Viva! life

Published by Viva! the vegan campaigning group

Issue 72 Winter 2019

A birthday to remember
25 years of saving animals

Hogwood victory
Tesco concedes at last

VEGAN NOW!
Environment launch wows the media

Street level
Viva! Campaigners go to town

Gabrielle Aplin
A vegan singer with heart

Growing Pains
Conservation not Consumption

By George
Mr Monbiot talks to Viva!

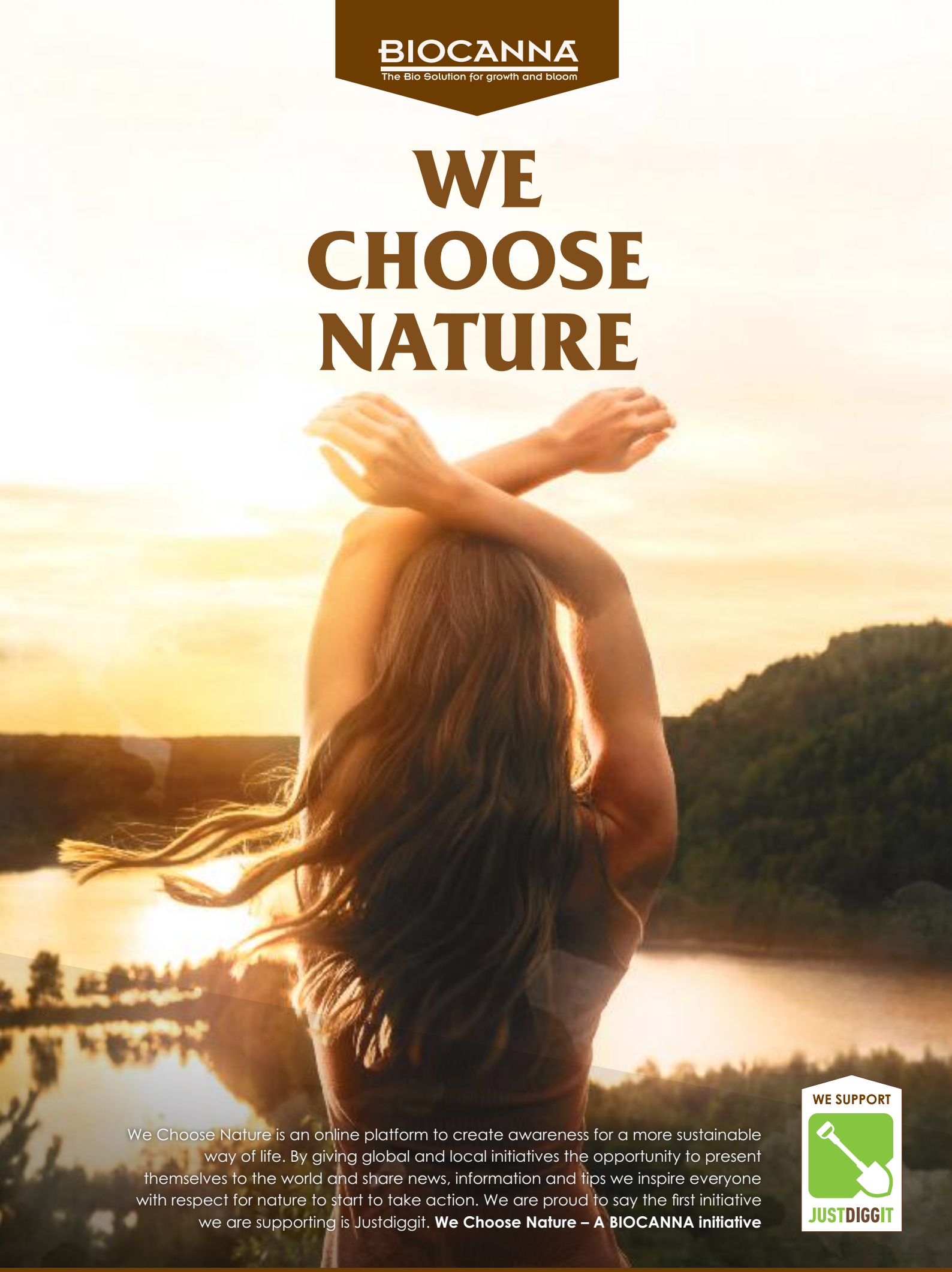
Plant Based Valley
Boost for vegan businesses



Now is the season to be jolly
Christmas lip smackers

BIOCANNA
The Bio Solution for growth and bloom

WE CHOOSE NATURE



We Choose Nature is an online platform to create awareness for a more sustainable way of life. By giving global and local initiatives the opportunity to present themselves to the world and share news, information and tips we inspire everyone with respect for nature to start to take action. We are proud to say the first initiative we are supporting is Justdiggit. **We Choose Nature – A BIOCANNA initiative**

WE SUPPORT
JUSTDIGGIT

www.wechoosenature.org

WHO WE ARE

Viva! vegan for life

Viva!'s fight is a fight for life – for animals and ourselves. Through effective campaigning, we take the brutal reality of intensive farming to the people who can effect the most change: consumers. Our wide-ranging campaigns promote veganism as the best way to save animals from suffering, protect the environment and improve health.

We have cleared most shelves of so-called 'exotic meats'; our campaign against the factory farming of pigs, turkeys and ducks saw deaths dive; we are closer to a *foie-gras* free Britain and meat and dairy consumption are down in the UK thanks to Viva!, in part, and you. Viva! is a registered charity (1037486). **viva.org.uk**

Viva! HEALTH

Viva! Health (a part of Viva!) really is the authority on everything to do with vegan diets and health. Staffed by qualified professionals, for over two decades it has championed vegan diets for what they really are – the key to a healthier way of living, a lower risk of killer diseases and a longer life. And it has done it with sound science. It publishes fully-referenced scientific reports on such important subjects as breast cancer, obesity and diabetes – but it can also tell you the difference between potassium and selenium; manganese and magnesium. In fact, its brilliant website gives you the complete A-Z of Nutrients, the A-Z of Diseases and A-Z of Food. Everything you need is there. **vivahealth.org.uk**

HOW TO GET THIS MAGAZINE

Join Viva! to get your copy of *Viva!life* magazine three times a year for only £15. You'll also receive a supporters' card – giving you discounts at hundreds of shops and on services and holidays (see **myvegantown.org.uk/discounts**) – plus a free car sticker. Call **0117 944 1000** (Mon-Fri, 9am-5pm) or join online at **viva.org.uk/join**.

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Welcome



Where to start? These last few months have been quite extraordinary – for Viva! and the animals. I have to start with Hogwood and our victory over an intransigent Tesco, a Red Tractor scheme that is nothing more than a marketing scam, a government that couldn't care less and a farmer who claimed that his pigs have conditions better than many nursing homes.

When I went into Hogwood on our first undercover investigation I was shocked at what I saw and knew I had to help these pigs. When our exposé was dismissed by all these institutions I swore to myself that I would never forget about those poor animals. And so we went back again and recorded yet more distressing scenes – and again we were dismissed by everyone. I knew we had to change our tactics and decided to place hidden cameras inside some of the sheds.

Because of our incursions, Hogwood had been turned into Fort Knox and I cannot tell you how proud I am of our undercover investigators who knew what a daunting task they faced but did not hesitate to volunteer to return to the place. Through the wire and locks, the lights and movement sensors, they went back three more times to place and remove cameras without being discovered and leaving not a trace of their presence. And this time we won. You can read about it on page 14.

Our fantastic dinner aboard a gorgeous river boat created a wonderful atmosphere as we cruised up the Thames with five of our patrons on board. Staff and supporters got to know each other and speeches from our patrons roused everyone (see page 16). And just two days later we were in Brighton for the launch of our *Vegan Now* environment campaign, timed to coincide with the Labour Party conference (see page 20).

Sometimes events have the right 'feel' and with a packed room, a panel of experts and a campaign that spoke loudly to the environmental emergency that faces us, this one certainly did. Because this is all about the future, my 17-year-old-son Jazz opened the proceeding with a short but impassioned talk from a young person's perspective: "I would like a secure future – any future would be good."

Patron Michael Mansfield QC could not be there but made a recording which called for a crime of Ecocide to join Genocide and said that one day it was possible that meat eating would be illegal. That was enough to send news stories on *Vegan Now* to almost every major media outlet in Britain – over 100 reports in total.

In addition, our campaigners were on the streets with our No Porkies events, and the Viva!shakes tour of Universities (page 32). And in this issue we have two super interviews – with the talented singer Gabrielle Aplin and the indefatigable journalist George Monbiot. And that's only some of the content of this bumper third and final issue marking our 25th anniversary.

Yours for the animals



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Viva!

VEGAN IS A STATE OF KIND

Kind to you, animals and the planet



Foreign Farmers Facing Facts

The meat industry in Australia is expecting to see a $3.8 billion loss by 2030, the slump driven by consumers' concerns about animal welfare. Meat and Livestock Australia's Jacqueline Baptista warned farmers that the industry is doomed to shrink rapidly. She said:

"We've spent decades thinking this threat would go away, or it would change, or it was just some sort of activist, left-wing group that would magically disappear. We ignored them and hoped they would go away. Aggression and defensiveness didn't work particularly well either. Veganism is here to stay."

Dutch Courage

A survey by a Dutch farming magazine found that farmers were shocked to be seen by a new generation as polluters rather than food producers – responsible for animal cruelty rather than animal husbandry.

It found that 60 per cent – 66 per cent in the case of pig farmers – doubt the viability of their farms in the medium term and some 40 per cent went further, saying they would abandon their farms if offered the right compensation.

Bang on cue, the Dutch government has responded by offering compensation to all farmers who shut down their operations in response to new pollution/emission requirements.

New Zealand – New Approach

The NZ Ministry of Health has called for a move towards plant-based eating as a key strategy for reducing the health sector's carbon footprint. It talks of reducing meat and dairy intake to achieve sustainability and says that red meat is particularly wasteful of resources, that processed meats are carcinogenic and expresses concern that cows' milk may contain carcinogens.

They also say that more hospital meals are to be prepared using plant-based foods.

And the UK? Business as Usual

While other nations bow to the inevitable, Britain is galloping in the opposite direction like an agricultural charge of the tractor brigade. Stand by for a new £2 million campaign promoting the health benefits of red meat – all to counter misinformation in the media about meat (what other people call truth).

Information for this last-ditch stand is from the Meat Advisory Panel, who have been exposed before in *Viva!life* for their antediluvian, anti-scientific views. 'Fact' sheets will be winging their way to health professionals, cooks will be devising recipes and top rugby players will tell us how meat can increase intelligence (I made that bit up but rugby players will be involved).

Charlie and the Cake Factory

A huge drugs bust at Gatwick Airport in August had customs officials high-fiving each other in delight after they discovered 25 bags of powder in a suitcase. Turns out, however, it wasn't destined for anyone's nose and British Transport Police announced:

"Following a number of inquiries and tests, it was determined these bags of powder were cake ingredients for a vegan bakery. They were soon reunited with the owner (Purezza), who has promised officers and staff a slice of cake in return."





Red meat now healthy? Not on your life!

September saw the journal, *Annals of Internal Medicine*, publish a series of papers that claimed researchers could find no links to health problems from eating red and processed meats. The study looked at the effects of cutting red meat consumption by just three portions a week, without saying what amount people were consuming to start with.

What did our senior health researcher, Dr Justine Butler, have to say about it? "All the evidence from this study was assessed to be low or very low in certainty – so at best, the results are unreliable. Many of the participants were young and unlikely to suffer illness in the short time period involved in the trials. You don't develop bowel cancer two weeks after eating a bacon sandwich."

Walter Willett, MD, DrPH, a professor of epidemiology and nutrition at the Harvard T.H. Chan School of Public Health was even more condemnatory: "It's the most egregious abuse of data I've ever seen. There are just layers and layers of problems."

At least six big organisations have prepared statements questioning the research. One of their major concerns is the omission of at least 15 other important studies, including the Lyon Heart Study, They maintain that if that had been included the results would have been very different.

They also criticised the study for not asking participants who had given up red meat, what they ate instead. "Were they replacing red meat with tofu or fried chicken? "The right question would be to compare people eating red meat and processed meat to people eating a plant-based diet," says Dr Ornish. "It's a very different conclusion." Dr Ornish's Lifestyle Medicine is the world-famous programme for successfully reversing heart disease with lifestyle changes, including low-fat, plant-based diets.

We can expect more of these suspect reports supporting meat eating as veganism gets ever stronger. The tobacco industry showed the way.

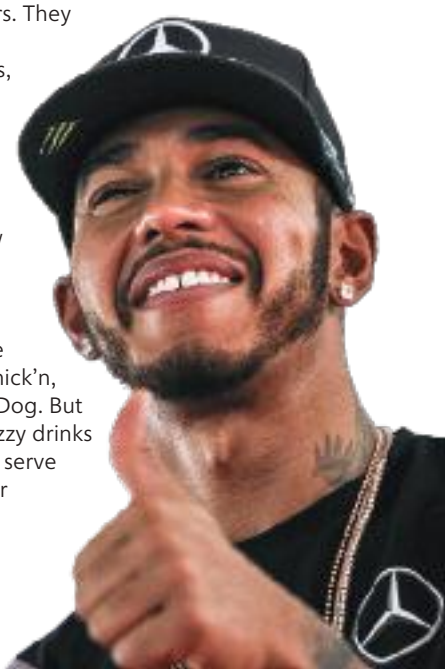


Maria Slough is a hugely talented writer, director and photographer. As a commercial photographer, she gets to tell the stories of inspirational people from around the world. In fact, it was Maria who took the pictures of Peter Egan in the last issue of *Viva!life*. As a woman deeply involved in animal charities, she gets to bring us stunning images of animals from around the world. This is one of her glorious shots. We hope to tell you more about Maria Slough and feature some of her photography in a future issue.

Neat, Lewis!

The flying, six-times formula one world champion, Lewis Hamilton, has taken his veganism a step further. Collaborating with the hospitality organisation, The Cream Group, and the Beyond Meat burger makers, he has introduced his own plant-based burgers. They will be served from Neat Burger outlets, the first of which opened in Central London in September, with 14 more franchises to follow over the next 24 months.

You can choose from The Neat, The Cheese and The Chick'n, as well as The Hot Dog. But don't expect any fizzy drinks as these places will serve only water. Another winner, I reckon.

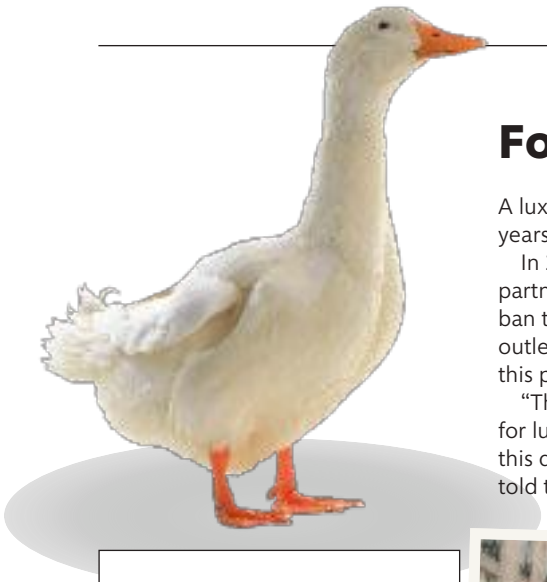


Greggs' Sausage Starter



It was the sausage roll that shook the world – well, the UK. Greggs' Quorn-filled vegan sausage roll was a game changer. Such was its success that it gave Piers Morgan near apoplexy – but that was just a bonus!

The company has recently revealed that it is now working on vegan recipes for all its most popular products. "People want vegan options and if we can produce something that tastes just as good as the meat version, then that will sell very successfully," it says.



Foie-gras victory

A luxury hotel in Bath has ditched *foie-gras* following years of campaigning by Viva!.

In 2011, Viva! led a successful campaign, in partnership with Bath & North East Somerset Council, to ban the sale of *foie-gras* in all council-registered food outlets. The Gainsborough Bath Spa has now adopted this policy, dropping the cruel food from its menu.

"The Gainsborough claims to set the gold standard for luxury hotels and we are delighted they have taken this decision," Viva! campaigns manager, Lex Rigby, told the press.

Vegan
A Quick Definition

Vegans don't eat, wear or use anything from animals – whether from land (meat, dairy, eggs, honey, shellac, leather, fur etc) or from water (fish, prawns, crab, lobster or other sea creatures). Vegans also exclude, as far as is practicable, all forms of animal exploitation and cruelty. More info at viva.org.uk/definition-vegan



Viva! made its presence felt at the 2019 Official Animal Rights March in London on August 17. Over 12,000 vegans demonstrated their determination to end the global slaughter of over 150 million animals every day of the year. Similar marches took place all over the world. Founded by the animal rights organisation Surge in 2016, the march aims to unite the world-wide vegan community and inspire them to speak up for the animals

Viva!'s Food & Cookery Manager, Maryanne Hall (third from right), was on the panel of judges for the Vegan Food & Living Awards. They blind tested an array of the best vegan products the UK has to offer, from cheeses to chocolates, desserts, sandwiches, ready meals and more. I guess someone had to do it!



Viva!'s Shorts

- A huge thank you to **Dave Brock** who handed out hundreds of Viva! leaflets at the Conservative Party Conference in Manchester. Pleasingly, most delegates showed real interest.
- A new **United Nations report** stops short of recommending a vegan diet – but gets jolly close. In the most thorough study ever on the impact of farming on our climate, it says that the world must move to a diet based on 'whole grains, legumes, fruits and vegetables'.
- **Cardiff City Football Club** will be serving a delicious, plant-based menu at its stadium throughout the current season, following collaboration between a catering company and TV celebrity and chef, 'Dirty Vegan' Matt Pritchard.
- "The word slaughter is not appropriate for our industry as we are processing animals. It's not a mass murder." Do they just lie down and die? **New South Wales farmers** are fighting a futile rear-guard action to save their collapsing industry.
- **Dairy cheese should carry a cancer warning**, according to the 12,000 members of the US pressure group, Physicians Committee for Responsible Medicine (PCRM). "Dairy cheese contains reproductive hormones that may increase breast cancer mortality risk," they say.
- Words such as 'sausage' and 'burger' are absolutely fine to describe vegan food, says a committee at the **House of Lords**. Their unanimous opinion was that such descriptions are 'clear and easy to understand.' So, bye bye soya patty!
- Brilliant vegan singer **Jessie J** delivered a jaw dropping performance on Channel 4's *The Lateish Show with Mo Gilligan*. Her soulful rendition of the nursery rhyme *Old MacDonald*, set to the tune of Whitney Houston's *I Will Always Love You*, finished with the words 'Old Macdonald was a vegan'.

By George he's got it...

