

Order Form

Please send me the following (prices inc. p&p)

Title/price per copy	Qty	Cost
Join VVF and receive <i>Veggiehealth</i> (£15 per year)	_____	_____
Fishing for Facts report - £10.00	_____	_____
Fishing for Facts factsheet - (Free up to 10 then £1 per 10)	_____	_____
Fish Has Had Its Chips leaflet (Free up to 50, then £3 per 100)	_____	_____
Martin Shaw Cooks Veggie - £1.50	_____	_____

Order Total £ _____

Tick here for a free VVF info pack

Donation (thank you!) £ _____

TOTAL £ _____

(Please make cheque/PO payable to VVF)

OR please debit my Visa/Mastercard/Switch/Solo card:

Card no: _____

Expires: _____ Switch issue no: _____ Start date: _____

Title: _____ First name: _____

Surname: _____

Address: _____

Postcode: _____

Tel (day): _____ Email: _____

Date of birth (if under 18) _____

VF1

Please post to: VVF, Top Suite, 8 York Court, Wilder Street, Bristol BS2 8QH. Order by phone (Mon-Fri) 0117 970 5190
W: www.vegetarian.org.uk E: info@vegetarian.org.uk

Who Are We?

The Vegetarian & Vegan Foundation is a new health charity dedicated to scientifically investigating vegetarian health and nutrition. We provide accurate advice on diet and health and challenge the myths that have led to animal products dominating what we eat. We help people to improve their lives and cut the risk of disease for them and their families. We provide speakers for schools so that good advice starts young - and a lot, lot more. We are funded entirely by donations and have no commercial interests.

Veggiehealth

Our magazine is published three times a year and reviews all the latest science on diet and health in a way which is easily understood. It keeps an eye on media scare stories and exposes the reality behind the headlines. It goes inside politics and reveals how official health advice is not always what it should be. There are great cookery ideas with unusual veggie products and a host of other features.



Support the VVF with an annual donation of just £15 and you will receive *Veggiehealth* free of charge.

Sound Science

The information in this leaflet is based on the VVF's latest research study - *Fishing for Facts*. This scientific report is fully referenced and runs to 30 pages. Copies cost £10 (inc. p&p) from the Vegetarian & Vegan Foundation. A simplified, two-page fact sheet is available free of charge (see coupon).



Martin Shaw Cooks Veggie

A colourful and easy-to-follow guide to veggie cooking by one of Britain's favourite actors is available for just £1.50 (inc. p&p). In 28 pages, it begins with breakfasts and goes through to dinner, and includes advice on veggie products, lunches, snacks and puds. Great value, great recipes.

The Government claims that fish-eating is an important part of a balanced diet. It's just another red herring.

Fish has had its chips



The Vegetarian & Vegan Foundation's latest scientific report debunks the myth that seafood is a healthfood!

Registered Charity
No.1037486

Fish Fats and Fallacies

The Good, the Bad and the Oily

It's official - eating fish is good for you and one of the best ways of avoiding heart disease and an early death. We don't agree. All fish, it's claimed, are healthy but some are said to be healthier than others. 'Must have' varieties include herring, mackerel, trout, salmon, sprats, tuna and sardines. The difference between these fish and white fish such as cod, haddock, plaice, sole and whiting is that they're oily - their natural oils are distributed throughout their flesh. The oils of white fish tend to concentrate in the liver and are mostly eaten as supplements such as cod liver oil.

You'd think fish was the new penicillin judging by the promotional hype it's been given and it's these fish oils - or fats - which are the reason. They contain substances called omega-3 fatty acids. These protect your heart and fish are the best source, it is claimed.

Fishy Facts

The VVF has researched a mass of scientific studies to find out just how accurate the claims for fish are. Its new report, *Fishing for Facts*, shows that fish is not all it's cracked up to be.

- Most fish - and fish oils in particular - contain deadly poisons.
- Most fish contain mercury, which can damage unborn babies, kidneys and the central nervous system.
- Pregnant women and children have been told to avoid some fish entirely.
- Fish oils are far from being the best way of protecting your heart.
- Overfishing and fish farming are producing massive environmental problems, according to other research.

