

Rising tide

Over 44,000 UK women are diagnosed with breast cancer every year – over 100 a day. Numbers have risen by 80 per cent since 1971 and are still climbing by one per cent a year. One in nine women are affected and one in 300 men.

It's in the genes

Only to a small degree as just 10 per cent of cases can be blamed on genes. Diet, chemical pollutants and contaminants are all more important.

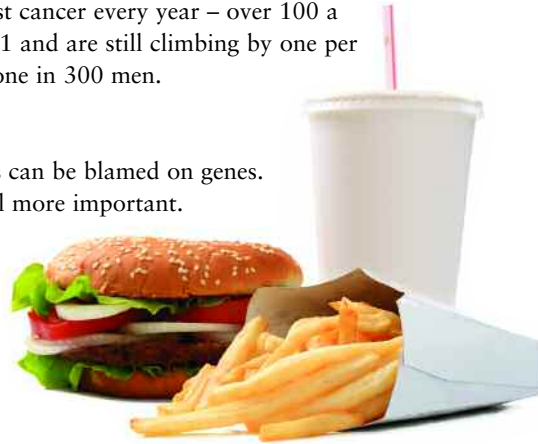
Western diets – Western diseases

Western diets are heavy on meat, dairy and processed foods. They're also heavy on heart disease, diabetes, breast cancer and other degenerative diseases – diseases of affluence.

The World Health Organisation (WHO) reckons that poor diet accounts for around a third of all our cancers. The World Cancer Research Fund is even more convinced, blaming diet and lifestyle for 40 per cent.

Fat facts

Animal fat – the saturated kind found in whole milk, cream, butter, meat, cheese and some cakes and biscuits – can increase breast cancer risk whilst vegetable fat doesn't.



Red alert

Red meat may increase the risk of breast cancer and as little as a sausage and a burger a day could almost double the risk. The guilty parties are thought to be growth hormones used in the US and animal fats, oestrogen and haem iron – all found in meat but not plant foods.

Hormone havoc

Meat and dairy foods contain oestrogen and so Western diets increase levels of this powerful hormone. Cows only produce milk after giving birth and are made pregnant every year to keep the milk flowing. This ensures that cow's milk is loaded with 35 hormones including oestrogen. It also happens that breast cancer patients have higher levels of oestrogen.

A growth hormone – IGF-1 – is also present in the milk and blood of both cows and people. It carries a simple message – 'grow, grow, grow!' IGF-1 is higher in people who eat dairy foods and high levels are linked to a higher risk of several cancers, including breast cancer.

Give milk a miss

Cow's milk is far from being the wonder food the dairy industry would have you believe. Ditching dairy could help you fight breast cancer and other diseases.

Positive plans

Plant foods lower the risk of breast cancer. Fibre, found in fruit, vegetables and wholegrain foods, lowers the risk by reducing oestrogen levels. A specific compound in green vegetables such as broccoli helps stop cancer cells growing. Eating soya foods when you're young significantly reduces breast cancer later in life. Switching from dairy to plant alternatives reduces saturated fat, oestrogen and IGF-1 intake.

Making a real difference...

"When I was diagnosed with breast cancer I wasn't offered any dietary advice. I didn't know where to turn but the VVF's A Fighting Chance told me all I needed to know and it even has recipes! This amazing guide should be available to all women who want to prevent or beat breast cancer."

Jenny Carter, Stockport

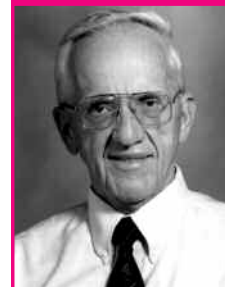


What the scientists say on One in Nine...

Professor Jane Plant CBE, Anglo American Professor of Applied Geochemistry at Imperial College, London, says...



"One in Nine is an excellent campaign. The VVF's report and guide contains thoroughly researched, valuable information about diet that could help save your life."



What the scientists say on White Lies...

Professor T. Colin Campbell PhD, Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry at Cornell University in Ithaca, New York...

"More recently, much more evidence on the adverse health effects of cow's milk has accumulated, and much of it has been ably reviewed in this excellent report which is timely, broad in scope and profound in its consistency."