George Monbiot, now a committed vegan, talks to Viva! about the environment and other things

BY TONY WARDLE (INTERVIEW BY JULIET GELLATLEY AND TONY WARDLE)

I have followed the twists and turns of George Monbiot's journalistic career for probably three decades – because he was the only one trying to take environmentalism and politics by the scruff of the neck to shake some sense into them (and that speaks volumes about the rest of British journalism).

I cheered when he flirted with veganism and then booed when he rejected it again but now he is a full-on, vociferous vegan. Why did it take so long? George is very honest in his reply.

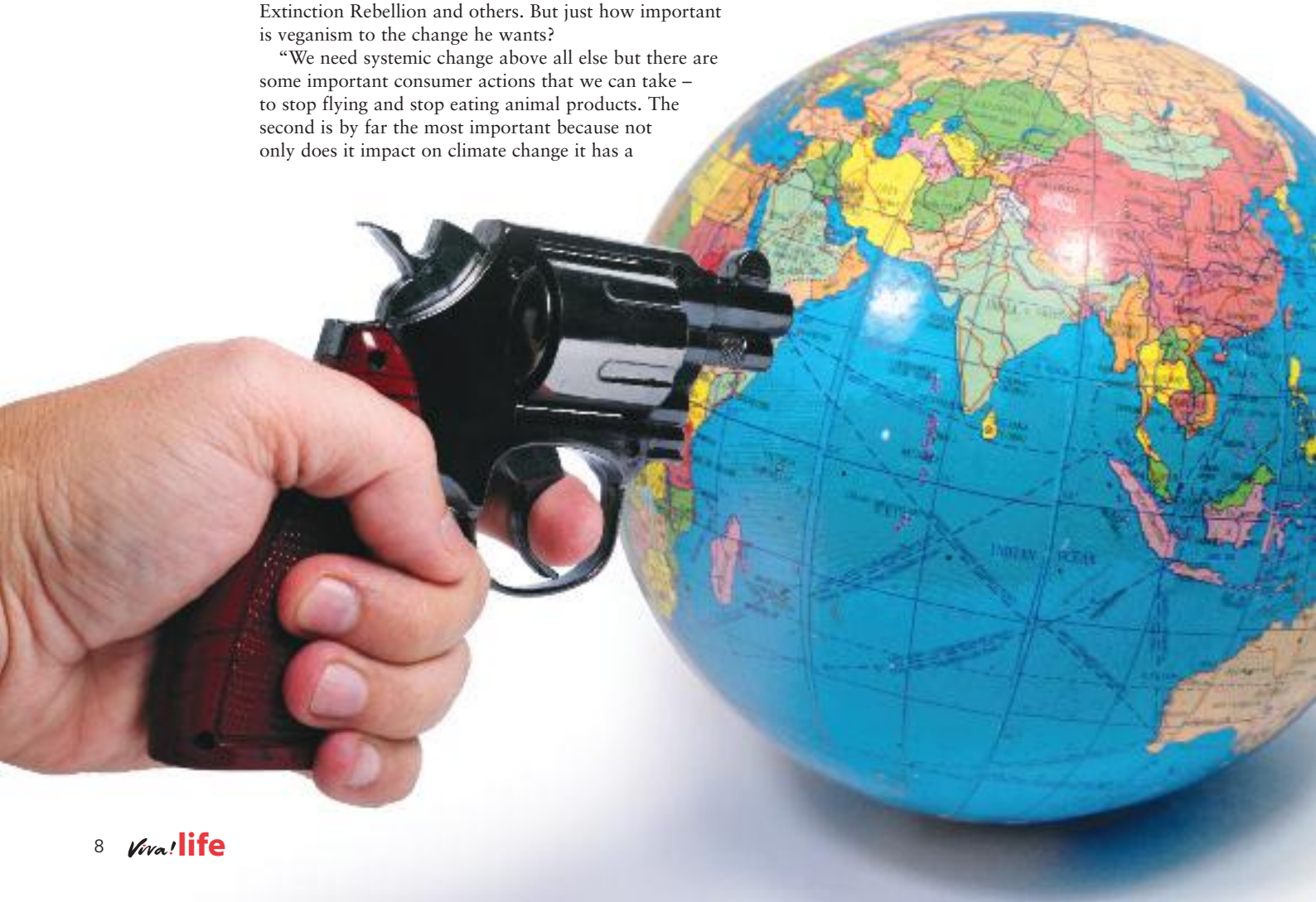
"It was partly because I didn't want to give up my meat. Your diet to some extent reflects and defines your identity so to make a big shift in your diet is to make a big shift in your identity and I guess I didn't want to do that. So, yeah, it did take me a long time… too long".

We were interviewing him backstage before his talk at Bristol University – *Connecting the Dots: Climate Emergency, Consumerism and Mental Health*. He is now essentially putting himself in the vanguard of change, outspoken and offering wholehearted support to Extinction Rebellion and others. But just how important is veganism to the change he wants?

"We need systemic change above all else but there are some important consumer actions that we can take – to stop flying and stop eating animal products. The second is by far the most important because not only does it impact on climate change it has a vast range of other environmental impacts. The greatest cause of terrestrial loss of diversity and wild species is the livestock industry and so by unhooking ourselves from that, we're able to spare huge areas of land which can be returned to wildlife – and that has got to be the overriding aim.

"It also draws down far more carbon from the atmosphere than we first thought so rewilding helps to prevent climate breakdown."

George Monbiot speaks quickly and fluently as volunteers pop in to remind him of the time or to say that they're ready for the sound check. The event has long-since sold out and I gain just a slight impression of a guru or teacher at work. In fact, he's a hard-nosed investigative journalist who has been declared *persona non grata* in seven countries, sentenced to life imprisonment in Indonesia (*in absentia*), shot at, beaten up by military police, shipwrecked and pronounced clinically dead from cerebral malaria in Kenya.



That's a lot of different events and sometimes a single event can politicise you and dictate your future course – it certainly did with me. Was that true in George Monbiot's case?

"There were several events and, bizarrely, one was my peripheral involvement in the women's protest at Greenham Common. I had a summer job as a water keeper near there and at the end of the day I helped out at their camp – as much as a man was allowed to. I was 19 and astonished at how they were breaking social conventions and challenging everything I'd been brought up to believe in. (His parents were very middle class and closely involved with the Conservative Party).

"A woman I knew came into the camp one day with a copy of the *Daily Mail* with her own face on the front cover. 'Look what they're saying about me!' Every single thing they had printed was a lie. If that's a lie, I thought, what about everything else they're writing? It was like the scales falling from my eyes – amazing."

I guess this is just one tiny indication of what we're up against, just one of the things preventing change – change that could help environmentalism, save the NHS by reducing disease and drastically reduce animal abuse. How are we going to get there – evolution or revolution?

"It's amazing how quickly veganism is sweeping across Britain and I think we are reaching critical mass. A few years ago, telling people you were vegan was like telling them you had leprosy. It's come about through social and cultural change and it has happened with extraordinary speed. And now a lot of people are switching to veganism because of the environmental arguments, which are so strong, so powerful."

I think about Starbucks and Google and Amazon who avoid paying taxes because profit is everything – the McDonalds and Burger Kings who wield enormous power. They're not going to roll over easily – are they?

"This cuts to the heart of what we face. It's not just a matter of corporations holding power it's the whole system – capitalism is like a gun pointed at the heart of the planet. It is an inherently destructive system and one of our urgent tasks is to produce a new guiding philosophy and a new economic structure with which to replace it and we've been remarkably slow to do this.

"So much of what we're doing now should have been done 30 years ago but there has been a huge push back to prevent it being acted upon. To an extent, I think Extinction Rebellion and the youth strikes are finally doing this with large-scale mobilisation. I feel more hopeful than I've done in a while but time is short."

George Monbiot has two daughters and I know with my kids, you obviously feel concern for their future but does it ever tip over into despair?

"I never let myself fall into despair. Christians are right, despair is a sin. Despair condemns other people to destitution and death. Despair is the flipside of denial and is an indulgence we can't afford so the best way of defending the younger generation is to be as active as possible and fight the forces which are destroying our life support systems."

Viva!, of course, has been campaigning for 25 years this year and promoting veganism, with animals as our primary focus. But we have done a huge amount on the health side, too, and very recently launched our *Envirocidal* report and campaign, outlining how mass extinction is being driven by animal agriculture. I asked George how important our work is in effecting change.



▲ George Monbiot with Juliet Gellatley

"It's now crucial that mainstream environmental groups start advocating a plant-based diet"

"It's crucial and it's lovely to see people such as yourselves in such alignment with a lot of the other environmental messages and it's now crucial that mainstream environmental groups start advocating a plant-based diet. I think some are beginning to do so. The film *Cowspiracy* exposed their shocking and embarrassing failure."

It seems fairly obvious to me that the environmental organisations avoided veganism as they were/are scared of losing support and so it was left to Viva! to forge ahead with it. And now of course, we have Michael Gove stating publicly that "Meat is essential to human health," closely followed by Claire Perry, climate change minister, refusing to even support meat reduction.

"The Conservatives are always going to support big landowners with their sheep and their cattle so we can't look to them for change. But there is a more worrying failure with Labour, who have been hopeless, really hopeless, on this. Their environment spokesperson is just invisible. Labour really need to get their act together and I would like to see them announce at the general election that they will go into coalition with the Greens and Caroline Lucas will be their environment secretary. It has to be said that Kerry McCarthy MP was fantastic on these issues." (Kerry was briefly secretary of state at Defra).

"What I want to see is representative democracy tempered with participatory democracy. Instead, we've got this ridiculous system where they say that because you voted for them four years ago they can do more or less what they want. Change will be resisted so it's more a question of when it will happen rather than if."

If you want to see a truly impassioned George Monbiot – go to YouTube, Frankie Boyle, April 12.

Everyone's a winner

Viva!'s 25th Anniversary Awards of Excellence

Viva! only gives out its coveted Awards every five years, as part of our special anniversary celebrations. They are voted for by you, our supporters, as well as campaign staff and our founder. For our 25th anniversary, there were four main categories with a total of 15 lucky winners. They collected their awards at our fundraising dinner on the Elizabethan boat on the river Thames on September 21. Presented by our Patrons Peter Egan and Jerome Flynn, here is the complete list.

Category 1 – Action for Animals

Given to the most inspiring and motivated Viva! activists, these awards are for people who go the extra mile and invest much of their time in Viva!'s campaigns and saving animals.

Ray Williams

Ray set up Warwickshire Animal Save in 2017, when Viva! first exposed Hogwood pig farm, to hold regular vigils outside. For the past two years, he has campaigned tirelessly, showing locals what's happening behind the closed doors (and high fences) of this horrible place. He's organised more than 15 vigils, constantly demanding justice for Hogwood pigs. Ray received his award from Peter, Jerome and Juliet and said:

"Viva! is an inspiration. Thank you to everyone who helps animals and who have turned up in all weather for the Hogwood pigs. Whilst there's suffering beyond the walls of hell, we'll keep fighting for them."





Susan Segust

Susan follows Viva!'s campaigns from one city to another, whether it's handing out vegan cappuccinos and talking about the dairy industry on the Viva!ccino tour or handing out free hot dogs and telling the public about factory farming for our *No Porkies* campaign, Susan is there!



Photographs © Nathalie Crouch

WINNERS
Ray Williams, Susan Segust, Virginia Lyszczarz, Marie Youngs, Sasha Bennett (from Beneath the Wood Rescue Sanctuary) and Viva! patron, Peter Egan.

Virginia Lyszczarz

Virginia organises outreach events with Croydon Vegan Action, advocating for animals whenever she can, rain or shine. Viva! can always count on her for our London campaigns: Christmas outreach for turkeys; handing out free ice cream from our Viva!licious van; telling people to love all animals at our LOVEGAN campaign, Virginia is tireless! Virgina was not able to attend the presentation.





Peter Egan

From humble beginnings, Peter became one of the UK's finest actors and later, a staunch animal activist. He has been to China to expose the torture of bears in cramped bile cages and this year he subjected himself to the ordeal of filming the plight of dogs killed for meat in Indonesian markets – his piece on Sky News Online had millions of views. He continues to plead with the Indonesian government to shut down its cruel dog and cat meat trades.

This wonderful man has a passion for all life, with a special place for dogs in his heart by helping Saving Suffering Strays (SSS) in Sarajevo. Last year, he went to Romania to highlight the plight of stray dogs in a film *A Dog's Life* – the homeless dogs of Romania, which was shown to the European Parliament to help seek a humane solution.

Peter is a passionate vegan and helped Viva! expose the suffering of pigs at the National Pig Awards in London, where he spoke to the media. Viva! was immensely proud to present our Action for Animals award to Peter. He said: "I am thrilled and flattered. I'm incredibly proud to be your Patron and I'm committed to your great work in making the planet a kinder, safer, healthier place."



Sasha Bennett

Sasha has been rescuing dogs for over 20 years yet her tireless work mostly goes unnoticed. It is thanks to compassionate and dedicated people like her that so many animals are given hope rather than being put to sleep.

Sasha started Beneath the Wood Sanctuary 10 years ago, specialising in dogs with behavioural problems but suddenly her remit has grown. The sanctuary has been involved in the high profile case of the Pembrokeshire 53 Pigs, who were placed under a destruction order after a raid on an illegal smokehouse at Bramble Hall Farm.

After an eight month legal battle, the order has been revoked and all the pigs can now live out their lives at Beneath the Wood sanctuary. But there was a little surprise – the 53 pigs turned out to be 80 – a massive undertaking. The world needs more people like Sasha who go above and beyond for the animals.

Marie Youngs

Marie is an incredibly motivated activist, organising weekly outreach stalls in Leeds, including for Viva!'s *Scary Dairy* campaign and taking Viva!'s leaflets to Youthstrike 4 Climate and Extinction Rebellion events. She also joined in our Viva!licious tour helping people to go vegan.



Category 2 – Award for Outstanding Achievements for Veganism

These Awards go to special people who promote veganism in their own exceptional ways, through their business but also privately – in other words veganism is central to their lives as they bring about change. There are two winners – Heather Mills and Robbie Lockie.

Heather Mills

Heather Mills has been a Patron of Viva! since 2005 and supported our high-profile campaign, *White Lies*, exposing the impact of dairy on health. More tenacious than most, she joined Juliet undercover on a pig farm to reveal the cruelty of farrowing crates and as part of which, presented a giant Mother's Day card to MP Kerry McCarthy in London.

Heather launched our first environmental campaign, *HOT*, featuring on our eye-catching billboards that shamed the meat and dairy industries for their greenhouse gas emissions.

In 2008, she helped fund our Secondary School learning packs and our campaigns team, gave talks and cookery demonstrations at several of our Festivals and did a six-city tour with Juliet. This one-woman dynamo has travelled the world persuading firms to introduce vegan options and bought a small food company, turning it into the pioneering VBites. It now has a range of 140 products and exports to 24 countries. Recently, she unveiled Plant Based Valley, three factories that aim to make the North East the capital of vegan food and drink manufacturing in Britain.

Heather said: "It was an absolute joy to receive two awards at this special anniversary– one for VBites as best vegan food range and one for my work promoting veganism. To top it off, I received them from Juliet, who has always been my inspiration and a shining light to those trying to make a difference. It was the icing on the cake."

Robbie Lockie

Robbie Lockie works day and night to spread the vegan message. He has influenced millions as the co-founder of online news platform Plant-Based News and dedicates his time and skills to speaking out for animals. With decades of experience in the corporate world as a digital specialist and designer, he used his talents to make Viva!'s poignant film, *Swine*. It exposes the devastating rise in antibiotic resistance due to pig farming. In 2016, he hit the mainstream media headlines when he launched his Gourmet Murder Kitchen campaign, against chain restaurant, Gourmet Burger Kitchen. It went viral.

He's a talented filmmaker and created Viva!'s new *Vegan Now* film (view it at **vegannow.uk**), seen by more than 700,000 in four weeks. He also produced our first vegan cinema ad, *Hope*, from the script by Tony Wardle, which was shown across the UK. Robbie is also a podcaster, writer and public speaker.



Category 3 – Award for Outstanding Loyalty & Commitment as a Business Partner

There are three winners of this Award: Vegetarian Shoes, Ecotricity and One Planet Pizza.

Robin Webb

Robin Webb of Vegetarian Shoes has donated 10 per cent from the sales of his hiking Trail Boot for most of our 25 years, providing a whopping total of £25,000. Vegetarian Shoes was also voted as Best Vegan Footwear (see page 28).



Ecotricity

Ecotricity is the only energy company producing vegan electricity and gas, has partnered with Viva! for several years and has raised an incredible £18,000 for our campaigns.

One Planet Pizza

Mike and Joe Hill of One Planet Pizza have supported Viva! by giving out free pizza samples at our London festival, sponsoring our events and, most impressively, by running a marathon for Viva! this year and raising over £500!



Category 4 – Award for Excellence and Innovation

We are really proud to present our Award for Excellence and Innovation to so many people working hard in their businesses and individually to promote veganism. The collective achievements of this category are inspirational: Acorn – the first UK vegan restaurant to be recognised by Michelin; busy beaverings of the Little Shop of Vegans, Norwich; Rosie and Mike's beautiful Rest Wing B&B; and the incredible Bosh duo! Congratulations everyone! The winners are all listed below.



BEST VEGAN PLACES TO EAT AND SLEEP

- Best vegan fine dining restaurant: **Acorn**, Bath
- Best vegan casual restaurant: **Café Thrive**, Southampton
- Best restaurant chain for vegans – evening: **Pizza Express**
- Best restaurant chain for vegans – lunch: **Yo Sushi**
- Best vegan takeaway: **Go V**, Retford
- Best hotel for vegans: **Agrivilla i pini**, San Gimignano, Tuscany, Italy
- Best B&B for vegans: **Rest Wing**, Keswick
- Best guest house for vegans: **Ambleside Manor**, Ambleside
- Best pub chain for vegans: **Marston's**
- Best individual pub for vegans: **The Lady Luck**, Canterbury
- Best vegan caterers: **The Spotless Leopard**, Bristol and: **Vegan to You**, Wellington

BEST VEGAN SHOPS

- Best vegan shop (Wales): **Brontosaurus Vegan Lifestyle Store**, Swansea
- Best vegan shop (England): **Little Shop of Vegans**, Norwich
- Best vegan shop (Scotland): **The Health Shop**, Inverness
- Best vegan shop (N Ireland): **The Nutmeg**, Belfast
- Best vegan online shop: **The Vegan Kind Supermarket**

BEST VEGAN FOODS

- Best vegan food range: **VBites**
- Best new vegan product – sweet: **Vego White Almond Bliss**
- Best new vegan product – savoury: **Greggs Vegan Sausage Roll**
- Best vegan meat product: **The Moving Mountains Burger**
- Best vegan sausage: **Linda McCartney's Vegetarian Sausages**
- Best vegan burger: **VBites V-Mega Burger**
- Best vegan pie: **Kevin by Pieminister**
- Best vegan pizza: **One Planet Pizza**
- Best vegan cheese: **Violife**
- Best vegan desserts by a restaurant chain: **Zizzi**
- Best vegan ice cream: **Booja Booja Raspberry Ripple**
- Best vegan confectionery product: **Vego Whole Hazelnut Chocolate Bar**
- Best vegan sweets: **Candy Kittens**
- Best vegan snack bar: **Eat Natural Simply Vegan Bars**
- Best vegan savoury snacks: **Aroma Foods**
- Best vegan drink: **Rebel Kitchen Mylk Chocolate**
- Best vegan milk: **Oatly Oat Drink Whole**
- Best vegan pet food: **Benevo**

BEST VEGAN COSMETICS, TOILETRIES AND FASHION

- Best vegan toiletries: **Superdrug**
- Best vegan cosmetics range: **Barry M**
- Best vegan cleaning products: **Method**
- Best vegan perfume range: **Eden Perfumes**
- Best vegan footwear: **Vegetarian Shoes**
- Best vegan fashion item: **Matt & Nat Vegan Handbags**

BEST VEGAN ENERGY

- Best green energy company: **Ecotricity**

BEST VEGAN MEDIA

- Best vegan news website: **Plant Based News**
- Best vegan blogger: **Fat Gay Vegan**
- Best vegan food blogger: **Romy** (London UK)
- Best vegan social media star: **Lucy Watson**
- Best vegan cookbook: **Bosh by Henry Firth and Ian Theasby**





HOGW

It's third time lucky for our brave investigators

BY JULIET GELLATLEY

In 2017, after exposing the horror first-hand at Hogwood pig farm in Warwickshire, I swore to the animals I would never forget them – and I meant it. We returned again a year later and exposed the conditions once more and still nothing happened. Earlier this year we went back a third time but took a different approach.

