

# Viva! Life

Published by Viva! the vegan campaigning group

Issue 59 Summer 2015

**Mega pig farm plans...**  
Join Viva!'s objection

## Going, going, gone

The sadness of cattle auctions

**We're still doffing our cap**  
says Tony Wardle

An audience with **G F Newman**

**Support for Viva! Elders**  
...including grants

**Gone with the wind**  
...silly old farts

**Ghosts in the ocean**  
That won't go away

Barbeque cookery for summer days



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## NEW! CHEDDAR STYLE SHEESE SLICES

### White Style cheddar slice, Portobello Mushroom, tomato and basil stack

Serves 4

Prep time 15 minutes

Cooking time 20-25 minutes

#### INGREDIENTS:

200g pack melty white Cheddar style slices  
4 Portobello mushrooms  
4 medium tomatoes  
pine nuts  
25g bunch fresh basil

#### PREP:

Lay each mushroom flat on a board and holding your hand flat on top cut through from one side to the other. Do this twice so you have three slices which when put back together form a mushroom again. Slice the tomatoes about a 1/4" thick. Pick the basil into leaves.

#### METHOD:

Line a large baking tray with greaseproof paper. Place the bottom slice (stalk) of each mushroom on the paper, top with slices from half a tomato, a basil leaf, sprinkle with pine nuts and top with Sheese slice. Add the middle slice and repeat. Finally top with the last mushroom slice and bake in a pre heated oven for 20 - 25 minutes. Serve with a crispy salad.



Sheese slices are available in 3 yummy flavours: Mozzarella, White Cheddar, and Mature Cheddar styles. Why not also try our amazing NEW Mozzarella style slices - they're great for pizza, toasties, and lots more!



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## WHO WE ARE

Viva!s fight is a fight for life – for animals and

**Viva!**  
vegan for life

ourselves. Through effective campaigning, we take the brutal reality of intensive farming to the people who can effect the most change: consumers. Our wide-ranging campaigns promote veganism as the best way to save animals from suffering, protect the environment, improve health and help those in developing countries.

We have cleared the shelves of 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 consumption is down in the UK thanks to Viva! and our loyal supporters. Viva! is a registered charity (1037486).

**Viva!**  
H E A L T H

Viva!Health is a section of Viva! that promotes the health benefits of a vegan diet. The diseases that kill many of us prematurely can mostly be prevented by consuming a plant-based diet – Viva!Health explains why. We provide accurate information about healthy eating to the public, health professionals, schools and food manufacturers. We campaign on important issues including children's health, the harmful effects of dairy foods, heart health, how to help combat obesity, diabetes and breast cancer and the dangers of eating fish and meat.

## How to get this magazine

Join Viva! to get your copy of *Viva!life* magazine three times a year for only £15 (£12 unwaged). You'll also receive a supporters' card – giving you discounts at hundreds of shops and on services and holidays – plus a free car sticker. Call 0117 944 1000 (Mon-Fri, 9am-5pm) or join online at [www.viva.org.uk/join](http://www.viva.org.uk/join).

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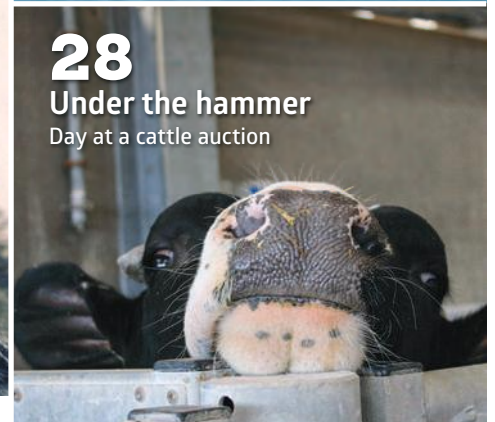
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Front cover photo kindly donated by Christopher Rimmer, from his *Amapondo* series.

In an attempt to articulate the visceral potency of his photography, the author, Tony Park said Rimmer's work looked so deeply into Africa's heart that you could almost feel the heat and taste the dust.

His critically acclaimed photographs of

Africa have been widely published in media around the world. Christopher's most recent work, *Amapondo*, photographed on the east coast of South Africa, is being exhibited this year in Art Expo New York, Jan Royce Gallery, Cape Town, Art Room 9, Munich, Art San Diego, Spectrum Miami and Jeff Makin Gallery in Melbourne, Australia. More at [christopherrimmer.com](http://christopherrimmer.com)

# Welcome

The injustices that Viva! tackles are perpetuated because they're part of the cultural norm. It is normal not to care that animals are treated as commodities, denied happiness and freedom; existing rather than living in a cruel, man-made world. It is normal to be numb to the cries of terror and pain as animals are electrocuted and knifed.

Viva!'s visit to a dairy cattle auction (page 28) turns the spotlight on the blinkered. Farmers who wrench one-day-old calves from their bellowing mothers; who prod these bewildered animals around an auction ring without even a shadow of emotion.

Most of us were once part of this 'norm' – and I say this to remind everyone that people do change! And once your eyes have opened, it seems incredulous that you find yourself in a minority! Why are you expected to defend your position as a vegan or vegetarian when it is blindingly obvious that animal cruelty, environmental collapse and ill health are bad things?

Tony Wardle's feature (page 37) goes some way to explaining why the power is largely in the hands of the exploiters. But don't you feel that change is afoot? Although the establishment tries hard to steer us away from issues that may make us revolt; millions of people are... god forbid(!), thinking for themselves.

Britain is starting to turn its back on abuse. Meat consumption has fallen significantly over the last decade – the equivalent of every Brit giving it up for one month a year. The size of the non-dairy market jumped from 36 million litres in 2011 to 92 million litres in 2013 – an increase of 155 per cent in just two years. One in seven yogurts sold are now soya-based and growing – eight per cent year-on-year.

Viva! is proud to be at the forefront of this shift but will not rest until WE are the norm! We have a diverse supporter base – the young, elderly and everyone in between. We have just relaunched our youth pages for under 18s (page 40) at [www.vivaactivists.org.uk](http://www.vivaactivists.org.uk) and are launching a new section for our mature folk, Viva! Elders (page 16). If you want information on a care home, retirement complex or food supplier that provides for vegans and vegetarians, look no further.

I never thought I'd end a Welcome column on a windy note! But we all do it, even us women, though ours smell of roses. I'm talking about one of the last taboos – farting! I've explained (page 12) why it is a healthy – nay essential – activity and why the trillions of micro critters that make us do it, keep us alive! Enjoy your beans and I'll see you at the next vegan festival ([www.viva.org.uk/events](http://www.viva.org.uk/events)), Christmas dinner (page 5) or school speaker's training day (page 19).

Yours for the animals



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## VBites takes a chunk out of H&B

Viva! Patron Heather Mills has always wanted to open a chain of fast-food vegan restaurants. That aim took a huge step forward in June when Holland & Barrett opened their new store in Chester with a VBites café at the centre of it.

The world's fastest disabled woman on skis has never done things by half and more big H&B stores with a VBites café concession will appear as the idea is rolled out across the UK.

Heather, director of the world's leading meat-free foods company, said: "The VBites' vision is to make a meat-free diet a delicious and healthy alternative to 'normal' meat-based lunches – it's not aimed solely at vegans."

Joining Heather at the opening was former world champion snooker player and new vegan, Neil Robertson – one of several top snooker players who have adopted the diet. There will be a more in-depth feature on this great new development by Heather Mills when VBites comes to Bristol in the near future.



## From little acorns

When Sonal and her family moved to London, she attended a talk on *Why You Don't Need Dairy* by Viva!'s director, Juliet Gellatley. That was enough for Sonal and she went vegan – but she wanted to do more. When she, her husband Vikas and daughters Manasvini and Manan went back to New Delhi, they launched India's first ever vegan ice cream range and called it White Cub. The 12 delicious flavours include ChocoNutty, Mango Moments and Coffee Fudge.

"I feel in synchrony with Viva!", Sonal told *Viva!life*, "as they helped me to go vegan. I'm a huge admirer of Viva!'s work, plus I have twins like Juliet – and yes, they are vegan!" <http://whitecub.in>



## Viva!'s annual dinner on the historic Bristol harbourside

Our Christmas fundraising dinner is to be held on **Saturday, December 12** at 1pm at **Bordeaux Quay** on Bristol's waterfront; a truly vibrant and unique part of Bristol, in the heart of the city.

Enjoy your gourmet three course vegan dinner overlooking the stunning harbour from the first floor of the elegant, converted warehouse, Bordeaux Quay. Savour a glass of wine or two with Viva! Patrons, director Juliet and staff! The venue is a 15 minute walk or a short taxi ride from Bristol's main train station; Temple Meads, and is close to Christmas markets, fab shopping, bars and lovely walks. Bristol is vegan friendly, so make a weekend of it!

**Pre-book now as tickets always go fast!**

Tickets cost £69 and can be booked online at [www.viva.org.uk/dinner](http://www.viva.org.uk/dinner) or phone **0117 944 1000**. Or send your name, address, tel/email and names of each person attending along with a cheque payable to Viva! Dinner, 8 York Court, Wilder Street, Bristol BS2 8QH.

This will be a day to remember! We look forward to sharing it with you.



## VIVA!'S SHORTS

■ **FORTIFY CAFÉ** in Maidstone has changed from being veggie to vegan and owner, James, credits director of Viva!, Juliet Gellatley, for it. "Juliet inspired me greatly when I heard her speak at Vegfest a couple of years ago".



■ A variant of the deadly hospital superbug, **MRSA**, has been found in British supermarket pork. It can cause fatal diseases, including blood poisoning. It is directly linked to the use of antibiotics in pig farming. In Denmark, 75 per cent of pigs are infected.

■ After lots of chasing by Viva!, **FIRST GREAT WESTERN** have confirmed that they will now be introducing soya milk pots to their rail services.

■ Cast and crew of the grisly but hugely popular TV series **THE WALKING DEAD** are turning vegetarian. After watching actors supposedly consuming bloody human flesh on-set and seeing it littered with body parts, non-pulsating pulses and things green have soared in popularity.

■ Much against his will, Viva!'s **TONY WARDLE** joined up with Leicester and Nottingham Veggies to give a series of talks at Glastonbury. It wasn't the music that got him cheering but the brilliantly named veggie food outlet – No Bones Jones.

■ **VET TO VET** Vet Nigel Davies is a small animal vet who has offered his support to Viva!. He would very much like to contact veterinary surgeons, vet students and nurses in order to form a Vegan Vet group where members can keep in touch with each other. Initially it would be a support group but eventually his hope is to develop it into a society. Contact Nigel at [coxheathdaves@btinternet.com](mailto:coxheathdaves@btinternet.com)

Piggles and local Viva! supporters wow the media and shoppers of Hereford for our 37th Incredible Vegan Roadshow, which was held in the city in June. Next stop – Portsmouth, Sat, Sept 5.



## Veggie vacations

Leicester is the first place in the UK to offer a Veggie Vacation. It consists of a one-night stay at an hotel and a choice of several veggie experiences, including cocktail making and dinner at a local veggie restaurant. It is the brainchild of Leicester Vegetarian & Vegan Group who have got the Go Leicestershire tourist website on board. They are now promoting the city as a veggie destination. They have also made available online the groups Veggie Guide to Leicester [www.goleicestershire.com/food-and-drink/veggie-leicester.aspx](http://www.goleicestershire.com/food-and-drink/veggie-leicester.aspx)

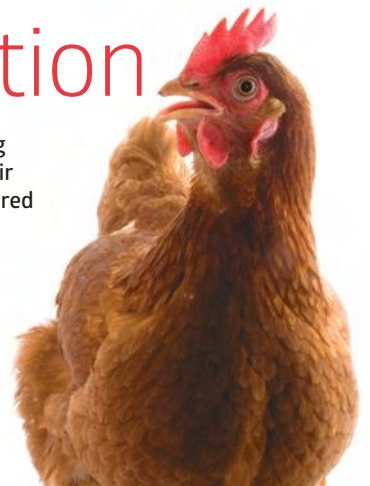
If you would like to know more about the venture go to, [www.stayplayexplore.co.uk/vegetarianvacation2015.aspx](http://www.stayplayexplore.co.uk/vegetarianvacation2015.aspx) or contact Carys on [leicesterveggies@gmail.com](mailto:leicesterveggies@gmail.com).



## Huge eggsageration

Viva! carried out an undercover investigation in to Noble Foods egg production a couple of years ago so we know exactly how poor their animal welfare standards are. So when their boxes suddenly appeared bearing the claim 'Lion Quality eggs are produced under the BEIC Code of Practice with ensures the highest standards of hygiene and animal welfare', we chuckled an ironic chuckle. Elsewhere on the box it stated Eggs from caged hens.

You can't get much more misleading so we complained to Trading Standards. It took them eight months to report – in our favour – and another eight months for Noble Foods to change their wording. We are still waiting to see it.



## Eat our animals says RSPCA

We have had a running battle for years with the RSPCA's Freedom Food subsidiary and its 'high animal welfare' approved meat. Too many times we and others have filmed inside their 'approved' farms and recorded appalling images of abuse – for the simple reason that caring for animals and factory farming are a contradiction in terms. How can an institution set up to protect animals fool the public by pretending that factory farming is absolutely fine so long as its meat carries their approval. It is, quite frankly, shameful.

Clearly not a sentiment shared by the RSPCA as they have just announced that they

are swapping the term 'Freedom Food' to 'RSPCA Assured' – to give animals 'a better life'. Better is a relative term – was the thumb screw better than the rack; was Auschwitz better than Bergen Belsen? As in the past, you can guarantee that the RSPCA will remain compromised as an animal welfare charity that charges money to approve factory farming.



## Not the wurst that could happen

Germans – known for their love of sausages – are giving meat ones the elbow in favour of soya. They produce a staggering 1,500 different meat varieties but now, concerns over animal welfare, health and the environment are starting to change eating habits, with 60 per cent of the population saying they would be willing to reduce their meat consumption.

Mario Ziervogel, whose family has served sausages in Berlin since 1930, has introduced a veggie curry-wurst into his range. "You have to keep up with the trends", he says. "The next one we introduce will be vegan!" (See p.27 – Vegan Berlin).



## Doctor who?



You won't know his name but you will know what he introduced to the world. He is Dr David Jenkins, of the University of Toronto, and he worked out a way to control diabetes by ranking all foods by the impact they have on blood sugar. It was the glycemic index which became the GI Diet. Well, he's not finished yet!

At the start of this year, this highly-rated doctor announced to the world that he was vegan:

"A properly planned, plant-based diet – one that avoids all animal products – is incredibly good for your health". He then added: "Human health must be linked to planetary health, and how we feed ourselves has a major impact on the planet. It's this positive impact on the environment, as well as animal welfare, that appeals". Let's hope his new diet will be as successful as his last.

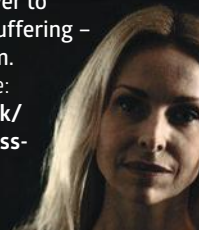


Juliet Gellatley's talk, *Why You Don't Need Dairy*, went down a storm with a packed audience of 52 at the Worcester Veggies & Vegans group. These great people organise fun social and animal rights events so if you live in the city – join 'em. [www.worcsveg.org.uk](http://www.worcsveg.org.uk)

## Meat the movie

Watch Viva! and MamyTo! Film Collective's award winning new short film that asks the simple, yet terrifying, question: how would you cope on a factory farm? Fronted by Anneka Svenska, the film is sending shockwaves around social media. It provides the simple answer to ending animal suffering – stop eating them.

Find out more: [www.viva.org.uk/youll-never-guess-what-theyre-farming-now](http://www.viva.org.uk/youll-never-guess-what-theyre-farming-now)



## The Pope goes green

We have often had a pop at religious leaders over the years (see Tony Wardle's article on p37) but we now cheer Pope Francis very loudly – in one regard at least. He has echoed our 20-year-long concerns about climate change and has warned of unprecedented destruction of ecosystems and serious consequences for everyone in his 100-page encyclical on the environment published in June.

The UN secretary general, World Bank president and heads of the UN Environment Programme *et al* have all welcomed it, as have scores of charities, including Viva!

Here is just a taste of what the Pope said: "The Earth, our home, is beginning to look more and more like an immense pile of filth. The problem is aggravated by a model of development based on the intensive use of fossil fuels, which is at the heart of the worldwide energy system. Another determining factor has been an increase in changed uses of the soil, principally deforestation for agricultural purposes".

He criticised political leaders for failing to act effectively on climate change, to which US presidential hopeful, Jeb Bush, responded: "I don't take economic advice from the Pope". Clearly, the battle is not yet won.

**LIFELINES CONTINUE ON PAGE 46**

## Not piggin' likely

Our campaign against a planned mega pig farm in Northern Ireland (see page 10) has been picked up by Care2 and so far has attracted over 35,000 signatures. The farmer responsible, David Hall, is giving every assurance imaginable that everything will be okay, including the environment – conveniently forgetting the fine he received for polluting a local river with effluent from his existing, small farm. Viva! patrons Martin Shaw and Jenny Seagrove have voiced their objections and made it big in the *Belfast Telegraph*.





# Gordon is an oxymoron

His writing is gritty and exposes life's underbelly but at the same time G F Newman is a passionate vegan who cares deeply about animals and the environment. By Tony Wardle

**T**here aren't many TV series that are sufficiently compelling to make me stay home (okay, I haven't yet come to terms with catch-up TV). But without doubt, one of them was the legal drama *Judge John Deed*, which ran for six series from 2001 to 2007.

