, the world's largest with a 47 million circulation, and so the message went everywhere.

Bill Clinton had a quadruple by-pass operation in 2004 but was rushed into hospital in 2010 when two stents had to be inserted in his coronary arteries. He described it as a wake-up call and started to take obesity seriously, in fact he now vigorously campaigns on it. Big Bill is however, nowhere near as big as he used to be. "I've lost 30 pounds and have so much more energy now. I feel great! "

And what was for lunch? Roasted cauliflower and cherry tomatoes, spiced and herbed quinoa with green onions, shredded red beets in vinaigrette, garlicky hummus with raw vegetable batons, Asian snow pea salad and gigante (butter) beans tossed with onion in extra virgin olive oil.

Anything you can do...

Not to be outdone, Croation president, Ivo Josipovic, was recently treated to a vegan lunch in his state offices in Zagreb. It was organised by Croatian campaign group, Animal Friends. Their spokesperson said:

"The lunch is an act of support by the president for a healthier, cleaner and more compassionate planet. It shows that Croatia is on the way to necessary ecological awareness and universal sustainability."

The hungry worm

Researchers in the key corngrowing state of Illinois, US, are finding significant damage from root worms in fields planted in rotation with Monsanto's Bt corn, the very problem that genetic engineering was supposed to cure.

Western corn rootworms are the most destructive of the species and their larvae do what it says on the tin – eat the roots



of corn plants. Problems are mounting as the rootworms grow ever-more resistant to efforts to fight them. "Farmers across a wide swathe of Illinois could face formidable challenges in protecting their corn crops from these hungry insects," says Professor Michael Gray of the University of Illinois.

Back to the wild

In a laudable move, the Costa Rican government has announced that next year it intends to close its two zoos. Environment minister, Rene Castro, announced that the 400 animals will either be returned to the wild or sent to sanctuaries. Fundazoo, which runs the zoos, is trying to block the decision. Costa Rica banned circuses with animals in 2002 and has ended sport hunting. This beautiful country, where I lived for six months, has just become a little more beautiful.



Local Monmouth restaurateurs alongside Piggles to publicise our Monmouth mini Incredible Vegan Roadshow in September. Vival's Claire was inside Piggles and reckons she lost a stone!



video games. Magnificent, Charlotte. Despite having ME,

the wonderful Jan Yarker never stops working for the animals. Here, with a colleague, she is representing Vival in a demo against foiegras outside Fortnum and Mason

Oh, so you won't die!

Newspapers like nothing better than a vegan who is at death's door or, even better, a child who has supposedly perished because of their 'nutty' vegan parents. Australia's leading health body has just put the kybosh on this kind of sensationalism.

The newly-released Australian Dietary Guidelines have decreed that wellplanned vegan diets are safe and healthy for all ages. In fact, they go further and say that alternatives to animal foods, such as nuts, seeds, legumes,

beans and tofu, increase dietary variety and can provide valuable, affordable sources of protein and other nutrients found in meat. This brings Australia's top health experts into line with those of the US and Canada. And Britain? Well, what did you expect!

Our sincere thanks to teenager Charlotte Jenkins who raised £270 for Viva! by busking and selling old

Thanks from Colin

In our last issue of Viva!life, director Juliet Gellatley reviewed Professor Colin Campbell's latest book, Whole. He wrote in response: "I am grateful for your review of *Whole* – it is brilliant not only

because of your literary skill but because you really caught the essence of what I wanted to say. I have given about 500 lectures since The China Study was published (Colin's first book) and have just started to merge the two books into a single message. I am finding audiences are very receptive and enthusiastic. The world is ready to embrace, I hope, what you have been doing for so long.'



Foston update

Thanks to Viva! supporters bombarding Derbyshire County Council with objections to the proposed pig prison mega farm in Foston, plans are still awaiting approval. Nothing will proceed until the Environment Agency decides whether or not to grant a permit for the site. This means that if you have not made your objections yet, it is not too late as a decision is not expected before Christmas! Object online at www.piggles.org.uk/foston

In the meantime, join our doordroppers army popping our new Christmas leaflet through doors in your area. Ring **0117 944 1000** to order free flyers or go to www.viva.org.uk/christmas



The uizzi Tony Wardle brushes up his IQ Marmite - you either love him or hate him. He fed into

before talking to a brain of Britain

If you like pub quizzes I suggest you keep clear of Monmouthshire because you might find yourself up against one CJ De Mooi - and he's an Egghead. If you're a quizzer you'll know exactly who I mean as his face was on our TV screens (BBC2) almost daily for eight years.

Yes, he was one of the almost unbeatable Eggheads quiz team and scanning the web it seems he's a bit like both views when, as an amateur guizzer, he was voted off The Weakest Link in round three and reputedly launched into a rant against his fellow contestants in the walk-of-shame, post-sacking interview.

A rant it wasn't but, admittedly, he did call them idiots and said he'd crossed them all off his Christmas card list. Mild, I would have thought, compared to some of the things the vituperative Anne Robinson comes out with. But fair dos, CJ did get his revenge when he returned in the 'sorest losers' show and won it.

His combative attitude sparked interest from TV

producers and appearances on a whole string of other quiz shows followed – a road which eventually led to *Eggheads*.

Clearly, CJ has a brain the size of an aircraft hangar – 10 '0' levels, 4 'A' levels, an 'S' level, two degrees, diplomas, a member of Mensa and President of the English Chess Federation. For several years he was a competitive chess player with a ranking of 158EFC – which makes him Class A, just a smidgen below 'candidate masters.' With just six '0' levels and an inability to remember where I've left my car keys, I felt at a distinct disadvantage when I interviewed him. I contented myself with the thought that with this extraordinary intelligence, CJ couldn't be other than vegetarian.

There's a slight defensiveness about CJ, a brittleness and I'm not at all surprised when he says that once he makes a decision he is unmoveable, that he is bloody minded. It's as though strength of mind, strength of purpose are central to the selfprotective edifice he has constructed around himself and that any change of heart might usher in a weakness that could be threatening. The more he tells me about his background, the clearer become the reasons for it.

Conversation about his upbringing in Barnsley is circumscribed, not to say brief in the extreme but at that time, according to the Web, he was called Joseph Connagh. He loathed school (that we do have in common) but had an extremely good memory and always knew there had to be more to life than Barnsley. From the age of six or seven years old he knew he did not want to eat animals – saw it in the same light as human rights – but the choice was denied him.

"From very early on, much as I adored meat, loved the taste of it, I realised it was not essential to life. I carried out research into farming in libraries and the like and what I discovered, the conditions in which animals were raised and killed, frightened me. I was scared that this was going on all around me. Why should I deprive an animal of its life when I didn't need to?"

At the age of eight, something happened that was to lay the foundations for his future. He was cast as the lead in his school's musical *Rooster Rag* and he knew he wanted to be an actor. *Eggheads*, it seems, temporarily diverted him away from that goal.

Anyone who refers to his parents as 'those people' has had experiences I can only imagine and so I choose not to pry further – I was not invited to pry further. Perhaps it's not surprising, then, that at the age of just 17, CJ left home with no support and no plans, other than to become vegetarian, and headed first for Sheffield and then Central London. There were no streets paved with gold, no bright lights, just Waterloo's Cardboard City and other desperate, homeless people.

CJ lived with them all around him, dulling their desperation with drink and drugs and perhaps it was here that his strength of character had its first trial run – he avoided both entirely and still does. He begged for food and whilst meat and fish were accepted, they were not eaten but handed to others.

He stowed away in order to reach Amsterdam, where he spent 18 months sleeping on a back staircase at the Central Railway Station. Three years on the streets, with its accompanying constant risks, exerted its toll and CJ describes it as extremely hard but necessary – for him. I couldn't quite grasp why but the strength that he now shows probably had its genesis here. But things did change:

"As German was the only foreign language I could speak fluently, I decided to spend the last of my teenage years in Cologne. As luck would have it, a purely chance meeting in the first week resulted in the offer of a modelling contract and it kept me in the city for five years.

"I went as far as I thought possible in the profession and then decided it was time to move on. I went back to Amsterdam but under very different circumstances and this time I was able to fall in love with the city and

Why should I deprive an animal of its life when I didn't need to?

become fluent in Dutch before returning to the UK."

This was also the time when CJ severed the final link with 'those people' and changed his name by Deed Poll, choosing the Dutch de Mooi, perhaps as homage to his one-time hosts.

To viewers, *Eggheads* is a quintessentially gentle, genteel, middle-class, late afternoon quiz show where politeness is the *lingua franca*. The making of it is anything but. Five shows a day are recorded in two week stretches, which is hectic by anyone's standards. After eight years, CJ backed out in December 2011 to pursue his acting career but with so many shows in the can, he was transmitted until August 2012.

Looking down CJ's diary, it appears he isn't going to be idle in the coming months. Charity quizzes rub shoulders with book signings; rehearsals for Jack and the Beanstalk in Northampton sit side by side with talks to the Humanist Society. There's a date in December for Viva!'s EP release, of course, on which CJ sings, and several for *Renata Road*, rehearsals and filming.

Renata Road started life as a nine-minute short film and is now being shot in Lytham as a full-length feature, directed by Ed Greenberg and starring CJ – funded by public subscription. It's described as "an intensely dark, psychological thriller. Oh, and there's a couple of fundraising marathons thrown in for good measure.

In the new year diary are also dates for his performance in *Safe Sex and On Tidy Endings*, part of Harvey Fierstein's trilogy following the lives of those who were close to man who has died from AIDS.

CJ is involved with a string of charities, including Viva!, Amnesty International and Stonewall. The latter came into conflict with his chess interests when he was banned from presenting prizes to the winners of the British Chess Championship because he was wearing a Stonewall T-shirt with the slogan 'Some people are gay. Get over it.' Given the choice of removing the T-shirt or presenting the prizes, the T-shirt stayed in place. CJ de Mooi doesn't do U-turns.

There's one little entry in his March diary that will please (or get up the noses of) quizzers. It says; 'Filming *Eggheads* in Glasgow.' Yes folks, the memory man is back in harness. We are delighted to say that CJ de Mooi will be speaking at our great Christmas fundraising dinner in Bath Guildhall on December 8 (see page 19).



Stunning Victory by Vival Poland... **Ritual religious** slaughter By Cezary Wyszynski, Viva! Poland Manager

It was not without a fight but a ban on ritual slaughter in Poland has been won by Viva!. It would never have happened if it had not been for videos published on the internet, which showed the process in all its brutality and horror. This was a pebble that created a ripple effect like no other in the history of the Polish animal welfare movement. It triggered an avalanche of questions - 'How can it happen? Why is it possible? Who's responsible?'

According to the Animal Welfare Act of 2002, unstunned slaughter was not permissible in Poland yet it was still happening in 2011. There was, however, a ministerial regulation in 2004 that

allowed it and so there were two contradictory positions. In Polish law, an Act always takes precedence over a regulation. This raised a string of other questions.

First they ignore you...

We sent countless emails to MPs, animal welfare organisations and sympathetic lawyers but there was no answer. Some people regarded the problem as marginal and having no real impact on animal welfare. Some were uncomfortable with its religious connotations. Others suggested nothing could be done because of the meat industry and strong Jewish lobbies.

