



10 WAYS TO TRANSFORM YOUR WORLD

make a difference by the way you live, shop and eat



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2 BUY CRUELTY-FREE

3 DRESS TO IMPRESS

4 SAVE LIVES

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The world is what we make it...

The world is what we make it, and more and more people are realising that the part they play can make a difference for themselves, their families and their communities, as well as for animals. It might mean simply changing to a shampoo that hasn't been tested on animals, recycling more, buying Fairtrade products or becoming vegetarian. The point is: every choice we make can help. In this booklet, there is something for everyone, so read on and find out how you can transform your world.

transform your world this way →

1 GET HEALTHY

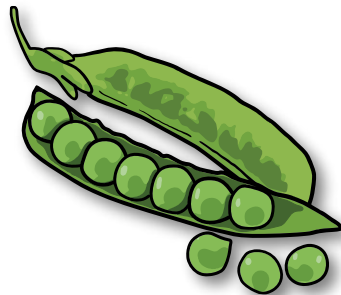


Choose a nutritious, healthy diet without eating animal products. Half of all adults in the UK are overweight and one in five is obese. Saturated animal fats from meat and dairy products pile on the pounds and also increase the risk of heart disease, high blood pressure, stroke and some cancers. That aside, who wants BSE, E.coli and salmonella on their plate?

A balanced vegetarian diet of fruit, nuts, beans, seeds, grains, oils and vegetables gives you all the nutrients you need, including protein, calcium, iron and omega-3 oils.

Many people become vegetarian overnight, whilst others make the change gradually – do whatever works best for you.

With the huge variety of vegetarian food available in shops and restaurants, you'll be spoilt for choice! And Animal Aid has a marvellous selection of recipes available to get you started. So, explore, experiment, enrich your life – and transform your world!



We have included a few recipes at the end of this booklet, just to whet your appetite – and there are many more available on request.

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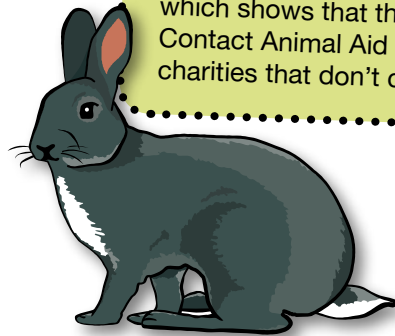
BUY CRUELTY-FREE



Use toiletries, cosmetics and household products that haven't been tested on animals and don't contain animal ingredients. And don't support charities that conduct or commission animal research. Every year, in the UK, approximately 3 million animals are maimed and killed in disease research and to test the safety of new chemicals, food additives, drugs and household and cosmetic products. They are force-fed, surgically mutilated, poisoned, given diseases and made to inhale smoke and toxic fumes.

Animal experiments have no relevance to human safety or medicine. In fact, 95% of drugs passed as safe by animal tests are later discarded as useless or dangerous, and, in a recent survey, 82% of doctors questioned were concerned that animal tests could be misleading.

You don't have to support the cruelty of animal testing. If in doubt, look for the 'leaping bunny' logo on the label, which shows that the product is cruelty-free. Contact Animal Aid for a list of medical research charities that don't conduct animal tests.



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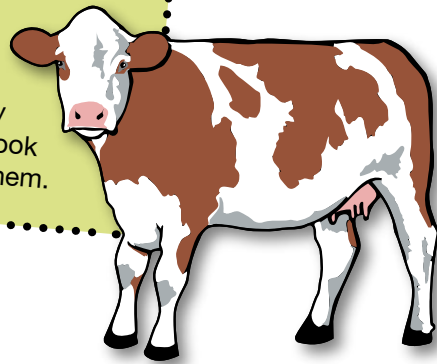
DRESS TO IMPRESS



Buy clothes and accessories that are not made from fur, silk, wool or leather. Draping ourselves in the skins of other animals is unnecessary when there are so many alternatives available. Even Arctic explorers don't wear fur coats anymore, preferring less expensive, warmer and lighter options.

Leather is not a harmless 'by-product' of the meat industry. It directly subsidises the meat trade – helping to keep it profitable. There are plenty of places to buy breathable, comfortable and hard-wearing alternatives to leather made from synthetic materials. Check out Animal Aid's own merchandise catalogue.

If you want to make a real fashion statement, transform your world by leaving furs and skins where they look best – on the creatures born with them.



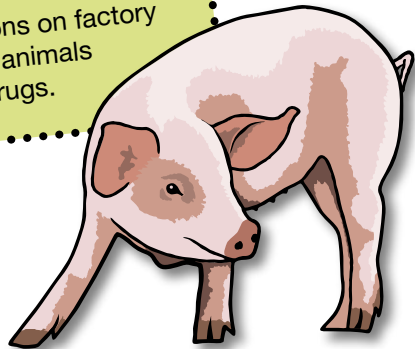
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SAVE LIVES

Factory farming uses animals to produce meat and dairy products as quickly and cheaply as possible. To keep production costs down, animals are fattened fast and killed young.

