

DEATH BY CHOCOLATE



This hunt worker has just shot a new-born Cadbury bull calf. His body will be fed to hounds

0117 944 1000

www.milkmyths.org.uk

Viva!

THE BITTER TASTE OF CADBURY'S MILK CHOCOLATE

Like humans, cows have to give birth to give milk. Nature intended it for their babies. But in this bizarrely cruel world, humans take it instead – and we also take their babies!

After a nine-month pregnancy, mother and calf are forcibly separated – forever. Over 100,000 teetering little, 'useless' male calves are shot. Females are kept to replenish the herd but never again see their mothers. We know because our undercover investigators have filmed on 15 Cadbury farms which supply milk for their milk chocolate.

Selective breeding has produced udders that have to carry up to 40lbs weight or more before each milking. And the



result is excruciating diseases such as mastitis and laminitis.

And if that's not burden enough, cows are made pregnant again shortly after giving birth. For seven months of each year they face the burden of producing vast quantities of milk whilst nurturing a growing foetus. No wonder they're

exhausted and slaughtered whilst still the equivalent of teenagers.

This is the price paid for Cadbury's milk chocolate – for all milk chocolate – for all dairy products. This is the dairy industry.

If these facts disturb you, avoid milk chocolate and other dairy foods. Find out more at www.milkmyths.org.uk and how we can help you to change.

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LET VIVA! HELP

Call Viva! on 0117 944 1000 (9am-6pm, Mon-Fri) for a FREE *It's Time to Go Veggie* magazine – including vegan recipes. Email info@viva.org.uk

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Please send me a **FREE GO VEGAN PACK**

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