A High Court judge, Sir John Deed (played by Martin Shaw), tries to bring a

more acute sense of justice to the cases which come up before him. They invariably involve controversial subject matter such as the MMR vaccine and radio masts and sprinkled throughout the series is a positive portrayal of animals, animal rights and veganism.

Largely filmed at the partly-abandoned, red-brick masonic school at Bushey, it was there that I interviewed two of its stars,

Martin Shaw and Jenny Seagrove (barrister Jo Mills, who Deed is involved with both in and out of court). Both have subsequently become Viva! patrons. We had lunch on the location catering bus and Martin surprised me by saying that all the food was veggie. Who, I wondered, was behind that decision?

It was pretty obvious, really! The man who conceived, wrote and produced *Judge*

John Deed was G F (Gordon) Newman, a vegan who says he wrote much of the series by hand with his trusty Waterman pen. He writes everything by hand – whilst travelling in the back of cars and told me: “I would spend my entire life writing if I could.” I thought that’s what he had done as his output over the last 45 years and more has been utterly prodigious and includes novels, stage plays, film and TV scripts and for which he’s won two Bafta awards.

Over the years, journalists have had a pop at him for his insistence on veggie catering but not me – I insisted on exactly this when I was making TV programmes.

*The Sun* compared him to Goebbels and his reply to Geraldine Bedell of the *Independent* back in 1994, however, is the kind that leaves a stunned silence hanging in the air:

“Liberty is not the most important thing we have,” he argued. “Compassion is the most important thing and you can’t compartmentalise it: you can’t go out and kill a pig in the morning and in the afternoon embrace your children as if nothing had happened. Murder is murder and the murder of an animal is the same as the murder of a human.”

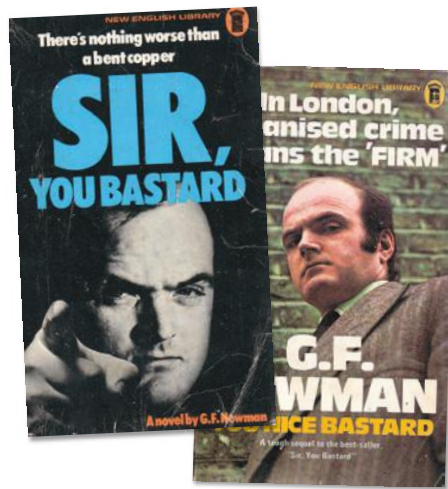
G F Newman first came to public notice in 1970 with his best-selling novel, *Sir, You Bastard*, which sold 200,000 copies. Several more followed, each about a bent copper.

Gordon doesn’t have a terribly high regard for the police. Who knows, but the seeds may have been planted when he was just six and a man down the lane gave him some pears. Gordon was then stopped by a policeman who accused him of scrumping and to Gordon’s disclaimer he replied, ‘you lying little bastard’ and clouted him around the head so hard that it left him permanently deaf in his right ear. So much for the good old days!

Anyway, the books in this series about a bent copper showed there was little difference between the police and those they chased. In 1978 he created the original *Law & Order* – a four-part TV series that looked at crime from four different perspectives – police, criminal, solicitor and prison system:

“It stirred up huge controversy and caused questions to be asked in Parliament about the state of criminal justice. I’d written several novels about police corruption featuring a bent detective, Terry Sneed, and in 1982 wrote a play for the Royal Court in similar vein – *Operation: Bad Apple*. This also caused a furore and briefly stopped a trial at the Old Bailey where two corrupt policemen were in the dock.”

The threats to Gordon from the establishment were pretty profound and an



## “Murder is murder and the murder of an animal is the same as the murder of a human”

up-and-coming, radical young barrister came to his aid. It was none other than Viva! patron, Michael Mansfield, not yet having been awarded silk. Almost everything G F Newman writes takes on the *status quo*, grabs it by the neck and shakes it around a little.

It’s worth saying that Gordon didn’t make up all the stuff about bent coppers but did extensive research which involved an awful lot of drinking. He took his director, Les Blair, out with police and criminal contacts, alternating between the two groups, night after night. Blair summed up his experience: “I learned that coppers are sensible villains and villains don’t have the sense to be coppers!”

I spoke to Gordon at what seemed like a million miles away from the grit and grime of big city policing. He has swapped cops for copses and his house in the beauty of the Wye Valley is reached down single track

lanes, hemmed in by high hedges and trees. Once through its electric gates, the 100 metre long drive slopes uphill to a large Victorian house against a backdrop of trees on all sides – only it isn’t Victorian!

“This was originally a cottage which Rebecca and I bought in 2005 with the intention of knocking it down but that wasn’t allowed. It took 18 months to get planning permission to build an ecological, late Victorian-style house on the foundations”.

And so it is. The house has wind turbines, a ground-source heat pump, solar tubes and rainwater harvesting. Sewage is filtered through a reed bed before emerging into a large pond as clean water – still not sure I’d like to drink it, though! Gordon was very hands on in building this absolutely gorgeous, responsible, welcoming home.

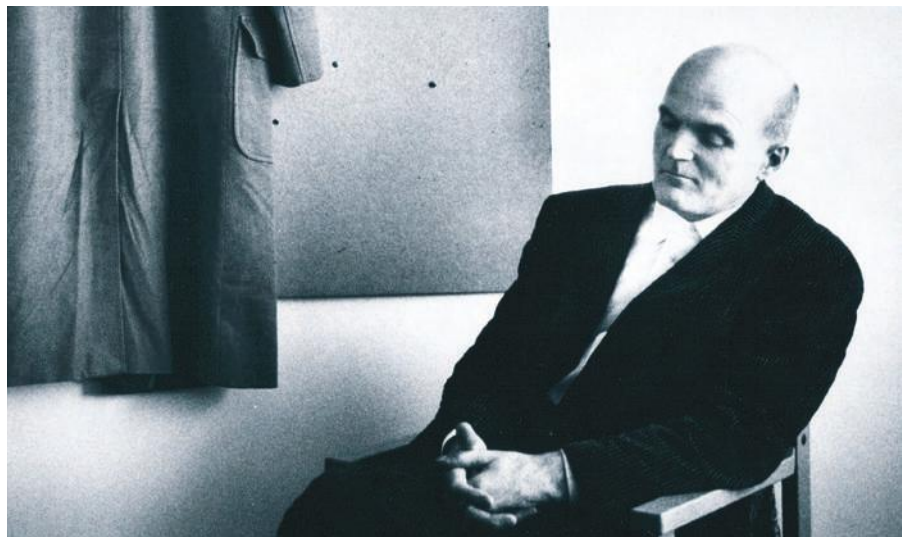
It is expansive, light and airy inside, and we start talking in the comfortable kitchen as I

gratefully snack on olives and a host of tasty things. We’re accompanied by a little scrap of a dog, Mini, who was tossed from someone’s car abroad and rescued by Gordon and Rebecca.

We retire to the spacious conservatory/dining room where Gordon serves me a gorgeous lunch he has prepared. I would have taken it easy on the olives *et al* if I had known it was coming. It is one of two conservatories, one on top of the other. By the way, Rebecceca (Hall) is Gordon’s long-term partner who is a vegan writer and activist. It was she who started Gordon on the vegan road way back in the 1970’s when they had a little farm in Ireland.

“I would walk my Irish wolfhound and became friendly with a local farmer and his calves, who would all be periodically

**CONTINUED ON PAGE 46**





# One down one to go

## Viva! leads fight against NI mega pig farm

By Justin Kerswell, Campaigns Director

**W**e scored a stunning victory for the animals earlier this year after plans for a monster pig farm in Foston, Derbyshire, were turned down. Viva! and our supporters were instrumental in the success of this four-year battle.

We always knew that someone would come back for a second bite at the cherry and we would again have to oppose the influx of American-style mega farms into the UK. That time is now.

We have recently discovered that without publicity, plans had been put forward to build what would be Britain's largest-ever pig farm on green belt land near Newtownabbey, outside Belfast. In sheer scale, it dwarfs even the one rejected at Foston, with a staggering 30,000 pigs on site at any one time.

Believe it or not but objections over the welfare of animals are not taken into consideration by planners. Despite this, the Environment Agency rejected plans for Foston partly because it would "offend human senses" but also because it would cause "significant pollution due to odour".

Claims that the farm will be environmentally friendly are not convincing. Mr Derek Hall, of Hall's Pig Farms, who is developing the site, was fined in 2012 when a

'milky liquid' discharge found in Three Mile Water river was traced to his present farm. The Rivers Agency have objected as a Drainage Assessment has not been submitted and they believe that potential flooding issues have not been addressed. There will be two huge lagoons – one for water and one for pig waste. Local residents say the area floods regularly.

Pigs are highly-intelligent animals and whatever concern is expressed for them by developers is hog wash – factory farming and animal welfare are contradictions. With a barren environment and 30,000 animals, disease and injury are bound to be

*"Factory farming is a cancer – and it might be spreading. We have to stop it in its tracks. Opposing these proposals must be a priority for animal lovers and those who care about our environment. If these plans go ahead then the floodgates will be open to American-style mega farms and the horrors that entails. That's why I support Viva!'s campaign."*

**Actor and Viva! patron Martin Shaw.**



missed. Would pigs choose this way of life? You can bet your life they wouldn't. That's why we want all pig farms closed not their expansion into ever-greater units.

Our campaign against Foston was



made doubly difficult by the silence of two big animal groups. It says on CIWF's website 'Our mission is to end factory farming' yet Foston producers boasted of their support from CIWF, who have stated they will not oppose the Newtownabbey plans either.

The RSPCA is also involved through its new assurance scheme with the farm claiming it will operate to their standards. Both Viva! and our friends at Hillside Animal Sanctuary have filmed appalling conditions in too many RSPCA approved farms for that to be any assurance at all.

*"The scale of this farm is inconceivable. If we are not careful, these gigantic animal factories will become the norm. We have seen what a disaster they have been in the United States. Do we really want to go down the same route? That is why I'm adding my voice to calls to reject the Newtownabbey mega pig farm."*

**Actress and Viva! patron Jenny Seagrove**

Take action



The public consultation has closed but the planning department will still accept written submissions opposing the development up until the council's decision-making meeting. They refuse to tell us when that will be but it could be as late as September.

A sample objection is available on the Viva! website at: [www.viva.org.uk/say-no-ni-mega-pig-farm](http://www.viva.org.uk/say-no-ni-mega-pig-farm) (phone us on 0117 944 1000 for a printed copy).

On all correspondence write: 'Objection to Newtownabbey pig farm (Ref: LA03/2015/0051/F) and include your name and address.

Email: [planning@antrimandnewtownabbey.gov.uk](mailto:planning@antrimandnewtownabbey.gov.uk)

Write: Antrim/Newtownabbey Local Area Planning Office, Mossley Mill, Carnmoney Road North, Newtownabbey BT36 5QA.

## The very confused Peter Andre



Australian celebrity, Peter Andre, is an ambassador for wildlife and supports many good causes, including the Born Free Foundation, which protects wildlife. He affectionately recalls spending time with kangaroos with his children when visiting his homeland.

He told *Hello Magazine*: "There's a place on the Gold Coast, the Currumbin bird sanctuary, where there is a field you can go in, not just to feed kangaroos but you can lie next to them. You can lie down and the kangaroo will put its arm around you and you can fall asleep."

Very nice, Peter! But Mr Andre is also the face of Iceland supermarket chain and he seems to be forever on our TV screens, standing at a barbecue promoting the company's new, so-called 'exotic meat' range – which includes kangaroo!

Viva!'s campaign to persuade Iceland to dump kangaroo meat will reveal to the star that his self-professed love of wildlife doesn't really stack up while Iceland's freezers are full of bits of dead wild animals.

Come on Peter, use some influence on your paymaster Iceland and encourage them to stop using Australia's outback as their own personal provisions larder.

## Iceland campaign latest

Viva! supporters have been out on the streets and inside Iceland stores dressed in a variety of guises to draw attention to Iceland's sale of exotic meats. Clearly, this struggling store believes that this bizarre idea will turn their fortunes around. They'll be lucky!

Just ahead of Viva!'s Day of Action against them, using the slogan 'Mum's gone to Iceland – in a box!', the company tried a spoiler. They issued a claim

saying that they do not source kangaroo meat from females – and therefore our slogan was incorrect.

Throughout all our contacts with them it was not a claim they had issued

nor was it made to any of our supporters who had contacted their customer service department.

The kangaroo killing industry has been saying this for years yet we've never been provided with any evidence to support it. Tesco said it back in the late 1990s and then backed down immediately. Lidl repeated the same claim recently and then admitted it was incorrect.

They don't know – no one knows. They think it steals our thunder about the awful destruction of baby joeys who usually accompany their mothers. The assumption seems to be that's its fine to kill the males, despite the clear science that constantly targeting the biggest males destroys family groups and threatens the long-term genetic pool.



Take action



Complain to Iceland via our website [www.savethekangaroo.com](http://www.savethekangaroo.com).

Contact Iceland direct:

Tel: 0800 328 0800

Web: [www.iceland.co.uk](http://www.iceland.co.uk)

Mail: Iceland Foods Ltd, Second Avenue, Deeside Industrial Park, Deeside, Flintshire CH5 2NW

If you would like Viva!'s special Iceland kangaroo leaflets (perfect for door dropping or demos!)

email [liam@viva.org.uk](mailto:liam@viva.org.uk) or phone to order on 0117 944 1000.

Take action



Contact Peter Andre

Email: We have prepared a sample message to send to Mr Andre on our website. Simply visit:

[www.savethekangaroo.com/peter-andre-please-tell-iceland-dump-kangaroo-meat](http://www.savethekangaroo.com/peter-andre-please-tell-iceland-dump-kangaroo-meat) (If you don't have the internet we can send you a copy by post on request).

Write: Peter Andre, c/o The Can Group, PO Box 602, Horsham, West Sussex RH13 8WE.

# Gone with the Wind

For such a ubiquitous activity, it's amazing how taboo farting is. But should it be so? And are beans – a staple of a good vegan diet – really the villains of the piece? By Juliet Gellatley, founder & director, Viva!

It's a curiosity of British social etiquette that if you burp you say pardon but if you fart, you say nothing and walk away... probably in the hope that no one has noticed! We never seem to grow out of being excruciatingly embarrassed by passing wind. Yet all of us do it, many times every day. Even women, though ours smell of roses!

The NHS states that most men fart 14-25 times a day, and most women between seven and 12 times a day. We pass wind mainly when sleeping and mostly in little puffs, not as the ripsnorters we all dread kabooming at a dinner party or while canoodling on a date!

## LIFE'S A GAS

Ninety nine per cent of our farts are odourless and made from carbon dioxide, oxygen, nitrogen, hydrogen and sometimes methane but the one per cent that smell? We all know they can be deadly! The stinky bit is hydrogen sulphide, which smells like rotten eggs and although it's a minute part of a fart, is so pungent that people can smell it at levels of 1 part in 100 million.

The foods which contain the most sulphur compounds, which are converted by bacteria in your gut into hydrogen sulphide, are red meat, dairy products, eggs, cruciferous veg, onions and

garlic, beer, red and white wine, cider and dried fruits.

The reaction can be severe! My friend's son, Jack, told me: "I ate eggs for breakfast, and believe it or not I was farting so much the teacher made me leave the classroom!" However, there is good news. Despite all the jokes about veggies and wind, the bacteria that make the pongy hydrogen sulphide are in much lesser numbers in those with a healthy vegan diet than those on a meat and dairy diet. Really, I promise you!

## WHY DO WE FART?

When you swallow food, liquid or saliva, you also swallow small amounts of air, which collects in the digestive system. It has to escape and does so by burping out

of your mouth (belching) and farting out of your anus (flatulence).

However, three quarters of your farts are gases made by microbes mainly in your large intestines and it works like this – bacteria fart into you and you fart out their farts and it's often the sign of a healthy gut, which plays host to 100 trillion bacteria, fungi and archaea from 500 to 1,000 different species. You have an intricate and complex ecosystem inside you that needs feeding and the gases they produce need expelling!

Purna Kashyap, a gastroenterologist at the Mayo Clinic, USA, studies the gut microbiome and explains: "There are a lot of carbohydrates that we consume that our bodies don't have the enzymes necessary to digest; these end up in the large intestine, where microbes chew them apart and use them for energy through the process of fermentation. As a by-product, they produce gas."

A huge variety of healthy foods contain these complex carbs that we can't fully digest: virtually all beans, most vegetables and wholegrains and it all adds up to about one litre of gas daily.

Kashyap adds: "When a complex carbohydrate reaches your colon, some bacteria will break it down first and then some of their by-products will feed other bacteria. The whole community benefits from a single carbohydrate that you consume."

the bacteria that make pongy hydrogen sulphide are in much lesser numbers in those with a healthy vegan diet



## BEANS, BEANS GOOD FOR THE HEART

The rhyme about beans is true, they do make you fart and they are good for your heart... and your skin, brain, immune system, intestines and liver! This is partly because they contain oligosaccharides, as do onions, leeks, garlic and wholegrains and dark green leafy veg.

Sandwiched in between the simple sugars (monosaccharides) and the starches (polysaccharides), oligosaccharides are a group of carbohydrates that we hear much less about. They are chains of sugar molecules comprising of at least some sugars other than glucose.

Flatulence is caused because we lack the digestive enzymes to break down oligosaccharides so this is done by bacteria in the large intestine, which produce gas in the process.

But don't ditch the beans! Oligosaccharides are essential for health. They act as prebiotics and feed the good bacteria in our large intestine.