A Poisonous Legacy

Fats are highly efficient at absorbing toxins and fish fats are no different. Irresponsible human activity has polluted the world's oceans with deadly poisons such as PCBs, dioxins and organophosphates and they have found their way into most sea creatures, including fish. No one knows for sure what the long term effects of regular exposure to low doses of these poisons will be. The government maintains that it's safe and desirable to eat two portions of fish a week. The Consumer Association has warned that high levels of poisons in fish and fish oils 'could put millions at risk'.



Farmed fish are dosed with chemicals to combat disease and lice and to change flesh colour. Fish farms also cause huge environmental damage.

Deadly Quick Silver

Mercury also acts like a poison and can damage body cells and seriously affect the kidneys, heart and central nervous system and is best avoided entirely. Unfortunately, many people do have some mercury in their bodies and fish eating accounts for most of it. Some species of fish contain more than the so-called safety levels. Vegetarians have a much safer diet - according to a government study they have almost no exposure to mercury as they don't eat fish.

Unfit for Babies

Some fish is such a high risk food that the government's watchdog, the Food Standards Agency, has advised pregnant and breast-feeding women to limit the amount of tuna they eat. They have also been told to avoid eating shark, swordfish or marlin entirely as have all children under 16 because the toxins contained in these fish can damage foetuses and immature central nervous systems.

There is a Better Way

The VVF's research shows that there is a far better way to protect your health than eating fish or fish oils - and it is so simple. Plant oils obtained from flaxseed (linseed), rapeseed and soya, amongst others, and nuts, particularly walnuts, are rich sources of omega-3. Even green leafy vegetables and pulses such as baked beans and peanuts contain it. Plant oils are much more effective in protecting your health than fish oils.

Oceanic Onslaught

Not only have humans turned the seas into a toxic rubbish dump, we have devised every conceivable method of catching fish in our rape of the world's oceans. Nothing escapes. Most species are now in rapid decline, some of them dangerously so. Nearly 10 years ago, the UN warned that more than half the world's fishing grounds were facing potentially 'catastrophic' declines in some species. The remainder were being exploited to their limits, they said. The situation has got worse since then - much



Photo: Alaska Fisheries Science Center Marine Observer Program

Billions of fish are caught each year - many with eyes bulging as they are dragged from the ocean's depths.

worse. But the decline accelerates as people are urged to eat more and more fish and fish oils for second-rate health benefits when more effective and plentiful sources of essential oils readily exist.

Advice that Doesn't Work

Eat two portions of fish a week is the official advice, one of them oily fish. Most people manage only about a third of this, so as a health strategy, urging people to eat fish has been a failure. Scoffing the odd fish finger will do nothing to stop heart disease nor the

Plant Oils v Fish Oils - How they compare

Plants and Plant Oils

For high-risk patients who have had one heart attack, the chance of a second attack is reduced by more than 70 per cent

Reduces the risk of suffering a painful but non-deadly heart attack

Reduces the chances of a heart attack in people who are thought to be at 'lower risk'

Effectiveness in protecting the heart is long lasting

At the bottom of the food chain and much less likely to contain poisons

Fish and Fish Oils

Reduces the risk of second heart attack by less than 35 per cent

May not reduce the chances of having a non-deadly attack

Does not reduce the risk of a heart attack in 'low-risk' people

There may be no long-term protective benefits for the heart

High up the food chain and more likely to contain poisons

raft of other diseases that are linked to diet, such as high blood pressure, strokes, cancers, obesity and diabetes.

...and Advice that Does

Eating the right plant oils has been shown to massively reduce the risk of heart disease. There is now also a huge volume of science to show that becoming vegetarian or vegan and basing your diet largely around plant foods can significantly reduce your risk of developing many of these 'affluent' but deadly diseases.

Hook, Line and Sinker

Eat fish for good health - that's the message! But you don't have to take the bait. Contact the VVF for sound, scientific advice on diet and health - advice that could help you to change your diet, reduce your risk of developing deadly diseases and help you to live a longer, healthier life.