



**AHIMSA**  
**SLAUGHTER-FREE MILK**  
**THE NEXT STEP...**

LOVE MILK

HATE

SLAUGHTER





WHAT IS THE NATURAL LIFESPAN OF A COW?

**18-20 YEARS**

WHAT IS THE AVERAGE LIFESPAN OF A COW  
IN THE UK & EUROPE

**5-6 YEARS**

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**MILK PRODUCING COWS LIVE ONLY A QUARTER OF THEIR NATURAL LIVES BEFORE THEY ARE SENT OFF FOR  
SLAUGHTER!**

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**TO PRODUCE MILK, A COW MUST GIVE BIRTH TO A MALE OR FEMALE CALF. IN TODAY'S DAIRY INDUSTRY, A FEMALE CALF IS CONSIDERED LUCKY IF IT CAN STAY WITH ITS MOTHER FOR **4 DAYS!****

**APPROXIMATELY **95,000** ARE SHOT OR DISPOSED OF EVERY YEAR IN THE UK, AS A WASTE PRODUCT OF THE DAIRY INDUSTRY**

A COW MEGAFARM WILL HOUSE

**15-35,000 COWS** UNDER ONE ROOF \*

THESE COWS NEVER SEE NATURAL DAYLIGHT,  
ARE FED ARTIFICIAL HIGH PROTEIN CAKE  
AND NEVER SEE THEIR CALVES

\*(MAINLY IN THE USA & CHINA)

A large industrial milking parlor with many cows in stalls. The cows are arranged in a circular pattern, and the stalls are equipped with milking machines. The scene is dimly lit, with overhead lights illuminating the area. The cows are of various breeds, including black and white, brown, and white. The overall atmosphere is one of a busy, industrial farming operation.

THESE POOR COWS ARE SIMPLY

**MILKING MACHINES!**

A photograph of a woman with curly hair and glasses hugging a brown cow. A man in a white shirt is standing to the left, looking at the cow. The background is a green field with trees.

**WE BELIEVE IN A FARM WHERE NO COW, CALF OR BULL WILL  
EVER BE SENT FOR SLAUGHTER**

**AHIMSA IS AN ANCIENT SANSKRIT WORD WHICH MEANS  
NON-VIOLENCE OR NON-HARM**



# WHAT IS THE SOLUTION?



# ETHICAL DAIRY, PRINCIPLED APPROACH

AT AHIMSA, WE WORK WITH A SMALL HERD OF COWS - EACH WITH A NAME -  
EACH WITH A RIGHT TO LIVE OUT ITS LIFE TO THE FULL

WE WORK ON THE ETHIC:

**PRINCIPLE BEFORE PROFIT**



HONEYSUCKLE



# KEY ACHIEVEMENTS: AHIMSA DAIRY

- FOUNDED IN **2007**; BY **2011**, PRODUCED ITS FIRST BOTTLE OF MILK.
- **COMMUNITY SUPPORTED MODEL:** EARLY SUPPORTERS WERE PAID BACK IN MILK AND DAIRY PRODUCTS.
- **SUSTAINABLE, SELF-SUFFICIENT OPERATION:** GROWN AGAINST THE ODDS TO A FULLY SUSTAINABLE MODEL.
- **CURRENT SCALE:**
  - OWN **100 ACRES** OF ORGANIC LAND WITH **10 PASTURE FED MILKING COWS** IN A TOTAL HERD OF **40**.
  - PRODUCE **35,000 LITRES** OF SLAUGHTER FREE MILK PER YEAR
  - **£5 / LITRE** (SPELT LITRE NOT LITER)
- **HIGH DEMAND:** 1,000+ PEOPLE ON THE WAITING LIST FOR MILK (£5/LITER), CHEESE, BUTTER, AND YOGURT

**ETHICAL COMMITMENT: NO COW HAS EVER BEEN SENT TO SLAUGHTER.**



ahimsa  
slaughter-free milk



WITH A WAITING LIST OF **1000+** PEOPLE  
THIRSTY FOR CRUELTY FREE MILK, **AHIMSA** IS  
NOW READY TO **EXPAND...**  
SECURE A NEW FARM OF **250-350** ACRES IN  
THE WALES AREA

# GROWTH GOAL 1: MORE RHIMSA FARMS

## GOALS:

- SECURE A NEW FARM SITE OF **350-450** ACRES IN WALES
- DOUBLE THE SIZE OF OUR HERD AND BEGIN THE OX WORKING PROGRAMME - BOTH BOYS AND GIRLS NEED TO BE PART OF WORKING FAMILY.
- STEWARD **80-100 COWS** AT THE NEW FARM
- INCREASE MILK PRODUCTION TO **70 - 90,000 LITRES** OF MILK P/A



# GROWTH GOAL 2:

FUTURE FARMERS PROGRAMME; TRAINING FARMERS IN AHIMSA PRACTICES



AT THE HEART OF **AHIMSA** IS A MODEL FOR COMPASSIONATE FARMING, CARING FOR COWS, THE EARTH AND THE SOIL, AIMED AT CREATING SUSTAINABLE LIVELIHOODS.