Viva! Poland was unimpressed by

these fears and pulled together a coalition of animal rights groups. We found that religious slaughter was happening all over Poland but focussed on three abattoirs and filed complaints that they were breaking the law.

Public prosecutors failed to act, relying on assurances from the Ministry of Agriculture and General Veterinary Inspection that unstunned slaughter was permissible in Poland because of the ministerial regulation.

We refused to accept it and forced the government into a

Vival Poland's victory was reported around the world, including a large piece in the New York Times. It ignored entirely concerns over animal cruelty and concentrated solely on a perceived threat to Jewish culture and Jewishness, implying there was political motivation behind the ban, promoted by "a mix of animal rights activists, leftists and right-wing nationalists." The World Jewish Congress, it

claimed, had raised it with the Pope who 'specifically expressed concern about the ban.' This campaign was not about politics or anti Jewishness but about reducing the suffering of animals.

complex reappraisal of decisions involving the Animal Welfare Act by consecutive Agriculture Ministers, the General Prosecutor and the Polish Constitutional Court. They didn't like it!

...then they laugh at you...

The Minister of Agriculture described us as a bunch of animal lovers that had got carried away. His best known comment was: "Let's leave humanitarianism to humanists."

The laughter stopped when, on November 27, 2012, the Constitutional Court ruled that unstunned slaughter contradicted

> the Animal Welfare Act and was therefore unconstitutional. A ban should come into force on December 31, 2012, and Poland would have become one of the few countries that have outlawed ritual slaughter.

Wyszynski in full floy

Campaigns

...then they fight you...

It was never going to be that easy. The Polish People's Party (PSL), part of the ruling coalition, backed by the meat industry and religious groups, tried to get the new ban overturned.

A fierce exchange of arguments lasted for months, amid claims that without ritual slaughter, the Polish economy would collapse. Both sides organised protests in Warsaw and lobbied tirelessly in the Sejm (parliament) as the Government prepared to change the Animal Welfare Act to permit unstunned slaughter.

...then you win.

It failed and on July 12, 2013, the required majority of MPs (222) voted to drop the government's proposed Act and uphold the ban on ritual slaughter. No law is set in stone and the pressure to reintroduce it will continue. However, we have shown the power of groups working together and the public's growing awareness of animal rights and look to the future with hope.

Who knows what kind of tsunami this pebble might create...

Christmas Sparklers from the Viva! Wine Club

Toast the New Year with something special from the Viva! Wine Club. Meet Champagne's chic and affordable cousin – Prosecco. These Italian sparkling wines are distinctive for their aromatic and fruity flavours and crisp dry mouthfeel, making them a delicious companion to party hors d'oeuvres or a dazzling base for your Christmas punch. Prices range from £10-15 per bottle.

The Viva! Wine Club is offering two lucky readers a bottle of award-winning Prosecco Spumante Extra Dry Era. To enter, email Katrina@viva.org.uk with the subject line 'Viva! Sparkler'. All emails will be entered into a prize draw – winners picked at random. Deadline is November 30th 2013

Pomegranate Prosecco Punch

The perfect party quencher, our crowd-pleasing Pomegranate Prosecco Punch can be mixed in a jiffy and looks festively fantastic.



- Ingredients
- 375ml (1½ cup) pomegranate juice
 250ml (1 cup) pear nectar
- 50ml (¼ cup) orange-flavoured
- liqueur, such as Grand Marnier
- 1 bottle (750 ml) Prosecco Spumante Extra Dry Era (or any Prosecco, Champagne of your choice)
- 2-3 pomegranates

About the Viva! Wine Club

We stock over 200 types of wine, beers, spirits and cordials – all vegan, organic and lovingly sourced from independent vineyards around the world. There's a tipple to suit every taste from cognac connoisseurs to aperitif appreciators.

Directions

In a large pitcher or punch bowl, combine pomegranate juice, pear nectar, and orange-flavoured liqueur. Slowly add the Prosecco. Adjust the sweetness (if necessary) by adding more pomegranate or pear juice. Serve over crushed ice. Garnish each drink with a handful of pomegranate seeds. Enjoy!

Q

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Left: Wales Against

Animal Cruelty led

by Vival supporter,

Judi Hewitt. Below:

Friends and Vegan Lincs demo led by

l incoln Animal

Vival supporter,

Linda Wardale

Badgers, goalposts and own goals

Campaigns manager Justin Kerswell reviews the political shambles that is the badger 'cull' whilst Juliet Gellatley and Claire Morley go out to meet some 'walkers' who are determined to protect these shy animals

By the time you read this, hopefully the guns will have fallen silent in Gloucestershire and Somerset. Likely, but not definite, given that the 'culls' have already been extended beyond their initial six weeks.

Political arrogance seems to dictate that if you say something – anything – with a straight face, people will believe you. Environment secretary Owen Paterson tried it with his comment that badgers had moved the goal posts but the claim was met with derision and ridicule.

The badger 'culls' were a farce – and that's putting it mildly. Trial 'culls' were delayed last year because the Government said there were far more badgers in the two areas than previously thought. Finally, they began the killing and then, at the end of the six allotted weeks, claimed they had killed only a fraction of the target number because there were fewer badgers than previously thought! Minister David Heath is rumoured to have been axed as the can carrier for an embarrassed Government.

Labour's announcement that it would not expand the trials to new areas should they come to power was welcomed but there is no commitment to ending the current trials. Hilary Benn, environment secretary under the last Labour government, was forthright in dismissing 'culling' as pointless.

Incredulity and derision also met the news that none of the shot badgers would be tested for TB. Even worse was the announcement that only a couple of hundred out of the intended 5,000 slaughtered badgers would be tested to see if they had been shot humanely – which was supposedly the whole purpose of these trial 'culls'. The Government's chief vet admitted there was no scientific framework to judge humaneness so ministers would make a subjective decision. It's known as rubber stamping!

unip dairy

ve a badger Viva!

The stated intention was to roll out these trials across the country but costs have rocketed and policing levels have become ludicrous.

Sadly, a darker cloud now looms over badgers and it's one we have predicted for some time. Groundwork is being undertaken to reintroduce gassing in order to kill ever-greater numbers of badgers. In the past, David Cameron has condemned it as cruel so just wait for another u-turn.

Throughout these past few frustrating and sad months, Viva! has been fighting hard to focus attention on the elephant in the room – dairy consumption. It is not a side issue but at the heart of what's happening. The bottom line is that every pint of milk and every piece of cheese drives the killing of badgers. Dairy is, of course, closely linked with environmental



destruction, animal cruelty and many degenerative diseases – those that kill most people in the West. It is staggering that so much is sacrificed on the altar of the dairy industry.

We remain convinced that the only ethical response to this wanton destruction of wildlife is to go vegan. Encouragingly, many people have told us they are doing that just to help badgers.

Thank you to everyone who has taken to the streets and helped spread the word. There is still time to get active for badgers: **www.viva.org.uk/badgers**, or phone for a free door-dropping pack on 0117 944 1000.



On patrol

By Tony Wardle

Across Gloucestershire and Somerset, caring people have made the shooters job as difficult as possible. Night after night they have walked the fields and hedgerows to prevent shooters from doing their work, encouraging badgers to seek refuge below ground. They hope their high-visibility jackets ensure that no bullets head their way.

Mostly, their efforts have been ignored by the media except for one walker, who made it into the *Daily Telegraph* because she exposed a local farm hand who she said had signed up to become a shooter. Viva! supporter, 66-year-old Meg Sunningdale, displayed posters with his name around the village of Withycombe, Somerset, and hung one from her front gate.

Foul play, cried the newspaper, whilst forgetting to obliterate the man's name from their picture of the poster, thus giving it a publicity Meg could never have imagined. Meg had to fight back tears when talking about the effect the slaughter was having on her and said she was willing to go to prison for her actions. A kindly copper had a word with her and suggested it probably wasn't a good idea. She was not to be entirely deflected:

"I would like to tell the shooter that his family will not be hurt but I will be harassing him to make sure everybody knows he is a badger killer," she said. "I think those taking part should be named and shamed. If they are prepared to shoot badgers, they should be prepared to face the consequences."

Viva!'s Juliet Gellatley and Claire Morley

joined walkers in Somerset. Juliet reports.

"About 20 of us went on a long, hilly walk near Dunster. There were people from every walk of life – GPs, accountants, sales execs, shop assistants – you name it. About half were vegetarian, half not but all were aware of the connection between consuming cows' milk and the badger massacre. Everyone was of the opinion that the badger killing is due to politics and not with stopping bovine TB.

"Heather Houlie travelled 50 miles for her first badger walk and told me: 'I'm here because I want to stop the cull. It's needless, politicised and flies in the face of animal welfare. Most people I meet are against the cull – the intelligent ones realising it's intensive farming that needs to be addressed, not the decimation of wildlife. You feel like you're doing something with kindred souls and it's important to know you are not isolated or

"It's not the humane option"

eccentric in caring. Wildlife has every right to remain wild and alive.

"Those trying to save the badgers are kind and welcoming and some simply sit on top of setts to defeat the shooters. It is a very welcoming atmosphere and if this slaughter continues, please consider Left: Juliet Gellatley (centre) and other badger walkers near Minehead in Somerset. Below: signposts torn down – a regular occurrence, say activists, to confuse walkers



joining a walk and if you save only one badger, it's worth it!"

Claire Morley walked along with Andy Another who lives in the cull zone but didn't want to give his real name. He told Claire:

"I've been on badger walks 20 times since the cull started because I just don't believe there's science behind it. It's not the humane option and is driven solely by a few people in government. Most people I've spoken to don't see the point, especially as most TB is transmitted cattle to cattle. I've met people from all walks of life on the walks and tonight's was very quiet, very pleasant."

BBC's Spring Watch and Autumn Watch presenter, Chris Packham, was poetic in his condemnation of the cull:

> "It is both sad and shameful that when night falls and the setts of southern England stir, their gentle folk will be needlessly slaughtered; that in

spite of science and public will, the wrath of ignorance will further bloody and bleed our countryside of its riches of life; that brutalist thugs, liars and frauds will destroy our wildlife and dishonour our nation's reputation as conservationists and animal lovers." Assive bonuses are essential to motivate great achievers, we're told. What tosh! Meet three women who are driven beyond the call of duty solely by a desire to make the world a better place

The Didsbury Dinners Lady

We know Amanda Woodvine well at Viva! – she was once our highlyvalued health campaigner and still works with us from time to time. Quiet, ever-smiling and unassuming, Amanda is utterly professional and on matters nutritional can forensically dissect an argument with charm but is as unmoveable as the rock of Gibraltar when she's in the right – and she usually is.

A chemistry degree from Oxford and nutrition at London's King College, what was her chosen profession? The law of course, what else. But the lure of nutrition, and its ability to save animals, eventually became too strong and she joined Viva! Health (or the Vegetarian & Vegan Foundation as it

once was) and a string of consumer guides and scientific reports followed bearing her name – not to mention a marathon or two. But however great her achievements, I reckon she'll always be known as the Didsbury Dinners lady. Didsbury, you

may know, is a suburb of Manchester and what

took Amanda there was an Editor's job at NICE (National Institute of Health & Care Excellence). But again, the animals demanded her attention and this time she came at it with a community approach – the Didsbury Dinners low-carbon community cookbook.

