

The milk marketing fraud / The Vegan Society.

Contributors

Vegan Society.

Publication/Creation

St. Leonards-on-Sea : Vegan Society, [ca.1990]

Persistent URL

<https://wellcomecollection.org/works/tjmnnjyj>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

Enquirer's Pack

If you would like to know more about the many aspects of veganism, please send for our Enquirer's Pack. In return you will receive leaflets on the following topics:

HEALTH: Answers any doubts as to whether a vegan diet can supply all our nutritional needs.

ANIMAL RIGHTS: Explains why veganism is the logical conclusion to any commitment to animal rights.

ECOLOGY: Details the benefits to our planet as a whole of a large-scale adoption of veganism.

WORLD FOOD PROBLEM: Explains the link between animal farming and human famine.

You will also receive a booklist of recommended reading on these subjects and details of Vegan Society merchandise. Please send a large (9" x 4") SAE marked 'Enquirer's Pack' to The Vegan Society, 7 Battle Road, St Leonards-on-Sea, East Sussex TN37 7AA. You may already be convinced of the strength of the vegan case. If so, please join the Society and add your voice to the growing chorus of concern over the appalling violence inflicted daily on all forms of life. A new, more caring way of living is not only possible, but is made a reality by all those already committed to veganism. Please stand up and be counted – join us now, and help to reduce the suffering in the world, of both humans and non-human animals.

Membership/Enquiry Form

Why not support – or perhaps just find out more about – those working positively towards an end to all animal abuse and the widespread adoption of a more ecologically sound way of life? Simply fill in the form below and return to: The Vegan Society, 7 Battle Road, St Leonards-on-Sea, East Sussex. Please tick as appropriate: TN37 7AA

PLEASE SEND ME A FREE VEGAN INFORMATION PACK – for which I enclose a stamped addressed envelope.

I WISH TO BECOME A MEMBER of the Vegan Society Ltd and undertake to abide by its rules as set out in the Society's Memorandum and Articles of Association. I declare that I am a practising vegan (no animal products).

I WISH TO BECOME AN ASSOCIATE of the Vegan Society Ltd. Although not a practising vegan, I agree with the Society's aims and would like to support its work.

I enclose payment as follows (please tick as appropriate):

Cheques/POs should be made payable to: The Vegan Society Ltd

- | | |
|--|--|
| <input type="checkbox"/> Individual £15.00 | <input type="checkbox"/> Family/Join £20.00 |
| <input type="checkbox"/> Unwaged individual £10.00 | <input type="checkbox"/> Unwaged family/joint £14.00 |
| <input type="checkbox"/> Junior (under 18) £8.00 | <input type="checkbox"/> Life membership £250.00 |

I WISH TO SPONSOR your work, for which purpose I enclose a donation of £5.00 £10.00 £25.00 £50.00 £

Title (please delete as appropriate) Miss/Mr/Mrs/Ms

Name (please print) _____

Address (please print) _____

Postcode (please print) _____

Signature _____ Date _____

Profession/Skills _____

DAIRY HARM

Over 170,000 calves die each year before they are 3 months old, due largely to neglectful husbandry and appalling treatment at markets.

Cow's milk is for calves but hardly any calf gets to drink it. It's put in cartons and bottles instead, for only humans steal the milk of another species and base an industry on the needless theft.

For details of how to withdraw your support from this cruel industry please fill in the form on the preceding page.



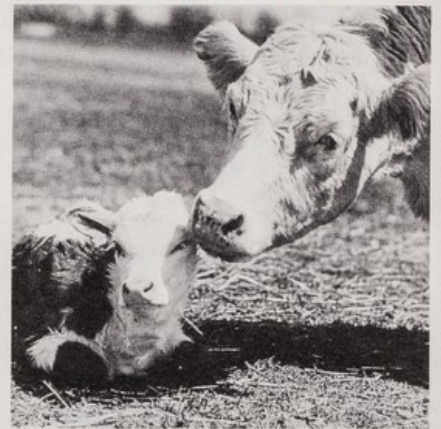
H W Leather

THE
Vegan
SOCIETY

The Vegan Society Ltd., 7 Battle Road,
St Leonards-on-Sea, East Sussex, TN37 7AA
Registered in England No. 1468880 Registered Charity No. 279228

3

THE MILK MARKETING FRAUD



FARM

In order to survive, the dairy industry perpetuates two myths. The first, that the cow is relieved only of her surplus milk after the calf has been satisfied. The second, that cow's milk is necessary for human health. **BOTH ARE UTTER NONSENSE.**

THE
Vegan
SOCIETY

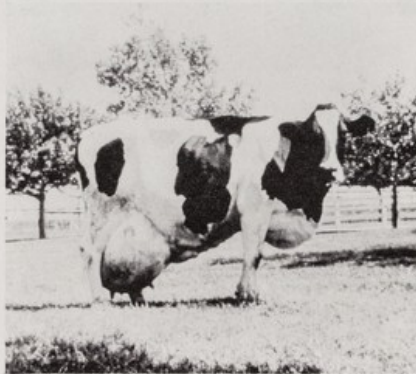
RICH MILK . . . POOR COW

So that UNNECESSARY health-risk foods like milk, cheese, cream and butter can be provided for the non-vegan market the calf is taken away from its mother just days after birth, sometimes immediately. The cow is left with nothing, yet she's expected to go on giving.

