

# Comfortably unaware

Review

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This is a little book about a huge subject: the drastic consequences to public health and the environment, of our addiction to eating meat.

Alas! We see little prospect of this valuable book ever being able to make the impact that it should. Powerful commercial and industrial interests will continue to control authorities such as the USDA and the Surgeon-General's office, to ensure that they never make any recommendation about food choices which will impact industry profits. Few people are intelligent and independent enough to seek out the unconventional truth for themselves.

The author quotes Dr Marion Nestle from her book 'Food Politics,' where she describes how, when she was involved in the Surgeon-General's report on Nutrition and Health: "My first day on the job, I was given the rules: No matter what the research indicated, the report could not recommend 'eat less meat' or the report would never be published."

In the same vein, why did it take so long for people to realise that smoking was so unhealthy? The answer is: for the same reasons: When one reads Robert Koop's revealing biography of his time as Surgeon-General, he explains his surprise when arriving at the office to discover that there was a rule against saying anything about tobacco smoking being bad for the public's health.

What a deplorable lack of concern for peoples' health that the only interest of compliant regulatory authorities is in keeping the money rolling in to agribusiness. With such skewed policies in government, what chance do ordinary members of the public have of learning the truth about, not only their own health issues, but also the terrible effects that growing meat for markets has, upon the future of our environment. As the great Richard Feynman wrote: "The truth should never be subordinated to public relations, because you can't fool Nature."

The author has vast experience in this field, and shares his expertise with the reader, explaining even complex issues in simple terms that laymen can understand. Education is essential, he points out, but there are also cultural and psychological reasons why people will continue to eat meat, even when they are shown how unhealthy it is. Addiction, gluttony, culture, casual indifference; all these factors influence our food choices.

The book is clearly and succinctly written, and it summarises the latest scientific knowledge on the debilitating effects of meat eating. The internet gives us the power, unprecedented in human history, to circumvent the censorship of the truth about plant-based diet. So do your friends and the planet a favour by posting and tweeting all your contacts, urging them to read 'Comfortably Unaware.'