Recipes were drawn from local people and organisations and all were vegan and low carbon and the dishes beautifully photographed in full colour. How do you practically gather recipes and tap into people's needs? You stick boxes in shops and organisations across the area? But all this was only a start. The 80page book was never seen as a oneoff project but essentially set out a template for how Amanda saw the community group, which the book had drown together, would develop in the future.

There are sections on eating seasonally, buying locally grown foods and even wild food – yes, there's wild food even in Didsbury. There's advice on reducing meat and dairy, cutting down on waste and packaging and even practical information on how to cook.

Now, each of these areas has been given a life of its own, taking it way beyond just advice.



Hugely-popular learn-to cook courses are organised, aimed particularly at the most disadvantaged. Doing deals for free land wherever nossihle has resulted in over 1,000 trees being planted, some with edible fruits such as hazels and wild cherries. There's a community garden

where people have fun growing fruit and veg together.

One particularly innovative idea is the land share scheme where the gardens of student houses or those who can't cope with gardening, are subcontracted out to Didsbury Dinners so they come back to life with all kinds of gorgeous edibles. And the idea has spread to the adjoining areas of Burnage and Chorlton.

Even as I write, the roots of Didsbury Dinners are snaking out



into all kinds of areas to help reduce the local community's impact on the environment and empower people to take control of their own lives. Not really surprising, Amanda has picked up awards along the way – Women Protecting the Environment from Manchester's International Women's Day and the *Daily Mail*'s Inspirational Women of the Year award.

But believe me, that's not the end. Amanda has won a research fellowship from Glasgow University to carry on her green innovation but with a huge research element and the funding to go with it. And for relaxation? She is about to take over as director of the charity Vegetarian for Life, which supports older vegetarians in care and at home. Above: Amanda in her VVF days and, left, with her tutu and finishers' medal at the London Marathon

A Woman of Vision

I clearly remember my first meeting with Karin Ridgers, in a Colshester veggie pub during the demonstrations against live exports, not long after Vival's launch. She was a brand-new vegetarian and bubbling with enthusiasm, determined to do something for the animals. Over the intervening nearly 20 years I haven't seen that enthusiasm diminish one jot.

A couple of years after that meeting, she had TV in her sights as a way of promoting veggie issues and asked me how best to go about it as I had for years been making TV programmes. Having tried every possible avenue myself to get such programmes commissioned – and failed – I wasn't terribly encouraging. But she gave it a go anyway.

"I was at that time earning good money in banking, in London's West End, and trying to expand my interests with acting and presenting in the evenings. Suddenly, the need to try and influence life in order to save animals became too great and I walked out of my job, with the full support of Glyn, my gorgeous husband."

Almost immediately, Karin organised a school reunion (with a vegan buffet, of course) which was filmed by Channel Four TV. That was another reminder that there is almost nothing on TV that reflected animal-free lifestyles and strengthened her determination to try and do something about it.

In fact, it was in print that she first made her mark, producing a supplement for the *Essex Enquirer* called *Vegetarian Times*. By sheer force of will and (again) enthusiasm, she sold the idea to advertisers even though she had no idea what the supplement would eventually look like. Naive perhaps but successful and 250,000 copies, which included an interview with Viva!'s director, Juliet Gellatley, winged their way around Essex.

But Karin hadn't given up on TV and her answer to producers' lack of interest in things vegetarian or vegan was Veggie Vision – her own internet TV station. It shows short clips of cookery, provides information from experts and has had a string celebrity interviews. It has been a





slow slog in developing Veggie Vision and to provide the funding, Karin also started her own ethical PR company – MAD-Promotions, which she describes as concentrating on "businesses that are making the world a better place."

That's two companies being run by a woman who admits she had no idea of how to start a business, let alone run one.

MAD-Promotions does work for commercial organisations but there are others who she has represented *pro bono* – such as two animal sanctuaries. Karin worked with Heather Mills for the launch of the V-bites restaurant in Hove. It was at about this time that Joanna Lumley said: "And well done, Karin, who was like a dear, black-clad bottle of bubbly." Perfect description!

Karin is gradually spreading her influence by writing for *Vegetarian Living* magazine and appearing on other TV shows, such as Sky during the horsemeat scandal and as a *Loud Woman* on the award –winning *Sadie Nines* show on BBC Essex.

"The message that I always try to

communicate is how a vegan lifestyle is easy, fun, healthy and so much kinder."

Karin also meets with hotel and restaurant owners to impress upon them the importance of catering for vegans. Those who have come under her charm include Centre Parcs, Butlins, the five star Chewton Glen restaurant and Roux at the Landau.

Of all her achievements, I suspect Karin is most proud of her lovely son, Callum. The old saying is that you can't have it all – well Karin's giving it a damned good try. And there is something important in the wind involving Sky TV which is hopefully about to come to fruition. We shall see! From the top: son Callum, Karin Ridgers and husband Glyn





The Marathon Woman

In the last issue of *Viva!life*, I wrote about 44-year-old Fiona Oakes' extraordinary achievement of enduring the gruelling North Pole marathon, smashing the women's record by 45 minutes and beating all but two of the men. Believe me, that's only the first course!

Fiona runs marathons – one after another, after another. Geneva, Berlin, Amsterdam, Moscow – despite having been run over and shot with an air rifle by youths. One of her earlier ones was the London marathon, which she didn't win but it sums up what she has to go through to compete.

"I came 30th in the Women's race in a time of two hours 49 minutes. I was very happy with this result as the timing of London for me is all wrong. It means that all my training has to be done in the winter and clearly the animal work is very, very hard as it means that I

am outside in all weathers looking after, feeding and mucking out and having to fit 80-100 miles of hard training in every week, six sessions a week from late November."

The animals she's referring to are the 400 or so she has rescued and keeps at the Tower Hill Stables sanctuary in Kent, an asylum she set up in 1993. They are not incidental to the gruelling schedule Fiona has set herself but the reason for it. She knows that the more people who go vegan the fewer animals are exploited and the fewer who eventually need to be rescued. She is tired of the reported claims 'I went vegan and nearly died' and her response is to perform extraordinary feats of strength and endurance wearing her Vegan Runners gear.

I suppose the plus side is that running releases feel-good endorphins and people do become addicted to it.



"I hate it," says Fiona

with feeling. "I train constantly and run these marathons and people think I'm doing it to raise money for the sanctuary but I'm not, I get nothing out of it. I do it to show what a powerful diet veganism can be."

Brought up in Derbyshire, Fiona says she was a very funny kid and her mum remembers her pushing meat away at the age of three and then asking where eggs, milk and cheese came from when she was six – and rejecting them. At school, a teacher who had taught her

mum and who was vegan became the reference point for her mother's concerns, providing reassurance.

Like Karin, Fiona finished up in banking in London but accumulated so many pets that renting a house became a problem. It became an even bigger problem when she acquired eight rescued horses and she and her partner, Martin, bought a cottage in Essex. Shooters in



a nearby field caused panic amongst the horses and one was seriously injured and so the move to Tower Hill Stables was the solution.

I could go on about the number of different marathons Fiona has run and won but there is one that tops them all, one that makes me feel exhausted just writing about it, the toughest foot race in the world – the *Marathon des Sables*. It is set in the Sahara Desert and participants have to carry with them everything they will need, apart from water. The organisers' own hype tells you all you need to know:

"There is nothing but rolling sand dunes for miles around. When you plough your feet through the sand, a fine dust kicks up. You can't feel the sweat dripping down your face because it evaporates in the baking heat. Your lungs feel parched and today's temperature is 50 deg C. Part of your brain is screaming for you to stop. Another part knows that when you complete the *Marathon des Sables* you will have run the equivalent of five-and-a-half marathons in five or six days, a distance of 156 miles."

Fiona says she now feels she has faced just about all the marathon challenges there are and it may all come to an end very soon. But she will still have her other work to occupy her – she is a retained fire fighter. Do you know something? I have a desperate desire to go and lie down. Top and centre: Fiona Oakes doing what she loves besttending to her animals. Bottom: doing what she loves least, slogging through the desert on the world's toughest foot race





John Robb, Wendy Turner Webster and CJ de Mooi, three of this year's celebrity speakers

> Magnificent banqueting room at Bath Guildhall which will be the venue for this year's Christmas lunch

Dine in Splendour Finetable for the Day Vival's annual Christmas fundraising dinner returns to beautiful Bath

It is to be held on Sunday, December 8 at 1pm in the wonderfully grand bangueting suite of Bath's Guildhall. The Guildhall's most splendid room, it is one of the most impressive Georgian interiors in Bath, with spectacular decor and stunning crystal chandeliers. Nowhere will you experience the opulence of this magnificent Georgian city more acutely than in the mellowed surroundings of this historic building.

Funds raised from the evening will support the next phase of Vival's campaign for a foiegras free Britain. Following on from our victories, including stopping Amazon UK from stocking over 100 foie-gras products, monies raised will help fund our new investigation in France of this terrible trade.

The three course vegan menu is of top

gourmet quality by one of the UK's most prestigious caterers, Searcy's.

Tickets cost £85 and can be booked online www.viva.org.uk/xmasdinner or from Viva!, 8 York Court, Wilder St, Bristol BS2 8QH (please send your name, address and names of each person attending along with a cheque payable to Viva!). Or book by phone on 0117 944 1000 (Mon-Fri, 9-5).

This really will be an evening to remember and we look forward to sharing it with you.



Some familiar faces celebrate a previous Christmas lunch. From the left: Patrons Heather Mills and Michael Mansfield, Kate Owens, patron Wendy Turner Webster and director Juliet Gellatley



From 1pm Guests arrive for drinks and opportunity to purchase Viva! merchandise and meet Viva! staff

1.30pm Presentation by Juliet Gellatley, Founder and Director of Viva! 3 course vegan feast 2pm 3.30pm Celebrity speakers including CJ de Mooi (Eggheads quiz master, actor), John Robb (musician and writer). Professor Jane Plant (author and Patron). Wendy Turner Webster (TV presenter and Patron) and Debbie Curtis (composer and organiser of EP with 40 celebs for Viva!) 4.15pm Auction and raffle with Jerome Flynn (TBC) 5.15pm Guests leave

Actor Gary Webster

Menu

Main courses

marmalade

sauce

Served with:

and capers

Green beans

Forest Mushroom

Roast potatoes with

Celeriac and Garlic Tart

with port and shallot

Wellington with truffle

Organic breads

Starters

- Spiced pear and watercress salad with pickled ginger and coriander dressing
- Roast fennel and celery soup with dill oil

Desserts

- Chocolate and Armagnac mousse with winter fruit compote
- Vegan Christmas trifle
- Freshly brewed fair-trade coffee or tea
- A choice of red and white organic vegan wines is included
- mustard lentils, chives
- Braised red cabbage

Vival's Amazing

Online giant clears its shelves after our consumer campaign By Justin Kerswell, Viva! campaigns manager

We were 'over-the-moon' when we found that Amazon had removed *foie-gras* from its online British store!

Amazon is one of – if not the – largest online retailer on the planet. Throughout 2013, Viva! and our supporters bombarded the company with messages asking them to stop selling 'torture in a tin.'

