

**“Hey Meaty,
you’re making me
so *hot!*”**

Meat and dairy animals produce more greenhouses gases than all the world’s transport combined. *Fact* not fantasy.

Viva!



55 billion animals slaughtered worldwide last year

Here's the cost – devastation of the global environment and a threat to our children's future. But don't take Viva!'s word for it.



"Livestock's contribution to environmental problems is on a massive scale. The impact is so significant that it needs to be addressed with urgency." United Nations Food and Agriculture Organisation 2006

Think of almost any environmental catastrophe and you'll find livestock at the heart of it.

Farmed animals are one of the main sources of gases that cause **Global Warming**. They top the list in making wildlife and plants extinct across the world – what's called **Loss of Biodiversity**. And all because they are the main reason for **Deforestation** – chopping

down rainforests – where most of the world's species live. Pesticides, hormones, drugs and chemicals used for livestock are the main cause of **Water Pollution**. The massive use of antibiotics in factory farms has helped to create **Superbugs**. Their manure is a main source of **Acid Rain**. Feeding farmed animals takes up 70 per cent of all agricultural land. Many times more people could be fed on a plant-based diet. They consume much of the world's **Dwindling Fresh Water**. Their hooves and over-grazing are the main cause of **Spreading Deserts**. Agriculture is being intensified and animals are now **80% Factory Farmed**. And on top of this, the world's oceans are being devastated by **overfishing**. In short, eating meat, fish and dairy amounts to a **Diet of Disaster**.

You can end your part in this destruction right now, today, with one simple decision. Go vegan – and Viva! will help you make the change.

Viva!

Change your diet –
save the world

Please send me a FREE HOT! Pack, with recipes

First name _____

Surname _____

Address _____

Postcode _____

DOB if under 18 ____/____/____

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