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[THEHIGHERSIDECHATS.COM](https://www.thehighersidechats.com)**

1
00:00:06,389 --> 00:00:02,629

[Music]

2
00:00:09,350 --> 00:00:06,399

these days so many podcast hosts just

3
00:00:11,669 --> 00:00:09,360

riff through unprepared segments until

4
00:00:14,629 --> 00:00:11,679

they get to the next ad break for pills

5
00:00:16,870 --> 00:00:14,639

they know nothing about cheap razors and

6
00:00:19,269 --> 00:00:16,880

whatever else they can get a buck from

7
00:00:20,390 --> 00:00:19,279

but the higher side chats does it

8
00:00:23,349 --> 00:00:20,400

differently

9
00:00:25,990 --> 00:00:23,359

we succeed or fail on the quality of the

10
00:00:28,950 --> 00:00:26,000

content and your desire to hear more of

11
00:00:30,390 --> 00:00:28,960

it so you're about to hear another free

12
00:00:32,630 --> 00:00:30,400

first hour episode

13
00:00:34,709 --> 00:00:32,640

that's here to prove that two hour shows

14

00:00:37,670 --> 00:00:34,719

are worth subscribing for

15

00:00:38,790 --> 00:00:37,680

five shows a month for just eight

16

00:00:41,430 --> 00:00:38,800

dollars

17

00:00:44,709 --> 00:00:41,440

members get a mobile friendly website a

18

00:00:47,750 --> 00:00:44,719

decade of archives a dedicated rss feed

19

00:00:50,069 --> 00:00:47,760

for the best podcast apps and a lot

20

00:00:51,270 --> 00:00:50,079

deeper discussion that a single hour can

21

00:00:54,150 --> 00:00:51,280

allow for

22

00:00:57,670 --> 00:00:54,160

sponsor free with more for the

23

00:00:58,830 --> 00:00:57,680

get a free 7-day trial of thc plus at

24

00:01:00,470 --> 00:00:58,840

the

25

00:01:01,620 --> 00:01:00,480

highersidechats.com

26

00:01:07,830 --> 00:01:01,630

enjoy

27

00:01:12,390 --> 00:01:10,550

in the 1930s president franklin delano

28

00:01:14,950 --> 00:01:12,400

roosevelt addressed the nation through a

29

00:01:18,070 --> 00:01:14,960

series of radio broadcasts known as the

30

00:01:19,830 --> 00:01:18,080

fireside chats his aim was to reassure

31

00:01:21,990 --> 00:01:19,840

the common man that our society would

32

00:01:24,550 --> 00:01:22,000

recover from its troubled times well

33

00:01:27,109 --> 00:01:24,560

we're far from 1930 and i deal with a

34

00:01:29,670 --> 00:01:27,119

different kind of fire for a new era of

35

00:01:33,510 --> 00:01:29,680

worldly frustration we offer a fresh

36

00:01:36,149 --> 00:01:33,520

conversation i'm greg carlwood and these

37

00:01:38,230 --> 00:01:36,159

are the higher side chats

38

00:01:40,550 --> 00:01:38,240

let them eat cake people how we doing

39

00:01:42,710 --> 00:01:40,560

out there from sunny san diego i'm greg

40

00:01:44,710 --> 00:01:42,720

carlwood and it's easy to take for

41

00:01:47,190 --> 00:01:44,720

granted but there are few topics more

42

00:01:48,550 --> 00:01:47,200

important or more multi-dimensional than

43

00:01:50,630 --> 00:01:48,560

what we eat

44

00:01:52,630 --> 00:01:50,640

in much simpler times when we lived off

45

00:01:54,950 --> 00:01:52,640

the land the answer was pretty simple we

46

00:01:56,789 --> 00:01:54,960

eat what we can and what's around but

47

00:01:59,429 --> 00:01:56,799

industrialization complicated the

48

00:02:01,830 --> 00:01:59,439

question of what even qualifies as food

49

00:02:03,910 --> 00:02:01,840

and high society has held our diet up to

50

00:02:05,830 --> 00:02:03,920

examine it through spiritual moral and

51
00:02:07,670 --> 00:02:05,840
philosophical lenses whether you like

52
00:02:09,990 --> 00:02:07,680
their conclusions or not

53
00:02:11,430 --> 00:02:10,000
we know food control and food quality

54
00:02:13,750 --> 00:02:11,440
have always been factors in

55
00:02:16,070 --> 00:02:13,760
conversations of class and power as well

56
00:02:17,750 --> 00:02:16,080
as major elements in wartime strategy

57
00:02:19,350 --> 00:02:17,760
and colonization

58
00:02:21,190 --> 00:02:19,360
and these are the things we must

59
00:02:23,030 --> 00:02:21,200
consider when food factories are

60
00:02:25,510 --> 00:02:23,040
catching fire or exploding at a

61
00:02:28,070 --> 00:02:25,520
suspiciously high rate livestock is

62
00:02:30,229 --> 00:02:28,080
being killed in mass over one pcr test

63
00:02:32,309 --> 00:02:30,239

for pig disease or bird flu

64

00:02:34,229 --> 00:02:32,319

cows are being scapegoated for rampant

65

00:02:35,990 --> 00:02:34,239

corporate pollution and multinational

66

00:02:37,990 --> 00:02:36,000

billionaire think tanks and interlocking

67

00:02:39,430 --> 00:02:38,000

organizations are making it very clear

68

00:02:40,869 --> 00:02:39,440

that their plan to create a more

69

00:02:43,110 --> 00:02:40,879

sustainable and of course more

70

00:02:45,270 --> 00:02:43,120

profitable world is to completely

71

00:02:47,190 --> 00:02:45,280

eradicate traditional food sources and

72

00:02:49,430 --> 00:02:47,200

make sure everyone globally is eating

73

00:02:51,430 --> 00:02:49,440

factory made frankenmeat and subpar

74

00:02:52,869 --> 00:02:51,440

products produced by their corporate lab

75

00:02:55,270 --> 00:02:52,879

food friends

76

00:02:57,670 --> 00:02:55,280

call it an attack a hostile takeover or

77

00:02:59,509 --> 00:02:57,680

just crony capitalism at work but there

78

00:03:01,350 --> 00:02:59,519

is a good argument to be made that this

79

00:03:03,589 --> 00:03:01,360

very well might be the most important

80

00:03:05,589 --> 00:03:03,599

struggle of our lifetimes

81

00:03:08,229 --> 00:03:05,599

because the consequences of these food

82

00:03:10,309 --> 00:03:08,239

policy police being successful are quite

83

00:03:12,070 --> 00:03:10,319

scary and yet so many people are

84

00:03:13,990 --> 00:03:12,080

blissfully unaware

85

00:03:15,670 --> 00:03:14,000

well here to break it all down is dr

86

00:03:17,350 --> 00:03:15,680

frederick lara one of the most

87

00:03:19,030 --> 00:03:17,360

knowledgeable and highly qualified

88

00:03:21,830 --> 00:03:19,040

experts in the food field that i could

89

00:03:23,430 --> 00:03:21,840

find he's a food scientist technologist

90

00:03:25,750 --> 00:03:23,440

and professor at the university of

91

00:03:27,990 --> 00:03:25,760

brussels specializing in the science and

92

00:03:30,550 --> 00:03:28,000

application of animal foods in society

93

00:03:32,710 --> 00:03:30,560

and nutrition with a research background

94

00:03:34,710 --> 00:03:32,720

in bacterial communities and fermented

95

00:03:37,030 --> 00:03:34,720

foods human and animal health food

96

00:03:38,869 --> 00:03:37,040

studies and food traditions

97

00:03:40,789 --> 00:03:38,879

he is the president of the belgian

98

00:03:43,350 --> 00:03:40,799

association of meat science and

99

00:03:44,869 --> 00:03:43,360

technology and belgian society for food

100

00:03:46,710 --> 00:03:44,879

microbiology

101

00:03:48,869 --> 00:03:46,720

and he also serves on the scientific

102

00:03:50,869 --> 00:03:48,879

board of the world farmers organization

103

00:03:53,750 --> 00:03:50,879

among other non-profits and academic

104

00:03:55,910 --> 00:03:53,760

boards his accomplishments no no bounds

105

00:03:58,149 --> 00:03:55,920

the food science educator anti-meat

106

00:04:01,110 --> 00:03:58,159

agenda exposé and corporate food tech

107

00:04:02,789 --> 00:04:01,120

truth teller dr frederic lara thank you

108

00:04:03,990 --> 00:04:02,799

so much for being here

109

00:04:05,910 --> 00:04:04,000

most welcome that was quite the

110

00:04:07,830 --> 00:04:05,920

introduction thank you

111

00:04:09,830 --> 00:04:07,840

well this is a real honor i do feel like

112

00:04:12,149 --> 00:04:09,840

a bit of a phony doing the accent but

113

00:04:14,869 --> 00:04:12,159

you know i gotta take a stab at it and

114

00:04:16,789 --> 00:04:14,879

you know really the food issues of our

115

00:04:19,270 --> 00:04:16,799

day are some of the most important to me

116

00:04:21,590 --> 00:04:19,280

so to have you here is a real treat i

117

00:04:23,830 --> 00:04:21,600

tried to do your bio justice but your

118

00:04:26,469 --> 00:04:23,840

accolades and accomplishments are pretty

119

00:04:28,710 --> 00:04:26,479

vast to kick this off talk to us a bit

120

00:04:30,550 --> 00:04:28,720

more about your background and resume as

121

00:04:32,870 --> 00:04:30,560

well as where you started to notice

122

00:04:36,469 --> 00:04:32,880

there was a problem or dare i say

123

00:04:39,510 --> 00:04:36,479

campaign against meat from the top down

124

00:04:42,629 --> 00:04:39,520

right well it goes back to

125

00:04:45,030 --> 00:04:42,639

my interest in food that started to be

126

00:04:46,710 --> 00:04:45,040

triggered while i was studying

127

00:04:48,790 --> 00:04:46,720

bioengineering sciences now by

128

00:04:51,670 --> 00:04:48,800

bioengineering sciences is a quite

129

00:04:53,430 --> 00:04:51,680

unique study in belgium

130

00:04:55,670 --> 00:04:53,440

combining all sorts of different

131

00:04:58,310 --> 00:04:55,680

approaches to science as long as they

132

00:05:00,950 --> 00:04:58,320

involve biology and combine biology so

133

00:05:02,790 --> 00:05:00,960

living matter living organisms with

134

00:05:04,950 --> 00:05:02,800

technology so that could be

135

00:05:05,830 --> 00:05:04,960

environmental technology through you

136

00:05:07,909 --> 00:05:05,840

know

137

00:05:11,029 --> 00:05:07,919

wastewater treatments or agricultural

138

00:05:12,629 --> 00:05:11,039

sciences or cellular approaches and

139

00:05:14,870 --> 00:05:12,639

immunology you name it all sorts of

140

00:05:18,070 --> 00:05:14,880

different things but also

141

00:05:20,390 --> 00:05:18,080

food science and technology and

142

00:05:22,550 --> 00:05:20,400

within the direction that i picked which

143

00:05:25,029 --> 00:05:22,560

was the chemistry part so within

144

00:05:27,350 --> 00:05:25,039

chemistry i became interested in so in

145

00:05:29,749 --> 00:05:27,360

food technology and also in nutrition

146

00:05:32,070 --> 00:05:29,759

i did a master thesis on food and

147

00:05:34,950 --> 00:05:32,080

nutrient security

148

00:05:37,110 --> 00:05:34,960

in africa and

149

00:05:39,990 --> 00:05:37,120

after that i did a phd

150

00:05:41,909 --> 00:05:40,000

in a rather different field which was

151
00:05:44,070 --> 00:05:41,919
hardcore engineering

152
00:05:47,350 --> 00:05:44,080
of food processors and

153
