

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.
DAIRY INDUSTRY: Exposes the cruelty inflicted on cow and calf to produce totally unnecessary foods.

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, 33-35 George Street, Oxford OX1 2AY.

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 (Tick relevant box)

Send to The Vegan Society Ltd., 33-35 George Street, Oxford OX1 2AY

- I/We apply and consent to become a Full Member/s (for practising vegans)/Associate/s (for sympathisers) of the Vegan Society Ltd, at the annual rate of £6.50 (waged), £4.00 (unwaged), £8.50 (waged family), £6.00 (unwaged family).
- I/We enclose cheque/postal order made payable to the Vegan Society Ltd to the value of £_____ for membership, including £_____ donation.
- I/We enclose donation of £_____
- Please send me/us the Enquirer's Pack.

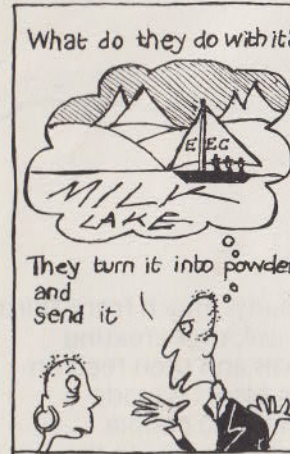
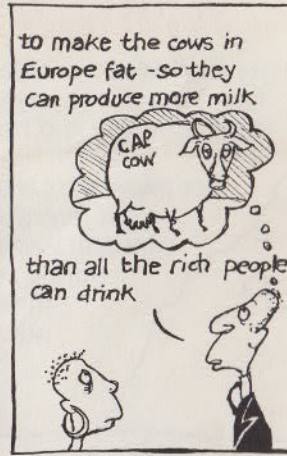
Name/s _____

Address _____

Postcode _____

Signature/s _____

Date _____



Ian Kellas/Oxfam

Animal products are unnecessary. In the face of this fact can we in the rich countries possibly continue in our old ways, while animals suffer and humans starve? If not, then the role of veganism in ending mass hunger must be more widely recognised.

THE
Vegan
SOCIETY

The Vegan Society Ltd, 33-35 George Street, Oxford OX1 2AY
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**WORLD TRAGEDY:
300 Jumbo
Jet Crashes
EVERY DAY**



Assoc. Press

Over **500 million** people on this planet are severely undernourished, and **40 million** die each year from starvation or hunger-related diseases. That is the equivalent of 300 Jumbo Jet crashes every day, **with no survivors.**

THE
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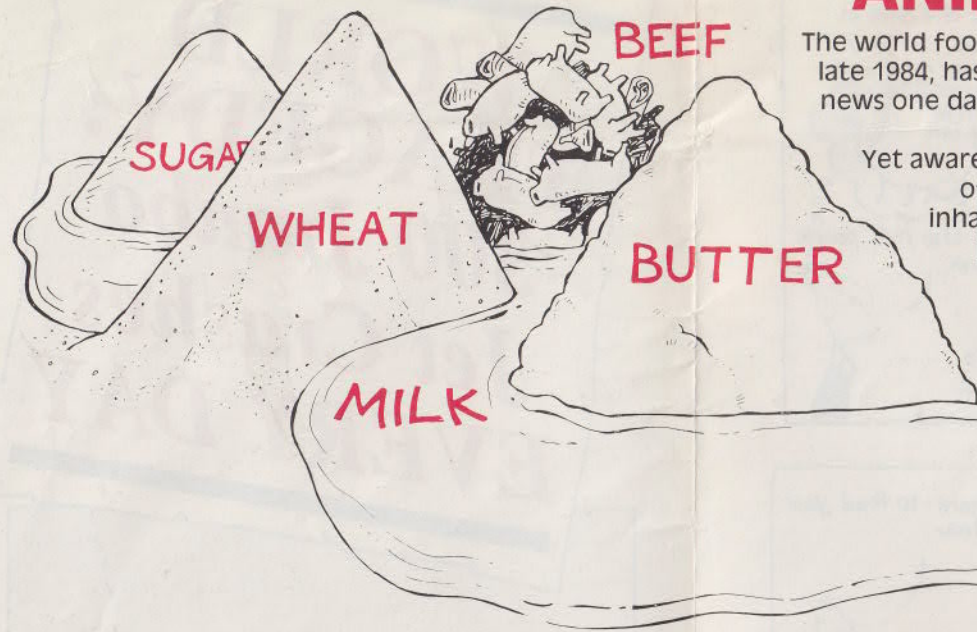
ANIMAL FARMING AND HUMAN FAMINE

The world food problem is now common knowledge. The Ethiopian famine, which first hit our headlines in late 1984, has changed forever the 'developed' world's consciousness of the problem. No longer is famine news one day and forgotten the next, but a fact we must all live with daily.

