

# BE THE CHANGE

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How YOU can save hundreds of lives by making small changes

**Despite a great love for cows in our nation, the sad truth is that these gentle beings are among the most abused animals in our country.**



## **No Natural Birth or Death**

Just like humans, cows and buffaloes produce milk only when they give birth. To meet the human demand for milk, they are forcefully impregnated and spend their whole lives in a dreadful cycle of pregnancy, childbirth, and lactation. Many lay in their own filth, tethered in dingy makeshift shelters.

## **Isn't that Inhumane?**

Forced insemination involves mounting selected bulls on dummy cows, or giving them electric shocks to collect semen and forcibly placing it in cows who are restrained on "rape racks." This is a standard practice at most small- and large-scale dairies in India.



**A female dairy cow being forcefully inseminated while restrained.**

# MOTHER'S MILK, BUT NOT FOR HER CALF

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**What if you had to watch your child get snatched away again and again?**

Cows and buffaloes get anxious when separated from their calves. To keep the mother lactating, the calf is killed and his head is stuffed with straw to create a khalbaccha—a dummy calf—which is placed near the mother.

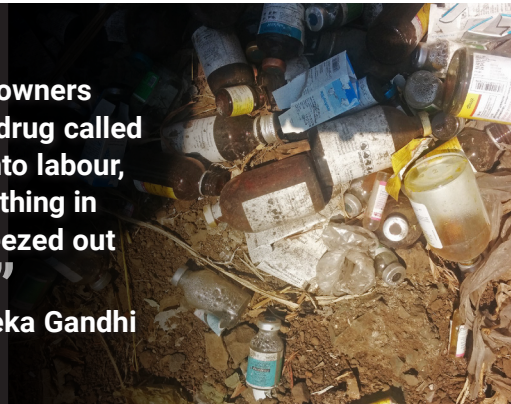


**This calf was left to starve after birth while his mother watched helplessly from a distance. The milk that's meant to nourish him will be sold to humans instead.** →



**“In order to get more milk, dairy owners inject the animals with an illegal drug called Oxytocin. Oxytocin sends them into labour, so for two hours a day they're writhing in labour pains until the milk is squeezed out of their inflamed diseased teats.”**

**-Maneka Gandhi**



# The Sad Fate of Male Calves

A male calf is of no use to the milk and cheese industry. He's almost always sent away for slaughter where the calf's skin is used in the leather industry. If not, male calves are abandoned and left to starve.

**Starving male calves waiting to be slaughtered for leather.** →



## What If You Were Born Only To Be Killed?

Beef and milk are two sides of the same coin. Once cows and buffaloes are too exhausted to produce milk, they're taken to other states where it's legal to slaughter them. Because of the enormous demand for milk in our country—where Indian cows are supposed to be sacred and safe—we're sadly the world's largest exporter of beef. The journey to the slaughterhouse can last many days without rest, food, or water.



**Rubbing chillies or tobacco in the cows' eyes and breaking their tails are common practices to keep these exhausted and injured cows from collapsing.**

# IS MILK HEALTHY?

Milk is advertised as a healthy drink for humans, but the truth is, it's literally a mixture of pus, hormones, antibiotics, and pesticides.



## **Pus and Bacteria**

Unhygienic conditions and the use of machines for milking causes mastitis— inflammation of the udder. This results in pus and bacteria in their milk.



## **Antibiotics**

Dairy farmers try to control mastitis with large doses of antibiotics and painkillers, which also end up in the milk. This can cause antibiotic resistance in humans.

## Is Milk Natural?

Have you ever seen an animal drinking the milk of an animal from another species or continuing to drink milk as an adult? Humans are the only ones who do that!



**“ I couldn't see animals in pain or distress. Cows have their baby calves stripped away from them at birth so we can drink their milk. You can build the body you want and get super strong without drugs, meat, or dairy (yes, that includes whey protein). ”**

**- Azad Singh, personal trainer**

# BORN INTO MISERY



Chickens are friendly and smart, just like dogs. Scientists have found that chickens begin to communicate with their chicks long before they're hatched. Sadly, chickens are also among the most abused animals.



## Genetic manipulation

On modern factory farms, they're bred to grow so large that by the time they're one month old, it hurts to walk. Many chickens become lame and slowly die from not being able to reach food or water.

## Confinement

Hens raised for eggs and meat spend their whole lives packed in filthy wire cages with floor space no larger than this booklet.

## Discarding male chicks

Male chicks are useless to the egg industry and are shredded in giant grinders or suffocated in plastic bags immediately after they're born.

## Debeaking

Female chicks have it even worse. Their sensitive beaks are cut off with hot blades so they won't peck at each other out of frustration from the extreme confinement.



## Friends or Food?

Goats are not just lively and inquisitive. Researchers have found that they love solving puzzles and form complex social bonds.

Goats are transported to slaughterhouses in unhygienic and cramped trucks or made to walk for days until they collapse. The slaughterhouse workers hack at their throats with dull blades, while in full view of other animals. They cut off their limbs and even skin them while they're still conscious.