00:05:49,590 --> 00:05:47,360
applying mathematical modeling to

154
00:05:51,590 --> 00:05:49,600
simulate what is going on with respect

155
00:05:52,550 --> 00:05:51,600
to food safety and food quality

156
00:05:54,469 --> 00:05:52,560
in

157
00:05:55,430 --> 00:05:54,479
fermented animals or foods particularly

158
00:05:57,590 --> 00:05:55,440
meat

159
00:05:59,749 --> 00:05:57,600
so that that was just a case study right

160
00:06:02,390 --> 00:05:59,759
it was just my case study

161
00:06:03,909 --> 00:06:02,400
and at the time of my phd which was in

162
00:06:07,830 --> 00:06:03,919
the

163
00:06:11,830 --> 00:06:07,840

i

164

00:06:14,309 --> 00:06:11,840

that

165

00:06:17,670 --> 00:06:14,319

spectacularly controversial

166

00:06:19,510 --> 00:06:17,680

at least not as it became afterwards so

167

00:06:21,670 --> 00:06:19,520

because of my interest in animal source

168

00:06:23,270 --> 00:06:21,680

foods which only grew and i also became

169

00:06:24,309 --> 00:06:23,280

a generalist in the field of animal

170

00:06:26,950 --> 00:06:24,319

production

171

00:06:29,670 --> 00:06:26,960

i was confronted more and more with

172

00:06:31,749 --> 00:06:29,680

journalists and with media discourse and

173

00:06:32,629 --> 00:06:31,759

with all sorts of things being claimed

174

00:06:35,189 --> 00:06:32,639

about

175

00:06:38,070 --> 00:06:35,199

my topic of expertise animal social

176

00:06:39,670 --> 00:06:38,080

foods that just didn't make sense

177

00:06:41,189 --> 00:06:39,680

i know how animal source foods are

178

00:06:43,110 --> 00:06:41,199

produced i know how they're transformed

179

00:06:45,189 --> 00:06:43,120

and what they mean biochemically

180

00:06:46,830 --> 00:06:45,199

speaking what they mean for health

181

00:06:49,110 --> 00:06:46,840

what the different

182

00:06:50,950 --> 00:06:49,120

potential harms are that can be caused

183

00:06:51,830 --> 00:06:50,960

but also the benefits

184

00:06:54,070 --> 00:06:51,840

and

185

00:06:57,029 --> 00:06:54,080

i was only hearing very hyperbolic

186

00:06:59,029 --> 00:06:57,039

exaggerated claims about how meat is

187

00:06:59,990 --> 00:06:59,039

destroying the planet and our health and

188

00:07:02,469 --> 00:07:00,000

how it's

189

00:07:04,629 --> 00:07:02,479

incredibly bad for the animals and it

190

00:07:05,589 --> 00:07:04,639

makes biodiversity collapse

191

00:07:07,430 --> 00:07:05,599

and

192

00:07:09,990 --> 00:07:07,440

all different kinds of

193

00:07:11,110 --> 00:07:10,000

apocalyptic stories that basically we

194

00:07:13,350 --> 00:07:11,120

should end

195

00:07:14,790 --> 00:07:13,360

livestock agriculture to save the planet

196

00:07:17,510 --> 00:07:14,800

and everybody on it

197

00:07:19,029 --> 00:07:17,520

and that was so fascinating that the

198

00:07:21,510 --> 00:07:19,039

foods that i was studying and also the

199

00:07:25,350 --> 00:07:21,520

foods that have always been valued very

200

00:07:27,749 --> 00:07:25,360

much by our ancestors for many reasons

201
00:07:29,189 --> 00:07:27,759
those foods certainly

202
00:07:31,430 --> 00:07:29,199
were

203
00:07:33,350 --> 00:07:31,440
transformed from being very benign and

204
00:07:36,309 --> 00:07:33,360
very valued very cherished foods to

205
00:07:38,550 --> 00:07:36,319
foods that were vilified and

206
00:07:40,710 --> 00:07:38,560
presented as extremely harmful

207
00:07:41,670 --> 00:07:40,720
now there must be a reason for that and

208
00:07:44,550 --> 00:07:41,680
it just

209
00:07:46,390 --> 00:07:44,560
doesn't happen like this out of the blue

210
00:07:49,270 --> 00:07:46,400
especially also because

211
00:07:51,830 --> 00:07:49,280
in the past every

212
00:07:52,629 --> 00:07:51,840
type of vegan or vegetarian discourse

213
00:07:56,390 --> 00:07:52,639

was

214

00:07:58,629 --> 00:07:56,400

taken serious

215

00:07:59,830 --> 00:07:58,639

and why would it because who would

216

00:08:01,670 --> 00:07:59,840

support that

217

00:08:03,909 --> 00:08:01,680

and now it's all over the place yeah so

218

00:08:05,510 --> 00:08:03,919

it's clearly being pushed

219

00:08:06,790 --> 00:08:05,520

and i wanted to find out why that is the

220

00:08:09,510 --> 00:08:06,800

case so

221

00:08:11,430 --> 00:08:09,520

to do so what i did is i collaborate or

222

00:08:13,830 --> 00:08:11,440

started collaborations with

223

00:08:15,830 --> 00:08:13,840

specialists in the field of

224

00:08:17,830 --> 00:08:15,840

history and psychology and consumer

225

00:08:20,710 --> 00:08:17,840

sciences and anthropology

226

00:08:23,670 --> 00:08:20,720

trying to figure out what was going on

227

00:08:25,589 --> 00:08:23,680

with the societal change with respect to

228

00:08:27,430 --> 00:08:25,599

meat and at the end meat is just one of

229

00:08:28,950 --> 00:08:27,440

the i focus a lot on meat because it's

230

00:08:31,110 --> 00:08:28,960

the most probably the most controversial

231

00:08:33,430 --> 00:08:31,120

the most symbolic of all the foods but

232

00:08:36,070 --> 00:08:33,440

it's a larger problem it has to do with

233

00:08:38,790 --> 00:08:36,080

the new ways that people look at food

234

00:08:41,350 --> 00:08:38,800

and how certain

235

00:08:44,230 --> 00:08:41,360

circles want to transform the food

236

00:08:45,910 --> 00:08:44,240

system in radical ways

237

00:08:48,630 --> 00:08:45,920

and use all sorts of different means and

238

00:08:51,269 --> 00:08:48,640

strategies to get there

239

00:08:52,389 --> 00:08:51,279

well that is a great introductory

240

00:08:54,710 --> 00:08:52,399

summary

241

00:08:56,870 --> 00:08:54,720

and to talk a bit about the history of

242

00:08:59,509 --> 00:08:56,880

the billionaire class trying to control

243

00:09:01,750 --> 00:08:59,519

the diets of people and demonizing meat

244

00:09:05,190 --> 00:09:01,760

i've heard you take this campaign back

245

00:09:06,550 --> 00:09:05,200

to the club of rome in 1968 where david

246

00:09:08,550 --> 00:09:06,560

rockefeller was one of the three

247

00:09:11,269 --> 00:09:08,560

founders we have the rockefeller

248

00:09:14,230 --> 00:09:11,279

commission report in 1969 meant to look

249

00:09:16,389 --> 00:09:14,240

ahead to the year 2000 that talked about

250

00:09:18,550 --> 00:09:16,399

these same food goals we hear about from

251

00:09:19,750 --> 00:09:18,560

the world economic forum talk to us

252

00:09:22,150 --> 00:09:19,760

about some of

253

00:09:23,430 --> 00:09:22,160

this history that kind of got us to this

254

00:09:25,430 --> 00:09:23,440

place where we are now because they've

255

00:09:27,829 --> 00:09:25,440

been talking about this for a long time

256

00:09:30,150 --> 00:09:27,839

it just seems like lately it's really

257

00:09:32,150 --> 00:09:30,160

been ramped up

258

00:09:33,590 --> 00:09:32,160

yes yeah that's absolutely true

259

00:09:35,509 --> 00:09:33,600

despite the fact that i was mentioning

260

00:09:37,910 --> 00:09:35,519

that it's a very recent phenomenon that

261

00:09:39,509 --> 00:09:37,920

we really confronted with this

262

00:09:41,269 --> 00:09:39,519

only over the last

263

00:09:43,190 --> 00:09:41,279

let's say seven eight years to the

264

00:09:45,269 --> 00:09:43,200

extent that we're facing it now but it's

265

00:09:46,389 --> 00:09:45,279

true that it goes back much further in

266

00:09:48,710 --> 00:09:46,399

time

267

00:09:51,350 --> 00:09:48,720

it was more under the surface but the

268

00:09:53,430 --> 00:09:51,360

general layout was already in place

269

00:09:55,430 --> 00:09:53,440

actually it goes back even further than

270

00:09:57,590 --> 00:09:55,440

the late 1960s

271

00:09:59,269 --> 00:09:57,600

you could say that it goes back

272

00:10:01,750 --> 00:09:59,279

to the

273

00:10:04,150 --> 00:10:01,760

19th century especially the second part

274

00:10:08,150 --> 00:10:04,160

of the 19th century where you had the

275

00:10:09,829 --> 00:10:08,160

first ideas about how what well

276

00:10:12,069 --> 00:10:09,839

to be fair there's a historical track

277

00:10:13,190 --> 00:10:12,079

record that even goes beyond that

278

00:10:14,389 --> 00:10:13,200

and it's important to see the whole

279

00:10:17,030 --> 00:10:14,399

picture here

280

00:10:19,110 --> 00:10:17,040

because otherwise people focus too much

281

00:10:21,509 --> 00:10:19,120

on certain interests and players and

282

00:10:23,350 --> 00:10:21,519

it's a very broad

283

00:10:25,190 --> 00:10:23,360

dynamic that is really

284

00:10:27,990 --> 00:10:25,200

in the societal issue

285

00:10:30,150 --> 00:10:28,000

in many it's a complicated pattern so

286

00:10:31,750 --> 00:10:30,160

let me try to clarify that as simply as

287

00:10:32,949 --> 00:10:31,760

i can do that

288

00:10:35,110 --> 00:10:32,959

if you look at

289

00:10:36,150 --> 00:10:35,120

animal source foods and red meat in

290

00:10:38,790 --> 00:10:36,160

particular

291

00:10:41,590 --> 00:10:38,800

throughout history there are anecdotal

292

00:10:42,870 --> 00:10:41,600

historical anecdotes that say that some

293

00:10:45,030 --> 00:10:42,880

people have

294

00:10:47,509 --> 00:10:45,040

were not willing to eat those foods and

295

00:10:49,990 --> 00:10:47,519

it was usually in a context of

296

00:10:51,910 --> 00:10:50,000

purity and religion and

297

00:10:55,030 --> 00:10:51,920

trying to

298

00:10:56,310 --> 00:10:55,040

get to those self-cleaning

299

00:10:59,030 --> 00:10:56,320

ways of

300

00:11:00,870 --> 00:10:59,040

even self-denial so acidism in in

301
00:11:03,430 --> 00:11:00,880
general so it was always

302
00:11:05,750 --> 00:11:03,440
those religious fractions that were very

303
00:11:09,110 --> 00:11:05,760
much puritan and

304
00:11:10,790 --> 00:11:09,120
trying to get away from the earthly

305
00:11:12,150 --> 00:11:10,800
dirtiness and filth

306
00:11:14,750 --> 00:11:12,160
that has been the essence and you can

307
00:11:17,190 --> 00:11:14,760
find examples in in ancient greece

308
00:11:18,550 --> 00:11:17,200
pythagoras was vegetarian didn't eat

309
00:11:20,069 --> 00:11:18,560
meat and he connected that to

310
00:11:22,630 --> 00:11:20,079
reincarnation for instance it was about

311
00:11:24,389 --> 00:11:22,640
purity and religion but that was very

312
00:11:26,310 --> 00:11:24,399
you know much in the margin and then in

313
00:11:29,350 --> 00:11:26,320

the 19th century

314

00:11:30,870 --> 00:11:29,360