# GROWTH GOAL 2:

## FUTURE FARMERS PROGRAMME; TRAINING FARMERS IN AHIMSA PRACTICES

### **TASTER WEEKEND:**

- INTRODUCE, INSPIRE AND ENCOURAGE YOUNG PEOPLE PARTICULARLY TO TAKE TO AHIMSA FARMING

### **INTRODUCTORY LEVEL CERTIFICATE:**

- A SIX WEEK RESIDENTIAL TO LAY THE FOUNDATION FOR PARTICIPANTS CONSIDERING A CAREER IN AHIMSA FARMING
- TO ENABLE PARTICIPANTS TO BUILD THE NECESSARY CONFIDENCE TO FARM AND LIVE AN ETHICAL, SELF NUTURING, ENVIRONMENTALLY FRIENDLY LIFESTYLE
- THE COURSE APPROACH WILL CONSIST OF THREE KEY STRANDS WHICH WILL BE INTERTWINED TO GIVE A HOLISTIC INSIGHT ONTO AHIMSA FARMING

- **KNOWLEDGE** - CLASSROOM SESSIONS TO DIVE DEEP INTO THE SUBJECT

- **SKILLS** - HANDS ON EXPERIENCIAL SESSIONS TO GRASP THE TOPIC IN ACTION

- **VALUES** - DISCUSSIONS / REFLECTIONS TO EXPLORE PRINCIPLES AND CONTEXT OF TOPIC, ITS IMPACT ON ITS

ENVIRONMENT AND ON ONESELF

- THEMES OVER SIX WEEKS:
  - COWS AND THE EARTH / SYMBIOTIC RELATIONSHIPS / WORKING OXEN / MANAGING HEALTH OF THE HERD / END OF LIFE & PALLATIVE CARE / POLICY AND LEGISLATION / GOING TO MARKET / HORTICULTURE & THE REGENERATIVE APPROACH / RAISING AWARENESS & ACTIVISM

### **FOUNDATION LEVEL CERTIFICATE:**

- AN ADDITIONAL SIX MONTHS IN SITU-TRAINING / APPRENTICESHIPS
- AN OPPORTUNITY TO DEVELOP SEVERAL COMPETENCIES UNDER SUPERVISION
- THIS PREPARES ONE TO RUN AND AHIMSA NANO-DAIRY AND A POSSIBLE PLACEMENT AT A NEW AHIMSA FARM
- THIS PROGRAMME IS A PRE-CURSER TO POSSIBLE SPECIALISATIONS IN ANIMAL HANDLING / DAIRY PRODUCTION / CREAMERY & DAIRY PROCESSING / BAKERY / APIARY AND MORE

# GROWTH GOAL 3: AHIMSA CERTIFICATION.

BECOME THE WORLD'S FIRST CERTIFICATION BODY FOR SLAUGHTER-FREE DAIRY.



**CERTIFICATE OF GOOD PRACTICE:** ABSOLUTE MINIMAL STANDARD - SLAUGHTER-FREE

**GOLD STANDARD:**

- ORGANIC LAND / HAND MILKING / PASTURE FED / GROWING GRAIN & WORKING OXEN / END OF LIFE SANCTUARY /

**SILVER STANDARD:**

- ORGANIC LAND / PARTIAL HAND MILKING / EXTERNAL ORGANIC FEED / LIMITED OX WORK

**BRONZE STANDARD:**

- NON ORGANIC LAND / NO HAND MILKING / BASIC MILK PRODUCTION / NO OX WORK

# GROWTH GOAL 4:

## EXPAND PRODUCT RANGE INTO RETAIL

(LONGER LIFE PRODUCTS LIKE GHEE AND CHEESE)

### AHIMSA FOODS

RANGE OF DAIRY PRODUCTS SUCH AS HARD CHEESE, SOFT CHEESES, YOGHURT AND GHEE (LIMITED)

ONCE OX MILLED GRAINS ARE AVAILABLE, A RANGE OF OATS, BARLEY AND WHEAT FLOURS USED FOR PRODUCING BREAD, PANCAKES AND AN ARRAY OF OTHER PRODUCTS