Farm owner Brian Hobill claims to have spent £50,000 on enhanced security because of us – high metal fences, movement detectors, cameras, lights and big signs declaring BEWARE – GUARD DOGS. None of that deterred us. Without leaving a trace of their passing, without damaging a single item, our investigators used the dead of night and considerable guile to re-enter Hogwood and place five cameras in three separate sheds. Their limited battery life meant that twice more over the following week the team had to return to replace and finally retrieve the cameras.

This showed such bravery and determination that it is impossible to adequately express how proud I am of them. Their courage was extraordinary.

This time, rather than having just a few hours in the place, we had access for an entire week, 24 hours a day. Again we found ill, possibly dying, pigs dumped in gangways – terrified and ruthlessly kicked out of the way by farm workers, struck with metal stakes and hand tools. In the artificial insemination shed another worker was filmed slamming the front end of a metal rape rack down onto a confined pig – she screamed out as she was jabbed in the face with an injection gun before being hit over the head.

Where we found acts of live cannibalism last year, we found them again; a panicking pig having to endure an extended attack, bitten and bullied by the others locked up with her. She was unable to escape and her body was covered in excruciating wounds and lacerations. She desperately needed sanctuary and medical attention. Cannibalism is almost unheard of in the wild but judging by the widespread scarring of other pigs, it is commonplace here.

When she was finally moved to the gangway, more than 24 hours later, a worker beat the other pigs out of the way with a pole while she struggled to stand.



You know the story by now and how every organisation involved in farming either ignored our evidence from our two prior investigations or flatly denied it – Tesco, Red Tractor, Animal and Plant Health Agency, Trading Standards and even the fumbling vet we called to help prevent cannibalism, took two hours to arrive and found… nothing.

Even shocking exposés in the *Sunday Mirror* and *Daily Mail* did not embarrass them into taking action. But this time, our third investigation, once more covered by the *Daily Mail*, finally forced them into action. Suffering on its own was never going to be enough but when farm workers are involved, it becomes a different story. After endorsing Hogwood's cruelty for three years Tesco finally dropped them with lots of clucking and





OOD victory



head shaking about not meeting their high welfare standards. Red Tractor suspended them (we'll see for how long) and the meat supplier who provided Tesco with Hogwood meat has banned them for life.

Every one of our investigators who has been inside this place has been traumatised in some way or other by what they've seen and have had to learn to live with its effects. But after the second investigation, Channel 4 TV chose to attack Viva! and focus on the plight of the poor farmer rather than his animals in their Dispatches film, *The Truth About Vegans*. Brian Hobill's claim that his pigs lived in better conditions than most nursing homes wasn't even challenged. Now you can see why everyone at Viva! was determined to win a victory for the animals.

This unprecedented climb down by huge organisations raises as many questions as it does answers. There are lots of Hogwoods all over Britain so what effect will it have in the long run? We know we haven't ended pig factory farming and have always stated that the only effective way to save animals is to stop eating them. The Hogwood leaflets we have produced have gone to hundreds of thousands through our mass demonstrations. Every shocking picture story in the *Daily Mail* and online was seen by some eight million people – and almost as many in the *Sunday Mirror*. Our massive social media campaign has reached countless numbers.

We have established a brilliant media presence (see Medialife on page 40) and for 25 years have been bombarding the British public with vegan information and visual proof of how shocking modern farming really is. There is a vegan revolution taking place and we have played a major part in bringing that about with our exposés – stripping away the constant and comforting assurance that Britain has the best animal welfare in the world.

TESCO

'These are distressing and unacceptable scenes which fall well below the high animal welfare standards we require'

'The farm's Red Tractor certificate has already been suspended pending further investigation into these appalling behaviours'

And there is no more determined promoter of this myth than Red Tractor and its so-called assurance scheme and again we have knocked another prop from beneath it. It is a marketing scam, founded, paid for and administered by farmers for farmers such as Mr Hobill. And we're not finished with it yet!

Our forthcoming documentary, *Hogwood – a modern horror story*, will continue to strip bare the excuses of animal farmers and those who support them. We raised our initial budget from crowd funding in a flash but you can still be involved in helping us to get showings all over the UK.

Happy 25th Birt

We all like a party but few can compare with our magnificent 25th Anniversary bash on the River Thames

On Saturday, September 21, 2019, we cast off from Tower Pier and set sail on board the Elizabethan for our fun and fundraising dinner on the Thames. As we glided beneath Tower Bridge and past some of London's most iconic landmarks, we wined and dined and four of our five wonderful patrons gave talks to mark the day – Heather Mills, Wendy Turner Webster, Peter Egan and Michael Mansfield QC – Jerome Flynn helped present the awards.

But first, director Juliet Gellatley introduced our celebratory film that galloped through 25 years of achievements, which reprised some faces from the past who had made big contributions to our constant growth.

Wendy has been with us almost from the start when Viva! was launched near her childhood home of Stoke on Trent. She spoke about how proud she was to be a patron of Viva!: "One of the proudest achievements of my life – apart from giving birth to my two children!" As usual, Wendy read out a poem, this one about the life of a pig named Charlie.

It began: "Some animals are born to be pets and some are born to be food." It finished with a butcher carefully and tenderly placing his cuts of meat in the window of his shop: "And Charlie found in death what he had never had in life, The comfort of a gentle, loving hand."

Heather talked about Viva!'s 25 years of awesomeness and credited Juliet with having inspired her to achieve the things she has, saying that without her, "VBites would not have the amazing team it now does."

She pointed out that Viva! highlights the problems with animal agriculture while VBites provides part of the solution by making it easier for people to change. Heather added that they were working behind the scenes with supermarkets "so they can't screw their customers over!"

Peter began, as you might imagine he would, with a quote from Shakespeare's King Lear where the King asks Gloucester: "How do you see the world?" And Gloucester, who is blind, answers: "I see it feelingly. I see it feelingly. Since we all inhabit the earth, we are all considered earthlings."

Peter then talked about his relationship with his beloved dog, the late DJ, and how











A selection of happy snaps of our superb supporters enjoying themselves on the River Thames

Photographs © Nathalie Crouch

hday to Viva!

much DJ had taught him about compassion for animals. He said that going vegan was the best decision of his life as it has connected his head with his heart. He then finished as he had started, by quoting Shakespeare, this time from Henry VI:

"And as the dam runs lowing up and down, Looking the way her harmless young one went, And can do nought but wail her darling's loss." He then pointed out that Shakespeare had written these words more than 400 years ago, but to this day, mother and baby cows continue to be torn apart and killed.

Michael Mansfield QC also ran true to form with a silly story about a grey parrot whose foul language and ability to order items online led to him being banished. On a more serious point, he raised the spectre of constant surveillance of the entire population through their smart devices.

Michael and his partner, Yvette, also ran the raffle (which raised £616), taking time out from preparing for their wedding the following weekend in Belfast, which we can also report was a wonderful, emotional and heart-warming event. It was held at the Europa Hotel, the most bombed hotel in the world and on this occasion, quite a few people did get bombed but there were no explosions. We wish Michael and Yvette every happiness for their future together.

Our fundraising auction raised a fabulous £2,670 and we have to offer our warm thanks to Paul Duvall for his wonderful good humour and his consistent determination to buy something – usually a painting. At one point, he and his wife were inadvertently bidding against each other.

Thank you to everyone who attended our anniversary dinner – including many who come to every one of our celebrations. You all contributed to the wonderful atmosphere that was the hallmark of the evening.











Going, Gone!

We want to say a huge thank you to everyone who donated items for our 25th Anniversary Fundraising Auction & Raffle, bid for by guests at our dinner on Sept 21. These include artists Zeena Thompson, Ruth Searle, Naomi Joy, Yaj Kindermann, G Harris, Lesley Ann and Alexandra Symons; vegan hotel i pini Agrivilla in Tuscany, No Harm men's shoes and wallets, FERRON luxury vegan handbags, Demuth's Cookery School, Acorn restaurant, Hayley Mills and Jerome Flynn.

Your generosity helped us raise an incredible combined total of £3,300 for Viva!.

Many thanks also to Heather Mills and Wendy Turner Webster for being such fun comperes!



the po

Dr Alice Brough talks to a very talented, very vegan singer/songwriter

I've been with Viva! for only a few weeks and almost my first task was to go to London and interview one of my favourite singers – pianist, guitarist and songwriter Gabrielle Aplin. How lucky can you get?

Maybe without knowing it, millions of people will have first heard her beautiful voice when she produced a cover of Frankie Goes to Hollywood's, *The Power of Love*, for the iconic John Lewis Christmas TV advert in 2012. She was then just 20 years old. It was released as a single and went on to reach number one in the UK. The video which accompanied it (and can still be viewed online) is a beautifully produced, moody, atmospheric film that juxtaposes the old and the new, the past and the future.

It's shot in a once-splendid stately home that time has forgotten – paint flakes from the walls and sunlight shafts through its dirty windows illuminating dust motes. Gabrielle sits in an empty room at a grand piano, on top of which is a vase of dead and drooping flowers. Her youth, the crystal clarity of her voice and her fresh beauty are almost poignant against the time-ravaged backdrop.

Brought up in rural Wiltshire, Gabrielle is the oldest of three children and began plucking a guitar and song writing at the age of 11. She started performing professionally after school when she was 16 and while studying music at Bath College.



wer of Gabrielle Aplin

Gabrielle is an absolute delight to chat to – warm, relaxed and kind – her energy perfectly reflecting her values. I brought along some copies of *Viva!life* for her but happily she gets her own – nice to know that Viva! is on her list. I'm here to talk about the launch of her new ethical clothing line with H&M and time is limited as a sound check beckons. But there are plenty of other things I want to know.

Gabrielle has made no secret of her veganism and my first question, of course, has to be – how did it come about?

"I can't actually think of a particular day so I guess I just stopped eating meat. I never really ate dairy much anyway and then I suddenly realised that if I just removed fish – I was vegan.

"In fact, I've been vegan for about five years now and veggie a bit longer but I can remember clearly when I turned veggie. I was working on my album on an old dairy farm that's now a studio and made friends with a little lamb who'd got lost. She stayed with me and was screeching, thinking I was her mum. We returned her to her field the next day and weeks later, that lamb was plonked down in front of me in a shepherd's pie and I just, thought, 'I can't do this anymore, she was just a sweet little baby!'

"I started learning more about the issues related to animal agriculture, like the dairy industry, and realised that eating living things affects everything – the environment, health, poverty. It's just nice to be living consciously – it makes me feel more 'at one'. It's not just food either for me. I've stopped using a lot of skin care products and make use of oils and vinegars and things that I already had. It just feels fun – I really enjoy it as a lifestyle."

I don't try to hide the fact that I feel inspired by the massive upsurge of the younger generation, driving protests and marching for the climate, demanding system change and veganism as a way of reducing our impact on the environment. Has any of it had an effect on Gabrielle? There's no hesitation in her answer.

"Greta Thunberg is a brilliant activist and is really inspiring for me. The way she connects veganism and environmentalism kind of reminds me that I'm doing my part. There are so many motivational people now and it's not weird anymore – it's cool!

"We're not taught awareness, we have to discover it for ourselves. I don't think people who go out and buy meat and fish or face wash or shampoo that's been tested on animals are doing it to be cruel. I'm sure if they knew, they would think twice and that's why it's important not to shame but to give information."

CONTINUED ON PAGE 58

"I see everyone as the same – a pig, a dog, a donkey or a fish are all the same"





VEGAN NOW!

A PLAN FOR A FUTURE







Time is running out. There must be a global shift towards vegan diets if we have any chance of reversing the catastrophic environmental damage caused by the meat and dairy industries. That was the take-home message from our *Vegan Now* press launch in Brighton on September 23, timed to coincide with the Labour Party annual conference.

Vegan Now is our headline environment campaign, which draws attention to the destructive nature of animal agriculture and urges consumers to go vegan. And wow, did it launch with a bang!

The launch was due to be fronted by Viva!'s patron, the brilliant Michael Mansfield QC but personal reasons prevented him from attending, however, his video address was shown to the packed hall. He called for new legislation to make Ecocide a crime akin to Genocide, which he described as the wilful destruction of nature.

Bringing it back to animal agriculture, Mansfield stressed the connection between eating meat and environmental destruction; "I think when we look at the damage eating meat is doing to the planet, it is not preposterous to think that one day it will become illegal. There are plenty of things that were once commonplace that are now illegal such as smoking inside."

To journalists everywhere, that was manna from heaven and there was barely a media source that didn't report on it. It gained more coverage than almost any of our other campaigns (and there have been some corkers), being in every national and over 100 other press and radio outlets carrying the story, reaching millions of people. *The Jeremy Vine Show* alone has an estimated audience of 4.29 million.

The reactionary climate change denier, Julia Hartley-Brewer of Talk Radio, who frequently quotes false science to support her claim that environmentalists are





'doomsday cultists', couldn't silence director, Juliet Gellatley so impassioned was her message.

Our press conference brought together influential thought-leaders in the environmental sector. Chairing the discussion was Daniel Capurro, front bench editor at *The Telegraph*. On the panel were earth scientist Joseph Poore, environmental researcher at the University of Oxford whose recent pioneering research into the environmental impact of meat and dairy sent shockwaves through the industry. Panellist Dr Josh Cullimore is an outspoken vegan GP and public health expert who advocates for veganism as a solution to pressing health issues such as heart disease, obesity and diabetes.

Kerry McCarthy, MP for Bristol East and long-time vegan, represented political lobbying and legislation aspects of environmentalism. They were joined by Juliet Gellatley and Tony Wardle, Viva! Director and Associate Director respectively.

The conference was opened by 17-year-old Jazz Wardle who gave an impassioned speech from a young person's perspective. He boldly stated: "The survival of the natural world hangs in the balance. I am 17. This cannot happen. I do not want to be part of the generation that destroys our world, I want to be part of the one that saves it."

Joseph Poore then called for environmental warning labels on animal products, an idea supported by Juliet who stated: "What we want to do is push society so that consuming animals is no longer socially acceptable. I would like to see supermarkets where you can't buy animal products when you're under 18. We need warning labels – like tobacco."

To loud applause, Dr Cullimore called for meat and dairy to be removed from hospital menus, describing hospitals as "a place for healing and getting better, not eating animal products which make you sick." He went on to discuss the impact of meat and dairy consumption on the NHS, saying: "It has been suggested that if we all went vegan, 1.6 trillion dollars could be saved by 2050. With our struggling NHS, this is vitally important."

Kerry McCarthy supported Dr Cullimore's call and added: "In terms of public health, this will be the first generation to die of lifestyle illnesses as opposed to communicable diseases. There is a public health emergency."

Tony Wardle drew the conference to a close, concisely remarking: "We've been talking about different approaches here today. You're gonna need them all! This is going to be a battle. You can't have permanent growth in a world of finite resources. The whole of society needs to move from consumption to conservation."

But we weren't finished as there was still World Vegan Day to come – where this time we got over 140 press articles. (Visit **viva.org.uk/wvd**).

"I have one, singular message – to make Ecocide an international crime." Michael Mansfield QC

WILDLIFE... on it's last legs

BY DR JUSTINE BUTLER,
SENIOR RESEARCHER & WRITER, VIVA!

Thanks largely to Greta Thunberg, we all know there is a climate crisis but something else is going on that is just as threatening to the planet's survival. A sixth mass extinction is happening right now, all around us, and we are to blame.

The United Nations say that one million species are currently threatened with extinction and the biggest threat is animal agriculture – just as Viva! has been saying for years.

The increasing demand for meat and dairy is literally killing rainforests

Rainforests are a major concern – magical, dynamic places, biologically the richest regions on Earth, hosting around a quarter of all global biodiversity. 'Slash-and-burn' agriculture is being used to make way for animal feed crops and grazing land. Since climate change sceptic Jair Bolsonaro became president of Brazil in January 2019, deforestation of the Brazilian Amazon has surged above a rate of three football fields a minute, pushing the world's biggest rainforest closer to a tipping point beyond which it cannot recover.

The increasing demand for meat and dairy is literally killing rainforests and the creatures who inhabit them. Gidon Eshel, research professor of environmental physics at Bard College in New York, put it succinctly: "You eat a steak, you kill a lemur in Madagascar. You eat a chicken, you kill an Amazonian parrot."

For many, wildlife is something seen only on TV, not relevant to our everyday lives. But how many of us realise that the air we breathe, water we drink, food we eat and medicines we might depend on, all rely heavily on biodiversity? We would not survive without the wide variety of plants, animals and microorganisms that share the Earth with us – and we need them much more than they need us.

Up to 20 per cent of the world's oxygen comes from rainforests via photosynthesis – CO_2 in, oxygen out! Tiny microorganisms in the oceans called phytoplankton produce even more oxygen – around 50 per cent – and by the same process. Rising sea temperatures are killing these and other marine creatures and destroying ancient coral reefs. A third of the world's fish stocks are overfished and UNESCO say: "By the year 2100, without significant changes, more than half of the world's marine species may be on the brink of extinction." Agriculture again lies at the heart of the problem.

Trees not only give off oxygen but also act as an important carbon sink, removing a significant amount of CO_2 produced by fossil fuel burning. When forests are felled they no longer absorb CO_2 and when burned, the carbon they have stored is released and re-enters the atmosphere as CO_2, one of the potent greenhouse gases driving global warming and leading to sea temperatures rising… a cycle of destruction driven by the demand for meat, fish and dairy.

