

Part 5, Chapter 49: Overview of Animal Products

Before getting started with this section, it's important that I let the reader know that neither Emmale nor I are a strict vegetarians. Occasionally—rarely really—we do eat meat and dairy products. Nevertheless, we live on a diet that is very much at least 90%-95% vegan and, on most days, close to 100%. We both know vegetarians and, the fact is, that being a vegetarian is no guarantee of possessing good health. Keep in mind that French fries, potato chips, cake and beer are all vegetarian but they are certainly not good for you. Too, many of the vegetarian substitute products, such as "vegetable patty" products, have so many chemicals in them that you'd have to be a chemist to know what's really in these products. At the same time eating eggs, butter, a piece of chicken, or turkey at the Thanksgiving feast won't do any real harm.

Dr. Bragg is of the opinion that a predominantly vegan diet is ideal. I would agree. Meat and dairy on rare occasions will be more than offset by a 90%-95% vegan diet based in fruit, vegetables, nuts, seeds and sprouts. A diet based on meat and dairy, as is the case in the Standard American Diet, is very harmful—as will be presented in considerable detail from John Robbins' book. There are many ... issues:

[When it comes to dietary choices] calculating cholesterol and fat is unnecessary—just avoid animal foods which are the main source of harmful cholesterol (LDL). It's best to avoid foods that had a face. [Think about that one a while.] The "good" cholesterol (HDL) high density lipoprotein, is formed only in your body. [Your body's] cholesterol is a larger particle that helps to remove fat from the blood and the artery walls. "The Bragg Healthy Lifestyle" with energy powered organic fruits, vegetables, whole grains, etc., a diet low in saturated fats, and getting plenty of exercise will help you avoid heart disease, hypertension and other life-threatening illnesses.^{1}

That said, John Robbins wrote a book a number of years ago titled "Diet for a New America". The name may sound familiar as in Baskin-Robbins Ice Cream? John Robbins was the heir to this empire. He chose a different path, virtually a total vegetarian lifestyle. He had good reason to do so as his book documents. The life of farm raised animals is seldom a happy one. It's the real world—not the one that appears on the propaganda put out by the meat, egg and dairy counsel. To be sure, after reading John Robbins book the first time it was months before I touched any kind of meat again.

While I'm not here to debate the ethical issues of farm raised animals, it's well known that what most farm animals have to endure is tantamount to barbarian slavery. The fact is that "it's not the killing of the animals that is the chief issue here, but rather the unspeakable quality of the lives they are forced to live."^{2}

Ethical issues are not the only reason that Emmale and I eat almost no meat—but it certainly is a significantly contributing factor.

There is concept called the transmutation of energy. It's a concept that one kind of life can "change into another nature, substance, form, or condition."^{3}

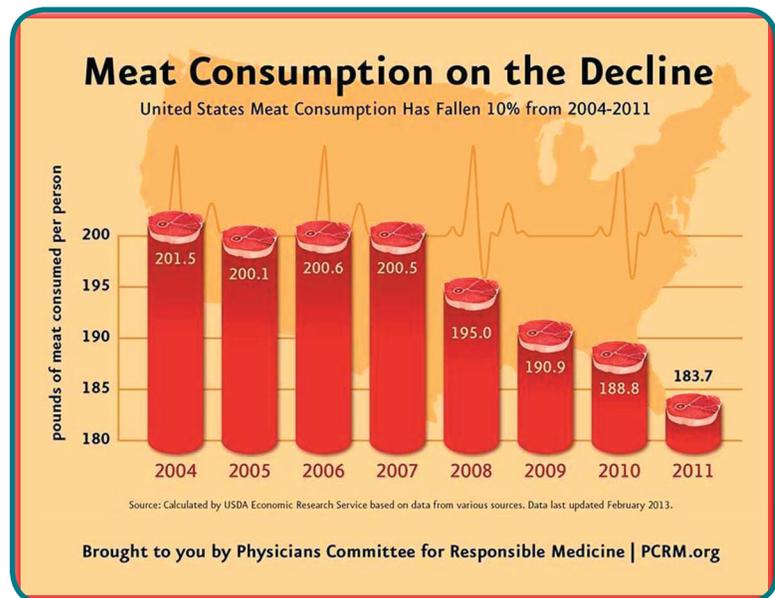
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When animals are executed they feel intense fear and panic. Adrenaline surges and gets locked into the body. The lucky animals are the ones that get stunned to knock them out first. Most are not that fortunate. (There is no viable law to enforce this 'humane' act!) The adrenaline and other chemicals surge. The animal dies in terror ...

