

Britain's Hardest Working Mother

- she's pregnant for nine months a year
- produces gallons of milk at the same time
- has her new-born babies taken from her
- ... and it happens year after year

No wonder she's exhausted, hungry, emaciated and depressed



Viva!

Cows produce milk for one reason only - to feed their young.

They're mammals just like humans and so the process is identical to ours - mating, pregnancy, birth and suckling. No babies, no milk!

The big difference is - dairy cows suckle their babies for only a day or two

before they're taken away.

Female calves become milk producers like their mothers.

Male calves - up to 500,000 a year are shot or

shipped to the Continent to face the horror of the veal crate.

We've turned the wonder of birth and new life into a production line of death just so we can have milk.



Thousands of British calves are exported to veal crates like these abroad

Britain's hardest working mother can look forward to chronic mastitis, painful lameness and she'll be lucky to live one quarter of her 20 plus years.

She doesn't want a card and a bunch of flowers - she just wants you to stop drinking her milk.



Up to 20 litres of milk can accumulate in a cow's udder, causing severe discomfort and lameness

Dairy-free Living

Ditching dairy has never been easier as a wide selection of delicious and nutritious dairy-free alternatives to milk, yogurt, ice cream, margarine and cheese are available everywhere! And you'll be healthier into the bargain.

Call Viva! on 0117 944 1000 for a FREE *How to be Dairy-free* guide

(9am-6pm, Mon-Fri). E: info@viva.org.uk. Visit www.viva.org.uk or send the coupon below to: Viva! 8 York Court, Wilder St, Bristol, BS2 8QH.

Viva!

Please send me a FREE Dairy-free pack

Title: _____ First name: _____

Surname: _____

Address: _____

Postcode: _____

Email: _____

Age (if under 18) _____