We're losing animals and plants at unprecedented rates from every part of the planet – from pole to pole. The International Union for Conservation of Nature's (IUCN) Red List of Threatened Species is referred to as a 'barometer of life'. It paints a grim picture with more than a quarter of all species investigated living under threat.

Extinction occurs naturally at a rate of about one-to-five species every year (see page 42) but we are losing species at up to 1,000 times this rate, with dozens of species becoming extinct every single day. It's impossible to say exactly how many are being lost because we don't know how many there are.

Animals under threat

Amphibians
(frogs/toads/newts)

40%



Mammals

25%



14%

Birds



Scientists say there may be 8.7 million different species on Earth but only 14 per cent of those on land and nine per cent in the ocean have been identified. We are losing many before we even know we had them. As Joni Mitchell said: "You don't know what you've got 'til it's gone!" but instead of paving paradise, we're turning it into a giant cattle ranch!

Sixty per cent of the world's primates are threatened by deforestation, habitat loss, large-scale agriculture, cattle-ranching and over-exploitation, along with bush meat hunting and climate change. The well-known great apes of Asia and Africa, and the diverse monkeys of the tropical world, are all under threat, along with countless other peculiar and secretive creatures that most of us have never heard of: pottos and tarsiers, lorises and galagos, angwantibos and more!

Birds, bats, bees and butterflies are crucial pollinators and some also help to control pests and diseases. They are all under threat. The small and often unseen organisms that do most of the work keeping ecosystems ticking over – insects, fungi, algae, crustaceans, molluscs and so on – are all under threat!

Forests, rangelands, mangroves, seagrass meadows, coral reefs and wetlands are key ecosystems that deliver numerous essential services and are home to countless species. They are all rapidly declining.

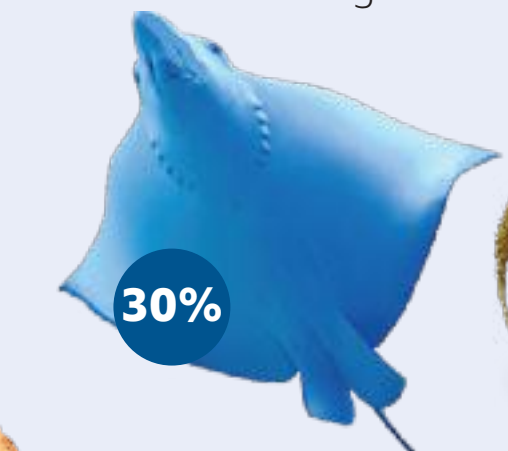
We all love nature – seeing a pod of dolphins in the sea or a hedgehog flitting across the garden – but we are taking for granted that our natural world will just absorb all the abuse we throw at it and somehow manage to cope. It will not, it is literally dying around us, driven to the brink of extinction by the world's insatiable appetite for meat, fish and dairy.

But we *can* halt the destruction, there is *still* time – just about! The widespread adoption of a vegan diet would mean no more deforestation and no more decimating the oceans. More food could be produced using 76 per cent less land and less water. Habitats could be preserved and expanded reforestation could begin.

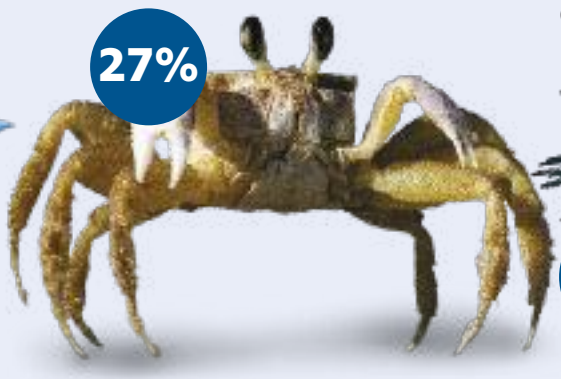
Joseph Poore, environmental researcher at the University of Oxford, says: "A vegan diet is probably the single biggest way to reduce your impact on planet Earth." The future of our magnificent planet must not be traded for burgers, chicken nuggets and bacon sandwiches.



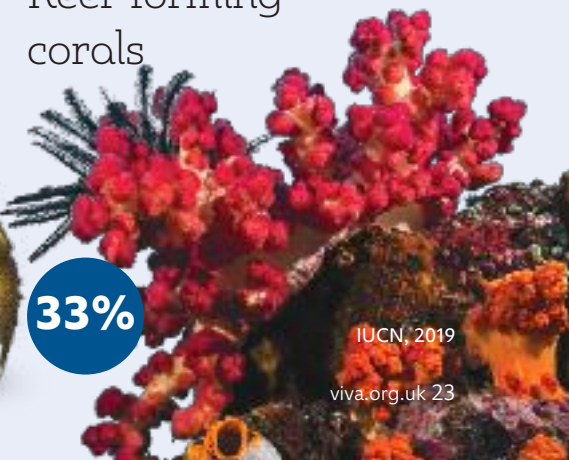
Sharks & rays



Crustaceans



Reef-forming corals



IUCN, 2019


If you thought vegan food was only lentils and lettuce... let our little Cornish bakery open your eyes!
#sweetstuff
#savourystuff
#coffee
#teas
#icecream
#nutcheese
VEGAN
#cakesandstuff
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Plant Powered Fitness
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Eazy Vegan Kitchen
Artisan Food - Creative Classes
Plant Powered Planet
Grow Your Own Food
Plant Powered Excellence
The Vegan Academy
Plant Powered Shoe Store
Ideal for new vegans, Veganuary participants and the plant-based curious
Sponsored by
PULSE
Special Guests
Veganuary
Plant-Based Health Professionals UK
Foods for Life
The Vegan Society
Vegan Organic Network
Advance Tickets
Adults £15 | Concessions £10
(incL booking fees)
BUY 1 GET 2 FREE for limited periods

Film Review

Kangaroo
A Love-Hate Story



We premiered this important film in Bristol and London and it is now available from Viva! on DVD. Review by campaigns manager Lex Rigby

It opens like any typical horror movie… suspense-building, clandestine, grainy black and white footage which then goes on to depict the final moments of some of Australia's beloved national icons – or belligerent pests (depending on who you ask).

You hear gunshots as tiny white silhouettes hop across the screen in the vast Australian outback, eerily illuminated by powerful spotlights attached to the four-track vehicles of the kangaroo hunters. But it's not the most disturbing footage you'll see in this documentary, so buckle up for a harrowing exposé of the world's largest annual slaughter of land-based wildlife.

When co-directors, Michael McIntyre and Kate McIntyre Clere, set out their vision for this ground-breaking exploration of Australia's complicated relationship with the kangaroo, they knew they'd ruffle a few feathers. It's a controversial issue, one that not only polarises Australian public opinion but also the scientific community, regulatory bodies and, of course, the government.

On the one hand, kangaroos are considered among the world's most iconic and charismatic species and feature on Australia's coat of arms, commercial airline and national currency. They appear in their own TV shows, have a bunch of sports teams named after them and, in many ways, have come to symbolise to the international community what it means to be Australian.

On the other hand, they're claimed to be a nuisance, blamed for destroying pastures of valuable livestock and 'should be eliminated wholesale' – even when there is no scientific evidence to support the claim. Culling was introduced supposedly as a means of controlling populations when they swelled to 'plague proportions', ignoring the need for numbers to swell in order to ensure survival when they crash again during droughts. Culling, however, has led to a thriving companion animal food business, an exotic meat trade and a leather industry making top-range football boots. (Viva!, of course, has dramatically reduced trade in the latter two).

The documentary seriously addresses the welfare concerns of hunting kangaroos in the dark of night. As they flee, they are often mis-shot and suffer excruciating bullet wounds. Those who do escape, frequently die later from their injuries. Shot females have their baby joeys torn from their pouches and bashed over the head.

Some of the most distressing scenes are when local activists, Diane Smith and Greg Keightly, collect discarded red kangaroo parts from the butchered remains of one night's massacre. Hunters claim they always shoot kangaroos in the head yet the couple collect heads which have no bullet injuries to provide evidence for a national inquiry led by Mark Pearson of the Animal Justice Party.

Culls are ordered on the basis of kangaroo counts and the film challenges their accuracy. It's a seemingly complicated algorithm that makes no sense, even to the 'expert' trying to explain how it works. In fact, numbers are vastly exaggerated in order to preserve the industry and therefore make it self-sustaining. It's absurd how little scrutiny the industry faces when it comes to data and the management of 'harvesting zones'.

The documentary is mostly beautifully shot and includes some truly mesmerising drone footage of kangaroos majestically bounding across sun-kissed landscapes. What it lacks is a deeper analysis of the ways in which kangaroos allow Australia's biodiversity to thrive – which would counter the 'they're destroying our land' rhetoric. There are good examples of successful coexistence between kangaroos, sheep and humans, if you only look for them.

Kangaroo: A Love-Hate Story, featuring Juliet Gellatley (Viva! founder and director) is available to buy now from: **vivashop.org.uk/kangaroo-dvd**. £12.99 exc p&p.

Rescued
Fifty-three starving pigs

…well actually, it's now 80 and counting

Shocking scenes were discovered at Bramble Hall Farm, Pembroke Dock, by animal activists where 53 pigs had been starved and were forced to eat anything they could find – tyres, car batteries and the carcasses of dead sheep. After several complaints, Pembrokeshire County Council's animal health and welfare team finally entered the property in January, 2019, and legally removed the 53 pigs, 80 sheep, three goats, 58 dogs, 20 horses and a donkey.

Due to the squalid conditions, all the animals were in an extremely poor state and the pigs were placed under a destruction order as it was thought they may be carrying a transmissible spongiform encephalopathy (TSE) – the type of pathogen involved in mad cow disease – and there could be no risk of them entering the human food chain.

Once the story broke, 9,000 signatures were collected within days by the amazing Vegan Actions Wales, which forced the Council into a rethink. In March, Beneath the Wood Sanctuary met with officials at Haverford West Police Station and were told that the pigs were still alive in an isolation unit but that the destruction order stood. Time was running out.

Beneath the Wood employed solicitors from the not-for-profit practice, Advocates for Animals, who work to save animals and are very good at 'creative use of the law'. An embargo was applied and silence maintained as the pigs fate hung in the balance. Quietly, Beneath the Wood did not give up hope and underwent pig keeping courses and acquired more land.

And then, in August, the Council recommended to the court that all the pigs should be allowed to go and live at Beneath the Wood Sanctuary – permanently.

Juliet Gellatley of Viva! said: "This is the first case in the UK where a destruction order on farmed animals has been reversed. We hope it will ultimately set a precedent and save countless animals' lives in the future. I know they will be cared for and loved for the rest of their lives at Beneath The Wood Sanctuary."

And so, all 53 pigs were saved… until. The government ordered that all the pigs must be tattooed for identity before being transported but the isolation unit had no suitable facilities or willing volunteers – and so slaughter threatened again.

Viva! got involved and our experienced pig vet, Dr Alice Brough, undertook the exhausting task of tattooing fully grown pigs who didn't want to be tattooed, with help from Viva! campaigner Laura Hellwig and wonderful helpers, Sadie Lou and David Kennard, and the sanctuary's John Awen and Sasha Bennett. Job done, their transport awaited.

There's nothing quite like seeing rescued animals enjoy the outdoors for the first time – it's what makes it all worth it. The other 161 animals were also found permanent homes.

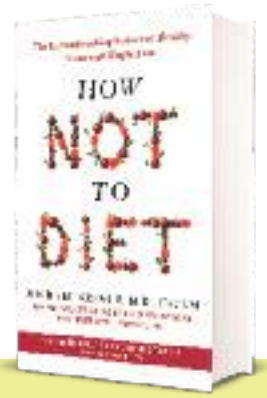
A huge thank you again to Beneath The Wood Sanctuary for taking on this massive challenge and huge congratulations to Sasha Bennett and John Awen! (Sasha won Viva!'s 25th Anniversary Action for Animals Award, see page 11.)



Viva! will be providing veterinary consultation to help Beneath the Wood care for the pigs, some of whom were pregnant mums-to-be and who are now giving birth, hence the increasing numbers. This is going to be a massive financial undertaking and Beneath the Wood welcomes any donations you are able to offer. For more, see: donorbox.org/53pigs-set-up-and-care-fundraiser

#beneaththewood

How Not to Diet



BY MICHAEL GREGER MD

I am beyond thrilled because as I write this, I have just signed off the final page proofs of my new book, *How Not to Diet*.

It synthesises, for the first time, all the best science on effective weight loss and is without doubt, the largest single research project I have ever taken on. There are more than half a million scientific papers in the medical literature on obesity and a hundred new ones are published every day. No wonder no one had yet ventured to put it all together… until now, that is.

I wanted to dive deep into the literature to see if there was a safe, simple, side effect–free solution to obesity that had been buried – just like Dr. Dean Ornish's monumental discovery that heart disease could be reversed with a plant-based lifestyle. So, might there already be a cure for obesity?

Here's the problem: I hate diet books. Furthermore, I hate diet books that purport to hate diet books yet relish in all the same absurdities. *How Not to Diet* is for those who want facts, not filler, fantasy or fluff. If you want testimonials and before-and-after pictures, you've come to the wrong place. You don't need anecdotes when you have evidence.

My aim was a distillation of all the best science but to my delight, I discovered all sorts of exciting new tools and tricks along the way. Whether you're morbidly obese, overweight or just want to maintain your weight, my goal was to give you every possible tweak and technique I could find to build the optimal weight-control solution from the ground up.



In *How Not to Diet*, I cover everything from cultivating a healthy microbiome in your gut to manipulating your metabolism through chronobiology – matching meal timing to your circadian rhythms. Every section could have been a book in its own right but I had to distill it down to the most compelling, actionable strategies. So, it's like forty books packed into one.

In Part I, I explain the cause of the obesity epidemic – what exactly happened in the late 1970s that triggered the global crisis? In Part II, I construct the ideal weight-loss diet, identifying 17 different ingredients for optimal weight control. Then, in Part III, I go through specific foods that have been proved in randomised, controlled trials to enhance weight loss – by acting as everything from fat blockers and fat burners to appetite suppressants and metabolic boosters.

It's also about how and when you eat, which brings us to Part IV. Here I detail 19 boosters for fast-tracking weight loss, arranged in a simple daily checklist so you can choose a portfolio of techniques that work best for you.

In the final section, I give you my Twenty-One Tweaks, which will complement my Daily Dozen, first introduced in my book *How Not to Die*, and lay to rest all the burning questions on burning fat:

- What are the best ways to exercise to achieve maximum weight loss?
- How can you safely boost your metabolism?
- What is the optimum amount of sleep?
- What does the science say about ketogenic diets, intermittent fasting, and high-intensity interval training?

When I started, I thought I would end up railing against all the gimmicky snake oil out there but still advise on trimming calories and hitting the gym. What I thought would set this work apart was its comprehensiveness and strict grounding in science. I figured it would be more of a reference than a revolution. I certainly never thought I'd stumble across some novel weight-loss strategy. However, I didn't realise just how many new paths would be opened up by our new-found transformations of understanding in so many fields of human physiology.

It has been thrilling to weave together all these cutting-edge threads to design a weight-loss protocol based on the best available evidence.

VIVA! IS PROUD TO ANNOUNCE THE NEXT UK SPEAKING DATES BY DR MICHAEL GREGER

THE GROUNDBREAKING SCIENCE OF HEALTHY, PERMANENT WEIGHT LOSS

In his single largest research project yet, Dr Greger examines the leading causes of obesity – and the remedies. His new book, *How Not to Diet*, challenges trendy diets and weight loss advice and effectively puts an end to dieting – replacing constant weight-loss struggles with a simple, healthy, sustainable lifestyle.

Pre-order the book: vivashop.org.uk/how-not-to-diet

- **BIRMINGHAM, MONDAY, 27 APRIL 2020, 6pm Entry £12. BOOK AT dr-michael-greger-birmingham.eventbrite.co.uk Curzon building theatre, Birmingham City University, 4 Cardigan St, Birmingham B4 7BD.**
- **LONDON, TUESDAY, 28 APRIL 2020, 6pm Entry £12. BOOK AT dr-michael-greger-london.eventbrite.co.uk Old Theatre, Old Building, London School of Economics, Houghton Street, London WC2A 2AE**

Dr Michael Greger will be doing book signings at these talks.

Dr Michael Greger, MD, FACLM is a world-renowned health expert whose work explains the science on food and health. He is a general practitioner specialising in clinical nutrition and is a founding member and Fellow of the American College of Lifestyle Medicine. In 2017, Dr. Greger was honoured with the ACLM Lifestyle Medicine Trailblazer Award.

He is a graduate of Cornell University School of Agriculture and Tufts University School of Medicine. His first book, *How Not to Die*, became an instant New York Times best seller. His 2,000 plus videos on health are freely available at NutritionFacts.org. He is also Viva!'s honorary scientific advisor. His book, *How Not to Die*, is available from the Viva! shop (**Vivashop.org.uk**) £9.95 plus £3.95 p&p).

All proceeds from his books, DVDs and talks are donated to charity.



The Boot to beat all boots

Just a few weeks ago, we received a donation of £174, which was lovely. But it was also sad as it marked the end of a very special and generous relationship with a boot – Vegetarian Shoes' Trail Boot.

The story began over 20 years ago when Viva! was based in Brighton and we struck up a friendship with Robin Webb, the owner of Vegetarian Shoes (actually, the name is a misnomer as all the shoes are vegan). Robin's shop in Gardner Street, in Brighton's funky North Laine, was just a stroll from our offices and he generously said that he was "happy to be able to support our 'local' group!" He did that by donating 10 per cent of the sale price of a particular boot – the Trail Boot.

After a long and distinguished life, the boot has just been discontinued and it will never know the impact it has had on Viva!'s campaigns. The total that Robin has sent to us over the years amounts to an extraordinary £28,574.76!

Robin Webb is a quiet, self-effacing man who declines all invitations to speak in public and prefers to get on with the job he knows best – and he really does know it. He opened Vegetarian Shoes in 1990 but four years before that, he had begun teaching himself how to make shoes, inspired by the West African practice of recycling old car tyres into shoe soles. His first imaginative boot was created from a car tyre, inner-tube and canvas!

"This got me thinking and soon I was making shoes out of anything I could lay my hands on but being veggie I didn't want to use leather. Then I made an exciting discovery – a synthetic microfibre material used for yachting upholstery that looked and felt like supple leather but was breathable, unlike other plastics. After some experimenting, I realised that this was what I had been looking for and Vegetarian Shoes was born."

Robin made all the shoes himself, by hand. Originally, there was just one lace-up shoe style but gradually boots, sandals and belts were added, all made from the same new material. "As the word spread, I got busier and busier, to the point where I couldn't make the things fast enough! I took my material to a footwear factory and got them to make shoes for us. Now I had a decent amount of stock that I could mail-order to veggies and vegans all over the country – now the world!"

Robin no longer makes shoes himself ("which I do not miss, as it was blooming hard work!"). Most are now made-to-order to his exclusive specification in European and English factories.