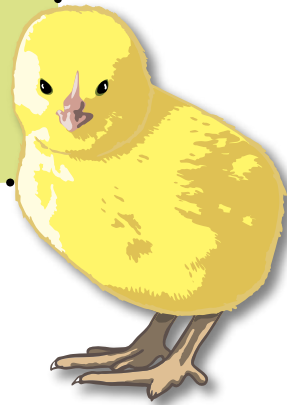
Because of the filthy, crowded conditions on factory farms, disease is rife, even though the animals are often given antibiotics and other drugs.



Whether factory-farmed, 'free-range' or 'organic', all farmed animals are exploited and face a terrifying slaughterhouse death.

The meat industry uses much more land, energy and water than plant-based agriculture. Up to ten times as many people can be fed on a vegetarian diet.

If you really want to transform your world, switch to the many delicious alternatives to meat, fish, eggs and dairy products.



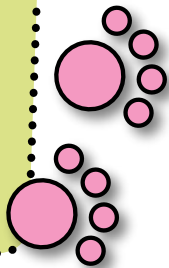
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COME TO THE RESCUE

Providing a loving home for an unwanted animal can be a rewarding and positive experience.

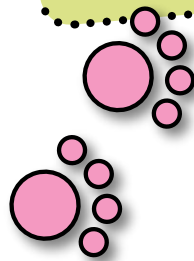
After all, every year, millions of exotic animals are stolen from the wild, whilst birds, rabbits, guinea pigs, cats, dogs, rats, fish and hamsters are mass-produced to supply the pet trade. They are sold in pet shops, garden centres, on the internet, through newspaper adverts and at pet fairs.

Hundreds of thousands of animals are destroyed every year because no home can be found for them. Many will have been bought by people who lose interest when they realise how expensive and time-consuming a pet can be.



Individual owners add to the problem by allowing their animals to have offspring. Please make sure you spay or neuter your pets to prevent pregnancies.

Giving a home to an unwanted animal is just one of the ways in which you can transform your world. So, if you have the time, space and commitment necessary, always adopt from a shelter or sanctuary.



more ways to transform your world this way →

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LIVE AND LET LIVE

The countryside is here for all of us to enjoy, but we need to protect natural habitats and look after the many wonderful creatures depending on them.

There are better ways to enjoy the countryside than hunting and shooting animals. Forty million pheasants and other birds are purpose-bred each year to be used as feathered targets. Foxes, deer and other wildlife continue to be hunted – and angling is justified by falsely claiming that fish do not feel pain.



In addition, many animals are 'culled' – in other words, slaughtered, having been identified as destructive to other, more popular species. The victims are blamed for problems that we create. The answer is for us to change our own behaviour.

One way to transform your world is by supporting only those conservation projects that help to protect wild animals and the natural environments upon which they depend.



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HAVE FUN WITHOUT CRUELTY

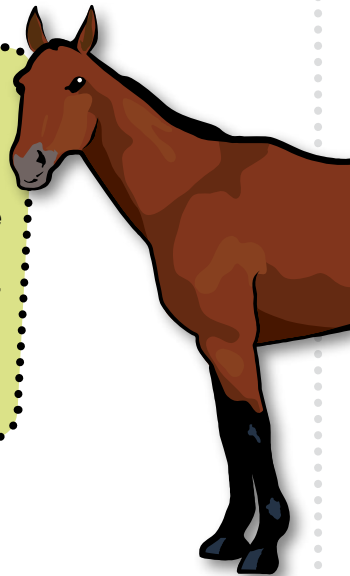
With so many ways to enjoy life, why spend your leisure time being 'entertained' at an animal's expense?

People are led to believe that horse racing is a harmless sport in which the animals are pampered participants who enjoy the thrill of competing. Most do not know that the horses who fail to make the grade may be slaughtered for meat or repeatedly change hands in a downward spiral of neglect. Of those who do go on to compete, around 375 are raced to death every year. Greyhound racing is just as bad: tens of thousands of dogs are dumped, drowned or killed every year, when they cease to be profitable.

These 'sports' are kept alive only through betting income and course attendance fees.

Zoos and aquaria are not 'conservation schemes' but prisons. The species confined in them are rarely endangered – and where they are, they hardly ever get returned to the wild. The only way to protect species at risk is to preserve natural habitats, reduce pollution and stop destructive practices such as deforestation, hunting and the global trade in wildlife.

Transform your world by refusing to support the cruelty of animal circuses, zoos, aquaria and horse and greyhound racing.