A continual flow of milk is extracted from the dairy cow only by subjecting her to yearly pregnancies, the first beginning at around 2 years of age, each lasting nine months. After giving birth she will be milked for 10 months, but during the third month she will be put in calf. Only 6–8 weeks after drying out she will give birth again. SO FOR 6–7 MONTHS EACH YEAR SHE IS MILKED WHILST PREGNANT.

As one of 3 million milk-machines in the UK she is likely to be yielding up an unnatural 6000 litres per year – 5 times as much as a cow in the 1950s. Milked twice, even three times a day, her full udder can weigh the equivalent of 50 bags of sugar; in extreme cases it may even drag the floor. Her unique stomach, designed for digesting grass, cannot cope with the vast quantities needed for such high output so in order to reach higher yields she is also fed concentrated pellets of imported proteins and home-grown cereal.

Even then her production may outstrip her appetite. In order to



FARM

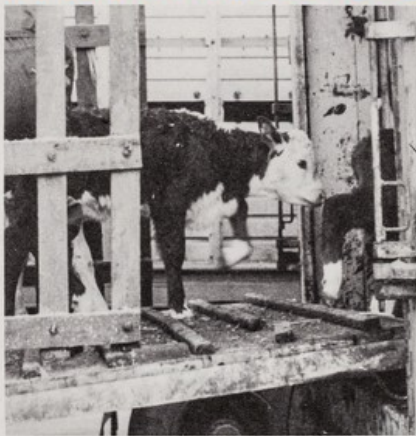
keep up she will have to break down body tissue: she will be 'milking off her back'. The result can be one of many bovine disorders – ketosis – an outstanding problem of early lactation. Rumen acidosis, induced by large helpings of quickly fermented carbohydrate, is an important cause of the foot condition, laminitis. An estimated 25% of all cows are treated for lameness each year, and all foot ailments are likely to be aggravated by the farm environment, where large herds now spend longer periods on concrete with their hooves immersed in excrement. With 60–100 cows (in a typical herd) each producing 40 litres of slurry per day a breeding ground is quickly established for udder infections like mastitis, and only a wide range of antibiotics, other drugs and dietary supplements keep milk fever, staggers, liverfluke, lungworm and pneumonia in check.

THE LONG-SUFFERING DAIRY COW IS BEING PUSHED TO HER LIMITS. EACH YEAR OVER 20% ARE CULLED FROM THE NATIONAL HERD DUE TO INFERTILITY, DISEASE OR POOR YIELD. AFTER 4–5 CALVES HAVE BEEN TAKEN FROM HER SHE WILL END UP BETWEEN TWO BITS OF BREAD OR WRAPPED IN TIN. SO MUCH FOR THE PICTURES OF CONTENTMENT.

AND WHAT HAPPENS TO THE CALF?

In nature the calf would suckle for almost a year but nature, like the calf, is denied by the dairy industry. Some calves may be separated from their dams on the first day of life; others might remain for just a few days. But as the inevitable by-products of relentless milk production each will have to endure one of several possible fates.

- The least healthy bobby calves will be sent via market to be slaughtered for pet food; to provide veal for veal & ham pies; or for rennet to be extracted from their stomachs for cheese-making.
- Some females will be reared on milk substitutes to become dairy herd replacements and begin, at 18–24 months of age, the cycle of continual pregnancies.
- Some will be sold at market at 1–2 weeks of age for rearing as beef in fattening pens and slaughtered after 11 months, often without sight of pasture. Up to 80% of the beef produced is a by-product of the dairy industry.
- A few will be selected for rearing as bulls, spending their lives in solitary confinement serving canvas 'cows' and rubber tubes. Artificial insemination is now responsible for 65–75% of all conceptions in the dairy herd.
- Around 270,000 unwanted calves are reared for veal, all but around 12% of them spending their short miserable lives in



CIWF

narrow crates (5' x 2') on wooden slats without straw. Whilst some 10,000 suffer such a fate in Britain the rest are exported for the purpose. In solitary confinement, unable to turn around or groom themselves they must drink the only diet they are allowed – a milk-substitute gruel. Deliberately kept short of the iron and fibre which would redden their fashionably white flesh, they will suffer from sub-clinical anaemia and gnaw at the crates and their own hair for the roughage they crave. Fed large doses of hormones and antibiotics to promote growth and prevent the onset of infections caused by the stress of confinement and malnutrition, they will still suffer scours, pneumonia, diarrhoea, vitamin deficiency, ringworm, ulcers or septicaemia. After 14 weeks, barely able to walk, they are taken over long distances to slaughter, many ending up on hotel dinner plates back in Britain.

From the Brambell Committee of 1965 to the Agriculture Committee of the House of Commons in 1981 every committee that has looked into the matter has agreed that the veal crate should be banned.

BUT IT IS JUST PART OF A CALLOUS SYSTEM THAT CASTS OFF YOUNG ANIMALS IN ORDER TO PRODUCE A COMMODITY, COW'S MILK, THAT NO-ONE NEEDS NO-ONE BUT THE CALF.