## BEANZ MEANZ GOOD BUGZ

Whatever you eat you'll have trillions of microbes in your intestines and it's crucial that the good guys dominate the ones that cause disease. Beans and other oligosaccharide foods favour the 'good' bacteria because they feed them and encourage the growth of bifidobacteria and lactobacilli which use the oligosaccharides to make short-chain fatty acids (SCFAs). SCFAs have an extraordinarily wide range of health benefits, for example they:

- Protect cells in the colon from damage, including against colon cancer and ulcerative colitis.
- Improve immune system function.
- Lower cholesterol.
- Lower triglycerides.
- Improve insulin sensitivity and glucose metabolism, helping to prevent and fight diabetes type 2.



Oligosaccharides are essential for health. They act as prebiotics and feed the good bacteria in our large intestine

Bifidobacteria and lactobacilli also:

- Prevent the overgrowth of 'bad' bacteria and fungi.
- Alleviate dermatitis in children.
- Mitigate against constipation.
- Ameliorate diarrhoea, especially when it is caused by intestinal infections.
- Synthesise certain B vitamins, including B9.
- Synthesise vitamin K.
- Promote further absorption of some minerals that have escaped the small intestine, including calcium and magnesium.

As different oligosaccharides produce different SCFAs, it is vital to eat a variety of peas, beans and lentils as well as cruciferous veg and the onion family.

## REDUCING WIND

All beans are high in the oligosaccharide

raffinose, which bacteria thrive on, producing large amounts of gas. Soaking dried beans overnight before cooking reduces the amount of raffinose.

You can actually buy BeanZyme (Amazon USA) – a vegan pill that digests complex carbohydrates into shorter, simpler carbs that are easier to digest in your small intestine before reaching the large intestine, where bacteria produce gas. The drawback is, habitually taking pills to prevent gas starves your good bacteria.

Anyway, for most people, trying to limit gas isn't necessary. Purna Kashyap says: "The knee-jerk reaction is to stop eating things that produce gas but complex carbs are nutrition for the bacteria in our gut. You don't want to starve them unless there's a good reason."

He adds that for many people who believe they suffer from excessive gas it is simply the

flow of that gas through their intestines that's at fault, perhaps due to constipation, which shouldn't happen with a good vegan diet. Or it might be that their gas isn't excessive but emitted more frequently in smaller doses. In either case, Kashyap says: "By removing the good foods, you're not solving the problem and may in fact be harming yourself."

Genuinely excessive flatulence can be caused by swallowing more air than usual, eating too quickly or food that's difficult to digest. If it continues and is accompanied by symptoms such as bloating, it can be related to underlying health problems such as constipation, lactose intolerance or irritable bowel syndrome (IBS) and you should see your GP.

For most of us farting is a natural part of digestion – a by-product of feeding essential food to trillions of life forms who nestle inside us, toiling hard to keep us ship shape.

Viva's senior staff members can offer talks on many topical subjects. If you can guarantee an audience, we will provide experienced speakers on these and other subjects connected to diet. Contact us on [info@viva.org.uk](mailto:info@viva.org.uk) or ring 0117 944 1000 (9am–5pm). A full list of talks is at [www.vivahealth.org.uk/talks](http://www.vivahealth.org.uk/talks).

## ■ DEFEATING DIABETES WITH THE D-DIET

Diabetes is spiralling out of control with 3.3 million cases in the UK alone yet it can be prevented or reversed.



## ■ MOOD FOOD

What you eat can affect your mood – for good and bad. How to get the good effects!

## ■ WHY YOU DON'T NEED DAIRY

Is it natural to consume milk after weaning? Is it safe to consume cow's milk at all?

## ■ SAVING THE WORLD WITH YOUR KNIFE AND FORK

How meat eating is central to the world's most pressing environmental problems – and what you can do about it.

## ■ THE SAFETY OF SOYA

Debunking the bunkum – and there's lots of it! Is soya a superfood or health risk?

## ■ WHEAT-EATERS OR MEAT-EATERS?

Are we 'meant' to eat meat and dairy or or we closer to other great apes in our nutritional needs?

# lifeSCIENCE



Viva!Health unravels scientific research and makes it easy to understand.  
Here we update you on the latest findings...  
By Veronika Powell MSc, Viva!Health Campaigner

## Let food be your medicine

A large analysis of hundreds of studies set out to look at the health effects of many food groups and has confirmed that plant foods are more protective than animal foods against chronic diseases that are related to diet.

According to the study, fruit and vegetables are extremely protective, showing the ability to significantly reduce the risk of heart disease, cancer and obesity. The only negative effect – a higher risk of digestive cancers – was linked to increased consumption of **pickled** vegetables.

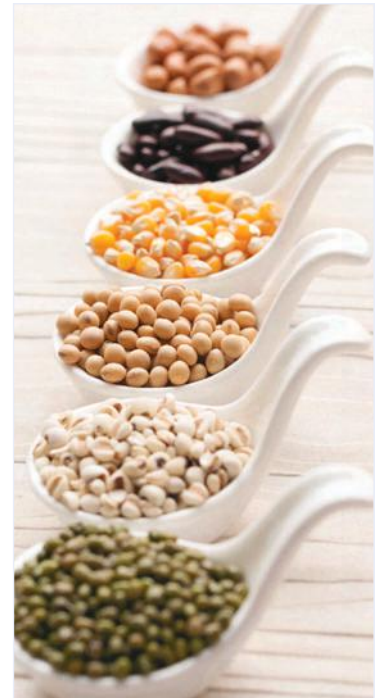
It also found that high consumption of wholegrains may significantly reduce the risks of type 2 diabetes, heart disease and cancer. The opposite also applied – a high consumption of refined cereals can increase the risk of diabetes and obesity.

The frequent consumption of pulses was also associated with a significantly reduced risk of cancer, while the only possible negative effect was an increased risk of stomach cancer from a high intake of **fermented** soya foods eg soya sauce, (possibly due to high salt content and combining with other foods). The analysis also revealed that diets rich in pulses improve blood sugar control and significantly reduce heart disease risk.

The highest consumption of nuts and seeds was shown to lead to weight gain – understandable due to their high fat – but overall, they can help improve blood sugar control and significantly cut the risk of heart disease.

If you build your diet on these four food groups, you can't go wrong so to make sure you have a healthy diet, see our guide *Nutrition in a Nutshell* on [www.viva.org.uk/guides](http://www.viva.org.uk/guides) or call the office on 0117 944 1000 to order a paper copy (£1).

Fardet A & Boirie Y. Associations between food and beverage groups and major diet-related chronic diseases: an exhaustive review of pooled/meta-analyses and systematic reviews. *Nutrition Reviews*. 72 (12): 741–762



## Protective pulses

An extensive analysis of studies that looked at pulse consumption (beans, lentils, soya, chickpeas, peas) and the risk of colorectal cancer showed encouraging results. People who eat more pulses have a lower risk of this type of cancer. In particular, both the intake of fibre from pulses and the intake of soya were associated with a lower colorectal cancer risk.

Pulses are extremely nutritious, providing protein, vitamin E, vitamin B, selenium and lignans (plant chemical compounds) that have potential cancer-prevention effects. In addition, their protective properties were attributed mainly to compounds called flavonoids, which can inhibit the growth of tumour cells. Pulses are also rich in fibre that increases stool bulk, promotes bowel movements, dilutes potential carcinogens in the gut and encourages good bacteria.

Zhu B *et al.*, 2015. Dietary legume consumption reduces risk of colorectal cancer: evidence from a meta-analysis of cohort studies. *Scientific Reports*. 5: 8797





## Being vegan isn't such a pain

According to a new study published in May 2015, a low-fat vegan diet can reduce the pain associated with diabetic neuropathy (nerve pain frequently experienced by diabetics). In this pilot study, diabetics were either assigned to a low-fat vegan diet or to a control group with no diet change. Everyone was given a vitamin B12 supplement for the 20 weeks of the study. At the end, the vegan group achieved improved blood-sugar control with some patients needing to have their medication reduced. They also experienced healthy weight-loss, a decrease in cholesterol levels and greater reduction of pain compared to the control group.

If you have diabetes or know someone who does, see Viva!Health's *D-Diet* campaign aimed at treating diabetes through a vegan diet. For more information and to get D-Diet materials go to [www.vivahealth.org.uk/diabetes](http://www.vivahealth.org.uk/diabetes) or call the office on 0117 944 1000.

Bunner AE *et al.*, 2015. A dietary intervention for chronic diabetic neuropathy pain: a randomized controlled pilot study. *Nutrition & Diabetes*. 5:e158

## Meat-eaters' porky pies

A string of recent studies have revealed the four common rationalisations people use to defend their choice of eating meat. Scientists call them the 4Ns and they cover 90 per cent of the reasons people offer for their meat eating – that it is natural, normal, necessary and nice.

What this means is that they think meat is necessary for their health; normal meat eating doesn't require justification; natural in terms of our evolution; and nice is purely a pleasure-based factor, meaning they enjoy eating it and 'can't imagine a meal without meat'.

These studies also discovered that people who eat meat tend to objectify animals and deny the complexity of their needs, are less concerned with animal suffering and are more likely to endorse exploitative, domineering ideologies. Men were also more likely to use the 4Ns to justify their meat-eating than women and were less likely to give up meat than women.

Viva!'s Juliet Gellatley's talk on what is a 'natural' diet can be seen at [www.viva.org.uk/resources/video-library/wheat-eaters-or-meat-eaters](http://www.viva.org.uk/resources/video-library/wheat-eaters-or-meat-eaters).

Piazza J *et al.*, 2015. Rationalizing meat consumption. The 4Ns. *Appetite*. 91: 114-128

## Dem bones love fruit & veg

The journal *Osteoporosis International* has recently published a review of studies on bone health and acid-alkali balance in the body. Everything we eat forms either acids or alkalis when digested and there has been much debate about whether acid-forming foods, such as meat, cheese, sugar and alcohol, can result in weaker bones.

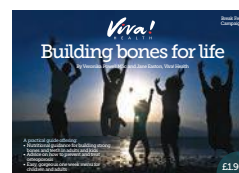
The theory is that acids need to be neutralised and the body does this by using calcium from the blood, muscles or bones. This review looked at studies where people were given alkaline salts that naturally

occur in fruit and vegetables to supplement their diet and then analysed the results.

The researchers found that increasing the intake of alkalis resulted in a reduced loss of calcium through urine and a lower rate of bone degradation. They concluded that potassium salts (alkalis) have the potential to prevent osteoporosis and recommend increased consumption of fruit and

vegetables as a means to improve bone health. Fruit and vegetables contain potassium and create alkalis during digestion.

These findings are in line with our *Break Free* diet recommendations for healthy bones. For more information go to [www.whitelies.org.uk/bones](http://www.whitelies.org.uk/bones).



Lambert H *et al.*, 2015. The effect of supplementation with alkaline potassium salts on bone metabolism: a meta-analysis. *Osteoporosis International*. 26(4):1311-1318



# Viva!'s Elders

## Who cares? We do!

Grants + Dinners to your door + veg-friendly travel + care homes that care. Viva! – in collaboration with Vegetarian for Life – can offer some amazing help and support for older vegetarians and vegans. By Amanda Woodvine, director, Vegetarian for Life

When Joyce went into care in 2007 after developing dementia, she was given meat to eat despite having been a dedicated animal rights campaigner. Staff essentially shrugged their shoulders and offered the excuse: 'Well, she wouldn't know any difference, would she!'

Joyce had no relatives to fight her corner and point out how unethical this was but... something really positive grew out of this awful disregard. Vegetarian for Life (VfL) came into being to help protect all the other Joyces in care homes.

So successful has it been that VfL now offers essential support for older vegetarians and vegans in their own homes as well as in care.

### Choosing a care home

VfL's 2014 survey discovered that around 6,500 vegetarians and vegans live in care homes and currently, there are no entirely veggie care homes in the UK. In a major first, VfL has produced a directory of care homes, retirement complexes, food suppliers and other services that have agreed to cater well and ethically for older vegetarians (and often vegans, too). It is called the UK List and its goal is to improve the general standard of veggie catering. We already have over 800 listings, with a good geographical spread throughout the UK. You can search it on VfL's website.

If you're looking for a care home, retirement scheme or a catering service we

think you'll find the UK List an invaluable resource. If you have contacts with any caterers who are not on the list, you could encourage them to become members.

### Improving care home catering

VfL also provides training for caterers through onsite classes and video training via a free DVD. Caterer training days include practical demonstrations and the opportunity for cooks to taste and assess the foods they have prepared. They learn about vegetarians and vegans, their nutrition and how to adapt recipes easily. We also offer recipes and menu planners to all who find them useful. We stress the right for residents to have their beliefs and cultural norms respected.

### Dinners to your door

An estimated 300,000 elders in the UK are vegetarian or vegan, most in good health and who still cook for themselves. Others are not so able and accessing care and good meals that don't compromise their veggie principles is vital to them. To maintain their independence, others rely on community services such as 'meals on wheels'.

Having ready meals delivered direct to your home is an increasingly popular choice, particularly for those who are frailer. VFL's newest guide shows how this is possible without compromising your veggie principles.

The *Dinners to your Door* guide is available free of charge and features many leading companies that produce meals for home delivery. Vegetarian, vegan, and gluten-free options are available.

Available chilled, frozen or even freeze-dried, they give choice, less waste and consequently less strain on your budget.

*Dinners to your Door* also covers schemes that offer home-cooked food made by neighbours, for neighbours as well as explaining all about 'meals on wheels'. Contact VFL to order the guide.

### Will they feed me meat?

I'm writing this during UK Carers Week – an annual campaign to recognise the difference that carers make to their communities. Its focus this year is on building Carer Friendly Communities – caring for the carers so they can continue to look after their loved ones well, while appreciating that carers are individuals with needs – and beliefs – of their own. This understanding is vital when beliefs differ between a carer and the person they look after. It's what inspires VFL and why we are doing all we can to ensure that no one gets fed with food they consider unethical.

### A change of direction

Perhaps you are gearing up to retirement and looking to travel or eat out more now you have that extra free time. You might be looking for inspiring (and easy) meals for one because your family has grown up and left home. Maybe you are adjusting to living on a pension and income is a little tight. Or perhaps you are looking for support with meals or care. VFL may be able to help in all of these situations.

### Travel veggie wise

VFL has an online community



exclusively for older vegetarians. You'll find it on our website, and it's where supporters place their own recipes, travel reviews and foreign eateries. There's also a community noticeboard which carries postings for such things as jobs in the care field.

We also have a free electronic food magazine called *eBites* for older veggies and those who cater for them. It's free to subscribe.

Visit our tablet and smartphone-friendly website. It includes an interactive blog, topical articles, and video clips – which will build over time.

If you're not online, you needn't be left out. We're working with the organisers of VegfestUK to pilot a Mature Zone at future shows – tipped to feature speed-dating for the over 50s and more!

You can also phone us for free hard copies of our online publications which include a catering guide for care homes, a healthy living handbook, and guides on nutrition and cooking on a budget – plus lots of festive recipes.

## With a little help from my friends...

Even if you don't need VFL's services you can still be a friend to your elders. We are appealing to Viva! supporters to distribute copies of the *Dinners to your Door* guide locally to ensure it reaches those most in need. Possible outlets are your local Age UK, Valuing Older People Networks, Citizens Advice Bureaux, Community and Voluntary Services; and religious organisations. Please contact VFL for further suggestions or support.

VFL also welcomes 'Friends' who are willing to offer more general support to older vegetarians and vegans – which could be as simple as calling into a local care home to discuss its meal plans.



### Grants

Some elders find it increasingly difficult to stay in their own homes because of health or mobility problems. Financial assistance to remedy the situation is not always easy to find but we may be able to help. VFL makes charitable grants (not loans) to assist older vegetarians and vegans with independent living, like Shirley who was thrilled with her new lease of life from a mobility scooter; and Mrs P, who desperately needed kitchen and flooring repairs following a problem with damp. Please contact VFL for details and an application pack.

If you'd like any support, or to volunteer your time, you can contact Vegetarian for Life at 83 Ducie Street, Manchester M1 2JQ, by visiting [www.vegetarianforlife.org.uk](http://www.vegetarianforlife.org.uk), or by calling 0161 257 0887.

# Make a difference with your energy bills

We're an energy company unlike any other – we take the money our customers spend on their electricity and gas bills and use it to build new sources of renewable energy, such as windmills.

People:Power is at the heart of what we do – the more people who join us, the more sources of green energy we can build. Join us and we'll donate up to £60 to Viva\* – it couldn't be easier to switch and takes less than five minutes.



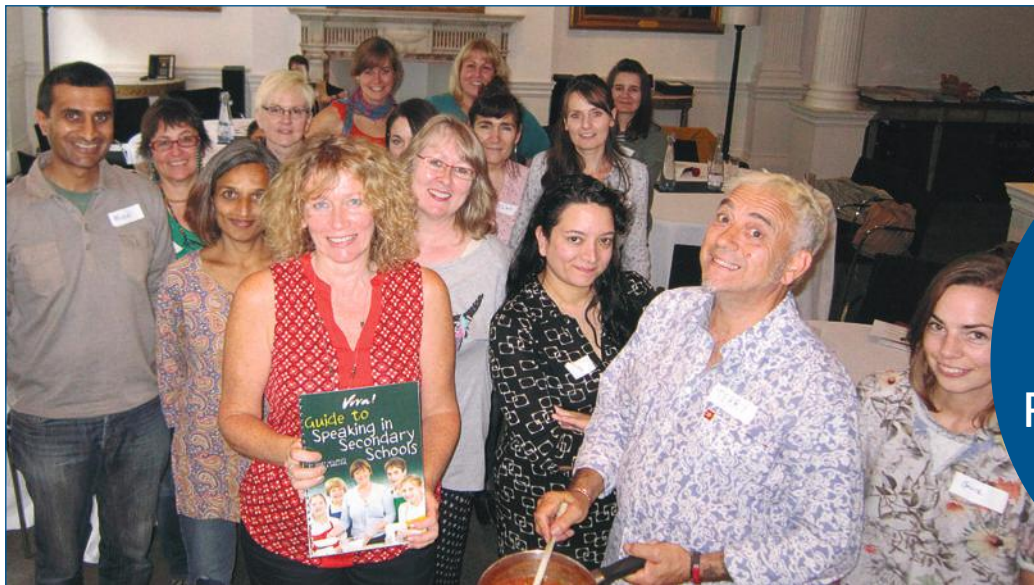
**Up to £60 donation  
to Viva! when you  
join Ecotricity\***

*Viva!*

Call us free on **08000 302 302** (quoting **VIVA**)  
or visit **[www.ecotricity.co.uk/viva](http://www.ecotricity.co.uk/viva)**

**ecotricity**

\*For full terms and conditions, please go to [www.ecotricity.co.uk/viva](http://www.ecotricity.co.uk/viva).