Imagine all the fear and anger from that unused adrenaline, still stuck in the animals' flesh, coursing through your body. Pure savage violence! To be sure, both Emmale and I have noticed a tremendous change in our mental and emotional outlook on life since we've all but given up meat and dairy—and I have little doubt that eventually we **absolutely** will. Too, I am often reminded that an apple and an orange don't scream in horror as we slice them before going into the juicing machine.

Before getting into the various subjects in this part of the book, apparently John Robbins book did its job. From a Fox news article: "Americans Eating Nearly 20% Less Beef Than They Used To".^{4} This was surprising. Quoting from the article:

According to a study published by the Natural Resources Defense Council ..., Americans' beef consumption decreased by 19% between 2005 and 2014. During that time, people in the U.S. also stopped eating as much pork, chicken, shellfish and whole milk—but not at nearly the same rate of decline as with beef.^{6} From an article published by the Physicians Committee for Responsible Medicine, along the same lines, though not quite as up to date, this graph is showing the same trend.^{7}



What I find particularly interesting is that consumption was almost steady up to 2007. In 2008 it started dropping and, to extrapolate the last graph bar, it looks to me like the decline is accelerating. Change is slow but, as Emmale and I have observed, more and more people are waking up and realizing that the Standard American Diet is nothing short of deadly. According to Linda Kramer, who wrote a preface to John Robbins' book in 2012:

"Diet for a New America" was first published in 1987. ... in 1994, during a National Public Radio debate, a representative of the National Cattlemen's Beef Association accused the book's author, John Robbins, of being single-handedly responsible for this decline.^{8}

Flattering to be sure but there have been other factors. Moreover, and depending on the source you read, the numbers vary wildly. Nevertheless, no one can say that books don't have impact. Part of the reason John Robbins' book has been so effective is because his research was fully and absolutely documented. In fact I heard him speak once and he said that when the meat industry sued him that, ultimately, he proved everything he claimed to be true in a court of law. The suit was dismissed.

In fact, another of the commentators, Joanna Macy, on John Robbins' book fantasized what might happen if suddenly everyone in America quit eating meat. This was her fantasy of what such an abrupt change would mean—and this was just the start:

The effects on our physical health are immediate. The incidence of cancer and heart attack, the nation's biggest killers, drops precipitously. So does the incidence of

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many other diseases now demonstrably and causally linked to consumption of animal proteins and fats, such as osteoporosis, a major affliction among older women ... The hormonal imbalances causing miscarriages and increasing aberrations of sexual development similarly drop away, as we cease ingesting with our meat, poultry, and milk the drugs pumped into our livestock. So do the neurological disorders and birth defects due to pesticides and other chemicals, as we begin to eat lower on the food chain where these poisons are far less concentrated. Mother's milk, where they concentrate in greatest intensity, becomes safe again; we can nurse our babies without fear. Since these toxins attack the gene pool itself, causing irreversible damage, the change in diet improves the health of my children's children's children and generations to come.^{9}

It would likely significantly reduce medical costs, too. I suppose, to some, that all this good news might be considered criminal. Think of all the people who would have to find new jobs in other industries. Worst of all, with all the land freed up the world could grow enough food to easily feed the whole world. Wouldn't that be a crime!?

Of course, we aren't here, not by a long shot, but change is happening. In the meantime, we as individuals can choose, and when enough of us do so—who knows when critical mass will be reached and a truly revolutionary change will happen. Of Joanna Macy's entire vision—get the book and read it for yourself. It would indeed be an amazing world!