

Viva!

EMERGENCY!

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WE HAVE AN ENVIRONMENTAL EMERGENCY

MEAT, FISH AND DAIRY ARE PRIME CAUSES

7 MAJOR REASONS TO ACT NOW!

1. CLIMATE EMERGENCY

Scientists predict we have 12 - 20 years to tackle global warming before it becomes unstoppable and uncontrollable, devastating the planet. Farmed animals produce 15-18% of all greenhouse gases – more than all the world's planes, boats, cars and trains combined.

2. FOREST EMERGENCY

Across the globe, forests are still being felled and burnt at a terrifying rate in order to graze cattle and grow feed for farmed animals. All cleared Amazon land is used for these purposes.

3. EXTINCTION EMERGENCY

Loss of wild animal and plant species is up to 1000 times faster than it should be as their homes are given over to animal farming. We have entered a period of mass global extinction... the last one was 66 million years ago.

VEGAN
NOW!

"LIVESTOCK'S CO
PROBLEMS IS ON A M

ADDRESS

UP

OCEAN EMERGENCY

■ The ocean is vital to life on Earth, producing more than half of the oxygen we breath. Yet increasing sea temperatures, high CO₂ levels and overfishing are devastating our oceans – dangerously depleting fish stocks and threatening mass extinctions of half of all marine species.

5. SUPERBUG EMERGENCY

■ Deadly, antibiotic-resistant bacteria, such as *E coli*, threaten our children's future and may render any form of surgery impossible for fear of fatal blood poisoning. They largely result from the routine use of antibiotics in intensive animal farming, where up to 80% of the drugs are used.

6. SOIL EMERGENCY

Livestock occupy 70% of all agricultural land – most of it wasted. They are inefficient at turning good vegetable protein into meat protein. Land is being degraded and becoming less productive everywhere and much of it is turning to desert.

7. ANIMAL EMERGENCY

80% of all meat and dairy now come from intensive or factory farms. Viva! has exposed the sickening conditions inside these places over and over again. The animals suffer appallingly and you can help bring it to an end.

CONTRIBUTION TO ENVIRONMENTAL
MASSIVE SCALE... IT NEEDS TO BE
ADDRESSED WITH URGENCY."
UNITED NATIONS



Viva!



BE A FIRST RESPONDER AND HELP SAVE OUR PLANET

Yes, you can do something and yes, there is still time to change things – and it couldn't be easier. You no longer need to be part of this unbridled vandalism being inflicted on our planet.

CHANGE YOUR DIET, CHANGE THE WORLD

With one simple decision – today – you can join millions of other caring people and slash your contribution to all these devastating environmental catastrophes. It couldn't be easier.

Just CHOOSE VEGAN! You'll be much healthier and so will the planet.

VIVA! CAN HELP YOU ALL THE WAY

The science is now overwhelming – eating animal products is destroying our world. The answer...

VEGAN NOW!

GO TO VIVA.ORG.UK/VEGAN-NOW

FIND OUT

WHY EATING MEAT, FISH AND DAIRY IS DESTROYING OUR WORLD.

DISCOVER

SIMPLE WAYS HOW YOU CAN STOP IT.

TASTY RECIPES

EASY VEGAN RECIPES - TIPS - FREE MEAL PLANS FOR 1 DAY AND 30 DAYS - EVEN CAN'T COOK, WON'T COOK.

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