Come to our training day on **Saturday, September 12, 2015, 10am-5pm** at Resource for London, 356 Holloway Road, London N7 6PA

# Viva! speakers needed!

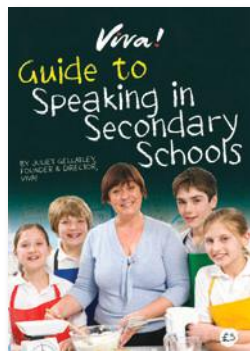
## Schools want you to give veggie talks!

Most teenagers detest animal cruelty and the trashing of our planet and want to make a difference – they need someone to open their eyes as to how. That someone could be you.

Viva! volunteers give school talks all over the UK, are trained by us and love it, saying it's one of the most enjoyable things they've ever done.

Come to our School Speaker's Training Day and we'll show you how to help teenagers understand that being veggie saves animal, the planet and our health.

This fun, informal day is run by Viva's



founder & director, Juliet Gellatley, and is packed with information that you can take away with you. Many school's like a cookery demo so we'll walk you through that, too – but it's your choice if you want to give one. We promise you'll leave inspired and rarin' to go.

Terry Woods is an awesome Viva! school speaker who will help to train you: "I have given many talks for Viva! because the kids have such positive energy – they really enjoy hearing about vegetarianism and animals. They also love making vegan food! I get them to help and they always devour the

fruits of their labour!"

Bea Mehta is another of our fabulous speakers: "I was nervous at first but Viva's training day was helpful and inspiring. Now I talk in lots of local schools. Believe me, it's fun and hugely rewarding."

Everyone is welcome so don't be shy.

Tickets are £10 waged, £5 unwaged and include materials, refreshments and a vegan lunch. To find out more and to buy tickets, call 0117 944 1000 (9am-6pm Mon-Fri), purchase online at [www.viva.org.uk/schoolspeaker](http://www.viva.org.uk/schoolspeaker) or email Claire Morley on [claire@viva.org.uk](mailto:claire@viva.org.uk). Resource for London, 356 Holloway Road, London N7 6PA

# Get cooking for Viva! – for free

## No experience necessary!

Viva! needs more cookery demonstrators all across the UK! Forget all that *Master Chef* stuff, all you need to do is learn to cook one simple dish. Good preparation plus a bit of basic kit and you're in the demonstrating business.

Even if you hate cooking we can still turn you into a demonstrator with super, no-cook dishes, such as the Buddha Bowl gourmet super salad – a huge hit amongst audiences.

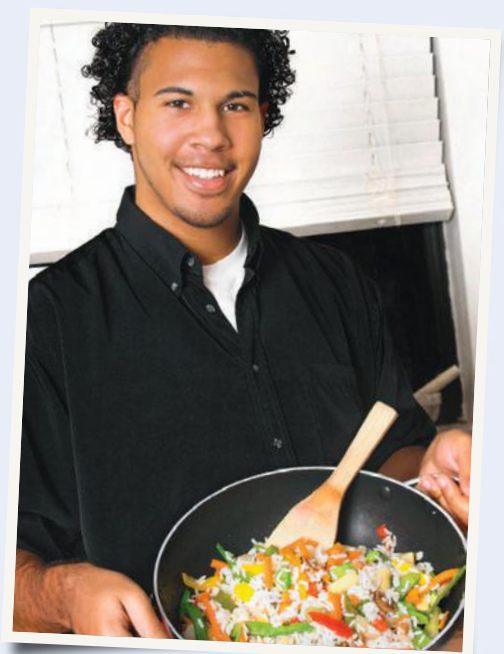
The vegan movement is growing rapidly and demos are crucial to show just how delicious and easy vegan cooking can be.

Local Viva! groups are in particular need of people who can offer a demo for their events. They are popular and well attended and there may be one in your area.

Helen Wilson and Jane Easton, Viva! stalwarts, cookery demonstrators and food partners in crime, will share their skills with you and teach you how to demonstrate on a free, one-day fun course!

We'd love to see you in London on September 19. Venue is also Resource for London.

If you're on a very low income, travel grants can be arranged.





# Ghosts in the Ocean

Just off the coast of Cornwall, a young seal – only a few weeks old – ventures away from his mother for the first time. So far in his short life he has been dependent upon her and the fat-rich milk she produces. But now, he has to fend for himself.

Inquisitive by nature, he investigates with his sensitive snout a storm-damaged fishing net, left floating on the tide by commercial fishermen. The smell of rotting fish attracts him, perhaps a remnant of its catch for although abandoned it continues to snare sea animals.

His inspection reveals nothing of interest so he tries to back out of the tangle but can't; the net has looped around his neck like a noose. He arches his body to one side and then the other, spinning around to break free. But the more he struggles, the tighter the line becomes and he is soon entangled completely in the strong nylon fishing gear, with no hope of release.

Over the weeks and months ahead, as he grows up, the cords will cut through his fur and skin, muscle and fat, causing terrible injuries that are open to infection. Eventually he will slowly drown, suffocate or starve but he will die.

Simon Parkin, *Viva!life's* designer and wild ocean swimmer, discovers something in Cornish waters that haunts the world

On Christmas Eve last year, a seal in this awful condition was discovered near Pendeen in Cornwall by British Divers Marine Life Rescue (BDMLR), an organisation dedicated to rescuing marine animals in distress. The seal was anchored to a rock by the abandoned fishing gear caught around his neck and the incoming tide threatened to drown him.

His saviours managed to cut the fishing gear clear of the rock and rush the distressed seal to the Cornish Seal Sanctuary in Gweek for emergency veterinary treatment. The net was carefully cut from the animal's neck leaving an ugly, raw wound where it had become embedded into his skin. Unravelling, the net turned out to be nine metres long.

Sadly, this seal's plight was not a rarity and since Christmas, BDMLR have rescued eight more seals in Cornwall, all entangled in lost fishing gear, one of whom died.

This isn't a problem restricted to the West Country because fishing gear is lost or abandoned all over the world's oceans where it continues to trap animals. It is referred to as ghost fishing – and it doesn't just affect seals.

These remote killing factories and other marine litter destroy an estimated 136,000



A sea turtle, drowned by monofilament fishing line caught on the reef in South Florida

Photo © Meghan Manning/Marine Photobank

# One lucky seal



An endangered monk seal pup, entangled and drowned by ghost gear off Hawaii

Photo © D.B. Dalton/Marine Photobank



A young seal is entangled in a discarded fishing net along the Cornish coast



Specialists rescue the distressed seal



When the net is removed an ugly wound is revealed where it has dug into the animal's flesh

This discarded net turns out to be nine metres long



Fully recovered from his ordeal, the seal is released. If only all sea life entanglements had such a happy ending



Photos and information kindly provided by Sue Sayer

marine mammals each year through ingestion or entanglement. You can add to that figure an inestimable number of fish, crustaceans and sea birds.

Seabirds, such as Gannets, pick strands from the ghost gear for their nests, oblivious to the material's strength; their chicks can become entangled and never fledge. Migrating turtles swim into abandoned nets which catch around their flippers and necks, either suffocating them or hampering their ability to swim and survive.

Whales, dolphins, porpoises, sea lions... none is immune from the indiscriminate destruction of the ghost nets.

Ghost fishing gear is an inseparable part of the global fishing industry and is abandoned when storms make retrieval impossible or when lines and marker buoys break away and the net cannot be found – or it is simply dumped overboard to save the cost of onshore disposal.

An estimated 640,000 tonnes of fishing gear is added to the world's oceans each year, accumulating with that which is already there to make the marine environment increasingly deadly.

Commercial fishing nets are made from nylon monofilament, used alone or woven into thicker strands, are extraordinarily strong and it is years before the net begins to break up and reduces the harm it does to wildlife. In the deep oceans there is almost a complete lack of sunlight and most will not biodegrade for 600 years or more, prolonging their deadly effects.

Initially, a lost net floats near the sea's surface where fish become ensnared. Seabirds dive into it to feed on the captive prey, only for some to be caught themselves. Larger animals are also attracted by the live bait and they too become trapped.

As the net becomes heavier with constantly accumulating dead bodies, it sinks to the sea floor. The tangle of sealife decomposes until the net is light enough to float when it will rise to the surface of the ocean to repeat its cycle of destruction – over and over again.



An elder duck (protected in the UK), trapped and drowned by the debris from a Scottish fish farm

Photo © British Divers Marine Life Rescue/Marine Photobank

Even lost lobster and crab pots have a similar effect – animals initially attracted to the bait they contain become trapped and their decomposing bodies provide bait for the next victim.

As ghost fishing gear drifts on the tide, sometimes hundreds of miles from where it was dropped, it ensures that all the ocean is affected, not just the common fishing areas.

A number of solutions have been put forward by concerned organisations, including financial incentives for fishermen to retrieve lost nets and making them more accountable for their gear but little has been enacted. The fishing industry itself admits that none of these measures will eliminate the problem entirely.

The only permanent solution for Cornwall's hapless seal pups and all the others animals that are destroyed, is an end to fish eating. The less fish that's eaten, the fewer the number of vessels that put to sea and the fewer the number of lost or abandoned nets.

On the morning of 12th March this year, the fully recovered seal pup I first wrote about was released back into the ocean on the north coast of Cornwall to swim and play in his natural domain once more – hopefully a little wiser.

Sadly, the majority of ghost fishing victims never get such a second chance.

# Anneka Svensk bright, delicious

# Juicy

Anneka has been a Viva! supporter almost from the start and as a TV presenter, blogger and VegFest presenter she has worked for animals for the last 20 years. Founder of the charities Angels for the Innocent Foundation and K-9 Angels, she has launched Green World TV, which has earned the title of Little Green Angel.

**I**'m delighted to share my delicious juicing recipes with *Viva!life's* readers and inspire others to have a go with juicing the vegan way. To reach even more people, I'm also contributing to Viva!'s Vegan Recipe Club.

Saving animals is one of my greatest passions and I have been a vegetarian since I was very young. More recently I decided to go the whole hog and become vegan. I thought it was time to kick dairy on the head and I feel amazing for it.

My YouTube Channel, Green World TV, has an array of vegan juicing films as well as ones on animal welfare. Vegan celebs have been having fun filming juicing shorts with me, including lovely Wendy Turner Webster, patron of Viva!, and Will Travers, president of The Born Free Foundation.

I have been juicing and practising yoga for over 10 years now and have discovered how following a very simple plan and lifestyle can really improve the way you

feel and function – and it saves lives along the way.

After I became vegan, my previous intolerances disappeared, my stomach swelling went down and my energy levels soared. I also cut out gluten, refined sugar and wheat and I was amazed at how it had an almost instant effect on how I felt.

It's generally recommended to have at least 20 minutes moderate exercise a day to help move the blood around the body and flush out the lymph systems. This will help raise the heart rate and carry nutrients to where they are needed fastest, as well as releasing endorphins and relieving stress.

I recommend getting fit and healthy with gentle and spiritual exercises such as yoga and pilates, which are gentle on the body, create a strong muscular base and balance the body, while toning and tightening and

quietening the mind. Stress and health go hand in hand and this form of exercise makes for a lovely partner to vegan juicing.

Vegan juicing is simply the best form of juicing as it shuns unethical ingredients – which are also the ones that are constantly being red flagged as bad for us.

Some people create smoothies and juices using cow or goat's milk, ice cream and egg or cheese-based protein powders – not the way to go if you want to help animals and stay really healthy.

My recipes are clean, tasty and healthy and won't clog the arteries or buy into the animal industry. Some of the finest athletes I have met swear by their vegan diets.

## The Born Free Juice

This was devised by my friend Will Travers and is one of the tastiest starter juices you can try. It is delightfully tasty, easy to make and the kids will love it.

You will need (to make one small juice)

- 1 Apple
- 1 Kiwi
- 1 Carrot

- 1 Peel the Kiwi and prepare the apple and carrot.
  - 2 Juice.
- Enjoy!



*Saving animals is one of my greatest passions*



ka talks healthy,  
ious juicing

# fruit

## Classic Health & Fitness Juice

This juice is great to have before you pop to the gym as it contains some excellent super foods such as the beetroot. Used regularly by athletes, it helps reduce blood pressure, opens capillaries and improves performance. The beet really is a vegan's best friend. Apple provides buckets of vitamin C and the carrot provides the much needed beta carotene vitamin A, so all in all, an anti-oxidant juice sensation.

You will need (to make one small juice)

- 1 Apple
- 1 Beetroot
- 1 Carrot

1 Top and tail the beet, prepare the carrot and apple and juice.



## Alcoholic Vegan Summer Smoothie

The summer is upon us and so is the barbecue in the garden. And great to go with it is a lovely exotic cocktail. This juice uses fresh, natural ingredients with a naughty splurge of rum... well, we can't be saints all the time, can we?

- Half Pineapple
- 1 Banana
- Glass fresh Pineapple Juice
- Glass 100 per cent Coconut Milk
- Shredded Coconut
- Coconut Flavoured Rum

- 1 Prepare and peel the pineapple, chop banana and have the ingredients all to hand.
- 2 Pop everything in the blender except for the shredded coconut.
- 3 Once blended, top with the shredded coconut and serve.

I hope you enjoy these recipes. Please drop by the Viva! Vegan Recipe Club juicing and smoothie section for more – at [www.veganrecipeclub.org.uk](http://www.veganrecipeclub.org.uk). You can subscribe to my YouTube Channel, Anneka Svenska, which hosts an array of step by step vlogs to help you learn to juice. It also has short films, including a lovely interview with Juliet Gellatley at VegFestUK Brighton – on the dairy industry.

My website [www.annekasvenska.com](http://www.annekasvenska.com) also provides some good written recipes as well as weekly blogs on animal rescue, wildlife and conservation.



# The Great Outdoors



Vival's superchef, the very talented cookery and photography expert, Chava Eichner, has come up with some unusually lovely offerings for dining *al fresco* this summer – including a couple of barbecue offerings. They really are something special.

Chava is a professional food writer and photographer ([www.flavourphotos.com](http://www.flavourphotos.com)) and first started to create mouth-watering vegan recipes and photographs for Viva! in 2006. She lives in the Cotswolds with her partner and two young boys, Sam and Alex.

## Tofu Burger

### MAKES 6 BURGERS

With all vegan burgers, it's best to form them then chill in the fridge for half an hour or more before cooking – this helps them keep their shape. If you make burgers frequently, think about buying a burger press – about a fiver from good hardware or kitchen stores.

- 2 tbsp olive oil – if you're on a very low-fat diet, replace with oil spray and a splash of water or stock
  - 2 medium onions, finely chopped
  - 2 cloves garlic, crushed
  - 450g/16oz firm plain tofu
  - 6 tbsp oats (porridge oats are fine)
  - 4 tbsp gram flour (also called besan or chick pea flour, available from big supermarkets, ethnic and health food shops)
  - 1 tbsp paprika
  - 1 tbsp dried marjoram
  - 1 tbsp Dijon mustard
  - 1 tsp allspice
  - 1 small handful of parsley leaves, chopped finely
- More oil or oil spray to fry burgers

- 1 In a medium saucepan, heat oil. Sauté (gently fry) onion and garlic until onion is translucent, adding a splash of water if sticking. Turn off heat, add tofu and mash the mixture with a potato masher until soft.
- 2 Add all other ingredients except for frying oil. Mix until everything is thoroughly integrated.
- 3 Make 6 burgers, with a burger press or wet hands and chill afterwards.
- 4 In a frying pan – preferably non-stick – heat the oil. Gently fry burgers for a few minutes until golden brown on each side.



FROM THE  
**Vegan**  
recipe club



## Cauliflower Tabbouleh

### SERVES 8 AS A SIDE SALAD

Tabbouleh (or Tabouli) has a wonderfully fresh flavour. It's usually made with couscous or bulgur but this wheat-free version is a lovely alternative.

You could use more herbs but I really enjoy the subtle flavour of the cauli couscous. Feel free to vary and experiment with the quantities.