We could ask no more of Robin Webb but…

"We are thinking what can be the new Viva! shoe or boot. It needs to be 'right' and we'll be in touch when we find something". Robin, you are a marvel!



To see the extraordinary range on offer, go to vegetarian-shoes.co.uk. The Gardner Street shop is open Monday to Saturday and can be contacted on: 01273 685685. For mail order: 01273 691913.

Hooray, it's Christmas

…and we're not going to ignore it this year



To add some glitter and sparkle to your festive celebrations, here are four recipes that will bring some vegan cheer into your home this year. Start off with some creamy mushroom parcels which will, get the taste buds turning somersaults. Then produce the show stopper roulade to a chorus of oohs and aahs. And just to prove that it is possible to make perfect vegan Yorkshire puddings – here's the recipe. They were originally served with gravy at the start of a meal to fill empty stomachs when the cupboard was almost bare. And lastly – what a treat! A pudding to make you want to kiss everyone under the mistletoe. Cheers!

RECIPES AND PHOTOGRAPHS, VIVA!'S MARYANNE HALL

Creamy Mushroom Parcels

Serves 12 | 1 hour

- 270g/7 sheets of vegan filo pastry (eg Jus-Rol)
- 750g mushrooms
- 2 cloves garlic, finely chopped
- 5 sprigs thyme leaves, stalks removed
- 2 tbsp plain flour
- 160ml strong vegan stock
- 40ml vegan white wine (or replace with 40ml extra stock)
- 1 tbsp lemon juice
- 200ml soya cream
- Salt and pepper, to taste
- Olive oil

Optional extras: 1 tsp agave, 1 tbsp nutritional yeast, 1 tsp truffle oil

1 Preheat the oven to 180˚C (fan)/350˚F/Gas Mark 4. Grease a 12-hole muffin tin with olive oil.
2 Lay the filo sheets one on top of the other on a chopping board and cut into quarters.
3 Brush each square with olive oil on one side.
4 Push one filo square into each of the holes, oily side down, and start to layer up, placing each square at a different angle. You will need to use around 4-5 squares per muffin hole. Set aside.
5 In a large frying pan, fry the mushrooms in a splash of oil until golden brown.
6 Add the garlic and thyme and cook for a minute. Stir in the flour followed by the stock, cream and white wine.
7 Simmer for five minutes before adding the lemon juice, salt, pepper and any of the optional extras.
8 Spoon the mixture into each of the filo cases until they are three quarters full.
9 Place in the oven for 20-25 minutes or until the cases are golden brown.



Yorkshire Puddings

Serves 6 | 45 minutes

- 190g self-raising flour
- ¾ tsp baking powder
- 270ml almond or soya milk
- ¾ tsp salt (optional)
- 360ml vegetable oil

1 Pre-heat the oven to 215˚C (fan)/420˚F/Gas Mark 7.
2 Fill a 12-hole muffin tin with two tablespoons of vegetable oil in each hole. Pop the tray in the oven for 20 minutes to make sure the oil is super-hot.
3 Meanwhile, make the batter but only mix the wet and dry ingredients together just before you are about to use it.
4 Sieve the flour, salt and baking powder into a large mixing bowl. Gradually pour in the plant milk, a bit at a time, whisking constantly.
5 Remove the tin from the oven and quickly pour two tablespoons of batter into each muffin hole. For the best shape, try to pour the batter continuously, filling them evenly.
6 Place straight in the oven and cook for 20 minutes.



Butternut Squash Filo Roulade

Serves 4-6 | 2½ hours

- 6 sheets of vegan filo pastry (eg Jus-Rol)
- 1 butternut squash
- 1 tsp paprika
- 100g unsalted cashews
- 1 onion
- 3 cloves garlic, crushed
- 1 red bell pepper, finely diced
- Pinch ground nutmeg
- 1 tbsp of fresh (stalks removed) or dried thyme
- 1 packet firm tofu
- 2 tbsp soya sauce
- 100g baby leaf spinach
- 1 tbsp lemon juice
- Salt and pepper, to taste
- Handful of mixed seeds to decorate (optional)

1 Preheat the oven to 180˚C (fan)/350˚F/Gas Mark 4.
2 Cut the squash into 1cm thick slices. Cover in a light coating of oil, a pinch of salt and the paprika.
3 Place in the oven and roast for 40 minutes, turning once, then set aside.
4 Place the cashew nuts on a baking tray and roast for 5-10 minutes or until they start to brown. When cooked, remove from oven and grind in a food processor until slightly chunky.
5 Reduce the oven temperature to 170˚C (fan)/340˚F/Gas Mark 3-4.
6 Lightly fry the onion in a small amount of oil until soft. Add the red pepper and fry for a further five minutes.
7 Add the garlic, ground nutmeg and thyme and cook for another minute.
8 Drain the tofu and pat dry, then crumble into small pieces straight into the pan.
9 Add the soya sauce and stir through. Cook for a couple of minutes.
10 Add the spinach and lemon juice. Stir until the spinach wilts.
11 Add the ground cashews and season to taste. Set the mixture aside.
12 Brush each one of the six sheets of filo pastry with a light coating of olive oil and place onto a pre-greased baking tray, one on top of the other.
13 Mash the roasted squash until smooth. Then spread it onto the middle of the filo pastry, leaving space around the edges.
14 Spread the tofu mix on top of the squash (but don't mix together).
15 Fold in both ends of the pastry and then roll lengthways, like a swiss roll. Place the seal face down on the baking tray.
16 Brush with oil and then place in the oven for 40-45 minutes or until lightly golden.
17 Brush with a little more oil and then sprinkle the mixed seeds over the top.



Orange & Almond Cake with Brandy Cream

Serves 8 | 1 hour

Cake
- 115g vegetable oil
- 210g golden caster sugar
- 1½ tsp almond essence
- 1½ tsp orange essence
- 1 tsp vanilla extract
- 300ml soya cream
- 195g plain flour
- 3 tsp baking powder
- 80g fine polenta
- 80g ground almonds
- 3 tbsp vegan natural yoghurt
- Decoration: zest of 1-2 oranges (optional)

Glaze
- Zest and juice of 2 oranges
- 4 tbsp golden caster sugar

Brandy cream
- 1 x 400ml tin of coconut milk, chilled in the fridge overnight, or use 2 tubs Oatly Crème Fraîche
- 2 tbsp icing sugar
- 2-3 tbsp brandy
- ½ tsp vanilla extract



Cake

1 Heat the oven to 180˚C (fan)/350˚F/Gas Mark 4.
2 Line a 20cm spring form cake tin with baking parchment.
3 Mix together the oil, sugar, vanilla extract, almond essence, orange essence and soya cream until you get a smooth, creamy consistency.
4 In a separate bowl mix together the flour, baking powder, polenta and ground almonds.
5 Add the liquid mixture to the dry ingredients, just before you are ready to put the cake in the oven.
6 Stir in the yoghurt and gently mix everything together.
7 Pour the mixture into the cake tin and put in the oven for 35-40 minutes or until lightly golden on the top and a cake probe comes out clean.

Glaze

1 In a small saucepan, heat all ingredients together on a low-medium heat until the sugar has dissolved.
2 After removing the cake from the oven, leave to cool for 20 minutes before piercing the cake with a skewer all over (although not all the way through) and pour the warm glaze all over the top.

Brandy Cream

1 Chill the tin of coconut milk overnight or place in the freezer for half an hour or so. It needs to be very cold.
2 Scoop out the thick, top layer of coconut cream (not the liquid) or Oatly Crème Fraîche in a glass bowl and whisk it.
3 Stir in the sugar slowly until it has mixed in and dissolved. Stir in the brandy and vanilla extract until well combined.
4 Return the cream to the fridge until you're ready to serve.



Doing the

First there was *Viva!licious*, our hugely successful vegan ice cream van tour. Then came *Viva!ccino*, our all-vegan, coffee bike tour of UK shopping centres… and now we have *Viva!shake*! Will Sorflaten reports

For the latest instalment of our long-running Scary Dairy campaign, we travelled across five cities to hand out free vegan milkshakes at university freshers' fairs – another first of its kind in our dairy-free tour series.

Protein Crunch…Chocolate Cookie…Breakfast Booster…Salted Caramel.

Students flocked to our eye-catching stand to try one of the four delicious flavours we were handing out free of charge and they chatted with our team about the dark side of dairy. Many found the facts hard to swallow but delighted in the tasty alternatives on offer. They were amazed to learn that not only were our shakes vegan but were also sustainable and cruelty-free.

We visited Sheffield, Manchester, Nottingham, Southampton and finished off at Cambridge University, and found students incredibly receptive to our latest leaflets promoting veganism for the animals, our health and the planet. The most popular leaflet, unsurprisingly, was our *Student Guide to Eating Vegan*, tailored for students who want cheap, quick, and tasty food.

Students also appreciated the zero-waste aspect of our stall. We used Vegware cups for the shakes, and arranged for all the packaging to be collected and turned into rich fertiliser and eco-friendly gas! A win for animals and the planet.

It's a good job we decided on zero-waste packaging as we ended up giving out over 3,000 milkshakes, and engaged in personal conversations with thousands of students across six days of activism. There were crowds around our stall for most of each day, meaning that after one conversation, we immediately started on the next!

Looking back at all our conversations, we noticed some clear trends. The majority of students are still unaware of the truth behind the dairy industry. Only a handful were aware that in the UK 95,000 male calves are killed each year within 48 hours of birth and several were visibly upset to learn how young dairy cows are sent to slaughter after just a fraction of their natural lifespan.



To get a copy of our Student Guide visit vivashop.org.uk/student-guide



A handy guide for students, including tasty vegan recipes and product essentials

Viva!shake







Conversations turned from why we should be vegan, to how we can be vegan

Conversations on dairy inevitably turned to animal agriculture as a whole. Again, the majority of students did not know that male chicks are gassed or macerated to death at just one day old. More than half of the students did not know that animal agriculture is a leading cause of the climate crisis, of land, water and energy use, or that it is directly linked to food insecurity around the world. Our headline campaigns always allow us to reveal the truth about animal agriculture!

After students learnt about the reality of dairy, eggs and meat – and the environmental devastation linked to animal products – many quickly recognised the responsibility each of us has to make positive changes to our lifestyles.

Hundreds of conversations turned from *why* we should be vegan, to *how* we can be vegan. Students were delighted to take our 30 Day Vegan and Vegan Recipe Club cards, and many of the freshers confided to us that they had wanted to try veganism for years but struggled finding support from their families. Now that they are at university, doing their own food shopping and cooking, and engaging with our *Viva!shake* stall, they realised it was the perfect time for them to choose vegan.



Growing pains

We are going through a period of unprecedented political turmoil. Is it just a blip or because we have got things badly wrong, asks Tony Wardle?



I'm going to wave a magic wand and put you in charge of how our country is organised and run. What indicators would you use to gauge your success or failure? Would your priority be to eliminate poverty and iron out inequalities? Maybe improve the shockingly inadequate social care system? Or perhaps you might want to ensure that everyone had a house, all animal exploitation was ended and we did something to save our collapsing environment. There's plenty of choice.

But that isn't how things are run, here or anywhere else. The one and only criterion that governs the modern world is the rate of growth of the economy and from this, all the other things we care about are supposed to flow. Yes, permanent growth is the opiate that satisfies all cravings, solves every problem and makes its greatest proponents blindingly rich into the bargain.

Considering we've been pursuing growth for a couple of centuries and are one of the richest countries on Earth, it does beg the question – when will the above mentioned problems finally be dealt with?

Be that as it may, I have two very simple questions to the proponents of growth. Firstly, if you have fully satisfied the demand for your particular product, how can you continue to grow – permanently? Secondly, how can you have permanent growth on a planet that has finite resources?

The answer to the first is pretty clear and Unilever typifies it, being one of the very first multinational companies when the Dutch margarine maker, Unie, joined with British soap makers, Lever Bros. Then their tentacles began to spread and, like the hungry caterpillar, they chomped up one company after another to ensure growth and haven't stopped since. They now own over 400 different brands – from Bovril to Hellmans, Lifebuoy to Surf – operate in 190 countries, are worth a staggering £50 billion and employ 155,000 people. Time to relax a bit you might think – but not a bit of it.

In 2011, a cheeky little company called Hampton Creek Foods Inc began trading (they still now employ only 130 people) and crashed into the vegan market with an egg-free mayonnaise. The Unilever monolith was not amused and in 2014 issued a law suit claiming that Hampton Creek mayo was unfairly 'seizing market share' from Unilever and the resulting losses were causing 'irreparable harm'. Just savour those words for a moment.

Under competition law, they knew that Hampton Creek had every right to launch a mayo so they took a different tack and tried to get them under trades description – mayo contains eggs so this product could not legitimately be called mayo, they claimed.

If you think that's a sledgehammer to crack a nut, there's more. Secretively, the US government-owned American Egg Board (AEB) claimed that Hampton Creek was 'a major threat' to the egg industry and paid an agency to launch an online media campaign attacking them. This extraordinary act of bullying backfired as people everywhere expressed their outrage, Unilever dropped the case and the CEO of the AEB was sacked.

This attack on a tiny competitor wasn't a blip but rather the *modus operandi* of capitalism. Those who invest in companies expect a return on their money – a regular income in the form of interest dividends and capital growth so that when they sell their shares they get back more than their original investment. The only way these expectations can be met is for corporations to constantly grow, obliterate as much competition as possible and to minimise their costs – particularly wages. Morality is usually an alien concept.

There can be no limiting of animal numbers, all of whom need to be grazed and fed, and so land is pushed beyond its limits with 2,000 or more fertilisers, pesticides, herbicides and fungicides

The tobacco industry had known for decades that its products kill and are responsible for the world's largest public health emergency. Through a whole range of underhand deceits – phoney science, bought doctors, trashing of good science and government collusion (well, there were massive tax revenues to be had) big tobacco had an easy ride in the UK and Europe for decades.

When the genuine science was finally allowed to surface, instead of beating their collective breasts and crying '*mea culpa*', tobacco bosses shrugged their shoulders and concentrated sales on poorer countries with even laxer regimes. Business as usual! Big Tobacco now kills eight million people a year and yet has no shortage of investors. Growth is King! And now we see the meat industry learning tobacco's lessons and forming a Meat Advisory Panel that spouts nonsensical science and has the full support of government despite posing a far, far greater threat than tobacco.

If you're a sales rep for Pfizer or Roche or Merck,



Illustration © Simon John Parkin with apologies to Eric Carle

your monthly sales of medications has to increase month on month and it's no excuse saying we've saturated the reflux market, or whatever. And so you have to devise ever-more ingenious ways to keep doctors buying from you. It is typified by a case involving Johnson & Johnson (J&J) in the US, where there is a massive problem of addiction from the over-prescribing of opiate (heroin based) pain killers. There have been over 400,000 deaths so far from opioids, prescription drugs killing far more than the street variety.

In August 2019, the state of Oklahoma took J&J to court and in a damning judgment told them that they bore wide responsibility for helping to create the worst drug addiction epidemic in US history; had aggressively pushed false claims about the safety and effectiveness of their opioids and had changed medical practice with 'deceptive' claims intended to break down caution among doctors about prescribing opioids. That included using its huge resources to fund organisations and research to promote opioid narcotics. Doesn't it all sound so terrifyingly familiar?

The judge fined this 'family company' $572 million (they're worth $344 billion) and their share price leapt by three per cent! The markets were expecting worse and so were jolly relieved. That's morality for you.

The pharmaceutical industry is the embodiment of growth and will be worth $1178 billion by 2021 – and livestock farming is their big, fat, delicious golden goose. There can be no limiting of animal numbers, all of whom need to be grazed and fed, and so land is pushed beyond its ability to cope with 2,000 or more fertilisers, pesticides, herbicides and fungicides. Profit centre number one.

Over 80 per cent of these animals eke out their miserable lives in filthy, intensive, reservoirs of disease.

How can you have permanent growth in a finite world?

And so another cornucopia spills its riches of drugs and antibiotics from which big pharma benefits hugely. Profit centre number two.

When the animals are eaten and their milk drunk, they poison and disease those who can afford them. And then the real goldmine opens up – nearly 13,000 prescription medications in a world that could happily get by on just 433, according to the WHO. Profit centre number three!

The Amazon burns, species are driven to extinction, forests fall, land degenerates, antibiotics turn lethal and deserts spread ever wider thanks to the never-ending growth of livestock. Precious elements become rare, oil burns unceasingly, useable land and water become scarcer and pollution scars our world. But the growth must go on. And so back to my second question – how can you have permanent growth in a finite world? You can't and the end game is beginning to play out.

Industry and government are locked together like conjoined twins and neither has shown any inclination to act because they can't – to diminish consumerism is to destroy capitalism. And so they will continue to tinker around the edges with diversionary tactics such as plastic straws or removing toys from 'happy meals' while the juggernaut of consumption continues rolling.

Those with power never surrender it voluntarily and so eventually it will be down to you and me to save the world. As vegans, we are already in the vanguard but there is much more to do. The only thing I can promise you is this – it's not going to be pretty!

Tony Wardle investigates VBites' huge new vegan vision…

Plant Based

Heather Mills takes some understanding. I sometimes think she's had a fear by-pass – how else could she hurtle downhill on a pair of skis at almost 104mph to become the world's fastest disabled skier? Well, that's a misnomer for a start because there is nothing remotely disabled about Heather, it's just that she uses a prosthetic leg.

That lack of fear isn't just about things physical but imbues every aspect of her life, along with an unquenchable belief in herself, an unfailing positivity and a determination to succeed. Yes, she did go through a nasty public divorce from Paul McCartney and yes, she was relentlessly vilified by the gutter press (quality press as well, come to think of it) and no one would have been surprised had she crawled away into a corner and sucked her thumb. But she didn't – instead she bought a vegan food factory and launched VBites!

I realised at the time what an extraordinarily brave thing that was to do because she was risking most of what she had on her judgment that the future was vegan. And, of course, she was right and we shared that vision. VBites and Viva! are really two sides of the same coin – we push the vegan revolution ever forward while Heather helps to meet the demand it creates. Perhaps not surprisingly, she is a patron of Viva!.

The original VBites Corby factory is still there but it's no longer alone. It has been joined by the 180,000 sq ft former Walkers' crisp factory at Peterlee, County Durham, and the 18,000 sq ft vegan cheese-making factory at Benton in Northumberland, not far away.

For Heather, this investment in the North East was really the return of the native for it is her home territory, although her return was rather more auspicious than her upbringing, which was fraught to say the least. Despite





"THIS IS AN ENTERPRISE ON WHICH THE FUTURE OF THE PLANET IS GOING TO DEPEND"

Valley

this, she has a strong sense of loyalty to the area and feels huge satisfaction in bringing jobs to where there simply aren't enough of them.

But then came the biggy at nearby Seaton Deleval – and I mean the really biggy – when she took over the massive 330,000 sq ft former Coty Old Spice complex. Heather invited me to talk to the 150 or so local dignitaries, politicians and business people at the launch on September 12, 2019, and once again, as I stood in front of them, I had to admire her sheer courage and vision. She has sunk everything she has into this venture ("I've got a camper van on standby just in case!") but this is not just another factory expansion, it's a vision.

