

# CHRISTMASS

## CONSUMER guide



FREE/Donation



### Your Fix

*Consumerism is a modern addiction, we are encouraged to look better, have more and do more. In fact we should be having less, eating less and shopping less. We would all be happier and healthier. So this Christmas, take time to enjoy the moment, rather than getting the quick fix of purchasing something which we don't really need or want. Take time to help others which will give you a longer lasting feel good factor.*

*Take time out, and be yourself.*

### The Ethics

*Where your money is going, do you think about this? About who is getting your money and what they are doing with it. Buying products from charities and companies who continue to test on animals means that you are endorsing animal testing, even if you think it is wrong. The Naturewatch Foundation produces a compassionate shopping guide, which includes all of the companies in the UK and their animal testing status. It is the best way to check that your are shopping cruelty free.*

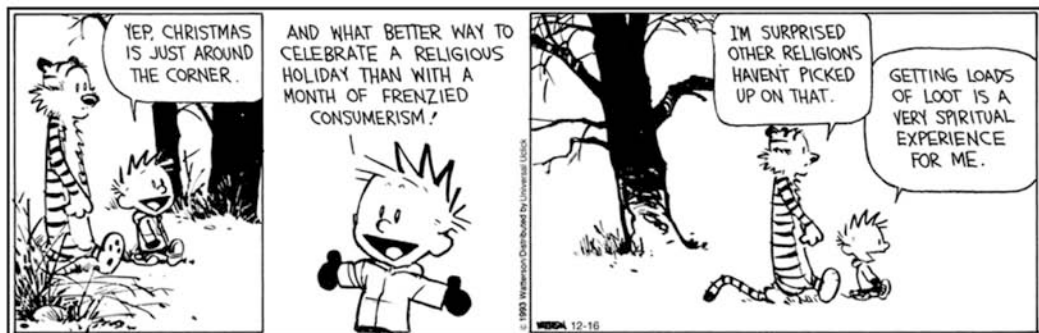
<https://naturewatch.org/compassionate-shopping/compassionate-shopping-guide1>

*Do though remember that buying cruelty free does not necessarily mean it is vegan and a product that is vegan may not be cruelty free. In fact, this is getting harder to identify, as so many companies are getting on the vegan consumerism band wagon and labelling their products vegan, whilst the company may continue to test on animals. Unilever, Original Source and Kellogg's all test on animals but have also brought out and heavily publicised their vegan food and product ranges.*

*This Christmas think about what you spend your money on and what that company is doing with it. If you would not want it to happen to your pets, then this should not happen to any animal.*

*A comprehensive list of charities which test on animals is here:*

<https://www.animalaid.org.uk/the-issues/our-campaigns/animal-experiments/health-charities-animal-testing/>





## OCCUPY CHRISTMAS

*Don't use credit cards*

Buy from independent  
artisans (i.e. etsy)

## SUPPORT GLOBAL MICRO-ENTERPRISE

*Stay out of debt*

Buy used and upcycle

Give a charitable donation

Make handmade gifts

*Spend time instead  
of money*

# Ethical Eating: A Myth?

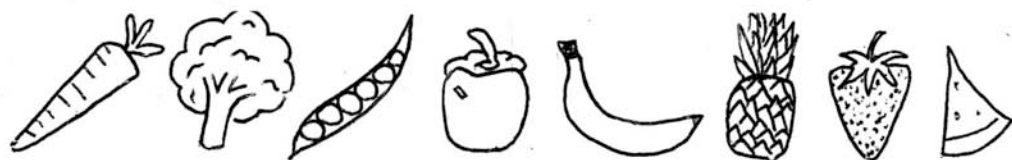
The urge to eat a more sustainable and ethical diet has recently become more popular. I feel that this is closely linked with the environmental and vegan movements now firmly in the mainstream.

BUT. Is it really possible to eat an "ethical" diet? Is a vegan diet ethical? Or even sustainable? I often see the assumption that once meat and dairy are removed from your diet, suffering is also absent.

"END SUFFERING - GO VEGAN..."

The horrors of the meat and dairy industries are now well known; and choosing not to support those abuses seems a pretty obvious choice in being more ethical.

A conversation that I think is starting to open up (and that I hope will be sparked in the reader) is around the idea that the vegan diet is not a finish line. That is not enough to allow ending the injustice to non-human animals overshadow ending the injustice to humans, often found in food production worldwide. This is no different for a vegan diet; what many of us in the west would probably term "slave labour" is often used to procure the nuts/pulses and array of veggies that make up our 'cruelty-free' diets. For example, it is shocking to learn that 60% of child labour worldwide is found in agriculture, that workers in the banana fields of central America receive scars from pesticides (and possibly even more harmful internal effects) and that cashews in southern Vietnam are produced through forced labour with many receiving burns from the nut's resin. These are just a few examples. It is of course near impossible to identify the complicated journey of every food item found in a supermarket and the many people that have been involved/exploited during its production.