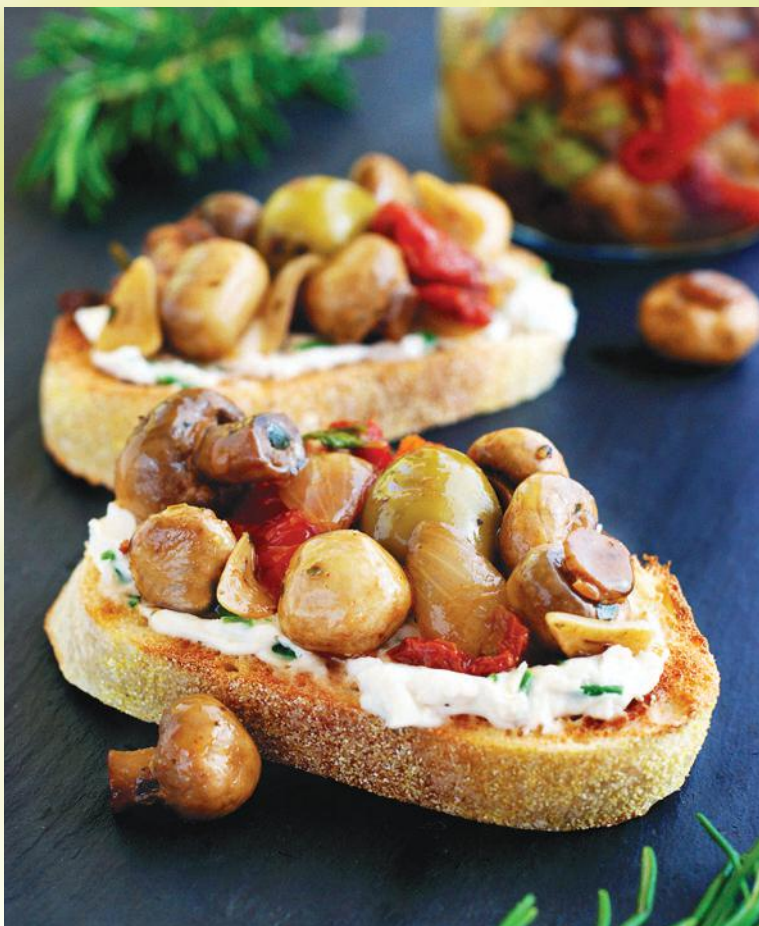
- 500g cauliflower
- 1 tsp water
- 1 tsp olive oil
- 50-75g fresh parsley
- 20g fresh mint
- 1 red onion, finely chopped
- 15 cherry tomatoes, quartered
- ¼ cucumber, in small pieces
- 10-12 kalamata olives (optional)
- 3 tbsp olive oil
- juice of 1½ lemons
- sea salt
- pinch of sugar

**1** Wash and roughly cut cauliflower into chunks. Place them into a food processor and use pulse function until you have coarse grains, about the size of couscous.

**2** Place chopped cauliflower into large saucepan with oil and water. Keep stirring well and gently sauté until tender. Set aside to cool.

**3** Chop herbs finely and place in a serving bowl, together with chopped onion, cherry tomatoes, cucumber pieces and olives (if using).

**4** Stir in cauliflower, olive oil and lemon juice. Season with salt to taste and serve chilled.



## Marinated Mushroom Bruschetta

### SERVES 4

This delicious Bruschetta makes a fabulous starter or you could serve them as part of a BBQ buffet.

- 125g dairy-free cream cheese (e.g. Sheese or Tofutti)
- 2 tbsp finely chopped chives
- 8 slices baguette or sourdough bread
- 4 shallots, quartered
- 1 tsp olive oil
- 2 cloves garlic, finely sliced
- 400g button mushrooms
- 1 tbsp of fresh rosemary needles
- ¼ tsp paprika
- zest of ½ lemon
- 1 tbsp chopped parsley
- salt and black pepper
- 8 olives, without stones
- 8 marinated tomatoes (semi-dried)

**1** Firstly, blend cream cheese with chives until smooth and set aside for a while to allow flavours to develop.

**2** Sauté shallots in olive oil for 2-3 minutes. If your marinated olives/tomatoes are in flavoured oil, you could use some of this instead.

**3** Add mushrooms, rosemary, lemon zest, sliced garlic and paprika. Keep stirring occasionally until the mushrooms begin to soften.

**4** Mix in olives and tomatoes and season with chopped parsley, salt and freshly ground pepper.

**5** Toast bread slices, spread liberally with cream cheese and top with marinated mushrooms.

MORE DELICIOUS  
RECIPES OVERLEAF



## Mock Duck (Seitan) and Shiitake Skewers

### 8 SKEWERS PLUS EXTRA SEITAN

If you've never tried to make your own seitan, here's your chance! It is incredibly easy and the results are brilliant. You may need to order the vital wheat flour online but it's good fun to do and tasty too. There are various ways to prepare seitan, including steaming and simmering in flavoured broth but this baked version is quick and easy. If you're pushed for time you can of course use tinned mock duck from Asian supermarkets or health food shops (e.g. Granovita).

#### Seitan dry ingredients:

- 150g vital gluten flour
- 2 heaped tbsp nutritional yeast flakes
- 1 tsp onion salt
- 1 tsp garlic salt
- 1 tsp Thai 7 spice blend

#### Seitan liquid ingredients:

- 200ml vegetable stock
- 2 tbsp ketchup manis (sweet soya sauce)
- 1 tbsp tomato puree
- 1 tbsp vegetable oil

#### Veg for skewer:

- 16 shiitake mushrooms
- 2-3 small red onions
- 2 yellow peppers, in small pieces
- 3 tbsp Hoisin sauce
- 2 tpb vegetable oil

- 8 wooden skewers

#### For the seitan:

- 1 Combine all dried ingredients in a large bowl. Blend liquid ingredients and stir into the bowl with a large spoon until mixture comes together. Tip seitan onto a clean worktop and knead for 2-3 minutes.
- 2 Cut the seitan into small pieces.
- 3 Line a baking tray and brush it with a little oil. Place all the pieces in a single layer and cover with kitchen foil.
- 4 Bake at 180°C for 30 minutes. Done!

#### Now the skewers:

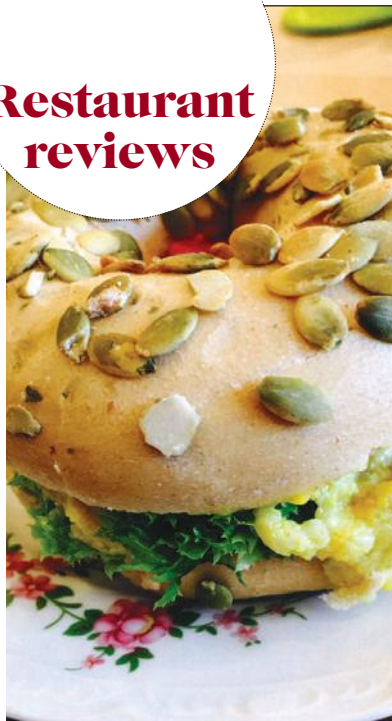
- 5 Cut onion into wedges and peppers into bite-sized pieces.
- 6 Alternate shiitake mushrooms, seitan, pepper and onion for each skewer and brush with a mixture of the Hoisin sauce and vegetable oil.
- 7 Grill until cooked on all sides. Serve with cucumber and spring onion on thin pancakes (like crispy mock duck) or as part of a BBQ feast.

**TIP** You will probably have some left-over baked seitan. Keep it in an airtight container in the fridge. Use it in stews, chopped up for bolognese or in wraps.

More recipes at  
[www.veganrecipeclub.org.uk](http://www.veganrecipeclub.org.uk)



## Restaurant reviews



Above left: Justin Kerswell samples the delights in a Veganz store

## Cookies Cream

As one of Berlin's 'underground' restaurants, just finding Cookies Cream is a challenge. Hidden away in a service alley behind the Westin Grand Hotel, the hunt is over when you spot the huge chandelier hanging by a door framed by lightbulbs. Ring the buzzer, state your reservation and in you go.

The loft-style interior has low ceilings, exposed brickwork and an open kitchen. Brainchild of nightlife guru, Heinz 'Cookie' Gindullis, it has a kind of 'squat chic' feel with its scruffy décor and dim lighting – you may need a torch to use the loo!

Chef Stephan Hentschel, trained by Michelin-starred Michael Kempf, is imaginative with flavours and ingredients, producing inventive, vegetarian and vegan *haute cuisine*. The menu is kept small (no rice or pasta): the vegan option was baked eggplant with fava (broad) beans, peanuts and poppadum (€22).

Cooking aubergine can be tricky but this was perfect. Dessert was tangerine and black quinoa with buckthorn blossom sorbet (€11), curious but in a good way with unusual flavours. They offer you water but be warned, fizzy water is €6 a bottle! House wine is €5/glass and very palatable, Berliner beer is €3.50/bottle. For two mains, two desserts, wine and coffee the bill was €91 (£67), good value given the high quality of the food.

Gindullis' other restaurant downstairs is called Crackers and until last year was a nightclub – and the chairs are still strong enough to dance on! It's a sign of the times – we're more interested in food than raving these days. **JB**  
[www.cookiescream.com](http://www.cookiescream.com)



# Berlin: a vegan oasis

## Viva!'s Justin Kerswell and Justine Butler have been having a ball in Berlin

Everything runs on time in Berlin. If you miss one tube or tram another will be along soon after. And it often feels the same with vegan eateries – rush past one and there's another around the corner. As a vegan, you'll never go hungry in Berlin, as I found out earlier this year.

We referred to Veganz supermarkets in an earlier issue of *Viva!life* and there are two in this city. Neither is massive – slightly bigger than our average health shop – but they are stocked with everything you could possibly need. They even have great US vegan brands that have yet to make it to UK shores – Beyond Meat, Field Roast and Tofurkey.

An added bonus is that alongside each store is a branch of Goodies – an all-vegan snack bar and deli, where I ate a delicious scrambled eggless bagel and vegan key lime

pie. But there's more, with an Avesu, all-vegan shoe shop on each site. The Veganz on Warschauer Straße even had a large vegan restaurant above it which was about to open.

Veganz isn't the only vegan game in town, though. We ate a vegan doner kebab at Voner and snaffled down a gigantic seitan burger – one of 30 to choose from – at Vego World. Even our local Kaiser's supermarket had a good range of fresh vegan ravioli and tofu.

It was a whistle stop tour but even so, the choice was amazing and on our next visit we're looking forward to the new Mexican place, which has 70 vegan dishes! Berlin uber alles! **JK**





# Everyday **SLAVERY**

Veronika Powell visits a regular dairy industry event, which few people know about and even fewer have seen

**H**ave you ever wondered what a cattle auction's like? I'm guessing the answer is 'no' simply because they take place in secluded places – big halls far from our everyday lives. Truth is, most of us don't even know they exist. So, I decide to pay one a visit.

It's a nice sunny day, birds are singing their hearts out and jolly people are making their way towards a big hall. Joking with each other and quickly grabbing a coffee in the entrance hall, they pick up a brochure to see what's on offer today. After a brief chat at the registration desk, they head towards double doors leading into the cattle-holding area.

I'm at a dairy cattle auction, walking amongst cows of all ages – some penned together in small groups, others in individual pens while most of those who are lactating are tethered in tight little stalls with their udders on display.

I'm here as an observer and to document the event. I get a few funny looks as nobody else is taking pictures of the animals.

It's business as usual for the people

here and as I'm looking up the aisle lined with cows' rumps, an old farmer strolls in, presumably contemplating buying, and casually feels an udder here and an udder there. I know enough to guess he's doing it to check for signs of mastitis or abnormal tissue but I also know the cows are

chained in the stalls so tightly they can't move and if nothing else, someone sticking their hand between your legs from behind to feel your mammary tissue, is at least surprising. As they're not your calf, you probably don't want them anywhere near your udder.

There are several pens with calves just a few months old and I'm told they'll be sold at the very end. Some are organic calves – although at the market this means only a difference in price, not preferential treatment. A couple still have raw tissue on their horn buds; presumably they were dehorned not long ago.

In the farming world, it's obvious you're not supposed to touch the animals in an affectionate way or show any kindness or acknowledgement that they are sentient beings. It seems the only permitted contact is pushing and shoving, nudging in the right direction, tying and untying and cleaning the animals.

Despite this, the cows are curious – calves even more so – and they reach out to you, cautiously and carefully





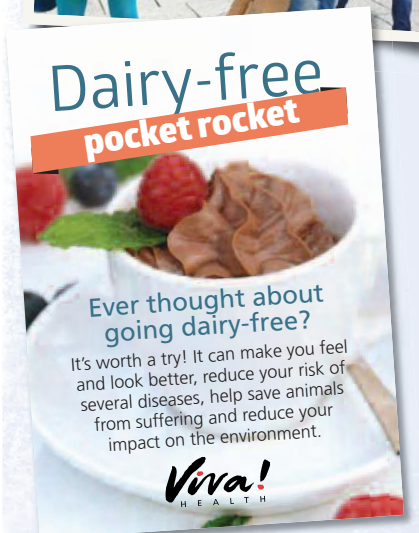
Top: holding stalls where animals wait to be sold off. Left: par for the course – hip bones and ribs sticking out of a dairy cow. Right: bewildered little calves await their turn

## Viva! Dairy-free fairy days

Viva!'s cheerful Dairy-Free Fairies have been in city centres handing out our super new Dairy-Free Pocket Rocket, a handy new mini-guide explaining why you don't need dairy, why plant diets are better and how to make the switch. To ensure people's attention, they also gave away free vegan chocolate samples. So far they've visited Bristol, Bath, Cardiff, Birmingham, London and Exeter.

"We wanted this to be positive outreach but we didn't expect the fairies to get quite so many positive reactions," says Veronika Powell, Chief Fairy. "We were received incredibly well wherever we went with lots of people wanting to know more about going dairy-free."

If you'd like to organise a similar event, we're happy to send you packs of *Dairy-Free Pocket Rockets* to distribute. Make or buy a pair of wings, get a friend to fly around with you and you're away! For more information, contact Veronika [veronika@viva.org.uk](mailto:veronika@viva.org.uk) or Liam [liam@viva.org.uk](mailto:liam@viva.org.uk) or call the office on 0117 944 1000.



but the attempt at contact is obvious. For me, that's the biggest struggle – mustn't touch the cows because it's clear that would somehow break the code and draw attention to me.

The auctioneer walks through the cattle holding area, ringing a bell to let everyone know the auction is about to start. We all make our way to the auction ring and take our positions, some press right against the railing around the ring whilst others sit or stand further away.

The auction starts and one cow at a time is let into the ring and made to walk in circles by a man with a stick, prodding them around. Most cows immediately turn back towards the gate from where they came and try to make contact with the other cows still waiting their turn. When that fails, they face the people surrounding the ring and many try to nuzzle at least one of them. Not a shadow of emotion from anyone as they shoo the cows away.

To the farmers present, they're just a walking commodity, each with a price tag and a set of data. Eyes flicker between the cow and the statistics in the brochure – day of birth, milk yield in previous pregnancies, if in calf; also the due date

and the bull involved.

The auctioneer is doing his best to push the price up: "Number 24, freshly calved, she's very fresh indeed, calved only a week ago. Milk yield 21kg and increasing every day! Last year her milk yield was 42 kilograms!" Number 24 was indeed sold at a good price and will carry on being milked for all she's worth at her new farm until she's exhausted.

A seemingly endless stream of cows, bulls and calves go through the auction ring, some reluctantly, some panicking and slipping, one bull even trying to headbutt his owner, who promptly hides behind a barrier.

One after another they are auctioned off and later in the afternoon will be taken by their new owner to a new farm. As soon as the last calf is sold, the auction is over and everyone goes home.

Business as usual – so why does it feel like I've just been to a slave market?

To find out more about the dairy industry, why we even drink the milk of another species and how it affects our bodies, or to see how to switch to a kinder diet and lifestyle, go to [www.whitelies.org.uk](http://www.whitelies.org.uk).



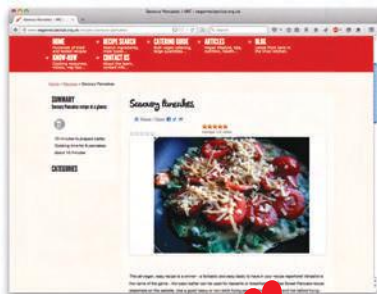
Juliet's Luxury Chocolate Mousse

# Vegan Recipe Club – bigger, better, brighter!

Viva!'s very own food hub, the VRC, has undergone a massive makeover. We've updated its favourite recipes and features but now, it's not only easier on the eye but easier to navigate, too!

Full of beautiful food photos, hundreds of recipes to suit every skill level and every taste – it's your go-to source for deliciously vegan meals.

- Looking for a gluten-free option, a raw dish or a lovely meal that freezes well? We're adding all these new options as I write.
- Searching by ingredient? We've spring cleaned the search facility so it's more responsive.
- Want to know where to buy a product – or what to do with it? We've added new info to many recipes.
- Want to find out what veg and fruit are in season – and how to cook 'em? That's been improved too!
- Want to praise a recipe or add some constructive criticism? Just scribble down those thoughts in the Comments section.



**Vegan**   
recipe club

[www.veganrecipeclub.org.uk](http://www.veganrecipeclub.org.uk)



Writer, commentator and musician, punk-bred John Robb says:



**GIVE ME A (VEGAN) PLEASANTLY GOW DAY**

You must have been to a restaurant when the main course arrives and you can't hide your disappointment as the beautifully-arranged micro meal arrives in front of you – a meal that will add pounds to their profits and empty your wallet.

A slice of turnip, two grains of rice, a dribble of miso and... er... that's it!

Food minimalism, modern TV chefs, fashion foodie fools and skinny supermodel diets have stoked a fear of stuffing your face and are all combining to create food for people who hate eating.

You see it everywhere – veg restaurants proudly puffing out their chests and claiming how modern they are. 'None of that old school hippie nonsense for us' they will proclaim, 'this is modern food!' In my ever-hungry book, *nouvelle cuisine* is the work of the devil.

At what point in time was pushing 90 per cent of the food off a plate and replacing it with a Miro style – couple of blobs – work of art, deemed a giant step forward in culinary history? Miro is one of the great artists but he's not cooking my fookin' tea!

