

THE GREAT PLANT-BASED CON

JAYNE BUXTON

REFERENCES

AUTHOR'S NOTE

- 1 Scribd. 'APF - VVSQ | Veganism | Vegetarianism'. Accessed 28 February 2021. <https://www.scribd.com/document/26880337/APF-VVSQ>.
- 2 Kim, Hyunju, Casey M Rebolz, Sheila Hegde, Christine LaFiura, Madhunika Raghavan, John F Lloyd, Susan Cheng, and Sara B Seidelmann. 'Plant-Based Diets, Pescatarian Diets and COVID-19 Severity: A Population-Based Case–Control Study in Six Countries'. *BMJ Nutrition, Prevention & Health*, 7 June 2021, bmjnph-2021-000272. <https://doi.org/10.1136/bmjnph-2021-000272>.
- 3 Merriam-Webster Dictionary
- 4 Niman, Nicolette Hahn. *Defending Beef: The Case for Sustainable Meat Production*. White River Junction, Vermont: Chelsea Green Publishing, 2014. P229-230
- 5 Apple Podcasts. 'The Doctor's Pharmacy with Mark Hyman, M.D.: Meat or Plants: Which Is Better For Reversing Climate Change? With Nicolette Hahn Niman on Apple Podcasts'. Accessed 2 August 2021. <https://podcasts.apple.com/gb/podcast/meat-or-plants-which-is-better-for-reversing-climate/id1382804627?i=1000529568618>.

INTRODUCTION

- 1 BBC News, 16th Jan 2020.
- 2 Thunberg, Greta. *The Disarming Case to Act Right Now on Climate Change*. Accessed 6 May 2021. https://www.ted.com/talks/greta_thunberg_the_disarming_case_to_act_right_now_on_climate_change.
- 3 C40. 'C40: 14 Cities Commit to Sustainable Food Policies That Will Address the Global Climate Emer...?' Accessed 6 May 2021. https://www.c40.org/press_releases/good-food-cities.
- 4 'Bake Off's Prue Leith Urges Schools to Go Vegetarian | News | The Sunday Times'. Accessed 2 August 2021. <https://www.thetimes.co.uk/article/bake-offs-prue-leith-urges-schools-to-go-vegetarian-735jxhzkn>.
- 5 Rosemary Bennet and Chris Matthews, "Students ban beef in bars and shops to save the planet," *The Times*, 15 November 2019. <https://www.thetimes.co.uk/article/students-ban-beef-in-bars-and-shops-to-save-the-planet-5q9f6ggnv>
- 6 'No Putting Meat on Expenses, Says Property Firm'. BBC News, 18 February 2020, sec. Business. <https://www.bbc.com/news/business-51529207>.
- 7 Allwood, Julian, Jose Azevedo, Adam Clare, Christopher Cleaver, Jonathan Cullen, Cyrille Dunant, Teppo Fellin, et al. 'Absolute Zero'. Apollo - University of Cambridge Repository, 29 November 2019. <https://doi.org/10.17863/CAM.46075>. ukhealth. 'All-Consuming: Building a Healthier Food System for People & Planet'. UK Health Alliance (blog), 4 November 2020. <http://www.ukhealthalliance.org/all-consuming/>.

- 8 'New Carbon Taxes: Meat, Cheese and Gas Heating Prices to Rise | News | The Times'. Accessed 5 May 2021. <https://www.thetimes.co.uk/article/new-carbon-taxes-meat-cheese-and-gas-heating-prices-to-rise-wxz5vd6k2>.
- 9 Murphy, Joe. 'Go Vegan to Help UK Hit Greenhouse Gas Targets, Says Cabinet Minister', 22 April 2021. <https://www.standard.co.uk/news/politics/vegan-help-uk-hit-greenhouse-gas-targets-cabinet-minister-kwasi-kwarteng-b931123.html>.
- 10 Siegle, Lucy. 'The Do's and Don'ts of Eco-Living', sec. the times magazine. Accessed 6 May 2021. <https://www.thetimes.co.uk/article/the-dos-and-donts-of-eco-living-7xt0srp8f>.
- 11 French, Anna. "Save the planet for the kids." Red Magazine, 1 July 2019. P.56-57
- 12 <http://www.economist.com/graphic-detail/2019/11/15/how-much-would-giving-up-meat-help-the-environment>.
- 13 Coren, Giles. "I've been living the life of a secret vegan. I've been keeping it quiet (which vegans very rarely do)", The Times Magazine, 25th January 2020, p. 88 <https://www.thetimes.co.uk/article/giles-coren-reviews-greggs-zvrbxk9sw>
- 14 'How Do You like Your Steak: Grass-Fed or Lab-Grown? | Times2 | The Times'. Accessed 5 May 2021. <https://www.thetimes.co.uk/article/how-do-you-like-your-steak-grass-fed-or-lab-grown-f76kg8063>.
- 15 <https://vegnews.com/2019/10/oprah-urges-42-million-fans-to-ditch-animal-products-at-least-once-per-day>
- 16 'Opinion | The Coronavirus and a World Without Meat - The New York Times'. Accessed 6 May 2021. <https://www.nytimes.com/2020/05/21/opinion/coronavirus-meat-vegetarianism.html>.
- 17 Donald J Trump. Kamala Says She Would Change the Dietary Guidelines to Reduce the Amount of Red Meat You Can Eat. Accessed 2 August 2021. <https://www.youtube.com/watch?v=zLY8dWR-xik>.
- 18 NPR.org. 'Epicurious Ditches Beef In A Move It Calls "Pro-Planet"'. Accessed 5 May 2021. <https://www.npr.org/2021/04/27/991247520/epicurious-ditches-beef-in-a-move-it-calls-pro-planet>.
- 'Eleven Madison Park: New York's "Finest Restaurant" Goes Vegan | World | The Times'. Accessed 5 May 2021. <https://www.thetimes.co.uk/article/eleven-madison-park-new-yorks-finest-restaurant-goes-vegan-t2xswxq2j>.
- 19 'Meat Demand Is Under Threat Like "Never Before" as Prices Surge'. Bloomberg.Com, 1 July 2021. <https://www.bloomberg.com/news/articles/2021-07-01/meat-sales-hit-globally-with-higher-prices-climate-conscious-shoppers>.
- 20 MIT Technology Review. 'We're on Track to Set a New Record for Global Meat Consumption'. Accessed 2 August 2021. <https://www.technologyreview.com/2021/04/26/1023636/sustainable-meat-livestock-production-climate-change/>.
- 21 <https://veganuary.com/wp-content/uploads/2021/03/Veganuary-2021-Campaign-in-Review.pdf>
- 22 Team, Mintel Press. 'Plant-Based Push: UK Sales of Meat-Free Foods Shoot Up'. Mintel. Accessed 5 May 2021. <https://www.mintel.com/press-centre/food-and-drink/plant-based-push-uk-sales-of-meat-free-foods-shoot-up-40-between-2014-19>.
- 23 Interview with Glen Burrows, The Ethical Butcher
- 24 Interview with Joe Stanley
- 25 'Who says you can't reinvent Christmas? The McCartneys share their new festive traditions.' The Dish (Sunday Times food Magazine). 01.12.2019. p12 <https://www.thetimes.co.uk/article/vegetarian-christmas-menu-idea-recipe-plan-vegetable-wellington-paul-linda-mccartney-2019-0tbfzvvr>
- 26 Julian Mellentin. 'Kids Products. Better than Chicken Nuggets. Apparently. Because "plant-Based" Is the Marketing Balm That Soothes Every Conscience. <https://t.co/IGwjqHlMeG>'. Tweet. @julianmellentin (blog), 13 May 2021. <https://twitter.com/julianmellentin/status/1392940257595756549>.

- 27 Abboud, Leila. 'UK Livestock Farmers Fret as Veganism Challenge Grows', 16 January 2020. <https://www.ft.com/content/e3556964-36db-11ea-a6d3-9a26f8c3cba4>.
- 28 Ibid
- 29 UnHerd. 'How to Save British Farming (and the Countryside)', 3 September 2020. <https://unherd.com/2020/09/how-to-save-british-farming-and-the-countryside/>.
- 30 Minette Batters of the NFU in The Times. 26/02/2020. P. 21 <https://www.thetimes.co.uk/article/joaquin-phoenix-militant-celebrity-vegans-accused-of-harming-farmers-mental-health-6hdbmm7rt>
- 31 https://twitter.com/farmers_against/status/1450934773057216517
- 32 FAI Farms. 'Ruminant Methane, GWP* & Global Warming -'. Accessed 6 May 2021. <https://www.fairfarms.com/podcasts/ruminant-methane-gwp-global-warming/>
- 33 Patrick Holden, in "Farmers hit back as BBC documentary exposes meat production's devastating effect on ecosystems." <https://www.foodnavigator.com/Article/2019/11/25/Farmers-hit-back-as-BBC-documentary-exposes-meat-production-s-devastating-effect-on-ecosystems>
- 34 Ibid
- 35 FAI Farms. 'Ruminant Methane, GWP* & Global Warming -'. Accessed 6 May 2021. <https://www.fairfarms.com/podcasts/ruminant-methane-gwp-global-warming/>.
- 36 Peters, G.P. et al, "Carbon dioxide emissions continue to grow amidst slowly emerging climate policies", Nature Climate Change/Vol 10/January 2020/2-10/www.nature.com/natureclimatechange <https://www.nature.com/articles/s41558-019-0659-6>
- 37 <https://www.farmison.com/community/blog/is-veganism-the-answer>
- 38 Interview with Alice Stanton
- 39 Shukman, Harry. "Militant celebrity vegans accused of harming farmers' mental health." The Times, 26/02/2020. P. 21 <https://www.thetimes.co.uk/article/joaquin-phoenix-militant-celebrity-vegans-accused-of-harming-farmers-mental-health-6hdbmm7rt>
- 40 www.agriland.ie/farming-news/how-the-global-attack-on-agricultural-emissions-began-meet-dr-frank-mitloehner/
- 41 Ibid
- 42 Interview with Frank Mitloehner
- 43 <https://impossiblefoods.com/blog/the-mission-that-motivates-us>
- 44 Editor, Jonathan Leake, Environment. 'Former Government Scientist Turns Vegetarian to Help Plant Seeds of a Meat-Free Future', sec. news. Accessed 6 May 2021. <https://www.thetimes.co.uk/article/call-for-meat-tax-to-turn-people-vegan-5sl8pp8wg>.
- 45 George Monbiot speaking at the ORC Conference, January 2020. Sustainable Food Trust. ORFC 2020 Linking Sustainable and Healthy Diets to Farming Outputs. Accessed 2 August 2021. <https://www.youtube.com/watch?v=SVIoyz6nYdY&t=130s>.
- 46 Abboud, Leila. 'UK Livestock Farmers Fret as Veganism Challenge Grows', 16 January 2020. <https://www.ft.com/content/e3556964-36db-11ea-a6d3-9a26f8c3cba4>.
- 47 <https://www.bostonglobe.com/2019/11/29/opinion/disrupting-cow/>
- 48 Climate Depot. 'Former UN Climate Chief: Meat Eaters Should Be Banished, Treated 'the Same Way That Smokers Are Treated'', 7 December 2018. <https://www.climatedepot.com/2018/12/07/former-un-climate-chief-meat-eaters-should-be-banished-treated-the-same-way-that-smokers-are-treated/>.
- 49 Interview with Ivor Cummins

- 50 Keith, Lierre. *The Vegetarian Myth: Food, Justice and Sustainability*. Crescent City, Ca: Flashpoint Press, 2009. P9
- 51 Interview with Stephan van Vliet
- 52 Interview with Ivor Cummins
- 53 Interview with Tim Rees
- 54 Interview with Vinnie Tortorich
- 55 Evans, Matthew. *On Eating Meat: The Truth about Its Production and the Ethics of Eating It*. Sydney, N.S.W: Murdoch Books, 2019. P202
- 56 Blythman, Joanna. *What to Eat: Food That's Good for Your Health*, Pocket and Plate, 2013. P10
- 57 Evans, Matthew. *On Eating Meat: The Truth about Its Production and the Ethics of Eating It*. Sydney, N.S.W: Murdoch Books, 2019. P228

CHAPTER 1

- 1 <https://veganuary.com/veganuary-2021-survey-results/>
- 2 Woods, Richard. 'The Interview: Bill Bryson on His Masterplan for Health and Happiness', *sec. the sunday times magazine*. Accessed 15 May 2021. <https://www.thetimes.co.uk/article/the-interview-bill-bryson-on-his-masterplan-for-health-and-happiness-7w2zh8w2v>.
- 3 An example is a study by Marco Springmann et al, 'Multiple health and environmental impacts of foods', <https://www.pnas.org/content/116/46/23357>, the underlying model for which is based on several studies that have shown only small relative risks from meat eating
- 4 <https://www.bbc.com/future/article/20200203-the-hidden-biases-that-drive-anti-vegan-hatred>
- 5 <https://jilliansnutritionnook.com/plant-based-to-meat-based-a-dietitians-story/>
- 6 Teicholz, Nina. *The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet*, (London: Scribe: 2014) P21
- 7 Yerushalmy, J., and H. E. Hilleboe. 'Fat in the Diet and Mortality from Heart Disease; a Methodologic Note'. *New York State Journal of Medicine* 57, no. 14 (15 July 1957): 2343–54.
- 8 Ibid
- 9 Ibid
- 10 Ibid
- 11 <https://www.sevencountriesstudy.com/about-the-study/countries/>
- 12 Kendrick, Dr Malcolm. *The Great Cholesterol Con* (London: John Blake Publishing, 2007), p53
- 13 'Cholesterol & Heart Disease – There Is a Relationship, but It's Not What You Think – Zoë Harcombe'. Accessed 15 May 2021. <https://www.zoeharcombe.com/2010/11/cholesterol-heart-disease-there-is-a-relationship-but-its-not-what-you-think/>.
- 14 'Cholesterol & Mortality – World Graphs – Zoë Harcombe', 21 June 2021. <https://www.zoeharcombe.com/2021/06/cholesterol-mortality-world-graphs/>.
- 15 <https://www.tylervigen.com/spurious-correlations>

- 16 Ioannidis, John P. A. 'Why Most Published Research Findings Are False'. *PLoS Medicine* 2, no. 8 (August 2005): e124. <https://doi.org/10.1371/journal.pmed.0020124>.
- 17 Kendrick, Dr Malcolm. *The Great Cholesterol Con* (London: John Blake Publishing, 2007), p54
- 18 *Ibid*, p54
- 19 Teicholz, Nina. *The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet*, (London: Scribe: 2014) p43
- 20 *Ibid*, p.71
- 21 Taubes, Gary. *Good Calories, Bad Calories* (New York: Anchor Books, 2008), p25
- 22 Ramsden, Christopher E., Daisy Zamora, Sharon Majchrzak-Hong, Keturah R. Faurot, Steven K. Broste, Robert P. Frantz, John M. Davis, Amit Ringel, Chirayath M. Suchindran, and Joseph R. Hibbeln. 'Re-Evaluation of the Traditional Diet-Heart Hypothesis: Analysis of Recovered Data from Minnesota Coronary Experiment (1968-73)'. *BMJ* 353 (12 April 2016): i1246. <https://doi.org/10.1136/bmj.i1246>.
- 23 Noakes, Dr Tim and Sboros, Marika. *Real Food On Trial: How the diet dictators tried to destroy a top scientist* (Columbus Publishing, 2019), 79
- 24 Ramsden, Christopher E., Daisy Zamora, Boonseng Leelarthaepin, Sharon F. Majchrzak-Hong, Keturah R. Faurot, Chirayath M. Suchindran, Amit Ringel, John M. Davis, and Joseph R. Hibbeln. 'Use of Dietary Linoleic Acid for Secondary Prevention of Coronary Heart Disease and Death: Evaluation of Recovered Data from the Sydney Diet Heart Study and Updated Meta-Analysis'. *BMJ (Clinical Research Ed.)* 346 (4 February 2013): e8707.. <https://www.bmj.com/content/353/bmj.i1246>
- 25 Teicholz, Nina. *The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet*, (London: Scribe: 2014), p 47
- 26 Micheal R. Eades, M.D. in Cummins, Ivor and Gerber, Jeffrey, MD, *Eat Rich Live Long* (Las Vegas: Victory Belt Publishing, 2018), p6
- 27 Pardini, Peter Curtis. *Fat: A Documentary*. Documentary. Sonder Entertainment, Fat Squirrel Films, n.d. <https://www.imdb.com/title/tt8439204/>
- 28 'Dietary Goals for the United States'. *Nutrition Reviews* 35, no. 5 (1 May 1977): 122–25. <https://doi.org/10.1111/j.1753-4887.1977.tb06563.x>.
- 29 Teicholz, Nina. *The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet*, (London: Scribe: 2014. p 28
- 30 Harcombe, Dr Zoe. *Dietary fat guidelines have no evidence base: where next for public health advice?*, <https://bjsm.bmj.com/content/51/10/769>
- 31 Dr Georgia Ede, presentation to Cross Fit Conference, Feb 2020, <https://www.crossfit.com/health/georgia-edde-ddc>
- 32 More detail about, and references to, these trials can be found in Taubes, Gary. *Good Calories, Bad Calories* (New York: Anchor Books, 2008), p25
- 33 Sekikawa, Akira, Yoshihiro Miyamoto, Katsuyuki Miura, Kunihiro Nishimura, Bradley J. Willcox, Kamal H. Masaki, Beatriz Rodriguez, Russell P. Tracy, Tomonori Okamura, and Lewis H. Kuller. 'Continuous Decline in Mortality from Coronary Heart Disease in Japan despite a Continuous and Marked Rise in Total Cholesterol: Japanese Experience after the Seven Countries Study'. *International Journal of Epidemiology* 44, no. 5 (October 2015): 1614–24. <https://doi.org/10.1093/ije/dyv143>. Commentary in: Kendrick, Dr Malcolm. 'Cholesterol Goes up Heart Disease Goes Down'. Dr. Malcolm Kendrick (blog), 21 December 2015. <https://dramalcolmkendrick.org/2015/12/21/cholesterol-goes-up-heart-disease-goes-down/>.
- 34 Kendrick, Malcolm. *The Great Cholesterol Con: The Truth about What Really Causes Heart Disease and How to Avoid It*. London: John Blake, 2008. Chapter 6.
- 35 Interview with Dr Zoë Harcombe

- 36 'Rebutting the Cholesterol Hypothesis – Zoë Harcombe', 28 June 2021.
<https://www.zoeharcombe.com/2021/06/rebutting-the-cholesterol-hypothesis/>.
- 37 Noakes, Timothy, and Marika Sboros. *Real Food on Trial: How the Diet Dictators Tried to Destroy a Top Scientist*, 2019. P55
- 38 Chowdhury R et al. Association of dietary, circulating and supplement fatty acids with coronary risk: a systematic review and meta-analysis. www.ncbi.nlm.nih.gov/pubmed/24723079. *Ann Intern Med*, 2014 May 6. 160(9): 658
- 39 Dehghan, Mahshid, et al. Associations of fats and carbohydrate intake with cardiovascular disease and mortality in 18 countries from five continents (PURE): a prospective cohort study, *Lancet* 2017;390:2050-62 [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(17\)32252-3/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(17)32252-3/fulltext)
- 40 Noakes, Timothy, and Marika Sboros. *Real Food on Trial: How the Diet Dictators Tried to Destroy a Top Scientist*, 2019. P370
- 41 'Reduction in Saturated Fat Intake for Cardiovascular Disease - Hooper, L - 2020 | Cochrane Library'. Accessed 2 August 2021.
<https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD011737.pub2/full>.
- Like the previous Cochrane reports, the 2020 report did find that long-term trials suggested that reducing dietary fat reduced the risk of combined cardiovascular events (by 21 per cent). However, when this finding has been further examined, looking at trials that actually reduced saturated fat, rather than those that intended to, the findings ceased to be significant. ('Cochrane Saturated Fat Reviews – Zoë Harcombe', 1 June 2020. <https://www.zoeharcombe.com/2020/06/cochrane-saturated-fat-reviews/>)
- 42 'Cochrane Saturated Fat Reviews – Zoë Harcombe'. Accessed 17 February 2021.
<https://www.zoeharcombe.com/2020/06/cochrane-saturated-fat-reviews/>.
- 43 'Cochrane Saturated Fat Reviews – Zoë Harcombe'. Accessed 17 February 2021.
<https://www.zoeharcombe.com/2020/06/cochrane-saturated-fat-reviews/>.
- 44 Astrup, Arne, Nina Teicholz, Faidon Magkos, Dennis M. Bier, J. Thomas Brenna, Janet C. King, Andrew Mente, et al. 'Dietary Saturated Fats and Health: Are the U.S. Guidelines Evidence-Based?' *Nutrients* 13, no. 10 (October 2021): 3305. <https://doi.org/10.3390/nu13103305>.
- 45 Kendrick, Malcolm. *The Great Cholesterol Con: The Truth about What Really Causes Heart Disease and How to Avoid It*. London: John Blake, 2008. P76.
- 46 <https://health.gov/sites/default/files/2019-09/Scientific-Report-of-the-2015-Dietary-Guidelines-Advisory-Committee.pdf>
- 47 Time. 'Cholesterol Is Not a "Nutrient of Concern," Report Says'. Accessed 15 May 2021.
<https://time.com/3705734/cholesterol-dietary-guidelines/>.
- 48 Carson, Jo Ann S., Alice H. Lichtenstein, Cheryl A.M. Anderson, Lawrence J. Appel, Penny M. Kris-Etherton, Katie A. Meyer, Kristina Petersen, Tamar Polonsky, Linda Van Horn, and null null. 'Dietary Cholesterol and Cardiovascular Risk: A Science Advisory From the American Heart Association'. *Circulation* 141, no. 3 (21 January 2020): e39–53. <https://doi.org/10.1161/CIR.0000000000000743>.
- 49 Johnston, Bradley C., Dena Zeraatkar, Mi Ah Han, Robin W. M. Vernooij, Claudia Valli, Regina El Dib, Catherine Marshall, et al. 'Unprocessed Red Meat and Processed Meat Consumption: Dietary Guideline Recommendations From the Nutritional Recommendations (NutriRECS) Consortium'. *Annals of Internal Medicine* 171, no. 10 (19 November 2019): 756–64. <https://doi.org/10.7326/M19-1621>.
- 50 Spector, T. D. *Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong*. London: Jonathan Cape, 2020, p95
- 51 Leroy, Frédéric and Cofnas, Nathan. 'Should dietary guidelines recommend low red meat intake?', *Critical Reviews in Food Science and Nutrition*, Vol 60, 2020, Issue 16.
<https://www.tandfonline.com/doi/full/10.1080/10408398.2019.1657063>

- 52 Provenza, FD, Kronberg, SL, Gregorini, P. 'Is Grassfed Meat and Dairy Better for Human and Environmental Health?' *Frontiers in Nutrition*, 6:26.
<https://www.frontiersin.org/articles/10.3389/fnut.2019.00026/full>
- 53 Iqbal, Romaina, Mahshid Dehghan, Andrew Mente, Sumathy Rangarajan, Andreas Wielgosz, Alvaro Avezum, Pamela Seron, et al. 'Associations of Unprocessed and Processed Meat Intake with Mortality and Cardiovascular Disease in 21 Countries [Prospective Urban Rural Epidemiology (PURE) Study]: A Prospective Cohort Study'. *The American Journal of Clinical Nutrition*, no. nqaa448 (31 March 2021).
<https://doi.org/10.1093/ajcn/nqaa448>.
- 54 Murray, Christopher JL et al. Health effects of dietary risks in 195 countries, 1990-2017: a systematic analysis for the Global Burden of Disease Study 2017. *The Lancet*, vol 393, issue 10184, 11 May 2019, p1958-1972. [https://www.thelancet.com/article/S0140-6736\(19\)30041-8/fulltext](https://www.thelancet.com/article/S0140-6736(19)30041-8/fulltext).
- 55 Guasch-Ferré, Marta, Ambika Satija, Stacy A. Blondin, Marie Janiszewski, Ester Emlen, Lauren E. O'Connor, Wayne W. Campbell, Frank B. Hu, Walter C. Willett, and Meir J. Stampfer. 'Meta-Analysis of Randomized Controlled Trials of Red Meat Consumption in Comparison With Various Comparison Diets on Cardiovascular Risk Factors'. *Circulation* 139, no. 15 (9 April 2019): 1828–45.
<https://doi.org/10.1161/CIRCULATIONAHA.118.035225>.
- 56 O, Víctor de la, Itziar Zazpe, Leticia Goni, Susana Santiago, Nerea Martín-Calvo, Maira Bes-Rastrollo, J. Alfredo Martínez, Miguel A. Martínez-González, and Miguel Ruiz-Canela. 'A Score Appraising Paleolithic Diet and the Risk of Cardiovascular Disease in a Mediterranean Prospective Cohort'. *European Journal of Nutrition*, 21 October 2021. <https://doi.org/10.1007/s00394-021-02696-9>.
- 57 Kendrick, Malcolm. *The Clot Thickens: The Enduring Mystery of Heart Disease*, 2021. P99
- 58 *Ibid*, p 261 and 266
- 59 <https://www.foodnavigator.com/Article/2020/10/27/Could-animal-based-diets-actually-mitigate-risk-of-cardiovascular-disease>
- 60 Whitehead, J. 'red meat essential for comprehensive nutrition, states professor as Veganuary attracts converts.' <https://inews.co.uk/news/red-meat-health-nutrition-veganism-vegetarianism-climate-change-1355750>
- 61 Alice Stanton presentation to OFC, <https://www.ofc.org.uk/video/prof-alice-stanton>
- 62 UNICEF, WHO, World Bank Joint Child Malnutrition dataset, March 2019 edition. Mapped against meat consumption, as presented by Alice Stanton, <https://www.ofc.org.uk/video/prof-alice-stanton>
- 63 Hulett, Judie L., Robert E. Weiss, Nimrod O. Bwibo, Osman M. Galal, Natalie Drorbaugh, and Charlotte G. Neumann. 'Animal Source Foods Have a Positive Impact on the Primary School Test Scores of Kenyan Schoolchildren in a Cluster-Randomised, Controlled Feeding Intervention Trial'. *The British Journal of Nutrition* 111, no. 5 (14 March 2014): 875–86. <https://doi.org/10.1017/S0007114513003310>.
- 64 Keys A, Anderson JT. The relationship of the diet to the development of atherosclerosis in man. In: National Research Council DoMS, ed. *Symposium on atherosclerosis*. Washinton: National Academy of Sciences – National Research Council. 1954. (P. 182- original emphasis) . Cited by Dr Zoe Harcombe in 'Rebutting the Cholesterol Hypothesis – Zoë Harcombe', 28 June 2021.
<https://www.zoeharcombe.com/2021/06/rebutting-the-cholesterol-hypothesis/>.
- 65 Taubes, Gary. *Good Calories, Bad Calories* (New York: Anchor Books, 2008),P78
- 66 *Ibid*, P79
- 67 *Ibid*, P78
- 68 Spector, T. D. *Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong*. London: Jonathan Cape, 2020, P46-48
- 69 Kendrick, Malcolm. *The Great Cholesterol Con: The Truth about What Really Causes Heart Disease and How to Avoid It*. London: John Blake, 2008, Pviii
- 70 www.thincs.org

- 71 Interview with Ivor Cummins
- 72 Cummins, Ivor. *Eat Rich, Live Long: Mastering the Low-Carb & Keto Spectrum for Weight Loss and Longevity*, 2018, P248
- 73 Yoseph, James and Yoseph, Hannah, MD. *How Statin Drugs Really Lower Cholesterol And Kill You One Cell At A Time (USA: James and Hannah Yoseph, 2012)*
- 74 <https://www.diagnosisdiet.com/full-article/cholesterol>
- 75 Cummins, Ivor. *Eat Rich, Live Long: Mastering the Low-Carb & Keto Spectrum for Weight Loss and Longevity*, 2018, P255
- 76 Ibid
- 77 ‘Hit or Miss: The New Cholesterol Targets | BMJ Evidence-Based Medicine’. Accessed 3 August 2021. <https://ebm.bmj.com/content/early/2020/08/23/bmjebm-2020-111413>. Commentary found in:
Kendrick, Dr Malcolm. ‘Cholesterol Lowering Has No Impact’. Dr. Malcolm Kendrick (blog), 5 August 2020. <https://drmalcolmkendrick.org/2020/08/05/cholesterol-lowering-has-no-impact/>.
- 78 Cummins, Ivor. *Eat Rich, Live Long: Mastering the Low-Carb & Keto Spectrum for Weight Loss and Longevity*, 2018, P257
- 79 Ibid, P259-260
- 80 Bartlett Jacqueline, Predazzi Irene M., Williams Scott M., Bush William S., Kim Yeunjung, Havas Stephen, Toth Peter P., Fazio Sergio, and Miller Michael. ‘Is Isolated Low High-Density Lipoprotein Cholesterol a Cardiovascular Disease Risk Factor?’ *Circulation: Cardiovascular Quality and Outcomes* 9, no. 3 (1 May 2016): 206–12. <https://doi.org/10.1161/CIRCOUTCOMES.115.002436>.
- 81 Jeppesen, J., H. O. Hein, P. Suadicani, and F. Gyntelberg. ‘Low Triglycerides-High High-Density Lipoprotein Cholesterol and Risk of Ischemic Heart Disease’. *Archives of Internal Medicine* 161, no. 3 (12 February 2001): 361–66. <https://doi.org/10.1001/archinte.161.3.361>.
- 82 <https://www.diagnosisdiet.com/full-article/cholesterol>
- 83 Cummins, Ivor. *Eat Rich, Live Long: Mastering the Low-Carb & Keto Spectrum for Weight Loss and Longevity*, 2018, P255-260
- 84 Noakes TD, The 2012 University of Cape Town Faculty of Health Sciences centenary debate, *S Afr J Clin Nutr*, 19, 2015: 28(1). Extensive discussion can also be found in the final chapter of Noakes, Timothy, Sally-Ann Creed, and Jonno Proudfoot. *The Real Meal Revolution: The Radical, Sustainable Approach to Healthy Eating*. Robinson, 2016.
- 85 ‘Saturated Fat Is Not the Major Issue’. *BMJ* 347 (22 October 2013): f6340. <https://doi.org/10.1136/bmj.f6340>.
- 86 <https://www.peak-human.com/post/dr-ben-bikman-dr-jaime-seeman-and-dr-aseem-malhotra-give-a-health-masterclass>
- 87 Malhotra, Dr Aseem. *A Statin-Free Life: A Revolutionary Life Plan for Tackling Heart Disease - without the Use of Statins*. Hodder & Stoughton, 2021. P77
- 88 Bikman, Benjamin T. *Why We Get Sick: The Hidden Epidemic at the Root of Most Chronic Disease -- and How to Fight It*. Dallas, TX: BenBella Books, Inc, 2020, P6
- 89 David Harper presentation, ‘Ketogenic Diets to Prevent and Treat Cancer (and maybe Covid 19)’. <https://www.youtube.com/watch?v=DII6DMZxgBY>
- 90 Bikman, Benjamin T. *Why We Get Sick: The Hidden Epidemic at the Root of Most Chronic Disease -- and How to Fight It*. Dallas, TX: BenBella Books, Inc, 2020

- 91 Facchini, F et al. Insulin Resistance as a Predictor of Age-Related Diseases, JCEM, issue 8, 1 August 2001, p3574-3578. <https://academic.oup.com/jcem/article/86/8/3574/2848584>
- 92 Public Health Collaboration Ambassador Training, March 2020
- 93 Cummins, Ivor. Eat Rich, Live Long: Mastering the Low-Carb & Keto Spectrum for Weight Loss and Longevity, 2018, , P257-258
- 94 <https://www.statista.com/statistics/254341/pfizers-worldwide-viagra-revenues-since-2003/>
- 95 Malhotra, Dr Aseem. A Statin-Free Life: A Revolutionary Life Plan for Tackling Heart Disease - without the Use of Statins. Hodder & Stoughton, 2021. P 20
- 96 AusDoc.PLUS. 'Statin for Children Get the Green Light', 25 November 2019. <https://www.ausdoc.com.au/news/statins-children-get-green-light>.
- 97 Kendrick, Malcolm. The Great Cholesterol Con: The Truth about What Really Causes Heart Disease and How to Avoid It. London: John Blake, 2008, P156
- 98 Ibid
- 99 Kristensen, Malene Lopez, Palle Mark Christensen, and Jesper Hallas. 'The Effect of Statins on Average Survival in Randomised Trials, an Analysis of End Point Postponement'. BMJ Open 5, no. 9 (1 September 2015): e007118. <https://doi.org/10.1136/bmjopen-2014-007118>.
- 100 Malhotra, Dr Aseem. A Statin-Free Life: A Revolutionary Life Plan for Tackling Heart Disease - without the Use of Statins. Hodder & Stoughton, 2021. P41
- 101 Ravenskov U. The Cholesterol Myths. Exposing the fallacy that saturated fat and cholesterol cause heart disease (New Trends Publishing, 2000) and Enig, M. Know Your Fats: The Complete Primer for Understanding the Nutrition of Fats, Oils and Cholesterol (Silver Spring: Bethesda Press, 2000)
- 102 Yoseph, James B, and Hannah Yoseph. How Statin Drugs Really Lower Cholesterol and Kill You One Cell at a Time: A Matter of Public Record. Lexington, KY: J. and H. Yoseph, 2012.
- 103 <https://www.medicines.org.uk/emc/files/pil.5241.pdf>
- 104 <http://doctorseem.com/the-great-statins-divide>
- 105 Email from Marion Holman, 20/09/2020
- 106 <https://www.bmj.com/content/354/bmj.i4992>
- 107 Koh, Kwang Kon, Michael J. Quon, Seung Hwan Han, Yonghee Lee, Soo Jin Kim, and Eak Kyun Shin. 'Atorvastatin Causes Insulin Resistance and Increases Ambient Glycemia in Hypercholesterolemic Patients'. Journal of the American College of Cardiology 55, no. 12 (23 March 2010): 1209–16. <https://doi.org/10.1016/j.jacc.2009.10.053>.
- Kim, Jinkwon, Hye Sun Lee, and Kyung-Yul Lee. 'Effect of Statins on Fasting Glucose in Non-Diabetic Individuals: Nationwide Population-Based Health Examination in Korea'. Cardiovascular Diabetology 17, no. 1 (5 December 2018): 155. <https://doi.org/10.1186/s12933-018-0799-4>.
- 108 <https://www.zoeharcombe.com/2021/01/statins-side-effects-or-nocebo-effect/>
- 109 'Devastating Investigation Reveals Impact of Deadly Statin Denier Propaganda | Daily Mail Online'. Accessed 9 July 2021. <https://www.dailymail.co.uk/health/article-6764117/Devastating-investigation-reveals-impact-deadly-statin-denier-propaganda.html>.