those religious ideas materialized in

315

00:11:32,710 --> 00:11:30,880

the so-called

316

00:11:34,310 --> 00:11:32,720

bible christians and they come from the

317

00:11:35,829 --> 00:11:34,320

swedenborgian church which is again a

318

00:11:37,350 --> 00:11:35,839

very mystical

319

00:11:38,470 --> 00:11:37,360

mystic kind of

320

00:11:40,710 --> 00:11:38,480

religion

321

00:11:42,470 --> 00:11:40,720

with all sorts of bizarre theories and

322

00:11:45,190 --> 00:11:42,480

the bible christians

323

00:11:46,389 --> 00:11:45,200

were vegetarians and they

324

00:11:48,150 --> 00:11:46,399

developed

325

00:11:49,670 --> 00:11:48,160

a new form of

326
00:11:51,509 --> 00:11:49,680
community of religious community and

327
00:11:52,870 --> 00:11:51,519
they exported that to the united states

328
00:11:55,350 --> 00:11:52,880
and they also brought that to other

329
00:11:58,470 --> 00:11:55,360
places but they started in england and

330
00:12:00,470 --> 00:11:58,480
then in new england mainly in the us

331
00:12:01,910 --> 00:12:00,480
this gave birth to the first vegetarian

332
00:12:03,030 --> 00:12:01,920
societies

333
00:12:05,910 --> 00:12:03,040
and

334
00:12:08,629 --> 00:12:05,920
they were originally very much

335
00:12:10,230 --> 00:12:08,639
using religious arguments of purity the

336
00:12:12,310 --> 00:12:10,240
seven day adventists were brought into

337
00:12:13,430 --> 00:12:12,320
that movement as well and ellen white

338
00:12:15,829 --> 00:12:13,440

the prophetess of the seventh-day

339

00:12:17,750 --> 00:12:15,839

adventists she was saying that red meat

340

00:12:20,230 --> 00:12:17,760

is sinful you shouldn't eat it because

341

00:12:21,990 --> 00:12:20,240

it creates sexual lusts and then you

342

00:12:22,949 --> 00:12:22,000

should avoid it by all means especially

343

00:12:25,750 --> 00:12:22,959

children

344

00:12:28,710 --> 00:12:25,760

and from all those religious ideas

345

00:12:31,190 --> 00:12:28,720

at some point they connected this to

346

00:12:33,190 --> 00:12:31,200

medical discourse and that happened

347

00:12:35,670 --> 00:12:33,200

because of people like sylvester graham

348

00:12:37,030 --> 00:12:35,680

but also kellogg

349

00:12:38,550 --> 00:12:37,040

john harvey kellogg's a seventh-day

350

00:12:40,790 --> 00:12:38,560

adventist

351

00:12:43,030 --> 00:12:40,800

and he came from that school

352

00:12:45,269 --> 00:12:43,040

but he was also a

353

00:12:47,590 --> 00:12:45,279

a progressive scientist in a way he was

354

00:12:49,430 --> 00:12:47,600

very connected to all sorts of therapies

355

00:12:51,990 --> 00:12:49,440

water therapies and

356

00:12:54,470 --> 00:12:52,000

but he carried those seven-day adventist

357

00:12:56,870 --> 00:12:54,480

beliefs with him so even if he developed

358

00:12:58,870 --> 00:12:56,880

corn flakes that was because cornflakes

359

00:13:01,350 --> 00:12:58,880

originally was a very bland food that

360

00:13:04,069 --> 00:13:01,360

would cool the body so that people

361

00:13:05,670 --> 00:13:04,079

don't become agitated and they wouldn't

362

00:13:07,509 --> 00:13:05,680

be attracted to

363

00:13:08,550 --> 00:13:07,519

or they wouldn't fall for less than

364

00:13:10,470 --> 00:13:08,560

those

365

00:13:11,829 --> 00:13:10,480

sinful behaviors

366

00:13:13,269 --> 00:13:11,839

but then his brother added sugar and the

367

00:13:15,829 --> 00:13:13,279

whole thing went in different directions

368

00:13:17,750 --> 00:13:15,839

but originally his ideas came from seven

369

00:13:18,629 --> 00:13:17,760

day adventists but he also connected

370

00:13:20,470 --> 00:13:18,639

those

371

00:13:22,470 --> 00:13:20,480

to medical discourse

372

00:13:24,629 --> 00:13:22,480

one of his prodigies was one of the main

373

00:13:26,310 --> 00:13:24,639

founders of the american dietetic

374

00:13:28,230 --> 00:13:26,320

association and from there on the seven

375

00:13:30,629 --> 00:13:28,240

day adventist influenced

376

00:13:33,590 --> 00:13:30,639

dietary discourse since the early days

377

00:13:35,829 --> 00:13:33,600

of the dietary movement

378

00:13:37,750 --> 00:13:35,839

it was then connected to progressive

379

00:13:39,509 --> 00:13:37,760

agendas in general

380

00:13:41,110 --> 00:13:39,519

socialism was developing and socialists

381

00:13:42,550 --> 00:13:41,120

were very often also vegetarians they

382

00:13:43,910 --> 00:13:42,560

were using vegetarianism as an

383

00:13:46,550 --> 00:13:43,920

expression of

384

00:13:49,910 --> 00:13:46,560

being progressive and being a good

385

00:13:53,509 --> 00:13:49,920

citizen and being a rightful citizen

386

00:13:55,269 --> 00:13:53,519

and not eating red meat became

387

00:13:57,110 --> 00:13:55,279

how could you say that it became moral

388

00:13:58,870 --> 00:13:57,120

behavior it's an expression of moral

389

00:14:01,269 --> 00:13:58,880

behavior so it has this connotation of

390

00:14:02,470 --> 00:14:01,279

being a moral thing to do since the

391

00:14:05,110 --> 00:14:02,480

early days

392

00:14:06,870 --> 00:14:05,120

and then it infiltrated

393

00:14:08,710 --> 00:14:06,880

health discourse and nutrition nutrition

394

00:14:11,509 --> 00:14:08,720

sciences and it was presented as the

395

00:14:14,470 --> 00:14:11,519

healthy model very very early on and it

396

00:14:16,389 --> 00:14:14,480

hasn't really changed much

397

00:14:18,470 --> 00:14:16,399

newer nutrition sciences build on that

398

00:14:20,150 --> 00:14:18,480

ancient idea that or more

399

00:14:21,990 --> 00:14:20,160

older idea that

400

00:14:24,069 --> 00:14:22,000

meat is part of unhealthy diets and

401
00:14:26,310 --> 00:14:24,079
people should mainly eat whole grains

402
00:14:28,069 --> 00:14:26,320
and nuts and

403
00:14:29,990 --> 00:14:28,079
essentially that traces back to those

404
00:14:32,230 --> 00:14:30,000
early notions of the garden of eden diet

405
00:14:33,750 --> 00:14:32,240
at the seventh-day adventist

406
00:14:35,910 --> 00:14:33,760
so that's so then you have to make a

407
00:14:37,670 --> 00:14:35,920
little jump in time because that dynamic

408
00:14:39,829 --> 00:14:37,680
was somehow interrupted by the world

409
00:14:42,470 --> 00:14:39,839
wars and then people were concerned

410
00:14:44,629 --> 00:14:42,480
about more urgent pressing things and

411
00:14:46,870 --> 00:14:44,639
the only thing that still happened there

412
00:14:47,910 --> 00:14:46,880
was in 1917 at the end of the first

413
00:14:49,509 --> 00:14:47,920

world war

414

00:14:51,189 --> 00:14:49,519

there was a big campaign from the

415

00:14:53,189 --> 00:14:51,199

government

416

00:14:56,550 --> 00:14:53,199

from the food administration

417

00:14:58,150 --> 00:14:56,560

to reduce the eating of red meat in the

418

00:14:59,910 --> 00:14:58,160

united states because the red meat had

419

00:15:01,750 --> 00:14:59,920

to be shipped to europe

420

00:15:03,990 --> 00:15:01,760

to support the troops and support the

421

00:15:05,910 --> 00:15:04,000

european populations that were hungry

422

00:15:07,269 --> 00:15:05,920

and it just happened to be that red meat

423

00:15:08,069 --> 00:15:07,279

was one of those foods that you could

424

00:15:10,710 --> 00:15:08,079

ship

425

00:15:12,069 --> 00:15:10,720

easily as conservatives and us

426

00:15:14,550 --> 00:15:12,079

in different manners but it was one of

427

00:15:16,069 --> 00:15:14,560

the pragmatic things to do so americans

428

00:15:17,430 --> 00:15:16,079

had to eat less so that the others could

429

00:15:20,629 --> 00:15:17,440

eat more

430

00:15:22,069 --> 00:15:20,639

that was purely economical logistic

431

00:15:24,550 --> 00:15:22,079

but it was still connected to those

432

00:15:25,590 --> 00:15:24,560

ideas of being a moral food right but

433

00:15:27,110 --> 00:15:25,600

now it was also coming from the

434

00:15:28,870 --> 00:15:27,120

government

435

00:15:31,269 --> 00:15:28,880

and that's the first layer you know

436

00:15:33,269 --> 00:15:31,279

that's the first layer within society

437

00:15:35,670 --> 00:15:33,279

it's good not to eat red meat

438

00:15:38,310 --> 00:15:35,680

and government tells you to do so and

439

00:15:40,230 --> 00:15:38,320

you'll be a good citizen if you do that

440

00:15:42,389 --> 00:15:40,240

so there's an ideological religious

441

00:15:45,430 --> 00:15:42,399

basis there there is a pragmatic

442

00:15:48,310 --> 00:15:45,440

logistic element and then you get to

443

00:15:50,230 --> 00:15:48,320

what you mentioned before the late 1960s

444

00:15:52,230 --> 00:15:50,240

and that's when the technocratic

445

00:15:54,550 --> 00:15:52,240

movements came forward and that's

446

00:15:56,870 --> 00:15:54,560

especially in the slipstream of the club

447

00:15:59,590 --> 00:15:56,880

of rome and the rockefeller clan

448

00:16:01,430 --> 00:15:59,600

you mentioned the report of the american

449

00:16:03,829 --> 00:16:01,440

population and growth of the american

450

00:16:05,590 --> 00:16:03,839

population and the malthusian panic

451
00:16:07,350 --> 00:16:05,600
about you know increasing populations

452
00:16:10,310 --> 00:16:07,360
decreasing resources

453
00:16:12,470 --> 00:16:10,320
and stepping in and trying to fix that

454
00:16:14,629 --> 00:16:12,480
so experts had to design the most

455
00:16:16,710 --> 00:16:14,639
optimal way for the planet to behave so

456
00:16:18,069 --> 00:16:16,720
that we would avoid catastrophe that's

457
00:16:20,150 --> 00:16:18,079
what the club of rome did with its

458
00:16:22,949 --> 00:16:20,160
limits to growth report

459
00:16:25,350 --> 00:16:22,959
and within those first reports coming

460
00:16:27,990 --> 00:16:25,360
from those people

461
00:16:31,509 --> 00:16:28,000
they mentioned already synthetic meats

462
00:16:32,790 --> 00:16:31,519
we're talking about the late 1960s 69 in

463
00:16:35,030 --> 00:16:32,800

one of the reports you'll find the

464

00:16:36,629 --> 00:16:35,040

terminology of synthetic meats already

465

00:16:39,350 --> 00:16:36,639

back then and they were talking about

466

00:16:41,910 --> 00:16:39,360

closed systems of agriculture food from

467

00:16:43,910 --> 00:16:41,920

factories so it essentially means that

468

00:16:45,509 --> 00:16:43,920

we should step away from

469

00:16:48,389 --> 00:16:45,519

traditional conventional agriculture as

470

00:16:49,990 --> 00:16:48,399

we know it and make lab foods

471

00:16:51,990 --> 00:16:50,000