At what point did leaving a restaurant starving hungry and rushing home for toast deemed a great idea?

The fear of hippie has done many strange things to our culture. The idea that those counter-culture types were hairy pre-history folks, not as sophisticated as modern skinny freak palates, is part of the arrogance of the modern age.

Surely a plate of brown rice/veg/tofu etc is better than a work of art that feeds the eyes and starves the stomach? Have we become so terrified of food that we have now got to turn it into a pretty picture for instagram snaps instead of actually eating it?

Fortunately, there are still some examples of old-school food places that continue to believe that feeding the stomach is the same as feeding the soul. From Cork to Manchester, they still exist, pulling up the drawbridge against consumerism's greatest con trick, that less is more, that food is to be played with and toyed with instead of being eaten, Desperate Dan style – albeit a vegan Desperate Dan.

Still, at least no one serves quiche any more!  
John's band, the Membranes, has a new album out called *Dark Matter/Dark Energy*. Go to [www.facebook.com/themembranes](http://www.facebook.com/themembranes).

Photo © Melanie Smith

# VEGFEST UK

## LONDON 2015

### OCTOBER 10<sup>TH</sup> 11<sup>TH</sup>

11AM-7PM (SAT)  
10AM-5PM (SUN)

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## conscious skincare

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Conscious Skincare is an **award-winning** British organic skin and body care brand that is lovingly made at the company's rural retreat in Wales.

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The result is incredibly effective skin and body care that delivers real results at an affordable price.

Visit [www.conscious-skincare.com](http://www.conscious-skincare.com) and enjoy an exclusive 15% off all orders with code **VIVA15** at checkout.



# The Giving Tree

The Giving Tree is bravely bringing a nation of crunch-obsessed snack-o-holics the freeze-dried fruit and vacuum-fried veggie crisps. If these new crisps on the block sound healthy and tasty, that's because they are! Although freeze drying may sound fancy-schmancy, the process simply involves removing 98 per cent of the food's water content – giving it a longer shelf life and a delightfully light but intensely flavoured crunch, whilst retaining all the good stuff: antioxidants, potassium and fibre.

The fruit crisp range, consisting of apple, peach, strawberry and mango, is akin to eating fruit candy but minus the nasty stuff. For a surprising, savoury munch, the broccoli and pumpkin vacuum-fried crisps – fried with less oil, at lower temperatures – have a zesty, cheese-like flavour and are an unexpected way of getting one of your five a day.

Each 36-60g pack is less than 170 calories and retails for £2.95. Find your favourite flavour and nearest stockist online at [www.givingtreesnacks.com](http://www.givingtreesnacks.com).



# lifestyle

Viva!s merch buyer, Katrina Gazley, sips, sniffs, savours and samples her way through the latest and greatest vegan must-haves in the superfood market



## Love Kombucha

Love it or hate it – Love Kombucha is here to fight the corner for this infamous health tonic. In fact, brewing and bottling raw organic Kombucha is a family business. With roots in ancient China, this vitamin-rich soft drink is making waves in the beverage department owing to its distinctive, mouth-puckering taste and the natural goodies present in each sip – probiotics, organic enzymes and amino acids.

Made from sweetened organic green tea and live cultures, which then undergo a fermentation process, Kombucha has been said to aid digestion and unlike traditional carbonated quenchers which contain over 10g of sugar per 100ml, it has a low sugar content of less than 3g. If you have an appetite for astringency, Kombucha wins hands down with its full-on, zingy fresh sip.

Flavours include: Original, Blueberry and Ginger & Lime. The 250ml bottle retails for £2.25, the 500ml for £3.45. Buy direct from [www.lovekombucha.co.uk](http://www.lovekombucha.co.uk) or check Love Kombucha's website for local stockists.



# Doisy & Dam

London-based start-up, Doisy & Dam, are bringing their brand of clean-living chocolate to the masses, armed with superfoods, organic goodness and striking packaging.

Doisy & Dam were two Nobel prize-winning scientists who discovered vitamin K. With an inherent love for healthy stuff, their namesakes' bar contains a proprietary blend of organic chocolate and globally-sourced superfoods – from the lucuma powder found in the Peruvian Andes to the goji berries grown ethically in China.

For those of you who find high street dark chocolate challenging, there isn't a bitter mouthful in sight in this creation, allowing the exotic flavours of chilli, coconut, hemp, maca and mulberries to take centre stage in the taste bud arena! For dark enthusiasts, the Maca, Vanilla & Cacao Nib bar is rich and fragrant with a delightful crunch – it even won a Great Taste 2014 award so we're in good company. Other combos include: Goji & Orange, Mulberries, Chia Seeds & Spirulina, Ginger, Chilli Flakes & Hemp Seed and Coconut & Lucuma.

Choose from a mini bar 40g for £1.75 or supersize it with a 100g for £3.50. Available to buy direct from [www.doisyanddam.com](http://www.doisyanddam.com) or check their website for more stockists.



## Pure Chimp

With the belief under their belts that 100 per cent superfoods and natural ingredients are the key to radiant skin, Pure Chimp have created a serious business out of cutting out chemicals and cruelty – there's no monkeying around with morals here.

The Super Skincare range includes a cleanser, facial cream and oil, body cream, soap and shampoo bar, all with a pleasingly aromatic whiff, thanks to the banana extract used for its anti-ageing and restorative properties. Each product relies on a few mindfully-selected raw ingredients, ranging from ground almonds to sea buckthorn oil that work harmoniously to ease irritated and dry skin – or simply to give your epidermis a healthy glow.

The Super Cleanser comes as a wonder ball of natural exfoliants and just a pea-sized amount does the job. The glass jar packaging ticks the eco-friendly box and the swinging chimp on the label is a reminder that five per cent of Pure Chimp's profits go to a chimpanzee rescue charity. Not content with topically feeding your skin, Pure Chimp also sells high grade Matcha Tea (from £8.95), Wheatgrass and Spirulina Powders (from £7.95) – anti-oxidant rich superfoods that work from the inside out!

Skincare prices range from £11.95-£14.95 for a 60-120ml jar. Buy direct from [www.purechimp.com](http://www.purechimp.com).

## giveaways

Enter our Lifestyle reader giveaways online at [www.viva.org.uk/competitions](http://www.viva.org.uk/competitions) or send us your entry, including competition name (eg Doisy & Dam), full name and address to Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH.

The deadline to enter our Lifestyle giveaways is September 30, 2015. Winners are selected at random and will be contacted within a week of the giveaway deadline.

### THE GIVEAWAY TREE

Time to get munching because The Giving Tree are giving three winners a full set of their fruit and veggie crisps – that's over seven flavours! (worth £25).

### DOISY & DAM

These superfood chocolatiers are offering three lucky winners the chance to win the entire compliment of Doisy & Dam choc bars (worth £20).

### PURE CHIMP

The lovely skin specialists at Pure Chimp are offering five winners their Super Face Combo, including one each of: Super Face Cream, Super Cleanser and Super Green Tea (worth £34.95).

# GIVE THE GIFT OF LIFE

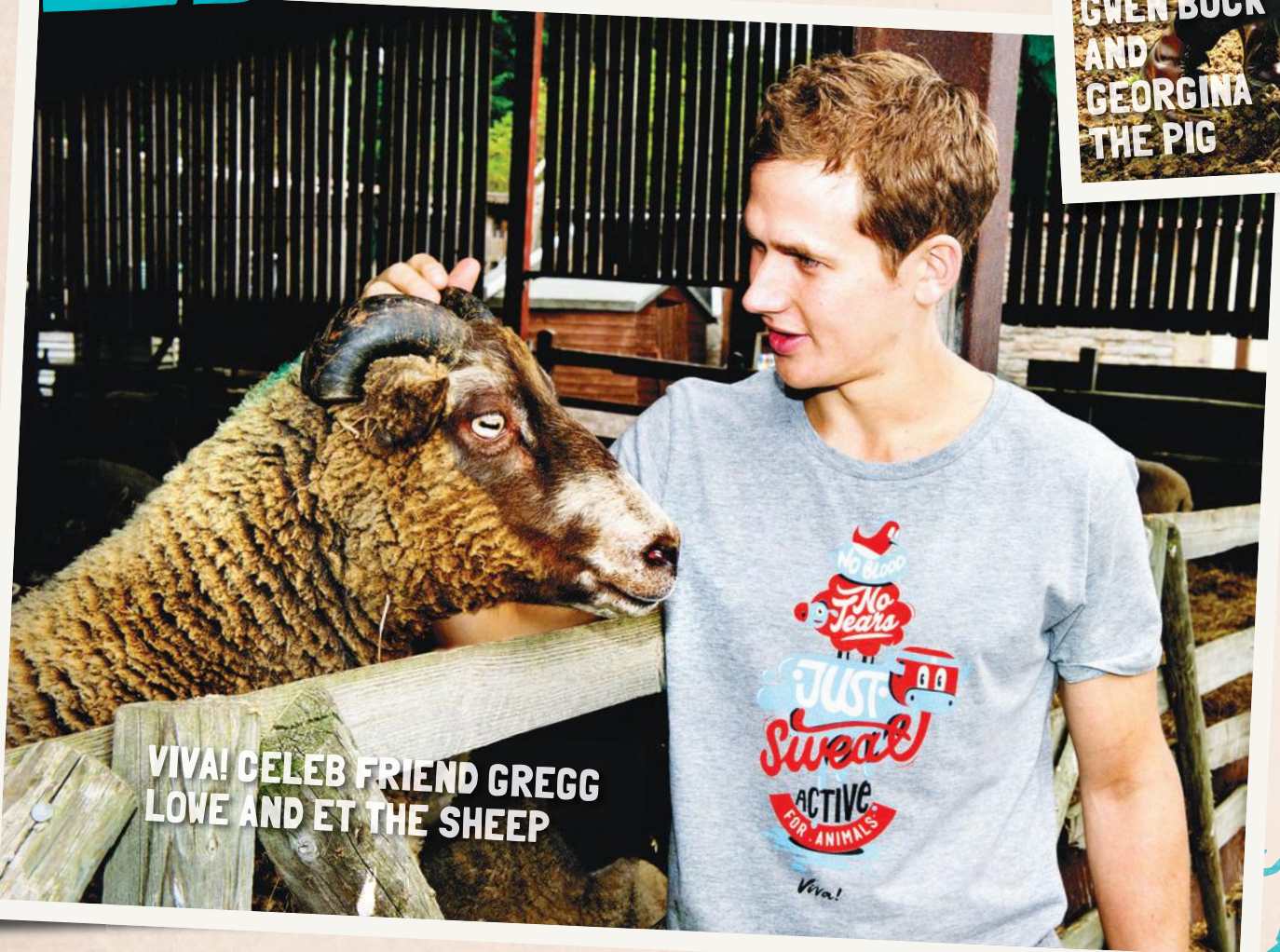
We're beyond thrilled to announce the relaunch of Viva!'s popular **Adopt a Farm Animal** scheme. Our adoption scheme staffers have been busy bees behind the scenes; adding splashes of colour, super cute snaps and snazzy collectable merch to every adoption pack. We know you'll love adopting these amazing animals – your support means a second chance and a happy life for them.

## ABOUT ADOPT A FARM ANIMAL

Partnered with the Farm Animal Sanctuary in Evesham and Viva! Poland Animal Sanctuary, our scheme is the perfect way to help animals who have been abused for the food, pet and entertainment industries. Your donation is crucial to their survival – helping to feed and look after these animals, who have often suffered terribly before being rescued.



VIVA! VOL  
GWEN BUCK  
AND  
GEORGINA  
THE PIG



VIVA! CELEB FRIEND GREGG  
LOWE AND ET THE SHEEP



# MEET THE ADOPTEES

We have eight adoptees at the Farm Animal Sanctuary, including: Adam the sheep, Angus the bull, Barbara the hen, ET the sheep, Georgina the pig, Musky the duck, Paul the goose and Timmy the pony. And six adoptees at the Viva! Poland Animal Sanctuary, home to: Asphalt the goat, Blue the dog, Fargo the bull, Ofilia the horse, Peppa the pig and Toto the fox.

Each animal has a personal, often tissue-grabbing and heart-breaking story to share; the ever-curious ET the Sheep was saved from slaughter after being viciously attacked by a dog, resulting in the amputation of both ears. After his surgery he was taken to the sanctuary to live out his grazing days in Evesham alongside his woolly companions.

Toto the fox was bravely rescued from a fur farm in Poland, where he would have been skinned alive and his fur used to make a coat. Toto's full time carer at Viva! Poland Animal Sanctuary taught this little fella to walk, as animals raised for fur are kept in such cramped conditions in small wire cages they can barely move around and stretch their legs.

To learn more about all of our adoptees and their happy endings, visit [www.adoptafarmanimal.org.uk](http://www.adoptafarmanimal.org.uk).



**JULIET GELLATLEY WITH BRENDA THE HEN**

**ALL THIS FOR ONLY £25 (INC P&P)**

## WHAT'S NEW

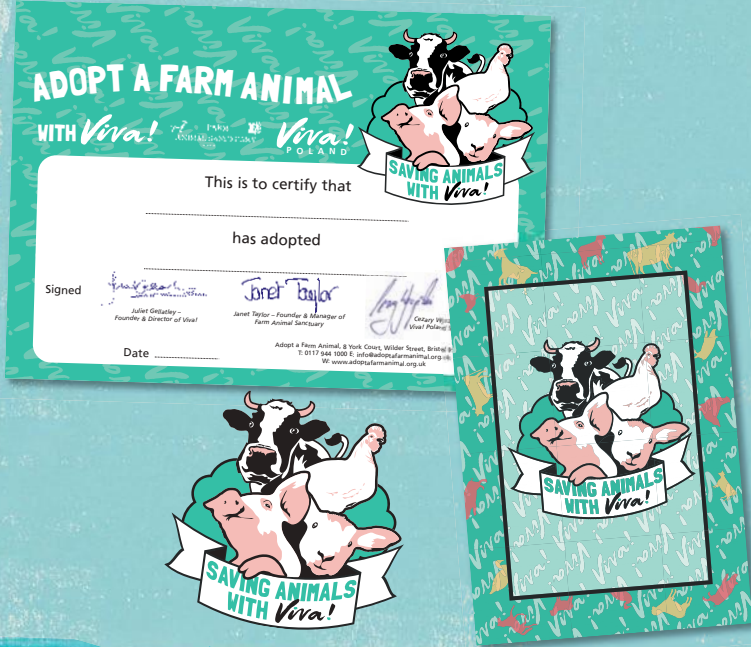
Our new adoption pack includes 1 of the following:

- 6x4in photograph of your chosen animal, supplied in a cool magnetic frame (to proudly display on your fridge!);
- personalised A5 certificate, signed by the sanctuary founders;
- one update a year on your animal, including a new photograph

Adoptions make a thoughtful pressie too – just send us the recipient's name and address and we'll send the adoption pack gift-ready!

### ADOPTION ADD-ONS

You can upgrade your adoption pack with our new Saving Animals with Viva! 2D Keyring for £2 or a cuddly Living Nature plush toy from £2.99.



**FOR MORE INFO SEE [WWW.ADOPTAFARMANIMAL.ORG.UK](http://WWW.ADOPTAFARMANIMAL.ORG.UK) OR EMAIL [RHIANNONBLOOMFIELD@VIVA.ORG.UK](mailto:RHIANNONBLOOMFIELD@VIVA.ORG.UK)**

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Illustration © Simon John Parkin

# Honour the Squire and his relations...

... and keep us in our proper stations – as conservative, royalist, god-fearing meat eaters. By Tony Wardle

**I**t has always been the ruling class that determines a society's values. Silver-plated cutlery was a middle-class way of pretending to own the real, solid thing just like the aristocrats. Even today, the previously unknown Kate Middleton can spawn a million cheap imitations from Top Shop simply by her choice of dress. From obscurity to global (yes, global) influence just by marrying into the club. Politicians Roy Jenkins, a South Wales miner's son, and Margaret Thatcher, a Grantham shop keeper's daughter, both rejected their natural, regional accents to sound like a tortured, *Spitting Image* mickey-take of the Queen.

It isn't the royals alone who wield power, of course, for they are part of a privileged historical coterie who have always huddled together, arms around each other, in mutual support and back scratching – the established church,

parliament, gentry, senior military and judiciary and the old-school media.

Does it matter? Well, yes, it matters a lot. We all know that the world is being exploited almost to death because there's an avalanche of science telling us so. For those who care to seek it out, there is just as much science linking what we eat to the ballooning epidemics of heart disease, cancer, obesity, Alzheimer's and so on that is collapsing our NHS. And through it all, the marine environment continues to head into the abyss. It is the same root-cause for them all – an obsession with animal protein. Okay, it's not the only cause but it is right up there as the main (or a leading) one.

The Government has just released the latest meat consumption figures and there is something to really cheer about – it has fallen significantly over the last 10 years; to such a degree that it is equivalent to every person in Britain giving up meat for one month a year. We proudly take much

of the credit for this because there are very few voices calling for change and ours is probably the loudest. It sure as hell isn't coming from any official source.

There are two ways of looking at this. The first is to relish the influence a small but dedicated organisation, with very limited resources, can have in a world of rampant consumerism. Hooray, we're getting there! The second view is to be dismayed that we haven't achieved more when every shred of evidence is in our favour. But of course, consumers are constantly receiving other messages, pushing them in the opposite direction, telling them that everything is okay – really.

Let's start at the top with the royals. Corgis are their only favoured animals, it seems, as they've shot and killed and broken the necks of just about everything else. They are ardent fox and deer hunters, support badger killing and are not shy of slaughtering more exotic creatures. Add ►

to this the horrors of horse racing and the message is clear: animals are there solely to be exploited.

