

media kit

COMFORTABLY UNAWARE

dr. richard a. oppenlander





Why *this* book?

Why *now*?

COMFORTABLY
UNAWARE
is more than a book –
it's a poignant and
ongoing message ...



Inspiring others to become *aware*.

COMFORTABLY UNAWARE

global depletion and food responsibility...
what you choose to eat is killing our planet

- Introduces Global Depletion—the loss of our primary resources on earth as well as our own health due to our choice of foods
- Includes topics such as agricultural land use inefficiencies and world hunger, loss of biodiversity, water scarcity, the state of our oceans
 - Clarifies use of the word 'sustainable' as it relates to food
 - Fresh voice, unique perspectives
 - Begins where Pollan, Bittman, Foer leave off
 - Information presented through an unfiltered lens
 - Ongoing and updated via blog, website, Facebook and Twitter presence
 - University/college lecture tour, speaking engagements, workshops



Inspiring others to become *aware*.

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Comfortably Unaware explains, so clearly, how what we choose to eat has a direct impact on the health of Planet Earth: how modern agro-business and our thoughtless appetites are, quite literally, destroying the environment and the future of our children.

I urge you to read it, to think about its message, discuss it with your friends – and start to change the world, one bite, one meal, one diet at a time.”

– **Jane Goodall, PhD, DBE,
UN Messenger of Peace**

“

As vegan diets gain popularity across the country for a way to improve health and the welfare of animals, it's no secret that the environmental effects of this diet can have a positive effect on our planet. *Comfortably Unaware* helps readers take a closer look at just this – how to heal the planet by changing what's on your plate. A health and environmental advocate for over 30 years, Dr. Oppenlander has long been inspiring change with his informative message. May his message inspire you.”

– **Neal Barnard,
President, Physicians
Committee for
Responsible Medicine**



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Reviews and Impacts



***Best book I have
read in a long time!***

F.A., San Diego, California
(Amazon.com)

His statistics and research about how the raising of farm animals (fish farms included) necessitates using much of the arable land in the world causing deserts, destroying the rain forests, worldwide hunger, loss of biodiversity, and the destruction of the oceans – one ecosystem after the other.

Still, his last chapter that drums away at the morally and ethically indefensible brutality of animals that feel and think much more than we care to admit makes me determined to change my eating habits. This is an excellent, life-altering book that everyone should take the time to read, learn and practice.

– Dr. Robert Rose
for ReadersFavorite.com

Dr. Oppenlander, I attended your workshop yesterday and loved it. I also attended your lecture on Monday night and my WORLD WAS ROCKED! I love to eat meat and I consider myself to be very conscious of where it comes from, but after your lecture, I don't even want to buy animal products anymore, knowing how unsustainable it really is – so my diet will basically be vegan. I have bought your book and am letting all my friends read it; thanks for a great lecture and workshop!

– J.T., lecture attendee



I was so excited about this book, I could hardly wait to get it, and read it. And I wasn't disappointed. Finally, here's an authoritative voice, saying everything I and lots of other people have been thinking and feeling for so many years, and struggling to express. I was glad to see the extensive end notes documenting every single thing Dr. Oppenlander had to say. “**Comfortably Unaware**” is a concise, clear and precise account of our food-related woes – the what, when, where, who and whys of planetary destruction.

– Savvy Vegetarian

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You have moved me to take action here in Australia and help you to get your message out. I am a 74 year old man and do not eat any animal products, but the information contained in the book has motivated me to help spread the word. My wife and I both are very moved by your information and how it can help people lead a healthy lifestyle. Many thanks for your book.

- Ojas

Your lecture was very eye opening and has completely changed the way we view the livestock and fishing industries. My friend actually cried during your talk as the facts you were giving about the destruction of the Amazon was devastating. You have made an everlasting impact on these students, which is incredible to witness.

- E.P., Director,
Sustainability Speaker Series
UCSC

Comfortably Unaware is an honest and refreshingly real look at how the choices we make in what we eat affects the planet and global depletion. Dr. Oppenlander only shares well-researched and documented facts and statistics in a manner without concern for hurting anyone's feelings or stepping on any feet as most authors do these days.

It is scary to know what is happening to the world at an alarming rate simply because of what some people eat based basically only on it "tasting good." I encourage everyone to read this book and spread the information and awareness with everyone they love to help make the world a healthier more peaceful planet. It is an easy quick read and I HIGHLY recommend it.

- *Nutritionista Magazine*



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Excerpts from Comfortably Unaware



Most important, though, is the way in which this information is disseminated and ultimately used (or not used) to develop global strategies. Comfortably Unaware will provide you with information regarding all the areas of sustainability affected by eating animals and how various decision-making organizations are, in many instances, mismanaging it.