and that at the time must have sounded

472

00:16:53,590 --> 00:16:52,000

like science fiction and probably nobody

473

00:16:56,470 --> 00:16:53,600

took that very seriously

474

00:16:58,629 --> 00:16:56,480

but today you find the same arguments

475

00:17:01,030 --> 00:16:58,639

and way of thinking and same logic you

476

00:17:02,550 --> 00:17:01,040

find it as mainstream

477

00:17:04,549 --> 00:17:02,560

and not only that

478

00:17:05,510 --> 00:17:04,559

the ones that are propagating them the

479

00:17:08,390 --> 00:17:05,520

message

480

00:17:11,590 --> 00:17:08,400

are organizations that are all

481

00:17:13,829 --> 00:17:11,600

historically coming from

482

00:17:15,829 --> 00:17:13,839

the same network club of rome

483

00:17:17,429 --> 00:17:15,839

rockefeller foundation

484

00:17:18,789 --> 00:17:17,439

the world economic forum the world

485

00:17:21,029 --> 00:17:18,799

business council for sustainable

486

00:17:24,069 --> 00:17:21,039

development that are connected to

487

00:17:26,230 --> 00:17:24,079

the united nations environment programs

488

00:17:27,829 --> 00:17:26,240

in in the early days coming from maurice

489

00:17:30,230 --> 00:17:27,839

strong and all those people

490

00:17:32,150 --> 00:17:30,240

those were technocratic agendas so there

491

00:17:34,710 --> 00:17:32,160

are different forces and they're not

492

00:17:35,750 --> 00:17:34,720

it's not a linear system here it's not

493

00:17:39,430 --> 00:17:35,760

one

494

00:17:41,270 --> 00:17:39,440

something on all the other people it's a

495

00:17:42,630 --> 00:17:41,280

complicated network complicated

496

00:17:44,549 --> 00:17:42,640

historical

497

00:17:46,390 --> 00:17:44,559

patchwork of all kind of different

498

00:17:49,029 --> 00:17:46,400

belief systems and

499

00:17:50,950 --> 00:17:49,039

and motives and agendas that are now

500

00:17:53,190 --> 00:17:50,960

converging and

501
00:17:55,430 --> 00:17:53,200
finding a common interest in a

502
00:17:57,190 --> 00:17:55,440
simplified message that eating meat is

503
00:17:59,990 --> 00:17:57,200
bad and eating

504
00:18:01,909 --> 00:18:00,000
vegan foods is a good thing

505
00:18:03,909 --> 00:18:01,919
well that's a great summary of a complex

506
00:18:06,150 --> 00:18:03,919
history you mentioned morris strong in

507
00:18:09,270 --> 00:18:06,160
the 1970s you know he was an oil guy who

508
00:18:11,750 --> 00:18:09,280
set up the public private partnerships

509
00:18:13,669 --> 00:18:11,760
which is also a big part of how we got

510
00:18:14,710 --> 00:18:13,679
to today with this revolving door

511
00:18:18,390 --> 00:18:14,720
between

512
00:18:19,830 --> 00:18:18,400
food tech industry and policy makers and

513
00:18:22,070 --> 00:18:19,840

obviously we can get into some of those

514

00:18:22,950 --> 00:18:22,080

organizations but that self-sacrifice

515

00:18:25,110 --> 00:18:22,960

theme

516

00:18:26,630 --> 00:18:25,120

obviously that's still the justification

517

00:18:29,430 --> 00:18:26,640

like if someone wants to do that for

518

00:18:31,110 --> 00:18:29,440

themselves for religious reasons by all

519

00:18:33,669 --> 00:18:31,120

means go for it be spiritually

520

00:18:36,630 --> 00:18:33,679

enlightened and be a vegan but to impose

521

00:18:39,190 --> 00:18:36,640

that on everyone else is is not right

522

00:18:41,029 --> 00:18:39,200

and today that justification is climate

523

00:18:43,190 --> 00:18:41,039

change and when you get into the

524

00:18:45,029 --> 00:18:43,200

rockefellers and this billionaire class

525

00:18:46,950 --> 00:18:45,039

i've never seen them

526

00:18:50,310 --> 00:18:46,960

do anything out of the goodness of their

527

00:18:53,669 --> 00:18:50,320

heart for the benefit of the masses it's

528

00:18:56,470 --> 00:18:53,679

usually about really cold controlled

529

00:18:59,029 --> 00:18:56,480

capitalism especially these oil guys

530

00:19:01,110 --> 00:18:59,039

because they're stories where cars used

531

00:19:02,710 --> 00:19:01,120

to be able to run on alcohol and they

532

00:19:05,190 --> 00:19:02,720

shut that down they used to be able to

533

00:19:07,190 --> 00:19:05,200

run on hemp shut that down because oil

534

00:19:10,870 --> 00:19:07,200

is what they controlled so it becomes

535

00:19:13,350 --> 00:19:10,880

oil only get rid of the network of

536

00:19:14,950 --> 00:19:13,360

trains you know control transportation

537

00:19:17,830 --> 00:19:14,960

as much as you can this is kind of their

538

00:19:20,710 --> 00:19:17,840

mindset so when i think about this and

539

00:19:23,270 --> 00:19:20,720

the next chapter maybe we had a chapter

540

00:19:25,990 --> 00:19:23,280

where medicine was there i mean most

541

00:19:27,830 --> 00:19:26,000

pills are based on oil so then we can

542

00:19:30,310 --> 00:19:27,840

say that was a chapter now food is the

543

00:19:32,470 --> 00:19:30,320

next big focus of theirs and something

544

00:19:35,110 --> 00:19:32,480

that was just really eye-opening that

545

00:19:38,789 --> 00:19:35,120

you said in a previous interview

546

00:19:41,909 --> 00:19:38,799

was that you know anyone can farm and

547

00:19:45,590 --> 00:19:41,919

raise and slaughter animals but only

548

00:19:48,310 --> 00:19:45,600

highly advanced food labs can make these

549

00:19:50,630 --> 00:19:48,320

impossible burgers these beyond burgers

550

00:19:52,630 --> 00:19:50,640

these patented food products that

551
00:19:54,950 --> 00:19:52,640
they're trying to push us towards they

552
00:19:57,190 --> 00:19:54,960
can justify it as saying oh well it's

553
00:19:59,270 --> 00:19:57,200
for the good of the people and the good

554
00:20:01,750 --> 00:19:59,280
of the planet but it's also the for the

555
00:20:04,549 --> 00:20:01,760
good of your pocketbook because regular

556
00:20:06,630 --> 00:20:04,559
people can't make an impossible burger

557
00:20:07,669 --> 00:20:06,640
so if you get rid of cows and pigs and

558
00:20:09,270 --> 00:20:07,679
chickens

559
00:20:11,590 --> 00:20:09,280
where we do have some control and

560
00:20:13,510 --> 00:20:11,600
autonomy over our own diets and you give

561
00:20:14,470 --> 00:20:13,520
us only this other stuff

562
00:20:17,830 --> 00:20:14,480
well

563
00:20:20,310 --> 00:20:17,840

i mean that's a scary place to be

564

00:20:21,590 --> 00:20:20,320

yes it's clearly about control that's

565

00:20:24,310 --> 00:20:21,600

it's obvious

566

00:20:26,149 --> 00:20:24,320

technocracy has to be understood as

567

00:20:27,909 --> 00:20:26,159

an attempt of

568

00:20:30,390 --> 00:20:27,919

experts to

569

00:20:32,950 --> 00:20:30,400

impose their vision on things

570

00:20:35,190 --> 00:20:32,960

which may be driven partially by profit

571

00:20:36,789 --> 00:20:35,200

but not only don't underestimate the

572

00:20:38,950 --> 00:20:36,799

cultish side of all this there's an

573

00:20:41,510 --> 00:20:38,960

ideological part as well playing even in

574

00:20:43,430 --> 00:20:41,520

those rockefeller foundations and so on

575

00:20:46,310 --> 00:20:43,440

there's a cultish almost

576
00:20:47,830 --> 00:20:46,320
idea and those people see themselves as

577
00:20:49,669 --> 00:20:47,840
they truly see themselves sometimes as

578
00:20:51,909 --> 00:20:49,679
saviors of the planet

579
00:20:53,990 --> 00:20:51,919
and also of course if you can make good

580
00:20:55,110 --> 00:20:54,000
money with it even better so it's a

581
00:20:56,710 --> 00:20:55,120
combination of both we shouldn't

582
00:20:59,350 --> 00:20:56,720
underestimate the ideological part of

583
00:21:01,029 --> 00:20:59,360
this but it's clearly always from both

584
00:21:03,990 --> 00:21:01,039
perspectives it's about control it's

585
00:21:06,310 --> 00:21:04,000
about trying to do what you want and

586
00:21:08,870 --> 00:21:06,320
taking away the resistance

587
00:21:10,149 --> 00:21:08,880
if they control food you control it all

588
00:21:12,230 --> 00:21:10,159

i mean if you control the food system

589

00:21:14,070 --> 00:21:12,240

it's our basic need it's what everybody

590

00:21:16,549 --> 00:21:14,080

needs it's what everybody needs daily if

591

00:21:18,470 --> 00:21:16,559

you don't have it there's a huge problem

592

00:21:20,789 --> 00:21:18,480

and if you cannot access it anymore

593

00:21:24,549 --> 00:21:20,799

yourself through your own

594

00:21:27,430 --> 00:21:24,559

network your own community network

595

00:21:29,110 --> 00:21:27,440

and your own retail and

596

00:21:31,430 --> 00:21:29,120

your supply chains

597

00:21:33,990 --> 00:21:31,440

locally but you depend on those

598

00:21:36,789 --> 00:21:34,000

specialized foods that come from

599

00:21:38,390 --> 00:21:36,799

very complicated high-tech approaches to

600

00:21:40,789 --> 00:21:38,400

food well then there's a huge amount of

601
00:21:43,510 --> 00:21:40,799
control involved

602
00:21:45,110 --> 00:21:43,520
another resource here is land of course

603
00:21:48,070 --> 00:21:45,120
the thing with animal agriculture and

604
00:21:48,950 --> 00:21:48,080
especially with red meat and to focus on

605
00:21:54,390 --> 00:21:48,960
cattle

606
00:21:56,630 --> 00:21:54,400
land to have cows there's a lot of land

607
00:22:01,350 --> 00:21:56,640
and

608
00:22:04,230 --> 00:22:01,360
strategic value

609
00:22:06,630 --> 00:22:04,240
controlling food and controlling land

610
00:22:08,470 --> 00:22:06,640
by removing the cows from the land and

611
00:22:10,549 --> 00:22:08,480
and using it for all the other sorts of

612
00:22:12,789 --> 00:22:10,559
things think about carbon credit systems

613
00:22:14,230 --> 00:22:12,799

or and so on controlling food and

614

00:22:15,029 --> 00:22:14,240

controlling land

615

00:22:17,590 --> 00:22:15,039

are

616

00:22:20,549 --> 00:22:17,600

prime targets if you want to get control

617

00:22:22,630 --> 00:22:20,559

over the way things work

618

00:22:25,270 --> 00:22:22,640

absolutely great points

619

00:22:27,830 --> 00:22:25,280

and i also heard you make the case that

620

00:22:30,710 --> 00:22:27,840

we could look at margarine as an early

621

00:22:32,390 --> 00:22:30,720

example of a corporate creation that no

622

00:22:34,710 --> 00:22:32,400

one really liked but then the marketing

623

00:22:37,270 --> 00:22:34,720

was so aggressive that many people were

624

00:22:40,230 --> 00:22:37,280

convinced it was better than what was

625

00:22:42,950 --> 00:22:40,240

