

yoghurt

milk



DAIRY ALTERNATIVES

Swap to dairy-free alternatives today – the choice is endless!



chocolate

cheese

EVERYONE'S GOING VEGAN

There's a dietary revolution taking place. The sales of plant-based products are skyrocketing.

There are now so many delicious dairy alternatives available – milks, yoghurts, cheeses, ice creams, creams and many more – all made from plants. And no mother or baby has to suffer.

V7, our free 7-day meal plan, has been lovingly created by Viva!s Vegan Recipe Club, a team of foodies passionate about creating awesome vegan dishes. Sign up to receive daily emails showing you how incredibly easy and delicious vegan food can be.



viva.org.uk/v7

Discover over 1,000 tried-and-tested vegan recipes, with shopping and product tips that make plant-based cooking a breeze! From beginner recipes to gourmet specials, you'll find dishes for all occasions, seasons, budgets and dietary requirements.



veganrecipeclub.org.uk

Swap your favourite dairy products for delicious vegan alternatives.



viva.org.uk/vegan-swaps

For everything you need to know about why and how to go vegan, visit our website and explore our fantastic Viva! Animals, Viva! Health, Viva! Planet and Viva! Lifestyle sections.



viva.org.uk



viva.org.uk/costa

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EXPOSED AGAIN!

THE TRUE COSTA DAIRY?



Brutally beaten cows, newborn babies left outside in the freezing cold and dead bodies left to rot: that's the true Costa dairy.

Viva! investigated two farms that supply Freshways, which provides milk for Costa Coffee, and found widespread cruelty and abuse.

We have filmed on many dairy farms and these two places are not aberrations but typical of modern dairy farming!



FACE OFF AGAINST THE BRITISH DAIRY INDUSTRY

COSTA COFFEE IN THE FRAME AGAIN

DESPERATE FOR THEIR MOTHERS

– one of the most distressing things we filmed were newborn female calves isolated from their mothers, crying out and desperately sucking our fingers for comfort. In dairy production, male calves are considered the trash of the industry, and tens of thousands are killed at a few days old or sold for veal production or beef each year.

After our first investigation, Costa responded by saying that the farm had been audited and “complied with Red Tractor standards”. So much for Red Tractor!

Our second investigation uncovered some of the worst cases of physical violence and cruelty we have ever seen.

WHAT WE FILMED...

Tafarn Y Bugail

To produce milk, cows are made pregnant and forced to give birth every year. No babies, no milk – but within hours, their calves are snatched from them.

HALF-EATEN CORPSES

– just a short distance from their mothers were the abandoned carcasses of young calves left to rot away while being scavenged.



Tafarn Y Bugail

CALF PULLING

– we filmed a birthing cow in difficulty. The worker’s solution was to tie a rope to the calf’s protruding feet and forcefully haul him out of the cow’s vagina, clearly causing her pain. Afterwards, the worker kicked the cow in the spine with his heel to force her to stand. Such cruelty is incomprehensible.



Tafarn Y Bugail

PAINFUL LAMENESS

– some cows could hardly bear to touch the ground with their feet. It’s common on UK dairy farms and often so bad that many are slaughtered while still young.



Home Farm

HUGE, PENDULOUS UDDERS

– cows are forced to produce huge quantities of milk even while pregnant: 25 litres a day is average in the UK. Shackles are common to prevent their hind legs from doing the splits – a result of nerve damage during birthing.



Home Farm

Home Farm

FILTHY SHEDS

– cows are kept indoors for months at a time and gangways were covered in almost liquid excreta. On other farms that supply Müller and the main supermarkets, cows are imprisoned indoors for their entire lives, never able to feel sunlight on their backs or graze in fields. It is a system called ‘zero grazing’ and because it reduces costs, it’s becoming common in the UK.



Home Farm

EXCRUCIATING MASTITIS

– a result of being forced to produce too much milk, too many births and bacterial infections from the filthy sheds. Mastitis is excruciatingly painful and can infect up to 70 per cent of a herd on dairy farms.



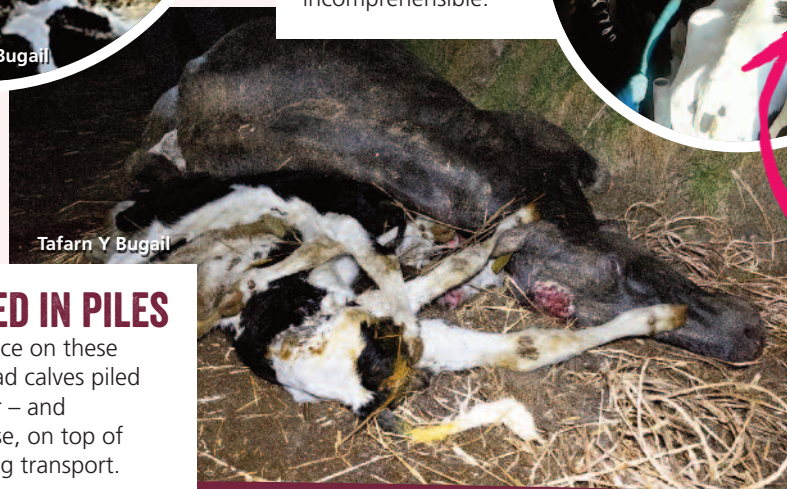
Home Farm

A CALF FORCE-FED

– calves are snatched from their mothers shortly after birth. If they fail to thrive, they can be painfully force-fed rather than being returned to their mothers.

CALVES DUMPED IN PILES

– death is commonplace on these farms and we saw dead calves piled on top of one another – and horrifyingly, in one case, on top of two living calves during transport.



Tafarn Y Bugail

Tafarn Y Bugail

Don’t contribute to this suffering. It’s easy! Next time you go into Costa Coffee or any other coffee shop, choose soya, oat, coconut or almond milk. viva.org.uk/costa