We sent a 10,000 signature petition to Amazon's UK managing director, along with footage that showed the extraordinary cruelty involved in *foiegras* production. Then, of course, there were all your emails and postcards. And it worked! Thanks to you we banished over 100 *foie-gras* products from the Amazon shop. What a victory!

Foie-gras most foul

The Daily Mail ran a huge article on our victory, including several shocking pictures in full colour. "A very un-British cruelty" is how I described it to them (see page 26) and a very un-British cruelty it is, too. *Foie-gras* – forcing so much food down the throats of ducks and geese that their livers expand up to 10 times their natural size – would not be tolerated in Britain. Sadly, trade rules insist that it can still be imported.

A French company that sends as much as 50 per cent of its production to the UK is Ernest Soulard. One British chef who eagerly buys its *foie-gras* is Gordon Ramsay, and he repeats their sales hype almost verbatim – that the company is an "industry leader in terms of animal welfare."

This summer, Viva! put the claim to the test and undertook an audacious investigation alongside French

colleagues. We exposed the awful reality of Ernest Soulard's and Gordon Ramsay's sham boast of good animal welfare. We visited six farms belonging to the Soulard company and what we found sickened us.

The camera we hid in one shed recorded the twice-daily horror that is gavage (force feeding). A worker moved along the

Below: heartbreaking – two ducks seek comfort in each other on a foiegras farm

Contact Ebay and fe Gordon Ramsay at www.viva.org.uk/ebay or write directly to: Ebay UK Ltd, Carmelite, 50 Victoria Embarkment, Blackfriars, London, EC4Y oDX. Gordon Ramsay Group, 1 Catherine Place, London SW1E 6DX





Scenes of suffering on farms belonging to a supplier of foie-gras to Gordon Ramsay

seemingly endless rows of cages, thrusting a metal tube down each duck's throat and mechanically pumping vast quantities of corn into their stomachs. The pathetic little creatures tried to retract their necks and hide their heads to avoid the inevitable but there was nowhere for them to go. One duck vomited up copious amounts of the yellow corn mush that had been forced into him.

Ducks would naturally be pristine clean on lakes and rivers, spending much of their time preening. Here, that vital process is denied them and everywhere we looked, ducks were covered in grime and caked with feed and vomit. Some had eyes so caked as to be almost blind. At

the bottom of some cages lay motionless feathered corpses – some of the million casualties who die every year from being force fed.

Force feeding is mostly facilitated by tiny single cages that hold the ducks captive – unable to stretch their wings or turn around. By 2015, France is supposed to have moved to

'colony' cages, housing five or six birds together. Supposedly a welfare improvement, it is nothing of the kind and we filmed ducks trampled by their cage mates and some with bloody wounds, probably inflicted by others driven to despair by their confinement and twicedaily torment.

In these larger cages, ducks are pinned to the floor by a metal arm which descends every feeding time and which must exacerbate any injury as well as causing huge stress to these already beleaguered animals.

Bloody injuries were also apparent in other, singlecaged birds, and seemingly ignored by workers. These sociable animals took comfort wherever they could. One small duck managed to stretch his neck and hide his head beneath the wing of the duck next to him. But he and all the others would be crated up and sent to slaughter at about three months old. If what we filmed at Ernest Soulard is the best welfare we would hate to see the worst.

Apologists for *foie-gras* make much of the early days of a duck's life. An email from one of Gordon Ramsay's restaurants gushes about 'spacious barns and access to grass fields and open air'. Even if true, it doesn't even begin to mitigate against the extreme torture they're subject to for the last 13 days of their life.

...an industry that should shame humankind

Only male ducks are force-fed whilst new-born females are killed because their livers don't expand quickly enough to be profitable. Geese are also used but nearly 98 per cent of the 38 million *foie-gras* birds killed every year in France are ducks.

Gordon Ramsay and his ilk help to popularise *foie-gras*, ignore the cruelty it represents whilst propping up an industry that should shame humankind. Viva! has been successfully whittling away at *foie-gras* consumption in Britain and we intend to keep going until we have a *foie-gras* free Britain. With your help we'll achieve it.

The Viva!Cookbook

Here are some tasters from our vegan cookbook by Vival's Jane Easton which will be launched in March

A lot of love. sweat and tears (from onions, we promise!) have gone into this vibrant vivacious, soonto-be-published vegan cookbook. This is no ordinary collection of



animal-free recipes but comes straight from the hearts of Vival's flour-dusted kitchenistas. There are sections devoted to child-friendly recipes, entertaining non-vegetarian friends, eating solo and how to freeze your food to save time and money. Most of all the recipes are delicious, simple and do-able by anyone.

Even the 'Soups and Sauces' chapters have been re-invented in a nutritionally-balanced and very tasty way. The fragrant Thai Banana Soup will win you over with its complex and creamy flavours and our delicious Easy Mayo, made from silken tofu, is guaranteed to become a firm favourite in your fridge.

Boasting over 130 recipes, with accompanying full colour photos, The Viva! Cookbook will take your taste buds on a culinary adventure, with influences from around the world. Starters include Sautéed Squash with Olive Tapenade & Cannellini Beans and Luscious Two Pear Salad with Balsamic Dressing. Decadent desserts include our Boozy Chocolate Sauce for Grown-ups (with sober option) and Individual Hot Citrus Puddings.

For the main event, we've scoured the globe for fresh and flavourful dishes that bring sheer delight to dining - African Slow & Sweet Potato Stew with Red Beans or Quesadillas with Guacamole & Lime Sour Cream Dip brought zingingly to life with our tangy Mango Salsa. The Cool Combos section gives you fresh ideas of what other dishes to combine with the main event.

For a truly stunning show-stopper, our Big Puff Pie - bursting with mixed mushrooms and topped with a crown of puff pastry - will have your guests at your feet!

Along with a healthy dose of advice, tricks of the trade and friendly, often humorous, kitchen banter, the Viva! Cookbook will be a welcome addition to any household and your go-to source for all things vegan and delicious! You'll be told exactly what bits of kit you need for every recipe, the Viva! Cookbook takes you through all the seasons - and if you're fed up with all the usual Christmas favourites, try some of these.



Coconut Parsnip with Red Beans, Lime & Ginger

- 1 tbsp plain oil (not olive)
- Parsnips, 700-800g/11/2-13/4lbs, peeled and chopped into medium chunks
- 2 cloves garlic, crushed
- 5cm/2 inch piece of ginger, arated
- Half large red chilli, de-seeded and finely chopped
- 1 tsp cumin powder
- 100ml/3 generous fl oz coconut milk
- 1 lime, zested and squeezed at least 1 tbsp juice
- Half tin cooked red or pink beans – 120g/4oz
- Salt and pepper to taste
- 2 tbsp chopped fresh coriander

1 Put parsnip pieces on to steam – test with sharp knife after 10 mins. Should be cooked but firm.

2 Meanwhile, heat oil in a medium heavy-bottomed saucepan.

3 Lightly cook garlic, chilli and ginger for 1-2 minutes. Add cumin powder and cook a further minute, stirring well. Take off heat and set aside. 4 When parsnips are cooked, add to pan with garlic mixture and heat through, stirring.

5 Add coconut milk and bring to simmer. Add lime zest, lime juice and beans and heat through, stirring.

6 Sprinkle with coriander and serve.



Pre-order your copy of the *Viva! Cookbook* online at

www.vivashop.org.uk/

books/viva-cookbook Available from March 1 2014!

Serves

4 Christmas Stuffed Squash with Two-Rice, Cranberry & Porcini Mushroom Filling

Squash

- 2 small squashes (eg acorn or butternut)
- 3 cloves garlic
- 2 tbsp olive oil or oil spray
- 1 large sprig of fresh rosemary
- Salt and freshly ground black pepper

Filling

- 1 tbsp olive oil
- 1 onion, finely chopped
- 2 tbsp dried mushrooms (porcini or mixed)
- ▶ 70g/21/₂oz long grain brown rice
- 20g/1oz wild rice can be bought
 - ready-cooked
- 500ml/18fl oz vegetable stock
- Preheat the oven to 200°C/400°F/Gas Mark 6.
 Cut squashes in half, remove all seeds and brush olive oil or oil spray.
- 3 Quarter garlic cloves, place in hollows of each squash half.4 Add rosemary needles and season with salt and
- black pepper.5 Place in an oiled roasting dish and roast for 45 minutes or until the flesh is soft.
- 6 Meanwhile, prepare the filling and sauce of your choice.
- 7 Sauté onion until translucent, add each type of rice and vegetable stock.

- 1/2 tsp chopped rosemary OR 1/4 tsp dried
- 2 tsp dried cranberries
- 1 tbsp pine nuts
- 1 heaped tbsp fresh thyme leaves, chopped OR 1 tsp dried

8 Boil, then reduce to simmer for 10 minutes. Add dried mushrooms, rosemary and dried cranberries.

9 Bring to boil once more, cover and simmer over low heat until stock is absorbed and rice is soft (about 20-30 minutes).

10 Meanwhile, make sauce of your choice.

11 When rice is cooked, stir in pine nuts and chopped thyme. Divide between the four squash halves, return to the oven for 5 minutes.

12 Serve with sauce and vegetables of your choice.



- 1 pack of medjool dates (2-3 per person)
- 1 tsp Tofutti plain cream cheeze per date (health food shops)

Sauce

- 60ml/4 tbsp sweet or medium sherry made up with water to 250ml/8fl oz (most Harvey's sherries are vegan)
- 1 tsp arrowroot
- 1 tbsp dark brown sugar
- ½ tsp vanilla extract
- 1 Mix arrowroot into sherry/water, whisking well.
- **2** Bring to boil, stirring continuously.
- **3** Add sugar and vanilla extract and simmer until sugar is dissolved.
- 4 Allow to cool until just warm.

5 Split dates and spoon cream cheese into each. Plate and drizzle sauce over and around.

Everyone's going vegan this January!

First there was Movember... then came Stoptober... and now there's Veganuary

An exciting new vegan campaign is about to launch, encouraging people to adopt a plant-based diet for the month of January. 'Veganuary' have teamed up exclusively with Viva! to promote the challenge and hopefully raise tons of cash for animals.

VEGAN UARY EVERYONE'S GOING VEGAN THIS JANUARY

Matthew Glover, a vegan businessman, put forward the idea following inspiration from the Movember concept – a hugely successful campaign which involves men growing moustaches in November while fundraising for prostate cancer research. Matthew, who also recently invested in the vegan social media site, Bleat, said:

'I wondered whether a concept like Movember could be used in the animal rights movement, where veganism could be promoted whilst also raising money for animal charities.'

The website **www.veganuary.com** will go live around mid-November, with six weeks of heavy promotion to encourage people to sign up before January 1. It's the perfect month for such a challenge with people more likely to consider diet changes after the excesses of the festive period!

The campaign will highlight the health benefits of a vegan diet, while informing participants about the positive impact their food choices will have on the lives of animals and the environment. To support people with the transition, the site will provide recipes, shopping lists and meal ideas for each day, all provided by Viva!.