Commentary on this case can be found in blogs written by Drs Harcombe and Kendrick:

Nerney, Patrick. 'Cholesterol Games'. Dr. Malcolm Kendrick (blog), 3 March 2019. <https://drmalcolmkendrick.org/2019/03/03/cholesterol-games/>.

- 'Cholesterol, Statins, the CTSU & the Mail on Sunday – Zoë Harcombe', 3 March 2019.
<https://www.zoeharcombe.com/2019/03/cholesterol-statins-the-ctsu-the-mail-on-sunday/>.
- 110 Berry, Ken. *Lies My Doctor Told Me: Medical Myths That Can Harm Your Health*. Victory Belt Publishing, 2019, P45
- 111 Glade, M. J. 'Food, Nutrition, and the Prevention of Cancer: A Global Perspective. American Institute for Cancer Research/World Cancer Research Fund, American Institute for Cancer Research, 1997'. *Nutrition* (Burbank, Los Angeles County, Calif.) 15, no. 6 (June 1999): 523–26. [https://doi.org/10.1016/s0899-9007\(99\)00021-0](https://doi.org/10.1016/s0899-9007(99)00021-0). Cited, with commentary, in Taubes, Gary. *Good Calories, Bad Calories: Fats, Carbs, and the Controversial Science of Diet and Health*. New York: Anchor, 2008, p 74.
- 112 Händel, Mina Nicole, Jeanett Friis Rohde, Ramune Jacobsen, and Berit Lilienthal Heitmann. 'Processed Meat Consumption and the Risk of Cancer: A Critical Evaluation of the Constraints of Current Evidence from Epidemiological Studies'. *Nutrients* 13, no. 10 (October 2021): 3601. <https://doi.org/10.3390/nu13103601>.
- 113 Farvid, Maryam S., Eunyoung Cho, Wendy Y. Chen, A. Heather Eliassen, and Walter C. Willett. 'Dietary Protein Sources in Early Adulthood and Breast Cancer Incidence: Prospective Cohort Study'. *BMJ* (Clinical Research Ed.) 348 (10 June 2014): g3437. <https://doi.org/10.1136/bmj.g3437>.
- 114 Sun Yangbo, Liu Buyun, Snetselaar Linda G., Wallace Robert B., Shadyab Aladdin H., Kroenke Candyce H., Haring Bernhard, et al. 'Association of Major Dietary Protein Sources With All-Cause and Cause-Specific Mortality: Prospective Cohort Study'. *Journal of the American Heart Association* 0, no. 0: e015553. Accessed 26 February 2021. <https://doi.org/10.1161/JAHA.119.015553>.
- 115 'High Protein Vegan Diet Can Slash the Risk of Early Death in Older Women by Almost 50% | Daily Mail Online'. Accessed 26 February 2021. <https://www.dailymail.co.uk/sciencetech/article-9294699/High-protein-vegan-diet-slash-risk-early-death-older-women-50.html>.
- 116 Taubes, Gary. *Good Calories, Bad Calories: Fats, Carbs, and the Controversial Science of Diet and Health*. New York: Anchor, 2008. P75
- 117 <https://peterattiamd.com/ns001/>
- 118 Ioannidis, in Leroy, Frédéric and Cofnas, Nathan. 'Should dietary guidelines recommend low red meat intake?', *Critical Reviews in Food Science and Nutrition*, Vol 60, 2020, Issue 16. <https://www.tandfonline.com/doi/full/10.1080/10408398.2019.1657063>
- 119 'The Times View on Health Advice: Going Nuts', sec. comment. Accessed 16 May 2021. <https://www.thetimes.co.uk/article/the-times-view-on-health-advice-going-nuts-csjvqbkxb>.
- 120 <https://peterattiamd.com/ns001/>
- 121 Leroy, Frédéric and Cofnas, Nathan. 'Should dietary guidelines recommend low red meat intake?', *Critical Reviews in Food Science and Nutrition*, Vol 60, 2020, Issue 16. <https://www.tandfonline.com/doi/full/10.1080/10408398.2019.1657063>
- 122 Ibid
- 123 Bouvard, Véronique, Dana Loomis, Kathryn Z. Guyton, Yann Grosse, Fatiha El Ghissassi, Lamia Benbrahim-Tallaa, Neela Guha, Heidi Mattock, and Kurt Straif. 'Carcinogenicity of Consumption of Red and Processed Meat'. *The Lancet Oncology* 16, no. 16 (1 December 2015): 1599–1600. [https://doi.org/10.1016/S1470-2045\(15\)00444-1](https://doi.org/10.1016/S1470-2045(15)00444-1).
- 124 Ibid
- 125 A few of the headlines about the WHO findings: Processed meats as big a cancer risk as smoking. *The Times of India*. Processed meats rank alongside smoking as cancer causes. *The Guardian*, US edition. Eating bacon can kill you. *The Washington Post*. Processed meat causes bowel cancer, and red meat is a probable cause, according to the WHO. *Time Magazine*.
- 126 https://www.iarc.who.int/wp-content/uploads/2018/11/Monographs-QA_Vol114.pdf
- 127 <https://www.zoeharcombe.com/2015/10/world-health-organisation-meat-cancer/>

- 128 Gordon Guyatt as cited in Leroy and Cofnas. ‘Should dietary guidelines recommend low red meat intake?’, *Critical Reviews in Food Science and Nutrition*, Vol 60, 2020, Issue 16.
<https://www.tandfonline.com/doi/full/10.1080/10408398.2019.1657063>
- 129 ‘WHO Says Meat Causes Cancer? - Diagnosis Diet’. Accessed 5 February 2021.
<https://www.diagnosisdiet.com/full-article/meat-and-cancer>.
- 130 Ibid
- 131 Ibid
- 132 Dr Klurfeld’s critique can be heard in an interview with Brian Sanders, *Peak Human* episode 24.
<https://www.peak-human.com/post/dr-david-klurfeld-on-meat-not-causing-cancer-bogus-vegetarian-scientists-and-balanced-nutrition>. He has also published a review explaining the limitations of epidemiology pertaining to meat and human health
<https://www.sciencedirect.com/science/article/abs/pii/S0309174015300218?via%3Dihub>
- 133 *Peak Human* episode 24. <https://www.peak-human.com/post/dr-david-klurfeld-on-meat-not-causing-cancer-bogus-vegetarian-scientists-and-balanced-nutrition>.
- 134 Johnston, Bradley C. et al, ‘Unprocessed Red Meat and Processed Meat Consumption: Dietary Guideline Recommendations From the Nutritional Recommendations (NutriRECS) Consortium, in *Annals of Internal Medicine*, Vol 171, no. 10, 19 November 2019. <https://doi.org/10.7326/M19-1621>.
- 135 Leroy, Frédéric and Cofnas, Nathan. ‘Should dietary guidelines recommend low red meat intake?’, *Critical Reviews in Food Science and Nutrition*, Vol 60, 2020, Issue 16.
<https://www.tandfonline.com/doi/full/10.1080/10408398.2019.1657063>
- 136 *Peak Human* episode 24. <https://www.peak-human.com/post/dr-david-klurfeld-on-meat-not-causing-cancer-bogus-vegetarian-scientists-and-balanced-nutrition>
- 137 Oostindjer M, Alexander J, Amdam GV et al. The role of red and processed meat in colorectal cancer development: a perspective. *Meat Sci.* 2014; 97(4):583-96. <https://www.ncbi.nlm.nih.gov/pubmed/24769880>

CHAPTER 2

- 1 Interview with Nina Teicholz
- 2 Interview with Dr Zoë Harcombe
- 3 <https://www.bbc.com/future/article/20200122-are-there-health-benefits-to-going-vegan>
- 4 Ibid
- 5 Leroy, Frédéric, and Nathan Cofnas. ‘Should Dietary Guidelines Recommend Low Red Meat Intake?’ *Critical Reviews in Food Science and Nutrition* 60, no. 16 (7 September 2020): 2763–72.
<https://doi.org/10.1080/10408398.2019.1657063>.
- 6 <https://www.bbc.com/future/article/20200122-are-there-health-benefits-to-going-vegan>
- 7 *JAMA*. 2006; 295(6): 655-666. [Dol:10.1001/jama.295.6.65555](https://doi.org/10.1001/jama.295.6.65555)
- 8 Pollan, Michael. *In Defence of Food: An Eater’s Manifesto*. London: Penguin, 2009. P162
- 9 Taubes, Gary. *The Case for Keto*. Place of publication not identified: Granta Books, 2020. P157
- 10 Ibid, P158

- 11 Drewnowski, Adam. 'Concept of a Nutritious Food: Toward a Nutrient Density Score'. *The American Journal of Clinical Nutrition* 82, no. 4 (October 2005): 721–32. <https://doi.org/10.1093/ajcn/82.4.721>.
- 12 Drewnowski, Adam. 'Defining Nutrient Density: Development and Validation of the Nutrient Rich Foods Index'. *Journal of the American College of Nutrition* 28, no. 4 (August 2009): 421S–426S. <https://doi.org/10.1080/07315724.2009.10718106>.
- 13 Mozaffarian, Dariush, Naglaa H. El-Abbadi, Meghan O'Hearn, Josh Erndt-Marino, William A. Masters, Paul Jacques, Peilin Shi, Jeffrey B. Blumberg, and Renata Micha. 'Food Compass Is a Nutrient Profiling System Using Expanded Characteristics for Assessing Healthfulness of Foods'. *Nature Food* 2, no. 10 (October 2021): 809–18. <https://doi.org/10.1038/s43016-021-00381-y>.
- 14 'Food Compass – Part 2 – Zoë Harcombe', 8 November 2021. <https://www.zoeharcombe.com/2021/11/food-compass-part-1/>. 'Food Compass – Part 1 – Zoë Harcombe', 1 November 2021. <https://www.zoeharcombe.com/2021/11/food-compass-part-2/>.
- 15 Beal, Ty, and Flaminia Ortenzi. 'Priority Micronutrient Density in Foods', 12 August 2021. <https://doi.org/10.21203/rs.3.rs-701840/v2>.
- 16 DiNicolantonio, James J, and Amy Berger. 'Added Sugars Drive Nutrient and Energy Deficit in Obesity: A New Paradigm'. *Open Heart* 3, no. 2 (2 August 2016): e000469. <https://doi.org/10.1136/openhrt-2016-000469>.
- 17 <https://www.zoeharcombe.com/2014/04/the-perfect-five-a-day/>
- 18 Ibid
- 19 <https://www.nutritionadvance.com/most-nutrient-dense-foods-in-the-world/>
- 20 <https://www.zoeharcombe.com/2012/03/five-a-day-the-truth/>
- 21 Ibid.
- 22 <https://westonaprice.london/videos/sally-fallon-traditional-diets/>
- 23 Leroy, Frédéric and Cofnas, Nathan. 'Should dietary guidelines recommend low red meat intake?', *Critical Reviews in Food Science and Nutrition*, Vol 60, 2020, Issue 16. <https://www.tandfonline.com/doi/full/10.1080/10408398.2019.1657063>
- 24 K Patterson, M Duvall et al. 'USDA Nutrient Data Set for Retail Beef Cuts. Release 2.0.' U.S. Department of Agriculture. September 2011 https://www.ars.usda.gov/ARSEUserFiles/80400525/data/beef/retail_beef_cuts02.pdf
- 25 <https://www.westonaprice.org/know-your-fats/> and News-Medical.net. 'Is Butter Good for You?', 11 September 2017. <https://www.news-medical.net/health/Is-Butter-Good-for-You.aspx>.
- 26 <https://www.zoeharcombe.com/2020/01/is-veganuary-healthy/>
- 27 <https://chriskresser.com/why-you-should-think-twice-about-vegetarian-and-vegan-diets>
- 28 Email correspondence with Valeria Burnazov
- 29 https://www.healthline.com/nutrition/foods-high-in-vitamin-a#TOC_TITLE_HDR_2
- 30 Rousseau, Nicolas. 'Beta-Carotene or Provitamin A | Louis Bonduelle Foundation'. Accessed 18 May 2021. <https://www.fondation-louisbonduelle.org/en/nutrient/beta-carotene-or-provitamin-a/>.
- 31 www.healthline.com/nutrition/foods-high-in-vitamin-a#section2
- 32 <https://chriskresser.com/why-you-should-think-twice-about-vegetarian-and-vegan-diets>
- 33 'The Global Burden of Disease Study'. *The Lancet* 396, no. 10258 (17 October 2020): 1129–1306.
- 34 Evans, Matthew. *On Eating Meat: The truth about its production and the ethics of eating it* (Sydney: Murdoch Books, 2019), 196

- 35 'Office of Dietary Supplements - Vitamin D'. Accessed 6 August 2021.
<https://ods.od.nih.gov/factsheets/VitaminD-HealthProfessional/>.
- 36 Tripovic L, Lambert H, Hart K, et al. (2012) Comparison of vitamin D2 and vitamin D3 supplementation in raising serum 25-hydroxyvitamin D status: a systematic review and metaanalysis. *Am J Clin Nutr* 95, 1357-1364;
- Romagnoli E, Mascia ML, Cipriani C, et al. (2008) Short and long-term variations in serum calciotropic hormones after a single very large dose of ergocalciferol (vitamin D2) or cholecalciferol (vitamin D3) in the elderly. *J Clin Endocrinol Metab* 93, 3015-3022;
- Itkonen ST et al. Effects of vitamin D2-fortified bread v. supplementation with vitamin D2 or D3 on serum 25-hydroxyvitamin D metabolites: an 8 week randomised-controlled trial in young adult Finnish women. *British Journal of Nutrition* (2016), 115, 1232-1239.
- 37 'Covid-19 & Vitamin D – Progress?' Accessed 5 February 2021.
<http://www.drdaavidgrimes.com/2020/06/covid-19-vitamin-d-progress.html>.
- 38 Zampelas, Antonis, and Emmanuella Magriplis. 'New Insights into Cholesterol Functions: A Friend or an Enemy?' *Nutrients* 11, no. 7 (18 July 2019): 1645. <https://doi.org/10.3390/nu11071645>.
- 39 <https://westonaprice.london/videos/sally-fallon-traditional-diets/>
- 40 <https://www.diagnosisdiet.com/full-article/cholesterol>
- 41 <https://www.diagnosisdiet.com/full-article/cholesterol>
- 42 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>.
- 43 <https://medium.com/feed-your-brain/the-four-stages-of-vitamin-b12-deficiency-f2cad865da46> . See also <https://chriskresser.com/what-everyone-especially-vegetarians-should-know-about-b12-deficiency/>
- 44 Walsh, Stephan et al. 'What Every Vegan Should Know About Vitamin B12', Open letter,
<https://www.vegansociety.com/resources/nutrition-and-health/nutrients/vitamin-b12/what-every-vegan-should-know-about-vitamin-b12>
- 45 <https://chriskresser.com/why-b12-deficiency-is-significantly-underdiagnosed/>
- 46 Ibid
- 47 Ibid
- 48 <https://chriskresser.com/what-everyone-especially-vegetarians-should-know-about-b12-deficiency/>
- 49 Smith, A. David, and Helga Refsum. 'Homocysteine, B Vitamins, and Cognitive Impairment'. *Annual Review of Nutrition* 36 (17 July 2016): 211–39. <https://doi.org/10.1146/annurev-nutr-071715-050947>.
- 50 Kapoor, Aneel, Mukhtiar Baig, Saeed A. Tunio, Abdul S. Memon, and Hotchand Karmani. 'Neuropsychiatric and Neurological Problems among Vitamin B12 Deficient Young Vegetarians'. *Neurosciences (Riyadh, Saudi Arabia)* 22, no. 3 (July 2017): 228–32.
<https://doi.org/10.17712/nsj.2017.3.20160445>.
- 51 <https://www.b12-vitamin.com/algae/> and <https://chriskresser.com/why-b12-deficiency-is-significantly-underdiagnosed/>
- 52 <https://www.b12-vitamin.com/algae/>
- 53 Walsh, Stephan et al. 'What Every Vegan Should Know About Vitamin B12', Open letter,
<https://www.vegansociety.com/resources/nutrition-and-health/nutrients/vitamin-b12/what-every-vegan-should-know-about-vitamin-b12>
- 54 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>.

- 55 'Office of Dietary Supplements - Omega-3 Fatty Acids'. Accessed 6 August 2021. <https://ods.od.nih.gov/factsheets/Omega3FattyAcids-Consumer/>.
- 56 Ibid
- 57 Ibid
- 58 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020). <https://doi.org/10.3389/fsufs.2020.00128>
- 59 Ibid
- 60 'Prof. Alice Stanton | Oxford Farming Conference'. Accessed 9 August 2021. <https://www.ofc.org.uk/video/prof-alice-stanton>.
- 61 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020). <https://doi.org/10.3389/fsufs.2020.00128>
- 62 Interview with Lucinda Miller
- 63 DiNicolantonio, James, and Land, Siim. *The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more*, 2021. P13
- 64 Ibid, P20
- 65 Ibid P25
- 66 Ibid, P27
- 67 Ibid, P77
- 68 Ibid, P53
- 69 Ibid, P183
- 70 <https://www.nhs.uk/conditions/vitamins-and-minerals/calcium/>
- 71 <https://www.osteoporosis.foundation/patients/prevention/calcium-content-of-common-foods>
- 72 <https://www.nhs.uk/news/heart-and-lungs/calcium-supplements-and-heart-attacks-linked/>
- 73 Tong, Tammy et al. Vegetarian and vegan diets and risks of total and site-specific fractures: results from the prospective EPIC-Oxford study. <https://bmcmmedicine.biomedcentral.com/articles/10.1186/s12916-020-01815-3>
- 74 'Office of Dietary Supplements - Iron'. Accessed 6 August 2021. <https://ods.od.nih.gov/factsheets/Iron-Consumer/>.
- 75 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020). <https://doi.org/10.3389/fsufs.2020.00128>
- 76 DiNicolantonio, James, and Land, Siim. *The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more*, 2021. P511
- 77 <https://www.dailymail.co.uk/sciencetech/article-2354580/Popeyes-legendary-love-spinach-actually-misplaced-decimal-point.html>.
- 78 'Office of Dietary Supplements - Iron'. Accessed 6 August 2021. <https://ods.od.nih.gov/factsheets/Iron-Consumer/>.
- 79 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020). <https://doi.org/10.3389/fsufs.2020.00128>

- 80 Ibid
- 81 Ibid.
- 82 Worldwide prevalence of anaemia, WHO Vitamin and Mineral Nutrition Information System, 1993-2005. <https://pubmed.ncbi.nlm.nih.gov/18498676/#:~:text=The%20estimated%20global%20anaemia%20prevalence,CI%201.50%2C%201.74%20billion>).
- A 2019 report estimated anemia to affect around 1.74 billion people, with iron deficiency being one of the top three causes: Gardner, William, and Nicholas Kassebaum. 'Global, Regional, and National Prevalence of Anemia and Its Causes in 204 Countries and Territories, 1990–2019'. *Current Developments in Nutrition* 4, no. Supplement_2 (1 June 2020): 830–830. https://doi.org/10.1093/cdn/nzaa053_035.
- 83 'The Lancet: Global Burden of Disease'. Accessed 7 February 2021. <https://www.thelancet.com/gbd>.
- 84 <https://lowcarbconferences.com/dr-georgia-edo-our-descent-into-madness-modern-diets-and-the-global-mental-health-crisis/>
- 85 WHO, The World Health Report 2002 – Reducing Risks, Promoting healthy Lives, P54
https://apps.who.int/iris/bitstream/handle/10665/42510/WHR_2002.pdf?sequence=1
- 86 DiNicolantonio, James, and Land, Siim. The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more, 2021. P504. Also see 'Office of Dietary Supplements - Zinc'. Accessed 6 August 2021. <https://ods.od.nih.gov/factsheets/Zinc-Consumer/>.
- 87 DiNicolantonio and Land, P276
- 88 DiNicolantonio and Land, P289
- 89 WHO, The World Health Report 2002 – Reducing Risks, Promoting healthy Lives
https://apps.who.int/iris/bitstream/handle/10665/42510/WHR_2002.pdf?sequence=1
- 90 Meister, K et al. 'The Role of Beef in the American Diet,' (January 2003). https://www.acsh.org/wp-content/uploads/2012/04/20040323_beef2003.pdf
- 91 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>
- 92 WHO, The World Health Report 2002 – Reducing Risks, Promoting healthy Lives, P55
https://apps.who.int/iris/bitstream/handle/10665/42510/WHR_2002.pdf?sequence=1
- 93 Solomons, N. W., R. A. Jacob, O. Pineda, and F. Viteri. 'Studies on the Bioavailability of Zinc in Man. II. Absorption of Zinc from Organic and Inorganic Sources'. *The Journal of Laboratory and Clinical Medicine* 94, no. 2 (August 1979): 335–43.
- 94 Foster, Meika, Anna Chu, Peter Petocz, and Samir Samman. 'Effect of Vegetarian Diets on Zinc Status: A Systematic Review and Meta-Analysis of Studies in Humans'. *Journal of the Science of Food and Agriculture* 93, no. 10 (15 August 2013): 2362–71. <https://doi.org/10.1002/jsfa.6179>.
- 95 Schüpbach, R., R. Wegmüller, C. Berguerand, M. Bui, and I. Herter-Aeberli. 'Micronutrient Status and Intake in Omnivores, Vegetarians and Vegans in Switzerland'. *European Journal of Nutrition* 56, no. 1 (February 2017): 283–93. <https://doi.org/10.1007/s00394-015-1079-7>.
- 96 Kawade, Rama. 'Zinc Status and Its Association with the Health of Adolescents: A Review of Studies in India'. *Global Health Action* 5 (12 April 2012). <https://doi.org/10.3402/gha.v5i0.7353>.
- 97 Protein and Amino Acids. <https://www.ncbi.nlm.nih.gov/books/NBK234922/>

- 98 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>
- 99 Interview with Stephan van Vliet
- 100 <https://webmd.com/men/faetures/benefits-protein#1>
- 101 Analysis based on USDA data
- 102 Interview with Stephan van Vliet
- 103 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>
- 104 Protein calculation from <https://www.zoeharcombe.com/2020/07/animal-vs-plant-protein/>.
Carbohydrate calculation: Carbmanager App
- 105 <https://chriskresser.com/animal-protein-and-a-whole-foods-diet-what-the-science-says/>
- 106 Interview with Professor Tim Noakes
- 107 EAT Lancet report as cited in 'EAT-Lancet's Plant-Based Planet: 10 Things You Need to know
<https://www.psychologytoday.com/us/blog/diagnosis-diet/201901/eat-lancets-plant-based-planet-10-things-you-need-know>
- 108 Vliet, Stephan van, Nicholas A. Burd, and Luc J. C. van Loon. 'The Skeletal Muscle Anabolic Response to Plant- versus Animal-Based Protein Consumption'. *The Journal of Nutrition* 145, no. 9 (September 2015): 1981–91. <https://doi.org/10.3945/jn.114.204305>.
- 109 Interview with Stephan van Vliet
- 110 Lappé, Frances Moore. *Diet for a Small Planet*. New York: Ballantine Books, 2011. P173
- 111 Ibid.
- 112 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>
- 113 Interview with Dr Zoë Harcombe
- 114 Brennan, Jessica et al. 'Differential responses of blood essential amino acid levels following ingestion of high quality plant-based protein blends compared to whey protein – a double-blind randomised, cross-over clinical trial.' *Nutrients* 2019,11, 2987; doi:10.3390/nu11122987 at
<https://pubmed.ncbi.nlm.nih.gov/31817691/>
- 115 <https://www.zoeharcombe.com/2020/07/animal-vs-plant-protein/>
- 116 USDA data: 100 grams of boiled chickpeas contains 27 grams of total carbohydrate. 700 grams will contain 189 grams of carbohydrate
- 117 <https://www.wellandgood.com/good-food/complete-plant-proteins/>
- 118 <https://chriskresser.com/animal-protein-and-a-whole-foods-diet-what-the-science-says/>
- 119 <https://www.zoeharcombe.com/2020/07/animal-vs-plant-protein/>
- 120 DiNicolantonio, James, and Land, Siim. *The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more*, 2021. P504. Also see 'Office of Dietary Supplements - Zinc'. Accessed 6 August 2021. <https://ods.od.nih.gov/factsheets/Zinc-Consumer/>. P43
- 121 Interview with Stephan van Vliet

- 122 Instagram. 'Diana Rodgers, RD on Instagram: "This Incorrect Graphic Has Been Making the Rounds on Social Media Again. It's Just WRONG. There's a HUGE Difference between the Protein..."'. Accessed 25 October 2021. <https://www.instagram.com/p/CUVpZFDv35O/>.
- 123 Turnbull, Tony. 'Are Mushrooms the New Meat?', sec. weekend. Accessed 26 January 2022. <https://www.thetimes.co.uk/article/are-mushrooms-the-new-meat-9r36366fm>.
- 124 <https://chriskresser.com/animal-protein-and-a-whole-foods-diet-what-the-science-says/>
- 125 Interview with Tim Rees
- 126 Interview with Stephan van Vliet
- 127 Dr Ben Bikman and Dr Aseem Maholtra interviewed by Brian Sanders. <https://www.peak-human.com/post/dr-ben-bikman-dr-jamie-seeman-and-dr-aseem-malhotra-give-a-health-masterclass>
- 128 Meroño, Tomás, Raúl Zamora-Ros, Nicole Hidalgo-Liberona, Montserrat Rabassa, Stefania Bandinelli, Luigi Ferrucci, Massimiliano Fedecostante, Antonio Cherubini, and Cristina Andres-Lacueva. 'Animal Protein Intake Is Inversely Associated with Mortality in Older Adults: The InCHIANTI Study'. *The Journals of Gerontology. Series A, Biological Sciences and Medical Sciences*, 27 November 2021, glab334. <https://doi.org/10.1093/gerona/glab334>.
- 129 Dr Jamie Seemen interviewed by Brian Sanders. <https://www.peak-human.com/post/dr-ben-bikman-dr-jamie-seeman-and-dr-aseem-malhotra-give-a-health-masterclass>
- 130 Derbyshire, Emma. 'Associations between Red Meat Intakes and the Micronutrient Intake and Status of UK Females: A Secondary Analysis of the UK National Diet and Nutrition Survey'. *Nutrients* 9, no. 7 (18 July 2017): E768. <https://doi.org/10.3390/nu9070768>.
- 131 The world of phytochemicals can be viewed as a kind of 'family tree'. Picture polyphenols at the top of the tree, with the different types of compound directly beneath, of which the main ones are carotenoids, alkaloids, nitrogen containing compounds, organosulfur compounds and polyphenols. The polyphenol family, in turn, includes several sub-compounds, one of which is flavonoids. And flavonoids come in different guises too, one of which is isoflavones (including Genistein) which I discuss in chapter 5.
- 132 Provenza, Frederick D., Cindi Anderson, and Pablo Gregorini. 'We Are the Earth and the Earth Is Us: How Palates Link Foodscapes, Landscapes, Heartscapes, and Thoughtscapes'. *Frontiers in Sustainable Food Systems* 0 (2021). <https://doi.org/10.3389/fsufs.2021.547822>.
- 133 <https://www.instagram.com/drmarkhyman/?hl=en>
- 134 Ramos, Alice A., Cristóvão F. Lima, and Cristina Pereira-Wilson. 'DNA Damage Protection and Induction of Repair by Dietary Phytochemicals and Cancer Prevention: What Do We Know?' *Selected Topics in DNA Repair*, 26 October 2011. <https://doi.org/10.5772/22125>.
- 135 Vliet, Stephan van, Frederick D. Provenza, and Scott L. Kronberg. 'Health-Promoting Phytonutrients Are Higher in Grass-Fed Meat and Milk'. *Frontiers in Sustainable Food Systems* 0 (2021). <https://doi.org/10.3389/fsufs.2020.555426>.
- 136 <https://www.youtube.com/watch?v=TXIVfwJ6RQU>
- 137 Our descent into Madness: Modern Diets and the Global Mental Health Crisis <https://www.youtube.com/watch?v=TXIVfwJ6RQU>.
- 138 Ibid
- 139 Gupta, S. 2016. Brain food: clever eating. *Nature* 531 (7592):S12–S13. doi: 10.1038/531S12a. <https://www.nature.com/articles/531S12a>
- 140 DiNicolantonio, James, and Land, Siim. The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more, 2021. P39-44
- 141 <https://www.bbc.com/future/article/20200127-how-a-vegan-diet-could-affect-your-intelligence>

- 142 Kim, Jonghan, and Marianne Wessling-Resnick. 'Iron and Mechanisms of Emotional Behavior'. *The Journal of Nutritional Biochemistry* 25, no. 11 (November 2014): 1101–7.
<https://doi.org/10.1016/j.jnutbio.2014.07.003>.
- 143 Murray-Kolb, Laura E., and John L. Beard. 'Iron Treatment Normalizes Cognitive Functioning in Young Women'. *The American Journal of Clinical Nutrition* 85, no. 3 (March 2007): 778–87.
<https://doi.org/10.1093/ajcn/85.3.778>.
- 144 Vogiatzoglou, A., H. Refsum, C. Johnston, S. M. Smith, K. M. Bradley, C. de Jager, M. M. Budge, and A. D. Smith. 'Vitamin B12 Status and Rate of Brain Volume Loss in Community-Dwelling Elderly'. *Neurology* 71, no. 11 (9 September 2008): 826–32. <https://doi.org/10.1212/01.wnl.0000325581.26991.f2>.
- 145 Dobersek, Urska et al. 'Meat and mental health: a systematic review of meat abstinence and depression, anxiety, and related phenomena.' *Critical Reviews in Food Science and Nutrition*. 20 April 2020.
<https://www.tandfonline.com/doi/full/10.1080/10408398.2020.1741505>
- 146 Vegans have “significantly higher risk of depression”, the *Times*, May 4 2020, p14. Online:
<https://dailytimes.com.pk/605233/eating-meat-improves-mental-health-and-one-in-three-vegetarians-are-depressed-study-claims/>
- 147 Campbell-McBride, Natasha. *Vegetarianism Explained: Making an Informed Decision*, 2018. P15
- 148 <https://www.bbc.com/future/article/20200127-how-a-vegan-diet-could-affect-your-intelligence>
- 149 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>
- 150 Ibid.
- 151 Provenza, FD, Kronberg, SL, Greogorini, P. Is Grassfed Meat and Dairy Better for Human and Environmental Health? *Frontiers in Nutrition*, 6:26.
<https://www.frontiersin.org/articles/10.3389/fnut.2019.00026/full>
- 152 Ibid.
- 153 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 0 (2020).
<https://doi.org/10.3389/fsufs.2020.00128>.
- 154 Interview with Stephan van Vliet
- 155 Spector, T. D. *Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong*. London: Jonathan Cape, 2020. P9
- 156 <https://www.thetimes.co.uk/article/dr-mark-porter-going-vegan-is-healthy-if-you-beware-the-pitfalls-c2qktqrlr>
- 157 Dr Hilary Jones interviewed on Lorraine, ITV, 02/01/2020.
- 158 Harrison, Bridget. 'Help! My child has gone meat free.', *The Times Weekend*, September 21, 2019. On line: Harrison, Bridget. 'What to Cook for Vegetarian or Vegan Kids — the Experts' Advice and Recipes', sec. weekend. Accessed 5 February 2021. <https://www.thetimes.co.uk/article/vegetarian-vegan-kids-tips-recipes-sqrwcdc7g>.
- 159 Ibid.
- 160 Interview with Lucinda Miller
- 161 Tudge, Colin. *So Shall We Reap: What's Gone Wrong With the World's Food – and How to Fix it* (Penguin Books, 2004), P330
- 162 Lustig, Dr Robert. *Fat Chance: The Hidden Truth About Sugar, Obesity, And Disease* (London: Fourth Estate, 2014), P18
- 163 <https://medium.com/@mariacross/why-you're-so-confused-about-what-to-eat-98e9eec36de8>

- 164 Public Health Collaboration, 'How to improve patient health and save the NHS money simultaneously', www.PHCuk.org private google drive source
- 165 Analysis by Dr Zoe Harcombe, <https://www.zoeharcombe.com/2020/09/the-eatwell-guide-mortality/>
- 166 Public Health Collaboration, 'How to improve patient health and save the NHS money simultaneously', www.PHCuk.org
- 167 <https://eatforum.org/learn-and-discover/the-planetary-health-diet/>
- 168 'The EAT Lancet Diet Is Nutritionally Deficient – Zoë Harcombe', 17 January 2019. <https://www.zoeharcombe.com/2019/01/the-eat-lancet-diet-is-nutritionally-deficient/>.
- 169 EAT Lancet report as cited in <https://www.psychologytoday.com/gb/blog/diagnosis-diet/201901/eat-lancets-plant-based-planet-10-things-you-need-know>
- 170 Leroy, Frédéric, and Nathan Cofnas. 'Should Dietary Guidelines Recommend Low Red Meat Intake?' *Critical Reviews in Food Science and Nutrition* 60, no. 16 (7 September 2020): 2763–72. <https://doi.org/10.1080/10408398.2019.1657063>.
- 171 [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(19\)30502-9/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(19)30502-9/fulltext)
- 172 <https://onezero.medium.com/the-diet-that-was-supposed-to-feed-the-world-forgot-to-factor-in-the-poor-cdOe223d6945>
- 173 <https://dairysustainabilityframework.org/newsarticle/who-pulls-support-from-eat-lancet-initiative>
- 174 <https://www.epixanalytics.com/eat-lancet-criticism-correspondence>
- 175 Ibid.
- 176 Magkos, F et al. 'A Perspective on the Transition to Plant-Based Diets: a Diet Change May Attenuate Climate Change, but Can It Also Attenuate Obesity and Chronic Disease Risk?', *Adv Nutr.* 2020 Jan;11(1):1-9 <https://www.ncbi.nlm.nih.gov/pubmed/31504086>
- 177 Email correspondence

CHAPTER 3

- 1 'Vegan Australian Parents Who Left Baby Girl Malnourished Avoid Jail'. BBC News, 22 August 2019, sec. Australia. <https://www.bbc.com/news/world-australia-49430857>.
- 2 www.dailymail.co.uk/news/article-7810073/vegan-parents-charged-murder-baby-sons-starvation-death.html
- 3 the Guardian. 'Parents Jailed for Death of Underfed Baby', 9 May 2007. <http://www.theguardian.com/world/2007/may/10/usa.danglaister>. Also, the Guardian. 'Baby Fed Raw Vegan Diet Died from Malnutrition', 15 September 2001. <http://www.theguardian.com/uk/2001/sep/15/taniabranigan>.
- 4 BDA. 'British Dietetic Association Confirms Well-Planned Vegan Diets Can Support Healthy Living in People of All Ages'. Accessed 21 July 2021. <https://www.bda.uk.com/resource/british-dietetic-association-confirms-well-planned-vegan-diets-can-support-healthy-living-in-people-of-all-ages.html>.
Craig, Winston J., Ann Reed Mangels, and American Dietetic Association. 'Position of the American Dietetic Association: Vegetarian Diets'. *Journal of the American Dietetic Association* 109, no. 7 (July 2009): 1266–82. <https://doi.org/10.1016/j.jada.2009.05.027>.

