

**If you're concerned about your health, the well-being of the planet and the avoidance of animal suffering, then take a closer look at the vegan diet is for you [sic]... / The Vegan Society.**

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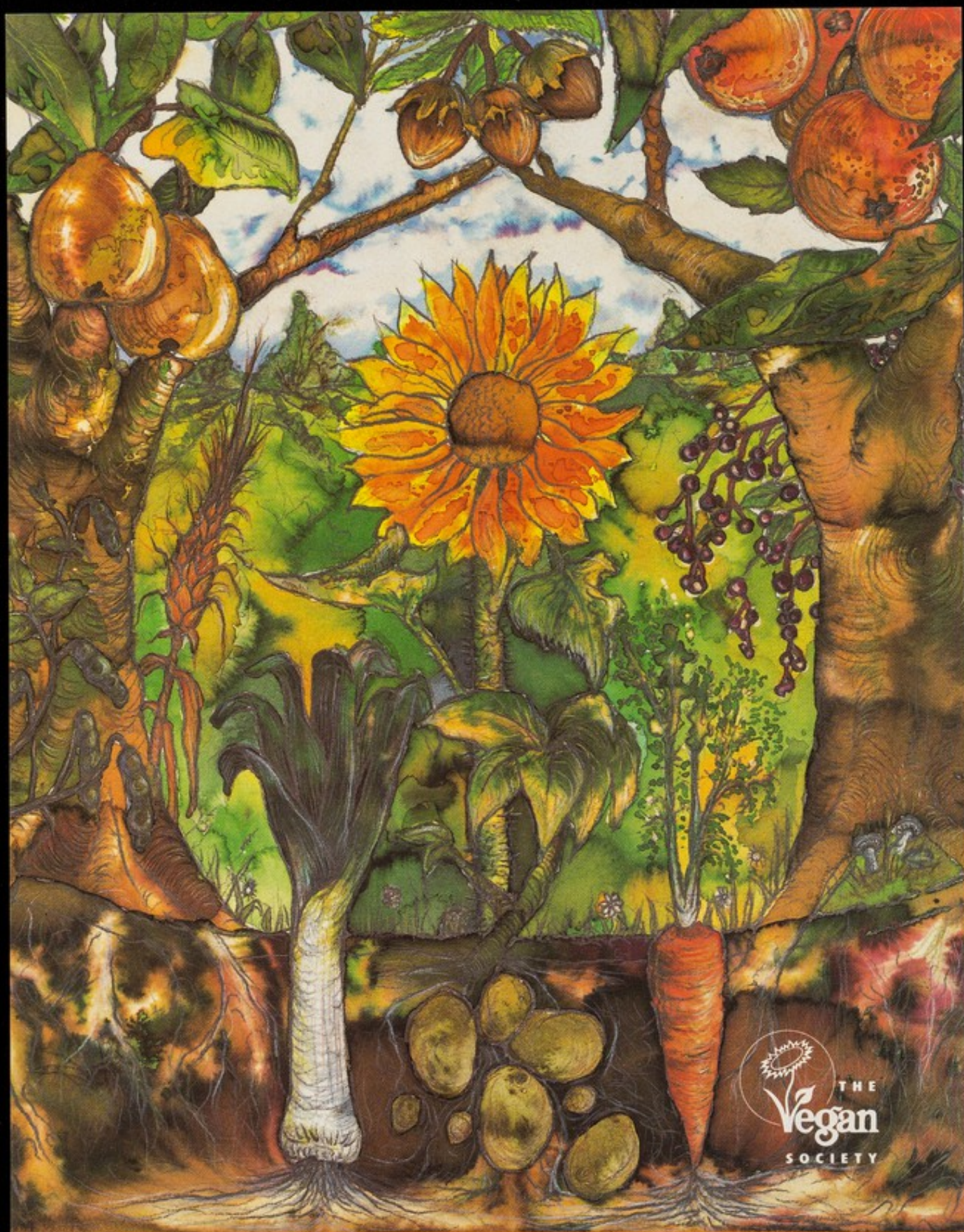
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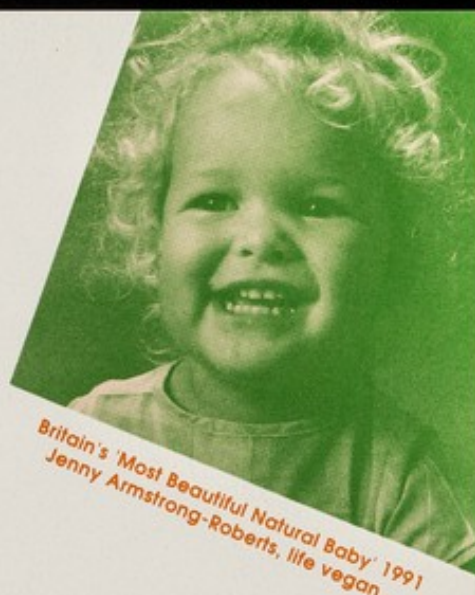


If you're concerned about your health, the well-being of the planet and the avoidance of animal suffering, then a closer look at the vegan diet is for you . . .



## Health

A vegan diet is high in fibre, vitamins and minerals but low in cholesterol, saturated fat and salt. This is achieved by eating only plant foods such as nuts, beans, cereals, vegetables and fruits. Research involving human volunteers has shown that those on such a diet are at less risk of high blood pressure, breast and bowel cancer, diabetes, arthritis, varicose veins, heart disease, piles and kidney stones. Generations of vegans have demonstrated both the adequacy and health advantages of a vegan diet.



Britain's 'Most Beautiful Natural Baby' 1991  
Jenny Armstrong-Roberts, life vegan

## The Planet

Currently eight times as much land is cultivated than is necessary to support people living on plant foods alone;  $\frac{7}{8}$  this is used to sustain farm animals. Clearly, passing plant material through animals is a highly inefficient use of scarce resources. Animal-based agriculture is a major contributor to environmental destruction e.g. acid rain, deforestation, soil erosion, global warming and water pollution.



## Animals

Humans share a common bond with animals — the ability to feel pain. Rearing animals for food, whether factory-farmed or free-range, cannot be separated from the infliction of pain and suffering. Every year hundreds of millions of animals are killed for meat, while dairy products involve cows in an unending cycle of pregnancy, lactation and removal of their calves within a few days of birth. The majority of dairy calves are destined for slaughter, conversion into prime beef, or export for veal production using the 'crate' system (banned in the UK).

If you would like to make a positive and practical contribution towards improving your health, saving the planet and reducing animal suffering by adopting a vegan diet, the Vegan Society — an educational charity — can help. Simply fill in the coupon below.

- ☐ Please send me more information about the vegan diet and the Vegan Society
- ☐ I enclose a large stamped addressed envelope or small donation

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