natural which was butter or ghee or you

626

00:22:44,950 --> 00:22:42,960

know using animal fats for cooking

627

00:22:46,230 --> 00:22:44,960

and eventually we realized it was bad

628

00:22:48,710 --> 00:22:46,240

for us and

629

00:22:51,909 --> 00:22:48,720

now they're kind of using that template

630

00:22:55,110 --> 00:22:51,919

that same aggressive marketing on dozens

631

00:22:55,909 --> 00:22:55,120

of traditional food replacements right

632

00:22:57,669 --> 00:22:55,919

yeah

633

00:22:58,870 --> 00:22:57,679

and it's always a good lesson

634

00:23:01,430 --> 00:22:58,880

if you

635

00:23:03,270 --> 00:23:01,440

consult some history books because

636

00:23:05,350 --> 00:23:03,280

usually mechanisms stay more or less the

637

00:23:06,950 --> 00:23:05,360

same it's just that they vary a bit

638

00:23:09,190 --> 00:23:06,960

according to the circumstances but the

639

00:23:10,710 --> 00:23:09,200

essence of it is usually very similar

640

00:23:12,950 --> 00:23:10,720

what what happened with margarine is

641

00:23:15,830 --> 00:23:12,960

that originally margaret was

642

00:23:18,390 --> 00:23:15,840

developed as a substitute for butter so

643

00:23:20,470 --> 00:23:18,400

it was napoleon that at some point said

644

00:23:23,270 --> 00:23:20,480

well we need butter for the army and we

645

00:23:25,909 --> 00:23:23,280

need butter for the lower socioeconomic

646

00:23:27,750 --> 00:23:25,919

classes so we need a substitute

647

00:23:29,029 --> 00:23:27,760

so he opened the competition and people

648

00:23:30,630 --> 00:23:29,039

entered that competition and they came

649

00:23:32,630 --> 00:23:30,640

up with some solutions

650

00:23:34,710 --> 00:23:32,640

and after that when marketing was

651
00:23:36,950 --> 00:23:34,720
introduced

652
00:23:38,870 --> 00:23:36,960
it was seen as an inferior food it was

653
00:23:40,549 --> 00:23:38,880
seen as a fake food it's an imitation

654
00:23:42,310 --> 00:23:40,559
it's trying to be the real thing but

655
00:23:43,430 --> 00:23:42,320
it's starting from cheap ingredients and

656
00:23:44,789 --> 00:23:43,440
it's

657
00:23:47,190 --> 00:23:44,799
and that's why it was invented in the

658
00:23:49,830 --> 00:23:47,200
first place so it's an inferior

659
00:23:52,870 --> 00:23:49,840
substitute for the real thing and people

660
00:23:55,350 --> 00:23:52,880
have seen that as such for a long time

661
00:23:57,110 --> 00:23:55,360
until the moment came where

662
00:23:58,470 --> 00:23:57,120
clever positioning of that product

663
00:24:00,470 --> 00:23:58,480

because there were huge economical

664

00:24:02,149 --> 00:24:00,480

interests involved clever position of

665

00:24:04,390 --> 00:24:02,159

that product

666

00:24:07,110 --> 00:24:04,400

inverted the situation so that

667

00:24:09,590 --> 00:24:07,120

it became the superior product and they

668

00:24:11,669 --> 00:24:09,600

did this by connecting

669

00:24:13,909 --> 00:24:11,679

the image of margarine

670

00:24:15,430 --> 00:24:13,919

no longer with the cheap ingredients and

671

00:24:16,870 --> 00:24:15,440

so on but with

672

00:24:18,789 --> 00:24:16,880

progress

673

00:24:22,310 --> 00:24:18,799

it became a symbol it was presented as

674

00:24:24,390 --> 00:24:22,320

something modern it came from science

675

00:24:25,750 --> 00:24:24,400

there were even connections to feminist

676
00:24:27,590 --> 00:24:25,760
agendas you know what they were saying

677
00:24:29,190 --> 00:24:27,600
that it empowers women one way or

678
00:24:30,789 --> 00:24:29,200
another

679
00:24:33,830 --> 00:24:30,799
and many other things

680
00:24:36,549 --> 00:24:33,840
and the typical narrative was that this

681
00:24:38,230 --> 00:24:36,559
margarine as a matter of fact it tastes

682
00:24:39,669 --> 00:24:38,240
like butter it looks like butter it

683
00:24:41,990 --> 00:24:39,679
cooks like butter

684
00:24:43,909 --> 00:24:42,000
but it's better than butter because it

685
00:24:46,470 --> 00:24:43,919
also brings you peas and this and

686
00:24:48,070 --> 00:24:46,480
disadvantages which were then reinforced

687
00:24:50,149 --> 00:24:48,080
with the whole saturated fat theory

688
00:24:51,750 --> 00:24:50,159

coming from enzo keys implying that it's

689

00:24:52,950 --> 00:24:51,760

also more healthy

690

00:24:55,350 --> 00:24:52,960

and then there was a whole health

691

00:24:57,269 --> 00:24:55,360

connotation that increased the sales

692

00:24:59,430 --> 00:24:57,279

tremendously

693

00:25:01,669 --> 00:24:59,440

and people started to drop butter and

694

00:25:03,909 --> 00:25:01,679

they started to buy parchment

695

00:25:06,390 --> 00:25:03,919

until well we reached the point now that

696

00:25:07,590 --> 00:25:06,400

we know that was was a quite

697

00:25:08,950 --> 00:25:07,600

misleading

698

00:25:11,590 --> 00:25:08,960

campaign

699

00:25:13,510 --> 00:25:11,600

for all sorts of reasons but if you

700

00:25:15,350 --> 00:25:13,520

compare that to what is being done with

701
00:25:17,750 --> 00:25:15,360
the impossible foods and the pure meats

702
00:25:19,430 --> 00:25:17,760
and all those other products

703
00:25:21,110 --> 00:25:19,440
you very typically find the same

704
00:25:22,470 --> 00:25:21,120
rationale they will say it's the same

705
00:25:24,149 --> 00:25:22,480
thing as meat

706
00:25:25,430 --> 00:25:24,159
they even at some point use the same

707
00:25:27,430 --> 00:25:25,440
slogans that they were using back then

708
00:25:30,630 --> 00:25:27,440
about cooking like meat and looking like

709
00:25:32,950 --> 00:25:30,640
meat it's the same thing in all ways

710
00:25:34,470 --> 00:25:32,960
except that it's also much better for

711
00:25:36,549 --> 00:25:34,480
you and for the planet and for the

712
00:25:38,390 --> 00:25:36,559
animals and it's it's just a big bonus

713
00:25:40,390 --> 00:25:38,400

that they promise you

714

00:25:43,110 --> 00:25:40,400

while guaranteeing

715

00:25:45,590 --> 00:25:43,120

at least that's what they say the same

716

00:25:47,029 --> 00:25:45,600

properties as the original

717

00:25:48,710 --> 00:25:47,039

so it's the same

718

00:25:50,870 --> 00:25:48,720

marketing idea

719

00:25:52,549 --> 00:25:50,880

creating lots of promises creating a

720

00:25:53,990 --> 00:25:52,559

narrative

721

00:25:55,990 --> 00:25:54,000

that has to be very strong to be

722

00:25:57,590 --> 00:25:56,000

effective so you need lots of media

723

00:25:58,950 --> 00:25:57,600

power behind it

724

00:26:00,149 --> 00:25:58,960

which they have

725

00:26:01,990 --> 00:26:00,159

and then

726

00:26:03,909 --> 00:26:02,000

pushing out the other product the

727

00:26:06,149 --> 00:26:03,919

original one and that's the intention of

728

00:26:07,750 --> 00:26:06,159

impossible food and we all meet and many

729

00:26:09,110 --> 00:26:07,760

other companies in that space the

730

00:26:11,350 --> 00:26:09,120

intention is

731

00:26:12,870 --> 00:26:11,360

to push out to animal source foods to

732

00:26:14,870 --> 00:26:12,880

destroy animal agriculture they have

733

00:26:15,830 --> 00:26:14,880

stated so much

734

00:26:17,669 --> 00:26:15,840

so

735

00:26:19,269 --> 00:26:17,679

it's not that i'm against offering new

736

00:26:20,870 --> 00:26:19,279

options and you if people like it or

737

00:26:23,269 --> 00:26:20,880

don't like it i will decide on its own

738

00:26:24,950 --> 00:26:23,279

if that's a valuable product

739

00:26:27,110 --> 00:26:24,960

i'm certainly not against offering new

740

00:26:29,110 --> 00:26:27,120

options i'm absolutely not against

741

00:26:30,470 --> 00:26:29,120

people not wanting to eat meat and

742

00:26:32,470 --> 00:26:30,480

looking for other solutions i have

743

00:26:34,149 --> 00:26:32,480

absolutely no issue with with vegans as

744

00:26:35,909 --> 00:26:34,159

long as it's a free choice

745

00:26:37,269 --> 00:26:35,919

but i have a huge problem with the

746

00:26:40,310 --> 00:26:37,279

attempt to

747

00:26:42,630 --> 00:26:40,320

in that process to vilify

748

00:26:43,909 --> 00:26:42,640

those producers and farmers that come up

749

00:26:46,390 --> 00:26:43,919

with the

750

00:26:49,029 --> 00:26:46,400

original products and the outcomes of

751
00:26:50,710 --> 00:26:49,039
original farming and the benefits

752
00:26:53,669 --> 00:26:50,720
of

753
00:26:55,590 --> 00:26:53,679
farming if it's well performed because

754
00:26:57,669 --> 00:26:55,600
it's true that not all

755
00:26:59,990 --> 00:26:57,679
agricultural practices at this moment in

756
00:27:01,669 --> 00:27:00,000
time are beneficial and that's

757
00:27:04,470 --> 00:27:01,679
particularly valid also for the field of

758
00:27:06,470 --> 00:27:04,480
animal production there are issues

759
00:27:08,630 --> 00:27:06,480
but what they are trying to do is

760
00:27:10,470 --> 00:27:08,640
to vilify to that extent

761
00:27:12,230 --> 00:27:10,480
that they would generate a collapse a

762
00:27:13,990 --> 00:27:12,240
complete destruction of animal

763
00:27:15,990 --> 00:27:14,000

agriculture and that is very very

764

00:27:17,190 --> 00:27:16,000

disturbing because then it would make us

765

00:27:18,149 --> 00:27:17,200

dependent

766

00:27:19,750 --> 00:27:18,159

on

767

00:27:21,190 --> 00:27:19,760

people producing those

768

00:27:23,269 --> 00:27:21,200

imitation foods

769

00:27:26,149 --> 00:27:23,279

right right it's hard to get back once

770

00:27:27,430 --> 00:27:26,159

it's lost and exactly in recent years we

771

00:27:28,950 --> 00:27:27,440

have really

772

00:27:32,310 --> 00:27:28,960

seen

773

00:27:35,990 --> 00:27:32,320

a ramping up of corporate science of

774

00:27:37,990 --> 00:27:36,000

science inc just this monolithic here is

775

00:27:39,990 --> 00:27:38,000

what the data says and there's only one

776
00:27:42,630 --> 00:27:40,000
answer and we're giving it to you on a

777
00:27:45,510 --> 00:27:42,640
silver platter and you just need to obey

778
00:27:48,310 --> 00:27:45,520
that has been a theme lately and it's

779
00:27:51,110 --> 00:27:48,320
definitely spilling into the food area

780
00:27:52,710 --> 00:27:51,120
but how do we cut through

781
00:27:55,590 --> 00:27:52,720
some of that i guess we would say

782
00:27:57,750 --> 00:27:55,600
propaganda some of that marketing what

783
00:28:00,070 --> 00:27:57,760
does the actual

784
00:28:02,789 --> 00:28:00,080
evidence show i mean you as a

785
00:28:04,789 --> 00:28:02,799
nutritional food expert

786