The whole site will be interactive, with those taking part able to create their own profiles, upload pictures and make comments about their experiences. There'll be a leader-board to create a competitive edge amongst participants to raise the most money for Viva! – making it a win-win situation for the animals.

The site will be user-friendly – incorporating familiar links with social media, like Facebook and Twitter. Donating and fundraising will also be easy as the website is using Just Giving, allowing sponsors to find people simply and quickly. Professionalism will also be key, which is why the team has joined forces with a specialist multi-media design agency to create impressive visuals with mass market appeal.

Jane, Matthew's partner and fellow vegan activist, said: "We're not sure how many people will take part, but the pre-launch feedback has been encouraging. We're finding a lot of our nonvegan friends want to give it a go".

It is hoped that January 2014 is just the start for Veganuary, with the launch trialling in the UK initially. In 2015 Matthew and Jane are hoping to develop the concept further and promote this vegan challenge worldwide!

Medialife

Vival's media blitz... for the animals

Amazon's decision to drop *foie-gras*, as a result of Viva!'s determined campaign, was seen by the *Daily Mail* as a big, big story. As sales of printed newspapers continue their rapid decline, online editions grow in size, circulation and importance. The prominence given to this story online was extraordinary – not just an uncritical account quoting freely from our research but distressing picture after distressing picture. The *Daily Telegraph* also ran a piece, in print, as well as trade publications.

It was a no-holds-barred demolition of a farming practice that should shame anyone who eats its products, any restaurant that serves them and any society that allows it. There are some practices that are so unutterably cruel they are indefensible – and yet people do defend them, solely out of cynical self-interest, because they wish to continue to profit from the cruelty.

Just like the name Monsanto has come to be associated with anything nasty in the field of pesticides and agro-chemicals, so Gordon Ramsay seems to take the prize for uncaring chef. I'm sure much of it is because he knows that outrageous statements about killing and cooking animals grabs the headlines but even so... He's not the only chef to sell *foie-gras* but he is one of the most prominent and he promotes it using animal welfare claims that ignore the cruelty entirely. All I can say is – look out Gordon, we're coming for you!

French media leapt on the story but were genuinely balanced in their coverage. Director Juliet Gellatley did an interview with national TV channel, France

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The French minister for agribusiness, Guillaume Garot, was not so sanguine about our victory, saying to Agence France Press that he regretted Amazon's decision. Well, I guess he would, considering *foie-gras* is now

ranked alongside parts from whale, dolphin, shark and elephant. He added: "I defend this sector because of jobs but also because of a certain idea of gastronomic heritage." He is about to set off on a visit to South Korea where he will doubtless be happy to arrange a trade swap – *foie-gras* for meat obtained by torturing dogs to death or boiling them alive!

Jerome Flynn, Martin Shaw, Jenny Seagrove, Wendy Turner Webster, Heather Mills, Dale Vince and Jane Plant heaped their congratulations on us for our victory.



2, which showed footage from our 'gavage' film of ducks

being forcibly fed.



Nerve of the second sec



by Tony Wardle, Editor

Keeping up the pressure

We are always constantly trying to highlight cruelty that we discover but are aware that we have to keep up the pressure for previous campaigns. Our latest push on kangaroo meat made it into more than dozen regional papers across the UK.

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Foston not yet won

The proposed Foston mega pig farm is still under consideration by local politicians and so Piggles gave them something to think about with a bag full of your petitions.



Pig farm fight heats up as objections handed in





Feedlots arrive

They blight the US, where almost all their beef cattle are reared in grassless pens called feedlots. Now they have appeared in Lincolnshire, with the claim that they are to supply the growing demand for cheap beef. In truth, beef demand is falling so the reason is one thing only – money making.

Something in the water?

Suddenly, being veggie is cool, it seems, as numerous titles have recently given space to promoting it. Perhaps the most surprising is the *Guardian*, which has always tried to distance itself from any such righton thing. It recently ran a piece on the best vegan and vegetarian restaurants in Britain on one of its blogs.

Not satisfied with that, it followed up with a print interview with standup comic Sarah Pascoe in which she said that in her comedy she wanted to talk about animal rights and why she's a vegan.

Founder and presenter of the BBC's *The Food Programme*, Derek Cooper always had a soft spot for Viva!, sometimes referring to us as 'indefatigable.' No such affinity exists with its current presenter, Sheila Dillon. When she ran an entire programme on veganism I listened closely, waiting for the 'but.' There wasn't one, just 30 minutes of positive investigation into this growing lifestyle.

Even more astounding was a piece in the Daily Mail headed, "I went vegan and now look years younger" - complete with a glowing picture of its author, Heidi Mary Porter. It started: "Life as a meat-eater was interesting: lank, greasy hair; dull, spotty skin; stomach cramps and heavy periods; extreme tiredness and zero energy; bad cellulite and unsightly stretch marks; chafing thighs and constant sweats and I was only 18 years old." And so it went on! There must be something in the water!



Above: comedian Sarah Pascoe talks about being vegan in the Guardian. Left: Heidi Mary Porter's piece in the Daily Mail One of Viva! Health's tasks is to unravel scientific research and make it easy to understand. Here we update you on the latest...

Tence

By Veronika Powell MSc, Viva! Health Campaigner



Cancer protection from veggie diets

The Adventist Health Study-2 is one of the biggest projects ever to look at the influence of lifestyle on health and in particular how vegetarian diets can potentially help to prevent cancer. Researchers examined the association between non-vegetarian, lacto-ovo vegetarian, pesceterian, vegan and semi-vegetarian diets and cancer.

Some 70,000 people took part and it was found that vegetarians (all vegetarian lifestyles) had a significantly lower risk of cancer – including digestive tract cancers – compared with non-vegetarians. Analysing the effects of the different vegetarian dietary patterns showed that vegan diets gave better protection for overall cancer incidence but particularly for female-specific cancers.

The authors concluded that although vegetarian diets seem to decrease the risk of cancer, vegan diets offer the best protection.

Tantamango-Bartley, Y., Jaceldo-Siegl, K., Fan, J., Fraser, G., 2013. Vegetarian diets and the incidence of cancer in a low-risk population. *Cancer Epidemiology, Biomarkers & Prevention.* 22 (2): 286-94.

Superbugs spreading

A high-profile team of researchers from different countries recently published an article on the number of people who have died or been hospitalised each year as a direct result of infection with a particular drugresistant bacterial strain (a type of E.coli). In Europe, this superbug is responsible for 1,518 deaths and 67,236 days in hospital every year. In the UK, the biggest poultry meat consumer in Europe, the figures are 1,580 cases of blood poisoning, 280 deaths and 12,500 hospital days per year.

This superbug originates directly from the overuse of cephalosporin, an antibiotic used in broiler chicken farms. The authors say: "In Europe, the infection rate is likely to have tripled from 2007 to 2012".

British poultry producers recently agreed a voluntary ban on cephalosporin but the Soil Association pointed out that other farm antibiotics routinely used at chicken farms keep the resistant bacteria in circulation so the problem is far from being solved. It is also concerning that this is just one type of an antibiotic resistant bacterium being spread by just one species when there are many other bacteria and other intensely farmed species – pigs, dairy cows, turkeys, ducks, fish – many of which are being treated with antibiotics.

Collignon, P., Aarestrup, F.M., Irwin, R., McEwen, S., 2013. Human Deaths and Third-Generation Cephalosporin use in Poultry, Europe. *Emerging Infectious Diseases.* 19 (8): 1339-1340

Soil Association, 2013. Scientists quantify number of human deaths due to antibiotic use in chicken production: www.soilassociation.org/news/newsstory/articleid/5680/scientistsquantify-number-of-human-deaths-due-to-antibiotic-use-in-chickenproduction

Feeding a growing world

Demands on food production are ever-increasing and meeting them is proving to be a substantial challenge all over the world. Authors of a recently published study decided to investigate how the world's crops are allocated to different uses and whether it is possible to feed more people with current levels of crop production.

Their detailed calculations revealed that 36 per cent of calories produced by the world's crops are currently being

used for animal feed and only 12 per cent of these feed calories eventually find their way into the human diet as meat and other animal products. They also found that growing food solely for human consumption, without first recycling it through farmed animals, could increase available calories by as much as 70 per cent, which could feed an additional 4 billion people!

The scientists pointed out that reductions in the consumption of meat and other animal

products could significantly increase global food availability. There really is no longer any excuse for wasteful 'Western' diets now.

Cassidy, E.S., West, P.C., Gerber, J.S., Foley, J.A., 2013. Redefining agricultural yields: from tonnes to people nourished per hectare. *Environmental Research Letters.* 8: 034015

Meat your maker.

Earlier this year, results of a huge long-term study on meat consumption, heart disease and cancer were published showing that red and processed meats kill us early. It involved 448,568 men and women who were healthy at the beginning of the study and who were followed for an average of 13 years. The aim was to see if there really was any association between red meat, processed meat and poultry consumption and a risk of early death.

The study showed that high consumption of red meat (two portions a day) increases the risk of premature death and the association was even stronger for processed meat. There was also a strong link between processed meat intake and cardiovascular diseases and cancer in general. This confirms what we've known for years – it's time to change our diet.

Rohrmann, S., Overvad, K., Bueno-de-Mesquita, H.B., *et al.*, 2013. Meat consumption and mortality--results from the European Prospective Investigation into Cancer and Nutrition. BMC Medicine. 11: 63

Vegan diets for diabetics

Just how much can a low-fat vegan diet improve your health? Quite a lot, it seems, as a recent large study shows. People who were either overweight and/or diabetic (type 2) were asked to follow a wholesome vegan diet for 18 weeks whilst they carried on with their normal lives. A control group (people with similar characteristics to those who were prescribed a vegan diet) changed nothing about their lifestyle but were followed for comparison.

The results showed that a plant-based diet can markedly lower your cholesterol, improve blood sugar control (crucial for diabetics) and shed excess weight. Participants in this study received dietary advice but were not asked to change anything else in their lifestyle. Control group participants achieved no significant changes. This study confirms that a lowfat vegan diet can indeed change your life – for the better and quite dramatically at that.

Mishra, S., Xu, J., Agarwal, U., Gonzales, J., Levin, S., Barnard, N.D., 2013. A multicenter randomized controlled trial of a plant-based nutrition program to reduce body weight and cardiovascular risk in the corporate setting: the GEICO study. *European Journal of Clinical Nutrition*. 67 (7): 718–724



Ina ACTIVISTS MOUTH CEUD

By Liam Nolan, Viva! Youth Liaison

Factory Farming poster competition!

Design a poster for Vival's campaign – Factory Farming, It's Gotta Go! - and you could win a goodie bag worth £40 (top prize), £20, £15, £10 or £5 (runner ups).

The poster can be words and/or any type of artwork - but make sure you include the Viva! logo and campaign slogan, 'Factory Farming - It's Gotta Go!'. Winners will be chosen in two groups - under 12s and 12-17s - and will be chosen each month. Your poster could be printed and may go up on the web!

Send your poster design to Factory Farming Poster Comp, Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH - or email it high resolution to liam@viva.org.uk for your chance to win!