- Jul 2013, 11. 'Government Recognises Vegan Diet as Viable Option for All Australians'. Vegan Australia. Accessed 21 July 2021.
https://www.veganaustralia.org.au/government_recognises_vegan_diet_as_viable_option_for_all_australians.
- 'What You Need to Know to Raise a Healthy Vegetarian Child - Unlock Food'. Accessed 21 July 2021.
<https://www.unlockfood.ca/en/Articles/Vegetarian-and-Vegan-Diets/What-You-Need-to-Know-to-Raise-a-Healthy-Vegetaria.aspx>.
- 5 https://www.reddit.com/r/AntiVegan/comments/drw3th/all_major_health_organizations_say_vegan_diets/.
- 6 Lemale, J., E. Mas, C. Jung, M. Bellaiche, P. Tounian, and French-speaking Pediatric Hepatology, Gastroenterology and Nutrition Group (GFHGNP). 'Vegan Diet in Children and Adolescents. Recommendations from the French-Speaking Pediatric Hepatology, Gastroenterology and Nutrition Group (GFHGNP)'. *Archives De Pediatrie: Organe Officiel De La Societe Francaise De Pediatrie* 26, no. 7 (October 2019): 442–50. <https://doi.org/10.1016/j.arcped.2019.09.001>.
- 7 Redecilla Ferreiro, Susana, Ana Moráis López, José Manuel Moreno Villares, en representación del Comité de Nutrición y Lactancia Materna de la AEP, and Autores. '[Position paper on vegetarian diets in infants and children. Committee on Nutrition and Breastfeeding of the Spanish Paediatric Association]'. *Anales De Pediatria* 92, no. 5 (May 2020): 306.e1-306.e6. <https://doi.org/10.1016/j.anpedi.2019.10.013>.
- 8 www.vegansociety.com/resources/nutrition-and-health/life-stages/pregnancy-and-breastfeeding
- 9 Leroy, Frédéric, and Nathan Cofnas. 'Should Dietary Guidelines Recommend Low Red Meat Intake?' *Critical Reviews in Food Science and Nutrition* 60, no. 16 (7 September 2020): 2763–72. <https://doi.org/10.1080/10408398.2019.1657063>.
- 10 <https://sante.lefigaro.fr/article/mode-vegan-epargnons-nos-enfants-/>
- 11 Dr Keith Ayoob @drkeithayoob. 21/12/2019 www.instagram.com
<https://twitter.com/drkeithayoob/status/1208143931101319168?lang=ar>
- 12 Interview with Lucinda Miller
- 13 The Plantrician Project. 'Vision, Mission & Values'. Accessed 29 August 2021.
<https://plantricianproject.org/443/vision>.
- 14 Pediatric Plant-Based Nutrition Quick Start Guide www.plantricianproject.org/quickstartguide
- 15 Pediatric Plant-Based Nutrition Quick Start Guide www.plantricianproject.org/quickstartguide
- 16 Campbell-McBride, Natasha. *Vegetarianism Explained: Making an Informed Decision*, 2018. P21
- 17 *Ibid.*, 22
- 18 'Teen Girls' Poor Diets Are Worrying Doctors - WSJ'. Accessed 8 June 2021.
<https://www.wsj.com/articles/teen-girls-poor-diets-are-worrying-doctors-11620057629>.
- 19 *Ibid.*, 47
- 20 Nichols, Lily. *Real Food for Pregnancy: The Science and Wisdom of Optimal Prenatal Nutrition*. First edition. United States? Lily Nichols, 2018. P.43
- 21 <https://lowcarbmd.com/episode-62-lily-nichols-rdn-sets-the-nutrition-record-straight>
- 22 Price, Weston A. *Nutrition and Physical Degeneration*. 8th ed. La Mesa, CA: Price-Pottenger Nutrition Foundation, 2008.
- 23 Leroy, Frédéric, and Nathan Cofnas. 'Should Dietary Guidelines Recommend Low Red Meat Intake?' *Critical Reviews in Food Science and Nutrition* 60, no. 16 (7 September 2020): 2763–72. <https://doi.org/10.1080/10408398.2019.1657063>.

- 24 Dr David Klurfeld in conversation with Brian Sanders, Peak Human episode 24. <https://www.peak-human.com/post/dr-david-klurfeld-on-meat-not-causing-cancer-bogus-vegetarian-scientists-and-balanced-nutrition>
- 25 www.vegansociety.com/resources/nutrition-and-health/life-stages/pregnancy-and-breastfeeding
- 26 Ibid
- 27 Ibid
- 28 <https://www.livekindly.co/nestle-vegan-baby-formula-infants-milk-allergies/>
- 29 Adgent, Margaret A., David M. Umbach, Babette S. Zemel, Andrea Kelly, Joan I. Schall, Eileen G. Ford, Kerry James, et al. 'A Longitudinal Study of Estrogen-Responsive Tissues and Hormone Concentrations in Infants Fed Soy Formula'. *The Journal of Clinical Endocrinology and Metabolism* 103, no. 5 (1 May 2018): 1899–1909. <https://doi.org/10.1210/jc.2017-02249>.
- 30 Mennen, Louise I., Ron Walker, Catherine Bennetau-Pelissero, and Augustin Scalbert. 'Risks and Safety of Polyphenol Consumption'. *The American Journal of Clinical Nutrition* 81, no. 1 Suppl (January 2005): 326S-329S. <https://doi.org/10.1093/ajcn/81.1.326S>.
- 31 The Weston A. Price Foundation. 'Soy Alert!' Accessed 7 February 2021. <https://www.westonaprice.org/soy-alert/>.
- 32 foodnavigator.com. 'Swapping out Meat and Dairy for Soy Poses Possible Health Risk for Kids'. foodnavigator.com. Accessed 21 July 2021. <https://www.foodnavigator.com/Article/2020/12/01/Swapping-out-meat-and-dairy-for-soy-poses-possible-health-risk-for-kids>.
- 33 Freddo, Natália, Jessica Nardi, Charise Dallazem Bertol, Eliane Dallegrave, Mirna B. Leal, Fabiano Barreto, Izadora Borgmann Frizzo, and Luciana Grazziotin Rossato-Grando. 'Isoflavone Quantitation in Soymilk: Genistein Content and Its Biological Effect'. *CyTA - Journal of Food* 17, no. 1 (1 January 2019): 20–24. <https://doi.org/10.1080/19476337.2018.1544590>.
- 34 The mean genistein content of soya milks is 17.58 micrograms per ml, according to the study referenced in note 33. One 200 ml serving thus contains 3516 micrograms, or 3.5mgs. A five-year old child weighing 18 kilos should have no more than 1.26 mgs per day (.07 mg per kilo of bodyweight, according to the Danish researchers). A single 200 ml serving of soya milk delivers 3.5 mgs, or 2.8 times the recommended daily amount.
- 35 www.zoeharcombe.com/2019/02/is-a-vegan-diet-safe-for-infants-and-children
- 36 Singh, Meharban. 'Essential Fatty Acids, DHA and Human Brain'. *Indian Journal of Pediatrics* 72, no. 3 (March 2005): 239–42. <https://pubmed.ncbi.nlm.nih.gov/15812120>
- 37 Sanders, Thomas Ab. "DHA status of vegetarians". *Prostaglandins, Leukotrienes and Essential Fatty Acids* 81.2 (2009):137-141 <https://pubmed.ncbi.nlm.nih.gov/19500961/>
- 38 <https://medium.com/feed-your-brain/why-babies-need-animal-fat-223f158bc301>
- 39 <https://www.wsj.com/articles/do-babies-need-to-eat-meat-11602543600>
- 40 <https://nourishingtraditions.com/bringing-baby-part-iv/>
- 41 <https://www.wsj.com/articles/do-babies-need-to-eat-meat-11602543600>
- 42 Ibid
- 43 Dietician Lucinda Miller, in Harrison, Bridget, 'Help! My Child has gone meat free,' *The Times Weekend*, 21 Sept.2019. On line: Harrison, Bridget. 'What to Cook for Vegetarian or Vegan Kids — the Experts' Advice and Recipes', sec. weekend. Accessed 5 February 2021. <https://www.thetimes.co.uk/article/vegetarian-vegan-kids-tips-recipes-sqrwcdc7g>.

- 44 Ellis, Demetrius, and Jessica Lieb. 'Hyperoxaluria and Genitourinary Disorders in Children Ingesting Almond Milk Products'. *The Journal of Pediatrics* 167, no. 5 (November 2015): 1155–58. <https://doi.org/10.1016/j.jpeds.2015.08.029>.
- 45 Hovinen, Topi, Liisa Korkalo, Riitta Freese, Essi Skaffari, Pirjo Isohanni, Mikko Niemi, Jaakko Nevalainen, et al. 'Vegan Diet in Young Children Remodels Metabolism and Challenges the Statuses of Essential Nutrients'. *EMBO Molecular Medicine* 13, no. 2 (5 February 2021): e13492. <https://doi.org/10.15252/emmm.202013492>.
- 46 NatureDoc. 'My Child Has Gone Vegetarian or Vegan... What Should I Cook?', 22 September 2019. <https://www.naturedoc.co.uk/child-gone-vegetarian-vegan-what-to-cook/>.
- 47 Askew, Kate. 'Are vegan diets detrimental to children's health and development?' <https://www.foodnavigator.com/Article/2019/12/18/Are-vegan-diets-detrimental-to-children-s-health-and-development>
- 48 Editor, Ben Webster, Environment. 'Women Who Eat Little Meat and Dairy Put Their Health at Risk, Says Scientist', sec. news. Accessed 26 January 2022. <https://www.thetimes.co.uk/article/women-who-eat-little-meat-and-dairy-put-their-health-at-risk-says-scientist-ch2dz0z58>.
- 49 WHO, The World Health Report 2002 – Reducing Risks, Promoting healthy Lives, P54 https://apps.who.int/iris/bitstream/handle/10665/42510/WHR_2002.pdf?sequence=1
- 50 'Teen Girls' Poor Diets Are Worrying Doctors - WSJ'. Accessed 8 June 2021. <https://www.wsj.com/articles/teen-girls-poor-diets-are-worrying-doctors-11620057629>.
- 51 Lucinda Miller, in Harrison, Bridget, 'Help! My Child has gone meat free,' *The Times Weekend*, 21 Sept 2019. On line: Harrison, Bridget. 'What to Cook for Vegetarian or Vegan Kids — the Experts' Advice and Recipes', sec. weekend. Accessed 5 February 2021. <https://www.thetimes.co.uk/article/vegetarian-vegan-kids-tips-recipes-sqrwcdc7g>
- 52 Hyman, Dr Mark. *Food Fix: How to Save Our Health, Our Economy, Our Communities and our Planet – One Bite at a Time* (Yellow Kite, 2020), P240
- 53 <https://www.unicef.org/media/84276/file/Annual-Report-for-Health-2019.pdf> and <https://www.unicef.org/reports/state-of-food-security-and-nutrition-2020>
- 54 <https://www.livemint.com/news/india/almost-all-adolescents-in-india-are-malnourished-unicef-11572524523471.html>
- 55 Hyman, Dr Mark. *Food Fix: How to Save Our Health, Our Economy, Our Communities and our Planet – One Bite at a Time* (Yellow Kite, 2020), P147
- 56 *Ibid.*, 4
- 57 'Animal Source Foods, Rich in Essential Amino Acids, Are Important for Linear Growth and Development of Young Children in Low- and Middle-income Countries - Parikh - - Maternal & Child Nutrition - Wiley Online Library'. Accessed 14 December 2021. https://onlinelibrary.wiley.com/doi/10.1111/mcn.13264?__cf_chl_jschl_tk__=8_NEbgyuINH.LR.3PVF5WI8zk4q_DALsACJPx_rcBgs-1639473974-0-gaNycGzNC30.
- 58 UCL. 'Vegan Diets in Children May Bring Heart Benefits but Pose Growth Risks'. UCL Great Ormond Street Institute of Child Health, 3 June 2021. <https://www.ucl.ac.uk/child-health/news/2021/jun/vegan-diets-children-may-bring-heart-benefits-pose-growth-risks>.

While growth risks were identified, the children on the vegan diet were said to have a healthier cardiovascular profile, as defined by 25 percent lower levels of LDL. Whether or not this actually is a healthier heart profile is open to debate (see chapter one). Using the same criteria (LDL levels), the vegetarian child were said to have relatively poor cardiovascular health, which the researchers explained by referencing the fact that the vegetarian children ate a relatively processed type of plant food. The researchers concluded that 'just eating plant-based diets is no guarantee of health'. A different interpretation of the data might be that eating plant-based diets (vegetarian, but especially vegan) is a risk to health on many levels, with the data around cardiovascular health being unclear due to confounding variables.

- 59 Ibid
- 60 Davis, Donald R., Melvin D. Epp, and Hugh D. Riordan. 'Changes in USDA Food Composition Data for 43 Garden Crops, 1950 to 1999'. *Journal of the American College of Nutrition* 23, no. 6 (December 2004): 669–82. <https://doi.org/10.1080/07315724.2004.10719409>.
- Also, *Scientific American*. 'Dirt Poor: Have Fruits and Vegetables Become Less Nutritious?' Accessed 22 July 2021. <https://www.scientificamerican.com/article/soil-depletion-and-nutrition-loss/>. and
- 'Red Meat Essential for Comprehensive Nutrition, States Professor', 5 January 2020. <https://inews.co.uk/news/red-meat-health-nutrition-veganism-vegetarianism-climate-change-381789>.
- 61 Interview with Lucinda Miller
- 62 Private interview. Interviewee declined to be named.
- 63 <https://simplicity.in/news-detail.php?nid=60286>
- 64 Henderson, George. 'The Case for red meat.' <https://rdln.wordpress.com/2020/05/27/the-case-for-red-meat/>
- 65 Susan Ricks, @SIOUXEWO, 28 Feb 2020, www.instagram.com <https://twitter.com/SIOUXIEWOO/status/1195695301648142336>
- 66 Griffiths, Sean. 'Vegan food is off the menu for girls at top private school.' *The Sunday Times*, 4 October 2020, P.7. Editor, Sian Griffiths, Education. 'Vegan Food Is off the Menu at Top Private School Cheltenham Ladies' College', sec. news. Accessed 7 February 2021. <https://www.thetimes.co.uk/article/vegan-food-is-off-the-menu-at-top-private-school-cheltenham-ladies-college-gqctrmmcm>.
- 67 'Blue Peter Drops Anti-Meat Message after Farmer's Beef with BBC | News | The Times'. Accessed 22 July 2021. <https://www.thetimes.co.uk/article/blue-peter-drops-meat-message-farming-gvbpclcdrd>.
- 68 <https://www.thegrocer.co.uk/environment/how-the-dad-in-tescos-i-dont-want-to-eat-meat-any-more-ad-should-respond/598732.article>
- 69 the Guardian. 'Tesco Sets 300% Sales Target for Plant-Based Alternatives to Meat', 28 September 2020. <http://www.theguardian.com/business/2020/sep/29/tesco-sets-300-per-cent-sales-target-for-plant-based-alternatives-to-meat>.
- 70 Hyman, Dr Mark. *Food Fix: How to Save Our Health, Our Economy, Our Communities and our Planet – One Bite at a Time* (Yellow Kite, 2020), P144-145
- 71 the Guardian. 'UK to Ban Junk Food Advertising Online and before 9pm on TV from 2023', 23 June 2021. <http://www.theguardian.com/media/2021/jun/23/uk-to-ban-junk-food-advertising-online-and-before-9pm-on-tv-from-2023>.
- 72 Kent, Jonathan. 'Ban all advertising aimed at young children? I say yes.' <https://www.theguardian.com/commentisfree/2013/apr/11/ban-advertising-young-children-yes>
- 73 Ibid.
- 74 https://www.youtube.com/watch?v=WJ25O_BD5OM
- 75 <https://www.irishtimes.com/life-and-style/food-and-drink/pope-francis-offered-1m-charity-donation-to-go-vegan-for-lent-1.3783940>
- 76 www.reddit.com/r/exvegans/ . The ex-vegan community was created in April 2019.
- 77 www.reddit.com/r/exvegans/
- 78 <https://www.independent.co.uk/life-style/miley-cyrus-vegan-plant-based-brain-joe-rogan-podcast-liam-hemsworth-a9704201.html>
- 79 <https://www.mamamia.com.au/orthorexia-personal-story/>

- 80 <https://www.bodyandsoul.com.au/diet/diets/how-my-vegan-diet-ruined-my-gut/news-story/d4b4fbd47581301e965d0d6a3d61cf4f>
- 81 Keith, Lierre. *The Vegetarian Myth*. (California: Flashpoint Press, 2009), P9-10
- 82 Lierre Keith in conversation with Vinnie Tortorich, Fitness Confidential Podcast <https://podcasts.apple.com/au/podcast/quitting-veganism-for-your-health-lierre-keith-episode/id521811037?i=1000496586661>
- 83 Direct message from @bigsliceoflife. Natasha's full story can be found at <https://natashaiswideeyed.com/my-sons-weight-loss-journey/>
- 84 <https://twitter.com/draseemmalhotra/status/1221120702989795328?lang=en>
- 85 <https://medium.com/swlh/i-stopped-eating-meat-over-a-year-ago-here's-what-i-learned-6d12647c5d02>
- 86 <https://www.glamourmagazine.co.uk/gallery/celebrities-who-are-vegan>
- 87 Interview with Stephan van Vliet
- 88 Harvey, Sarah. 'Vegan or Pescatarian Diet May Reduce Covid Severity, Study Finds', 8 June 2021. <https://www.standard.co.uk/news/uk/vegan-pescatarian-diet-may-reduce-covid-severity-study-finds-b939296.html>.
- 89 Vinnie Tortorich, Fitness Confidential, <https://podcasts.apple.com/au/podcast/quitting-veganism-for-your-health-lierre-keith-episode/id521811037?i=1000496586661>
- 90 Ibid.
- 91 <https://faunalytics.org/a-summary-of-faunalytics-study-of-current-and-former-vegetarians-and-vegans/>
- 92 <https://plantbasednews.org/opinion/do-84-vegans-and-vegetarians-give-up-diets/> and <https://faunalytics.org/a-summary-of-faunalytics-study-of-current-and-former-vegetarians-and-vegans/>
- 93 <https://www.ernaehrungs-umschau.de/english-articles/15-06-2015-vegan-diet-motives-approach-and-duration/> and VomadLife.com. 'Why People Go Vegan: 2019 Global Survey Results'. Accessed 7 February 2021. <https://vomadlife.com/blogs/news/why-people-go-vegan-2019-global-survey-results>.
- 94 VomadLife.com. 'Why People Go Vegan: 2019 Global Survey Results'. Accessed 7 February 2021. <https://vomadlife.com/blogs/news/why-people-go-vegan-2019-global-survey-results>.
- 95 Lierre Keith in conversation with Vinnie Tortorich. <https://podcasts.apple.com/au/podcast/quitting-veganism-for-your-health-lierre-keith-episode/id521811037?i=1000496586661>
- 96 Interview with Lierre Keith

CHAPTER 4

- 1 <https://www.foodbusinessnews.net/articles/16321-plant-based-wins-out-over-meat-free-and-vegan-claims>
- 2 Gundry, Dr Steven. *The Plant Paradox* (New York: Harper Collins, 2017). P3
- 3 Ibid, P38
- 4 Landsverk, Gabby. 'Liam Hemsworth Said His Vegan Diet Gave Him a Kidney Stone. Here's How That's Possible.' Insider. Accessed 8 February 2021. <https://www.insider.com/liam-hemsworth-can-vegan-diet-cause-kidney-stones-2020-4>.
- 5 <https://chriskresser.com/the-dark-side-of-green-smoothies>

- 6 WebMD. 'Foods High in Oxalates'. Accessed 11 February 2021. <https://www.webmd.com/diet/foods-high-in-oxalates>.
- 7 <https://www.urologyofva.net/articles/category/healthy-living/3740469/the-damaging-effects-of-oxalates-on-the-human-body>
- 8 <https://medium.com/@kevinpm/the-biggest-myth-of-modern-nutrition-healthy-plant-based-diets-66ff4061517d>
- 9 <https://www.urologyofva.net/articles/category/healthy-living/3740469/the-damaging-effects-of-oxalates-on-the-human-body>
- 10 WebMD. 'Foods High in Oxalates'. Accessed 11 February 2021. <https://www.webmd.com/diet/foods-high-in-oxalates>; and 'Low Oxalate Diet: Overview, Food Lists, and How It Works'. Accessed 11 February 2021. <https://www.healthline.com/nutrition/low-oxalate-diet#how-to-follow-it>.
- 11 Holmes, Ross P., and Martha Kennedy. 'Estimation of the Oxalate Content of Foods and Daily Oxalate Intake'. *Kidney International* 57, no. 4 (1 April 2000): 1662–67. <https://doi.org/10.1046/j.1523-1755.2000.00010.x>.
- 12 Dr. Kohilathas. 'The Low Oxalate Diet'. Accessed 8 February 2021.. <https://www.drkohilathas.co.uk/ruminations/jq5to3ts83v6p3z1dylcqr6q8xr3km>
<https://www.hormonesmatter.com/author/monique-attinger/>
- 13 The Great Plains Laboratory, Inc. "The Green Smoothie Health Fad: This Road to Health Hell is Paved With Toxic Oxalate Crystals". <https://www.greatplainslaboratory.com/articles-1/2015/11/13/the-green-smoothie-health-fad-this-road-to-health-hell-is-paved-with-toxic-oxalate-crystals>
- 14 Sally Norton cited in <https://www.urologyofva.net/articles/category/healthy-living/3740469/11/13/2019/the-damaging-effects-of-oxalates-on-the-human-body>. Norton's book, *Toxic Superfoods: how oxalate overload is making you sick – and how to get better*, will be published by Rodale Books in December 2022.
- 15 <https://www.healthline.com/nutrition/phytic-acid-101/>. Also, DiNicolantonio, James, and Land, Siim. *The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more*, 2021. P291
- 16 Solomons, N W, R A Jacob, O Pineda, and F E Viteri. 'Studies on the Bioavailability of Zinc in Man III. Effects of Ascorbic Acid on Zinc Absorption'. *The American Journal of Clinical Nutrition* 32, no. 12 (1 December 1979): 2495–99. <https://doi.org/10.1093/ajcn/32.12.2495>.
- 17 The World Health Report 2002 – Reducing Risks, Promoting healthy Lives
https://apps.who.int/iris/bitstream/handle/10665/42510/WHR_2002.pdf?sequence=1
- 18 Ramos, A et al. 'DNA Damage Protection and Induction of Repair by Dietary Phytochemicals and Cancer Prevention: What Do We Know?' <https://www.researchgate.net/publication/221918619> ; Abdulwaliyu, I et al. 'Investigation of the medicinal significance of phytic acid as an indispensable anti-nutrient in diseases', *Clinical Nutritional Experimental* 28(2019) 42-61; Schlemmer, U et al. 'Phytate in foods and significance for humans: Food sources, intake, processing, bioavailability, protective role and analysis', *Mol. Nutr. Food Res.* 2009,53,S330-S375
- 19 Email from Stephan van Vliet
- 20 DiNicolantonio, James, and Land, Siim. *The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more*, 2021. P291
- 21 <https://www.healthline.com/nutrition/phytic-acid-101#section1>
- 22 Gundry, Dr Steven. *The Plant Paradox* (New York: Harper Collins, 2017). P14. Other research has established a link between lectins and inflammatory disorders.
<https://www.jimmunol.org/content/198/5/2082>

- 23 Saladino, Paul, and Mark Sisson. *The Carnivore Code*, 2020, P100
- 24 *Ibid*, P103
- 25 Nachbar, M. S., and J. D. Oppenheim. 'Lectins in the United States Diet: A Survey of Lectins in Commonly Consumed Foods and a Review of the Literature'. *The American Journal of Clinical Nutrition* 33, no. 11 (November 1980): 2338–45. <https://doi.org/10.1093/ajcn/33.11.2338>.
- 26 Saladino, Paul, and Mark Sisson. *The Carnivore Code*, 2020,P96
- 27 *Ibid*, P98
- 28 Gundry, Dr Steven. *The Plant Paradox* (New York: Harper Collins, 2017), P264
- 29 Spector, T. D. *Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong*. London: Jonathan Cape, 2020, P8
- 30 Understanding Ag. 'Artificial Animals - Part 2: The Hidden Dangers of Processed Plant Proteins', 13 January 2021. <https://understandingag.com/artificial-animals-part-2-the-hidden-dangers-of-processed-plant-proteins/>.
- 31 Dinsdale , E.C. & Ward, W.E. (2010) Early exposure to soy isoflavones and effects on reproductive health: a review of human and animal studies. *Nutrients*, 2(11), 1156-1187 <https://pubmed.ncbi.nlm.nih.gov/22254003/>
- 32 Bar-El Dadon,S & Reifen, R. (2010) 'Soy as an endocrine disruptor:cause for caution?' *Journal of Padiatric Endocrinology and Metabolism*, 23(9). <https://pubmed.ncbi.nlm.nih.gov/21175082/>
- 33 @ketodocCLT, 30th December 2019. <https://twitter.com/KetoDocCLT/status/1237339005047447557>
- 34 Chavvaro, JE et al., (2008) Soy food and isoflavone intake in relation to semen quality parameters among men from an infertility clinic. *Human Reproduction*, 23(11), 2584-2590. <https://pubmed.ncbi.nlm.nih.gov/18650557/>
- 35 <https://pubmed.ncbi.nlm.nih.gov/18558591/>
- 36 Dinsdale , E.C. & Ward, W.E. (2010) Early exposure to soy isoflavones and effects on reproductive health: a review of human and animal studies. *Nutrients*, 2(11), 1156-1187 <https://pubmed.ncbi.nlm.nih.gov/22254003/>
- 37 Saladino, Paul, MD. *The Carnivore Code: Unlocking the Secrets to Optimal Health by Returning to our Ancestral Diet*. P70
- 38 Mennen , l et al., (2005) Risks and safety of polyphenol consumption. *The American Journal of Clinical Nutrition*, 81(1), 326S-329S, <https://pubmed.ncbi.nlm.nih.gov/15640498/>
- 39 A 250 ml serving of soy milk contains approximately 25 milligrams of isoflavones (Messina, Mark. 'Soy and Health Update: Evaluation of the Clinical and Epidemiologic Literature'. *Nutrients* 8, no. 12 (24 November 2016): 754. <https://doi.org/10.3390/nu8120754>.) Three litres of soymilk would therefore contain 300 milligrams of isoflavones.
- 40 Understanding Ag. 'Artificial Animals - Part 2: The Hidden Dangers of Processed Plant Proteins', 13 January 2021. <https://understandingag.com/artificial-animals-part-2-the-hidden-dangers-of-processed-plant-proteins/>.
- 41 Messina, Mark. 'Investigating the Optimal Soy Protein and Isoflavone Intakes for Women: A Perspective'. *Women's Health* 4, no. 4 (1 July 2008): 337–56. <https://doi.org/10.2217/17455057.4.4.337>.
- Messina, Mark. 'Soy and Health Update: Evaluation of the Clinical and Epidemiologic Literature'. *Nutrients* 8, no. 12 (24 November 2016): 754 <https://doi.org/10.3390/nu8120754>.
- 42 <https://www.westonaprice.org/health-topics/soy-alert/soy-the-dark-side-of-americas-favorite-health-food/>
- 43 A 2009 meta-analysis of 47 studies concluded that there is 'weak evidence that soy and isoflavones decrease FSH and LH in premenopausal women, and a suggestion that they may increase estradiol in post-

menopausal women.’ (FSH and LH play a role in sexual development and control of the menstrual cycle and estradiol is an estrogen hormone). The authors stated that ‘the clinical implications of these modest hormonal changes remain to be determined.’ The study has sometimes been used to support the argument that the impact of isoflavones on hormones is modest and therefore not a cause for concern. There are reasons to be cautious about the study’s conclusions however. The study was funded by the Soy Institute, and had many limitations, acknowledged by the authors. Moreover, in over 70 per cent of the 47 studies considered in the meta-analysis, the amount of isoflavones administered to the intervention groups was 90mg or less. The study could not therefore provide reassurance that higher intakes of isoflavones are safe.