# PHASES TO REACH SUCCESS OF FUTURE VISION

**PHASE 1: RAISE CAPITAL AND PURCHASE FARM**

**PHASE 2: SET UP DAIRY OPERATION , CREAMERY & OX-WORKING CENTRE**

**PHASE 3: LAUNCH FUTURE FARMERS PROGRAMME**



# USE OF CAPITAL (FINANCIALS)

## WE ARE RAISING £4.75M

Capital	£3,750,000	£750,000	£250,000
	PHASE 1	PHASE 2	PHASE 3
Focus	Purchase of land	Infrastructure	Future Farmers
	<ul style="list-style-type: none"><li>• Purchase of 350-250 acres of land</li><li>• Conversion to organic</li><li>• Improvement of soil fertility</li><li>• Reseeding herbal leys</li></ul>	<ul style="list-style-type: none"><li>• Set up processing facility and creamery</li><li>• Ox working centre</li><li>• Milling equipment</li><li>• Bio digesters</li><li>• Horticulture / tunnels</li><li>• Other refurbishment</li><li>• (as per need)</li></ul>	<ul style="list-style-type: none"><li>• Establish curriculum</li><li>• Develop educational materials</li><li>• Teaching facility /classrooms</li><li>• Student accommodation</li><li>• Marketing and promotion</li></ul>

# THE PROMISE / RETURN

# ORGANISATION/GOVERNANCE DETAILS

I AM WORKING ON THE FOLLOWING, CANNOT SET UP A GOVERNANCE BOARD AS NOT FORMALLY A CHARITY BUT CAN SET UP BOARD OF ADVISORS WITHIN OUR TIME FRAME:

## BOARD OF ADVISORS:

- **CHRISSIE HYNDE** - MUSICIAN / ANIMAL RIGHTS ACTIVIST
- **SATISH KUMAR** - EDITOR IN CHIEF OF RESURGENCE / THE ECOLOGIST
- **SITA RAMA** - CO FOUNDER / DIRECTOR OF AHIMSA DAIRY FOUNDATION
- **GITA PARIHAR** - ENVIRONMENTAL CAMPAIGNER
- **JANUS JENSEN** - SPECIALIST IN PERMACULTURE, AGROECOLOGY AND REGENERATIVE AGRICULTURE

# TEAM

- IAIN ASHFIELD
- MALATI ZAJAC
- VRAJA ZAJAC
- MITALI PATEL
- DIL HOTHI

# APPENDIX

**SLAUGHTER-FREE**

**MILK IS A REALITY**

**AHIMSA FARM**

# AHIMSA: MAKING SLAUGHTER-FREE MILK A REALITY



AHIMSA DAIRY FOUNDATION  
A NOT-FOR-PROFIT COMPANY. REGISTRATION NUMBER  
**07307709**

# WHAT IS AHIMSA?

- **AHIMSA** IS AN ANCIENT SANSKRIT WORD MEANING “NON-VIOLENCE” OR “NON-HARM”
- **THE AHIMSA DAIRY FOUNDATION (ADF)** IS A PROJECT DEDICATED TO THE HIGH WELFARE AND PROTECTION OF COWS
- **ADF** IS EDUCATING THE PUBLIC ABOUT HOW MILK IS PRODUCED

**PHASE 1:** TANGIBLE SOLUTION FOR SLAUGHTER-FREE MILK

**PHASE 2:** ECONOMIC SOLUTION FOR BULLS

**PHASE 3:** REPLICATE COMPASSIONATE FARMING MODEL



# AVERAGE LIFE SPAN

## NATURAL LIFESPAN OF A COW IN YEARS

1 2 3 4 5 6 7 8 9 10 12 13 15 16 17 18 19 20

WHAT IS THE AVERAGE LIFE SPAN OF A COW IN THE UK?

**5 YEARS**

**7 YEARS**

**9 YEARS**

**IN THE UK A COW IS SLAUGHTERED WHEN IT HAS LIVED ONLY  
A QUARTER OF ITS NATURAL LIFE SPAN.**

# ECONOMICS OF PROFIT

TODAY'S HIGH INTENSIVE DAIRIES WORK ON THE PRINCIPLE OF :

**MORE MILK = MORE PROFIT.**

THEY CONTROL EACH FACTOR ASSOCIATED WITH WHAT'S NECESSARY TO INCREASE **EFFICIENCY**:

- SPACE FOR MOVEMENT
- TYPE OF FEED
- BIRTHING PROCESS
- ENVIRONMENTAL FACTORS

# QUALITY OF LIFE

**13%** OF UK DAIRIES ARE ZERO-GRAZING

**NO** NATURAL LIGHT

**NO** NATURAL GRASS

**NO** NATURAL FEED, ONLY HIGH PROTEIN CONCENTRATES

## **UNDER PRESSURE TO PRODUCE MAXIMUM MILK**

- ARTIFICIAL INSEMINATION / EMBRYO TRANSFER
- HIGH PROTEIN FEED
- INCREASED FREQUENCY OF MILKING

FOLLOWING BIRTH, CALVES ARE REMOVED FROM THEIR MOTHERS WITHIN:

**(A) ONE WEEK (B) ONE MONTH (C) SIX MONTHS**

# VICTIMS OF INDUSTRY

- \* COWS ARE NO LONGER SEEN AS SENTIENT BEINGS
- \* THEY HAVE BECOME NOTHING MORE THAN MILKING MACHINES OR PRODUCTION UNITS
- \* THEY ARE UNABLE TO SPEAK OUT FOR THEMSELVES

**DON'T COWS DESERVE OUR PROTECTION  
FOR PRODUCING THE MIRACLE FOOD  
WE CALL MILK?**

# WHAT IS THE SOLUTION?



# MAKING AHIMSA MILK A REALITY

\* **ADF** BEGAN ITS JOURNEY BY WORKING IN PARTNERSHIP WITH OMSCO (ORGANIC MILK SUPPLIERS COOPERATIVE) AND COMMONWORK ORGANIC DAIRY IN KENT WITH A PILOT PROGRAMME TO PRODUCE AHIMSA MILK WITH A SELECT HERD OF SIX COWS

\* **ADF** WAS SET UP IN 2010 AS A NOT-FOR-PROFIT ORGANISATION TO DEMONSTRATE A FUTURE SUSTAINABLE MODEL FOR COMPASSIONATE DAIRY FARMING

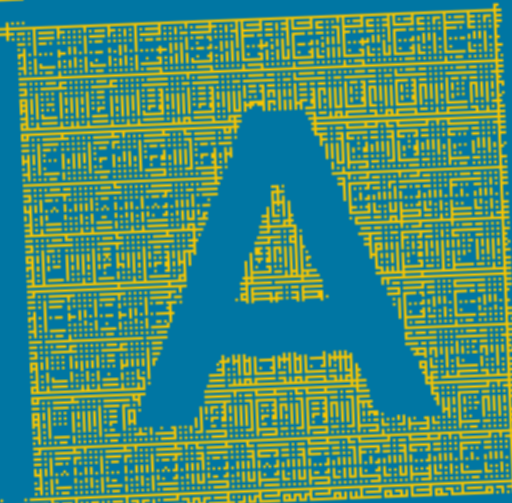
\* TODAY, AHIMSA'S **TOTAL HERD SIZE IS 43**, THIS IS MADE UP OF

- **11** MILKING COWS; **3** CALVES;
- **14** OXEN (OF WHICH 4 ARE WORKING / 2 IN TRAINING);
- **2** BULLS & **13** RETIRED COWS

# THE AHIMSA STANDARD

## THE AHIMSA SLAUGHTER-FREE STANDARD

- No slaughter of cows, calves and bulls
- Cows to graze freely
- Cows protected for life



# LOGISTICS

- PRESENTLY, WE HAVE **11 MILKING COWS** ON THREE/ FOUR YEAR CALVING CYCLES
- THEY PRODUCE **36,000 LITRES OF MILK** A YEAR
- MILK IS SOLD AT **£4.00 A LITRE** PLUS £2.50 DROP COST/ £5.00 AT THE MARKET
- WE ALSO PRODUCE **YOGHURT, CHEESE AND BUTTER**
- WE **DELIVER PRIMARILY** IN NORTH LONDON AND HERTFORDSHIRE, BUT HAVE REGULAR CUSTOMERS FROM SCOTLAND TO DEVON

# QUESTION

- WHAT IS THE **DIFFERENCE** BETWEEN

**ANIMAL WELFARE**

**&**

**ANIMAL RIGHTS?**

# NEXT STEP...

## WHAT CAN YOU DO TO MAKE A DIFFERENCE?

- CONSIDER CHANGING YOUR DIET TO A SLAUGHTER-FREE DIET
- SPREAD THE WORD, BECOME AN AHIMSA AMBASSADOR
- JOIN OUR CAMPAIGN TO CHANGE LEGISLATION ON END OF LIFE CARE FOR COWS
- MEET OUR COWS ON ONE OF OUR MONTHLY **EARTH WARRIORS** PROGRAMMES
- START YOUR OWN MICRO-DAIRY AND JOIN THE **SLAUGHTER-FREE REVOLUTION**



THANK YOU