8

DISCOVER DAIRY-FREE

There are lots of delicious, dairy-free alternatives to milk, cheese, ice cream and yoghurt in supermarkets and health food shops. Many of these are fortified with calcium.

Dairy products are very high in saturated fat and cholesterol and, therefore, can be bad for our hearts.

Dairy products can also cause allergies and digestive problems, and have been linked to juvenile-onset diabetes, Irritable Bowel Syndrome, asthma and prostate, breast and ovarian cancers.



Cows produce milk only after giving birth. Through selective breeding, they are forced to produce as much as 60 litres of milk every day – six times more than is natural. They are subjected to an endless cycle of pregnancy to keep the milk flowing. Dairy means a bad deal for both the cow and the calf. Shortly after birth, the calves are taken away so that the milk meant for them can be bottled for human consumption. Separation is incredibly distressing and the mothers will often cry out for days at the loss of their young. The males are regarded as 'waste by-products' as there is limited demand for the 'low-quality' beef for which some of them are reared. 'Surplus' calves are shot or may be transported live to veal farms on the continent.

Do yourself a favour and transform your world by discovering dairy-free.

9

CHERISH YOUR PLANET



Saving the world seems like a huge prospect for us as individuals. But if we all make small changes, they add up to a big difference.

Here are just a few suggestions:

Save energy

There are lots of things we can do to save energy and help combat global warming. Insulate attic spaces and hot water tanks, fit energy-saving bulbs, don't leave computers and TVs on standby, use your bike and public transport – and try to limit plane journeys.

Recycle

Most household waste ends up in landfill sites or incinerators. Many everyday items can be recycled, including glass, aluminium, paper, cardboard, plastic and even old clothes and garden waste.

Go organic

Organic farming is better for the planet and better for us. The use of fewer chemicals means a healthier, less toxic world. Organic fruit and vegetables contain fewer toxins and more minerals, vitamins and antioxidants. What's more, they often taste better too.

Buy Fairtrade products

The Fairtrade mark guarantees that disadvantaged farmers and producers receive a fair price plus a premium that is invested in the local community. Fairtrade helps people around the world to earn their way out of poverty.

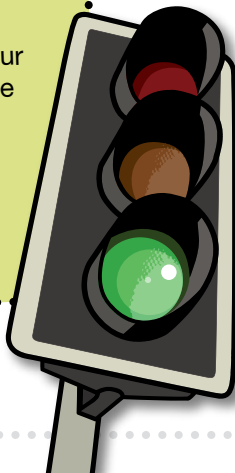
Invest ethically

By investing ethically, we can influence companies and charities to conduct business fairly and responsibly. Most of us would never knowingly invest in companies or charities that profit from war, exploitation or animal testing, but do you really know where your money is going? Find out more about ethical investment at www.ethicalinvestors.co.uk

10 GET ACTIVE

The actions of each individual count and any positive step you take will inspire others. How you live, where you shop, what you eat – they all make a difference.

If you would like to find out more about transforming your world, visit www.transformyourworld.org.uk and make a pledge. You will also find lots of other great ideas at www.animalaid.org.uk. You can use the site to join Animal Aid or make a donation to support our vital educational and campaigning work.



There's even an online shop where you can choose from hundreds of cruelty-free products, including toiletries, chocolate, make-up, footwear, clothes, wine, books and more. Or phone 01732 364546 ext 222.

You don't need to be a superhero to transform your world, but if everyone did something positive...

... **imagine the possibilities!**



Feeling hungry?
Turn over for some great
cruelty-free recipe ideas.

tasty recipes this way →

Roasted Tomato Soup

starters

Ingredients:

- 500g fresh tomatoes, preferably plum tomatoes, quartered
- 1 onion, chopped
- 3 cloves garlic, crushed
- Olive oil
- Black pepper
- 2 tbsp bouillon dissolved in 600ml boiling water
- Handful fresh basil, chopped

Method:

1. Preheat oven to 200C / 400F / Gas Mark 6
2. Place quartered tomatoes in a roasting tin and drizzle with olive oil. Roast for 30 minutes.
3. Meanwhile, fry the onion and garlic in a large pan.
4. Add tomatoes (plus their juice and oil from roasting) to the onion and garlic, along with the stock and most of the basil.
5. Blend thoroughly and then simmer on a very low heat for 15 minutes.
6. Garnish with the remainder of the basil.