- 44 Understanding Ag. ‘Artificial Animals - Part 2: The Hidden Dangers of Processed Plant Proteins’, 13 January 2021. <https://understandingag.com/artificial-animals-part-2-the-hidden-dangers-of-processed-plant-proteins/>.
- 45 <https://www.sciencedirect.com/science/article/pii/S0308814613019201>
- 46 <https://www.foodnavigator.com/Article/2020/01/16/Much-higher-herbicide-residues-found-in-glyphosate-resistant-soybeans-Glyphosate-should-not-be-in-the-food-chain> and Bohn, T and Millstone E, The Introduction of Thousands of Tonnes of Glyphosate in the food Chain – An Evaluation of Glyphosate Tolerant Soybeans, Foods, 2019,8,669; doi:10.3390/foods8120669
- 47 DiNicolantonio, James, and Land, Siim. The mineral fix: how to optimize your mineral intake for energy, longevity, immunity, sleep and more, 2021. P274
- 48 Provenza, Frederick D. Nourishment: What Animals Can Teach Us about Rediscovering Our Nutritional Wisdom. White River Junction, Vermont: Chelsea Green Publishing, 2018. P264-265
- 49 <https://twitter.com/twistol/status/1345328825765416960>
- 50 https://www.researchgate.net/figure/fatty-acid-composition-of-soybean-in-grains-and-tofu_tbl1_273589874
- 51 <https://statista.com/statistics/263937/vegetable-oils-global-consumption>
- 52 In Europe, virtually all rapeseed oil is rapeseed 00, made from LEAR – low erucic acid rapeseeds. In North America the same formulation is called Canola. Oil that is made from HEAR – high erucic acid rape – is not safe for human consumption). Oilseed & Grain News. ‘RAPESEED FACTS’. Accessed 6 February 2021. <https://www.oilseedandgrain.com/rapeseed-facts>.
- 53 ‘Culinary Oils and Their Health Effects - British Nutrition Foundation’. Accessed 8 February 2021. <https://archive.nutrition.org.uk/bnf-publications/briefingpapers/culinary-oils-and-their-health-effects.html>
- 54 Ibid
- 55 DiNicolantonio, JJ and O’Keefe, JH. ‘Omega-6 vegetable oils as a driver of coronary heart disease:the oxidised linoleic acid hypothesis’. Open Heart 2018;5:e000898. doi:10.1136/openhrt-2018-000898 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6196963/>
- 56 Guyenet, Stephan J, and Susan E Carlson. ‘Increase in Adipose Tissue Linoleic Acid of US Adults in the Last Half Century¹²’. Advances in Nutrition 6, no. 6 (10 November 2015): 660–64. <https://doi.org/10.3945/an.115.009944>.
- 57 Witztum, J L, and D Steinberg. ‘Role of Oxidized Low Density Lipoprotein in Atherogenesis.’ Journal of Clinical Investigation 88, no. 6 (December 1991): 1785–92. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC295745/>.
- 58 Iqbal, Romaina, Mahshid Dehghan, Andrew Mente, Sumathy Rangarajan, Andreas Wielgosz, Alvaro Avezum, Pamela Seron, et al. ‘Associations of Unprocessed and Processed Meat Intake with Mortality and Cardiovascular Disease in 21 Countries [Prospective Urban Rural Epidemiology (PURE) Study]: A Prospective Cohort Study’. The American Journal of Clinical Nutrition, no. nqaa448 (31 March 2021). <https://doi.org/10.1093/ajcn/nqaa448>.
- 59 Examples of these studies and articles are:
<https://www.ncbi.nlm.nih.gov/m/pubmed/18317472/>

- <https://www.karger.com/article/fulltext/446704>
- <https://smh.com.au/natal/vegetable-oils-linked-to-blindness-20040610-gdj3ic.html>
- <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0132672>
- <https://pubmed.ncbi.nlm.nih.gov/31917686-pancreatic-trygliceride-lipase-mediates-liptoxic-systemic-inflammation>
- <https://sciencedirect.com/science/article/pii/S0955286318300780>
- 60 DiNicolantonio, JJ and O’Keefe, JH. ‘Omega-6 vegetable oils as a driver of coronary heart disease: the oxidised linoleic acid hypothesis’. *Open Heart* 2018;5:e000898. doi:10.1136/openhrt-2018-000898
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6196963/> . Original research by Reaven P, Parthasarathy S, Grasse BJ, et al. . Effects of oleate-rich and linoleate-rich diets on the susceptibility of low density lipoprotein to oxidative modification in mildly hypercholesterolemic subjects. *J Clin Invest*1993;91:668–76. 10.1172/JCI116247 [PMC free article] [PubMed] [CrossRef] [Google Scholar]
- 61 Patel, Kamal, MPH,MBA. <https://www.medpagetoday.com/primarycare/dietnutrition/50978> . Also <https://chriskresser.com/how-too-much-omega-6-and-not-enough-omega-3-is-making-us-sick/> and Van Vliet et al, <https://www.frontiersin.org/articles/10.3389/fsufs.2020.00128/full>
- 62 DiNicolantonio, JJ and O’Keefe, JH. ‘Omega-6 vegetable oils as a driver of coronary heart disease: the oxidised linoleic acid hypothesis’. *Open Heart* 2018;5:e000898. doi:10.1136/openhrt-2018-000898
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6196963/>
- 63 P K. 1 of 4 - Dr William Lands on Cardiovascular Disease Omega-6, 2011.
<https://www.youtube.com/watch?v=kivrYNjiXk8>.
- 64 Ramsden,CE et al. Use of dietary linoleic acid for secondary prevention of coronary heart disease and death: evaluation of recovered data from the Sydney Diet Heart Study and updated meta-analysis. *BMJ*, 346, February, e8707
- 65 Dr Andrew Jenkinson. *Why We Eat (Too Much)*. 001 ed. Penguin Life, 2020. P183-186
- 66 Ibid, P187
- 67 Ibid, P189
- 68 Linoleic Acid Discussion Between Tucker Goodrich & Dr. Mercola. Podcast version:
<https://soundcloud.com/drmercola/linoleic-acid-discussion> or https://yelling-stop.blogspot.com/2020/12/podcast-interview-linoleic-acid_11.html Transcript:
<https://sacredtruthministries.com/system/files/resources/Mercola-TuckerGoodrich-LinoleicAcid.pdf>
- 69 Dr Ben Bikman, author and researcher with a focus on obesity and insulin resistance, used the term PubMed Warrior to describe Goodrich in an interview with Dr Shawn Baker. ‘Human Performance Outliers Podcast: Episode 13: Dr. Ben Bikman’. Accessed 8 February 2021.
<https://humanperformanceoutliers.libsyn.com/episode-13-dr-ben-bikman>.
- 70 Linoleic Acid Discussion Between Tucker Goodrich & Dr. Mercola. Podcast version:
<https://soundcloud.com/drmercola/linoleic-acid-discussion> or https://yelling-stop.blogspot.com/2020/12/podcast-interview-linoleic-acid_11.html Transcript:
<https://sacredtruthministries.com/system/files/resources/Mercola-TuckerGoodrich-LinoleicAcid.pdf>
- 71 Ibid
- 72 Csallany, A. Saari, I. Han, D. W. Shoeman, C. Chen, and Jieyao Yuan. ‘4-Hydroxynonenal (HNE), a Toxic Aldehyde in French Fries from Fast Food Restaurants’. *Journal of the American Oil Chemists’ Society* 92, no. 10 (1 October 2015): 1413–19. <https://doi.org/10.1007/s11746-015-2699-z>.
- 73 ‘A Lifelong Fight Against Trans Fats - The New York Times’. Accessed 8 February 2021.
<https://www.nytimes.com/2013/12/17/health/a-lifelong-fight-against-trans-fat.html>.
- 74 <https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1745-4506.2001.tb00028.x>

- 75 Moreira Osório, V et al. Determination of acrolein in French fried by solid-phase microextraction gas chromatography and mass spectrometry, *Journal of Chromatography A*, 1218(2011) 3332-3336. Also <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2597695/#R9>
- 76 Ko, Y. C., L. S. Cheng, C. H. Lee, J. J. Huang, M. S. Huang, E. L. Kao, H. Z. Wang, and H. J. Lin. 'Chinese Food Cooking and Lung Cancer in Women Nonsmokers'. *American Journal of Epidemiology* 151, no. 2 (15 January 2000): 140–47. <https://doi.org/10.1093/oxfordjournals.aje.a010181>.
- 77 Teicholz, Nina. *The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet*, 2015.
- 78 <https://medium.com/@drjasonfung/the-shockig-origin-of-vegetable-oil-garbage-1c2ce14ae513>
- 79 <https://www.youtube.com/watch?v=pHnPinYI2Yc>
- 80 <https://www.lchf-rd.com/2018/03/07/a-new-hypothesis-for-obesity-part2/>
- 81 <https://healthyeating.sfgate.com/health-benefits-cashews-4407.html>
- 82 Linoleic Acid Discussion Between Tucker Goodrich & Dr. Mercola. Podcast version: <https://soundcloud.com/drmercola/linoleic-acid-discussion> Transcript: <https://sacredtruthministries.com/system/files/resources/Mercola-TuckerGoodrich-LinoleicAcid.pdf>
- 83 Doreau, Michel, Dominique Bauchart, and Yves Chilliard. 'Enhancing Fatty Acid Composition of Milk and Meat through Animal Feeding'. *Animal Production Science* 51 (12 January 2011): 19–29. <https://doi.org/10.1071/AN10043>.
- 84 <https://www.theguardian.com/food/2020/feb/13/how-ultra-processed-food-took-over-your-shopping-basket-brazil-carlos-monteiro>
- 85 Monteiro, CA, Cannon, G et al. Food and Agriculture Organisation of the United Nations. 'Ultra-processed foods, diet quality, and health using the NOVA classification system.' Rome, 2019. https://www.researchgate.net/publication/334945695_FAO_Ultra-processed_foods_diet_quality_and_health_using_the_NOVA_classification_system
- 86 Ibid
- 87 National Food Strategy. 'The National Food Strategy - The Plan'. Accessed 28 July 2021. <https://www.nationalfoodstrategy.org/>. P52
- 88 'The UN Decade of Nutrition, the NOVA Food Classification and the Trouble with Ultra-Processing | Public Health Nutrition | Cambridge Core'. Accessed 9 February 2021. <https://www.cambridge.org/core/journals/public-health-nutrition/article/un-decade-of-nutrition-the-nova-food-classification-and-the-trouble-with-ultraprocessing/2A9776922A28F8F757BDA32C3266AC2A>.
- 89 National Food Strategy. 'The National Food Strategy - The Plan'. Accessed 28 July 2021. <https://www.nationalfoodstrategy.org/>. P47
- 90 McKie, Robin, and Robin McKie Observer science editor. 'Global Spread of Autoimmune Disease Blamed on Western Diet'. *The Observer*, 9 January 2022, sec. Science. <https://www.theguardian.com/science/2022/jan/08/global-spread-of-autoimmune-disease-blamed-on-western-diet>.
- 91 PROCESSED FOOD ADDICTION: Foundations, Assessment, and Recovery. Place of publication not identified: CRC Press, 2020.
- 92 Dr Joan Iffland interviewed by Brian Sanders for the Peak Human Podcast, episode 61. <https://www.peak-human.com/post/dr-joan-iffland-on-how-to-conquer-food-addiction-and-the-behavioral-emotional-and-mental-eating> More information on processed food addiction can be found in Dr Iffland's books and at www.foodaddictionresources.com
- 93 Lustig, Dr Robert (*The Hacking of the American Mind: The Science Behind the Corporate Takeover of Our Bodies and Brains* (New York: Avery, 2018), P13
- 94 Dr Andrew Jenkinson. *Why We Eat (Too Much)*. 001 ed. Penguin Life, 2020. P187

- 95 <https://pubmed.ncbi.nlm.nih.gov/31105044/>
- 96 The UN Decade of Nutrition, the NOVA Food Classification and the Trouble with Ultra-Processing | Public Health Nutrition | Cambridge Core?. Accessed 9 February 2021. <https://www.cambridge.org/core/journals/public-health-nutrition/article/un-decade-of-nutrition-the-nova-food-classification-and-the-trouble-with-ultraprocessing/2A9776922A28F8F757BDA32C3266AC2A>.
- 97 Pollan, Michael. In *Defence of Food: An Eater's Manifesto*. London: Penguin, 2009. P97
- 98 foodnavigator-asia.com. 'Plant-Based Problem? Vegans and Vegetarians with Taste for Processed Products More Susceptible to Depression - Study'. foodnavigator-asia.com. Accessed 9 December 2021. <https://www.foodnavigator-asia.com/Article/2021/11/30/Plant-based-problem-Vegans-and-vegetarians-with-taste-for-processed-products-more-susceptible-to-depression-study>.
- 99 Understanding Ag. 'Artificial Animals - Part 2: The Hidden Dangers of Processed Plant Proteins', 13 January 2021. <https://understandingag.com/artificial-animals-part-2-the-hidden-dangers-of-processed-plant-proteins/>.
- 100 Ibid
- 101 Ibid
- 102 Ibid
- 103 Provenza, Frederick D., Cindi Anderson, and Pablo Gregorini. 'We Are the Earth and the Earth Is Us: How Palates Link Foodscapes, Landscapes, Heartscapes, and Thoughtscapes'. *Frontiers in Sustainable Food Systems* 0 (2021). <https://doi.org/10.3389/fsufs.2021.547822>.
- 104 Vliet, Stephan van, James R. Bain, Michael J. Muehlbauer, Frederick D. Provenza, Scott L. Kronberg, Carl F. Pieper, and Kim M. Huffman. 'A Metabolomics Comparison of Plant-Based Meat and Grass-Fed Meat Indicates Large Nutritional Differences despite Comparable Nutrition Facts Panels'. *Scientific Reports* 11, no. 1 (5 July 2021): 1–13. <https://doi.org/10.1038/s41598-021-93100-3>.
- 105 Ibid.
- 106 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 0 (2020). <https://doi.org/10.3389/fsufs.2020.00128>.
- 107 Interview with Dr Shawn Baker
- 108 'Nestlé Launches Plant-Based Tuna Alternative, Vuna'. Accessed 24 February 2021. <https://www.ingredientsnetwork.com/nestle-launches-plantbased-tuna-alternative-vuna-news084701.html>.
- 109 PETA UK. 'The Best Vegan Cheeses Available in the UK'. Accessed 9 February 2021. <https://www.peta.org.uk/living/ultimate-guide-vegan-cheese-uk/>.
- 110 'Flora Professional Plant Wholesale – Buy Flora Professional Plant in Bulk | Brakes Foodservice'. Accessed 30 October 2021. <https://www.brake.co.uk/dairy/cream/uht/cream-alternatives/flora-professional-plant/p/129803>.
- 111 <https://www.theguardian.com/food/2019/jan/27/the-trouble-with-fake-meat-beetroot-burgers-food-substitutes>
- 112 <https://nourishingtraditions.com/impossible-burger-soy-disgusting/>.
- Also 'Illinois Prisoners Sue over Soy-Based Food | Prison Legal News'. Accessed 28 July 2021. <https://www.prisonlegalnews.org/news/2010/apr/15/illinois-prisoners-sue-over-soy-based-food/>.
- 113 Correspondance with Paul Hart.
- 114 Dr Andrew Jenkinson. *Why We Eat (Too Much)*. 001 ed. Penguin Life, 2020.P174
- 115 'FoodData Central'. Accessed 30 August 2021. <https://fdc.nal.usda.gov/fdc-app.html#/food-details/169706/nutrients>.

- 116 'FoodData Central'. Accessed 30 August 2021. <https://fdc.nal.usda.gov/fdc-app.html#/food-details/169704/nutrients>.
- 117 <https://blogs.bmj.com/bjbm/2016/07/22/will-whole-grains-make-you-live-longer/>
- 118 <https://bmccardiovasdisord.biomedcentral.com/articles/10.1186/s12872-020-01337-z>
- 119 Perlmutter, Dr David. Grain Brain (Great Britain: Yellow Kite, 2014), P6
- 120 Perlmutter, P12
- 121 Davis, Dr William. Wheat Belly (London: Harper Thorsons, 2011), Px
- 122 Ibid, Pxi
- 123 Ibid
- 124 Natrins, Izabella. The Real Food Solution: A Treasury of Wisdom for Energy, Vitality and Better Health for You and Your Planet. Better Living Press, 2020. P174
- 125 It's also been suggested that modern wheat breeding practices may be implicated in the increased prevalence of coeliac disease. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2963738/>
- 126 Gundry, Dr Steven. The Plant Paradox (New York: Harper Collins, 2017), P35
- 127 Gundry, P37
- 128 Lily Nichols on the LCMD podcast, episode 62. <http://lowcarbmd.com/episode-62-lily-nichols-rdn-sets-the-nutrition-record-straight>
- 129 Andreas Eenfeldt interviewed for Pardini, Peter Curtis. Fat: A Documentary. Documentary. Sonder Entertainment, Fat Squirrel Films, n.d.
- 130 Davis, Dr William. Wheat Belly (London: Harper Thorsons, 2011). P9
- 131 <https://www.heartuk.org.uk/genetic-conditions/metabolic-syndrome>

CHAPTER 5

- 1 Bikman, Benjamin, PhD. Why We Get Sick: The Hidden Epidemic at the Root of Most Chronic Disease – and How to Fight It (Dallas: BenBella Books, 2020), P3
- 2 Ibid. P xviii and 184
- 3 Ibid. P151
- 4 All protein and carbohydrate calculations are based on USDA data.
- 5 Interview with Drs David and Jen Unwin
- 6 Winters, Dr Nasha and Higgins Kelley, Jess. The Metabolic Approach to Cancer: Integrating Deep Nutrition, the Ketogenic Diet, and Nontoxic Bio-Individualised Therapies (White River Junction: Chelsea Green Publishing, 2017), P61
- 7 Harcombe, Dr Zoë. 'What about Fibre?' https://www.youtube.com/watch?v=4KrmPK_Lckg
- 8 <https://peterattiamd.com/rickjohnson/> A detailed explanation can also be found in Dr Johnson's book, The Fat Switch. Johnson, Richard J. (P) 2013, Audible, Inc.
- 9 Dr Robert Lustig interviewed by Carter Williams. <https://www.youtube.com/watch?v=W68U9ILCJmQ>
- 10 Taubes, Gary. The Case Against Sugar (London: Portabello Books, 2016), P25

- 11 Dr Robert Lustig explains these effects in a lecture titled ‘Sugar, metabolic syndrome and cancer.’
<https://www.youtube.com/watch?v=jpNU72dny2s>
- 12 Holford, Patrick, and Jerome Burne. *The Hybrid Diet: Your Body Thrives on Two Fuels - Discover How to Boost Your Energy and Get Leaner and Healthier by Alternating Fats and Carbs*, 2019. P62
- 13 *Ibid.* P72
- 14 Unwin, Dr David. ‘It is the glycaemic response to, not the carbohydrate content of food that matters in diabetes and obesity: the glycaemic index revisited.’ *Journal of Insulin Resistance*, 2016, 1:1.
<https://insulinresistance.org/index.php/jir/article/view/8/11>
- 15 Dr Seaman talking to Brian Sanders, *Peak Human* episode 68. <https://www.peak-human.com/post/dr-ben-bikman-dr-jaime-seaman-and-dr-aseem-malhotra-give-a-health-masterclass>
- 16 NHS Digital. ‘Health Survey for England 2019 [NS]’. Accessed 31 July 2021. <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2019>.
- 17 National Food Strategy. ‘The National Food Strategy - The Plan’. Accessed 28 July 2021.
<https://www.nationalfoodstrategy.org/>. p47
- 18 Harcombe, Dr Z. *The Obesity Epidemic* (Columbus Publishing, 2015), P3
- 19 WHO. Key facts on obesity and overweight.2020. <https://who.int/news-room/fact-sheets/detail/obesity-and-overweight>
- 20 Harcombe, Dr Z. *The Obesity Epidemic* (Columbus Publishing, 2015), chapter 3
- 21 *Ibid.* P20
- 22 Ludwig, David S, Louis J Aronne, Arne Astrup, Rafael de Cabo, Lewis C Cantley, Mark I Friedman, Steven B Heymsfield, et al. ‘The Carbohydrate-Insulin Model: A Physiological Perspective on the Obesity Pandemic’. *The American Journal of Clinical Nutrition*, no. nqab270 (13 September 2021).
<https://doi.org/10.1093/ajcn/nqab270>.
- 23 <https://www.health.harvard.edu/staying-healthy/stop-counting-calories>
- 24 Jenkinson, Andrew. *Why We Eat (Too Much): The New Science of Appetite*, 2020. Px
- 25 Fung, Dr Jason. *The Obesity Code: Unlocking The Secrets Of Weight Loss* (London: Scribe, 2016), P233
- 26 Mansoor, Nadia, Kathrine J. Vinknes, Marit B. Veierød, and Kjetil Retterstøl. ‘Effects of Low-Carbohydrate Diets v. Low-Fat Diets on Body Weight and Cardiovascular Risk Factors: A Meta-Analysis of Randomised Controlled Trials’. *The British Journal of Nutrition* 115, no. 3 (14 February 2016): 466–79.
<https://doi.org/10.1017/S0007114515004699>.
- 27 <https://www.PHCuk.org/RCTs>
- 28 <https://www.dietdoctor.com/what-happens-if-you-eat-5800-calories-daily-on-an-lCHF-diet>
- 29 Taubes, Gary. *The Case for Keto*. Place of publication not identified: Granta Books, 2020.
- 30 Lustig, <https://www.youtube.com/watch?v=jpNU72dny2s>
- 31 Wheelock Dr Verner and Sboros, Marika. *Healthy Eating: The Big Mistake. How modern medicine has got it wrong about diabetes, cholesterol, cancer, Alzheimer’s and obesity* (Columbus Publishing, 2017), P101
- 32 <https://www.diabetes.org.uk/professionals/position-statements-reports/statistics/diabetes-prevalence-2019>
- 33 Noakes, Dr Tim and Sboros, Marika. *Real Food On Trial: How the diet dictators tried to destroy a top scientist* (Columbus Publishing, 2017), 24
- 34 Wheelock Dr Verner and Sboros, Marika. *Healthy Eating: The Big Mistake. How modern medicine has got it wrong about diabetes, cholesterol, cancer, Alzheimer’s and obesity* (Columbus Publishing, 2017), P113

- 35 <https://thenoakesfoundation.org/news/its-the-insulin-resistance-stupid-part-1>
- 36 <https://www.nhs.uk/conditions/diabetes/>
- 37 <https://www.nhs.uk/live-well/eat-well/>
- 38 WHEELOCK, DR VERNER. *HEALTHY EATING: The Big Mistake*. Place of publication not identified: COLUMBUS Publishing LTD, 2018. p113
- 39 Dr Fettke, interviewed in Pardini, Peter Curtis. *Fat: A Documentary*. Documentary. Sonder Entertainment, Fat Squirrel Films, n.d.
- 40 Unwin, David, Ali Ahsan Khalid, Jen Unwin, Dominic Crocombe, Christine Delon, Kathy Martyn, Rajna Golubic, and Sumantra Ray. 'Insights from a General Practice Service Evaluation Supporting a Lower Carbohydrate Diet in Patients with Type 2 Diabetes Mellitus and Prediabetes: A Secondary Analysis of Routine Clinic Data Including HbA1c, Weight and Prescribing over 6 Years'. *BMJ Nutrition, Prevention & Health* 3, no. 2 (December 2020): 285–94. <https://doi.org/10.1136/bmjnph-2020-000072>.
- 41 Dr Unwin published eight papers between 2014 and 2019, including Unwin, D, Unwin J 'Low carbohydrate diet to achieve wight loss and improve HbA1c in type 2 diabetes and pre-diabetes: experience from one general practice. *Practical Diabetes*. 2014;31(2):76-9 and Unwin, D, Unwin J. 'A simple model to find patient hope for positive lifestyle changes: GRIN.' *Journal of holistic healthcare*. Vol 16, Issue 2, Summer 2019. <https://bhma.org/a-simple-model-to-find-patient-hope-for-positive-lifestyle-changes-grin/>
- 42 Athinarayanan, Shaminie J., Rebecca N. Adams, Sarah J. Hallberg, Amy L. McKenzie, Nasir H. Bhanpuri, Wayne W. Campbell, Jeff S. Volek, Stephen D. Phinney, and James P. McCarter. 'Long-Term Effects of a Novel Continuous Remote Care Intervention Including Nutritional Ketosis for the Management of Type 2 Diabetes: A 2-Year Non-Randomized Clinical Trial'. *Frontiers in Endocrinology* 0 (2019). <https://doi.org/10.3389/fendo.2019.00348>.
- 43 Hallberg, Sarah J., Nancy E. Dockter, Jake A. Kushner, and Shaminie J. Athinarayanan. 'Improving the Scientific Rigour of Nutritional Recommendations for Adults with Type 2 Diabetes: A Comprehensive Review of the American Diabetes Association Guideline-recommended Eating Patterns'. *Diabetes, Obesity & Metabolism* 21, no. 8 (August 2019): 1769–79. <https://doi.org/10.1111/dom.13736>.
- 44 Low Carb Down Under. Dr. Sarah Hallberg - 'Eating Patterns and Metabolic Disease: What's New in 2019/2020?' Accessed 30 July 2021. https://www.youtube.com/watch?v=oD4_l-zbz3Y.
- 45 Forsyth, C, Phinney, S, Feinman, R et al. 'Limited Effect of Dietary Saturated Fat on Plasma Saturated Fat in the Context of a Low Carbohydrate Diet.' *Springer, AOCS*, 7 September 2010
- 46 Low Carb Down Under. Dr. Sarah Hallberg - 'You Are (NOT) What You Eat'. Accessed 30 July 2021. <https://www.youtube.com/watch?v=vGmFe3odTAc>.
- 47 Email correspondence with Marc G
- 48 Email correspondence with Debra Scott
- 49 Taubes, Gary. *The Case for Keto*. Place of publication not identified: Granta Books, 2020. P13
- 50 Interview with Professor Tim Noakes
- 51 <https://www.bmj.com/content/372/bmj.m4743>
- 52 Interview with Professor Tim Noakes
- 53 'Turning Back the Tide on Heart Disease,' British Heart Foundation report, www.bhf.org.uk
- 54 Wheelock Dr Verner and Sboros, Marika. *Healthy Eating: The Big Mistake*. How modern medicine has got it wrong about diabetes, cholesterol, cancer, Alzheimer's and obesity (Columbus Publishing, 2017), P113
- 55 DiNicolantonio, James J., Sean C. Lucan, and James H. O'Keefe. 'The Evidence for Saturated Fat and for Sugar Related to Coronary Heart Disease'. *Progress in Cardiovascular Diseases* 58, no. 5 (April 2016): 464–72. <https://doi.org/10.1016/j.pcad.2015.11.006>.

- 56 Yudkin, John. *Pure, White and Deadly* (Penguin Life, 2016)
- 57 Scientists referenced include Gerald Reaven, Margaret Albrink, Evelyn Man, Manuel Tzagournis, Michael Gaziano and Maria Agata Miselli. <https://www.crossfit.com/essentials/its-the-insulin-resistance-stupid-part-1>
- 58 Holford, Patrick, and Jerome Burne. *The Hybrid Diet: Your Body Thrives on Two Fuels - Discover How to Boost Your Energy and Get Leaner and Healthier by Alternating Fats and Carbs*, 2019. P39
- 59 Grasgruber, Pavel, Jan Cacek, Eduard Hrazdíra, Sylva Hřebíčková, and Martin Sebera. 'Global Correlates of Cardiovascular Risk: A Comparison of 158 Countries'. *Nutrients* 10, no. 4 (26 March 2018): 411. <https://doi.org/10.3390/nu10040411>.
- 60 Kendrick, Malcolm. *The Great Cholesterol Con: The Truth about What Really Causes Heart Disease and How to Avoid It*. London: John Blake, 2008.
- 61 <https://www.extratimemovie.com>
- 62 World Cancer Research Fund, <https://www.wcrf-uk.org/preventing-cancer/uk-cancer-statistics/>
- 63 Cancer research UK, <https://www.cancerresearchuk.org/health-professional/cancer-statistics/worldwide-cancer#heading-Zero>
- 64 <https://www.cancerresearchuk.org/about-us/cancer-news/press-release/2014-04-29-half-of-all-cancer-patients-now-survive-at-least-10-years> . The organisation acknowledges that just one percent of pancreatic cancer patients and five percent of lung cancer patients survive ten years, and survival rates for oesophageal and brain cancer are extremely low, despite having doubled in the last 40 years.
- 65 D'Agostino, Dominic, PhD, in the forward to Christofferson, Travis. *Tripping over the truth: how the metabolic theory of cancer is overturning one of medicine's most entrenched paradigms* (White River Junction: Chelsea Green Publishing, 2017), Pxxiii
- 66 Winters, Nasha, and Jess Higgins Kelley. *The Metabolic Approach to Cancer: Integrating Deep Nutrition, the Ketogenic Diet, and Nontoxic Bio-Individualized Therapies*. White River Junction, Vermont: Chelsea Green Publishing, 2017. Pxiv
- 67 Wheelock Dr Verner and Sboros, Marika. *Healthy Eating: The Big Mistake. How modern medicine has got it wrong about diabetes, cholesterol, cancer, Alzheimer's and obesity* (Columbus Publishing, 2017), P130
- 68 CHRISTOFFERSON, TRAVIS. *TRIPPING OVER THE TRUTH: How the Metabolic Theory of Cancer Is Overturning One of Medicine's Most... Entrenched Paradigms*. S.l.: CHELSEA GREEN, 2019. Pxxi
- 69 Ibid. Pxxii
- 70 Ibid. Pxxi
- 71 Ibid. Pxxi
- 72 Ibid. Pxxvi
- 73 Ibid. Pxxvi
- 74 Wheelock Dr Verner and Sboros, Marika. *Healthy Eating: The Big Mistake. How modern medicine has got it wrong about diabetes, cholesterol, cancer, Alzheimer's and obesity* (Columbus Publishing, 2017),P141
- 75 Ibid. P142
- 76 Ibid. P168
- 77 Ibid. P168
- 78 Winters, Nasha, and Jess Higgins Kelley. *The Metabolic Approach to Cancer: Integrating Deep Nutrition, the Ketogenic Diet, and Nontoxic Bio-Individualized Therapies*. White River Junction, Vermont: Chelsea Green Publishing, 2017. Pxxvi
- 79 Ibid. P4

- 80 Ibid.P2
- 81“Ketogenic diets to prevent and treat cancer (and maybe Covid 19)
<https://www.youtube.com/watch?v=DII6DMZxgBY>
- 82 Lustig, Lustig, <https://www.youtube.com/watch?v=jpNU72dny2s>
- 83 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3826507/>
- 84 Dr David Harper cites four relevant studies in his presentation ‘Ketogenic diets to prevent and treat cancer (and maybe Covid 19)’ <https://www.youtube.com/watch?v=DII6DMZxgBY>
- 85 Taubes, Gary. The Case for Keto. Place of publication not identified: Granta Books, 2020. P9
- 86 Interview with Dr Eric Westman
- 87 ‘Low-Carb Diets: An Easy Way to Lose Weight or Recipe for Heart Attack?’ New Scientist. Accessed 12 April 2022. <https://www.newscientist.com/article/mg24933160-800-low-carb-diets-an-easy-way-to-lose-weight-or-recipe-for-heart-attack/>.
- 88 Ibid.
- 89 Jim Abrahams interviewed in Pardini, Peter Curtis. Fat: A Documentary. Documentary. Sonder Entertainment, Fat Squirrel Films, n.d.
- 90 Correspondence
- 91 <https://twitter.com/vegnews/status/1438248264059473931?s=11>
- 92 <https://www.ruled.me/comprehensive-guide-vegan-ketogenic-diet/>
- 93 Examples are Vegan Keto Made Simple, Vegan Keto, Low Carb-High Fat Vegan, Keto Vegetarian Recipes, Easy Vegan Keto, and LCHF for vegetarians and Vegans.
- 94 Taubes, Gary. The Case for Keto. Place of publication not identified: Granta Books, 2020 P211

CHAPTER 6

- 1 Teicholz, Nina. The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet, 2015.
- 2 Ibid. P10
- 3 Ibid. P10
- 4 Price, Weston A. Nutrition and Physical Degeneration. 8th ed. La Mesa, CA: Price-Pottenger Nutrition Foundation, 2008. Pxxxvii
- 5 <https://twitter.com/Mangan150/status/1262119420861661184>
- 6 Interview with Professor Tim Noakes
- 7 <https://rethinkingdisability.net/lessons-for-the-coronavirus-pandemic-on-the-cruciality-of-peripheral-knowledge-handwashing-and-the-semmelweis-reflex/>
- 8 Ibid.
- 9 Ibid.
- 10 <https://www.theguardian.com/lifeandstyle/2018/may/11/the-carnivore-diet-all-meat-health-benefits-dangers>
- 11 Interview with Dr Shawn Baker.