00:28:07,830 --> 00:28:04,799
what would you say about

787
00:28:09,990 --> 00:28:07,840
the importance of red meat for some

788
00:28:12,789 --> 00:28:10,000

people maybe not everybody but

789

00:28:14,870 --> 00:28:12,799

especially compared to

790

00:28:17,190 --> 00:28:14,880

these replacement foods if we even have

791

00:28:19,029 --> 00:28:17,200

the data on the replacement foods

792

00:28:20,310 --> 00:28:19,039

well there's a bit of data but the

793

00:28:22,310 --> 00:28:20,320

problem is that

794

00:28:24,149 --> 00:28:22,320

the way it's presented even in

795

00:28:26,630 --> 00:28:24,159

scientific literature is extremely

796

00:28:27,430 --> 00:28:26,640

reductionist first of all the discussion

797

00:28:31,110 --> 00:28:27,440

is

798

00:28:33,510 --> 00:28:31,120

about protein so they're saying that we

799

00:28:34,389 --> 00:28:33,520

need a protein transition

800

00:28:36,789 --> 00:28:34,399

but

801

00:28:39,669 --> 00:28:36,799

thereby they are

802

00:28:41,909 --> 00:28:39,679

ignoring all the other nutritional

803

00:28:44,149 --> 00:28:41,919

factors that are present in food it's

804

00:28:45,830 --> 00:28:44,159

not only about protein and even if it is

805

00:28:47,990 --> 00:28:45,840

about protein we need to think about

806

00:28:50,149 --> 00:28:48,000

protein quality not all protein is the

807

00:28:51,350 --> 00:28:50,159

same if you have 100 grams of

808

00:28:52,870 --> 00:28:51,360

meat you have

809

00:28:54,230 --> 00:28:52,880

high quality protein that is easily

810

00:28:56,789 --> 00:28:54,240

digestible has

811

00:28:59,750 --> 00:28:56,799

the proper spectrum of amino acids that

812

00:29:01,110 --> 00:28:59,760

you need proteins like serial proteins

813

00:29:03,909 --> 00:29:01,120

for instance if you take 100 grams of

814

00:29:06,070 --> 00:29:03,919

sero proteins well that's limited by the

815

00:29:08,070 --> 00:29:06,080

content of

816

00:29:10,310 --> 00:29:08,080

some amino acids especially lysine that

817

00:29:12,389 --> 00:29:10,320

are not sufficiently available so it

818

00:29:14,789 --> 00:29:12,399

takes down your protein value and those

819

00:29:16,950 --> 00:29:14,799

two proteins are not comparable

820

00:29:18,630 --> 00:29:16,960

so even that is an issue but an even

821

00:29:20,470 --> 00:29:18,640

larger issue is that you're ignoring all

822

00:29:23,190 --> 00:29:20,480

the other nutrients

823

00:29:24,830 --> 00:29:23,200

now if you take a piece of meat

824

00:29:26,389 --> 00:29:24,840

it's an extremely

825

00:29:30,470 --> 00:29:26,399

nutrient

826

00:29:31,350 --> 00:29:30,480

why is that because in the end meat is

827

00:29:35,430 --> 00:29:31,360

muscle

828

00:29:37,750 --> 00:29:35,440

what we need daily is to build our

829

00:29:39,510 --> 00:29:37,760

muscle muscle degrades and has to be

830

00:29:41,750 --> 00:29:39,520

built up all the time so we need

831

00:29:43,990 --> 00:29:41,760

substantial amounts of food of nutrients

832

00:29:45,669 --> 00:29:44,000

to build up those muscles and meat is

833

00:29:47,029 --> 00:29:45,679

very very compatible with our needs and

834

00:29:48,950 --> 00:29:47,039

that's logical

835

00:29:52,950 --> 00:29:48,960

right if you look at

836

00:29:53,830 --> 00:29:52,960

eggs and dairy eggs and dairy are meant

837

00:29:54,870 --> 00:29:53,840

to

838

00:29:57,510 --> 00:29:54,880

offer

839

00:29:59,110 --> 00:29:57,520

nutrient-dense packages

840

00:30:01,830 --> 00:29:59,120

to offspring

841

00:30:03,510 --> 00:30:01,840

so they're designed to be nutritionally

842

00:30:05,750 --> 00:30:03,520

extremely valuable

843

00:30:07,590 --> 00:30:05,760

so it's no wonder that they're also very

844

00:30:10,149 --> 00:30:07,600

interesting foods for humans

845

00:30:12,389 --> 00:30:10,159

now one can choose to drop to not to eat

846

00:30:14,230 --> 00:30:12,399

those foods that's an option

847

00:30:16,230 --> 00:30:14,240

and again if people want to do that for

848

00:30:18,630 --> 00:30:16,240

all sorts of reasons whether that's

849

00:30:21,029 --> 00:30:18,640

taste or religion

850

00:30:23,190 --> 00:30:21,039

or animal rights

851
00:30:26,389 --> 00:30:23,200
feel free to do so but have in mind that

852
00:30:28,710 --> 00:30:26,399
if you do that it's not all that easy

853
00:30:30,870 --> 00:30:28,720
to cover those nutrients through plants

854
00:30:32,549 --> 00:30:30,880
only some of those nutrients are

855
00:30:35,269 --> 00:30:32,559
difficult to get through plants there

856
00:30:37,430 --> 00:30:35,279
are options you know you can supplement

857
00:30:39,190 --> 00:30:37,440
you can combine foods you can combine

858
00:30:41,830 --> 00:30:39,200
beans and cereals which

859
00:30:43,669 --> 00:30:41,840
improves your protein quality values

860
00:30:45,590 --> 00:30:43,679
there are things you can do

861
00:30:47,350 --> 00:30:45,600
but

862
00:30:50,149 --> 00:30:47,360
you need a certain amount of nutritional

863
00:30:52,950 --> 00:30:50,159

awareness to do that you need to be able

864

00:30:55,510 --> 00:30:52,960

to buy the ingredients you require

865

00:30:58,789 --> 00:30:55,520

and it may not be for everybody

866

00:31:00,389 --> 00:30:58,799

nutrition is a very individual

867

00:31:02,070 --> 00:31:00,399

matter

868

00:31:03,590 --> 00:31:02,080

some of the compounds that you find in

869

00:31:05,669 --> 00:31:03,600

plants

870

00:31:08,149 --> 00:31:05,679

will need to be converted in the human

871

00:31:09,909 --> 00:31:08,159

body to become the bioactive molecule

872

00:31:11,029 --> 00:31:09,919

think about carotene

873

00:31:12,549 --> 00:31:11,039

carotene

874

00:31:14,710 --> 00:31:12,559

is an orange pigment that you find in

875

00:31:17,029 --> 00:31:14,720

fruits and vegetables but you

876

00:31:18,710 --> 00:31:17,039

need to convert it to vitamin a in your

877

00:31:21,430 --> 00:31:18,720

body whereas if you obtain it from

878

00:31:22,789 --> 00:31:21,440

animal foods it's already pre-converted

879

00:31:24,389 --> 00:31:22,799

and that's just one example there are

880

00:31:27,669 --> 00:31:24,399

several compounds like that

881

00:31:28,630 --> 00:31:27,679

and not all people do those conversions

882

00:31:31,029 --> 00:31:28,640

well

883

00:31:33,110 --> 00:31:31,039

it varies very much from one individual

884

00:31:35,269 --> 00:31:33,120

to another so that explains probably

885

00:31:36,950 --> 00:31:35,279

also why some people are able to

886

00:31:39,830 --> 00:31:36,960

apparently thrive on a vegan diet and

887

00:31:43,269 --> 00:31:39,840

whereas others run into problems

888

00:31:46,149 --> 00:31:43,279

because of that individual variation so

889

00:31:47,590 --> 00:31:46,159

to summarize you can try to eliminate

890

00:31:49,430 --> 00:31:47,600

those food from your diet but you have

891

00:31:51,669 --> 00:31:49,440

to be very careful and conscious of what

892

00:31:53,110 --> 00:31:51,679

you're doing and replace what you lose

893

00:31:55,029 --> 00:31:53,120

there

894

00:31:57,110 --> 00:31:55,039

sources valuable sources of very

895

00:31:58,830 --> 00:31:57,120

bioavailable nutrients

896

00:32:01,190 --> 00:31:58,840

and then you'll have to match

897

00:32:02,630 --> 00:32:01,200

those now that being said there is an

898

00:32:04,789 --> 00:32:02,640

argument also

899

00:32:08,070 --> 00:32:04,799

to reduce animal source foods to

900

00:32:10,230 --> 00:32:08,080

decrease the risk on chronic disease

901
00:32:12,310 --> 00:32:10,240
that's an argument you often hear in

902
00:32:14,389 --> 00:32:12,320
defense of those people wanting to

903
00:32:16,710 --> 00:32:14,399
decrease or even eliminate

904
00:32:19,430 --> 00:32:16,720
lifelong agriculture because they create

905
00:32:22,149 --> 00:32:19,440
chronic disease they will admit

906
00:32:23,909 --> 00:32:22,159
well maybe not always but let's say

907
00:32:25,350 --> 00:32:23,919
probably in most cases they will admit

908
00:32:27,430 --> 00:32:25,360
that there are valuable nutrients in

909
00:32:29,909 --> 00:32:27,440
animal source foods but then they'll say

910
00:32:32,149 --> 00:32:29,919
well maybe but we can get those we'll

911
00:32:34,149 --> 00:32:32,159
supplement and then

912
00:32:36,710 --> 00:32:34,159
we will have less chronic disease

913
00:32:38,470 --> 00:32:36,720

now the science there is

914

00:32:40,310 --> 00:32:38,480

is complicated

915

00:32:42,470 --> 00:32:40,320

and why is it complicated because you

916

00:32:44,230 --> 00:32:42,480

have various studies showing different

917

00:32:46,070 --> 00:32:44,240

things

918

00:32:48,070 --> 00:32:46,080

saturated fat is a typical example for

919

00:32:49,830 --> 00:32:48,080

instance saturated fat people have long

920

00:32:51,590 --> 00:32:49,840

claim that saturated fat causes heart

921

00:32:52,789 --> 00:32:51,600

disease but if you look at all the

922

00:32:55,669 --> 00:32:52,799

evidence if you look at the mental

923

00:32:58,070 --> 00:32:55,679

analysis status nowadays that

924

00:33:00,470 --> 00:32:58,080

association is by far not so clear as i

925

00:33:02,950 --> 00:33:00,480

said then it may even not exist

926

00:33:04,870 --> 00:33:02,960

saturated fat also is a group of very

927

00:33:06,389 --> 00:33:04,880

different molecules you have saturated

928

00:33:07,590 --> 00:33:06,399

fatty acids they can be all sorts of

929

00:33:13,110 --> 00:33:07,600

different

930

00:33:15,110 --> 00:33:13,120

individual susceptibility plays

931

00:33:16,630 --> 00:33:15,120

people respond differently to fat

932

00:33:18,389 --> 00:33:16,640

saturated fat

933

00:33:20,310 --> 00:33:18,399

and then the dietary context matters

934

00:33:22,789 --> 00:33:20,320

quite a bit

935

00:33:25,350 --> 00:33:22,799

red meat contains heme iron

936

00:33:27,269 --> 00:33:25,360

okay now that's a very good nutrient

937

00:33:30,230 --> 00:33:27,279

because there's a lot of iron deficiency

938

00:33:32,710 --> 00:33:30,240

even in the western populations we have

939

00:33:34,870 --> 00:33:32,720

considerable substantial

940

00:33:36,950 --> 00:33:34,880

amounts of especially women that are

941

00:33:38,710 --> 00:33:36,960

iron deficient in the west

942

00:33:40,470 --> 00:33:38,720

in the us in europe

943

00:33:40,800 --> 00:33:40,480

not only in the global south

944

00:33:42,149 --> 00:33:40,810

and

945

00:33:44,070 --> 00:33:42,159

[Music]

