



Viva!

Your next  
burger  
could cost  
him his LIFE!

Meat and dairy livestock are the number one reason why wild animals are being wiped out globally. Don't monkey around – go veggie!

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# Jungle drumstick

So what has eating sausages, chicken nuggets or burgers got to do with killing monkeys? Lots! Animal agriculture tops the list for destroying biodiversity because it wipes out the rainforests and habitats that wild animals need to survive. Land is cleared to ranch cattle and grow crops such as soya – almost all of which is fed to the world's farmed animals.



Caged and desperate: 70 per cent of British sows face the horror of the farrowing crate

# Amazon no more

Each year, over one million animals such as monkeys, sloths, tapirs, parrots and toucans are driven from their homes as 78 million acres of Amazonian rainforest are cleared. Countless millions of other mammals, insects and birds are also evicted and die. The scene is repeated in other places across the world. The overwhelming reason is to feed livestock and satisfy our lust for meat.

# Factory farmed

One billion animals are killed and eaten in the UK each year, most living short and brutalised lives on industrial farms where they never even see daylight. They die in horrific ways behind the closed doors of slaughterhouses – for a food we don't even need.

# Save animals

We are munching our way through the world's rainforests and killing wild animals at an unsustainable rate. You can stop the death and the destruction by simply going veggie. You not only save the lives of 11,047 animals in a lifetime by not eating them, but a whole jungle's worth of wild animals too!

30,000 or more birds in one shed living on their own excreta



For your **FREE GO VEGGIE PACK** including a colourful, fun mag and recipes call Viva! on 0117 944 1000 (9am-6pm, Mon-Fri). Email [info@viva.org.uk](mailto:info@viva.org.uk). Order online at [www.viva.org.uk](http://www.viva.org.uk) or send the coupon below to: **Viva!, 8 York Court, Wilder Street, Bristol BS2 8QH**

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

Title \_\_\_\_\_ First name \_\_\_\_\_

Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_

Date of birth (if under 18) \_\_\_\_ / \_\_\_\_ / \_\_\_\_