VBites still exists but Heather has now wrapped together all her operations under the umbrella name of Plant Based Valley (think Silicon Valley) and it's intended to become a Northern powerhouse for the brightest vegan minds and manufacturers. Small vegan companies and start-ups, who often struggle financially to scale up their production, can now share this enormous space with VBites, share overheads, facilities and even production lines. The goal is truly grand (as you'd expect) – to make the North East a world centre for plant-based businesses.

"This is an enterprise on which the future of the planet is going to depend," Heather told the launch audience. "The cattle culture diet is having a disastrous effect on the climate and threatens our very existence. For the sake of continued life on Earth, we all have to make significant changes to our diet – each of us has that global social responsibility. It has to happen sooner or later – and I pray that it is sooner for the sake of our children and our children's children.

"The Government has to wake up to the fact that a plant-based economy is an environmental necessity and needs urgently to invest in its innovation and expansion so that Britain can become its world leader."

Already, ONIST and its avocado chocolate pots have joined the gang, as have One Planet Pizza, Beau's Feel-Good Gelato (cashew-based ice-cream) and Probeet – a kind of meat substitute. Oh, and there's a seitan company limbering up in the wings.

And there's more! VBites have just announced a collaboration with the cheese maker Applewood to produce a vegan version of their popular, smoky-flavoured cheese. It's fortified with vitamin B12 and calcium and is said to have the same creamy texture and meltiness as the original Applewood. "It's a game changer," says Heather and it's certainly being hailed as a real breakthrough, with taste tests giving it a huge thumbs-up, including our own. It went into 235 Asda stores in October and will be rolled out generally in January, 2020.



"FOR THE SAKE OF CONTINUED LIFE ON EARTH, WE ALL HAVE TO MAKE SIGNIFICANT CHANGES TO OUR DIET"

One more to join Plant Based Valley's phalanx is Vmega-3 (by VBites) – a non-fishy and convenient source of omega-3 essential fatty acids. They're obviously vegan and sensibly obtained directly from algae – precisely where fish get their omega-3s – avoiding all the catching and killing.

If it proves as popular as I think it will, Plant Based Valley is unlikely to run out of space as Heather has a further 10 acres of development land on standby for a further 200,000 sq ft of accommodation.

I've known Heather Mills for about 17 years and witnessed numerous dramatic twists and turns in her life but I have not once seen her lose her self-belief. She is indomitable and recent news footage of her standing on the steps of the High Court addressing the world's media illustrated how she just doesn't give up. It took something like 15 years but she finally got News Group Newspapers (NGN), owners of the old *News of the World* and the *Sun*, to apologise to her and her sister Fiona for phone hacking and gross invasion of privacy.

As Heather announced her victory, I wouldn't have been a bit surprised to see her quote the *Sun's* most infamous headline – 'Gotcha'. Go Heather!

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There's no time to waste! Viva!'s Street Action team tell the public…

VEGAN NOW!





BY LAURA LISA HELLWIG

We took our new campaign to the streets to tell people that we have to act with urgency to save our planet.

While our new headlining environment campaign was being launched to the world with a press conference at the Labour Party Conference in Brighton, we were on the streets of the same town, pulling in crowds of people. We drew them in with a huge, 3D optical illusion artwork and talked to them about how the dairy and meat industries are destroying our planet.

On big TV screens, we aired Viva!'s brand new environment video, also called Vegan Now!, which highlights the urgency of changing our lifestyle. Together with many volunteers, the Viva! team handed out leaflets and spoke to hundreds of people on Brighton's extremely busy seafront and in the city centre.

Once you had to fight for people's attention but now it is astonishing how many people stop to talk to us, wanting information. The majority knew that our planet is in an emergency situation but were unclear about what they could do as individuals to help the situation. The fact that going vegan is the single biggest way to reduce our environmental impact was welcomed and offered a sense of hope.

They were open to the idea of reducing their consumption of animal products and switching cows' milk for plant milk seemed to already be a regular habit.

We were able to motivate many, encourage others and engage in detailed debate with some who still believe that it's a case of 'Emergency? What emergency?' These, of course, are the hardest to convince but we were armed with our new and persuasive environment leaflet, *Emergency, Emergency, Emergency*. It has chapter and verse on every aspect of how livestock farming is destroying our planet.

Even the more hard-line environment sceptics found the carefully-marshalled evidence hard to argue with. It is drawn, of course, from our fully-referenced scientific report, *Envirocidal*. Even if they didn't concede there and then, we know we planted many a seed – and that's what campaigning is about.

Andrew from Brighton had a long chat with us and was very interested in the science behind the *Envirocidal* report. Before he turned to walk away he said: "You know what – you're right! I'm going vegan now!" That's what we love to hear!

Over the next year, Vegan Now! will be a big part of our campaigning work. If you'd like to see our video that's making waves or help us save the planet, find out how to get involved at **viva.org.uk/vegan-now**

Top: Viva! campaigner Tayana Simons and Labour MP Kerry McCarthy in Brighton. Above: the Viva! team at Bristol Climate March. Below: Our eye-catching 3D optical illusion grabbed the attention of many



media life



Viva!'s media blitz for the animals

BY TONY WARDLE, EDITOR



Here, there and everywhere





Viva!'s Vegan Now launch goes global with an extraordinary media blitz

Press coverage for this important launch was kicked off by a comment column in the *Daily Telegraph* by director Juliet Gellatley, which was headed: There's an easy way to slash your environmental impact: go vegan. A great start – and then came the rest!

Patron Michael Mansfield QC was unable to attend our Vegan Now Brighton press conference in September due to personal reasons but he did record a video message for the 'standing room only' gathering. He was also quoted in our press release and we suspected his words might create a bit of a stir. As it turned out, it created a global firestorm. What was it he said to cause such an uproar? That one day meat might be made illegal! It was 'light the blue touch paper and stand clear'.

Every single daily newspaper carried a large piece in print and expanded it even further on their websites and they were followed by regional and local titles. That triggered a whole string of radio stations to go to town on the subject and suddenly the whole of Britain was debating whether Michael's statement had validity – will meat one day be banned?

The way it was handled was perhaps the most surprising outcome for rather than just poo-pooing it, as they would have done once, almost every title engaged in a serious debate and almost all quoted at length from director Juliet Gellatley, most leading into the story with her words:

"Some 25 per cent of all global greenhouse emissions come from agriculture, with livestock production contributing about 80 per cent of that.

"Thirty years ago people didn't bat an eyelid if you lit a cigarette in a pub or restaurant. But now society accepts smoking is harmful and totally unacceptable."

Over 100 newspapers, websites and radio stations covered the story, taking our arguments to many millions of people. It was a *tour de force* and even made it as far as Russia and the US. We also raised the prospect of taxing meat, as has been done with tobacco, and both these concepts are now in the public domain. At the time of going to press, our short and powerful Vegan Now video had been seen 700,000 times on YouTube.

But that wasn't all the recent media coverage…

BBC 1 TV National News

Campaigner Will Sorflaten promoted veganism brilliantly from a West Country dairy farm when he tackled the old myths about high animal welfare, driving home the cruelty inherent in dairy farming. But as he said to us afterwards: "It really wasn't nice being filmed in sight of all the calves who had been separated from their."

BBC Radio 2 – Jeremy Vine Show

This was one of the stations that covered our Vegan Now! story but Will cropped up again here, interviewed to demolish the latest 'fake news' story that red meat isn't bad for you after all.

BBC 1 TV – Sunday Morning Live

Panels on TV are always a frustrating format as you have to decide how much of your time to use countering other panelist's misinformation and how much in promoting your own views. This panel consisted of Juliet, Viva! patron Dale Vince of Ecotricity, a meat-eating journalist, Ella Whelan, and a once-vegan athlete who said that going back to eating meat was 'orgasmic' (although not for the animals, I suspect). The debate was about veganism.

Judging by the thousands of comments on social media, Juliet and Dale smashed it!

That's TV Manchester

Our No Porkies campaign has been touring UK cities handing out free vegan hot dogs and talking to shoppers about the cruelty of pig farming. Campaigner Tayana Simons did a faultless piece to camera against the backdrop of our eye-catching gazebo. *About Manchester* also covered the event with a big headline 'No Porkies – Here's how to get free Vegan Hotdogs in the City Centre this Saturday.'



◄ Roisin Mcauley, Viva!'s PR & marketing manager, putting the best possible face on Bristol as a vegan destination in the *Bristol Post*

Hogwood Victory

Once again the *Daily Mail* covered our (third) undercover investigation of Hogwood, both in print and with a huge piece on its website. There's no doubt that the extensive media coverage we've achieved has tipped the scales and contributed greatly to Tesco and Red Tractor dropping the farm.

The *Bristol Post* also covered the victory at length as did BBC News Coventry & Warwickshire, with a big and entirely uncritical piece on its website. Its radio coverage was, however, little short of shameful. The programme led in with a long interview with farm owner Brian Hobill, allowing him to defend his treatment of animals and attack Viva!. The presenter posed not one critical question, despite Tesco, Red Tractor and a big meat company all condemning welfare on his farm.

When Juliet was eventually interviewed, she was attacked for Viva!'s treatment of Mr Hobill. They chose the wrong person! "It's outrageous that you should allow someone who has been condemned for his cruelty to animals by three big organisations to try and justify his actions. You should be congratulating Viva! for exposing him…" And that was just the start.





▲ *The Metro* ran this super picture of Team Viva!'s hero Andrew Lilley completing the Ironman ordeal and finishing in the top 10 per cent of over 1,000 competitors

Meghan's vegan baby

Of course it had to happen – once Meghan Markle (I should call her the Duchess of Sussex but it sounds like a pub) said she might rear baby Archie as a vegan, all the finger wagging began. But at least the *Daily Express* called on Dr Justine Butler, Viva!'s senior health campaigner, to set the record straight and give her Grace the green light.



earth SCIENCE

Viva! unravels scientific research and makes it easy to understand. In this issue we update you with the latest science looking at how livestock farming is driving the climate crisis.

BY DR JUSTINE BUTLER, VIVA! HEALTH RESEARCHER

"I don't want you to listen to me, I want you to listen to the scientists."

Greta Thunberg, environmental activist

One million in danger

The UN warns that one million species face extinction

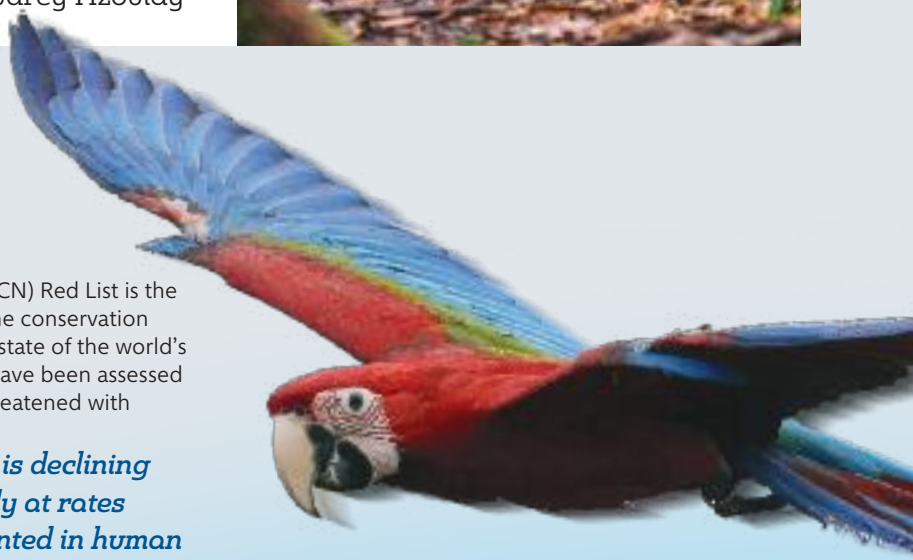
A landmark report from the United Nations has warned that one million species are now threatened with extinction – many within decades. Extinction happens naturally at a rate of one to five a year; we're losing species at up to 1,000 times that background rate. The culprits are: changes in land and sea use; direct exploitation (including hunting and fishing); climate change; pollution and invasive alien species. Livestock farming and fishing are at the heart of all these. Compiled by 145 experts from 50 countries, the report says: "Nature is declining globally at rates unprecedented in human history – and the rate of species extinctions is accelerating, with grave impacts on people around the world now likely." The authors say it's not too late to make a difference, but only if we start now at every level, from local to global.

United Nations. 2019. *Global Assessment Report on Biodiversity and Ecosystem Services*. ipbes.net

"Following the adoption of this historic report, no one will be able to claim that they did not know. We can no longer continue to destroy the diversity of life. This is our responsibility towards future generations."

Director of UNESCO, General Audrey Azoulay





Red alert

Life on earth under serious threat

The International Union for Conservation of Nature's (IUCN) Red List is the world's most comprehensive source of information on the conservation status of animals and plants. It's a useful indicator of the state of the world's biodiversity – a barometer of life. Over 105,000 species have been assessed and the results are disturbing, with more than 28,000 threatened with extinction – 25 per cent of mammals, 40 per cent of amphibians, 34 per cent of conifers, 14 per cent of birds, 30 per cent of sharks and rays and 33 per cent of reef-building corals – all living under threat. Clearing land for grazing or growing animal feed and overexploitation (hunting and fishing) are by far the most prevalent threats.

IUCN. 2019. IUCN Red List of Threatened Species. iucnredlist.org

"Nature is declining globally at rates unprecedented in human history – and it is accelerating."

UN – Nature's Dangerous Decline. Report by 145 experts from 50 countries



Deforestation disaster

‘Slash and burn’ agriculture is destroying tropical rainforests

Rainforests are being destroyed to make way for livestock grazing and growing animal feed. Over the past decade, previous governments have managed to reduce deforestation in many areas. However, satellite images show that deforestation in the Brazilian Amazon rainforest has increased rapidly since Jair Bolsonaro, a climate change sceptic, became president of Brazil in January 2019. The National Institute for Space Research (INPE), says deforestation of the Brazilian Amazon has surged above three football fields a minute, pushing the world’s biggest rainforest closer to a tipping point beyond which it cannot recover. Brazil contains 60 per cent of the Amazon rainforest – is that burger really worth it?

INPE. 2019. Area detection variation of DETER project with monthly granularity and PRODES Annual Seasonality (August to July). http://terrabrasilis.dpi.inpe.br/app/dashboard/alerts/legal/amazon/aggregated

“The UK directly imports about 30,000 tonnes of beef and beef preparations from Brazil. As far as I’m concerned, this means when we eat meat, we have deforestation on our plate. In addition to calling [Brazil’s] government to account, we must call ourselves to account.”

Dr Marco Springmann, senior researcher for the Oxford Martin Programme on the Future of Food

Land use crisis

Livestock farming is killing the planet and we are running out of room

The latest Intergovernmental Panel on Climate Change (IPCC) report, *Climate Change and Land*, highlights the damage livestock farming is doing to the land surface of the planet. Contributed to by 107 experts from 52 countries, the report found that a half-billion people already live in places turning into desert and soil is being lost between 10 and 100 times faster than it is forming. The authors say that a shift towards a plant-based diet would help preserve land, lower greenhouse gas emissions and benefit health.

IPCC. 2019. Climate Change and Land. ipcc.ch/report/srccl



Reasons to be cheerful

Consumer attitudes are shifting away from meat

The number of people reducing their meat intake for environmental reasons is historically low but rising. Research suggests that the main motivations for most vegans and vegetarians are animals or health, with the environment considered an additional reason. Among meat-reducers or ‘flexitarians’ not motivated by animal welfare or health, environmental concerns appear to be gaining traction. The authors suggest the media, public health educators, nutritionists, policy makers and the food industry should consider using environmental reasons to promote healthy and sustainable diets.

Sanchez-Sabate R and Sabaté J2. 2019. Consumer Attitudes Towards Environmental Concerns of Meat Consumption: A Systematic Review. *International Journal of Environmental Research and Public Health*. 16 (7),

“A vegan diet is probably the single biggest way to reduce your impact on planet Earth, not just greenhouse gases, but global acidification, eutrophication, land use and water use.”

Joseph Poore, Environmental Science Researcher, University of Oxford

Viva!

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Photo © Melanie Smith

Media man, punk-bred John Robb

No More Dad's Army for me

There comes a time in every life when a person can find themselves on the wrong side of the generation gap. Grizzled veterans of pop culture find modern music is 'just shouting' – yet they remember punk and how their parents just didn't get it.

Getting older is to be embraced but you don't have to close your mind or culturally enrol for Dad's Army. The modern day Dad's Army look like Jeremy Clarkson and are led by Piers Morgan – a puffed up, ruddy-faced Captain Mainwaring – waving their sellotaped bayonets at the modern world.

One day you were young and hooked onto the future; the next you've been stranded on the wrong side of the generation gap muttering insults about vegans, modern music, phone zombies and especially climate activist Greta Thunberg. She has become the defining symbol of the new generation gap in a million more powerful ways than the icons of our youth like Johnny Rotten ever were.

It's the sight of a 16-year-old girl changing the world right in front of their eyes that really terrifies them. Greta Thunberg has, within months, defied a complacent, gas-guzzling generation by pointing out that the party is over.

Fingers were put in ears and the message was swerved by a whole cabal of deniers who preferred to take pot shots at the teenage campaigner, claiming she was 'green behind the ears' when she sounded like she had more wisdom than all their angry keyboard-clattering fingers. They claimed she was 'fake', being paid by sinister organisations; they didn't like her hair or face and all those insulting non-arguments that thunder across the internet.

In truth, the world is getting ill. That pollution stuff is dirty. The baby boomers belching fumes and insults, will get lucky and escape before the big catastrophe hits.

This is no blame game, of course. We are all guilty and as the post punk band The Pop Group once sang – We Are All Prostitutes. Greta Thunberg and the youth army are not pointing fingers at the older folk – they are pleading for them/us to do something. We have blood on our hands and I'm as guilty as anyone else. We are all in the same bilious polluted swamp. We all get in cars and catch planes – if I go to Moscow I can't cycle there.

I don't nag anyone. All I can do is tweak my own lifestyle. I cycle everywhere on my 40 quid bike, sat there in my chalk-stripe suit and immaculate quif defying the Mancunian elements. I have been vegan for years because I wanted to opt out of the meat industry and its ugly ways. I am now changing flights to trains as much as I can. I know it's a small scratch on the surface of a big ugly elephant but it's one step at a time.

It doesn't make me feel like a saint. There is no high or low moral ground in the debate any more – it's too desperate for that. I can't invent a clean aeroplane but I can change the way I live.

I'm listening to Greta – I'm cool with a 16- year-old reminding me of my duty to the planet. I am not in fear of ideas. I still want a future I can embrace.