For more competitions and

to see previous winners,

head over to www.vivaactivists.org.uk/

campaigns/competitions.php



Alyssia Antonen, aged 12 from West Yorkshire. was the last winner with this great design

As it's almost the festive season, we thought we'd share one of our favourite and most creative recipes that you can have fun making this Christmas! They're super-simple to make, using a cupcake as the filling, covered in ready-to-roll marzipan. Check out www.veganrecipeclub.org.uk for hundreds more fun recipe ideas!

Snowy Snowmen

Cupcakes

- 126ml/8 fl oz soya milk
- 1 tsp apple cider vinegar
- 225g/8oz granulated sugar
- 85ml/3 fl oz vegetable oil

2 tsp vanilla extract 110g/4oz plain flour

- 30g/1oz dark cocoa powder
- ³/₄ tsp bicarbonate of soda
- 1/2 tsp baking
- powder
 - 1/4 tsp salt

1 Preheat oven to 180°C/350°F/Gas Mark 4 and line muffin pans with paper cases.

2 Whisk together soya milk and vinegar in a bowl, add sugar, oil, vanilla extract and beat until foamy. 3 In separate bowl, sift together flour, cocoa, bicarbonate of soda and salt. Add soya milk mixture in two stages and beat until smooth. 4 Fill cases three-quarters full, bake for 20 minutes then place on wire rack to cool.

5 Meanwhile, roll out marzipan into 3mm sheets, dusting surface and rolling pin with icing sugar. 6 Cut four rectangles from marzipan sheet - 10cm/4in x 20cm/8in – and four circles by cutting around circumference of a muq.

7 Remove cupcakes from cases. Stack two cakes on top of each other to make four snowmen's bodies. Cut four smaller round shapes from the remaining four cakes to make the heads. 8 Construct the snowmen by wrapping one rectangle of marzipan around each body and sealing by dabbing with water. Make heads by wrapping marzipan circles around the small cake rounds. Adjust shape gently in your hands.

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

- Covering 3 x 500g packets marzipan
 - 2 varieties of natural food colouring
 - 1 packet of cake decorations for buttons and eyes

9 Secure the heads to the bodies by brushing the necks with water and pressing gently down.

10 Divide remaining marzipan in two and place in separate bowls for colouring. Add 1 tbsp of each food colouring to each bowl, mix first with a spoon and then by hand until marzipan is coloured throughout.

11 Decorate the snowmen with hats and scarves made from the coloured marzipan and eves and buttons from cake decorations. Sprinkle with icing sugar to finish!

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Vival's Great Mini Christmas Guide!

...for a gloriously tasty vegan Yuletide

Veggie, vegan or simply aspiring to be, if you love good food you are sure to enjoy the delicious recipes in this little guide!

To get your juices flowing, kick off the celebrations with Helen's Cranberry & Cream Cheeze Filo Parcels – they melt in your mouth. Or there's Roast Mushrooms with Red Onion Marmalade – simple and delicious.

Of course, there has to be a roast and ours is something special – porcini mushrooms, courgettes, onions, aubergine, pesto and – yes – nuts. No wonder we call it Luxury Festive Roast (see recipe below). You could have it with Mediterranean Roast Potatoes – rich with olives, sundried tomatoes, capers and lemon zest – and top it off with a sublime Red Wine & Porcini Mushroom Gravy or Roasted Red Pepper Sauce with Tomatoes. There are other main courses in the guide so you're spoilt for choice.

There are tips on veganising all your festive favourites, ideas for party foods, such as Veggie Pigs in Blankets – flavoursome vegan sausages wrapped in sundried tomatoes.

And, of course, there's a mouthwatering selection of desserts. We have a couple that don't involve Christmas pud (lovely though that is). What about Rose's Quick Lemon Cheesecake with Blueberries or delicious vegan mince pies – homemade from scratch or with readymade pastry to make life simpler?! And it's all yours for just £1.50, including p&p



6-8 Luxury Festive Roast

- 230g/8oz mixed nuts, chopped
- 110g/4oz red lentils
- 1 large carrot
- 2 celery sticks
- 1 large onion
- ▶ ½ large courgette
- 1 aubergine
- 100g/31/2oz mushrooms
- 25g/1oz porcini mushrooms
- 4 tbsp vegan margarine, eg
 - Pure, Biona, Suma

- 2 tbsp mild curry powder
- 2 tbsp tomato ketchup2 tbsp Vegan Worcestershire
- a the second s
- 10g/2 tsp chopped dried apricots
- 2 tbsp soya flour, sieved
- 1/4 pint water
- Vegan pesto, eg Meridian
- 2 tbsp toasted pine nuts

1 Gently boil lentils for around 20 minutes. Cover porcini mushrooms in boiling water and heat oven to 190C/375F/Gas Mark 5.

2 Chop aubergine into small chunks, along with the courgette.3 Chop carrot, celery, onion and mushrooms into chunks then process until finely chopped.

4 Melt margarine in a wok and fry vegetables for 5 minutes, stirring in curry powder.

5 Drain porcini mushrooms and chop with scissors. Place in a bowl with mixed nuts, cooked lentils, ketchup, Worcestershire sauce, parsley, apricots, soya flour and water. Mix well.
6 Add mixture from the wok and combine together. Grease a large bread tin with margarine or oil spray and line with greaseproof paper.

7 Press 4 tbsp of the mixture into the tin then spread a layer of pesto over the top. Spoon in rest of mixture and smooth over. Bake for 1 hour or until firm.

8 Sprinkle with pinenuts then pull on grease-proof paper to extract roast from the tin. Plate. Pull down paper, cool for 15 minutes then slice and serve with gravy.





Won't stop talking

Viva! people have given talks from one end of Britain to the other and have informed and entertained thousands of people. You can now attend our talks without even leaving your home as we have filmed five of the most popular and they are available online at www.viva.org.uk/resources/video-library

Veronika Powell MSc, Campaigner, Viva! Health

Defeating Diabetes with the *D*-Diet Diabetes is spiralling out of control with 3.3 million

Diabetes is spiralling out of control with 3.3 million cases in the UK alone yet it can be prevented or reversed. Viva! Health's *D-Diet* has such power by changing your metabolism – and cutting the risk of developing diabetes. Clinical trials show it can produce better results than any single medication.



The Safety of Soya

Debunking the bunkum – and there's lots of it! Is soya a superfood or health risk? Find out the latest, accurate information.



Juliet Gellatley, Founder and Director, Vival and Nutritional Therapist.

Why you don't need dairy.

Is it natural to consume milk after weaning? Is it safe to consume cow's milk at all? Juliet explores the research showing why dairy is linked to cancers; how natural growth hormones in milk affect us and the

dangers of milk protein and saturated fats – plus safer sources of calcium.

Mood Food

Four fifths of the UK population claim to be low on energy. Even more say they become impatient too quickly. Our nation takes over 800 million antidepressants every year. Juliet explores how food can alter our mood, why meat and dairy can drag you down and how fruit can make you fruity!

Wheat-eaters or Meat-eaters?

Are we 'meant' to eat meat and dairy or or we closer to other great apes in our nutritional needs? What really is a healthy diet?

Tony Wardle, Associate Director, Viva!; author of Diet of Disaster



Saving the World With Your Knife and Fork

A fascinating insight into the state of our planet and how what we eat affects it. How meat eating is central to the world's most pressing environmental problems – and what you can do about it.



Viva!'s raffle – it's a ripper

Actor Jerome Flynn is passionate about saving animals. He is currently appearing in the second series of BBC 1's roaringlysuccessful Victorian drama, *Ripper Street*. It is set in the dark underbelly of London's lawless East end and is utterly gripping (Mondays 9.00pm – do watch).

Viva! Patron, Jerome, is a world removed from his vulnerable but terrifying character, Sergeant Bennet Drake. He has set up a raffle to be drawn on December 8, 2013, to raise funds for cancer charity, Yes to Life, and Vival.

You can buy a raffle ticket online right now! Please do it. www.jeromeflynn.com/ charityfundraising.php

Prizes include lots of signed items from the Ripper Street series and 200 CDs of Jerome singing Talk to the Animals

Remember, he was the Jerome in hit singing duo, Robson & Jerome. Thank you Jerome for your wonderful kindness.



Chestnuts

There's much more to chestnuts than roasting on an open fire! They are sometimes referred to as the 'un-nut' because they have the goodness of other tree nuts but contain just a trace of fat and

are the only nuts that contain a significant amount of vitamin C. Chestnuts are high in complex carbs, essential for providing the brain with its glucose fuel. On a calm day, your brain eats 40 per cent of your glucose! An imbalance in supply can cause irritability, tiredness and even crying spells. Chestnuts are great because they convert into this sugar nice and slowly, giving the brain the steady supply it needs – helping you to stay in a good mood even when under pressure!

For a delicious vegan Christmas roast with a difference, try Vival's Deluxe Chestnut, Port and Thyme Strudel. www.veganrecipeclub.org.uk



Fab Foods to help you de-stress this Christmas

Traditional Christmas fayre that helps you turn down the heat at this busy time of year! By Juliet Gellatley, founder & director of Viva! and nutritional therapist

Potatoes

It seems everyone devours roast potatoes on Christmas day. Good thing too, as hidden in the humble spud is a good dose of vitamin B6, vitamin C as well as tryptophan, the forerunner to serotonin. Vitamin B6 is essential for converting protein into the key

neurotransmitters in the brain, including serotonin for happy mood, melatonin for good sleep, adrenaline to cope with stress and GABA, which helps you feel 'chilled.' Respect! For a simple variation on an old favourite, try Marmite Roast Potatoes – you'll be amazed at how good these are! www.veganrecipeclub.org.uk

Tangerines

Christmas stocking heroes! Tangerines are very low in calories[53 calories per 100 g]. They are valuable sources of flavonoid anti-oxidants such as naringenin, naringin, hesperetin, carotenes, xanthins and luteins; in fact, several times higher than in oranges. These powerful nutrients fight free radical damage in the brain. Tangerines are also a very rich source of vitamin C, which is needed to make the brain messengers, dopamine and adrenaline – both are vital for coping with stress and keeping you motivated.



Walnuts

No Christmas is complete without walnuts! Not only do they taste great but are an excellent source of those hard to find 'good' fats – omega-3 fatty acids. About 12 halves contain 100 per cent of your daily requirements. These special fats encase about 100 billion nerve cells in your brain and they also partly control your brain messengers, or neurotransmitters. Signs of omega-3 deficiency include poor memory, mood swings and depression. So perhaps these nuts look spookily like a brain for good reason!

Brussels sprouts

Love 'em or hate 'em, there is no denying that Brussels sprouts are extraordinarily protective of our health! They are packed with chemicals called glucosinolates which fight cancer. They are also a great source of tryptophan. Your brain converts this amino acid into serotonin, the 'happy hormone', which generates feelings of relaxation and happiness and gives you a general sense of well-being. Want a new twist? Try Brussels sprouts with satay sauce. No soggy green mush here - the combination of spicy nutty sauce over slightly crunchy sprouts should convert even the most fervent sproutophobe! www.veganrecipeclub.org.uk

Viva!'s merch buyer Katrina Gazley, sips, sniffs, savours and samples the latest vegan must-haves

The crisp chills of winter are almost here and the thrills of Christmas are drawing near so here's Lifestyle's guide to embracing it all – vegan style! Fight the frost with wool-free toasty mittens; dazzle the dull with a golden moisturiser and spread seasonal cheer with a box of boozy truffles. We've even found a raw, vegan retreat to soothe your soul and satisfy your appetite...in the heart of London!