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## Silent Screams

There's scientific evidence that fish can feel pain and have self-awareness. Research has shown that fish recognise individuals, are social, and even look out for each other. When they're pulled out of the deeper parts of the ocean, their eyes pop out, their bladders burst, and they slowly suffocate to death.

**It's becoming a common practice to breed fish in filthy polluted artificial tanks where they have no space to swim.**



# WHAT IS SPECIESISM?



We love dogs and cats, but farmed animals such as cows, pigs, and chickens are seen as objects to be turned into food. This is one of the most pervasive forms of speciesism.

Veganism is a worldwide movement of people who are opposing speciesism by abstaining from eating anything that comes from an animal, including milk and eggs. A vegan also does not buy anything made from animals, such as animal skin for belts and shoes.

## Try these delicious alternatives

Our demand for milk and paneer means suffering for millions of animals

and their babies. You can help prevent this unnecessary pain by substituting dairy milk for other plant-based milks. Find these delicious alternatives to milk and milk-based products at stores near you or order online at Amazon.in.



## PRO TIP!

Use tofu instead of paneer in your favourite dish for a tasty, cruelty-free, and healthy alternative!



# What Do You Mean It's Not Meat?



There are dozens of animal-free alternatives to meat—you'll find them in the freezer section at any supermarket or you can order them online. Look for street food vendors selling soya chaap—the ultimate desi mock meat!

## Tasty meals and more!

You don't have to give up your favourite foods! Most South Indian, Maharashtrian, Chinese, Thai, and Middle Eastern foods are plant-based, and you can easily prepare others without ghee, yogurt, or cheese.



INDIAN



ITALIAN



CHINESE



FAST FOOD



VEG BIRYANI



THALI



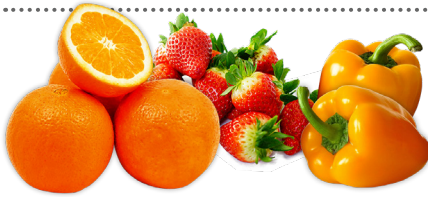
**“ We can substantially reduce the risk of lifestyle diseases like heart disease and type 2 diabetes if we make plant-based foods the center of our plate.”**

**-Dr. Zeeshan Ali,**

Physicians Committee for Responsible Medicine

## Staying Strong

Eating high-protein foods such as beans, lentils, peanuts, and vegetarian meats will meet your daily protein requirements and provide satisfying meals.



Plant-based diets are high in iron and eating vitamin C at meals helps you absorb it.

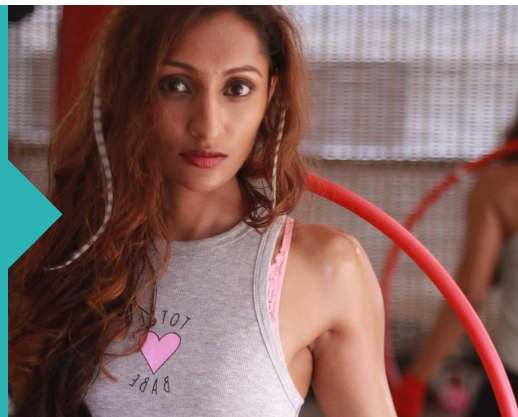
To cover your bases, consider taking a daily multivitamin with B12 or eating B12-fortified foods, such as soymilk and cereals.



Visit [VeganOutreach.org/nutrition-india](https://VeganOutreach.org/nutrition-india) for more in-depth nutrition tips.

**“I eat plenty of fresh fruits, vegetables, beans, and pulses which provide calcium and protein, and after being a vegan for many years, I feel great.”**

**- Roshni Sanghvi,**  
fitness coach



# FIGHT CLIMATE CHANGE

## with Diet Change

Millions of people are eliminating animal products from their lifestyle to reduce global warming, deforestation, water pollution, and malnourishment.

WATER USE:



Livestock uses almost 1/3 of the freshwater available on the planet.



A vegan diet can reduce water consumption by 50%.

LAND USE:



Globally, meat and dairy production use 83% of agricultural land.

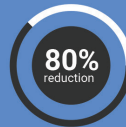


If all people stopped eating meat and dairy products, the use of agricultural land around the world could be reduced by 75%.

CLIMATE CHANGE:



Meat and dairy production produces 60% of agriculture's greenhouse gas emissions.



A shift to plant-based diets could reduce food-related emissions by up to 80% by 2050.

ANIMALS SAVED:



Livestock and fishing are human activities where the greatest number of animals is exploited and killed.



One person following a vegan diet can prevent the death and suffering of 35 or more animals a year.

References: [veganoutreach.org/environment](http://veganoutreach.org/environment)

**Vegan Outreach, PO Box 1916, Davis, CA 95617 · [VeganOutreach.org/Contact](http://VeganOutreach.org/Contact)**

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