Yet awareness is only the first step. We need to ask, and find out, **why** famine occurs. It is **not** because of overpopulation – enough food is produced on this planet to feed at least twice its present inhabitants. **Neither** is it because of unchangeable climatic conditions – drought does not arrive purely as a chance bolt from the heavens, but as a consequence of consistent environmental mismanagement. Much of what is now desert was once fertile land, and much of what is now fertile will become desert if present trends continue. **HOW?**

The first step is the clearing of natural tree cover so that the land may be used for agriculture. But trees increase humidity, check the run-off of rainwater from the land, maintain the water table close beneath the surface, and protect the soil from the erosive effects of wind. So when extensive areas are devoid of trees the desert is ready to take over.

The process is continued either by overgrazing or overcultivation. Grazing animals prevent the regeneration of plants by eating young shoots. The land becomes gradually more barren, at the mercy of wind and rain; less a pasture and more of a dust-bowl. Intensive cultivation, by never giving the soil time to lay fallow and recover nutrients, takes more from the earth than it puts back. Nature is amazingly resilient, but eventually this approach means that the land must lose its fertility. By these processes the deserts of the world are spreading. It becomes harder and harder for their inhabitants just to survive.

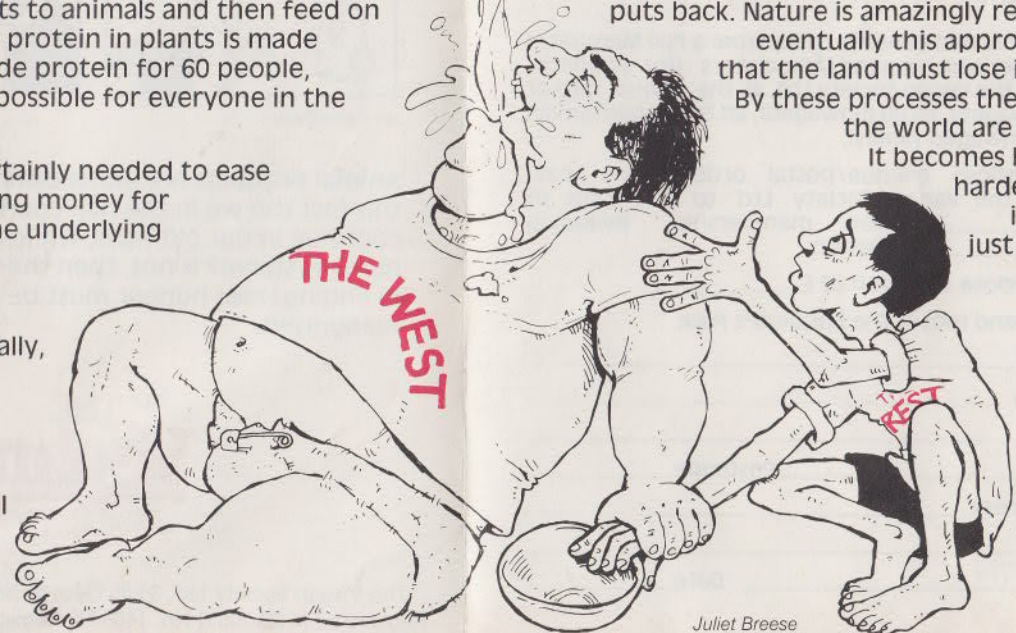


PLANTS CAN FEED THE WORLD

Some 40% of the world's cereal harvest is fed to livestock. In Europe we import vast amounts, much from Third World countries, to feed to animals to produce more dairy foods and meat than we can use, thus creating the infamous EEC surpluses. Slowly the realisation is dawning that to feed plants to animals and then feed on the animals or their products is grossly inefficient. On average only 15% of the protein in plants is made available in the final carcase, and whilst 10 acres growing soya beans can provide protein for 60 people, 10 acres supporting grazing cattle can provide for only 2. It would be quite impossible for everyone in the world to eat the average Western diet, since **there is simply not enough land**.

This leads us to a vegan solution to the immense problem. Whilst funds are certainly needed to ease immediate crises, and for long-term projects to green the deserts again, sending money for famine relief whilst consuming animal products is short-sighted and ignores the underlying causes. Good intentions are not enough; if we cannot make the changes that would benefit us all, things will stay as they are. A vegan Britain could be self-sufficient in food on only 25% of the agricultural land presently available, and could demonstrate that human and animal rights are indeed compatible. Globally, veganism can point a way to the end of both mass starvation and animal exploitation.

Such a workable answer to the world's food crisis could have been seen many years ago. The facts were there but the ability to understand them was not; animal products had been such a traditional part of our diet that their removal was unthinkable. Now things have changed. The Vegan Society is over 40 years old, and as the medical world stresses the importance of plant-based foods, report after report confirms the soundness of a vegan diet. Nutritionally, ethically and environmentally it makes sense.



Juliet Breese