

**CHOOSE COMPASSION
CHOOSE VEGAN**

**ANIMAL
AID**



**THE REALITY OF DAIRY FARMING
IS HIDDEN FOR A REASON: SO THAT
CONSUMERS WILL NEVER QUESTION THE
TERROR WE'RE BEING SERVED.**

Part one: Separation

To produce milk, a cow must first be made pregnant and give birth. Her newborn calf is then removed, just hours after birth, so that her milk can be taken for humans instead. This process is truly disturbing: separating mothers and babies causes acute psychological stress, with mothers even chasing farm vehicles containing their stolen babies.



Jo-Anne McArthur / We Animals

Male calves are 'useless' to the dairy industry because they cannot produce milk. Some are sent to veal farms but most are slaughtered. Between 2020-2022, over 107,000 male calves were killed; each one less than a month old, barely standing on wobbly legs and still wondering where their mum went?

Part two: Confinement

Farmed animals are increasingly housed indoors, all year round, in a bid to cut costs. In 'zero grazing' systems, cows will never feel the grass beneath their hooves or the sun on their backs. Instead, they endure the same barren, concrete cubicle day in, day out; an environment that denies all her natural instincts to play, graze and socialise.



Andrew Skowron / We Animals

Part 3: Exhaustion

Dairy cows are made to give birth while still lactating from a previous pregnancy, with no time to recover. Pushed to produce unnatural quantities of milk, she becomes exhausted, lame, and susceptible to disease. This is why many dairy cows have skeletal appearances - their bodies are relying on energy reserves just to keep standing. Those who cannot stand are called 'downer cows' by the industry and will soon be sent for slaughter.

Christopher Shoebridge / Generation Vegan



In the blink of an eye

Exhausted and infertile by just 5 years old, dairy cows are killed and enter the beef supply chain, destined for cheap meat products like dog food. Just like animals reared for meat, her life will end brutally and prematurely in the blink of an eye.

Whether factory farmed, 'organic' or sold under the guise of 'higher welfare', the dairy industry treats animals as mere units of production, stripping them of their rights as individuals, as mothers, as family members.

We've shared this message across the UK, from primetime television to nationwide digital adverts.

But now it's your turn.

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compassion.animalaid.org.uk

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info@animalaid.org.uk

When you've read this leaflet,
pass it onto someone else!



THE DAIRY INDUSTRY WORKS HARD
TO MAINTAIN A FAIRYTALE FAÇADE

BUT THE TRUTH IS FAR MORE TERRIFYING

SEE WHAT THEY SEE:



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ANIMAL AID

RIGHTS • RESPECT • COMPASSION
FOR ALL ANIMALKIND

Animal Aid, The Old Chapel,
Bradford St, Tonbridge,
Kent, TN9 1AW

01732 364546

info@animalaid.org.uk



AnimalAid



@AnimalAid



@animalaid_uk

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