Giant Stuffed Mushrooms

Ingredients:

- 6 large field mushrooms
- 1 tbsp olive oil
- 1 small onion
- 25g fresh wholemeal breadcrumbs
- 1 tsp dried marjoram
- 30g pine nuts
- 85g tinned sweetcorn
- Black pepper
- Pinch of salt
- Fresh parsley

Method:

1. Wipe the mushrooms clean, then remove and finely chop the stems.
2. Sauté half the finely chopped onion in the olive oil. Add the mushroom stems.
3. Once tender, remove from heat. Thoroughly mix in the breadcrumbs, a teaspoon of marjoram, pine nuts (or sunflower seeds), sweetcorn, plenty of freshly ground black pepper and a pinch of salt.
4. Place the mushroom caps in a shallow oven dish and pile the filling into them. Dot them with a little oil.
5. Bake at 190C / 375F / Gas Mark 5 for 20 minutes and garnish with fresh parsley. Serve hot.

Veggie Sausage Casserole

Ingredients:

675g potatoes, peeled and cubed
2 tbsp vegetable oil
1 medium onion, chopped
2 cloves garlic, chopped
1 bay leaf
2 tsp thyme
450g carrots, sliced
1 packet veggie sausages
275g chopped tinned tomatoes
1 vegetable stock cube, dissolved in 300ml boiling water
1 tbsp tomato purée
Salt and pepper

Method:

1. Put potatoes in a pan full of water, and boil for 5 minutes. (They need to be still quite firm.) Keep on one side.
2. Heat the oil in a large pan and fry onions for 2 minutes. Add garlic, bay leaf and thyme and fry for a further 2 minutes.
3. Add carrots and sausages and fry gently.
4. Add tomatoes, stock and tomato purée. Bring to the boil and then simmer for 15 minutes.
5. Add potatoes and simmer gently for a further 10 minutes.
6. Add salt and pepper to taste.

main courses

Butternut Squash Curry

Ingredients:

1 pkt brown rice
1 large butternut squash – peel, cut in half lengthwise, de-seed and cube
200g frozen peas
400g spinach, washed
400g tinned tomatoes, chopped
2 onions, chopped
2 cloves garlic, peeled and crushed
1 veggie stock cube dissolved in 375ml boiling water
1 tbsp olive oil
1 tsp black mustard seed (if unavailable use white mustard seed)
1 tsp ground cardamom – or 5-6 roughly crushed whole pods
1 tsp ground coriander
1 tsp garam masala
4 dry curry leaves (if available)

Method:

1. Heat the oil in a large pan over a medium heat. Add the mustard seeds and cook until they pop.
2. Add the onion, garlic, cardamom and coriander, and cook for 1 or 2 minutes.
3. Add butternut squash and tomato and cook for 8 minutes.
4. Heat the stock and add along with curry leaves and garam masala. Cook on low heat until squash is soft, for approximately 20-30 minutes.
5. For the last few minutes, add the spinach and peas and stir until spinach has wilted and peas are heated through.
6. Serve with brown rice.

Chocolate orange sponge cake

Sponge:

- 300g white self-raising flour
- 2 tsp baking powder
- 100ml sunflower oil
(or other light vegetable oil)
- 2 heaped tbsp cocoa powder
- 175g brown sugar
- 180ml water

desserts

Chocolate orange icing:

- 170g icing sugar, sifted
- 60g cocoa powder, sifted
- 115g margarine
- 1 small orange – finely scrape
zest and mix with the juice

Method:

1. Preheat oven to 180C / 350F / gas mark 4.
2. Take two cake tins – approx 18cm (7 inch). Oil very lightly, add a teaspoon of flour and shake the tin to cover all the area. Bang out any excess flour so the inside of the tin is only covered with a very light coating.

Sponge cake:

1. Mix the water, sugar and oil in a pan and heat gently, stirring until sugar dissolves.
2. Leave to cool and add dry ingredients, folding mixture together carefully – rather than beating – until well mixed.
3. Pour into tins and bake for approximately 30 minutes.
4. Allow to cool for 2 or 3 minutes, gently go around the edge with a blunt knife and turn out onto a wire rack. Leave to cool.

Chocolate orange icing:

1. In a bowl, beat the margarine until soft, then gradually add the icing sugar and cocoa, beating until smooth.
2. Add only a little orange juice at a time – you'll need far less than you think – and mix thoroughly, making sure the icing remains a spreadable consistency.
3. Spread half the icing onto the bottom half of the cake and sandwich the two together.
4. Coat the top of the finished cake with the remaining icing.

Very Easy Gingerbread

Ingredients:

220g self-raising flour
225g sugar
2 tsp ground ginger
½ tsp bicarbonate of soda
225ml soya milk
110g margarine
2 tbsp golden syrup

Method:

1. Mix the dry ingredients together.
2. Meanwhile, over a gentle heat, stir the soya milk, margarine and golden syrup until dissolved.
3. Then add bit by bit to the dry ingredients.
4. Cook in a shallow, ovenproof dish at 180C / 350F / gas mark 4 for one hour, with a sheet of tin foil on top.
5. Store well wrapped.

Are you ready
to transform
your world?





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