Fight the Frost with eka

Nothing could deliver toasty hands and roasty necks more than Eka's coveted range of vegan-friendly, chunky knitwear. Ekawear is the knitted embodiment of fashion with a conscience – founded by craftionista Gilly to put people and principles before profit but without comprising on quality and style. Ekawear's silky-soft and versatile wearables are spun using vegan acrylic yarn and organic cotton – so no sheep were harmed in the making of your mitts!

lifeSIV

Slipping on a pair of their whimsical woodland critter mittens, I feel the playful urge to show off my hands to anyone within sight – yes, they come in adult sizes! For a more sophisticated approach, Eka's Snood marries style and sensibility – evident as soon as I button up this snuggly, shapely, tubular neck scarf with its pillowy folds. Unbutton to wear as a regular wrap-around scarf.

Prices range from £18.50 for a pair of mittens (sizes from 2yrs to adult) to £59.99 for Buttoned Snoods. Visit Eka online at **www.eka.bigcartel.com** for more knitted creations.

The nice knitters at Eka have offered Vivallife readers GIV the chance to win a AWA Luxury Vegan Snood (in Burgundy) or One Set of 3 Woodland Ornaments. To enter. send your name and address to: Fight the Frost, Vival, 8 York Court, Wilder Street, Bristol BS2 8QH or email katrina@viva.org.uk with 'Fight the Frost' in the subject. Closing date: December 15, 2013.

Dazzle the Dull with Nourish

Partial to brisk autumn walks and winter wonderland jaunts, my skin often pays the price for my love of the outdoors. Cool, dry air can wreak havoc on exposed skin. But there is a skin saviour at hand! With just a little dab of Nourish's Illuminating Golden Glow Face Shimmer (£14.95 – 30ml), you can protect your beloved epidermis from the elements. Nourish's Golden Glow cream, it is claimed, is loaded with complexion defining mineral powders (mica, iron oxide, titanium dioxide) to give skin a radiant glow. Natural antiageing oils (aloe, argan, frankincense, myrhh, neroli) are said to repair

skin and wrinkle-reducing tripeptides and hyaluoronic acid help fight skin damage. I gently dotted this delicate cream over my lackingin lustre face and neck and found it absorbed easily, leaving a faint golden trace, which in the light, really made my skin glimmer. The lingering, earthy, citrus scent was both mood enhancing and invigorating. With one whiff, I was transported to a sunny Italian lemon grove and was ready to face even the dullest of winter days. Check out Nourish's skin-specific moisturisers (50ml – £14.95) and antioxidant-rich serums (30ml - £16.95) – all organic and cruelty-free, at the Viva! Shop www.vivashop.org.uk

Nourish have provided three lucky faces with the Argan Beauty Collection gift set including a bottle of Illuminating Golden Glow Face Shimmer. To enter, send your name and address to: Dazzle the Dull, 8 York Court, Wilder Street, Bristol BS2 8QH or email **katrina@viva.org.uk** with 'Dazzle the Dull' in the subject. Closing date December 15, 2013.

> Mourish Roben GLOW ILLUMINATING FACE SHIMMER 30 mil 1.01 fl.oz 100 ALL SKIN TYPES

Seasonal Cheer with Booja-Booja

The vegan-envelope-pushing chocolatiers at Booja-Booja have pulled out the stops for Christmas with the launch of their Special Edition Gift Collection. Comprised of four chic boxes, each containing 12 tempting truffles, for £12.95 – Truffle Selection No1 (141g), Truffle Selection No2 (138g), Fine de Champagne (150g) and Hazelnut Crunch (138g).

Having been a Booja-Booja aficionado since their artisanal truffles first graced store shelves, some 13 years ago – I was hungry for something new. My plea was answered when four jewel-toned beauties, each sealed with a gold clasp-like sticker, landed on my desk. I peeled back the inner gold foil wrapper to reveal 12 cocoa-dusted cubes. Their heady aromas – a mix of dark roasted cocoa beans, sharp ripe fruits and sweet caramelised sugar – all screamed 'Eat Me'. And so I did!

I munched my way through Truffle Selection No 1 & No 2, boasting complex and innovative flavours from the bright and tangy Rhubarb and Vanilla Fool Truffle to the savoury and smooth Kalamon Olive Truffle. Not just for adults - young palates will adore the Almond

Caramel Truffle with it's pudding-inspired flavours of burnt sugar and cream. A box or three of Booja-Booja truffles will spread some seasonal cheer at any Christmas do, if you can bear to share! Available from the Viva! Shop www.vivashop.org.uk

Soothe the Soul at La Suite West

Treat yourself to a little rest, relaxation...and raw food at La Suite West. Brain child of top British designer, Anouska Hempel, La Suite West hotel oozes style and comfort right in the heart of bustling London. The inky black and stark white interior is a hybrid of zen aesthetic and cutting edge design, accented with modern sculptural furnishings and meticulously-pruned Japanese-style greenery. RAW, the contemporary 'new health' restaurant, is just a stones' throw away from your hotel room so this is a getaway to soothe your

soul, from the inside out.

Start licking your lips in anticipation – Viva!'s full review of our visit to La Suite West and RAW will be in the Spring edition of Vivallife.

Serving artistically-presented and flavourful raw vegan cuisine, diners can even choose to wind down their evening with a chic alcohol-free 'mocktail'. From £19 per person, guests can enjoy a quintessentially contemporary vegan alternative to the Great British tradition of Afternoon Tea. Boutique rooms and suites provide a centrally-located base from which to explore the sights of London. La Suite is located on a quiet street on the edge of Hyde Park. Winter rates start from £189.00 inclusive of bed, breakfast and VAT.

To book telephone: 0207 313 8484 or email: rooms@lasuitehotel.com

GIVE AWAY

Booja-Booja HQ, are bestowing their entire Special Edition Gift Collection to one hungry reader and two boxes of Hazelnut Truffles to the runners-up. To enter, send your name and address to: Seasonal Cheer, Vival, 8 York Court, Wilder Street, Bristol BS2 8QH or email **katrina@viva.org.uk** with 'Seasonal Cheer' in the subject. Closing date December 15, 2013.

Our friends at

Christmas Shoppers Package:

s Bed, Breakfast and VAT discount vouchers for Westfield and Whitley's shopping centre and a luxury afternoon tea in RAW. Package prices start from £199.00. The above offers are valid from 20/12/2013 to 28/2/2014, subject to availability.

Exclusive Vegan Month Discount:

For the month of November, you can also enjoy a 10 per cent discount in the RAW restaurant to celebrate Vegan Month. Please quote 'Vegan Month' and you must book in advance.

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



Growing old disgracefully

as our **20th anniversary** approaches

The first of our celebrations for being 20 next year is almost available. On December 8, our new EP will be available to download (see page 37). With more than 40 star names either singing on it or backing it, **Talk to the Animals** is a wonderful celebration of animal life. Please download this little bit of history and add your support for Viva!.



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Waiting in

the wings is our fabulous *Viva! Cookbook* with over 100 gorgeous and imaginative recipes. For a starter, you can sample three of these recipes on our Christmas cookery pages – page 23]

For those of you who have never attended one of our **entertaining and informative talks** – or if you liked them so much and want to listen again – you can now access five of the most popular online (see page 32).

Plans are already afoot to lay on the best ever **celebration meal** in 2014 and although the final details have yet to be confirmed, I can tell you it is likely to involve a boat and a river as well as fabulous food and drink.

Not quite finished but well on its way is our redesigned website (**www.viva.org.uk**) which looks better, is easier to navigate, makes it much easier for people to join in with campaigns and –

hopefully – will boost our income for campaigning. Have as look and see what you think.

Many of our staff have been put to the test and have displayed their cookery skills – on camera – by demonstrating their favourite recipes. Even 11-year-old Jazz and Finn have made a contribution as well as their mum, Juliet Gellatley, and dad, Tony Wardle. Yes folks, we've covered the age spectrum with undertones of *Come Dine With Me*. And all so we can show people how easy it is to cook vegan in our forthcoming **30 Day Vegan**.

We're doing all this, and more, to fund two big campaigns – saving animals and helping people to change their diet (which saves even more animals). Stay tuned in to Viva!.

Vival's new 5:2 Diet Guide - Vegan Style

for fast and fabulous weight loss

The last edition of *Viva!Life* saw us enthusing about the 5:2 Fast Diet – an intermittent fasting plan with two days of 500 calories (600 for blokes) and five days of normal eating.

We have now brought together all the help and advice you could ever need, including nine sumptuous recipes with not even a hint of deprivation – green beans, spring onions and garlic tofu with soya-chilli dressing for example. Or what about griddled courgettes with mint, puy lentils and Cheezly?

At just a quid, the crams a lot into its 12 pages.

Juliet Gellatley, Viva!'s Founder, Director (and nutritionist!) – explains the science behind the diet. Jane Easton, Viva!'s Food & Cookery Coordinator and 5:2 Diet Queen, explains how to go about it and shares recipe tips and secrets.



Jane has lost 14kg (2 stone 3lbs) since March and is into a slinky size 12 again. Kevin has dropped a whopping stone-and-a-half in two months and is feeling fit and fabulous. Jane's old pal Leah has lost 5kg (11lbs) with ease and waxes lyrical about the 5:2 Vegan-style guide.

In fact, everyone we've spoken to who is 'doing the 5:2' raves about it. So why not give it a go? You've got nothing to lose but those extra pounds...





"Debbie Cuvtis has done a great job for a great cause, Vival. Now we just need as many people as possible to pre-order the EP and get it into the music charts this Christmas." Sue Cook, writer and broadcaster

40 stars Celebrity voices:

Help Viva! Reach the Christmas! charts



What a way to start our 20th anniversarv celebrations. Over 40 Viva! Patrons and celebrites have made two great singles, Talk to the Animals and All the

Same. This 10 month, mammoth project has been spearheaded by passionate vegan musician, Debbie Curtis. She has given her time and talent to draw together not just the voices but also top musicians, sound engineers, artists for the covers, film editors... a huge project.

Debbie is the massively-respected conductor of her own big band (Debbie Curtis' Big Band) and composes music for film and TV. Everyone involved have given their time free.

You can make their efforts worthwhile! If enough of us pre-order from itunes, when the record is released on December 8, 2013, there

will hopefully be enough for the songs to reach the charts. Go to www.viva.org.uk/bigbandaid for links to itunes to pre-order, to pre-listen and see the song's You Tube trailers. Remember – all funds go to Viva!

A supporting video is also launching on December 8 and has been produced by James Bond 007 film editor, Peter Davies. He told Viva!:

"I believe the EP will help raise awareness of many issues involving the ethical treatment of animals. We, as inhabitants and guardians of the planet, should not tolerate the inhuman treatment of animals . The power of the media is all important in creating change and, hopefully, many will follow and support the EP and in turn help to give animals a better life and stop their suffering."