946

00:33:45,990 --> 00:33:44,080

iron heme iron which is a very

947

00:33:48,630 --> 00:33:46,000

bioavailable form of

948

00:33:49,830 --> 00:33:48,640

iron in red meat is therefore very

949

00:33:51,830 --> 00:33:49,840

beneficial

950

00:33:53,590 --> 00:33:51,840

and is a good reason to eat red meat

951
00:33:56,549 --> 00:33:53,600
however some people

952
00:33:58,549 --> 00:33:56,559
because of their again individual status

953
00:33:59,590 --> 00:33:58,559
accumulate iron and if you accumulate

954
00:34:00,549 --> 00:33:59,600
iron

955
00:34:02,389 --> 00:34:00,559
that is

956
00:34:04,389 --> 00:34:02,399
a risk factor and then you may have a

957
00:34:06,470 --> 00:34:04,399
problem so if you're a kind of person

958
00:34:08,310 --> 00:34:06,480
that accumulates iron you can see that

959
00:34:10,230 --> 00:34:08,320
in your blood values well then you

960
00:34:11,990 --> 00:34:10,240
better be careful with meat if you have

961
00:34:12,869 --> 00:34:12,000
too little iron then it's an excellent

962
00:34:15,190 --> 00:34:12,879
food

963
00:34:17,190 --> 00:34:15,200

so that shows you that it's a very

964

00:34:19,430 --> 00:34:17,200

individual aspect

965

00:34:21,589 --> 00:34:19,440

and that on a population

966

00:34:24,950 --> 00:34:21,599

basis we should be very careful with

967

00:34:27,669 --> 00:34:24,960

giving blanket recommendations like that

968

00:34:29,430 --> 00:34:27,679

yeah i appreciate the nuanced look at it

969

00:34:31,669 --> 00:34:29,440

i mean

970

00:34:34,470 --> 00:34:31,679

anecdotally i know people

971

00:34:37,190 --> 00:34:34,480

who survive on a vegan diet i wouldn't

972

00:34:39,109 --> 00:34:37,200

say they thrive they get through the day

973

00:34:41,510 --> 00:34:39,119

but they don't seem

974

00:34:42,550 --> 00:34:41,520

particularly strong or robust

975

00:34:44,069 --> 00:34:42,560

and

976
00:34:46,950 --> 00:34:44,079
there's probably something to say about

977
00:34:49,190 --> 00:34:46,960
the brain gut connection as well and

978
00:34:51,430 --> 00:34:49,200
people who are nutrient deficient suffer

979
00:34:52,310 --> 00:34:51,440
from brain fog and that sort of thing

980
00:34:54,389 --> 00:34:52,320
which

981
00:34:56,310 --> 00:34:54,399
i think might be a happy accident for

982
00:34:58,870 --> 00:34:56,320
the elite i don't think they care if

983
00:35:01,190 --> 00:34:58,880
we're functioning at high capacity

984
00:35:03,510 --> 00:35:01,200
on a mass scale and there also might be

985
00:35:06,950 --> 00:35:03,520
something to be said about

986
00:35:08,069 --> 00:35:06,960
degrading our meat and our eggs and our

987
00:35:09,910 --> 00:35:08,079
dairy

988
00:35:13,190 --> 00:35:09,920

because a lot of it you know now it

989

00:35:15,109 --> 00:35:13,200

comes from corn fed overcrowded animals

990

00:35:17,990 --> 00:35:15,119

that never see the sun

991

00:35:20,630 --> 00:35:18,000

and so it's an easier comparison to make

992

00:35:22,710 --> 00:35:20,640

if you degrade the quality really low

993

00:35:26,150 --> 00:35:22,720

then you can compare it to the beyond

994

00:35:28,150 --> 00:35:26,160

burger or the just egg soy based egg

995

00:35:30,870 --> 00:35:28,160

bottle and say well look it's not that

996

00:35:31,910 --> 00:35:30,880

much different but yet i've seen reports

997

00:35:35,030 --> 00:35:31,920

from

998

00:35:37,589 --> 00:35:35,040

grass-fed pasture-raised cows or

999

00:35:38,710 --> 00:35:37,599

chickens who really live just as natural

1000

00:35:41,190 --> 00:35:38,720

as can be

1001
00:35:44,230 --> 00:35:41,200
and the nutrient density it's off the

1002
00:35:46,150 --> 00:35:44,240
charts different from factory food so if

1003
00:35:48,310 --> 00:35:46,160
you want to compare your lab made

1004
00:35:49,670 --> 00:35:48,320
franken food to that stuff i think

1005
00:35:51,510 --> 00:35:49,680
you're going to have a hard time making

1006
00:35:52,870 --> 00:35:51,520
your case

1007
00:35:54,230 --> 00:35:52,880
well and especially there's something

1008
00:35:56,950 --> 00:35:54,240
that is even more

1009
00:36:00,310 --> 00:35:56,960
playing that is that if you insert a

1010
00:36:01,990 --> 00:36:00,320
food in a specific dietary context and

1011
00:36:03,430 --> 00:36:02,000
you compare it with the same food in

1012
00:36:04,870 --> 00:36:03,440
another dietary context you get

1013
00:36:07,349 --> 00:36:04,880

completely different results so if you

1014

00:36:09,430 --> 00:36:07,359

set up a study where you include meat

1015

00:36:11,430 --> 00:36:09,440

and the rest of your diet is really crap

1016

00:36:13,670 --> 00:36:11,440

then meat

1017

00:36:15,829 --> 00:36:13,680

will be associated with bad health

1018

00:36:19,030 --> 00:36:15,839

through the whole dietary package

1019

00:36:21,829 --> 00:36:19,040

if you insert your meat in a healthy

1020

00:36:24,069 --> 00:36:21,839

dietary context you'll see that meat

1021

00:36:26,790 --> 00:36:24,079

goes together with improved health

1022

00:36:28,310 --> 00:36:26,800

so we have studies to show that so in

1023

00:36:29,829 --> 00:36:28,320

other words the background diet the

1024

00:36:32,150 --> 00:36:29,839

lifestyle

1025

00:36:34,069 --> 00:36:32,160

all those things will be

1026

00:36:36,390 --> 00:36:34,079

determining if the effects of meat are

1027

00:36:38,310 --> 00:36:36,400

net positive or net negative

1028

00:36:40,390 --> 00:36:38,320

and then of course usually they cherry

1029

00:36:43,589 --> 00:36:40,400

pick those ones that are

1030

00:36:47,270 --> 00:36:43,599

depicting meat as harmful now the whole

1031

00:36:49,670 --> 00:36:47,280

nutritional science paradigm is built on

1032

00:36:51,349 --> 00:36:49,680

epidemiology of chronic disease which

1033

00:36:52,790 --> 00:36:51,359

means that those are observational

1034

00:36:54,950 --> 00:36:52,800

studies they look at people what they

1035

00:36:56,069 --> 00:36:54,960

eat and they look at how healthy they

1036

00:36:57,190 --> 00:36:56,079

are and then they make connection

1037

00:36:58,790 --> 00:36:57,200

between both

1038

00:37:01,270 --> 00:36:58,800

but it's extremely important to

1039

00:37:02,950 --> 00:37:01,280

understand that those are associations

1040

00:37:05,270 --> 00:37:02,960

and that those associations first of all

1041

00:37:07,670 --> 00:37:05,280

are weak they're not very strong

1042

00:37:10,230 --> 00:37:07,680

and they're very confounded

1043

00:37:12,310 --> 00:37:10,240

they're confounded because people that

1044

00:37:13,750 --> 00:37:12,320

tend to eat less meat are the as we said

1045

00:37:16,069 --> 00:37:13,760

before they are the

1046

00:37:17,589 --> 00:37:16,079

obedient moral citizens that listen to

1047

00:37:19,190 --> 00:37:17,599

advice and

1048

00:37:21,030 --> 00:37:19,200

they follow all sorts of advice they go

1049

00:37:23,670 --> 00:37:21,040

more to the doctor they drink less they

1050

00:37:25,670 --> 00:37:23,680

smoke less they have more physical

1051
00:37:27,510 --> 00:37:25,680
activity compared to the people that eat

1052
00:37:28,950 --> 00:37:27,520
more meat on average not everybody of

1053
00:37:30,630 --> 00:37:28,960
course but on average this turns out to

1054
00:37:32,790 --> 00:37:30,640
be the case and that's what they call

1055
00:37:34,630 --> 00:37:32,800
the healthy user bias

1056
00:37:36,390 --> 00:37:34,640
now what they do is they try to correct

1057
00:37:37,829 --> 00:37:36,400
statistically for those effects

1058
00:37:39,430 --> 00:37:37,839
statistically they try to correct for

1059
00:37:41,109 --> 00:37:39,440
the effect of smoking and the effect of

1060
00:37:43,589 --> 00:37:41,119
this and the effect of that

1061
00:37:45,589 --> 00:37:43,599
but you cannot correct for everything

1062
00:37:47,750 --> 00:37:45,599
there is an inherent bias there that you

1063
00:37:48,790 --> 00:37:47,760

cannot rule out if the associations are

1064

00:37:51,270 --> 00:37:48,800

so weak

1065

00:37:53,109 --> 00:37:51,280

so all those studies are probably

1066

00:37:55,510 --> 00:37:53,119

there's a high risk that those studies

1067

00:37:57,270 --> 00:37:55,520

are just capturing an artifact as a

1068

00:37:59,510 --> 00:37:57,280

matter of fact if you look on a global

1069

00:38:01,190 --> 00:37:59,520

scale if you look outside of the western

1070

00:38:02,470 --> 00:38:01,200

context especially the united states

1071

00:38:04,230 --> 00:38:02,480

context

1072

00:38:06,310 --> 00:38:04,240

then you see the opposite then you see

1073

00:38:08,069 --> 00:38:06,320

then what is found in the us you see

1074

00:38:09,589 --> 00:38:08,079

very often then that

1075

00:38:11,750 --> 00:38:09,599

the more red meat people eat the

1076
00:38:14,550 --> 00:38:11,760
healthier they are and again that's not

1077
00:38:16,710 --> 00:38:14,560
necessarily a true causal relationship

1078
00:38:18,710 --> 00:38:16,720
it may as well be because in low-income

1079
00:38:20,710 --> 00:38:18,720
countries if you eat more meat you're

1080
00:38:22,870 --> 00:38:20,720
richer and if you're richer you have

1081
00:38:25,109 --> 00:38:22,880
better health because you can afford to

1082
00:38:27,030 --> 00:38:25,119
go to health care and so on so it's

1083
00:38:29,510 --> 00:38:27,040
extremely difficult to get

1084
00:38:30,550 --> 00:38:29,520
useful information from those kind of

1085
00:38:33,190 --> 00:38:30,560
studies

1086
00:38:35,190 --> 00:38:33,200
and that's being just brushed away as

1087
00:38:36,870 --> 00:38:35,200
irrelevant and they just

1088
00:38:38,630 --> 00:38:36,880

use those studies that are supporting

1089

00:38:39,829 --> 00:38:38,640

their case and they forget about all the

1090

00:38:42,390 --> 00:38:39,839

other things

1091

00:38:44,390 --> 00:38:42,400

and they never contextualize it so

1092

00:38:46,390 --> 00:38:44,400

because nutritional sciences are so

1093

00:38:48,710 --> 00:38:46,400

fuzzy and so difficult

1094

00:38:49,829 --> 00:38:48,720

and rather unable to come up with hard

1095

00:38:52,069 --> 00:38:49,839

evidence

1096

00:38:54,630 --> 00:38:52,079

they use that fuzziness and they profit

1097

00:38:57,030 --> 00:38:54,640

from that fuzziness to advance the

1098

00:38:59,109 --> 00:38:57,040

theories and arguments they prefer which

1099

00:39:00,630 --> 00:38:59,119

in this case is saying that meat is an

1100

00:39:01,990 --> 00:39:00,640

unhealthy food

1101

00:39:04,950 --> 00:39:02,000

right right

1102

00:39:06,710 --> 00:39:04,960

great points again and let's talk about

1103

00:39:09,670 --> 00:39:06,720

the big they and some of these

1104

00:39:12,390 --> 00:39:09,680