- 12 <https://facultativecarnivore.com>
- 13 <https://www.zoeharcombe.com/2020/08/the-carnivore-diet-micronutrients/>
- 14 O’Hearn, Amber. ‘Can a Carnivore Diet Provide All Essential Nutrients?’ *Current Opinion in Endocrinology, Diabetes, and Obesity* 27, no. 5 (October 2020): 312–16. <https://doi.org/10.1097/MED.0000000000000576>.
- 15 Ibid.
- 16 Interview with Dr Shawn Baker
- 17 <https://www.zoeharcombe.com/2020/08/the-carnivore-diet-micronutrients/>
- 18 Ibid.
- 19 Interview with Dr Shawn Baker
- 20 <https://mikhailapeterson.com/about> ; <https://www.youtube.com/watch?v=9gkb9j3ci9c>
- 21 <https://neishalovesit.com/hashimotos-journey-pregnacy-postpartum/>
- 22 <https://ketogenicendurance.com/about/>
- 23 <https://ketogenicendurance.com/> <https://ketogenicendurance.com/category/carnovore-diet-success-stories/>
- 24 @dannyketo88, 16/06/2020 . <https://twitter.com/dannyketo88>
- 25 <https://ketogenicendurance.com/about>, 17
- 26 Saladino, The Carnivore Code, Pix
- 27 Ibid.Px
- 28 Ibid. Px
- 29 Introduction to ‘Eat Meat. Not Too Little. Mostly Fat. – The Facultative Carnivore’. A hypertext book-in-progress found at <https://facultativecarnivore.com/>. Accessed 25 July 2021.
- 30 Ibid
- 31 <https://tandfonline.com/doi/full/10.1080/10408398.2020.1741505>
- 32 Interview with Dr Jen Unwin
- 33 Interview with Glen Burrows
- 34 Interview with Dr Shawn Baker

CHAPTER 7

- 1 Jeremy Vine Show, Tuesday 14th January, 2020, 1 PM.
- 2 Poore, J., and T. Nemecek. ‘Reducing Food’s Environmental Impacts through Producers and Consumers’. *Science* 360, no. 6392 (1 June 2018): 987–92. <https://doi.org/10.1126/science.aag0216>.
- 3 Estimates of an individual’s food footprint as a percentage of their total footprint vary, and some are as low as 10 percent. <https://css.umich.edu/factsheets/carbon-footprint-factsheet> . The 16 percent number is taken from a presentation by Professor Frederic Leroy. https://www.youtube.com/watch?v=w_RFzJ-

[nFLY](https://www.carbone4.com/wp-content/uploads/2019/11/Doing-your-fair-share-for-the-climate-Carbone-4.pdf). Supporting data can be found at <https://www.carbone4.com/wp-content/uploads/2019/11/Doing-your-fair-share-for-the-climate-Carbone-4.pdf>

- 4 <https://www.economist.com/graphic-detail/2019/11/15/how-much-would-giving-up-meat-help-the-environment>.
- 5 Interview with Frank Mitloehner
- 6 A PDF of the Goodland and Anhang study is available at A Well-Fed World. 'World Watch Article (2009)'. Accessed 12 August 2021. <https://awellfedworld.org/livestock-climate-advanced/>.
- 7 <https://www.cowspiracy.com/blog/2015/11/23/response-to-criticism-of-cowspiracy-facts>
- 8 www.agriland.ie/farming-news/how-the-global-attack-on-agricultural-emissions-began-meet-dr-frank-mitloehner/
- 9 <https://www.theguardian.com/commentisfree/2017/dec/04/animal-agriculture-choking-earth-making-sick-climate-food-environmental-impact-james-cameron-suzy-amis-cameron>
- 10 Steinfeld, Henning and Mottet, Anne. The pitfalls of simplification when looking at greenhouse gas emissions from livestock , at <https://news.trust.org/item/20180918083629-d2wf0>
- 11 info@sustainablefoodtrust.org, Sustainable Food Trust-. 'Sustainable Food Trust'. Sustainable Food Trust. Accessed 12 August 2021. <https://sustainablefoodtrust.org/articles/claims-against-meat-fail-to-see-bigger-picture/>.
- 12 Interview with Frank Mitloehner
- 13 EPA statistics 2017. <https://www.epa.gov/ghgemissions/global-greenhouse-gas-emissions-data> EPA 2018 numbers vary slightly, with agricultural emissions estimated at 10%.
- 14 <https://www.greenbiz.com/article/gassy-cows-facts-about-beefs-carbon-emissions-sponsored>
- 15 Sources for UK emissions numbers:

NFU, The facts about British red meat and milk <https://www.nfuonline.com/nfu-online/sectors/dairy/mythbuster-final/> .

Original source: Final UK greenhouse gas emissions national statistics: 1990-2017, Department for Business, Energy and Industrial Strategy/National Statistics, March 2019. <https://www.gov.uk/government/statistics/final-uk-greenhouse-gas-emissions-national-statistics-1990-2017>.

After this book went to print, CIEL (Centre for Innovation Excellence in Livestock) published a new report Net Zero & Livestock Report April 2022 | CIEL (cielivestock.co.uk) with the most up to date information. According to this information, beef cattle and sheep account for 4.4% of emissions, but when the emissions from dairy cattle are added in the percentage rises to around 7 per cent.

Sources for UK imports from Brazil:

https://www.farminguk.com/news/red-meat-used-as-scapegoat-in-carbon-emissions-debate_54508.html
<https://meatmanagement.com/beef-imports-into-the-uk-drop-by-3-in-2020/>
<https://ahdb.org.uk/beef/beef-trade>

- 16 FAO – GLEAM (Global Livestock Environmental Assessment Model)
<http://www.fao.org/gleam/results/en/>
- 17 Animal source foods in ethical, sustainable & healthy diets. 'Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions'. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>

- 18 Interview with Frank Mitloehner
- 19 Animal source foods in ethical, sustainable & healthy diets. ‘Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions’. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>
- 20 NFU, The facts about British red meat and milk, <https://www.nfuonline.com/nfu-online/sectors/dairy/mythbuster-final/>
- 21 <https://www.bbc.co.uk/food/articles/carbon>
- 22 White, R and Hall, MB. Nutritional and greenhouse gas impacts of removing animals from US agriculture. PNAS Nov 28, 2017 114(48) E10301-E10308. <https://www.pnas.org/content/114/48/E10301>
- 23 <https://www.telegraph.co.uk/news/2019/08/11/war-meat-has-begun-many-reasons-join-resistance>
- 24 Interview with Frederic Leroy
- 25 Per capita CO2 emissions vary widely around the world, from 1.8 tonnes in India to 16.2 tons in the US. (Source: Global Carbon Project: Data CDIAC/UNFCCC/BP/USGS) The 12 tonne number represents a global average, and a level similar to that in France. Per capita emissions in the UK are 5.6 tonnes, down from over 11 tonnes in 2006. <https://weforum.org/agenda/2019/01/chart-of-the-day-these-countries-have-the-largest-carbon-footprints/>
- 26 Another estimate from the CSS puts the carbon cost of a return flight from NY to London at 1.3 tonnes, based on the use of .41 lbs carbon per mile. <http://css.umich.edu/factsheets/carbon-footprint-factsheet>
- 27 All numbers taken from a presentation by Professor Frederic Leroy https://www.youtube.com/watch?v=w_RFzJ-nFLY based on the calculations in two studies: <https://ravijen.fr/?p=440;carbone%204;Agreste;%20INSEE;%2015-2016> <https://www.sciencedirect.com/science/article/abs/pii/S0959652614012931?via%3Dihub>
- Professor Leroy confirmed the accuracy of the data in an interview with me. These numbers are consistent with other analysis by Dr Sarah Bridle in her book *Food and Climate Change without the Hot Air: Change Your Diet: The Easiest Way to Help Save the Planet*. Uit Cambridge Ltd, n.d. P5-8
- 28 Grabs, Janina. ‘The Rebound Effects of Switching to Vegetarianism. A Microeconomic Analysis of Swedish Consumption Behavior’. *Ecological Economics* 116 (1 August 2015): 270–79. <https://doi.org/10.1016/j.ecolecon.2015.04.030>.
- 29 <https://www.nytimes.com/2020/05/21/opinion/coronavirus-meat-vegetarianism.html?smtyp=cur&smid=tw-nytimes>
- 30 *Food and Climate Change without the Hot Air: Change Your Diet: The Easiest Way to Help Save the Planet*. Uit Cambridge Ltd, n.d. P8
- 31 Professor Frederic Leroy presentation https://www.youtube.com/watch?v=w_RFzJ-nFLY
- 32 Our World in Data initially estimated the CO2e emissions from a 112 grams of beef to be around 11, then revised this down to 7. The CSS estimate is 3. According to Frank Mitloehner, the approximate carbon cost of a serving of beef in the US is even lower, at 2 kilos per 112 grams.
- 33 <https://ghgguru.faculty.ucdavis.edu/2019/11/13/its-time-to-stop-comparing-meat-emissions-to-flying/>
- 34 Foundation, Thomson Reuters. ‘Cars or Livestock: Which Contribute More to Climate Change?’ [news.trust.org](https://news.trust.org/item/20180918083629-d2wf0/). Accessed 27 October 2021. <https://news.trust.org/item/20180918083629-d2wf0/>.
- 35 Professor Frederic Leroy presentation https://www.youtube.com/watch?v=w_RFzJ-nFLY
- 36 <https://www.arc2020.eu/ipcc-climate-chaos-and-land-use-is-livestock-a-liability>
- 37 EPA stats 2017, cited by Dr Frank Mitloehner, UC Davis. <https://ghgguru.faculty.ucdavis.edu/2019/11/13/its-time-to-stop-comparing-meat-emissions-to-flying/>

- 38 Heede, Richard. *Carbon Majors*. LAP LAMBERT Academic Publishing, 2019.
Cited in the Guardian. 'Revealed: The 20 Firms behind a Third of All Carbon Emissions', 9 October 2019.
<http://www.theguardian.com/environment/2019/oct/09/revealed-20-firms-third-carbon-emissions>.
- 39 <https://epa.gov/ghgemissions/global-greenhouse-gas-emissions-data>
- 40 Anonymous. 'Big Oil Distracts from Their Carbon Footprint by Tricking You to Focus on Yours'. CLEAR Center, 16 October 2020. <https://clear.ucdavis.edu/blog/big-oil-distracts-their-carbon-footprint-tricking-you-focus-yours>.
- 41 @michaelemann <https://twitter.com/michaelemann/status/1018610891326095361?lang=en>. Mann is co author of *Dire Predictions: Understanding Climate Change*.
- 42 Peters, A et al. 'Carbon dioxide emissions continue to grow amidst slowly emerging climate policies.' *Nature Climate Change*. 10, 3-6 (2020), <https://www.nature.com/articles/s41558-019-0659-6>
- 43 Soil ecologist Dr Christine Jones cited in Brown, Gabe. *Dirt to Soil* (White River Junction: Chelsea Green Publishing, 2018), P45
- 44 <https://www.ipcc.ch/site/assets/uploads/2018/02/ar4-wg3-chapter8-1.pdf>
- 45 Toss A. Ontl and Lisa A. Shulte, 'Carbon Storage,' *Nature Education Knowledge* 3, no 10 (2012): 35, www.nature.com/scitable/knowledge/library/soil-carbon-storage-84223790
- 46 Email from Frank Mitloehner
- 47 Azeez, G. 'Soil Carbon and Organic Farming: Summary of Findings,' a report of the UK Soil Association (2009). https://www.soilassociation.org/media/4954/policy_soil_carbon_full_review.pdf
- 48 <https://www.countrysideonline.co.uk/people-in-farming/joe-stanley-why-british-grazed-livestock-are-essential-to-our-food-system/>
- 49 https://archive.ipcc.ch/ipccreports/sres/land_use/index.php?idp=19
- 50 "'Bad Science': Planting Frenzy Misses the Grasslands for the Trees'. Accessed 10 August 2021.
<https://news.mongabay.com/2021/05/bad-science-planting-frenzy-misses-the-grasslands-for-the-trees/>.
- 51 Terrer, C., R. P. Phillips, B. A. Hungate, J. Rosende, J. Pett-Ridge, M. E. Craig, K. J. van Groenigen, et al. 'A Trade-off between Plant and Soil Carbon Storage under Elevated CO₂'. *Nature* 591, no. 7851 (March 2021): 599–603. <https://doi.org/10.1038/s41586-021-03306-8>.
- 52 @cvfarming, 22/12/2020. <https://twitter.com/cvfarming/status/1341343645803433984>. Confirmed in correspondence.
- 53 <https://twitter.com/herdyshepherd1/status/1341773995230842884>
- 54 Kerlin, Kat. 'Grasslands More Reliable Carbon Sink than Trees'. *Science and Climate* (blog), 9 July 2018.
<https://climatechange.ucdavis.edu/news/grasslands-more-reliable-carbon-sink-than-trees/>.
- 55 Stanley, P, Rountree, J et al. 'Impacts of soil carbon sequestration on life cycle greenhouse gas emissions in Midwestern USA beef finishing systems. *Agricultural Systems*. 162; May 2018, 249-258
<https://doi.org/10.1016/j.agsy.2018.02.003>
- 56 Dr Christine Jones, cited in Brown, Gabe. *Dirt to Soil: One Family's Journey into Regenerative Agriculture*. White River Junction, Vermont: Chelsea Green Publishing, 2018. P42
- 57 Ibid.
- 58 Itzkan, S. 'Upside (Drawdown): The Potential of Restorative Grazing to Mitigate Global Warming by Increasing Carbon Capture on Grasslands.' PlanetTech Associates (April 2014) www.planet-tech.com/upsidedrawdown#sthash.mKkNI9fj.dpuf
- 59 *Hope Below Our Feet: Peer-Reviewed Publications on Well-Managed Grazing as a Means of Improving Rangeland Ecology, Building Soil Carbon, and Mitigating Global Warming*

<https://docs.google.com/document/d/1QR9Xk3aq3soidmob6nS9PMstKcIImRlgaVDyFzRkwY/edit?usp=sharing>

- 60 Hawken, P. ed. Drawdown: The Most Comprehensive Plan Ever Proposed To Reverse Global Warming (UK: penguin Books, 2018), P54
- 61 Ibid. P50
- 62 Ibid. P55
- 63 Ibid. P50
- 64 Carbon dioxide emissions represent around 75 percent (37 billion tonnes) of all emissions (49 billion tonnes). The Drawdown estimates are based on reductions in carbon dioxide alone.
- 65 Provenza, FD, Kronberg SL, Gregorini, P. 'Is Grassfed Meat and Dairy Better for Human and Environmental health?' *Frontiers in Nutrition*. 6:26
<https://www.frontiersin.org/articles/10.3389/fnut.2019.00026/full>
- 66 Rowntree, Jason E., Paige L. Stanley, Isabella C. F. Maciel, Mariko Thorbecke, Steven T. Rosenzweig, Dennis W. Hancock, Aidee Guzman, and Matt R. Raven. 'Ecosystem Impacts and Productive Capacity of a Multi-Species Pastured Livestock System'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.544984>.
- 67 Ibid
- 68 Interview with Allen Williams
- 69 Rowntree, Jason E., Paige L. Stanley, Isabella C. F. Maciel, Mariko Thorbecke, Steven T. Rosenzweig, Dennis W. Hancock, Aidee Guzman, and Matt R. Raven. 'Ecosystem Impacts and Productive Capacity of a Multi-Species Pastured Livestock System'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.544984>.
- 70 Interviews with Allen Williams and Sheila Cooke
- 71 Rowntree, Jason E., Paige L. Stanley, Isabella C. F. Maciel, Mariko Thorbecke, Steven T. Rosenzweig, Dennis W. Hancock, Aidee Guzman, and Matt R. Raven. 'Ecosystem Impacts and Productive Capacity of a Multi-Species Pastured Livestock System'. *Frontiers in Sustainable Food Systems* 4 (2020).
<https://doi.org/10.3389/fsufs.2020.544984>.
- 72 'Synthetic Meat Investor Bill Gates Calls for Rich Countries to Shift Entirely to Synthetic Meat - Beef Central'. Accessed 31 August 2021. <https://www.beefcentral.com/news/synthetic-meat-investor-bill-gates-calls-for-rich-countries-to-eat-only-synthetic-meat/>.
- 73 Gates, Bill. *How To Avoid A Climate Disaster: The Solutions We Have And The Breakthroughs We Need*. London, UK: Allen Lane, 2021.p112-129.
- 74 <https://epa.gov/ghgemissions/overview-greenhouse-gases#methane>
- 75 <https://www.globalcarbonproject.org/methanebudget/20/presentation.htm>.
- At the time of interview (early 2020) the Global Carbon Project's Global Methane Budget for 2017 showed emissions of 558 million tonnes and sinks of 548 million tonnes, meaning that net new emissions was 10 million tonnes.
- The Global Carbon Project's latest (2020) report contains two numbers for annual average global methane emissions between 2008 and 2017: 737 and 576 million tonnes. The higher number, which I have used here, is a 'bottom up budget' derived from process models, inventories and data driven methods. The lower number (a top-down budget) is derived from atmospheric conversions.
- 76 <https://www.beefcentral.com/production/scientists-understand-cattle-are-not-climate-villains-media-still-missing-the-message>
- 77 <https://www.globalcarbonproject.org/methanebudget/20/presentation.htm>.
- 78 See note 75

- 79 <https://www.globalcarbonproject.org/methanebudget/>
- 80 Pultarova, Tereza. 'Satellites Discover Huge Amounts of Undeclared Methane Emissions'. Space.com, 15 November 2021. <https://www.space.com/satellites-discover-huge-undeclared-methane-emissions>.
- 81 Azeez, G. 'Soil Carbon and Organic Farming: Summary of Findings,' a report of the UK Soil Association (2009). https://www.soilassociation.org/media/4954/policy_soil_carbon_full_review.pdf
- 82 Allwood, Julian, Jose Azevedo, Adam Clare, Christopher Cleaver, Jonathan Cullen, Cyrille Dunant, Teppo Fellin, et al. 'Absolute Zero'. Apollo - University of Cambridge Repository, 29 November 2019. <https://doi.org/10.17863/CAM.46075>.
- 83 Frank Mitloehner, @GHGGuru 9/12/2019. Confirmed in interview.
- 84 Biogenic methane explained. 'The Biogenic Carbon Cycle and Cattle'. CLEAR Center, 19 February 2020. <https://clear.ucdavis.edu/explainers/biogenic-carbon-cycle-and-cattle>
- Also, Cain, Michelle, John Lynch, Myles R. Allen, Jan S. Fuglestedt, David J. Frame, and Adrian H Macey. 'Improved Calculation of Warming-Equivalent Emissions for Short-Lived Climate Pollutants'. *Npj Climate and Atmospheric Science* 2, no. 1 (December 2019): 29. <https://doi.org/10.1038/s41612-019-0086-4>.
- 85 <https://ourworldindata.org/carbon-footprint-food-methane>
- 86 <https://www.oxfordmartin.ox.ac.uk/publications/climate-metrics-for-ruminant-livestock/> and Cain, M. et al, 'Improved calculation of warming-equivalent emissions for short lived climate pollutants.' *Npj Climate and Atmospheric Science* 2:29 (2019). <https://www.nature.com/articles/s41612-019-0086-4>
- 87 Cain, Michelle, John Lynch, Myles R. Allen, Jan S. Fuglestedt, David J. Frame, and Adrian H Macey. 'Improved Calculation of Warming-Equivalent Emissions for Short-Lived Climate Pollutants'. *Npj Climate and Atmospheric Science* 2, no. 1 (December 2019): 29. <https://doi.org/10.1038/s41612-019-0086-4>.
- Further improvements to the GWP* metric were written up in 2021. Smith, M. A., M. Cain, and M. R. Allen. 'Further Improvement of Warming-Equivalent Emissions Calculation'. *Npj Climate and Atmospheric Science* 4, no. 1 (19 March 2021): 1–3. <https://doi.org/10.1038/s41612-021-00169-8>.
- 88 Myles Allen interviewed in Darigold. 'New Methane Math Could Take the Heat off Cows', 28 May 2021. <https://www.darigold.com/new-methane-math-could-take-the-heat-off-cows/>.
- 89 Oxford Martin School. 'Get the Maths Right on Emissions or Risk Missing Temperature Target,...?'. Accessed 17 February 2021. <https://www.oxfordmartin.ox.ac.uk/news/get-the-maths-right-on-emissions-or-risk-missing-temperature-target-warn-oxford-scientists/>.
- 90 https://www.cdffa.ca.gov/egov/Press_Releases/Press_Release.asp?PRnum=19-085
- 91 Quinton, Amy M. 'Feeding Cattle Seaweed Reduces Their Greenhouse Gas Emissions 82 Percent'. UC Davis, 17 March 2021. <https://www.ucdavis.edu/news/feeding-cattle-seaweed-reduces-their-greenhouse-gas-emissions-82-percent>.
- 92 'Scientists' New Mission: Find How to Stop Cows Burping Greenhouse Gases | News | The Times'. Accessed 10 August 2021. <https://www.thetimes.co.uk/article/scientists-new-mission-find-how-to-stop-cows-burping-greenhouse-gases-f8z5jdbp5>.
- 93 Interview with Dr Allen Williams
- 94 <https://nytimes.com/2020/05/21/opinion/coronavirus-meat-vegetarianism.html?smtyp=cur&mid=tw=nytimes>
- 95 the Guardian. 'Why You Should Go Animal-Free: 18 Arguments for Eating Meat Debunked', 19 June 2020. <http://www.theguardian.com/environment/2020/jun/19/why-you-should-go-animal-free-arguments-in-favour-of-meat-eating-debunked-plant-based>.
- 96 Ibid

- 97 Van Eenennaam, Alison. 'Sheep brains for breakfast.' *Farm Policy Journal*, Summer 2019. https://animalbiotech.ucdavis.edu/sites/g/files/dgvnsk501/files/inline-files/SheepBrains%202019_Van-E%20AFPJ.pdf
- 98 Leroy presentation. https://www.youtube.com/watch?v=w_RFzJ-nFLY
- 99 Nutrient density was calculated based on 15 key nutrients. Source: Drewnowski, Adam, Colin D Rehm, Agnes Martin, Eric O Verger, Marc Voinnesson, and Philippe Imbert. 'Energy and Nutrient Density of Foods in Relation to Their Carbon Footprint'. *The American Journal of Clinical Nutrition* 101, no. 1 (1 January 2015): 184–91. <https://doi.org/10.3945/ajcn.114.092486>.
- 100 Ibid
- 101 McAuliffe, G et al. Framework for life cycle assessment of livestock production systems to account for the nutritional quality of final products. P7. <https://doi.org/10.1002/fes3.143>
- 102 Van Vliet et al, 'Plant-Based meats, Human Health, and Climate Change'
- 103 Vieux, F., N. Darmon, D. Touazi, and L. G. Soler. 'Greenhouse Gas Emissions of Self-Selected Individual Diets in France: Changing the Diet Structure or Consuming Less?' *Ecological Economics* 75 (1 March 2012): 91–101. <https://doi.org/10.1016/j.ecolecon.2012.01.003>.
- 104 Animal source foods in ethical, sustainable & healthy diets. 'Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions'. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>.
- 105 Shepon, A, et al. The opportunity cost of animal-based diets exceeds all food losses. <https://www.pnas.org/content/115/15/3804>
- 106 Global Panel on Agriculture and Food Systems for Nutrition, Foresight Project Lead Expert group, "Future Food Systems: for our people, our planet, and prosperity" ISBN: 978 -0- 9956228-6-9, www.gloplan.org. Also 'All Consuming: Building A Heathier Food System For People And Planet. A report from the UK Health Alliance on Climate Change. <http://www.ukhealthalliance.org/all-consuming/>
- 107 Poore, J., and T. Nemecek. 'Reducing Food's Environmental Impacts through Producers and Consumers'. *Science* 360, no. 6392 (1 June 2018): 987–92. <https://doi.org/10.1126/science.aag0216>.
- 108 <https://civileats.com/2020/06/12/op-ed-its-time-to-rethink-the-food-system-from-the-ground-up/>
- 109 Interview with Frederic Leroy, 02/09/2020
- 110 @fleroy1974, 23/04/2020
- 111 <https://medium.com/@bondevett/what-is-the-carbon-footprint-of-foods-244cf89154fc>
- 112 <https://science.sciencemag.org/content/360/6392/987.full>
- 113 Bondevett, 5
- 114 Ibid.,7
- 115 Ibid., 20
- 116 Interview with Frank Mitloehner, 17/08/2020
- 117 <https://sustainablefoodtrust.org/articles/claims-against-meat-fail-to-see-bigger-picture>
- 118 Schuman, G. E, H. H Janzen, and J. E Herrick. 'Soil Carbon Dynamics and Potential Carbon Sequestration by Rangelands'. *Environmental Pollution* 116, no. 3 (1 March 2002): 391–96. [https://doi.org/10.1016/S0269-7491\(01\)00215-9](https://doi.org/10.1016/S0269-7491(01)00215-9);
Pelletier, Nathan, Rich Pirog, and Rebecca Rasmussen. 'Comparative Life Cycle Environmental Impacts of Three Beef Production Strategies in the Upper Midwestern United States'. *Agricultural Systems* 103, no. 6 (1 July 2010): 380–89. <https://doi.org/10.1016/j.agsy.2010.03.009>; and

Rowntree, Jason E., Paige L. Stanley, Isabella C. F. Maciel, Mariko Thorbecke, Steven T. Rosenzweig, Dennis W. Hancock, Aidee Guzman, and Matt R. Raven. 'Ecosystem Impacts and Productive Capacity of a Multi-Species Pastured Livestock System'. *Frontiers in Sustainable Food Systems* 4 (2020). <https://doi.org/10.3389/fsufs.2020.544984>;

These and other studies on carbon sequestration are referenced in:

- Animal source foods in ethical, sustainable & healthy diets. 'Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions'. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>.
- 119 https://www.weightlossresources.co.uk/diet/healthy_eating/healthy-food-good-for-planet.htm
- 120 Clark, Michael A., Marco Springmann, Jason Hill, and David Tilman. 'Multiple Health and Environmental Impacts of Foods'. *Proceedings of the National Academy of Sciences* 116, no. 46 (12 November 2019): 23357–62. <https://doi.org/10.1073/pnas.1906908116>. P7
- 121 Ibid. P9
- 122 Springmann, M, Clark M, Willet w. 'Feedlot diet for Americans that results from a misspecified optimization algorithm.' *Proc Natl Acad Sci USA*. 2018;115:E1704-E1705 [PMC free article] [Pub Med] [Google Scholar]
- 123 Twitter. 'Frank Mitloehner on Twitter'. Accessed 5 November 2021. <https://twitter.com/GHGGuru/status/1316954997012254720>.
- 124 Hawken, Paul. *Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming*, 2018. P222
- 125 Animal source foods in ethical, sustainable & healthy diets. 'Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions'. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>.

CHAPTER 8

- 1 FAO statistics cited in <https://ourworldindata.org/agricultural-land-by-global-diets>
- 2 <https://foodrevolution.org/blog/regenerative-agriculture/>
- 3 These claims are based on FAO numbers, as reported here: <https://ourworldindata.org/agricultural-land-by-global-diets>
- 4 As asserted in a series of live tweets to support a documentary, *Apocalypse Cow*, 24/01/2020
- 5 info@sustainablefoodtrust.org, Sustainable Food Trust-. 'Sustainable Food Trust'. Sustainable Food Trust. Accessed 14 August 2021. <https://sustainablefoodtrust.org/articles/false-claims-and-miracles-from-the-new-vegan-religion/>.
- 6 <https://ourworldindata.org/agricultural-land-by-global-diets>
- 7 Leinonen, Ilkka, Pietro P. M. Iannetta, Michael MacLeod, Robert M. Rees, Wendy Russell, Christine Watson, and Andrew P. Barnes. 'Regional Land Use Efficiency and Nutritional Quality of Protein Production'. *Global Food Security* 26 (1 September 2020): 100386. <https://doi.org/10.1016/j.gfs.2020.100386>.
- 8 Ibid
- 9 Peters et al. Carrying capacity of U.S. agricultural land: ten diet scenarios. 2016. <https://online.ucpress.edu/elementa/article/doi/10.12952/journal.elementa.000116/112904/Carrying-capacity-of-U-S-agricultural-land-Ten>

- 10 Ibid
- 11 GOV.UK. 'Agriculture in the United Kingdom 2020'. Accessed 14 August 2021. <https://www.gov.uk/government/statistics/agriculture-in-the-united-kingdom-2020>.
- 12 Published estimates of the amount of global agricultural land that is unsuitable for growing crops range from around 65 percent to 80 percent. Professor Tommy Boland of the University College Dublin, speaking at an ASA (Agricultural Science Association) event maintained that two thirds of global agricultural land is only suitable for livestock production. <https://www.agriland.ie/farming-news/two-thirds-of-agricultural-land-area-is-only-suitable-for-livestock-production/>
- 13 Mottet, Anne, Cees de Haan, Alessandra Falcucci, Giuseppe Tempio, Carolyn Opio, and Pierre Gerber. 'Livestock: On Our Plates or Eating at Our Table? A New Analysis of the Feed/Food Debate'. *Global Food Security, Food Security Governance in Latin America*, 14 (1 September 2017): 1–8. <https://doi.org/10.1016/j.gfs.2017.01.001>.
- 14 <https://www.countrysideonline.co.uk/people-in-farming/joe-stanley-why-british-grazed-livestock-are-essential-to-our-food-system/>
- 15 Interview with Andrew Owens
- 16 CELEP (Coalition of European Lobbies for East African Pastoralism), cited in "An awakening for the world's rangelands," <https://news.globallandscapesforum.org/42598>
- 17 Global Landscape Forum, <https://globallandscapesforum.org/42598/an-awakening-for-the-world-s-rangelands/>
- 18 An estimate of 110,000 kilos of water/kilo of beef can be found in Potter, John D. 'Red and Processed Meat, and Human and Planetary Health'. *BMJ* 357 (9 May 2017): j2190. <https://doi.org/10.1136/bmj.j2190>. The number 15,000 comes from the IME, cited in <https://www.theguardian.com/news/datablog/2013/jan/10/how-much-water-food-production-waste> and also from <https://www.footprintnetwork.org/>. Elsewhere, Michael Pollan claimed that beef requires between 2500 and 6000 kilos of water per kilo, although his calculation was in pounds.
- 19 <https://www.nfuonline.com/updates-and-information/water-use-and-beef-what-we-know/#:~:text=The%20Water%20Footprint%20Network%20has,the%20feed%20for%20the%20animals.> And <https://waterfootprint.org/en/water-footprint/product-water-footprint/water-footprint-crop-and-animal-products/>
- 20 Chenoweth, J., M. Hadjikakou, and C. Zoumides. 'Quantifying the Human Impact on Water Resources: A Critical Review of the Water Footprint Concept'. *Hydrology and Earth System Sciences* 18, no. 6 (24 June 2014): 2325–42. <https://doi.org/10.5194/hess-18-2325-2014>.
- Ridoutt, Bradley, Peerasak Sanguansri, Michael Freer, and Gregory Harper. 'Water Footprint of Livestock: Comparison of Six Geographically Defined Beef Production Systems'. *The International Journal of Life Cycle Assessment* 17 (3 May 2012): 165–75. <https://doi.org/10.1007/s11367-011-0346-y>.
- 21 Good Meat V2. 'Red Meat and Water Use | Good Meat Australia'. Accessed 4 January 2022. <https://www.goodmeat.com.au/environmental-sustainability/water-use/>. And,
- Peters, Greg M., Stephen G. Wiedemann, Hazel V. Rowley, and Robyn W. Tucker. 'Accounting for Water Use in Australian Red Meat Production'. *The International Journal of Life Cycle Assessment* 15, no. 3 (1 March 2010): 311–20. <https://doi.org/10.1007/s11367-010-0161-x>.
- 22 Fabrique [merken, design & interactie. 'What Is a Water Footprint?' Accessed 13 August 2021. <https://waterfootprint.org/en/water-footprint/what-is-water-footprint/>
- 23 Fabrique [merken, design & interactie. 'What Is a Water Footprint?' Accessed 13 August 2021. <https://waterfootprint.org/en/water-footprint/what-is-water-footprint/>.
- 24 <https://www.nfuonline.com/nfu-online/sectors/dairy/mythbuster-final/>
- 25 'Frédéric Leroy: Meat's Become a Scapegoat for Vegans, Politicians & the Media Because of Bad Science - YouTube'. Accessed 13 August 2021. https://www.youtube.com/watch?v=w_RFzJ-nFLY.