SO, what can we do? Our best. Buying veg locally or growing food yourself is often mentioned as an example of being more ethical but is not plausible for everybody

By being honest that we have a long way to go and that complicated and difficult changes need to be made to the way we organise ourselves as a species to remove injustice from the planet; we can settle with the fact that for most of us alive now, this is going to be a lifelong struggle. It doesn't help to get angry with each other for not yet living these imaginary perfectly ethical lives. Encouraging, educating and supporting each other is our best chance. And being conscious of the effects on both humans and nonhumans when making every purchase.

For example, is a vegan product ethical when bought from a supermarket that mistreats their workers (most supermarkets...)? Is it really "vegan" to purchase soya lattes from large corporate coffee chains paying their employees minimum wage, haemorrhaging the environment with waste and refusing to pay their taxes? These are things that I think we should discuss with each other.

Not all vegans are radical or political, in fact many are not and for most, veganism will be their first experience of openly advocating a complete overhaul of the way things are done. My hope is that this will lead to a critical analysis of all abuses and to large scale societal change.

**PLEASE BE NICE TO EACHOTHER!**



***"Merseyside Animal Rights" is a local voluntary run group which campaigns against any form of animal exploitation in the Merseyside area and beyond. We meet on the first Tuesday of the month at 7.30pm at Next To Nowhere social centre***

***(96 Bold Street, ring the while bell to get in)***

***We campaign and raise awareness around industries that use and abuse animals, including the meat, dairy, egg and fur industries, as well as the use of animals for 'sport' or entertainment, particularly focusing on local issues.***

***New people and ideas are welcome at our meetings and in our group.***

***You can keep up to date with what we're up to via:***

***<https://www.merseysideanimalrights.org/>***

EAT



★ ★ ★ ★ ★  
Brave Brits

defy terrorists  
as millions

flock to  
Christmas  
shops

00:05 21 DEC 16

Modern day

Consumerism

Starts with

fear... I wouldn't

be surprised

if there was

another fire

no.

Go  
LARGE



you're



GOURMET



was armed  
seeing at the  
police at the

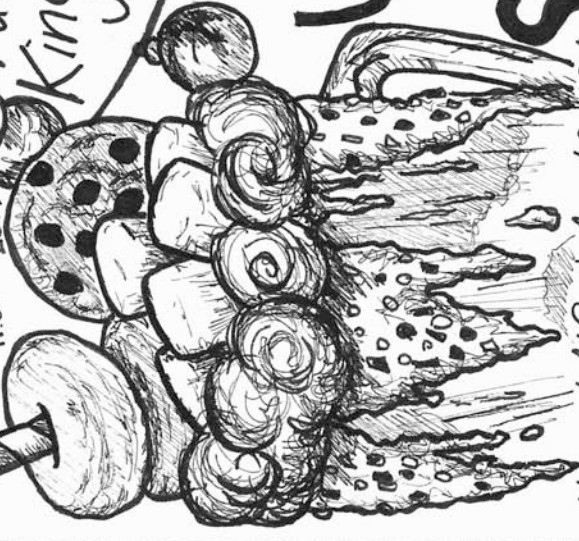
Christmas  
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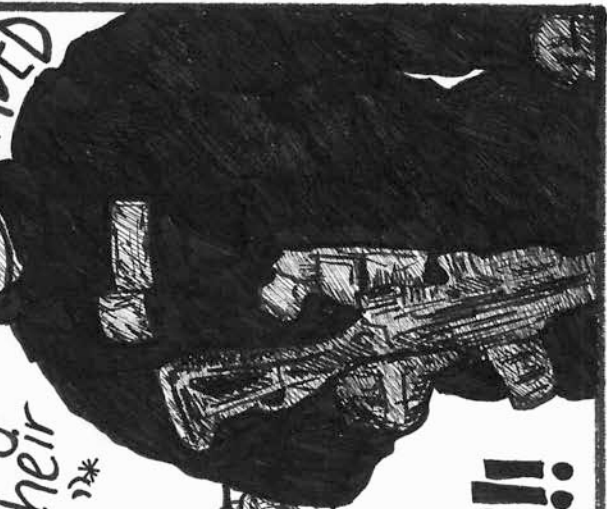
a few days later,  
thousands of people  
rushed into Burger  
King to lower their  
depression\*\*



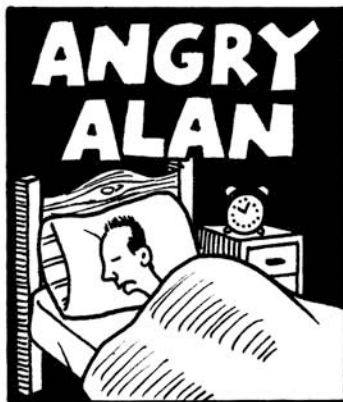
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Unicorn  
Freak  
Shake!!