Doctor's Notebook

BY DR JOSH CULLIMORE MBCHB MPH



"So don't be persistent, Please keep your distance, You know my resistance is low." Hoagy Carmichael and Jane Russell's duet in *The Las Vegas Story* could well have been a public health warning

RIP Modern Medicine – thanks to factory farming

Of all the public health crises facing us in the 21st century, the issue of antibiotic resistance is one of the most urgent. In fact, the Chief Medical Officer has declared that we are facing a 'post-antibiotic apocalypse' that heralds the 'end of modern medicine' (1).

If that happens, infections that are today easy to treat, and routine surgical operations such as Caesarian sections and hip replacements, will once again become deadly. It is predicted that by 2050 about 10 million people a year will die of antibiotic resistance – more people than die from cancer (2).

How has this crisis been allowed to come about and what is it that's contributing to it? It seems that whenever you read a news report on the subject it is usually doctors who take most of the flak, criticised for prescribing unnecessary antibiotics (3). Fortunately, there are now initiatives to reduce the problem but it is only one part of the story.

As a GP, I spend a significant amount of time helping to educate patients on why antibiotics won't cure their cold or flu. These are both caused by viruses and antibiotics are only effective against bacterial infections. But the other, greater part of the story, doesn't involve doctors at all – it is farmed animals and they consume more antibiotics than humans (4).

Preventative antibiotics are added to the feed and drinking water of groups of animals to compensate for the intensive, cramped and unhygienic conditions they are forced to live in and where disease spreads rapidly. There are belated efforts being made to reduce antibiotic use in factory farming but it was prolific. Antibiotics were given to treat diseases; others were given to prevent diseases; and different antibiotics – growth promoters – were given to make the animals grow faster. The most intensive systems tend to be those in which chickens and pigs are reared.

Undercover filming over a period of three years by Viva! demonstrated the terrible reality of conditions in which pigs are kept at Hogwood Farm. It took time but eventually it led to Tesco dropping them as a supplier. Antibiotic-resistant superbugs such as MRSA have been identified in British pork and this poses a direct risk to humans (5).

The Food Standards Agency (FSA) recently reported that resistance of Campylobacter to fluoroquinolones in British chickens is currently running at 41 per cent of the national flock – and this is a medically important antibiotic for treating human conditions (6).

The use of these antibiotics in animals is a significant source of resistance in human campylobacter infections and I have had to treat a number of severe infections that have required last-resort antibiotics. Unfortunately, last resort antibiotics such as Colistin are also still being used in animal agriculture, against the advice of the



World Health Organisation (WHO) (7).

As the Chief Medical Officer said in 2009: "Every inappropriate or unnecessary use [of antibiotics] in animals or agriculture is potentially a death warrant for a future patient" (8). This is an extraordinary condemnation of a system that has put commercial interest ahead of public health and sadly, vegans are not immune. This is not only a risk to people who directly ingest meat but to everyone, as antibiotics from livestock are known to contaminate manure used as fertiliser for fruits and vegetables and are also found in wastewater run-off from farms (9).

After lobbying from health and animal welfare organisations, the EU has agreed to ban the preventative antibiotic group treatment of farmed animals in 2022 – known as prophylactic use and administered to prevent the outbreak of disease rather than treat it once it has happened (10). This does not, however, ban preventative treatment for single animals before an operation, for example, nor does it ban the use of critically important antibiotics – antibiotics that are a last-resort for treating human infections.

With the UK set to leave the European Union, it has not been confirmed whether we will abide by the same rules. In fact, the situation of antibiotic resistance is set to become much worse in light of a possible trade deal with the USA, who have no plans to ban preventative antibiotics and currently use five times more antibiotics per animal than in the EU (11).

Antibiotic resistance has nearly tripled since 2000 in middle and low-income countries such as China, which farms over half the world's pigs for meat (12), owing to poor or non-existent policies on animal welfare and antibiotic use. In fact, most of these countries still use antibiotics as growth promoters, something which has been banned in the EU. It is likely that there will be substantial increases in meat imports from these countries into the UK if the British government cuts tariffs following Brexit.

Antibiotic resistance is an international crisis that does not respect national borders so international legally binding agreements are essential, in the same way that climate change is addressed through the IPCC (13). Of course, antibiotic resistance is only one of the many health and environmental problems caused by animal agriculture and ultimately the best personal decision anyone can make is to adopt a plant-based diet. I explain to my patients why this will reduce their risks of heart disease, type 2 diabetes, obesity and certain cancers, and is the most effective action anyone can take to reduce their impact on the earth (14).

In order to avoid public health epidemics of chronic disease, ecological breakdown and a post-antibiotic apocalypse, we need to act urgently and decisively.





To view references go to
viva.org.uk/vivalife/references

For Viva!'s film on the impact of pig farming on antibiotic resistance, go to **viva.org.uk/swine**



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Zero Green

Zero Green was Bristol's first zero waste shop. Here, too, you can bring your own containers to fill with loose products – from any dry food you can think of to cleaning products and even fresh peanut butter!
Where to find – 80 North Street, Bristol BS3 1HJ
DISCOUNT: 10% OFF ALL FOOD



Interesting Eating Company

Liverpool's quirky coffee shop and eatery now has a whole-plant-based menu for you to browse and also offers carbon-free dining!
Where to find – 117 Allerton Road, Liverpool L18 2DD
DISCOUNT: 10% OFF ANY ORDER, ANY TIME

52 Rose Lane Bistro

Offers vegan options and carbon free dining.
Where to find: 52 Rose Lane, Liverpool L18 5ED
DISCOUNT: 10% OFF ANY ORDER, ANY TIME

CNM – College of Naturopathic Medicine

A leading provider of nutritional therapy, herbal medicine and natural chef training. In response to growing demand, CNM have now launched vegan versions of the Natural Chef, Cooking for Health and Nutrition for Every Living courses. Their Vegan Natural Chef diploma is extremely popular with more and more professional chefs attending to learn how to cater for the growing vegan market!
naturalchef.com
DISCOUNT: 10% OFF ANY SHORT COURSE

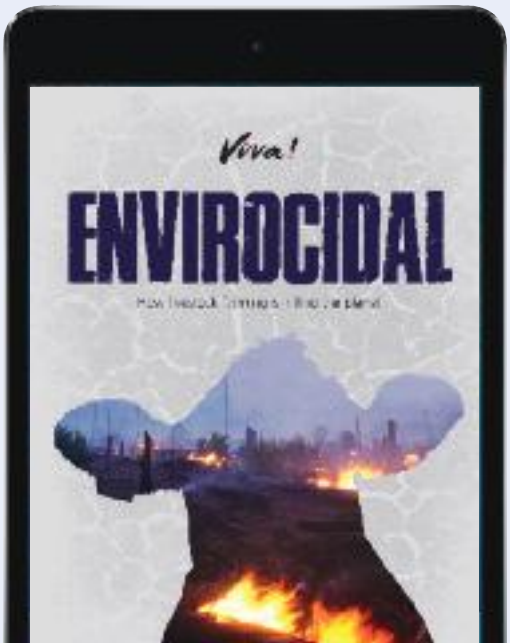
The Green Woman



The Green Woman, founded by two sisters in 2013, are the creators of Fit Pit natural deodorant – handmade in small batches in the UK. They are FREE FROM aluminium salts, parabens, BPAs, palm oil and petrochemicals.
100% organic, vegan and plastic free.
thegreenwoman.co.uk
DISCOUNT: VIVA15 FOR 15% OFF FIT PIT DEODORANT

ENVIROCIDAL the eBook!

Envirocidal is the name of our ground-breaking report on the state of the global environment and its damaging links with livestock production. It is as chilling as it is accurate – every fact and figure is backed up by the latest peer-reviewed science. It is now available paper-free. Just search 'envirocidal' on Amazon.co.uk and you can read it on any device for just £2.49.



Want to partner with Viva! to offer your vegan products and services to new audiences? See **viva.org.uk/resources/businesses** or email **jess@viva.org.uk**

We thank you! We need you!

A massive thank you to the incredibly enthusiastic and hard-working Viva! stall volunteers who have helped represent Viva! at events throughout 2019 so far and have raised valuable funds for our campaigns.

- June 29, Liverpool Vegan Festival. Nicky Robinson and Rog – £270 raised.
- July 6, Plymouth Vegan Fesival. Annie Gibson-Harrison, Caroline Gora and Andre Gora – £359.47 raised.
- July 13, Maidstone Vegan Fair. Antonia Omirou – £140 raised.
- August 3, North Cornwall Vegan Fair. Annie Gibson-Harrison, Caroline Gora, and Andre Gora – £150.50 raised.
- August 4, Dorchester Summer Vegan Fair. Patricia and Paul Raudner – £116.50 raised.
- August 4, Weston-Super-Mare Vegan Festival. Patsy Adamo – £208.25 raised.
- August 11, Bridlington Vegan Festival. Jayne Eaton – £175.50 raised.
- August 31, Dorset Vegan Festival. Rhiannon and Shaun – £270 raised.
- September 1, The Little Nibble Market, Horsham. Aby Mason – £182.13 raised.
- September 21, Hull Vegan Festival. Karen Durham – £236 raised.



MY VEGAN TOWN
VIVA! VEGAN DIRECTORY

Don't miss out on fantastic vegan events ever again! Get on down to **myvegantown.org.uk**, where you'll find our handy online events calendar plus loads of listings for vegan-friendly places to eat, shop and stay!

TEAM Viva!

It's Official – Andrew Lilley is a vegan

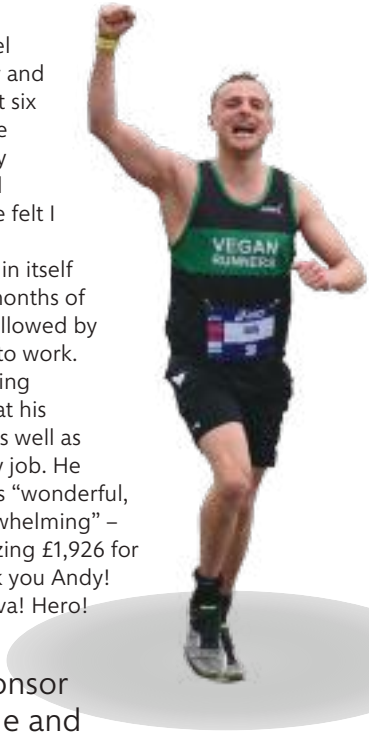
IRONMAN!

Andrew has been a Viva! supporter for many years but this summer he decided to take it to another level by entering the Bolton Ironman.

Now this is a serious event – an ultra-triathalon that starts with a 2.4 mile outdoor swim, followed by a 112 mile cycle ride and then a full, 26.2 mile marathon! The Bolton Ironman is known as one of the most difficult sporting events in the world.

Why on earth did Andy take on this gruelling challenge? "The reason I do these events is to prove that plant-based foods are the best fuel you can have for sport, fitness, and living a healthy lifestyle." Did he prove it? Oh boy, he certainly did:

"My plant-based fuel gave me more energy and more power in the last six hours of a 12 hour race than 90 per cent of my competitors. I finished strong and never once felt I would falter."



Andy's training was in itself eye-watering – nine months of daily 1.2 mile swims followed by a 10 mile run or cycle to work. And he continued selling delicious vegan food at his London pop-up stall as well as doing his full-time day job. He described the event as "wonderful, exhilarating and overwhelming" – and he raised an amazing £1,926 for our campaigns! Thank you Andy! You're a true Team Viva! Hero!

You can still sponsor Andy's challenge and support Viva!'s vital campaigns at **viva.org.uk/andy-lilley**, or give us a call on 0117 944 1000.



Please be nice to animals

IT'S A SIMPLE THING TO ASK SO LET'S JUST DO IT

Viva!

Shop the range – vivashop.org.uk/pleasebenice

Viva! Christmas Cards

Send well wishes to friends, family and neighbours, and help raise funds for our lifesaving work to boot! This year we've got four new designs for you to choose from – and we're think they're pretty damn cute.

Our Festive Hens card has a sneaky Where's Wally? hen in the midst. Our puntastic Sprout of This World design will give you a giggle. The Happy Vegan Christmas card is a heart-warming reminder of the lives we will save this season, And the Pig & Snowman Friends is a cutesy all-rounder! Each design comes in a pack of 10 with envelopes. **£5**





Cheeky Chocolate Santas

These fun and delicious chocolate santas are the perfect seasonal treat, handcrafted by the awesome folk at Vantastic. Equally suited as a treat for yourself or a quirky little stocking filler! Available in both creamy White Chocolate and hint-of-vanilla Vegan Milk Chocolate, each 100g. **£3.99**



'Tis the season...

LET'S GET A LITTLE FESTIVE WITH SOME OF OUR FAVE SEASONAL TREATS AND OUR WONDERFUL NEW RANGE OF CHRISTMAS CARDS! VIVASHOP.ORG.UK/CHRISTMAS

Festively Flavoursome Goupie

You know we're big fans of Goupie chocolate here at Viva! – and this year we have a range of three delicious festive flavours for a proper treat! A Taste of Christmas – think dried fruits, roasted nuts, citrus peel and Christmas spices – all the classic flavours!

Try Boozy Christmas for the same yuletide effect – but with a little kick. And new to the market this year, White Christmas is a lighter take, with white Belgian chocolate, caramel and citrus fruits, cranberries and a pop of cardamom. Lovely! Each flavour is available in 180g £4.25 or 75g **£2.25**



See more goodies and shop our huge, brand new 19/20 range, including seasonal offerings, at vivashop.org.uk or call 0117 944 1000 (9am-5pm) to place an order

DEAN FARM TRUST

PROTECTING INFORMING EDUCATING

Registered Charity No. 1122303

/DeanFarmTrust

/deanfarmtrust.org.uk

E. info@deanfarmtrust.org.uk

Dean Farm Trust, a big thank you to everyone this year for supporting our 230 sanctuary residents. Our Sanctuary shop now have seasonal gifts, clothing and sponsor a resident for sale. All proceeds help towards the care and welfare of our animals.

deanfarmtrust.org.uk/shop



www.deanfarmtrust.org.uk Please help promote compassionate living

Vegan Nursery Rhymes

A book of poetry by Kate Foster

Available on Amazon



New Edition! Includes 10 Brand-New Rhymes

The Vegetarian Charity

Vegetarians and vegans aged under 26 who are in need of financial assistance can apply for grants of up to £500 from The Vegetarian Charity. For an application form please email the Grants Secretary or visit our website.

www.vegetariancharity.org.uk

grantssecretary@vegetariancharity.org.uk

Donations and legacies to help us continue our work are welcome.

Registered Charity No 294767



Castile Soap

100% olive oil soap.
Natural cold process.
Not tested on animals.
Additive and fragrance free.

VIVA! Readers, Special Introductory Offer

Hard bar RRP £3.99,
30% discount first order offer price - £2.49
Liquid RRP £4.99,
35% discount first order offer price - £3.25
Post free, normally £3.50

Go to www.dogwoodfarmsoap.co.uk
Use code - VIVA20 for 20% discount,
and enter code - Goodchoice for free postage.
Enjoy into monthly prize draw.
Minimum order £10.00.
One order per household.
Expires on the 31/12/2019.

Plant Powered EXPO

Celebrating the best of plant-based living

February 1st 2nd 2020
Olympia London
plantpoweredexpo.co.uk



Features

235 Stalls
Global Food Court
Plant Powered Lifestyle
Plant Powered Health
Plant Powered Fitness
Continental Cuisine Cookery Classes
Eazy Vegan Kitchen
Artisan Food - Creative Classes
Plant Powered Planet
Grow Your Own Food
Plant Powered Excellence
The Vegan Academy
Plant Powered Shoe Store

Ideal for new vegans, Veganuary participants and the plant-based curious

Sponsored by

PVLSE

Special Guests

Veganuary
Plant-Based Health Professionals UK
Foods for Life
The Vegan Society
Vegan Organic Network

Advance Tickets

Adults £15 | Concessions £10
(incL booking fees)
BUY 1 GET 2 FREE for limited periods

How Vegan is Your Energy?

There's no denying that the lowest carbon diet is a vegan one. And the gas and electricity you use in your home are bound to be vegan – aren't they? Well no, actually!

The energy industry hides a little secret about its use of animals and animal by-products from intensive factory farming for some of its energy production. They won't tell you but we will – and give you the opportunity to choose an alternative supply so you no longer help to subsidise factory farming.

So how on Earth do animals get into your energy supply? There are two ways – anaerobic digestion (AD) and biomass production and either can use deadstock, slaughterhouse waste, fish parts and animal slurry. Energy regulator Ofgem requires energy companies to declare the fuel mix of their supplies, which might include AD or biomass, but they don't have to say precisely what has been used to obtain them.

VEGAN OR GREEN?

Naturally enough, vegan energy is not obtained from animals or their by-products. The same cannot necessarily be said of green energy. It can include power from solar, wind, wave and tidal sources but it's not necessarily green, as Viva! discovered a couple of years ago. We investigated the Lambrook pig unit, a farm where pigs were kept in sickening conditions and their waste was pumped across a field to a 'green' energy company. Factory farming and green energy are intimately linked.

Four of the big six energy companies have animal by-products in their supply chains, along with many independent and green energy suppliers. The total isn't huge – less than one per cent of all UK energy – but it is extremely widespread, affecting almost 60 per cent of the population.

Viva! has joined forces with energy producer Ecotricity simply because it is entirely vegan – genuinely green electricity and carbon neutral gas. Their electricity comes from the wind, sun and sea and soon they will be generating their own vegan gas from grass.

SWITCHING IS EASY

We've been partnered with Ecotricity for over 10 years to help turn the tide of environmental destruction and create a sustainable vegan future. In fact, its CEO, Dale Vince, is a patron of Viva!.

By making Ecotricity your fuel supplier you can not only go energy vegan but also:

- **cut your carbon emissions – vegan energy is one of the most effective ways to reduce your carbon footprint;**
- **support ethical energy production – your energy bills don't support factory farming or the unethical treatment of animals;**
- **invest in creating a greener Britain – your energy bills will help to develop new sources of green energy and bring about positive change;**
- **help Viva!'s campaigns.**

Another bonus of your switching to Ecotricity is that the company will donate up to £60 to Viva!'s campaigns. Call free on 0808 123 0123 quoting 'VIVA'.



Call free on **0808 123 0123** quoting 'VIVA'



lifestyle Crafty

We all love finding the perfect gift for someone – or for ourselves, come to think of it – so if you know any crafty people, one of these little beauties will be perfect! Craft kits are all the rage now and a little bit special into the bargain. We've unearthed some wonderfully ethical, handmade and vegan ones currently available on the market.



BY LIAM NOLAN

DIY Organic Clay and Cacao Face Mask Kit

BY FRUITS OF THE NUT TREE

A good pamper is always a treat and makes a fantastic gift. This lovely kit contains all the ingredients to make up to four clarifying face masks. Fruits of the Nut Tree was created to make it easy for people to avoid chemicals that are often hidden in conventional skincare products, while the organic and natural ingredients make this one safe for soil and sea – as well as your skin! Handmade in the UK. RRP £19.50, available at wearthlondon.com.