- 26 <https://www.nfuonline.com/sectors/livestock/livestock-news/water-use-and-beef-what-we-know/>
- 27 Rotz, C. Alan, Senorpe Asem-Hiablle, Sara Place, and Greg Thoma. 'Environmental Footprints of Beef Cattle Production in the United States'. *Agricultural Systems* 169 (1 February 2019): 1–13. <https://doi.org/10.1016/j.agsy.2018.11.005>.
- 28 Foods, Impossible. 'How Our Commitment to Consumers and Our Planet Led Us to Use GM Soy'. What IF? (blog), 21 May 2021. <https://medium.com/impossible-foods/how-our-commitment-to-consumers-and-our-planet-led-us-to-use-gm-soy-23f880c93408>.
- Translating Browns claim from pounds to kilos would estimate a grain input of 30 kilos for every 1 kilo of beef. This 30 kilos is roughly 50 times the FAO estimate of .6 kilos.
- 29 Mottet, Anne, Cees de Haan, Alessandra Falcucci, Giuseppe Tempio, Carolyn Opio, and Pierre Gerber. 'Livestock: On Our Plates or Eating at Our Table? A New Analysis of the Feed/Food Debate'. *Global Food Security, Food Security Governance in Latin America*, 14 (1 September 2017): 1–8. <https://doi.org/10.1016/j.gfs.2017.01.001>.
- 30 Ibid
- 31 Ibid
- 32 Ibid
- 33 Ibid
- 34 extension.psu.edu/grass-fed-beef
- 35 <https://www.nfuonline.com/nfu-online/sectors/dairy/mythbuster-final/>
- 36 <https://www.nfuonline.com/nfu-online/sectors/dairy/mythbuster-final/>
- 37 https://animalbiotech.ucdavis.edu/sites/g/files/dgvnsk501/files/inline-files/SheepBrains%202019_Van-E%20AFPJ.pdf P23
- 38 Interview with Robert Barbour
- 39 McAuliffe, G et al. Framework for life cycle assessment of livestock production systems to account for the nutritional quality of final products. P7. <https://doi.org/10.1002/fes.3.143>
- 40 Vliet, Stephan van, Frederick D. Provenza, and Scott L. Kronberg. 'Health-Promoting Phytonutrients Are Higher in Grass-Fed Meat and Milk'. *Frontiers in Sustainable Food Systems* 0 (2021). <https://doi.org/10.3389/fsufs.2020.555426>.
- 41 Leinonen et al. Regional land use efficiency and nutritional quality of protein production. 2020. <https://www.sciencedirect.com/science/article/abs/pii/S2211912420300407>
- 42 Interview with Pete Huff
- 43 <https://ourworldindata.org/meat-production>
- 44 Niman, Nicolette Hahn. *Defending Beef: The Case for Sustainable Meat Production*. White River Junction, Vermont: Chelsea Green Publishing, 2014. P12
- 45 <https://www.theguardian.com/environment/2017/oct/05/vast-animal-feed-crops-meat-needs-destroying-planet>
- 46 Mottet, Anne, Cees de Haan, Alessandra Falcucci, Giuseppe Tempio, Carolyn Opio, and Pierre Gerber. 'Livestock: On Our Plates or Eating at Our Table? A New Analysis of the Feed/Food Debate'. *Global Food Security, Food Security Governance in Latin America*, 14 (1 September 2017): 1–8. <https://doi.org/10.1016/j.gfs.2017.01.001>. p 5
- 47 James Rebanks interviewed in Sacred Cow. 'About the Film — Sacred Cow'. Accessed 16 August 2021. <https://www.sacredcow.info/about-the-film>.

- 48 Animal source foods in ethical, sustainable & healthy diets. ‘Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions’. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>.
- 49 Email correspondence with Allen Williams
- 50 <https://www.telegraph.co.uk/environment/2020/11/06/rewilding-will-turn-exmoor-rich-boys-playground-say-fearful/>
- 51 “‘It’ll Take Away Our Livelihoods’”: Welsh Farmers on Rewilding and Carbon Markets | Rewilding | The Guardian’. Accessed 19 January 2022. https://www.theguardian.com/environment/2021/dec/28/agriculture-recycling-carbon-farmers-reframe-rewilding-debate?CMP=Share_iOSApp_Other.
- ‘The Scheme to Rewild Britain Is Wildly off the Mark - New Food Magazine’. Accessed 19 January 2022. <https://www.newfoodmagazine.com/article/160364/the-scheme-to-rewild-britain-is-wildly-off-the-mark/>.
- Davies, Helen. ‘Monty Don Interview: Rewilding Is for “Toffs” and Landowners with “Vast Incomes”’, sec. home. Accessed 26 January 2022. <https://www.thetimes.co.uk/article/monty-don-interview-rewilding-is-for-toffs-and-landowners-with-vast-incomes-ds5r6frxl>.
- 52 <https://survivalinternational.org/emails/biggreenlie>
- 53 <https://www.theatlantic.com/health/archive/2011/07/a-way-to-save-americas-bees-buy-free-range-beef/241935/>
- 54 ‘Cessation of Grazing Causes Biodiversity Loss and Homogenization of Soil Food Webs - Authorea’. Accessed 7 December 2021. <https://www.authorea.com/users/439947/articles/540716-cessation-of-grazing-causes-biodiversity-loss-and-homogenization-of-soil-food-webs>.
- 55 Newton, Ian. ‘BB Eye – In praise of cow dung’. <https://britishbirds.co.uk/content/bb-eye-%E2%80%93-praise-cow-dung>
- 56 Sánchez-Bayo, Francisco, and Kris A. G. Wyckhuys. ‘Worldwide Decline of the Entomofauna: A Review of Its Drivers’. *Biological Conservation* 232 (1 April 2019): 8–27. <https://doi.org/10.1016/j.biocon.2019.01.020>.
- 57 www.pastureproject.org. Adaptive grazing videos on YouTube, <https://www.youtube.com/watch?v=brn5wKVOGEg&feature=youtu.be>
- 58 <https://www.nationalfoodstrategy.org/henry-dimbleby-speech-to-the-oxford-farming-conference-2020/>
- 59 National Food Strategy. ‘Henry Dimbleby Speech to the Oxford Farming Conference 2020’, 8 January 2020. <https://www.nationalfoodstrategy.org/henry-dimbleby-speech-to-the-oxford-farming-conference-2020/>.
- 60 Ibid
- 61 ‘Frontiers | We Are the Earth and the Earth Is Us: How Palates Link Foodscapes, Landscapes, Heartscapes, and Thoughtscapes | Sustainable Food Systems’. Accessed 13 August 2021. <https://www.frontiersin.org/articles/10.3389/fsufs.2021.547822/full>.
- 62 info@sustainablefoodtrust.org, Sustainable Food Trust-. ‘Sustainable Food Trust’. Sustainable Food Trust. Accessed 14 August 2021. <https://sustainablefoodtrust.org/articles/land-sharing-and-land-sparing-we-need-food-in-harmony-with-nature/>.
- 63 Rodgers, Diana, and Robert Wolf. *Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet*. Dallas, TX: BenBella Books, Inc, 2020. P128
- 64 Brown, Gabe. *Dirt to Soil: One Family’s Journey into Regenerative Agriculture*. White River Junction, Vermont: Chelsea Green Publishing, 2018. P45
- 65 Montgomery, David. *Dirt: the erosion of civilisations*, University of California Press, 2008. px

- 66 Winkler, Elizabeth. Ten things you should know about soil. <https://sustainablefoodtrust.org/articles/ten-things-know-soil/>
- 67 <https://www.newscientist.com/article/mg24232291-100-the-idea-that-there-are-only-100-harvests-left-is-just-a-fantasy/>
- 68 Winkler, Elizabeth. Ten things you should know about soil. <https://sustainablefoodtrust.org/articles/ten-things-know-soil/>
- 69 Climate Change Committee. 'Reducing Emissions and Preparing for Climate Change: 2015 Progress Report to Parliament'. Accessed 14 August 2021. <https://www.theccc.org.uk/publication/reducing-emissions-and-preparing-for-climate-change-2015-progress-report-to-parliament/>.
- 70 Mayer, Anne-Marie. 'Historical Changes in the Mineral Content of Fruits and Vegetables'. *British Food Journal* Davis, Donald R. 'Declining Fruit and Vegetable Nutrient Composition: What Is the Evidence?' *HortScience* 44, no. 1 (1 February 2009): 15–19. <https://doi.org/10.21273/HORTSCI.44.1.15>.
al 99 (1 July 1997): 207–11. <https://doi.org/10.1108/00070709710181540>.
- Davis, Donald R., Melvin D. Epp, and Hugh D. Riordan. 'Changes in USDA Food Composition Data for 43 Garden Crops, 1950 to 1999'. *Journal of the American College of Nutrition* 23, no. 6 (December 2004): 669–82. <https://doi.org/10.1080/07315724.2004.10719409>.
- 71 Provenza, Frederick D. *Nourishment: What Animals Can Teach Us about Rediscovering Our Nutritional Wisdom*. White River Junction, Vermont: Chelsea Green Publishing, 2018. P31
- 72 <https://unherd.com/2020/02/veganism-is-far-less-green-than-we-think/>
- 73 Simon-Delso, N., V. Amaral-Rogers, L. P. Belzunces, J. M. Bonmatin, M. Chagnon, C. Downs, L. Furlan, et al. 'Systemic Insecticides (Neonicotinoids and Fipronil): Trends, Uses, Mode of Action and Metabolites'. *Environmental Science and Pollution Research International* 22, no. 1 (January 2015): 5–34. <https://doi.org/10.1007/s11356-014-3470-y>.
- 74 <https://www.beyondpesticides.org/programs/bee-protective-pollinators-and-pesticides/chemicals-implicated>
- 75 <https://annalappe.com/2019/04/what-the-insect-apocalypse-has-to-do-with-the-food-we-eat/>
- 76 Seralini, Gilles-Eric. 'Update on Long-Term Toxicity of Agricultural GMOs Tolerant to Roundup'. *Environmental Sciences Europe* 32, no. 1 (11 February 2020): 18. <https://doi.org/10.1186/s12302-020-0296-8>.
- 77 https://glyphosatestudy.org/hrf_faq/how-much-glyphosate-is-used-worldwide/
- 78 <http://farminggeorge.blogspot.com/2020/08/glyphosateisvitalummm-no.html>
- 79 "The 10 elements of agroecology: guiding the transition to sustainable food and agricultural systems." Food and Agriculture Organisation of the United Nations.
- 80 <https://phys.org/news/2020-09-reveals-soil-significant-carbon-sequestration.html>
- 81 Interview with Allen Williams.
- 82 <https://www.theguardian.com/commentisfree/2018/aug/25/veganism-intensively-farmed-meat-dairy-soya-maize>
- 83 'Isabella Tree, the Queen of Rewilding, and Her War with the Housing Developers | Times2 | The Times'. Accessed 19 August 2021. <https://www.thetimes.co.uk/article/isabella-tree-the-queen-of-rewilding-and-her-war-with-the-housing-developers-2pmbndgf2>.
- 84 Brown, Gabe. *Dirt to Soil: One Family's Journey into Regenerative Agriculture*. White River Junction, Vermont: Chelsea Green Publishing, 2018.
- 85 Hawken, Paul. *Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming*, 2018. P74

- 86 Brown, Gabe. *Dirt to Soil: One Family's Journey into Regenerative Agriculture*. White River Junction, Vermont: Chelsea Green Publishing, 2018. P20
- 87 Savory, Allan. *Holistic Management: a commonsense revolution to restore our environment*. 3rd edition, Island Press, 2016, P5
- 88 Soil4Climate. Conservation Biologist M. Sanjayan, PhD, Calls Allan Savory's Holistic Planned Grazing 'Spectacular'. Accessed 19 August 2021. <https://www.youtube.com/watch?v=XfPpC258ZwM>.
- 89 Brown, Gabe. *Dirt to Soil: One Family's Journey into Regenerative Agriculture*. White River Junction, Vermont: Chelsea Green Publishing, 2018. P21
- 90 Stanley, Joe. British farmers are not the enemy in the battle against the climate crisis. <https://www.theguardian.com/commentisfree/2019/nov/03/uk-farmers-climate-crisis-livestock-sustainable>

CHAPTER 9

- 1 <https://www.zoeharcombe.com/2020/10/the-eatwell-guide-the-environment/>
- 2 Rodgers, Diana, and Robert Wolf. *Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet*. Dallas, TX: BenBella Books, Inc, 2020. P88
- 3 Ibid. P89. Beans deliver more of the following nutrients per ounce than beef: Folate, vitamin K, calcium, copper, magnesium, manganese.
- 4 <https://www.theguardian.com/environment/2020/jan/07/honeybees-deaths-almonds-hives-aoe>
- 5 Mekonnen, MM and Hoekstra, The green, blue, and grey water footprint of crops and derived crop products," Hydrology and Earth Sciences, Watershed Agricultural Council. <https://waterfootprint.org/media/downloads/Mekonnen-Hoekstra-2011-WaterFootprintCrops.pdf>
- 6 NFU, The facts about British red meat and milk. <https://www.nfuonline.com/nfu-online/sectors/dairy/mythbuster-final/>
- 7 "Like Sending Bees to War": The Deadly Truth behind Your Almond Milk Obsession | Bees | The Guardian'. Accessed 18 August 2021. <https://www.theguardian.com/environment/2020/jan/07/honeybees-deaths-almonds-hives-aoe>.
- 8 Gray, Richard, Why the vegan diet is not always green. <https://www.bbc.com/future/article/20200211-why-the-vegan-diet-is-not-always-green>
- 9 <https://sustainablefoodtrust.org/articles/importing-food-and-exporting-drought-the-hidden-water-in-your-fruit-and-vegetables/>
- 10 Rodgers, Diana, and Robert Wolf. *Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet*. Dallas, TX: BenBella Books, Inc, 2020. P122
- 11 USDA stats
- 12 <https://newfoodeconomy.org/industrial-soy-production-starves-honey-bees-iowa-state-university-research>
- 13 Gray, Richard. Why the vegan diet is not always green. <https://www.bbc.com/future/article/20200211-why-the-vegan-diet-is-not-always-green>
- 14 <https://tabledebates.org/building-blocks/soy-food-feed-and-land-use-change>
- 15 <https://thetab.com/uk/2020/02/12/tofu-vegan-food-staple-bad/>

- 16 Paddock, Richard C. 'To Make This Tofu, Start by Burning Toxic Plastic'. The New York Times, 14 November 2019, sec. World. <https://www.nytimes.com/2019/11/14/world/asia/indonesia-tofu-dioxin-plastic.html>.
- 17 Harrington, Mary. "there is no such thing as a green vegan." <https://unherd.com/2020/02/veganism-is-far-less-green-than-we-think/>
- 18 <https://blog.whiteoakpastures.com/blog/animal-impact-vs-industrial-agriculture>
- 19 <https://soilhealthacademy.org/blog/artificial-animals-part-1-113020/> , <https://www.cnbc.com/2019/09/02/beyond-meat-uses-climate-change-to-market-fake-meat-substitutes-scientists-are-cautious.html>
- 20 Creswell, Julie. 'Plant-Based Food Companies Face Critics: Environmental Advocates'. The New York Times, 15 October 2021, sec. Business. <https://www.nytimes.com/2021/10/15/business/beyond-meat-impossible-emissions.html>.
- 21 Brand Universe Blog. '100% Common Sense Claims.', 22 March 2021. <https://branduniverseblog.com/2021/03/22/claiming-common-sense/>.
- 22 <https://www.oatly.com/uk/climate-footprint>
- 23 Brand Universe Blog. '100% Common Sense Claims.', 22 March 2021. <https://branduniverseblog.com/2021/03/22/claiming-common-sense/>.
- 24 VMT. 'Melk van haver of van de koe: wat is duurzamer?' Accessed 16 February 2021. <https://www.vmt.nl/duurzaamheid-mvo/artikel/2021/02/melk-van-haver-of-van-de-koe-wat-is-duurzamer-10145689>.
- 25 Oatly. '#Worldmilkday Seems like a Really Good Day to Talk about How Closely Intertwined the Dairy and Meat Industries Are, and How Together They Create More Greenhouse Gas Emissions than All the World's Cars, Trucks, Planes, Trains, Ships, Boats, Go-Karts, Etc. Combined. <https://t.co/365u4er7xQ>'. Tweet. @oatly (blog), 1 June 2018. <https://twitter.com/oatly/status/1002493420777230336>.
- 26 'Vegan Firm Oatly Slammed for "Seriously Misusing Statistics"'. Accessed 2 November 2021. https://www.farminguk.com/news/vegan-firm-oatly-slammed-for-seriously-misusing-statistics-_57410.html.
- 27 'Holy Cow! Meet the Oatly CEO Who Weaned Us off Dairy | Magazine | The Times'. Accessed 25 November 2021. <https://www.thetimes.co.uk/article/holy-cow-meet-the-oatly-ceo-who-weaned-us-off-dairy-3mc70kkhh>.
- 28 <https://ourworldindata.org/food-choice-vs-eating-local>
- 29 <https://www.wwf.org.uk/updates/8-things-know-about-palm-oil>
- 30 Rainforest Action Network. 'The Businesses Driving Deforestation'. Accessed 2 November 2021. <https://www.ran.org/issue/the-businesses-driving-deforestation/>.
- 31 Rodgers, Diana, and Robert Wolf. Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet. Dallas, TX: BenBella Books, Inc, 2020. P199-200
- 32 Ben webster, "Phone tracker spots illegal palm oil supplies," The Times, Aug 24 2020, p.21
- 33 Animal source foods in ethical, sustainable & healthy diets. 'Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions'. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>;
- Our World in Data. 'Greenhouse Gas Emissions'. Accessed 17 February 2021. <https://ourworldindata.org/greenhouse-gas-emissions>.
- 34 Venkat, Kumar. 'The Climate Change and Economic Impacts of Food Waste in the United States'. International Journal on Food System Dynamics 02, no. 4 (2012): 1–16. <https://ideas.repec.org/a/ags/ijofsd/144840.html>.

- 35 World Wildlife Fund. 'Over 1 Billion Tonnes More Food Being Wasted Than Previously Estimated, Contributing 10% of All Greenhouse Gas Emissions'. Accessed 18 August 2021. <https://www.worldwildlife.org/press-releases/over-1-billion-tonnes-more-food-being-wasted-than-previously-estimated-contributing-10-of-all-greenhouse-gas-emissions>.
- 36 Hawken, Paul. *Drawdown: The Most Comprehensive Plan Ever Proposed to Reverse Global Warming*, 2018.
- 37 Animal source foods in ethical, sustainable & healthy diets. 'Animal Source Foods in Ethical, Sustainable & Healthy Diets: Livestock and Greenhouse Gas Emissions'. Accessed 16 February 2021. <https://aleph-2020.blogspot.com/2019/06/greenhouse-gas-emissions.html>
- 38 Haddad, Sam. 'Can Eco-Ratings on Food and Drink Packaging Help Improve Sustainability?' *Raconteur (blog)*, 14 July 2021. <https://www.raconteur.net/packaging/ecolabelling-scheme-packaging/>
- 39 Berners-Lee, Mike. *How Bad Are Bananas?: The Carbon Footprint of Everything*. London: Profile Books, 2020. P 215
- 40 Foundation Earth. 'Pilot Launch - Foundation Earth Environmental Scores'. Accessed 18 August 2021. <https://www.foundation-earth.org/pilot-launch/>.
- 41 Food and Climate Change without the Hot Air: Change Your Diet: The Easiest Way to Help Save the Planet. Uit Cambridge Ltd, n.d. P5.
- Bridle's estimates replicate those by a team of researchers from the University of Leeds School of Medicine, which found that meat and dairy generate around 46 per cent of food emissions. Editor, News. 'Junk Food Has a Higher Carbon Footprint Than Nutritious Food', 3 December 2021. <https://ens-newswire.com/junk-food-has-a-higher-carbon-footprint-than-nutritious-food/>.
- 42 Vliet, Stephan van, Scott L. Kronberg, and Frederick D. Provenza. 'Plant-Based Meats, Human Health, and Climate Change'. *Frontiers in Sustainable Food Systems* 0 (2020). <https://doi.org/10.3389/fsufs.2020.00128>.
- 43 Silva, Jacqueline Tereza da, Josefa Maria Fellegger Garzillo, Fernanda Rauber, Alana Kluczkovski, Ximena Schmidt Rivera, Gabriela Lopes da Cruz, Angelina Frankowska, et al. 'Greenhouse Gas Emissions, Water Footprint, and Ecological Footprint of Food Purchases According to Their Degree of Processing in Brazilian Metropolitan Areas: A Time-Series Study from 1987 to 2018'. *The Lancet Planetary Health* 5, no. 11 (1 November 2021): e775–85. [https://doi.org/10.1016/S2542-5196\(21\)00254-0](https://doi.org/10.1016/S2542-5196(21)00254-0).
- 44 'Part 67 - John & Molly from The Biggest Little Farm on Feeding the World with Regenerative Practices'. Accessed 18 August 2021. <https://www.peak-human.com/post/part-67-john-molly-from-the-biggest-little-farm-on-feeding-the-world-with-regenerative-practices>.
- 45 All numbers are from Evans, Matthew. *On Eating Meat*. P109 -111.
- 46 the Guardian. "'Like Sending Bees to War': The Deadly Truth behind Your Almond Milk Obsession", 8 January 2020. <http://www.theguardian.com/environment/2020/jan/07/honeybees-deaths-almonds-hives-aoe>.
- 47 Keith, Lierre. *The Vegetarian Myth: Food, Justice and Sustainability*. Crescent City, Ca: Flashpoint Press, 2009. P49
- 48 <https://ourworldindata.org/meat-production>
- 49 Keith, Lierre. *The Vegetarian Myth: Food, Justice and Sustainability*. Crescent City, Ca: Flashpoint Press, 2009.
- 50 Evans, Matthew. *On Eating Meat: The Truth about Its Production and the Ethics of Eating It*. Sydney, N.S.W: Murdoch Books, 2019. P20
- 51 Ibid, P202
- 52 <https://www.sacredcow.info/blog/why-is-it-necessary-to-eat-animals>
- 53 <https://www.ethicalomnivore.org/the-least-harm-fallacy-of-veganism/>

- 54 Evans, Matthew. *On Eating Meat: The Truth about Its Production and the Ethics of Eating It*. Sydney, N.S.W: Murdoch Books, 2019. P20
- 55 Keith, Lierre. *The Vegetarian Myth: Food, Justice and Sustainability*. Crescent City, Ca: Flashpoint Press, 2009. P16
- 56 Ibid. P6
- 57 Ibid. P18
- 58 Ibid. P19
- 59 Ibid. P20
- 60 Ibid. P23
- 61 Tudge, Colin. *So Shall We Reap: What's Gone Wrong with the World's Food - and How to Fix It*. London New York: Penguin Books, 2004. P14
- 62 Ibid. P13
- 63 <https://www.totallyveganbuzz.com/news/woody-harrelson-climate-change-documentary/>
- 64 <https://plantbasednews.org/culture/media/vegan-woody-harrelson-narrates-netflix-documentary-on-climate-crisis/>
- 65 Interview with Brian Sanders
- 66 Figueres, Christiana, and Tom Rivett-Carnac. *The Future We Choose: Surviving the Climate Crisis*, 2020. P38
- 67 Ibid. P37
- 68 'Part 67 - John & Molly from The Biggest Little Farm on Feeding the World with Regenerative Practices'. Accessed 18 August 2021. <https://www.peak-human.com/post/part-67-john-molly-from-the-biggest-little-farm-on-feeding-the-world-with-regenerative-practices>
- 69 Tudge, Colin. *So Shall We Reap: What's Gone Wrong with the World's Food - and How to Fix It*. London New York: Penguin Books, 2004. P46
- 70 'Part 67 - John & Molly from The Biggest Little Farm on Feeding the World with Regenerative Practices'. Accessed 18 August 2021. <https://www.peak-human.com/post/part-67-john-molly-from-the-biggest-little-farm-on-feeding-the-world-with-regenerative-practices>
- 71 Evans, Matthew. *On Eating Meat: The Truth about Its Production and the Ethics of Eating It*. Sydney, N.S.W: Murdoch Books, 2019. P7-8
- 72 Niman, Nicolette Hahn. *Defending Beef: The Case for Sustainable Meat Production*. White River Junction, Vermont: Chelsea Green Publishing, 2014. P210
- 73 Ibid. P230
- 74 <https://www.ciwf.org.uk/farm-animals/chickens/meat-chickens/>
- 75 Montgomery, D.R. *Dirt: the erosion of civilizations : with a new preface*. Berkeley: University of California Press, 2008. P106
- 76 Niman, Nicolette Hahn. *Defending Beef: The Case for Sustainable Meat Production*. White River Junction, Vermont: Chelsea Green Publishing, 2014. P214-215
- 77 <https://www.independent.co.uk/life-style/food-and-drink/organic-chicken-daylesford-farm-highwelfare-better-a8504166.html>
- 78 <https://ahdb.org.uk/news/cattle-and-sheep-abattoir-size-and-throughput-risk-in-england>
- 79 <https://www.independent.co.uk/life-style/food-and-drink/organic-chicken-daylesford-farm-highwelfare-better-a8504166.html>

- 80 Evans, Matthew. *On Eating Meat: The Truth about Its Production and the Ethics of Eating It*. Sydney, N.S.W: Murdoch Books, 2019. P261
- 81 <https://www.independent.co.uk/life-style/food-and-drink/organic-chicken-daylesford-farm-highwelfare-better-a8504166.html>
- 82 Several regenerative farmers I interviewed insisted that, over time, as more and more farmers convert to regenerative practices and get better at implementing them, shifting the competitive landscape and the interplay between supply and demand, prices for regeneratively farmed meat will come down. In some parts of the world, regeneratively produced meat is already available at reasonably low prices. In May 2021, four grass fed and finished sirloin steaks were available at Costco in America for fifteen dollars, less than the price for same number of frozen plant-based burgers.

CHAPTER 10

- 1 Apocalypse Cow: How Meat Killed the Planet. Accessed 20 August 2021. <https://www.channel4.com/programmes/apocalypse-cow-how-meat-killed-the-planet>.
- 2 The Biggest Little Farm, <https://www.imdb.com/title/tt8969332/>
- 3 <https://realfoodcampaign.org.uk/george-monbiots-apocalypse-cow-is-this-the-truth-about-the-future-of-food/>
- 4 Twitter. 'Cory Morningstar on Twitter'. Accessed 19 August 2021. <https://twitter.com/elleprovocateur/status/1227739291796766721>.
- 5 Tudge, Colin. *So Shall We Reap: What's Gone Wrong with the World's Food - and How to Fix It*. London New York: Penguin Books, 2004. P5
- 6 Tubb, Catherine and Seba, Tony. *Rethinking food and agriculture 2020-2030*, RethinkX, available at <https://www.rethinkx.com/food-and-agriculture#food-and-agriculture-download>
- 7 Morgan, Rick. 'Bill Gates and Richard Branson Are Betting Lab-Grown Meat Might Be the Food of the Future'. CNBC, 23 March 2018. <https://www.cnbc.com/2018/03/23/bill-gates-and-richard-branson-bet-on-lab-grown-meat-startup.html>.
- 8 Ibid
- 9 Purdy, Chase. *Billion Dollar Burger: Inside Big Tech's Race for the Future of Food*, 2019.
- 10 Ibid, P13 and 30
- 11 Ibid
- 12 Ibid P126
- 13 Ibid P168
- 14 Ibid P46
- 15 Ibid P39
- 16 Ibid P197
- 17 Interview with Pete Huff
- 18 Interview with George Young

- 19 'Frontiers | We Are the Earth and the Earth Is Us: How Palates Link Foodscapes, Landscapes, Heartscapes, and Thoughtscapes | Sustainable Food Systems'. Accessed 13 August 2021. <https://www.frontiersin.org/articles/10.3389/fsufs.2021.547822/full>.
- 20 Purdy, Chase. Billion Dollar Burger: Inside Big Tech's Race for the Future of Food, 2019. P192
- 21 <https://understandingag.com/resources/fact-sheets/>
- 22 Interview with Frank Mitloehner, 17/08/2020
- 23 https://rodaleinstitute.org/wp-content/uploads/Rodale-Soil-Carbon-White-Paper_v8.pdf
- 24 Ibid
- 25 Brown, Gabe. Dirt to Soil: One Family's Journey into Regenerative Agriculture. White River Junction, Vermont: Chelsea Green Publishing, 2018. P76
- 26 <https://www.ecofarmingdaily.com/farm-management/business-planning/joel-salatin-10-farming-success/>
- 27 <https://www.youtube.com/watch?v=a-zaAie8UZs>
- 28 'Opinion: Don't Let Buzzwords Put You off Farming Change - Farmers Weekly'. Accessed 19 August 2021. <https://www.fwi.co.uk/news/opinion-dont-let-buzzwords-put-you-off-farming-change>.
- 29 'Jake Fiennes on Holkham Hall and the Future of Farming after Brexit | Magazine | The Times'. Accessed 19 August 2021. <https://www.thetimes.co.uk/article/jake-fiennes-on-holkham-hall-and-the-future-of-farming-after-brex-pnkdd66zz>.
- 30 All references to Smiling tree Farm and Christine Page are taken from a presentation by Page, "Smiling tree Farm: why what we feed animals matters." available at <https://www.smilingtreefarm.com>. All text is paraphrased unless indicated by quote marks. My use of material about Smiling tree Farm from this presentation in no way denotes Page's agreement or disagreement with any of the other claims or arguments made by me or anyone else in this book.
- 31 Information and emails from Henry Edmunds
- 32 John Gilliland, 'Putting theory into Practice: accelerating our journey to carbon neutrality,' presentation to One health: from soil to society. Online webinar. 13 November 2020. <https://ec.europa.eu/eip/agriculture/en/event/webinar-one-health-soil-society>. Additional information at <https://www.youtube.com/watch?v=6Je1e1ZoBWg>
- 33 'Farm Study Seeks to Prove Cows Can Be Happy Kept in Sheds | News | The Times'. Accessed 19 August 2021. <https://www.thetimes.co.uk/article/farm-study-seeks-to-prove-cows-can-be-happy-kept-in-sheds-fghpsxhrl>.
- 34 Rebanks, James. English Pastoral: An Inheritance. UK: Allen Lane, 2020. P6
- 35 Ibid P269
- 36 Interview with John Cherry
- 37 Interview with John Cherry
- 38 <https://www.pastureforlife.org/about-us/our-mission/>
- 39 Brown, Gabe. Dirt to Soil: One Family's Journey into Regenerative Agriculture. White River Junction, Vermont: Chelsea Green Publishing, 2018. P190-192
- 40 Ibid P194
- 41 Dr Allen Williams interviewed by Dr Sean Baker. Episode 204: Dr. Allen Williams. Accessed 20 August 2021. <https://play.acast.com/s/human-performance-outliers-podcast/5fc99a0b-914f-4584-8ea6-c94630ab8a57>. Confirmed in interview with me.
- 42 Interview with Pete Huff

- 43 Brown, Gabe. *Dirt to Soil: One Family's Journey into Regenerative Agriculture*. White River Junction, Vermont: Chelsea Green Publishing, 2018. P179
- 44 Interview with Robert Barbour
- 45 Email from Joe Stanley
- 46 <https://www.ft.com/content/945cdf57-fab4-4fe6-be39-6530bb5e4c36>
- 47 Blythman, Joanna. *Shopped: The Shocking Power of British Supermarkets*, 2007. P xviii
- 48 <https://www.greenbiz.com/article/general-mills-danone-dig-deeper-regenerative-agriculture-incentives-funding>
- 49 World food company - Danone. 'Danone: Financing Regenerative Agriculture Implementations', 21 April 2021. <https://www.danone.com/integrated-annual-reports/integrated-annual-report-2019/sustainable-projects/financing-regenerative-agriculture-implementations.html>
- 50 Interview with Pete Huff
- 51 Interview with Sheila Cooke
- 52 Zero Foodprint. 'Zero Foodprint'. Accessed 19 August 2021. <https://www.zerofoodprint.org>.
- 53 'Restore Colorado Agriculture Effort Aims to Fight Climate Change in Colorado'. Accessed 8 June 2021. <https://www.denverpost.com/2021/05/09/colorado-climate-change-agriculture-emissions/>.
- 54 Interview with Dr Allen Williams
- 55 Interview with Gabe Brown
- 56 Interview with Pete Huff
- 57 Interview with John Cherry
- 58 Interview with John Cherry
- 59 Peer reviewed papers can be found at <https://www.savory.global/science-library>
- 60 Extinction Rebellion. 'Our Mainstream Agricultural System Is at War with Nature, but There Is Another Way.' Accessed 19 August 2021. <https://rebellion.global/blog/2021/03/04/regenerative-agriculture-feed-world/>.
- 61 All references to Smiling tree Farm and Christine Page are taken from a presentation by Page, "Smiling tree Farm: why what we feed animals matters." available at <https://www.smilingtreefarm.com>. All text is paraphrased unless indicated by quote marks. My use of material about Smiling tree Farm in this presentation in no way denotes Page's agreement or disagreement with any of the other claims or arguments made by me or anyone else in this book.
- 62 Keith, Lierre. *The Vegetarian Myth: Food, Justice and Sustainability*. Crescent City, Ca: Flashpoint Press, 2009. P5
- 63 Brown, Gabe. *Dirt to Soil: One Family's Journey into Regenerative Agriculture*. White River Junction, Vermont: Chelsea Green Publishing, 2018. P191
- 64 Tudge, Colin. *So Shall We Reap: What's Gone Wrong with the World's Food - and How to Fix It*. London New York: Penguin Books, 2004. P34
- 65 Ibid, P38
- 66 Interview with Gabe Brown
- 67 <https://www.youtube.com/watch?v=a-zaAie8UZs>
- 68 Williams, Allen R. 'Can We Produce Grass Fed beef at Scale?' *GRAZE Magazine*. 2018. Dr Williams summarised his findings in conversation with Dr Shawn Baker, Human Performance Outliers Podcast.

