NEW ANTI-DAIRY BILLBOARD GOES UP IN NOTTINGHAM

Thursday 4 December, 2014

PETA Advert Draws Attention to Increased Risk of Bone Fractures, Death Associated With Increased Milk Consumption

Nottingham – A brand-new PETA billboard (available here) that shows a startled woman whose face is drenched in a translucent liquid substance next to the words "Some Bodily Fluids Are Bad for You. Don't Swallow. Ditch Dairy" will be up outside Meadow Lane throughout December.

The billboard was prompted by a recent Swedish study that showed an increased risk of sustaining bone fractures and dying for people who drank more cows' milk.

"PETA's billboard is a cheeky way to alert passers-by to the dangers of drinking cows' milk", says PETA Director Mimi Bekhechi. "Dairy products wreak havoc on human health, and the dairy industry's routine cruelty to cows, who are used as nothing more than milk machines, should persuade anyone not to swallow products made with cows' milk."

Dairy products are loaded with artery-clogging saturated animal fat and cholesterol. Cows' milk is also the number one food allergy in young children, and it's been linked to a variety of other health problems, including prostate and ovarian cancer. PETA – whose motto reads, in part, that "animals are not ours to eat … or abuse in any other way" – also reminds consumers that cows on dairy farms often have their newborn babies torn away from them and their horn buds burned out and that they're killed when their milk production declines, at 4 or 5 years of age – far short of their 25-year natural life expectancy.

For all these reasons, Britain's taste for dairy products is changing: the volume sales of plant-based milks, such as soya milk, almond milk and rice milk, reached 92 million litres in 2013, a 155 per cent increase from 2011, as one in five households now chooses to buy non-dairy products. Meanwhile, the sales of dairy milk dropped 20 per cent from 2010 to 2014.

For more information, please visit **PETA.org.uk** or click here.

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