Vegan Wax Wrap Kit

BY ROWENSTILLWATER

Our friends over at RowenStillwater have created this great kit – perfect for environmentally-conscious vegans! Each one comes with everything you need to make three large vegan wax food wraps, completely plant-based and soy-free, too. RRP £13.99, available from rowenstillwater.com.







Vegan Pasta Making Kit

BY PASTA EVANGELISTS

Definitely for the kitchen dwellers! If you know a cook-it-from-scratch enthusiast, this vegan kit will go down a storm. This beginners' kit contains everything they'll need to make home-made pasta of many different types – you'll get the necessary food ingredients as well as a pasta cutter, gnocchi maker, ravioli stamp and instructions on how to make trofie and orecchiette pasta (a little bit more up-market!). RRP £25, available from notonthehighstreet.com.

gift giver



Vegan Marshmallow Toasting Kit

BY THE NAKED MARSHMALLOW CO

I don't think I know anyone for whom this gift would not be appropriate – definitely a fun treat to give and receive! Each kit comes with marshmallows, a marshmallow toaster and, of course, bamboo skewers on which to toast them. I reckon this one would be perfect for the festive season – it's the sort of gift you can crack open and have fun with on the day! RRP £19, available from notonthehighstreet.com.



Eco Friendly Soap Making Kit

BY TRUELINATURE

Handmade, eco-friendly, cruelty-free soap! A fun and simple gift – each kit will make three large soaps. Comes in three different scents – Lavender, Jojoba & Alkanet Root; Tea Tree, Olive & Activated Charcoal; and Peppermint, Green Tea & Olive. Sounds like you could just as easily eat them as wash with them! RRP £16.99, available from truelinature.com.

The Vegan Curry Kit

BY TYGA

I don't know about you, but I've got a family member or two who are a bit obsessed with curry. This will definitely be making my shopping list this festive season! Inside you'll find all the spices and recipes to make Aubergine and Butternut Squash Dhansak, Black and Green Bean Dopiaza, Sweet Potato Saag, Cumin Potato, and Mushroom Bhaji. This is a solid gift-giving choice if you ask me! RRP £14.49, available from notonthehighstreet.com.



Plant Power Veggie Craft Kit

BY ELLBIE CO

Crafty with a vegan theme! For the fabric crafters, this is a cross stitch and felt bunting kit, which is super cute and has a positive message to boot. It would make an excellent stocking filler! RRP £26.99, available from ellbie.co.



Scented Candle Making Kit

BY LUNAR OCEAN

I'll be getting this one for myself! This well-presented and stylish gift kit would make a truly special gift. Each kit makes two different scented candles – choose between Pomegranate, Hibiscus and Lavender; Ylang Ylang and Gardenia; and Lavender & Geranium and Amber. Gorgeous! RRP £45, available from lunaroceans.com.



Boom time for Vegan Camp Out

BY TAYANA SIMONS

The world's biggest vegan camping festival, held in Nottinghamshire, this year attracted over 5,000 people from across the UK and around the world.

Viva! was proud to once again partner with the hugely popular Vegan Camp Out for the fourth year running.

The three day event was packed with talks, workshops, live music, stalls and some of the tastiest vegan food that money can buy. There was a star-studded line-up of some of the world's most famous animal rights activists and vegan influencers.

Earthling Ed gave a rousing speech on the packed-out main stage, whilst famous Australian activist, James Aspey, took the headline slot on Saturday. YouTube star Mic the Vegan gave us a myth busting session, whilst Dr Michael Klaper loaded us to the brim with nutritional wisdom.

Viva!'s founder Juliet Gellately delivered two speeches, receiving standing ovations each time. The first introduced our Vegan Now environmental campaign which launched this autumn and was preceded by her son, Jazz Wardle. His impassioned talk about wildlife extinction got a huge response: "I'm just 17 years old, this cannot happen. I do not want to be part of the generation that destroyed our world. I want to be part of a new generation that saves it."

Juliet's speech about Hogwood had the most emotional reaction of all. Footage was shown of the three investigations which led to Tesco dropping Hogwood, leaving many people in the audience in tears.

On the activism stage, holocaust survivor, and founder of Farm Animal Rights Group (FARM), Alex Hershaft talked about the creation of a vegan world through social change. Animal Rebellion introduced plans and training for their next rebellion, and Viva!'s campaigner, Will Sorflaten, ran a popular workshop on sustainable vegan activism.

For the night owls, evening entertainment included music by rapper and poet Akala, pop from Moroccan singer Zak Abel and late night drum and bass with Shikari Sound System.

Early birds could rise and shine to morning meditation and a full programme of yoga throughout the day, before nourishing themselves at one of the many vegan food stands.

Walking off the site on a sunny Sunday afternoon I was surrounded by a sea of satisfied smiles. And next year's tickets for Vegan Camp Out 2020 are already available at vegancampout.co.uk





The huge audience took to its feet for Juliet's compelling talk. Her son Jazz Wardle, stressed that as a 17 year-old he wanted a future

Agrivilla i pini



There are rare times when a particular place comes to your attention and you immediately think – I have to go there! Just such a place is the villa Agrivilla i pini, a small, picturesque organic winery in Tuscany where you stay, wine and dine.

Tucked away in a secluded olive grove, its 15 acres produce local wines, a fruity, spicy cold-pressed olive oil, saffron, cherries, lemons, apricots, figs and a whole lot of vegetables – and everything is organic. The joy is that much of this produce finds its way into the sumptuous vegan cooking that is a hallmark of the place.

Think lush, rolling hills, panoramic views, tranquillity, hundred-year-old olive trees, a swinging hammock and a chlorine-free swimming pool. And just about a mile away is the breath-taking town of San Gimignano, with its 14 medieval towers – part of a UNESCO World Heritage site. The extraordinary array of mellow stone towers has earned the town the name of medieval Manhattan.

Everything possible has been done to make this extraordinary B&B (plus dinner) as eco-friendly and sustainable as possible, including solar powered hot water, electricity generation from renewable sources, watering all the plants with rain water, all cleaning and washing products are biodegrable and laundry is air dried.

I pini is situated in the centre of Tuscany between Florence and Siena, making it the ideal base from which to explore two of Italy's most beautiful cities, providing more culture than you can shake a stick at. It has 11 rooms and suites which have been recently renovated and continue the rustic, back-to-nature feel with the use of natural materials such as chalk, hemp, clay, linen, natural terracotta floors and antique wooden furniture.

The day begins with an 'honest, home-made' breakfast and if you choose to have dinner, it will be a 'classy', creative four courses of 'carefully chosen' vegan delights. You can dine in the elegant dining room or out on the patio with beautiful, panoramic views as an accompaniment. And being a winery, you can indulge in some wine tasting of local vintages or even take some vegan cookery instruction.



WINNER
Viva! 25th Anniversary
Best Vegan Hotel

Almost every review of I pini on websites such as Trip Advisor is gushing – one five-star rating after another and comments such as 'this is the place I've always wanted to find'. I pini generously donated a free holiday to our recent 25th anniversary fund-raising dinner auction. All I can say is, I wish I had been the one to win it.

One night bed and breakfast with a gourmet, four-course dinner (low season, April - July for a single traveller) is 195 Euros: for a couple it is 139 Euros per head. More expensive accommodation is available.

Vegan Agrivilla i pini, Loc. Santa Margherita 37, I-53037 San Gimignano. Tel +39 0577 940 650
info@ipinitoscana.com | ipinitoscana.com

'this is the place I've always wanted to find'



CONTINUED FROM PAGE 19

Gabrielle describes her Chippenham background as quite traditional, rural – a meat-potato-veg upbringing but where her mum always looked after animals and over the years, put two and two together and it became normal for the family to see animals as friends.

"I've never not had an animal and I have dogs at home right now. I had a ferret until last year – he was cool. I think I see everyone as the same – a pig, a dog, a donkey or a fish are all the same. That's always been normal for me – I don't have that disconnect and nor do my parents, who are also vegan now."

So, back to Gabrielle's ethical clothing line with H&M – quite a coup I'd have thought. How did that come about?

"I'm an independent artist and so these sorts of opportunities don't usually happen for people like me. It came through my label partner, AWAL (an alternative kind of music label that offers support to independents). I was a bit hesitant because I'm an advocate of sustainable fashion so I thought, 'What positive impact can I have?' I wanted it to be in line with me – no animal products and they were really great about not using GM cotton. We agreed on organic cotton, which was brilliant, and they were up for using things like recycled plastics. I was really happy. They're such a huge organisation they could've just told me to 'do one' but they really were open to listening!"

"pigs are so like humans it's basically cannibalism"



I want to get back to animals and show Gabrielle Viva!'s new Hogwood leaflet, which depicts some of the very distressing images from our investigations. I have to declare my own position of having worked in the pig industry as a vet for the last four years and as a result, pigs are incredibly close to my heart. They have been shown to be as intelligent and emotionally complex as a three year old child and are the fifth most intelligent animal on Earth, far higher in cognitive ability than dogs, who we revere and place on the pedestal of 'man's best friend'.

But it's not just about intelligence; every animal is as sentient and able to suffer as we are yet many people find it difficult to make that connection. Gabrielle's response is strongly emotional.

"Read this Viva! leaflet and watch Charlotte's Web and you'll never eat bacon again. It's horrendous! For me, pigs are so like humans it's basically cannibalism – I find it really weird. It's just nasty! It's incredibly inhumane. You can see they're so sad!"

So what else angers Gabrielle Aplin?

"I really hate the fishing industry. They're not just ripping up fish they also collect up massive amounts of sea plants and ruin whole ecosystems. It's not straws that are the problem, something like 50 per cent of the plastic pollution is discarded fishing nets that carry on killing fish for years."

I find it crazy that people watch documentaries by David Attenborough where an octopus is shown using complex tools and displaying the ability to pre-empt dangerous situations – and then you open up YouTube and watch someone cutting the limbs off a live and conscious one to eat.

When you're constantly busy and on the road – and Gabrielle clearly is busy – it can't be easy finding places to eat and stuff to buy in towns you don't know and often have a different culture.

"It takes me to some wonderful places but I can find it difficult because I love routine. I love the hour and a half on stage every night, that's brilliant and that's what I'm there for, but otherwise it's a whole day of waiting around and travelling and that can be quite isolating. I try to make it fun and create challenges for myself. So, every day, when I get off the bus, I try to find the best vegan breakfast I can and I mark them all on my map so when I go back to that city I know exactly where I'm going.

"And importantly, I've learned the word no – I don't feel I need to say yes to everything anymore. I know what my limits are now. To be able to do my job to the best of my ability, I need to have all these things in place. But I still get scared when I go on stage – absolutely sh*t myself until the third song – then it's fine."

I know Gabrielle does vegan cooking videos on YouTube and that they've been really well received so I presume she's a crack cook so maybe that's part of the answer?

"I was really bad at cooking, and being vegan has taught me how to cook – I had no choice because I love food. I do really enjoy cooking for my 'meaty' friends – it blows their minds! 'Wow – mac and cheese!' It's like, 'YES, calm down, it's the future!'

"I never told my partner he had to go vegan, I think he just enjoyed having food cooked for him, and now it's seeped into his consciousness."

As music is Gabrielle's life, I want to know about her latest work – and her answer shows me just what an extraordinarily talented woman she is. She has already produced two albums so what about her new (third) one? **It's on her own record label (Never Fade Records), is called *Dear Happy* and will be released on January 17, 2020.** The singles from it are called *Kintsugi* and *Like You Say You Do*.

"I personally think it's really good!," she giggles. "It's the first time I've made an album all over the place as opposed to in one studio – it's taken a long time. I did it independently and it's nice to not worry about the production and feel like I have to have an acoustic guitar across everything and talk about fairies. I'm able to have full control over my artwork and videos and it's great."

That really is independence. Gabrielle will be touring in March 2020 and I really do suggest you try to see her. She's superb!

Get clicking for our photo competition

Closing date extended to December 31, 2019. Winners will be announced in *Viva!life* 73

Be a part of our crucial work by entering this competition to celebrate the animals for whom we are fighting.

We are looking for high quality photos of farmed animals, in any setting. Home, at a sanctuary, outdoors or in an intensive, indoor farm – anywhere. They can be sad or uplifting, amusing or enraging but it is the animal we want to see.

Email us as many photos as you like, colour or black and white. With a phone camera, use the highest resolution.

AGE
There are three age categories: under 11s; 11-17s; 18 and overs.

PRIZE
Overall 1st prize: Your photo will be used as the cover of *Viva!life*, plus £50 of Curry's gift vouchers. There are plenty of runner up prizes.

TO ENTER
Send your entries as hi res jpegs to photo@viva.org.uk by December 31, 2019, along with your name, address and any stories you want to share about the photo(s). If you're under 18, you must include your age.

TERMS & CONDITIONS
Any photo entered into this competition can be used by Viva! at any time, on any medium without prior permission of the photographer.





Become a stall volunteer!

Become a Viva! stall volunteer and raise vital funds and awareness for Viva!'s life-saving animal campaigns!

We are looking for friendly, like-minded people who are responsible enough to represent our wonderful charity and keen enough to sell a vegan chocolate bar or two! You don't need any experience and we will handle all the booking details for you. All you'll have to do is receive the stall boxes and head to the event on the day, set up and represent us!

It's fun, fascinating and a great way to become active in a really positive social environment. We usually have several volunteers at each festival so it's a great way to meet like-minded people in your area, make friends and expand your vegan community!

Areas we particularly need volunteers:

- Newcastle upon Tyne
- All parts of Scotland
- All parts of Wales
- Lancashire
- Cumbria
- Gloucester
- Kent

See our webpage for more details and events coming up: viva.org.uk/viva-stall-vol

We can answer your questions or sign you up if you ring or email us. We would love to hear from you.

Email: merchandise@viva.org.uk
Call: 0117 944 1000



Everything vegan is all under one roof, for one weekend only!

Veganism is not just about the food we eat, it's also about the choices we make every day. With a record number of people taking part in Veganuary in 2019, and six in 10 of those taking the pledge to stay vegan, we're in the midst of a vegan revolution!

Vegan Life Live is a celebration of everything vegan. We will be showcasing over 200 exhibitors, providing everything from vegan burgers, cheese and brownies, to handbags, supplements, spices and so much more. Top presenters will talk about topics from animal activism and environmental issues, to nutrition and fitness. Come and be inspired – Vegan Life Live has three kitchens with cooking demonstrations from leading vegan chefs and bloggers, inspiring you to take new ideas and skills home.

Come join us in 2020 at Alexandra Palace for Vegan Life Live!



Philip Zee

Healthy Homemade Vegan Snacks and Treats

Philip will be showcasing how to make easy, healthy, indulgent and natural vegan snacks and treats at home with a food processor.



100% Vegan Food Courts

Try a wide range of vegan delights in one of our two vegan food courts including top vendors from around the UK including Simply Vegan, The Hippie Turks, One Planet Pizza, Sun Kissed Plates, En Root, Mally's Gin Bar, Greek Vegan Deli, Beans and Bites Coffee, The Green Grill, Juice Junkiez, Power of Health, Global Fusion, Mumbai Mix, Bora Bora, Lets Do Temaki, Brownins and Pig Out!

To buy tickets and download the show guide visit veganlifelive.com

14 – 15 March 2020

Alexandra Palace, London, N22 7AY

VeganLife Live



Over 250 stands!

Showcasing their vegan offerings over the weekend, from snacks to skincare there is something for everyone! Visit stands such as Omnipork, Vivo Life, International Animal Rescue, Dappa, Follow Your Heart and Nomo Chocolate.



Richard and Diana Horsford

Vegan Sushi

In this unique Vegan Sushi demo, we'll be transporting you on a mouth-watering journey through one of Japan's most popular dishes. We are transforming our traditional sushi rolls into a unique, colorful and fish-free tasty alternative, constructed by a variety of mouth-watering vegan tastes.

Gabriela Lerner

The World Peace Diet – what if a vegan diet could help us create world peace?

It has been said 'you are what you eat'. This is usually understood to mean that the type and quality of our food will have an affect on our health. But at another level we may discover that what we eat, and how that food is grown or produced can have an enormous impact on not only our physical health and wellbeing, but also on our emotional and spiritual health, and on everything we do.



Róisín Delaney

CBD - What you need to know!

An in-depth look at the facts behind CBD, dispelling myths and exploring the potential of this plant extract from the editor of the UK's leading CBD magazine.



Classifieds

HOLIDAYS | ENGLAND



EAST SUSSEX



LAKE DISTRICT



HOLIDAYS | FRANCE







HOLIDAYS | FRANCE

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Personal

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

"I'm a Vegan male who likes walking, cycling, camping, gardening, nature, holidays and much more. I have an interest in protecting animals, wildlife and the environment and enjoy living food and an organic lifestyle.
I would like to hear from a female who shares any of my interests, aged up to about 45 years. Photo not required initially. Please reply to box...

ALL-PARTY PARLIAMENTARY GROUP ON VEGETARIANISM AND VEGANISM

appg

Have you ever heard of a vegan with dementia being served meat while in care? Or perhaps a Muslim who has been given pork, or a Hindu served eggs?



At Vegetarian for Life, we feel that beliefs should be respected, whether religious or philosophical in nature. Should you experience any capacity issues, or cognitive losses, your vegetarian or vegan beliefs should be protected then, too. So, we are taking this issue to Parliament – but we need your evidence.

This autumn, we are launching an inquiry through the All-Party Parliamentary Group on Vegetarianism and Veganism. The inquiry will investigate cases of individuals being fed in a way that contradicts their beliefs when they have capacity issues or cognitive losses.

If you have an experience of a loved one being fed in a way that contradicts their beliefs or you have worked in a care setting where this has occurred, please send us your story to **inquiry@vegetarianforlife.org.uk** or by calling Yasmine on 0161 257 0887.

For more information, please visit **vegappg.org.uk**

vegappg.org.uk
vegetarianforlife.org.uk

The evidence that we receive may be made public either as part of the oral evidence sessions, in the final report, or in campaign material. If you wish for the whole, or parts of, your submission to remain private, please note this clearly in your submission. Submissions from persons and organisations will be published unless specifically requested otherwise. Where a person or organisation has stated that they wish for their written evidence to be anonymous, it will be published under the title anonymous.

Vegetarian for Life

MAKE SURE YOUR ENERGY SUPPLY IS ANIMAL-FREE

It's a big surprise that millions of British homes are powered by electricity and gas made from animals or their by products. These are secret ingredients that you might want to know about.

They come from factory farming, which means anything from animal slurry to slaughterhouse waste are used to make energy in Britain. It's not just The Big Six energy companies doing this – small suppliers are too, and even those that call themselves green.

If you're vegan, vegetarian or care about animal welfare, this will matter to you. To find out if your supplier is affected, visit ecotricity.co.uk/viva.

We're the world's only officially vegan energy company, registered with The Vegan Society for our animal-free energy. No animals are harmed in the making of our power.



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Vegan

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