28/05/2020. <https://play.acast.com/s/human-performance-outliers-podcast/5fc99a0b-914f-4584-8ea6-c94630ab8a57>.

- 69 Teague, W.R. 'Forages and Pastures Symposium: Cover Crops in Livestock Production: Whole-System Approach'. *Journal of Animal Science* 96 (1 February 2018). <https://doi.org/10.1093/jas/skx060>.
- Jakoby, O., M. F. Quaas, S. Baumgärtner, and K. Frank. 'Adapting Livestock Management to Spatio-Temporal Heterogeneity in Semi-Arid Rangelands'. *Journal of Environmental Management* 162 (1 October 2015): 179–89. <https://doi.org/10.1016/j.jenvman.2015.07.047>.
- Wang, Tong, W. Richard Teague, and Seong C. Park. 'Evaluation of Continuous and Multipaddock Grazing on Vegetation and Livestock Performance—a Modeling Approach'. *Rangeland Ecology & Management* 69, no. 6 (1 November 2016): 457–64. <https://doi.org/10.1016/j.rama.2016.07.003>.
- 70 Vliet, Stephan van, Frederick D. Provenza, and Scott L. Kronberg. 'Health-Promoting Phytonutrients Are Higher in Grass-Fed Meat and Milk'. *Frontiers in Sustainable Food Systems* 4 (2021): 299. <https://doi.org/10.3389/fsufs.2020.555426>. P15
- 71 Edmunds, Henry. 'A Template for the Introduction of Regenerative Techniques on an Intensive Arable Holding.' ELMS project paper sent by email.
- 72 Interview with Robert Barbour

CHAPTER 11

- 1 Fettke, Belinda. "Lifestyle Medicine...where did the meat go?", <https://isupportgary.com/articles/the-plant-based-diet-is-vegan>.
- 2 'The Movement in New Zealand', from *An Encyclopaedia of New Zealand*, edited by A. H. McLintock, originally published in 1966. Te Ara - the Encyclopedia of New Zealand URL: <http://www.TeAra.govt.nz/en/1966/prohibition>
- Carey, Jane. "The National Woman's Christian Temperance Union of Australia (1891-)". *The Australian Women's Register*. Australian Women's Archives Project. Retrieved May 16, 2018.
- 3 Fettke, Belinda. "Lifestyle Medicine...where did the meat go?", <https://isupportgary.com/articles/the-plant-based-diet-is-vegan>
- 4 Ibid
- 5 Fettke, Belinda. 'Nutrition Science: how did we get here?'. <https://www.youtube.com/watch?v=FTe-eitOJGA>
- 6 Pawlak, Roman. How to defend Adventist dietary principles in light of new diet trends. *Spectrum Magazine*. <https://spectrummagazine.org/article/2018/04/03/how-defend-adventist-dietary-principles-light-new-diet-trends-part-1>
- 7 Banta, Jim E., Jerry W. Lee, Georgia Hodgkin, Zane Yi, Andrea Fanica, and Joan Sabate. 'The Global Influence of the Seventh-Day Adventist Church on Diet'. *Religions* 9, no. 9 (September 2018): 251. <https://doi.org/10.3390/rel9090251>.
- 8 Fettke, Belinda. "Lifestyle Medicine...where did the meat go?", <https://isupportgary.com/articles/the-plant-based-diet-is-vegan>.
- 9 Banta, Jim E., Jerry W. Lee, Georgia Hodgkin, Zane Yi, Andrea Fanica, and Joan Sabate. 'The Global Influence of the Seventh-Day Adventist Church on Diet'. *Religions* 9, no. 9 (September 2018): 251. <https://doi.org/10.3390/rel9090251>.
- 10 'About LLU | Loma Linda University'. Accessed 27 August 2021. <https://home.llu.edu/about-llu>.

- 11 #isupportgary. 'Lifestyle Medicine ... Where Did the Meat Go?' Text/html. #isupportgary. #isupportgary, 3 September 2021. <https://isupportgary.com/>. <https://isupportgary.com/articles/the-plant-based-diet-is-vegan>.
- 12 Dwyer, Johanna T. 'The Best of Times'. *Annual Review of Nutrition* 37, no. 1 (2017): 33–49. <https://doi.org/10.1146/annurev-nutr-071816-064932>.
- 13 Teicholz, Nina, www.nutritioncoalition.us/news/unbalanced-subcommittee-on-saturated-fat
- 14 Banta, Jim E., Jerry W. Lee, Georgia Hodgkin, Zane Yi, Andrea Fanica, and Joan Sabate. 'The Global Influence of the Seventh-Day Adventist Church on Diet'. *Religions* 9, no. 9 (September 2018): 251. <https://doi.org/10.3390/rel9090251>
- 15 acnc_charity_api_user. 'Australian Health & Nutrition Association Limited'. Text. Australian Charities and Not-for-profits Commission, 4 November 2021. <https://www.acnc.gov.au/charity/234210b617bc651143470e6e4f14d7cb>.
- 16 Banta, Jim E., Jerry W. Lee, Georgia Hodgkin, Zane Yi, Andrea Fanica, and Joan Sabate. 'The Global Influence of the Seventh-Day Adventist Church on Diet'. *Religions* 9, no. 9 (September 2018): 251. <https://doi.org/10.3390/rel9090251>
- 17 <https://adventist.news/news/ann-feature-a-worldwide-health-trend-the-adventist-churchs-involvement>
- 18 Fettke, Belinda. "Lifestyle Medicine...where did the meat go?", <https://isupportgary.com/articles/the-plant-based-diet-is-vegan>
- 19 Fettke, Belinda. "Lifestyle Medicine...where did the meat go?", <https://isupportgary.com/articles/the-plant-based-diet-is-vegan> .
- 20 Kearns, Cristin, Laura Schmidt, and Stanton Glantz. 'Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents'. *JAMA Internal Medicine* 176 (12 September 2016). <https://doi.org/10.1001/jamainternmed.2016.5394>.
- 21 Taubes, Gary. *Good Calories, Bad Calories: Fats, Carbs, and the Controversial Science of Diet and Health*. New York: Anchor, 2008.
- 22 Scott |, Paul John. 'Adventists Believe the Bible Favors Vegetarianism. Shouldn't Their Dietary Studies Tell Us That?' INFORUM. Accessed 25 November 2021. <https://www.inforum.com/lifestyle/health/4748553-Adventists-believe-the-Bible-favors-vegetarianism.-Shouldnt-their-dietary-studies-tell-us-that>.
- 23 Ibid
- 24 Ibid
- 25 Brian. 'Dr. David Klurfeld on Meat NOT Causing Cancer, Bogus Vegetarian Scientists, and Balanced Nutrition'. peak, 18 January 2019. <https://www.peak-human.com/post/dr-david-klurfeld-on-meat-not-causing-cancer-bogus-vegetarian-scientists-and-balanced-nutrition>.
- 26 Wade, Lisa. 'How Prohibition Put the Cocaine in Coca-Cola'. *Pacific Standard*. Accessed 27 April 2021. <https://psmag.com/economics/how-prohibition-put-the-cocaine-in-coca-cola>.
- 27 <https://lifestylemedicine.org/about>
- 28 Email from ACLM. 28 October 2021
- 29 <https://bslm.org.uk/> .
- 30 https://www.lifestylemedicine.org/ACLM/About/Mission_Vision/ACLM/About/About.aspx?hkey=0c26bcd1-f424-416a-9055-2e3af80777f6
- 31 Rubin, Rita. 'Backlash Over Meat Dietary Recommendations Raises Questions About Corporate Ties To Nutrition Scientists', *JAMA*, Jan 15, 2020. <https://jamanetwork.com/journals/jama/article-abstract/2759201>
- 32 True Health Initiative. 'THI_About Us?'. Accessed 27 August 2021. https://www.truehealthinitiative.org/about_us/.

- 33 'A Shadowy Industry Group Shapes Food Policy Around the World - The New York Times'. Accessed 23 August 2021. <https://www.nytimes.com/2019/09/16/health/ils-i-food-policy-india-brazil-china.html>.
- 34 Sacks, Gary, Boyd A. Swinburn, Adrian J. Cameron, and Gary Ruskin. 'How Food Companies Influence Evidence and Opinion – Straight from the Horse's Mouth'. *Critical Public Health* 28, no. 2 (15 March 2018): 253–56. <https://doi.org/10.1080/09581596.2017.1371844>.
- 35 Corporate Accountability. 'Report: Partnership for an Unhealthy Planet'. Accessed 23 August 2021. <https://www.corporateaccountability.org/resources/partnership-for-an-unhealthy-planet/>.
- 36 Ibid
- 37 Greenhalgh, Susan. 'Inside ILSI: How Coca-Cola, Working through Its Scientific Nonprofit, Created a Global Science of Exercise for Obesity and Got It Embedded in Chinese Policy (1995–2015)'. *Journal of Health Politics, Policy and Law* 46, no. 2 (1 April 2021): 235–76. <https://doi.org/10.1215/03616878-8802174>.
- 38 'A Shadowy Industry Group Shapes Food Policy Around the World - The New York Times'. Accessed 23 August 2021. <https://www.nytimes.com/2019/09/16/health/ils-i-food-policy-india-brazil-china.html>
- 39 'A Shadowy Industry Group Shapes Food Policy Around the World - The New York Times'. Accessed 23 August 2021. <https://www.nytimes.com/2019/09/16/health/ils-i-food-policy-india-brazil-china.html>
- 40 Ibid
- 41 'The Game Changers Documentary'. Accessed 25 November 2021. https://www.lifestylemedicine.org/ACLM/Education/Game_Changers_Documentary/Game_Changers.a.spx.
- 42 PRWeb. 'American College of Lifestyle Medicine Endorses Call for White House Conference on Food, Nutrition and Health, Issues Statement on Dietary Tie to Human, Planetary Health'. Accessed 23 August 2021. https://www.prweb.com/releases/american_college_of_lifestyle_medicine_endorses_call_for_white_house_conference_on_food_nutrition_and_health_issues_statement_on_dietary_tie_to_human_planetary_health/prweb17802761.htm.
- 43 Paperblog. "Bullying, Mobbing and Victimization": Gary Fettke Says "Enough Is Enough". Accessed 25 November 2021. <https://en.paperblog.com/bullying-mobbing-and-victimization-gary-fettke-says-enough-is-enough-1825037/>.
- 44 Presentation by Belinda Fettke
- 45 Fettke, Belinda. <https://www.youtube.com/watch?v=FTe-eitOJGA>
- 46 #isupportgary. 'Lifestyle Medicine ... Where Did the Meat Go?' Text/html. #isupportgary. #isupportgary, 3 September 2021. <https://isupportgary.com/>. <https://isupportgary.com/articles/the-plant-based-diet-is-vegan>.

CHAPTER 12

- 1 Van Vliet, Stephan, et al. "Plant-Based Meats, Human Health, and Climate Change," <https://www.frontiersin.org/articles/10.3389/fsufs.2020.00128/full>
- 2 <https://www.businesswire.com/news/home/20170801005659/en/Impossible-Foods-Closes-a-75-Million-Investment-After-Achieving-Key-Milestones>
- 3 Purdy, Chase. Billion Dollar Burger: Inside Big Tech's Race for the Future of Food. Piatkus, 2020. P148
- 4 <https://www.plantbasednews.org/news/james-camerons-140-million-drive-create-vegan-protein>

- 5 <https://climatechangedispatch.com/al-gore-profit-anti-meat-drive/>
- 6 Meyer, Gregory et al. IFF-DuPont deal bets on a meatless future. *Financial Times*, 17/12/2019, p16
- 7 ‘COP26 UN Climate Conference’. Accessed 25 November 2021.
<https://www.thevegetarianbutcher.co.uk/news/cop26.html>.
- 8 Baker, Emily. ‘Supermarket Plant-Based Products Cost More Than Animal Products, Research Shows’. *Plant Based News*, 28 February 2021. <http://plantbasednews.org/lifestyle/food/supermarket-plant-based-products-cost-more-than-animal-products-research-shows/>.
- 9 National Food Strategy. ‘The Report’. Accessed 5 September 2021.
<https://www.nationalfoodstrategy.org/the-report/>. 10 Malhotra, Aseem, and Donal O’Neill. *The Pioppi Diet*, 2017. P20
- 11 Ibid P20
- 12 National Food Strategy. ‘The Report’. Accessed 5 September 2021.
<https://www.nationalfoodstrategy.org/the-report/>
- 13 Margaret Chan cited in Mialon, M., B. Swinburn, and G. Sacks. ‘A Proposed Approach to Systematically Identify and Monitor the Corporate Political Activity of the Food Industry with Respect to Public Health’. https://www.researchgate.net/publication/277004516_A_proposed_approach_to_systematically_identify_and_monitor_the_corporate_political_activity_of_the_food_industry_with_respect_to_public_health_using_publicly_available_information
- 14 Ibid
- 15 ‘A Shadowy Industry Group Shapes Food Policy Around the World - The New York Times’. Accessed 23 August 2021. <https://www.nytimes.com/2019/09/16/health/ilsa-food-policy-india-brazil-china.html>.
- 16 <https://usrtk.org/wp-content/uploads/2017/08/Knowles-email.pdf> ;
Roberts, Dr Barbara, *The Heart Association’s Junk Science Diet*. <https://www.thedailybeast.com/the-heart-associations-junk-science-diet>
- 17 GEBN ‘About’. Accessed 3 September 2021. <https://gebn.org/about>.
- 18 Huehnergath, Nancy Fink. ‘Emails Reveal How Coca-Cola Shaped The Anti-Obesity Global Energy Balance Network’. *Forbes*. Accessed 3 September 2021.
<https://www.forbes.com/sites/nancyhuehnergath/2015/11/24/emails-reveal-how-coca-cola-shaped-the-anti-obesity-global-energy-balance-network/>
- 19 <https://usrtk.org/wp-content/uploads/2018/03/Establishing-the-GEBN.pdf>, accessed via EHN.
‘Commentary: Coca-Cola’s “War” with the Public Health Community’, 3 April 2018.
<https://www.ehn.org/coca-cola-war-on-science-2555599081.html>.
- 20 AP NEWS. ‘APNewsBreak: Emails Reveal Coke’s Role in Anti-Obesity Group’, 24 November 2015.
<https://apnews.com/article/obesity-archive-1fd235360ac94dcf893a87e3074a03a5>.
- 21 Huehnergath, Nancy Fink. ‘Emails Reveal How Coca-Cola Shaped The Anti-Obesity Global Energy Balance Network’. *Forbes*. Accessed 3 September 2021.
<https://www.forbes.com/sites/nancyhuehnergath/2015/11/24/emails-reveal-how-coca-cola-shaped-the-anti-obesity-global-energy-balance-network/>
- 22 EHN. ‘Commentary: Coca-Cola’s “War” with the Public Health Community’, 3 April 2018.
<https://www.ehn.org/coca-cola-war-on-science-2555599081.html>. 23 ‘The Scientific Report Guiding the US Dietary Guidelines: Is It Scientific? | The BMJ’. Accessed 22 April 2021.
<https://www.bmj.com/content/351/bmj.h4962>.
- 24 The members of the committee that had drafted the latest guidelines were among 170 researchers and academics who signed a petition calling for a retraction of Teicholz’ BMJ article on the basis of the fact that it contained eleven factual errors. An independent review commissioned by the BMJ led to Teicholz making some corrections but upheld the validity of her general conclusions and concerns, as did the BMJ.

A subsequent paper in the journal *Nutrients*, to which Teicholz contributed alongside ten researchers and academics, posed the question about the evidence base for the guidelines anew.

25 CrossFit®. Georgia Ede: Brainwashed — The Mainstreaming of Nutritional Mythology, 2020. <https://www.youtube.com/watch?v=WbNDRcoRi8g>.

26 Ibid

27 Ibid

28 Ibid

29 Interview with Nina Teicholz

30 ‘Designed by the Food Industry for Wealth, Not Health: The “Eatwell Guide” | British Journal of Sports Medicine’. Accessed 22 April 2021. <https://bjsm.bmj.com/content/51/24/1730> and <https://www.zoeharcombe.com/2017/07/designed-by-the-food-industry-for-wealth-not-health-the-eatwell-guide/>.

In addition, documents provided by PHC UK

31 Ibid

32 Ibid

33 Ibid

34 <https://www.rt.com/op-ed/499604-health-guidance-milk-meat/>

35 Rodgers, Diana, and Robert Wolf. *Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet*. Dallas, TX: BenBella Books, Inc, 2020. P209

36 Noakes, Timothy, and Marika Sboros. *Real Food on Trial: How the Diet Dictators Tried to Destroy a Top Scientist*. Columbus Publishing, 2019. P290

37 Rodgers, Diana, and Robert Wolf. *Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet*. Dallas, TX: BenBella Books, Inc, 2020. P211

38 Rubin, Rita. ‘Backlash Over Meat Dietary Recommendations Raises Questions About Corporate Ties To Nutrition Scientists’ <https://www.tamus.edu/wp-content/uploads/2020/01/JAMA-Article-1.15.20.pdf>

39 Nestle, Marion, *Unsavoury Truth: How Food Companies Skew the Science of What We Eat*, Basic Books (2018)

40 <https://statnews.com/2016/11/21/kellogg-cereal-nutrition>

41 <https://www.eatrightpro.org/about-us/advertising-and-sponsorship/meet-our-sponsors>

42 <https://web.archive.org/web/20220413151225/http://keepfitnesslegal.crossfit.com/2017/01/05/big-food-vs-tim-noakes-the-final-crusade/>

43 <https://statnews.com/2016/11/21/kellogg-cereal-nutrition>

44 AP NEWS. ‘Coke a Good Snack? Health Experts Who Work with Coke Say So’. Accessed 12 November 2021. <https://apnews.com/article/ca013c8facfb429490195c024c5c2fef>.

45 <https://statnews.com/2016/11/21/kellogg-cereal-nutrition>

46 Andy Bellati, co founder of DFPI, cited in Nestle, Marion. *Unsavoury Truth: How Food Companies Skew the Science of What We Eat*. First edition. New York: Basic Books, 2018. P15147 Nestle, Marion. *Unsavoury Truth: How Food Companies Skew the Science of What We Eat*. First edition. New York: Basic Books, 2018. P152

48 Teicholz, Nina. *The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet*, 2015. P47-49

- 49 At the time of writing, the list of Diabetes UK partners on page 384 was accurate. The list of partners was subsequently modified. New and old partners can be found here:
https://www.diabetes.org.uk/get_involved/corporate/acknowledgements/partners
https://www.diabetes.org.uk/get_involved/corporate/previous-partners
- 50 Sidney M. Wolfe. 'Patient advocacy groups and Drug Company Funding.' Public Citizen. (April 2011).
<http://www.citizen.org/Page.aspx?pid=4898>
- 51 'Science Museum Gagged by Sponsorship Deal with Shell | News | The Times'. Accessed 28 August 2021.
<https://www.thetimes.co.uk/article/science-museum-gagged-by-sponsorship-deal-with-shell-58dt00kgr>.
- 52 Spector, T. D. Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong. London: Jonathan Cape, 2020. P13
- 53 Ibid
- 54 Interview with Professor Tim Noakes
- 55 <https://walnuts.org/health-professionals/walnut-ambassadors/dr-david-l-katz/> , <http://www.the-sidebar.com/2016/05/nutrition-columnist-dr-david-katz-slams.html> ,
<https://keepfitnesslegal.crossfit.com/2016/09/26/david-katz-junk-foods-slyest-defender>
- 56 <https://www.propublica.org/article/federally-funded-health-researchers-disclose-at-least-188-million-in-conflicts-of-interest-can-you-trust-their-findings>
- 57 Nestle, Marion. Unsavory Truth: How Food Companies Skew the Science of What We Eat. First edition. New York: Basic Books, 2018. P. 36
- 58 'Emails Reveal How Coca-Cola Shaped The Anti-Obesity Global Energy Balance Network'. Accessed 5 September 2021. <https://www.forbes.com/sites/nancyhuehnergath/2015/11/24/emails-reveal-how-coca-cola-shaped-the-anti-obesity-global-energy-balance-network/?sh=de7ad1779a73>.59 Corporate Accountability. 'Victory! Coca-Cola Cuts Ties with Shady Industry Group'. Accessed 19 April 2021. <https://www.corporateaccountability.org/blog/victory-coca-cola-cuts-ties-ils/60> LSI was labelled a "shadowy industry group" by the NY Times. <https://www.nytimes.com/2019/09/16/health/ils/food-policy-india-brazil-china.html>
- 61 Interview with Nina Teicholz
- 62 Low Carb MD Podcast: Episode 88: Nina Teicholz?. Accessed 22 April 2021.
<https://lowcarbmd.com/episode-88-nina-teicholz>.
- 63 Rubin, Rita. 'Backlash Over Meat Dietary Recommendations Raises Questions About Corporate Ties To Nutrition Scientists' <https://www.tamus.edu/wp-content/uploads/2020/01/JAMA-Article-1.15.20.pdf>
- 64 Ibid
- 65 Ibid
- 66 Ibid
- 67 THI ties include those to the aforementioned PCRM (who also petitioned the Federal Trade Commission to counter the Annals claims), an organisation called the Olive Wellness Institute, the Plantrician Project, Wholesome Goodness (purveyor of chips, cereals and breakfast bars), Quorn, which sells meatless products, Herbalife Nutrition, the Almond Board of California, the Soyfoods Association of North America, Kellogg's and Quaker Oats Canada. Katz's own lucrative ties, via funding for nutrition research, are documented in his 66-page CV, and include Hershey Foods and Kind healthy snacks.
- Rubin, Rita. 'Backlash Over Meat Dietary Recommendations Raises Questions About Corporate Ties to Nutrition Scientists', 2020, 4.
<https://www.tamus.edu/wp-content/uploads/2020/01/JAMA-Article-1.15.20.pdf>
- 68 'Controversial Keep-Eating-Red-Meat Study Gets a Correction - The Washington Post'. Accessed 8 November 2021. <https://www.washingtonpost.com/business/2020/01/07/youll-never-guess-who-helped-fund-that-controversial-keep-eating-red-meat-study/>.

- 69 Rubin, Rita. 'Backlash Over Meat Dietary Recommendations Raises Questions About Corporate Ties to Nutrition Scientists', 2020, 4.
<https://www.tamus.edu/wp-content/uploads/2020/01/JAMA-Article-1.15.20.pdf>
- 70 Ibid
- 71 <https://www.politico.com/newsletters/morning-agriculture/2019/11/01/why-we-dont-know-what-to-eat-to-stay-healthy-781975>
- 72 Ioannidis, John P. A. 'Why Most Published Research Findings Are False'. PLOS Medicine 2, no. 8 (30 August 2005): e124. <https://doi.org/10.1371/journal.pmed.0020124>.
- 73 Interview with Stephan van Vliet
- 74 Noakes, Timothy, and Marika Sboros. Real Food on Trial: How the Diet Dictators Tried to Destroy a Top Scientist. Columbus Publishing, 2019. P204
- 75 Ibid P317
- 76 Ibid, Back cover
- 77 Ibid
- 78 <https://web.archive.org/web/20220413151225/http://keepfitnesslegal.crossfit.com/2017/01/05/big-food-vs-tim-noakes-the-final-crusade/>
- 79 Ibid
- 80 Ibid
- 81 <http://foodmed.net/2017/01/noakes-ils-i-queenpins-trying-nail-him/>
- 82 Noakes, Timothy, and Marika Sboros. Real Food on Trial: How the Diet Dictators Tried to Destroy a Top Scientist. Columbus Publishing, 2019. P.153-154
- 83 Goldacre, Ben. Bad Pharma: How Medicine Is Broken, and How We Can Fix It. Rev. and upd. Ed. London: Fourth Estate, 2013.
- 84 Most of the time, researchers and executives are acting within the boundaries established by historic practices and systems that are accepted within the industry, even if the public might view them differently. However, there are cases of wilful wrongdoing. One that recently made the news pertains to the executives of a French drug company, Servier, which was fined 2.7 million euros and ordered to pay damages to 6,500 plaintiffs after the executives' cover up of data about heart disease risk linked to a diabetes/weight loss drug, Mediator, was found to have caused over 500 deaths. The executives were given suspended prison sentences. (Sage, Adam, 'Drug firm guilty over 500 deaths'. The Times. March 30 2021. P29 <https://www.thetimes.co.uk/article/drug-firm-servier-guilty-over-500-deaths-dxwfl0hhp>)
- Goldacre documents other cases of highly unethical behaviour, including GSK's failure to disclose safety information for Paroxetine.
- The Vioxx scandal is a well known case of a drug company (Merck) participating in the withholding of important trial information about the cardiovascular effects of its drug. Merck also engaged in threatening behaviour towards medical professionals who failed to support its drug.
- 85 Goldacre, Ben. Bad Pharma: How Medicine Is Broken, and How We Can Fix It. Rev. and upd. Ed. London: Fourth Estate, 2013. P174
- 86 Lexchin, Joel, Lisa A. Bero, Benjamin Djulbegovic, and Otavio Clark. 'Pharmaceutical Industry Sponsorship and Research Outcome and Quality: Systematic Review'. BMJ (Clinical Research Ed.) 326, no. 7400 (31 May 2003): 1167–70. <https://doi.org/10.1136/bmj.326.7400.1167>.
- Bekelman, Justin E., Yan Li, and Cary P. Gross. 'Scope and Impact of Financial Conflicts of Interest in Biomedical Research: A Systematic Review'. JAMA 289, no. 4 (22 January 2003): 454–65. <https://doi.org/10.1001/jama.289.4.454>.

- 87 Goldacre, Ben. *Bad Pharma: How Medicine Is Broken, and How We Can Fix It*. Rev. and upd. Ed. London: Fourth Estate, 2013. P3
- 88 Abramson, J., and B. Starfield. ‘The Effect of Conflict of Interest on Biomedical Research and Clinical Practice Guidelines: Can We Trust the Evidence in Evidence-Based Medicine?’ *The Journal of the American Board of Family Medicine* 18, no. 5 (1 September 2005): 414–18. <https://doi.org/10.3122/jabfm.18.5.414>.
- 89 <https://www.globalresearch.ca/rigged-clinical-trials-drug-studies-favor-the-pharmaceutical-companies/10846>
- 90 Ibid
- 91 Angell M, *New York Review of Books*, January 19, 2009
- 92 ‘Assessment of Comprehensibility of Industry Conflicts of Interest and Disclosures by Multiple Sclerosis Researchers at Medical Conferences | Demyelinating Disorders | JAMA Network Open | JAMA Network’. Accessed 8 June 2021. <https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2778147>.
- 93 Angell, Dr Marcia. “The Truth about the Drug Companies: How They Deceive Us and What to Do about It.” Random House. (August 9, 2005)
- 94 Moynihan, Ray, Loai Albarqouni, Conrad Nangla, Adam G. Dunn, Joel Lexchin, and Lisa Bero. ‘Financial Ties between Leaders of Influential US Professional Medical Associations and Industry: Cross Sectional Study’. *BMJ* 369 (27 May 2020): m1505. <https://doi.org/10.1136/bmj.m1505>.
- 95 <https://abc.net.au/news/2017-10-24/big-pharma-paying-nurses-allied-health-professionals-millions/9077746?pfmredir=sm>
- 96 Ibid. Additional evidence can be found in Kendrick, Malcolm. *Doctoring Data: How to Sort out Medical Advice from Medical Nonsense: How to Sort out Medical Advice from Medical Nonsense*. Place of publication not identified: Columbus Publishing, 2014.
- 97 Kendrick, Malcolm. *Doctoring Data: How to Sort out Medical Advice from Medical Nonsense: How to Sort out Medical Advice from Medical Nonsense*. Place of publication not identified: Columbus Publishing, 2014. P 122
- 98 Krumholz Harlan M. ‘A Note to My Younger Colleagues. . .Be Brave’. *Circulation: Cardiovascular Quality and Outcomes* 5, no. 3 (1 May 2012): 245–46. <https://doi.org/10.1161/CIRCOUTCOMES.112.966473>.
- 99 Chalem, L.D., http://thrivewithdiabetes.blogspot.com/2018/12/on-corruption-stanford-oxford-ada-aha_77.html
- 100 Wheelock Dr Verner and Sboros, Marika. *Healthy Eating: The Big Mistake. How modern medicine has got it wrong about diabetes, cholesterol, cancer, Alzheimer’s and obesity* (Columbus Publishing, 2017)101 Ibid P69-83
- 102 Ibid P61
- 103 Ibid P61
- 104 Gary Taubes provides a list of relevant studies in
 Taubes, Gary. *Good Calories, Bad Calories: Fats, Carbs, and the Controversial Science of Diet and Health*. New York: Anchor, 2008, pages 63-66. Extensive discussion of relevant studies can also be found in Dr Malcolm Kendrick’s *The Great Cholesterol Con*. Kendrick, Malcolm. *The Great Cholesterol Con: The Truth about What Really Causes Heart Disease and How to Avoid It*. London: John Blake, 2008.
- 105 Professor Douglas Boyd in conversation with Ivor Cummins. <https://www.youtube.com/watch?v=sWOWztCYu6w>
- 106 Malhotra, Aseem, and Donal O’Neill. *The Pioppi Diet*, 2017. P25
- 107 Interview with Dr Eric Westman

- 108 Spector, T. D. *Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong*. London: Jonathan Cape, 2020. P1
- 109 Interview with Dr David Unwin and Dr Jen Unwin

CHAPTER 13

- 1 <https://www.bbc.co.uk/news/science-environment-52719662>
- 2 It was not clear whether the photo was of a plant-based burger or a meat burger, but the implied message was the same: changing the way you eat (avoiding the meat burger, or opting for the plant-based burger) would make the most significant difference to your carbon footprint.
- 3 Revoir, Paul. 'Farmers Force BBC to Remove "biased" Show about Meat Production'. Mail Online, 16 October 2020. <https://www.dailymail.co.uk/news/article-8845911/Farmers-force-BBC-remove-biased-meat-production-iPlayer.html>
- 4 'How Much Would Giving up Meat Help the Environment?' The Economist, 15 November 2019. <https://www.economist.com/graphic-detail/2019/11/15/how-much-would-giving-up-meat-help-the-environment>.
- 5 'Mission and Values | Loma Linda University'. Accessed 3 November 2021. <https://home.llu.edu/about-llu/mission-and-values>.
- 6 Ibid.
- 7 Interview with Frederic Leroy
- 8 French, Anna. Save the planet for the kids, Red Magazine, 1 July 2019.
- 9 Sun Yangbo, Liu Buyun, Snetselaar Linda G., Wallace Robert B., Shadyab Aladdin H., Kroenke Candyce H., Haring Bernhard, et al. 'Association of Major Dietary Protein Sources With All-Cause and Cause-Specific Mortality: Prospective Cohort Study'. Journal of the American Heart Association 10, no. 5 (2 March 2021): e015553. <https://doi.org/10.1161/JAHA.119.015553>.
- 10 'Vegans are full of beans in later years'. The Times. February 25, 2021. P15
- 11 'High Protein Vegan Diet Can Slash the Risk of Early Death in Older Women by Almost 50% | Daily Mail Online'. Accessed 12 April 2021. <https://www.dailymail.co.uk/sciencetech/article-9294699/High-protein-vegan-diet-slash-risk-early-death-older-women-50.html>.
- 12 Blakely, Rhys. 'Rasher of bacon a day linked to 44% rise in dementia risk.' The Times. March 22, 2021. P13. Online: <https://www.thetimes.co.uk/article/rasher-of-bacon-a-day-linked-to-rise-in-dementia-risk-z5rqcxgl9>
- 13 Ibid.
- 14 Bee, Peta. 'Why Bacon Sandwiches Are Bad for Your Brain', sec. weekend. Accessed 12 April 2021. <https://www.thetimes.co.uk/article/why-bacon-sandwiches-are-bad-for-your-brain-mlvj8hfvz>.
- 15 Lloyd, Nina. 'Fancy Heading Back in Time? Eat Your Greens', sec. news. Accessed 9 July 2021. <https://www.thetimes.co.uk/article/fancy-heading-back-in-time-eat-your-greens-5pwrqxb6t>.
- 16 Kim, Hyunju, Casey M. Rebholz, Sheila Hegde, Christine LaFiura, Madhunika Raghavan, John F. Lloyd, Susan Cheng, and Sara B. Seidemann. 'Plant-Based Diets, Pescatarian Diets and COVID-19 Severity: A Population-Based Case–Control Study in Six Countries'. BMJ Nutrition, Prevention & Health, 18 May 2021, bmjnph. <https://doi.org/10.1136/bmjnph-2021-000272>.