The EU Common Agricultural Policy (CAP) was set up to offer income support to struggling, small-scale farmers, mostly for producing livestock or fodder to feed them on but it is the wealthiest in the land who have scooped the pool. As some of the UK's biggest farmers, royalty and its attached 'nobility', are at the head of the handouts queue.

The Queen receives some £730,000 annually, Prince Charles £128,000, Duke of Westminster £749,000, Earl of Plymouth £675,000, Duke of Buccleuch £260,000, Duke of Devonshire £252,000 and the Duke of Atholl £231,000. These people are already eye-wateringly rich, the Duke of Westminster alone being worth £7 billion.

Where does the money come from? You and I and other tax payers from the average £230 every person pays into CAP each year.

What do they have to do to earn it? Absolutely nothing; they get it simply for being rich and owning lots of land and rearing livestock. Getting their media mates to go on about crooked cucumbers *ad nauseam* is the perfect way to divert your attention away from this obscene gravy train.

This is a blatant transfer of wealth from the 'ordinary working people,' who Mr Cameron professes to care so much about, to the landed gentry. Why on Earth would they support any idea of reducing meat consumption? And as for promoting fruit and veg, you must be joking – they attract no subsidies at all.

The parliamentary wing of the ruling classes has always been the Conservative party. The last cabinet of 29 members contained 23 millionaires, five of whom were landowners with their noses in the subsidy trough. In fact, one-in-five of all Tory MPs is believed to be claiming CAP subsidies. Once you're aware of this, Tory agricultural policy starts to make perfect sense.

Livestock produce 18 per cent of all greenhouse gases (GHG) so how do you defuse demands from climatologists to slash their numbers? You and the National Farmers Union (NFU) issue joint claims that Britain's livestock produce only 3.5 per cent, so insignificant that nothing needs to be done – even though you know it's a lie. By the way, the NFU is not a union as we know it but an amalgamation of landowners – the very people who benefit from livestock subsidies.

You then perform further sleight of hand by expressing great concern over global warming yet appoint an environment

secretary (Owen Patterson, one of the millionaires) who doesn't believe it even exists and who refers to Viva! and other campaigning groups as 'the green blob'. And when the EU tries to limit these obscene CAP payments, he votes it down! Mr Patterson no doubt got a big pat on the back from one of the party's most revered grandees, Lord Carrington, whose £715,000 annual free hand-out remains quite safe, thank you very much.

As an example of breath-taking

## This is a blatant transfer of wealth from the 'ordinary working people,' who Mr Cameron professes to care so much about, to the landed gentry

hypocrisy, you can't beat ex-guards officer, ex-party leader, Iain Duncan Smith, now work and pensions secretary. During his five years of slashing welfare benefits and income support – and doing his best to demonise many claimants as feckless scroungers – his in-laws' estate, part owned by his son, picked up £500,000 of public money from CAP.

As for the Labour party, they appear to have replaced the cap-doffing, forelock tugging peasantry in their cringing obeisance to the establishment and have done little to change things. When not-so-new Labour gained power in 1997, it reneged on all the promises it had made on animal welfare, such as ending factory farming, using that old cop-out, 'sorry, mate, but it wasn't in our manifesto'.

In fact, Cherie Blair actively encouraged factory farming by accepting a grotesque freak of selective breeding in the form of a 22lb, factory-farmed turkey from Bernard Matthews on the doorstep of No.10 (can't help wondering how much she got paid for that little promo). When challenged about the morality of it, she dismissed factory farming as an insignificant irrelevance as food production was all that mattered. So you can see why politicians remain silent on meat consumption, even against the advice of their experts.

From time to time, Viva!'s supporters express their frustration that they can never get a response from most of England's 42 diocesan bishops over moral issues of meat eating and intensive farming. Not really surprising since the C of E invests a big chunk of its nearly £9 billion portfolio in factory farming, dairying, slaughter and meat processing. Clearly, you don't bite the

hand that feeds you.

Historically (as I've written before), the Church doesn't have the greatest record on morality. It defended its slave plantations in the West Indies by declaring that 'blacks' had no soul and were therefore animals not people and they could continue to profit from them. They clearly thought it was perfectly okay to beat, torture, brand and work to death animals – and nothing much appears to have changed. And to top it off, 26 unelected

bishops still sit in the House of Lords as 'Spiritual' Peers, playing a role in shaping our legislation. And you wonder why change is so slow.

Print journalism and independent TV survive on advertising and income from meat and dairy and those who retail it is paramount – an estimated £150 million annually.

We recently put together a story involving Peter André. Who? Yes, quite! An Australian singer who became famous for marrying and divorcing Katie Price, the inflated

glamour artiste formerly known as Jordan. He is an ambassador for the Born Free Foundation (it defends wildlife) but is also an ambassador for Iceland (it sells chunks of wildlife from its freezer cabinets). You don't have to be Stephen Fry to recognise the contradiction. The *Mirror* was about to run with the story when... Iceland placed a big advertising contract with them. End of story! (See page 11).

As for the BBC, its cookery output – *Saturday Kitchen Live*, *Master Chef*, *The Great British Menu* and all the numerous spin-offs – is an orgy of butter, cream and lard consumption in which is bathed pieces of just about every once-living creature. Vegetarianism is largely derided and as for veganism... But they can't leave it alone. I recall Rick Stein salivating over a piece of slow roast pork and demanding to know how anyone could be vegetarian and deprive themselves of this unctuous experience. Then, in a programme from India, which is still largely vegetarian and where the cow is sacred, he cooked a Madras beef curry simply because it was a favourite of the old British Raj. You couldn't make it up!

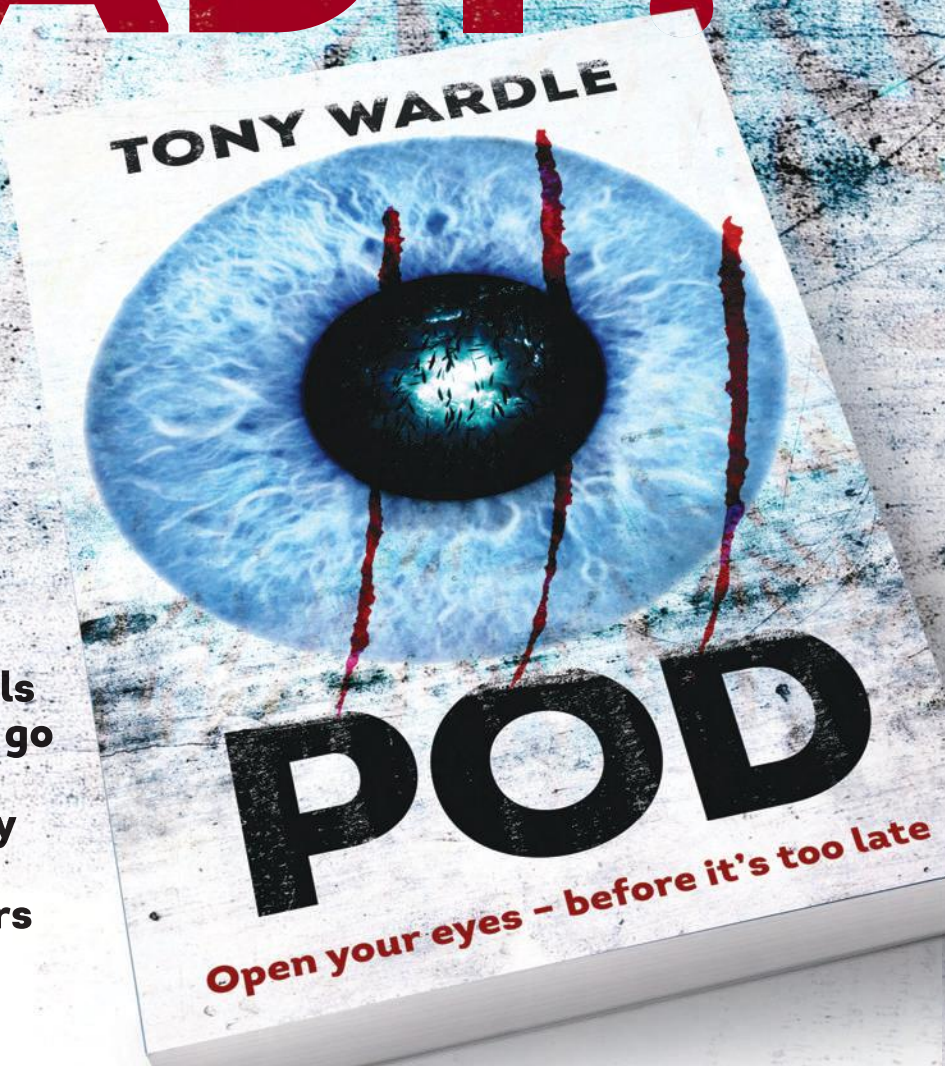
Against this backdrop of self-interest, influence, massive spending and contrived silence, what Viva! has achieved is quite extraordinary. We have attacked all the pillars of the mighty establishment and cracked them. I fantasise about what Viva! could do with that £150 million advertising spend. If we can have such an impact with so few resources, I know we could transform society utterly and irrevocably for the sake of the animals and everyone else. It, will, however, still happen without fantasies – just take longer.

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# If you're animal crackers ...now's the time to get clicking

We're running a monthly photo competition just for people under 18. Send us your Animal Crackers – great photos of animals that you've taken, anywhere, any time! Right is May's winner, Betty Boo's Soulful Eye by Maisie Newman (13) of Stockport. What an absolutely beautiful picture it is – thanks Maisie!

Head over to [vivaactivists.org.uk/competitions](http://vivaactivists.org.uk/competitions) to find out more and submit your entry – we have great prizes to give away each month!

*PS: We also run other competitions too. Check the link above for all of them, and you could be in with a chance of winning some amazing prizes!*

win a goodie bag!



Viva!  
**ACTIVISTS**  
youth  
news

## #veganvoice

We recently launched our new blog and we want you to be a part of it! Send us your stories on why you became vegan and what it means to you, your favourite recipes, your rescue animals – basically anything you fancy – and we'll feature you. Just email your entry to [liam@viva.org.uk](mailto:liam@viva.org.uk). Below are a couple we've already put up:



### Helena

Three years ago, I decided to commit to the vegan lifestyle, having been a staunch vegetarian since the age of 14. It all began with the entrance of two adorable pet rabbits into my life when I was 12. Once I realised that I could never eat my beloved companions, I started to question the fairness of eating other animals... Read the rest at [vivaactivists.org.uk/blog](http://vivaactivists.org.uk/blog)



### Harley

My name is Harley McIntosh; I am 17 years old and I have been a vegetarian my whole life. Being a vegetarian is important to me not just because of the health benefits but also because of the knowledge that I am making a difference in the world by leading an animal cruelty free lifestyle, helping conserve water (it takes three to 15 times as much water to produce animal protein as it does plant protein) and living a much more greener, environmentally friendly life... Read the rest at [vivaactivists.org.uk/blog](http://vivaactivists.org.uk/blog)

If you're a young supporter and would like to get involved, head to [www.vivaactivists.org.uk](http://www.vivaactivists.org.uk) for ideas on how to get started, or email us at [info@viva.org.uk](mailto:info@viva.org.uk) for advice and information. We're always happy to help!

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Vegetarian for Life, the charity for older vegetarians and vegans, has produced a new meal service guide for vulnerable vegetarians and vegans.

The *Dinners to your Door* guide – which is available free of charge – features many of the leading companies that produce meals for home delivery. Vegetarian, vegan, and gluten-free options are available.

Email [admin@vegetarianforlife.org.uk](mailto:admin@vegetarianforlife.org.uk) or call **0161 257 0887** to order.



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## LAYLA AMBER JEWELLERY

We fell in love with Layla Amber's nature-inspired collection of brooches, necklaces and earrings. Each piece is hand cut from birch wood and delicately painted with pretty colour washes. From scurrying hedgehogs to nesting blue tits, these woodland creatures are wearable art that melts the heart.

Working from an idyllic studio in the seaside town of Southwold, Layla says of her creative inspiration: "I love going for long walks in the Suffolk countryside and am inspired by its beauty and all the animals that call it home. I love the changing seasons, nature's patterns and British culture."

For one-of-a-kind gifts that nature lovers will adore, look no further! You can purchase most of Layla's Woodland Collection from [www.vivashop.org.uk](http://www.vivashop.org.uk) or visit [www.layla-amber.co.uk](http://www.layla-amber.co.uk) to see the full range.



# Meet the

Here at the Viva! Shop, we lovingly hand-pick our merchandise; scouring the planet for animal-free amazingness and handcrafted, herbivore delights!

As part of an exciting new feature on our Merchandise for Life pages, we are showcasing and championing the artists, designers and manufacturers behind our merch and inviting you to meet the maker – and buy their wares!



**Bird Earrings**

£9 per pair

**Blue Tit Necklace**

£17



**Woodland Hair Clips**

£14 set of 4



SHOP KIND AT [WWW.VIVASHOP.ORG.UK](http://WWW.VIVASHOP.ORG.UK) OR

maker!



**Viva! Vinyl Stickers**

Popular, durable stick 'em ups featuring some of our best-selling tee slogans, from Gotta Face? Don't Eat It to Milk is for Babies, Sucker! **£2 each**

**Vegan Love Tee**

Big, bold and brave, this fair-trade tee will send you into cuteness overload. Available in women's and unisex sizes (S, M, L). **£16.50**



To learn more about who, how and what we stock in the Viva! Shop, read our Ethical Pledge online at [www.vivashop.org.uk/our-ethical-pledge](http://www.vivashop.org.uk/our-ethical-pledge)

**Coming soon**  
NEW Friend to the Animal tee

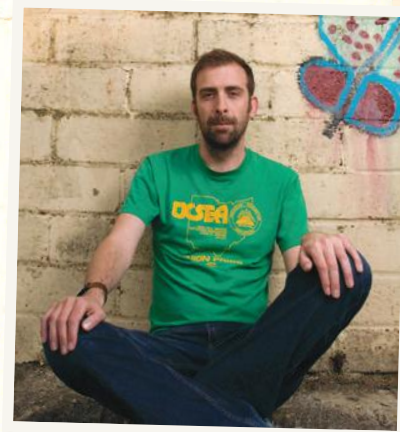
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**TO THE ANIMALS**

**SIMON PARKIN - THE ETHICAL GRAPHIC DESIGN COMPANY**

If you've ever flicked through the colourful pages of our *Gifts for Life* catalogue or got stuck into an issue of *Viva!life* (of course you have!), you'll be very familiar with Simon Parkin's eye-catching work - after all, he designs them! With a fondness for fonts and a penchant for pictures, Simon is our first port of call when we're fishing for Viva! t-shirt inspiration.



Being a veggie himself, Simon's designs are sympatico with what we are trying to do at Viva! - save animals! On choosing to work with charities, Simon says "I love designing merchandise for Viva! because I feel like my illustrations make a difference. With t-shirts, I start by imagining one that I would wear myself - and then I try to get the message over in the most appealing way I can."

To see more of Simon's design work, visit [www.ethicalgraphicdesign.co.uk](http://www.ethicalgraphicdesign.co.uk) or [www.simonjohnparkin.co.uk](http://www.simonjohnparkin.co.uk).

**CALL 0117 944 1000 (MON-FRI, 9AM-6PM)**

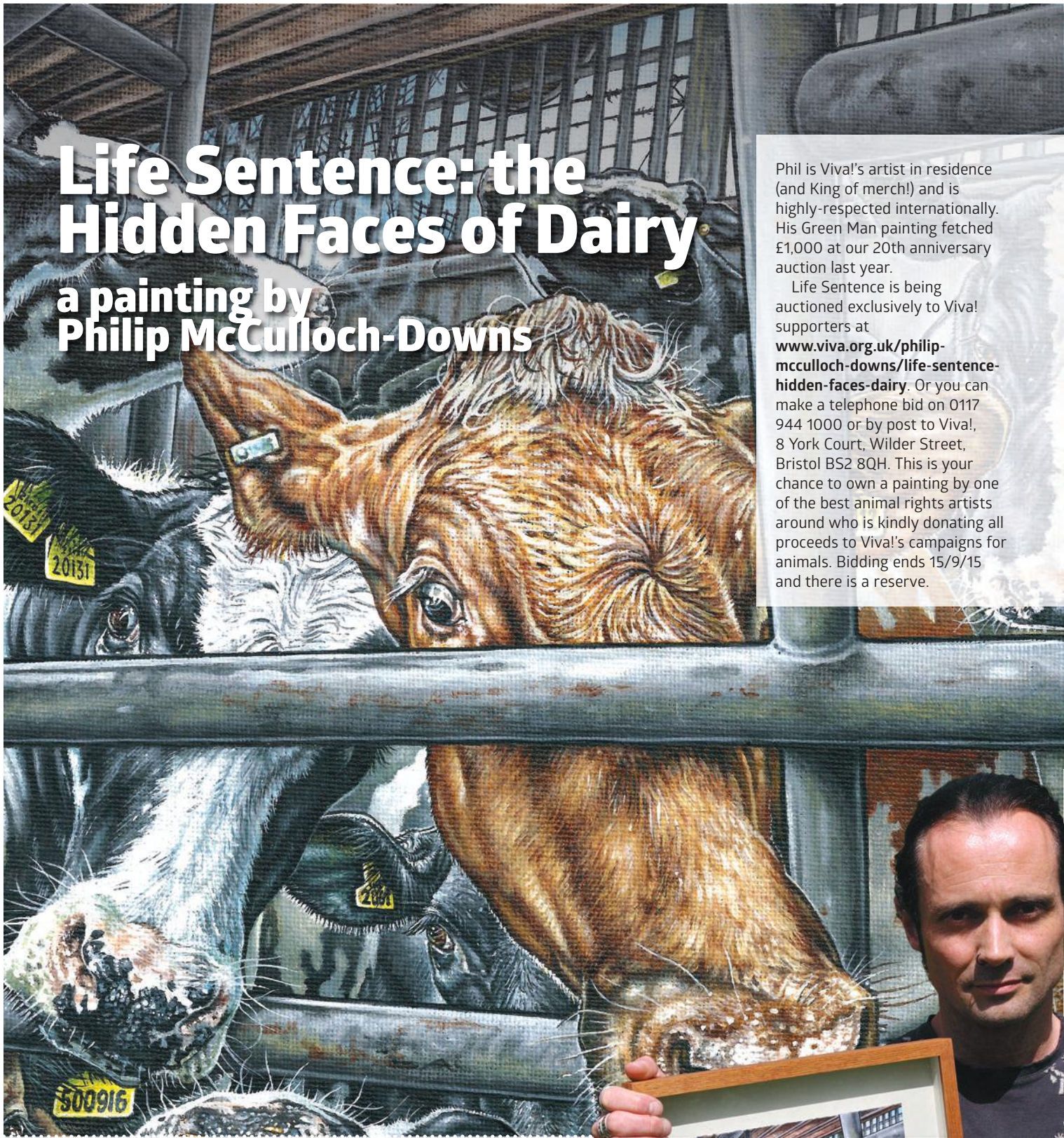


# Life Sentence: the Hidden Faces of Dairy

a painting by  
**Philip McCulloch-Downs**

Phil is Viva!'s artist in residence (and King of merch!) and is highly-respected internationally. His Green Man painting fetched £1,000 at our 20th anniversary auction last year.