> "I'm delighted to be a voice for the animals on All the Same. Vival are an amazing chavity whose cause is close to my heart." Jenny Seagrove, actress

Debbie Curtis Speaks Out

We asked Debbie why she has given her energy to this enormous project. She told us:

'Factory farming is cruelty in the extreme. The torture of animals is degrading and disgusting - I hope by releasing this EP it will raise awareness of this and all issues involving the ethical treatment of animals.

'Viva!, Juliet and all her fantastic staff have done a lot to

change opinions. Many of her campaigns have resulted in positive change and have set an example for all of us, which is why I totally support her and will do all I can to back their campaigns and ideas.

'I hope that by supporting Viva!, others will follow and in turn save more animals from the torture and pain that farm animals endure - and hopefully put an end to ALL suffering."

'A<mark>s Viva! would say – we</mark> can all make a difference." (Meet Debbie at Viva!'s annual dinner on December 8, the date of the singles launch, see page 19.)

Debbie and Juliet sing for he animals

More at www.viva.org.uk/bigbandaid

Jevome Flynn Hazel O'Connov Dave Spikey Hayley Mills Cavole Royle Sophie Shaw Josef Brown Cindy Jackson Jenny Seagvove Jilly Johnson Anneka Svenska Uvi Gellev Dale Vince OBE Simon O'Brien David Hamilton Janey Lee Grace Sonya Fitzpatvick MackaB Javed Paul Vivginia McKenna OBE C) de Mooi David Van Day Sue Moxley Alan Ford Owen Paul Vince Hill Harry Stone Sue Cook Ziggie SKy Ward Bob Kingsley Liza Goddavd Kervy Ellis Polly Browne Anthony Haighway Trevor Weeks Susan Jameson Alexandra Bastedo Victoria Eisermann, Pola Pospieszalska Savah-Jane Honeywell Terry Ackland-Snow Juliet Gellatley



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Busting By Veronika Powell, Viva! Health campaigner Sensationalist articles constantly tell you what foods to eat and what

to avoid - but do they know what

they're talking about? Can you believe them or is it just paid-for advertising, political chicanery or ignorance? It's often hard to tell so here are a few home truths about some common items on your shopping list.

Cheese

If you think you can't live without cheese then you're probably addicted to it.

The main protein in milk, casein, is broken down during digestion and one of the fragments is casomorphin. It's a naturally occurring opiate - a compound that makes you feel good - and it can be addictive for the same reasons as morphine or codeine. And because cheese is basically a milk concentrate, it is extremely high in casein and therefore produces a good deal of casomorphins in your body.

Apart from this, cheese is also packed with saturated fat, hormones and salt and to top it off, it produces quantities of acid when digested. The little bit of calcium you get from cheese in no way compensates for the havoc it creates in your body. If you crave the taste, reach for dairy-free cheese from a health food shop.



Margarine

Surprisingly, margarine still has a bad reputation and many 'experts' constantly warn against it, blaming it for all sorts of health problems. The truth is, margarines used to be full of hydrogenated (trans) fats that are really bad for you, especially your heart, but that changed a while ago and now most margarines are made of healthy vegetable oils, without a trace of the bad fats.

Just make sure the ingredients don't include 'hydrogenated vegetable oil' or dairy fat - and eat it only in small amounts!

Fish and seafood

Should we eat oilv fish for healthy omega-3 oils? Or munch on a 'light' shrimp salad? Well, only if you don't mind getting a good dose of mercury, cadmium and other heavy metals, antibiotic and pesticide residues!

Fish also contain a substantial dose of saturated fats and none of the fish propaganda talks about the fact that the healthy omega-3s it contains are just a tiny fraction of the total fats. For omega-3 fats you're much better off with flaxseed, hempseed, walnuts or rapeseed oil – you get all the benefits with no hidden nasties - and there's no suffering involved.

Soya

Over the years, we've written about soya a lot but as it's still a hot topic and it feels necessary to mention it again. Dozens of studies published every year show that soya is perfectly safe to eat for people of all ages and even for cancer patients. All the badmouthing comes from a few animal experiments and from a couple of cases when people ate ridiculously large amounts of soya daily and not much else

All real experts now agree that soya is not just safe to eat but has many beneficial health effects, including protecting your heart, reducing menopausal symptoms and lowering the risk of some cancers.

Sweet potatoes

Don't be fooled by the name, sweet potatoes are much healthier than 'normal' potatoes. They're full of carotenoids, that your body converts into vitamin A, vitamin C, potassium and fibre.



Superfoods

There are many foods that are healthier than others but the term superfoods is mostly a marketing trick. In general, it means that the particular type of food in question is labelled 'superfood' when it contains a dose of some important nutrient(s) and not much in the

way of undesirable ingredients or substances. Another reason some foods became 'superfoods' is that when you eat them, you usually eat less of something else that's bad for you and this strengthens its effect. So be aware, there's no need to fall for hyped, expensive products as long as you eat a diverse diet with lots of fresh fruit and vegetables, wholegrains, pulses and nuts and seeds – all of which are super foods!

Compassiona**TEES**

The plant-powered staff at Viva! proudly show off our latest collection of tees and hoodies –ethically-sourced, down to every last thread

This year we've partnered with an eclectic range of talented artists to help visualise our plea to end factory farming – and to join us in the Fight for Life. There's a different design to suit every mood, ranging from the cheeky Gotta Face, Don't Eat It to the more contemplative, Free Me. We hope you'll love wearing our compassionaTEES as much as we loved creating them.

Our entire collection of tees and hoodies is fairtrade and hand-printed. Prices start from £15 for t-shirts to £25 for hoodies and sweatshirts

Visit the Vival Shop online for even more cruelty-free clothing and accessories, from colourful animal print socks to woven canvas belts from Herbivore Clothing Company. Order online at **www.vivashop.org.uk** or call **0117 944 1000** (9 to 5)

1000

Seasonal Stunners

Yule be sorry if you miss out on these seasonal stunners from the Viva! Shop! We've sourced a limited stash of present-worthy gifts from gingerbread flavoured 'milk' chocolate bars to Christmas-spiced soya candles. All of our gifts are animal-free and suitable for vegans so when you buy from Viva! you are helping to save animals too!

Order before Friday, December 20th to get your goodies delivered in time for Christmas



Unlikely Friendships



Winter Magic 'Milk' Chocolate Bar Tasty gingerbread-spiced chocolate bar blended with soya milk for extra creaminess. £3.50 – 100g

Moo Free Festive Treats Made from delicious rice milk chocolate. Organic and gluten-free. Choose from: Advent Calendar £4.75 – 120g or Moo Free Rice Milk Santa 99p – 32g Stella Mare Mini Votive Gift Set Includes one of each candle: Vanilla Nutmeg, Cranberry Tangerine and Pumpkin Spice. Made from non-GMO soya wax. £9.50 – 3 x 85g

Hurraw Seasonal Balms Spread some cheer on your chapped lips with Hurraw's festively-inspired lip balms. organic, raw and vegan. Choose from: Cinnamon Lip Balm or Almond Lip Balm. £3.99 – 4.3g each Vegan Food Gifts

Over 100 inspired recipes for homebaked goods, preserves and other edible gifts everyone will love. By Joni Marie Newman. PB, **192pp. £12.99**

Unlikely Friendships 2014 Mini Calendar

Features 12 heart-warming photographs and unbelievably true stories of the bonds animals form under exceptional circumstances. Ideal stocking filler for animal lovers of all ages! **£7 – 178 x 178mm**

Visit our **Cruelty-free Christmas Shop** online at **www.vivashop.org.uk** or call **0117 944 1000** (9 to 5)



The VBC's team bake, chop and slice our way through cool vegan reads for Autumn/Winter

Gluten-Free & Vegan Pie By Jennifer Katzinger. Sasquatch Books, PB, 136pp. £16.99

At the mere mention of the word 'pie', I wistfully slip into a fruitinduced, Nutcracker-esque coma. In Katzinger's latest baked offering of more than 50 sweet and savoury pie recipes (all gluten-free and vegan), there is a slice to entice all tastes – from Winter Pear and Cranberry Streusel Pie, for those with a penchant for classic flavours, to Layered Eggplant Tarts with Pistachio Crusts, for taste buds of a more thrill-seeking nature.

Before you even begin to pit your plums and crimp your crusts, the handy introductory chapters on essential equipment - glutenfree ingredients, pastry dough tips and techniques - will set you on the right path to making out-of-this-world pies.

For bakers who haven't yet dabbled in gluten-free baking, the thought of using brown rice flour in place of wheat pastry flour, or coconut oil instead of butter/margarine, may seem a little strange but the end results are well worth it. All fine health food shops stock gluten-free alternatives or a little internet research will do the trick.

Mini Tasters

Bake and Destroy: Good Food for Bad Vegans

Described as 'Martha Stewart meets Iron Maiden,' we highly recommend the Frozen Lemonade Pie and Spaghetti Cake with

Grandma Sharon's Hater-Proof Sauce. By Natalie Slater. PB, 192pp. £12.99

Great Gluten-Free Vegan Eats From Around the World:

Fantastic, Allergy-Free Recipes of Full of International Flair

Tempt your taste buds with European classics like Fig Pastries with Clotted Cream and English Cottage Pie. Or there



are Caribbean specialties such as Jamaican Jerk Tofu and Plantain and Potato Soup. By Allyson Kramer. PB, 208pp. £14.99





Home-Cooked Vegan Comfort Food

Belly-filling, mouthwatering Americana

recipes from Maple Bacon Doughnuts to Crispy Mac and Cheese Balls. By Celine Steen and Joni Marie Newman. PB, 264pp. £12.99

Vegan for Her: The Women's Guide to Being Healthy and Fit on a Plant-Based Diet

Tackles the real issues vegan women of all ages, at all stages of life, face, from breast cancer to PMS. Includes healthy recipes, too! By Virginia Messina and JL Fields. PB, 272pp. £14.99



For a rustic and crowd-pleasing bake (no fussy lattice work here), try the sweet, tart and tangy Apricot and Cherry Crostada. For an eye-catching chilled centrepiece, the Grasshopper Pie is unrivalled. The silky avocado, cashew and coconut milk filling is flavoured with green crème de menthe and supported by a rich, dark chocolate and pecan press-in crust – a match made in pie heaven.

If you prefer to sink your teeth into something a little less fruity and a lot more vegetably, the Spring Risotto

Torte with Asparagus and Porcini Mushrooms, or the hearty and healthy Asian Potpie, will not disappoint.



The Viva! Book Club have a bundle of Jennifer Katzinger's delicious gluten-free books (worth £67), including Gluten-Free and Vegan Pie, to giveaway to one lucky reader. Email Katrina@viva.org.uk with the subject line 'Gluten-free & Vegan Pies'. All emails will be entered into a prize draw – winners picked at random. Deadline is January 31, 2014.

Plant-powered Men: Inspirational Men Share their Secrets of Optimal Health and Boundless Energy



A fantastic, manly and motivational collection of interviews and papers written by real men from around the world who are passionate about living a plant-powered lifestyle. Includes recipes and tips! Compiled by Kathy Divine. PB, 200pp. £10.99



Bleating Hearts: The Hidden World of Animal Suffering

Passionate and persuasive

expose of the world of animal exploitation. Bleating Hearts will tug at your heart strings and compel you to take action. By Mark Hawthorne. PB, 642pp. £18.99

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