- 17 ‘Vegans “Much Less Likely to Get Severe Covid-19” than Meat Eaters, Study Suggests | The Independent’. Accessed 16 June 2021. <https://www.independent.co.uk/news/health/covid-diet-vegan-vegetarian-meat-b1861525.html>.
- Harvey, Sarah. ‘Vegan or Pescatarian Diet May Reduce Covid Severity, Study Finds’, 8 June 2021. <https://www.standard.co.uk/news/uk/vegan-pescatarian-diet-may-reduce-covid-severity-study-finds-b939296.html>.
- Pinkstone, Joe. ‘Vegetarians “Three Quarters Less Likely to Get Severe Covid than Meat Eaters”’. The Telegraph, 8 June 2021. <https://www.telegraph.co.uk/news/2021/06/08/vegetarians-three-quarters-less-likely-get-severe-covid-meat/>.
- 18 ‘Plant-Based Diets & COVID-19 – Zoë Harcombe’, 14 June 2021. <https://www.zoeharcombe.com/2021/06/plant-based-diets-covid-19/>.
- 19 Cherubini, Elena. The Meatless Farm secures seven-figure investment from Channel 4, The Grocer, 23/09/2019. <https://www.thegrocer.co.uk/fundraising/the-meatless-farm-secures-seven-figure-investment-from-channel-4/597789.article>
- 20 <https://www.campaignlive.co.uk/article/channel-4-takes-seven-figure-stake-meatless-farm-co/1660254>
- 21 Both quotes are from <https://www.thecourier.co.uk/fp/business/farming/farming-news/1073078/pig-farmers-fury-over-planned-tv-disgrace>
- 22 Meatless Farm. ‘Meatless Farm Secure Major Investment from Channel 4’, 23 September 2019. <https://meatlessfarm.com/2019/09/23/meatless-farm-secure-major-investment-from-channel-4/>
- 23 <https://www.dailymail.co.uk/news/article-7930171/channel-4-screens-two-films-attacking-meat-industry-major-investment-vegan-firm.html>
- 24 Ibid
- 25 Ibid
- 26 <https://www.openphilanthropy.org/giving/grants>
- 27 <https://adapnation.io/theguardian-plantbased-ethics/>
- 28 Open Philanthropy. ‘Impossible Foods — R&D Investment’, 14 February 2017. <https://www.openphilanthropy.org/focus/us-policy/farm-animal-welfare/impossible-foods>
- 29 <https://www.theguardian.com/animals-farmed/2018/feb/21/animals-farmed-welcome-series-farming-agriculture-environment>
- 30 <https://www.theguardian.com/info/2018/oct/02/philanthropic-partnerships-at-the-guardian>
- 31 A list of articles in the Animals Farmed series can be found at <https://www.theguardian.com/environment/series/animals-farmed>
- 32 <https://www.theguardian.com/environment/2020/nov/25/how-can-we-stop-using-soya-soy-linked-to-deforestation>
- 33 the Guardian. ‘UK Pig Farms Doubled Their Use of Class of Antibiotics Vital for Humans’, 17 June 2021. <http://www.theguardian.com/environment/2021/jun/17/uk-pig-farms-doubled-their-use-of-antibiotics-vital-for-humans>
- 34 the Guardian. “‘There Are Ghosts in the Land’”: How US Mega-Dairies Are Killing off Small Farms’, 1 June 2021. <http://www.theguardian.com/environment/2021/jun/01/there-are-ghosts-in-the-land-how-us-mega-dairies-are-killing-off-small-farms>
- 35 the Guardian. ‘The Pig Whisperer: The Dutch Farmer Who Wants to End Factory Farming’, 7 June 2021. <http://www.theguardian.com/environment/2021/jun/07/the-pig-whisperer-the-dutch-farmer-who-wants-to-end-factory-farming>.
- the Guardian. ‘Colorado’s “Rebel” Farmers – “I’d like to See Industrial Farming Go Extinct”’, 8 May 2021. <http://www.theguardian.com/environment/2021/may/08/colorado-regenerative-farming-cedar-springs>.

- 36 Adaptnation lists one of its aims as being to counter the ‘false freedoms, misinformation, manipulation’ that keep us ‘confused, distracted, and disempowered’, and has authored many deep-dive articles on subjects pertaining to health and mindset. AdapNation. ‘Our Mission. Your Purpose.’ Accessed 19 July 2021. <https://adaptnation.io/our-mission/>.
- 37 AdapNation. ‘The Truth About The Guardian’s Plant-Based “Ethics”’, 3 July 2020. <https://adaptnation.io/theguardian-plantbased-ethics/>.
- 38 <https://www.feednavigator.com/Article/2020/10/02/Academic-rails-ag-...analogy-comparing-EU-livestock-emissions-to-that-of-cars-and-vans>
- 39 <https://www.theguardian.com/profile/joe-stanley>
- 40 Wilson, Bee. ‘The Trouble with Fake Meat’. the Guardian, 27 January 2019. <http://www.theguardian.com/food/2019/jan/27/the-trouble-with-fake-meat-beetroot-burgers-food-substitutes>.
- 41 Interview with Joanna Blythman
- 42 <https://ghgguru.faculty.ucdavis.edu/2019/03/18/guardian-and-opp-ink-deal-to-pen-stories>
- 43 Interview with Frank Mitloehner
- 44 <https://newint.org/blog/2015/09/24/cowspiracy-documentary-vegan>
- 45 Rees, Tim. ‘Watched The Game Changers? Now, You MUST Read This. Part 1’. [https://Tim-Rees.Com/\(blog\)](https://Tim-Rees.Com/(blog)), 5 February 2020. <https://tim-rees.com/watched-the-game-changers-now-you-must-read-this/> and <https://timrees.medium.com/the-game-changers-movie-a-systematic-take-down-19727da91373>
- 46 The Game Changers. ‘The Cast’, 25 June 2019. <https://gamechangersmovie.com/cast/>.
- 47 Interview with Stephan van Vliet
- 48 <https://www.businesslive.co.za/bd/life/2019-11-04-marika-sboros-vegan-hype-of-titanic-proportions-is-a-game-changer-in-diet-spin/>
- 49 Dr Jay Wrigley @hormonedietdoc 14/11/2019. <https://twitter.com/hormonedietdoc/status/1194792156038389760>
- 50 ‘Chris Kresser: Debunking “The Game Changers” Documentary (Think Twice About a Vegan Diet) - The Joe Rogan Experience • Podcast Notes’, 22 November 2019. <https://podcastnotes.org/joe-rogan-experience/chris-kresser-joe-rogan-game-changers-vegan-diet/>.
- 51 <https://twitter.com/ChrisMasterjohn/status/1202685850804506624>
- 52 Food Lies. Game Changers DEBUNKED (The Film) Just the Science, 2019. <https://www.youtube.com/watch?v=aIrHWtFvJIM&t=28s>.
- 53 <https://www.youtube.com/watch?v=s41FM-XoBmI>
- 54 ‘Chris Kresser: Debunking “The Game Changers” Documentary (Think Twice About a Vegan Diet) - The Joe Rogan Experience • Podcast Notes’, 22 November 2019. <https://podcastnotes.org/joe-rogan-experience/chris-kresser-joe-rogan-game-changers-vegan-diet/>.
- 55 Paul Saladino, MD. Did James Wilks Get ANYTHING RIGHT against Chris Kresser? With Brian Sanders of Food Lies!, 2019. <https://www.youtube.com/watch?v=VoJhOgx4JzU>.
- 56 Interview with Tim Rees
- 57 Ibid
- 58 ‘Game Changers - Course Format - Pricing - Accreditation Statement’. Accessed 21 April 2021. https://www.lifestylemedicine.org/ACLM/Education/Game_Changers_Documentary/Game_Changers.a.spx.
- 59 <https://vegan.com/health/vegan-dietitian-review-what-the-health/>

- 60 <https://newint.org/blog/2015/09/24/cowspiracy-documentary-vegan>
- 61 <https://cairncrestfarm.com/blog/movie-review-cowspiracy/>
- 62 <https://www.quora.com/How-accurate-is-the-movie-Cowspiracy>
- 63 <https://kellythekitchenkop.com/cowspiracy-film-farce/>
- 64 <https://m.dailykos.com/stories/2015/02/05/1361523/-cowspiracy-the-building-blocks-of-an-absolutist-position>
- 65 At the time of writing, the claim that livestock cause 51% of all emissions can still be found on the Cowspiracy website however, along with a link to the study on which it was based, which was later discredited. COWSPIRACY. 'COWSPIRACY: The Sustainability Secret'. Accessed 19 July 2021. <https://www.cowspiracy.com/facts>.
- 66 <https://www.ethicalomnivore.org/cowspiracy-debunked/>
- 67 <https://m.dailykos.com/stories/2015/02/05/1361523/-cowspiracy-the-building-blocks-of-an-absolutist-position>
- 68 Ibid
- 69 This saying is often attributed to Mark Twain, but there is no evidence that he said anything like it. He would undoubtedly have delighted in the irony represented by the fact that so many people – journalists amongst them - have falsely attributed the phrase to him in the course of protesting against misinformation.
- 70 Kendrick, Malcolm. *Doctoring Data: How to Sort out Medical Advice from Medical Nonsense: How to Sort out Medical Advice from Medical Nonsense*. Place of publication not identified: Columbus Publishing, 2014.

CHAPTER 14

- 1 Kendrick, Malcolm. *Doctoring Data: How to Sort out Medical Advice from Medical Nonsense: How to Sort out Medical Advice from Medical Nonsense*. Place of publication not identified: Columbus Publishing, 2014. P184
- 2 Lucas, Tamara, and Richard Horton. 'The 21st-Century Great Food Transformation'. *The Lancet* 393, no. 10170 (2 February 2019): 386–87. [https://doi.org/10.1016/S0140-6736\(18\)33179-9](https://doi.org/10.1016/S0140-6736(18)33179-9).
- 3 Goldacre, Ben. *I Think You'll Find it's a Bit More Complicated Than That*, 2015.
- 4 There was extreme diversity of scientific opinion around many of the recommendations contained in Dietary Goals. Reference to this diversity is contained in the forewords to the second edition of the Dietary Goals by Senators Percy, Schweiker and Zorinsky.
 'Dietary Goals for the United States / Prepared by the Staff of the Select Committee on Nutrition and Human Needs, United States Senate.', n.d., 131.
- 5 Teicholz, Nina. *The Big Fat Surprise: Why Meat, Butter, and Cheese Belong in a Healthy Diet*, 2015. P120
- 6 'Dietary Dictocrats of EAT-Lancet | Marmalade'. Accessed 30 April 2021. <https://benjamindavidsteele.wordpress.com/2019/01/21/dietary-dictocrats-of-eat-lancet/>.
- 7 <https://thecounter.org/world-health-organization-drops-its-high-profile-endorsement-of-the-eat-lancet-diet/#:~:text=to%20main%20content-,World%20Health%20Organization%20drops%20its%20high%2Dprofile,of%20the%20EAT%2DLancet%20diet&text=Critics%20of%20the%20diet%20cite,poor%2C%20livestock%2Dproducing%20countries>

- 8 <https://ghgguru.faculty.ucdavis.edu/2019/02/19/eat-lancet-report-is-an-epic-fail-and-commission-knows-it/>
- 9 <https://wickedleeks.riverford.co.uk/opinion/veganism-meat/scrutinise-small-print-eat-lancet>
- 10 <https://www.efanews.eu/item/6053-the-eat-lancet-commission-s-controversial-campaign.html>
- 11 Hyman, Mark. Food Fix: How to Save Our Health, Our Economy, Our Communities, and Our Planet-One Bite at a Time. First edition. New York: Little, Brown Spark, 2020.
- 12 Leroy, Frederic et al, Livestock in Evolving Foodscapes and Thoughtscapes, <https://www.frontiersin.org/articles/10.3389/fsufs.2020.00105/full>
- 13 Ibid
- 14 Ibid
- 15 <http://www.stordalenfoundation.no/#board>
- 16 <https://ninateicholz.com/majority-of-eat-authors-vegan-vegetarian/>
- 17 <https://www.theguardian.com/books/2003/oct/04/featuresreviews.guardianreview4>
- 18 <https://wellcome.org/press-release/new-eat-foundation-launching-today-will-change-way-we-feed-world>
- 19 Ibid
- 20 Scribd. 'Walter Willett, Potential Conflicts of Interest | Vegetarianism | Diet (Nutrition)'. Accessed 30 April 2021. <https://www.scribd.com/document/397606854/Walter-Willett-Potential-Conflicts-of-Interest>.
- 21 <https://ninateicholz.com/majority-of-eat-authors-vegan-vegetarian/>
- 22 Ibid
- 23 The Nutrition Coalition. 'EAT-Lancet Report Is One-Sided, Not Backed by Rigorous Science'. Accessed 29 April 2021. <https://www.nutritioncoalition.us/news/eatlancet-report-one-sided>
- 24 EAT. 'FReSH'. Accessed 30 April 2021. <https://eatforum.org/initiatives/fresh/>.
- 25 <https://www.livekindly.co/pepsi-vegan-future/>
- 26 <https://www.linkedin.com/pulse/eat-lancet-supported-massive-foodpharmachemical-public-nina-teicholz/>
- 27 LIVEKINDLY. 'Food Industry Giants Invest \$4 Million In Vegan Research', 5 February 2019. <https://www.livekindly.co/why-nestle-spending-4-million-research-vegan-food/>.
- 28 Willett, Walter, Johan Rockström, Brent Loken, Marco Springmann, Tim Lang, Sonja Vermeulen, Tara Garnett, et al. 'Food in the Anthropocene: The EAT–Lancet Commission on Healthy Diets from Sustainable Food Systems'. The Lancet 393, no. 10170 (2 February 2019): 447–92. [https://doi.org/10.1016/S0140-6736\(18\)31788-4](https://doi.org/10.1016/S0140-6736(18)31788-4). P449
- 29 <https://corporatewatch.org/yara-the-fertiliser-giant-causing-climate-catastrophe/>
- 30 Interview with Ethical Butcher
- 31 <https://www.efanews.eu/item/6053-the-eat-lancet-commission-s-controversial-campaign.html>
- 32 Ibid.
- 33 Teicho, Nina, Big Pasta Cooks up Self interested Nutrition Science, <https://www.nutritioncoalition.us/news/2018/9/10/big-pasta-cooks-up-self-interested-nutrition-science>
- 34 Email exchange between Frank Mitloehner and an EAT representative. Referenced in Anonymous. 'EAT-Lancet's Environmental Claims Are an Epic Fail – and the Commission Knows It'. CLEAR Center, 19 February 2019. <https://clear.ucdavis.edu/blog/eat-lancets-environmental-claims-are-epic-fail-and-commission-knows-it>

- 35 The UN Decade of Nutrition, the NOVA Food Classification and the Trouble with Ultra-Processing | Public Health Nutrition | Cambridge Core'. Accessed 9 February 2021.
<https://www.cambridge.org/core/journals/public-health-nutrition/article/un-decade-of-nutrition-the-nova-food-classification-and-the-trouble-with-ultraprocessing/2A9776922A28F8F757BDA32C3266AC2A>
- 36 Interview with Fredric Leroy
- 37 'Dietary Dictocrats of EAT-Lancet | Marmalade'. Accessed 30 April 2021.
<https://benjamindavidsteele.wordpress.com/2019/01/21/dietary-dictocrats-of-eat-lancet/>
- 38 <https://www.wbcds.org/contentwbc/download/11765/177145/1>
- 39 'IPES Food | How We Work'. Accessed 5 October 2021. <http://www.ipes-food.org/about/>.
- 40 theAnalysis-news. The 2021 Corporate Bamboozle On World Food Systems, 2021.
https://www.youtube.com/watch?v=Tv_SMEH91aM.
- 41 'WEF Takeover of UN Strongly Condemned'. Accessed 29 April 2021. <http://fian.org/en/press-release/article/wef-takeover-of-un-strongly-condemned-2273>.
- 42 Nations, United. 'Food Systems Summit'. United Nations. United Nations. Accessed 29 April 2021.
<https://www.un.org/en/food-systems-summit>. 'Thread by @fleroy1974 on Thread Reader App'. Accessed 19 April 2021. <https://threadreaderapp.com/thread/1367973772293246984.html>.
- 43 Twitter. 'Frédéric Leroy on Twitter'. Accessed 30 April 2021.
<https://twitter.com/fleroy1974/status/1306645785392668672>.
- 44 <https://t.co/OPBLpr8L7V>. Tweet. @sc_fss2021 (blog), 14 September 2021.
https://twitter.com/sc_fss2021/status/1437839607484329988.
https://sc-fss2021.org/wp-content/uploads/2021/09/ScGroup_Reader_UNFSS2021.pdf
- 45 <https://torontosun.com/news/world/billionaire-who-funded-meat-reduced-diet-study-likes-his-burgers-massive>
- 46 [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(19\)32526-7/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(19)32526-7/fulltext);
<https://isupportgary.com/articles/yes2meat-backlash-to-eat-lancets-planetary-health-diet>
- 47 <https://eatforum.org/learn-and-discover/eat-at-the-un-food-systems-summit-2021/>
- 48 Twitter. 'Dr Zoe Harcombe, PhD on Twitter'. Accessed 30 April 2021.
<https://twitter.com/zoeharcombe/status/1313067750441484288>.
- 49 <https://www.heraldscotland.com/news/18857301.concerted-corporate-push-stop-us-eating-meat-worry-us...opinion-joanna-blythman/>
- 50 <https://www.weforum.org/agenda/2020/06/now-is-the-time-for-a-great-reset/>
- 51 <https://www.jayneeresbuxton.com/open-letter-to-the-uk-health-alliance-on-climate-change>
- 52 <https://www.heraldscotland.com/news/18857301.concerted-corporate-push-stop-us-eating-meat-worry-us...opinion-joanna-blythman/>
- 53 Angell, Marcia, MD The Truth About the Drug Companies: how they deceive us and what to do about it. Random House, 2005, New York p xxviii

CHAPTER 15

- 1 Rebanks, James. English Pastoral: An Inheritance. UK: Allen Lane, 2020. P247

- 2 Price, Weston A. *Nutrition and Physical Degeneration*. 8th ed. La Mesa, CA: Price-Pottenger Nutrition Foundation, 2008. Pxxvi
- 3 Ibid P490 to 494
- 4 Pollan, Michael. In *Defence of Food: An Eater's Manifesto*. London: Penguin, 2009. P1
- 5 Ibid, P98
- 6 'What Should We Eat? – Zoë Harcombe', 2 August 2021. <https://www.zoeharcombe.com/2021/08/what-should-we-eat/>.
- 7 Rodgers, Diana, and Robert Wolf. *Sacred Cow: The Case for (Better) Meat: Why Well-Raised Meat Is Good for You and Good for the Planet*. Dallas, TX: BenBella Books, Inc, 2020. P244
- 8 Jenkinson, Andrew. *Why We Eat (Too Much): The New Science of Appetite*, 2020. P263
- 9 <https://realfoodcampaign.org.uk/>
- 10 Kendrick, Malcolm. *The Clot Thickens: The Enduring Mystery of Heart Disease*, 2021. P270
- 11 'Frontiers | We Are the Earth and the Earth Is Us: How Palates Link Foodscapes, Landscapes, Heartscapes, and Thoughtscapes | Sustainable Food Systems'. Accessed 13 August 2021. <https://www.frontiersin.org/articles/10.3389/fsufs.2021.547822/full>.
- 12 Jennifer Hendrix, cited in Taubes, Gary. *The Case for Keto*. Place of publication not identified: Granta Books, 2020. P203
- 13 Bikman, Benjamin T. *Why We Get Sick: The Hidden Epidemic at the Root of Most Chronic Disease -- and How to Fight It*. Dallas, TX: BenBella Books, Inc, 2020. P164-167
- 14 Natrins, Izabella. *The Real Food Solution: A Treasury of Wisdom for Energy, Vitality and Better Health for You and Your Planet*. Better Living Press, 2020. p385
- 15 Interview with Vinnie Tortorich
- 16 Natrins, Izabella. *The Real Food SOLUTION: A Treasury of Wisdom for Energy, Vitality and Better Health for You and Your Planet*. Better Living Press, 2020
- 17 Bikman, Benjamin T. *Why We Get Sick: The Hidden Epidemic at the Root of Most Chronic Disease -- and How to Fight It*. Dallas, TX: BenBella Books, Inc, 2020. P184
- 18 <https://www.dalepinnock.com/blog/5-ways-to-improve-gut-bacteria>
- 19 Dr. Mark Hyman. 'The Doctor's Pharmacy with Fred Provenza', 10 June 2020. <https://drhyman.com/blog/2020/06/10/podcast-ep120/>.
- 20 Dr. Mark Hyman. 'The Doctor's Pharmacy with Fred Provenza', 10 June 2020. <https://drhyman.com/blog/2020/06/10/podcast-ep120/>.
- 21 Provenza, Frederick D., Scott L. Kronberg, and Pablo Gregorini. 'Is Grassfed Meat and Dairy Better for Human and Environmental Health?' *Frontiers in Nutrition* 6 (2019). <https://doi.org/10.3389/fnut.2019.00026>.
- 22 USDA data
- 23 Correspondence with Valeria Burnazov
- 24 Bertolo, Robert F. 'The Multifactorial Consequences of Sulfur Amino Acid Deficiency'. *The American Journal of Clinical Nutrition* 114, no. 3 (1 September 2021): 839–40. <https://doi.org/10.1093/ajcn/nqab197>.
- 25 http://www.fao.org/3/i9166e/i9166e_Chapter6_Meat.pdf
- 26 Interview with Robert Barbour

- 27 Professor Alice Stanton, in <https://www.thetimes.co.uk/article/scientists-see-red-over-research-on-meats-health-risks-7pjcmm0b>
- 28 'Frontiers | We Are the Earth and the Earth Is Us: How Palates Link Foodscapes, Landscapes, Heartscapes, and Thoughtscapes | Sustainable Food Systems'. Accessed 13 August 2021. <https://www.frontiersin.org/articles/10.3389/fsufs.2021.547822/full>.
- 29 Food and Climate Change without the Hot Air: Change Your Diet: The Easiest Way to Help Save the Planet. Uit Cambridge Ltd, n.d. p5
- 30 <https://www.bmj.com/content/371/bmj.m4226.full>
- 31 Campbell-McBride, Natasha. Vegetarianism Explained: Making an Informed Decision, 2018. P24
- 32 'High Oleic Sunflower Oil'. <https://www.sunflowernsa.com/oil/High-Oleic-Sunflower-Oil/>
- 33 Orsavova, Jana, Ladislava Misurcova, Jarmila Vavra Ambrozova, Robert Vicha, and Jiri Mlcek. 'Fatty Acids Composition of Vegetable Oils and Its Contribution to Dietary Energy Intake and Dependence of Cardiovascular Mortality on Dietary Intake of Fatty Acids'. International Journal of Molecular Sciences 16, no. 6 (5 June 2015): 12871–90. <https://doi.org/10.3390/ijms160612871>.
- 'Hemp Oil'. In Wikipedia, 16 June 2021. https://en.wikipedia.org/w/index.php?title=Hemp_oil&oldid=1028862457
- 34 Vanstone, Nick, Andrew Moore, Perry Martos, and Suresh Neethirajan. 'Detection of the Adulteration of Extra Virgin Olive Oil by Near-Infrared Spectroscopy and Chemometric Techniques'. Food Quality and Safety 2, no. 4 (3 December 2018): 189–98. <https://doi.org/10.1093/fqsafe/fyy018>.
- 35 Nast, Condé. 'Seven Ways to Tell If Your Olive Oil Is Fake'. Epicurious. Accessed 8 July 2021. <https://www.epicurious.com/ingredients/seven-ways-to-tell-the-difference-between-real-and-fake-olive-oil-article>
- 36 Naiman, Ted, and William Shewfelt. The P.E. Diet: Leverage Your Body to Chieve Optimal Health. Milton Keynes: Lightening Source UK Ltd, 2020. P22
- 37 Ibid P21
- 38 Campbell-McBride, Natasha. Vegetarianism Explained: Making an Informed Decision, 2018. P124
- 39 Ibid P125
- 40 <https://www.newscientist.com/article/2246056-there-is-no-perfect-diet-that-works-for-every-metabolism-or-body-type/>
- 41 Spector, T. D. Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong. London: Jonathan Cape, 2020. P10
- 42 Wolcott, William L., and Trish Fahey. The Metabolic Typing Diet: Customize Your Diet for Permanent Weight Loss, Optimum Health, Preventing and Reversing Disease, Staying Young at Any Age, 2014. Pxiix
- 43 <https://www.pastureforlife.org>
- 44 <https://www.3lm.network/brands-and-retailers>
- 45 <https://www.izabellanatrins.com/shop-for-affordable-real-food/>
- 46 Shopping Guide For Finding the healthiest Foods in Supermarkets, Health Food Stores, Directly Purchased from Farms and by Mail Order. Available from the Weston Price Foundation at www.westonprice.org.
- 47 <https://access.sacredcow.info/meat-curious/>
- 48 Zaraska, Marta. Fighting food waste. New Scientist. 25 September 2021. P 42 -45
- 49 <https://www.ifs.org.uk/bns/bn128.pdf>
- 50 <https://sustainabledish.com/grass-fed-beef-elitist-10-foods-expensive-less-nutritious-grass-fed-beef/>

- 51 Baker, Emily. 'Supermarket Plant-Based Products Cost More Than Animal Products, Research Shows'. Plant Based News, 28 February 2021. <http://plantbasednews.org/lifestyle/food/supermarket-plant-based-products-cost-more-than-animal-products-research-shows/>.
- 52 Interview with Glen Burrows.
- 53 This works out at around £25 per person per week for main meals. Add an amount for breakfasts and lunches and you arrive at an amount that marginally more than the current average per person spend on food in the UK. <https://www.nimblefins.co.uk/average-uk-household-cost-food#:~:text=What's%20the%20average%20food%20bill,or%20ordering%20takeaways%20each%20week.>
- 54 <https://www.statista.com/statistics/724051/average-cost-for-supermarket-ready-meals-in-the-uk/>
- 55 Interview with Joanna Blythman
- 56 Oliver, Jamie. Chlorinated chicken is the tip of the iceberg. The Times 2, 'Jamie Oliver: "Chlorinated Chicken? I Wouldn't Want My Kids to Eat It" | Times2 | The Times'. Accessed 8 September 2021. <https://www.thetimes.co.uk/article/jamie-oliver-chlorinated-chicken-i-wouldnt-want-my-kids-to-eat-it-mzllpsst5>. Oct 8, 2020, p. 6-7
- 57 'Frontiers | We Are the Earth and the Earth Is Us: How Palates Link Foodscapes, Landscapes, Heartscapes, and Thoughtscapes | Sustainable Food Systems'. Accessed 13 August 2021. <https://www.frontiersin.org/articles/10.3389/fsufs.2021.547822/full>.
- 58 'It Would Be Feast, Not Famine, If We Learnt to Love Our Own Food | News Review | The Sunday Times'. Accessed 7 September 2021. <https://www.thetimes.co.uk/article/it-would-be-feast-not-famine-if-we-learnt-to-love-our-own-food-zdtws66sk>.
- 59 Interview with Joanna Blythman
- 60 Interview with Andrew Owens
- 61 Wilson, Bee, and Annabel Lee. First Bite: How We Learn to Eat. London: Fourth Estate, 2015. P32-37
- 62 Ibid p37
- 63 Michael Eades, M.D. 'In My 35+ Years of Taking Care of Patients and Preaching the Virtues of a Low-Carb Diet, I've Come to the Conclusion That the Single Best Thing You Can Do for Your Health Is to Spend More Time in Your Own Kitchen.' Tweet. @dreades (blog), 12 June 2020. <https://twitter.com/dreades/status/1271473411848634368>.
- 64 Jenkinson, Andrew. Why We Eat (Too Much): The New Science of Appetite, 2020. P263
- 65 Salatin, J and McCullough, S. Beyond Labels: A Doctor and a Farmer Conquer Food Confusion One Bite at a Time. Desktop Publishing. 2020
- 66 Evans, Matthew. On Eating Meat: The Truth about Its Production and the Ethics of Eating It. Sydney, N.S.W: Murdoch Books, 2019.
- 67 Rebanks, James. English Pastoral: An Inheritance. UK: Allen Lane, 2020. P263
- 68 Interview with Retail operations Director
- 69 'New Zealand Trade Deal: We've Been Abandoned by Urban Elite, Say Farmers | News | The Times'. Accessed 4 November 2021. <https://www.thetimes.co.uk/article/new-zealand-trade-deal-weve-been-abandoned-by-urban-elite-say-farmers-lcrb5dmxf>.
- 70 Blackett, Jamie. 'The Tories' new vegan caucus puts pandering to a trendy cause before good sense on diet'. <https://www.telegraph.co.uk/news/2021/01/02/tories-new-vegan-caucus-puts-pandering-trendy-cause-good-sense/>
- 71 Gatten, Emma. 'George Eustice: "I'm a Long Way from Being Vegan"'. The Telegraph, 30 October 2021. <https://www.telegraph.co.uk/environment/2021/10/30/george-eustice-long-way-vegan/>.
- 72 Burgess, Kaya. 'Rich Should Pay Eco-Tax to See Effect of Lifestyle', sec. news. Accessed 25 November 2021. <https://www.thetimes.co.uk/article/rich-should-pay-eco-tax-to-see-effect-of-lifestyle-63vhkdcqn>.

- 73 'Farmers in England to Be Paid for Looking after Soil Health from next Year | Farming | The Guardian'. Accessed 7 December 2021. <https://www.theguardian.com/environment/2021/dec/02/farmers-in-england-to-be-paid-for-looking-after-soil-health-from-next-year>.
- 74 National Food Strategy. 'The Report'. Accessed 8 September 2021. <https://www.nationalfoodstrategy.org/the-report/>.
- 75 Ibid
- 76 Ibid
- 77 Ibid P91
- 78 Ibid P148
- 79 <https://chefsinschools.org.uk/>
- 80 Interview with George Young
- 81 Provenza, Frederick D. Nourishment: What Animals Can Teach Us about Rediscovering Our Nutritional Wisdom. White River Junction, Vermont: Chelsea Green Publishing, 2018. P207
- 82 Metabolic Manifesto by Chris Rooney, provided via email correspondence
- 83 'Tax on Meat Is Bad Solution to Climate Change | Comment | The Times'. Accessed 31 January 2022. <https://www.thetimes.co.uk/article/tax-on-meat-is-bad-solution-to-climate-change-pcfmzmgxb>.
- 84 Kendrick, Malcolm. Doctoring Data: How to Sort out Medical Advice from Medical Nonsense: How to Sort out Medical Advice from Medical Nonsense. Place of publication not identified: Columbus Publishing, 2014. P23
- 85 Spector, T. D. Spoon-Fed: Why Almost Everything We've Been Told about Food Is Wrong. London: Jonathan Cape, 2020. P17