Life Sentence is being auctioned exclusively to Viva! supporters at [www.viva.org.uk/philip-mcculloch-downs/life-sentence-hidden-faces-dairy](http://www.viva.org.uk/philip-mcculloch-downs/life-sentence-hidden-faces-dairy). Or you can make a telephone bid on 0117 944 1000 or by post to Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH. This is your chance to own a painting by one of the best animal rights artists around who is kindly donating all proceeds to Viva!'s campaigns for animals. Bidding ends 15/9/15 and there is a reserve.



*"This picture was painted as an emotional response to the reality of every day cattle markets in the U.K. that sell calves, cows and bulls.*

*"Buying and selling these lives without emotion or care for their well-being, beyond that which will keep 'the commodity' in a good enough condition to produce young and, therefore, milk. By focussing on the individual faces of this 'commodity' I hoped to bring to light the true nature of their suffering. I wanted viewers to empathise with these sentient creatures that society allows to be imprisoned, forcibly impregnated, tortured and have their babies taken from them. All this for milk - a perceived need that is neither healthy nor ethical.*

*"The painting is A4, acrylic on canvas board. Although this composition is imaginary, the faces of the animals are not. They are drawn from a May, 2015, Viva! investigation into cattle auctions (see page 28). The cows press their faces through the bars, eager for contact, any contact, ignorant of their fate as they wait in their stalls".*



**CONTINUED FROM PAGE 9**

driven off in a lorry from time to time. I'd never really thought about where they went and, I suppose, like many people I just blanked it out. It was Rebecca who told me, incredulously, that they were going off to slaughter. That was enough for me!" It was not many years before he became vegan.

I had heard that G F Newman can be quite prickly – difficult to work with so I asked him if it was true. His look was deadly serious when he replied: "Difficult to work with? I am compliance itself; there's no one easier – providing I get my own way." I thought I detected a twitch of a grin at the corner of his mouth but I'm not sure.

Gordon looks really quite stern, with his shaven head (shaved decades ago, long before it became trendy) and dark-rimmed glasses. Had he been an old-school headmaster you had been sent to see for a disciplinary matter, you would quake at his door before knocking. But looks are deceptive. I found him warm and welcoming and remarkably candid about his own life but there is a determination that will be deployed whenever necessary. When he won his first Bafta, he demanded

he sat on an all-vegan table and when the request was granted he immediately went back into battle trying to get the whole function made vegan. God, it reminds me of the person I work for!

## “Unless we radically change our diet there is no future for the planet”

Has he stuck to his beliefs over the years, I wondered, or have they mellowed as they so often do with age?

“There is nothing more important to me than veganism – nothing more important to the whole world. Unless we radically change our diet there is no future for the planet. We have to wake up and we have to do it very soon because we are rushing towards the edge.

“Don't ask me to sign a petition against war whilst we continue to torture animals in laboratories and on farms. We talk of humane slaughter but it's just cowardice – a refusal to face the facts. Jews and Muslims defend their versions of killing when none of it is in the Tora or the Koran. The truth

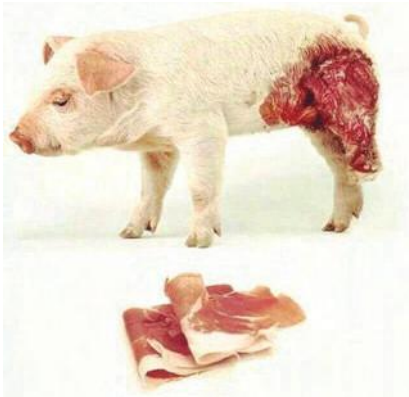
is, there will always be strife so long as we continue to whack animals down.”

In the battle to save animals from suffering and the planet we need every ally we can get. To have one of England's

greatest living writers on our side, we are extremely lucky.

G F Newman's latest novel – which he is self-publishing as an e-book to avoid paper usage – is called *Dark Heart* – aptly named as it explores some truly dark areas of life.

Jake Mann is a sexual obsessive who was responsible for the death of his wife and daughter in a car crash and, perhaps looking for absolution, becomes a Jesuit priest. Jake is also an exorcist who gets drawn into some grim encounters with demons as he is chased by his own demons. It begins in the Niger Delta where the voracious production of oil is destroying the environment and local people are ruthlessly suppressed by their own police, whose job it is to protect Big Oil at any cost. Jake moves back to England and to exorcism and possession as well as exposing the sexual exploitation of children by the Catholic Church. It is the first book of a trilogy so there is no neat rounding up of all the story lines. Read on...



## Our Viral Pig

When campaigns manager, Justin Kerswell, posted this picture on Facebook, he hoped it would make people think deeply about where their food comes from. In fact, it made more than a million people think, such was its extraordinary success.

Of course, there were some puerile posts, such as 'Hitler was a vegetarian' (even though he wasn't) but many, many others wanted explanations, some of which began aggressively, which often happens when people feel guilty. Justin's patient and detailed responses often turned aggression into compassion. His brilliant performance was summed up by this post:

"Just been reading some of the comments by the 'unenlightened' and the patient, sensitive, well-crafted replies by Viva! Wow, Viva!, you're awesome – whoever you are."

## Thank you

A heartfelt Viva! pat on the back to all of the enthusiastic and hard-working volunteers who helped represent Viva! at events throughout the spring/summer season. We ♥ you!

- Lizzy raised over £530 at the Bournemouth Vegan Fair in June – what a star!
- Amazing feat – the energetic Food for a Future team handed out masses of Viva! leaflets and Viva! Shop discount vouchers at the vegan outreach tent in the Green Fields at Glastonbury.



**BE A VIVA! STALL VOL!** Help run a merch stall for Viva! at a vegan event near you. For all the info you need, visit our new volunteer pages at [www.viva.org.uk/viva-stall-vol](http://www.viva.org.uk/viva-stall-vol)

### UPCOMING EVENTS

Don't miss out on veggie and vegan events taking place throughout autumn and winter up and down the country. If you see a little ✓ it means **Team Viva!** will have a stall at this event so be sure to swing by and say Hi! More at [www.viva.org.uk/events](http://www.viva.org.uk/events).

#### AUGUST 2015

- 1 – Colchester Vegan Fair ✓
- 8 – Edinburgh Vegan Festival ✓

#### SEPTEMBER 2015

- 5 – Portsmouth Green Summer Fair & Viva! Portsmouth Roadshow ✓
- 19 – Norwich Veggie Fayre ✓

#### OCTOBER 2015

- 10-11 – London Vegfest UK ✓
- 17 – Northern Vegan Festival ✓
- 24-25 – West Midlands Vegan Festival ✓

Welcome to Viva!s Vegan Books for Life. Our team of raving reviewers and recipe testers (it's a hard job!) love shouting about the latest animal-inspired lit, healthy living and vegan cookery! So we've come up with a handy guide to help you get the best bits out of each book.

**BOOK KEY**

**📷 RATIO OF FOOD IMAGES TO RECIPE**  
Don't judge a book solely on its mouth-watering images!

**🍌 VEGAN KNOW HOW**

The more whisks, the more techniques and knowledge required.

**🍌** 'What's a whisk?'

**🍌🍌** 'Yes, I've made my own nut milk before!'

**🍌🍌🍌** 'Got any agar-agar?'

**👏 WOW! WOW FACTOR**

Things that you make you go 'Wow!' and maybe a little 'Pow!'; too!

**📖 BOOKSHELF APPEAL**

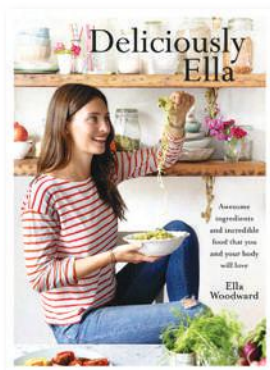
Why your bookshelf can't live without this book!

Have a peek at our **BOOK KEY** and make the most of your read!

# Health boosting *books for summer*

## Deliciously Ella

Ella Woodward, hardback, 256pp



Ella's first cookbook offering was born out of her aspirational blog of the same name – and necessity.

Suffering from a rare illness that left her bedridden, Ella fought back with knife and fork, wholefoods and a contagious zest for life. This plant-based picto-journey is a treat for the senses and Ella's personal story of recovery is positively reinforced through stunning close-ups of juicy pomegranate gems and gooey sweet potato brownies, asking to be devoured.

Whether you're starting from scratch or revving up your vegan recipe repertoire, *Deliciously Ella* provides your pantry with the essential kit it needs to get healthy – from apple puree to miso paste – and dishes up deliciousness that anyone can achieve. In

five minutes you'll have Creamy Brazil Nut Cheese or in 10 minutes, a hearty bowl of Courgette Noodles with Avocado Pesto.

**📷** 95%

**🍌** Over 100 great all-rounder recipes that will appeal to healthy lifestylers and fuss-free cooks.

**👏** Superfood Bread made from seeds, nuts and brown rice flour. Who knew bread could be this easy, tasty and healthy.

**📖** Ella is a charming cookbook host, bursting with helpful hints to help you feel awesome.

**📷** 100%

**🍌🍌** Get used to making your own 'cheese' and stock up on some buckwheat groats and stevia for the brekkie recipes.

**👏** Yay! Coconut dulce de leche, made from coconut cream and coconut sugar, means vegans don't miss out on this delish Portuguese sweet.

**📖** We love Kenko's unashamedly risk-taking recipes, from Turmeric Butter (it's amazing) to Chocolate-Coated Popsicles made with cashews and coconut cream.

## Kenko Kitchen

Kate Bradley, hardback, 255pp



Kenko (the Japanese word for Health) is a stylishly presented portfolio of sugar, gluten and animal-free recipes hailing from cool Aussie cook, Kate Bradley. Weening herself off sugar in 2012 kick-started this self-confessed foodie's experimentation with healthier alternatives. A tasty testament to cutting out the crap – refined sugars, meat and dairy – without fudging the flavour – Panna Cotta with Almond Brittle and Berry Sauce for example.

Recipes lean towards the macrobiotic but are imbued with a modern, gourmet vibe. Sweet Potato Arancini Balls, a traditional Italian fried comfort food, are given the Kenko treatment using homemade Macadamia 'ricotta' cheese and brown rice instead of white. Even staples like the trusty humous are updated into rustically ravishing eats – Artichoke, White Bean and Lemon Toasted Sandwiches, complete with a zesty cashew 'goat's' cheese.

## Plenish

Kara M.L. Rosen, paperback, 144pp

*Plenish* started life as an online juice boutique and now adds expert advice so you can sip, slurp and gulp your way to health with 50 juice recipes.

A plant-based diet can be pretty powerful in addressing your body's ailments and boosting your mood. *Plenish* prescribes the fruits, veg and superfoods that have the potential to help prickly health issues such as arthritis, high blood pressure, insomnia and stress. Flagging libido? Try the Snake Charmer – a charming blend of celery, spinach and watermelon. Immune system need boosting? Try the Spicy Lemonade – a cold-pressed concoction of citrus, chillies and agave nectar.

**📷** 70%

**🍌** Recipes require minimal processing but you do need a good juicer.

**👏** Alkaline Iced Coffee – a blend of creamy cashew milk, ground roasted chicory and ice that's caffeine-free and a surprising hit.

**📖** Probably the only book on juicing you'll ever need!



All books reviewed in *Viva!life* are available to purchase from the Viva! Shop [www.vivashop.org.uk/books](http://www.vivashop.org.uk/books)

Welcome to *Viva!life's* section devoted to all that's new and cool when it comes to veggie, vegan and ethical businesses. We believe that you are what you eat but also you are what you buy so why not support these new businesses that are making a vegan splash in a not-so-vegan ocean!

## V-Biz Spotlight

### Cake Mix to the Rescue!

Vegan bakers extraordinaire, The Vegan Cakery, have only gone and turned their best-selling cake into a do-it-yourself cake mix. We had the privilege of testing out their @home Chocolate Mix and were mightily impressed with the results.

The choice is yours – bake a seven inch cake, split the mixture into two equal halves to create a sponge sandwich or make a dozen large cupcakes. We screamed at the chance to bake a sponge sandwich (complete with peach jam filling and ganache icing) to impress dinner guests. The cake crumb was moist without being dense and the chocolately ganache icing was rich and the right amount on the sweet scale. Now, there is no excuse for butter-fingered bakers – this mix was easy peasy to stir, spoon and serve! The @home Chocolate Mix is £12 and the @home Lemon Mix is £12.50. Order your mixes direct from [www.vegancakery.com](http://www.vegancakery.com)



### Say Yes Yes to No No's!

Exciting news in the edible world of vegan candy – Premium Chocolatiers (based in the U.S.A.) have launched a milk-free, peanut-free, tree nut-free, gluten-free and egg-free range of chocolate sweets. That's a lot of free-from's but we've tasted their Peanot No No's – a colourful candy shell filled with a peanut butter-flavoured centre – and our tasters say they are full of flavour.

The range also includes a veganised version of everyone's favourite peanut butter cup (Peanot Cups) and bite-size chocolate-shelled candies (Choco No No's). Distributed exclusively by Vegan Tuck Box and soon to be available from the Viva! Shop at [www.vivashop.org.uk](http://www.vivashop.org.uk). Each 46g pack is £2.65.



# Viva! Supporter's Discount Scheme

#### PURE CHIMP

Superfood skincare, selling 100 per natural cleansers, creams and super green teas. 5% of Pure Chimps's profits are donated to a Chimpanzee rescue charity.  
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#### VET NURSE ONLINE

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**10% DISCOUNT ONLINE. USE CODE 'FOMOEMALAWI1911' AT CHECKOUT**



Get some veggie cred – sign-up your business to our Supporter's Discount Scheme (it's FREE!) or use the Viva! Symbol on your products (from £50 per year). Contact [katrina@viva.org.uk](mailto:katrina@viva.org.uk) or visit [www.viva.org.uk/viva-supporters-discount-scheme](http://www.viva.org.uk/viva-supporters-discount-scheme).

Viva! is proud to work with a lot of like-minded individuals and businesses to help promote a cruelty-free lifestyle for all and to bring you (our members!) amazing discounts on vegan products and services. The following businesses have recently joined our Supporter's Discount Scheme (SDS) and/or have become Viva! Symbol Holders – check them out! Don't forget to mention that you are a Viva! Member when making a booking or purchase.

When your business joins our SDS, we will send you a snazzy new sticker to proudly pin-up on your shop window. And we also have web stickers available for our online shops!



# Classifieds

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## HOLIDAYS - IRELAND

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Web: <http://homepage.eircom.net/~greenlodge>

## HOLIDAYS - SCOTLAND

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## NORFOLK

**Norfolk** - two bed bungalow in Snettisham, sleeps four. 1 mile from Beach, 200 yards from RSPB reserve. Dogs Welcome. Tel: 01285 670187  
[www.norfolkcoastalholidayhomes.co.uk](http://www.norfolkcoastalholidayhomes.co.uk)

## OXFORDSHIRE

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## JOBS



The advocacy charity for older vegetarians and vegans

## VfL Director (Scotland) Wanted

We are looking to recruit a vegetarian Director to support and promote our work in Scotland. Responsibilities include attendance at events/catering courses in Scotland, being a point of contact for VfL, general management, business planning and strategic development. Attendance at board meetings in Cheshire as directed by the board. The successful candidate would ideally be located in the central belt of Scotland.

Contact [admin@vegetarianforlife.org.uk](mailto:admin@vegetarianforlife.org.uk) for information pack

[www.vegetarianforlife.org.uk](http://www.vegetarianforlife.org.uk)

Registered Charity No 1120687

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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.

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 Or phone: 0161 257 0887

Registered Charity No 1120687

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**Donations and legacies are most welcome to ensure that we can continue to satisfy the need for help.**

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Further information and application forms are available on our website [www.vegetariancharity.org.uk](http://www.vegetariancharity.org.uk) or by post from The Grants Secretary, PO Box 473, CREWE CW3 0WU

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