We now have all heard that we should “vote with our forks.” Millions of people are influenced by a few who advocate not only eating grass-fed livestock but also that we approach our food choices from other less-than-sustainable concepts. I have a better approach. For instance, instead of “voting with our forks,” which we have actually been doing for the past fifty years—and look where it has gotten us—we should actually become more aware of the effect of our food choices and then vote with our minds first; then, let our forks follow.

Rarely does one choose and buy food items based on where, how, why, or from what that item was derived or its cost to our environment. Certainly, the true origin of what we eat—the path and story of how it arrived on your plate or in your mouth—should be known. This journey and the true cost in used resources and the effect on your health and that of our planet should be understood and taken into consideration with each food choice made. These food choice realities should also be placed back into the equation as a parameter of success or failure of our entire worldwide food production system.

It is these life-sustaining resources that are being used or destroyed at a rate such that replacement or restoration is impossible for hundreds, if not thousands, of years—if ever. Water, land, air, and wildlife ecosystems are most affected, and while many industries are to blame, our food has had the largest single negative impact on our environment.

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Alaskan Pollock have been harvested at a rate of 3 million tons per year and it is still labeled as sustainable. Who would think you could take 3 million tons of any species from anywhere and think they wouldn't be missed. What we need is complete and immediate restoration of all oceanic ecosystems back to a balanced state where pluses and minuses occur naturally, not controlled and manipulated by our "wants" or by an organization influenced by money, which they all are. We "want" to eat Pollock so therefore they're sustainable.



It is not so cool to think of yourself as "green" or sustainable because you recycle or you change to energy-efficient light bulbs when you still eat animal products that have a much more profoundly negative impact on our environment than all the bulbs you just switched out. Consider going one step further and actually becoming environmentally conscious. Instead of just saying you are "sustainable," do the right thing for yourself and for the planet and eat only plant-based foods. Then you really will be sustainable.

With respect to food: open up and enhance your level of consciousness. Break away from those cultural and media marketing constraints. Do the right thing and commit. Be absolutely consistent with following through, and then feel great about what you are doing. Your body, mind, and spirit will be in a better place—and so will our planet.

"Isn't grass fed or pastured livestock sustainable?", is a question you will be confronted with sooner or later ... it's a topic that is gaining momentum, which I find a natural path for most people wanting so badly to hang on to the false sense of "needing" vs. "wanting" to eat animal products. It is the path of least resistance.

The destruction or global depletion of natural habitats in order to establish grazing or cropland for livestock is, not surprisingly, the leading cause of biodiversity loss. Countless species of plants and animals are either extinct or severely threatened from our practice of raising livestock.

Animal rights has inappropriately become a stigma in some venues. The vast majority of humans would rather not hear about their food origins, particularly if it involves inhumane treatment, torture, abominable living conditions, or the pain and suffering of living things. It is much easier to simply turn the other way. All meat and fish items are products that are derived from animals that are very capable of carrying out thought processes and feeling emotion. So, unfortunately, whenever you eat meat, dairy products, fish, or any part of any animal, more likely than not, you are contributing to abuse of another living thing. Regardless of what you choose to call that part you are consuming (bacon, hot dog, ham, pork chop, sausage, burger, steak, etc.), it is still an animal.

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About Dr. Richard A. Oppenlander

Author of "*Comfortably Unaware: Global Depletion and Food Choice Responsibility*," Dr. Oppenlander is a sustainability and wellness advocate, writer, and speaker committed to improving the health of our planet. Through literary work or in person, he brings an eclectic combination of experiences regarding this topic spanning the past 40 years.

Since the early 1970's, Dr. Oppenlander has extensively studied the effect our food choices have on our health and the immense impact those choices have on our environment. He is president and founder of an organic vegan food production and education business, and has given hundreds of lectures, presentations, and open discussions on the topic of food choice.

He has been a featured guest appearing on radio shows, in newspapers and magazines. With "*Comfortably Unaware*" as well as with his speaking engagements, Dr. Oppenlander addresses the fact that our current choices of foods are causing Global Depletion-the loss of our land, water, air/atmosphere, food supply, biodiversity, energy resources, and our own health.

In compelling fashion, he reveals serious inefficiencies and unsustainable practices in our current food production systems and explores unique solutions. Along the way, Dr. Oppenlander challenges audiences with new insights regarding how this has happened – exposing our cultural, social, educational, governmental, and even media influences.



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Every day each of us must make choices and then, ultimately, **take responsibility** for the comprehensive impact of those decisions.

Therefore, it seems to be the **inherent duty** of everyone to make as informed a choice as possible.

We should all be committed to understanding the **reality and consequences** of our diet, the footprint it makes on our environment, and seek food products that are in the best interest of all living things.”

– Richard A. Oppenlander, 1989



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Manufactured with Green-e certified windpower.

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