\*Naveed Al Raji, April 2019





# ANIMAL PRODUCTS?

## NO THANKS!

To me, veganism is about striving to live a life that is as far as possible free from the exploitation of our environment, and of the creatures both human and non human, with which we share this small planet.

The animal-product based life-style that is currently prevalent in the West is both unethical and globally unsustainable. In Britain alone each year, over 450 million animals are slaughtered for food.

In "third world" countries, land that governments could use to feed their populations is used to grow grain for cattle feed, as well as other cash crops, in order to repay the interest on the vast debts imposed on them by Western banks and multi-national corporations.

At the height of the famine during the eighties, Ethiopia was exporting more cash crops, including grain for cattle feed, to the west than it was receiving food aid for its people. Vast tracts of land are given over to graze cattle or grow fodder for animals that will never see a open field. 90% of the agricultural land in Britain is accounted for in this way.

These forests play a vital role in maintaining the ecological balances of the planet, regulating oxygen, and carbon dioxide levels in the atmosphere thus preventing global warming, providing habitats for innumerable species of plants and animals, controlling water cycles and preventing soil erosion and the spread of deserts. Rejecting the consumption of animals

products addresses all of the issues raised above in a positive way; a vegan Britain could be self-sufficient on 25% of the agricultural land presently available. This abundance would eliminate the need for food imports from "third world" nations who would then be free to utilise their resources to feed their own populations. Millions of acres could be given over to uses such as recreation, wild life reserves and, most importantly, re-afforestation projects, making a significant contribution to a reversal of the 'Greenhouse effect'. The Vegan philosophy could create the preconditions to establish a culture based on compassion, ecological harmony, and where oppression is not known.

Obviously, to get from here to there would involve other radical changes in all aspects of social relations: Big Business are highly adaptable, and the 'markets' are already interrogating an increased demand for animal-free products just as they are superficially 'greening' their corporate images. However a 'Green', Vegan Capitalism would be as fundamentally exploitative as the system we are currently caught up in. Important questions need to be explored regarding how the world is organised. Who owns the land? How is agriculture and food distribution controlled and why? And how do we, as individuals and as communities, effectively challenge and abolish these power structures?

On a personal level, veganism can be about taking back some control over our own lives. About saying 'NO' to the multi-nationals and their advertising departments that would have us all consume their junk-food and Crap-culture. By cooking a good meal, perhaps to share

wish friends and family, taking time to enjoy the process of cooking as much as the final dish we are reclaiming something of a life that is increasingly denied to us by a system whose only ethic is the rush to create profit whatever the cost. Somebody once said, "strive to survive causing the least suffering possible." Lets go above and beyond that and ~~escape~~<sup>create</sup> a world worth living in. Be well feel with not an animal dead.



***Liverpool "Food Not Bombs" is a group of volunteers who rescue food from local independent shops to cook meals to serve on the street every Tuesday (and Sundays when possible). We believe food is a necessity not a luxury, and food wastage in this country and many others around the world needs serious consideration.***

***Being self-sufficient, helping one another, and standing in solidarity we could feed the masses - lets start with this! We meet at Next To Nowhere social centre (96 Bold Street, ring the white bell) from 2pm every Tuesday, and give out the food around 6pm on Church St opposite the Co-op Bank. We are always looking for new volunteers to come down and help feed the world. Come and join, be a part of something we all truly want to see change in this world. Be the change!***



**FREE SOUP FOR  
THE REVOLUTION**

***Instagram: foodnotbombs\_Liverpool    www.liverpoolsocialcentre.org***

# Next to Nowhere

Liverpool's do-it-yourself social centre



*This zine has been lovingly produced by "Merseyside Animal Rights", "Liverpool Food Not Bombs" and "Liverpool Social Centre" Collective.*

*Next To Nowhere has voluntary run pay as you feel café every Saturday, hosts regular film screenings, communal meals and info nights.*

*Check out our website and come down and see us!*

*We are based at Next To Nowhere, 96 Bold St, L1 4HY,  
ring the white bell to get in.*

[www.liverpoolsocialcentre.org](http://www.liverpoolsocialcentre.org)