organizations we have currently

1105

00:39:14,230 --> 00:39:12,400

that are pushing this stuff and what

1106

00:39:17,270 --> 00:39:14,240

they say they're trying to do because we

1107

00:39:20,390 --> 00:39:17,280

have the eat lancet commission last year

1108

00:39:22,630 --> 00:39:20,400

there was a un food system summit the

1109

00:39:25,030 --> 00:39:22,640

rockefellers reset the table project

1110

00:39:26,310 --> 00:39:25,040

these are just some of the names but

1111

00:39:28,550 --> 00:39:26,320

what can you tell us about this

1112

00:39:31,349 --> 00:39:28,560

interlocking network today and this

1113

00:39:34,390 --> 00:39:31,359

revolving door between food tech we

1114

00:39:36,470 --> 00:39:34,400

might call it an actual policy makers

1115

00:39:39,270 --> 00:39:36,480

because it does seem like we have some

1116

00:39:41,270 --> 00:39:39,280

regulatory capture in this area and it

1117

00:39:43,030 --> 00:39:41,280

seems like they're ramping up their

1118

00:39:45,750 --> 00:39:43,040

agendas

1119

00:39:46,790 --> 00:39:45,760

there's a network here that consists of

1120

00:39:48,390 --> 00:39:46,800

usually

1121

00:39:50,790 --> 00:39:48,400

always the same players so there are a

1122

00:39:54,069 --> 00:39:50,800

couple of players in the arena are

1123

00:39:56,710 --> 00:39:54,079

pushing very hard to get to a global

1124

00:39:58,630 --> 00:39:56,720

diet that is low in animal source foods

1125

00:40:00,870 --> 00:39:58,640

and within that network you find

1126
00:40:02,790 --> 00:40:00,880
organizations that are not new well you

1127
00:40:04,470 --> 00:40:02,800
mentioned eat eat is a new foundation

1128
00:40:06,390 --> 00:40:04,480
but then again its founder is a young

1129
00:40:08,470 --> 00:40:06,400
global leader of world economic forum

1130
00:40:10,790 --> 00:40:08,480
it's very much embedded in the whole

1131
00:40:12,390 --> 00:40:10,800
structure of davos and it's also

1132
00:40:13,829 --> 00:40:12,400
connected to the world business council

1133
00:40:16,150 --> 00:40:13,839
for sustainable development they have a

1134
00:40:18,870 --> 00:40:16,160
formal program with

1135
00:40:20,390 --> 00:40:18,880
wbcsd the world business council that is

1136
00:40:22,630 --> 00:40:20,400
called the fresh initiative and in the

1137
00:40:24,390 --> 00:40:22,640
fresh initiative you have all the major

1138
00:40:26,550 --> 00:40:24,400

multinational companies

1139

00:40:28,950 --> 00:40:26,560

so not only is wbcscd connected to the

1140

00:40:31,190 --> 00:40:28,960

world economic forum it also represents

1141

00:40:33,589 --> 00:40:31,200

all the major multinational companies

1142

00:40:35,349 --> 00:40:33,599

that produce food or big producers of

1143

00:40:36,870 --> 00:40:35,359

fertilizers and

1144

00:40:37,750 --> 00:40:36,880

all the big players are there and

1145

00:40:39,430 --> 00:40:37,760

they're

1146

00:40:41,030 --> 00:40:39,440

very tightly connected to the eat

1147

00:40:42,710 --> 00:40:41,040

foundation so

1148

00:40:46,150 --> 00:40:42,720

this whole network

1149

00:40:47,670 --> 00:40:46,160

is really situated in that

1150

00:40:49,829 --> 00:40:47,680

constellation

1151
00:40:53,670 --> 00:40:49,839
world economic forum rockefeller

1152
00:40:56,150 --> 00:40:53,680
foundation will resources institute

1153
00:40:59,430 --> 00:40:56,160
club of rome is there still

1154
00:41:01,829 --> 00:40:59,440
and a couple of other ones and they are

1155
00:41:03,589 --> 00:41:01,839
very very powerful because they are very

1156
00:41:05,990 --> 00:41:03,599
influential

1157
00:41:08,550 --> 00:41:06,000
they have connections to political

1158
00:41:10,069 --> 00:41:08,560
circles they have connections to the

1159
00:41:11,750 --> 00:41:10,079
united nations because the world

1160
00:41:13,910 --> 00:41:11,760
economic forum

1161
00:41:16,069 --> 00:41:13,920
not so long ago entered in a formal

1162
00:41:16,790 --> 00:41:16,079
partnership with

1163
00:41:20,870 --> 00:41:16,800

the

1164

00:41:23,190 --> 00:41:20,880

sustainable development goals so that

1165

00:41:24,870 --> 00:41:23,200

we'll do that together as partners

1166

00:41:26,069 --> 00:41:24,880

and of course food is a very big part of

1167

00:41:30,790 --> 00:41:26,079

that

1168

00:41:33,190 --> 00:41:30,800

united nations food system summit

1169

00:41:36,390 --> 00:41:33,200

we could clearly see the hand of

1170

00:41:37,510 --> 00:41:36,400

davos and the world economic forum there

1171

00:41:39,190 --> 00:41:37,520

and the world business council for

1172

00:41:42,069 --> 00:41:39,200

sustainable development

1173

00:41:43,349 --> 00:41:42,079

and that food system summit was meant to

1174

00:41:45,829 --> 00:41:43,359

impose

1175

00:41:47,990 --> 00:41:45,839

a new food system on the entire planet

1176

00:41:50,790 --> 00:41:48,000

by connecting it to the united nations

1177

00:41:53,430 --> 00:41:50,800

and by doing so creating a transnational

1178

00:41:55,349 --> 00:41:53,440

movement a transnational framework that

1179

00:41:57,190 --> 00:41:55,359

would then trickle down to the various

1180

00:41:58,230 --> 00:41:57,200

different countries that would have to

1181

00:42:00,390 --> 00:41:58,240

adopt it

1182

00:42:02,309 --> 00:42:00,400

now that seemed to be the original idea

1183

00:42:04,230 --> 00:42:02,319

it didn't work out you know it failed

1184

00:42:07,030 --> 00:42:04,240

there were a number of reasons why that

1185

00:42:09,030 --> 00:42:07,040

failed but it didn't work out that way

1186

00:42:11,430 --> 00:42:09,040

what we see is that

1187

00:42:13,510 --> 00:42:11,440

the representatives in the summit

1188

00:42:15,589 --> 00:42:13,520

after the summit they have now

1189

00:42:17,430 --> 00:42:15,599

reconfigured themselves and they are

1190

00:42:19,670 --> 00:42:17,440

now entering something called if i'm not

1191

00:42:20,950 --> 00:42:19,680

mistaking the food forward coalition and

1192

00:42:23,109 --> 00:42:20,960

they have

1193

00:42:24,950 --> 00:42:23,119

combined their organizations their

1194

00:42:27,270 --> 00:42:24,960

efforts with the club of rome who will

1195

00:42:28,790 --> 00:42:27,280

now also be part of this so there will

1196

00:42:31,910 --> 00:42:28,800

be next steps

1197

00:42:33,589 --> 00:42:31,920

and it will be a continuous process

1198

00:42:35,270 --> 00:42:33,599

we'll see

1199

00:42:37,430 --> 00:42:35,280

a lot of that in the in the coming

1200

00:42:39,910 --> 00:42:37,440

months and years it's not going to slow

1201

00:42:44,710 --> 00:42:42,470

yeah and i pulled some details from

1202

00:42:46,230 --> 00:42:44,720

previous presentations and interviews

1203

00:42:48,950 --> 00:42:46,240

you've given one of them that's kind of

1204

00:42:51,430 --> 00:42:48,960

scary is on the eat advisory board is

1205

00:42:53,190 --> 00:42:51,440

mark wilson the director of blackrock

1206

00:42:55,750 --> 00:42:53,200

the world's largest shadow bank we've

1207

00:42:58,470 --> 00:42:55,760

talked about them before and part of his

1208

00:43:00,630 --> 00:42:58,480

role apparently is to rate companies

1209

00:43:03,270 --> 00:43:00,640

based on their compliance with these

1210

00:43:04,790 --> 00:43:03,280

food goals and then based on the score

1211

00:43:07,270 --> 00:43:04,800

of the company

1212

00:43:10,470 --> 00:43:07,280

some will rise and some will fall by the

1213

00:43:13,109 --> 00:43:10,480

amount of investment they can get or not

1214

00:43:15,670 --> 00:43:13,119

get and i think i've heard this referred

1215

00:43:18,069 --> 00:43:15,680

to as esg scores but this might be a

1216

00:43:21,030 --> 00:43:18,079

little different but this is a huge

1217

00:43:23,109 --> 00:43:21,040

thing because a lot of money is wrapped

1218

00:43:26,150 --> 00:43:23,119

up in these large investment firms and

1219

00:43:27,910 --> 00:43:26,160

if you're gonna rate every individual

1220

00:43:30,150 --> 00:43:27,920

corporation

1221

00:43:33,030 --> 00:43:30,160

in terms of how they play ball with your

1222

00:43:35,349 --> 00:43:33,040

food agendas that's a lot of power

1223

00:43:37,750 --> 00:43:35,359

one can ask himself or herself the

1224

00:43:39,430 --> 00:43:37,760

question what is blackrock doing on the

1225

00:43:41,030 --> 00:43:39,440

advisory board of the eid foundation a

1226

00:43:43,430 --> 00:43:41,040

foundation that is

1227

00:43:45,109 --> 00:43:43,440

meant to look at food and optimize food

1228

00:43:48,790 --> 00:43:45,119

and function of health of humans and the

1229

00:43:50,630 --> 00:43:48,800

planet what is blackrock doing there

1230

00:43:52,829 --> 00:43:50,640

i think

1231

00:43:56,470 --> 00:43:52,839

that one of the major strategies in the

1232

00:43:58,390 --> 00:43:56,480

next months will be somebody starting

1233

00:43:59,589 --> 00:43:58,400

will be a battle over

1234

00:44:04,150 --> 00:43:59,599

words

1235

00:44:10,230 --> 00:44:04,160

concepts

1236

00:44:11,270 --> 00:44:10,240

instance one example is the true cost of

1237

00:44:14,470 --> 00:44:11,280

food

1238

00:44:16,870 --> 00:44:14,480

hear that often

1239

00:44:19,109 --> 00:44:16,880

we have to pay for food not the cost we

1240

00:44:21,670 --> 00:44:19,119

pay in the supermarket but the true cost

1241

00:44:23,750 --> 00:44:21,680

now if you define what is the true cost

1242

00:44:26,390 --> 00:44:23,760

then you define the price and you define

1243

00:44:27,589 --> 00:44:26,400

the policy they talk about a just

1244

00:44:29,910 --> 00:44:27,599

transition

1245

00:44:31,589 --> 00:44:29,920

what does just mean

1246

00:44:33,270 --> 00:44:31,599

so there are all sorts of words healthy

1247

00:44:34,470 --> 00:44:33,280

what is healthy you know the definition

1248

00:44:36,550 --> 00:44:34,480

of healthy

1249

00:44:38,230 --> 00:44:36,560

the definition of sustainable

1250

00:44:40,630 --> 00:44:38,240

there will be a huge battle over words

1251
00:44:43,270 --> 00:44:40,640
and if you control those words

1252
00:44:45,270 --> 00:44:43,280
then you control also the

1253
00:44:46,710 --> 00:44:45,280
sdgs the sustainable development goals

1254
00:44:48,630 --> 00:44:46,720
which are the targets set forward by the

1255
00:44:50,069 --> 00:44:48,640
united nations and where the world

1256
00:44:51,750 --> 00:44:50,079
economic pharma has declared that it

1257
00:44:53,270 --> 00:44:51,760
will do everything to advance those

1258
00:44:54,790 --> 00:44:53,280
sustainable development goals now those

1259
00:44:57,109 --> 00:44:54,800
defendable development goals in

1260
00:44:59,670 --> 00:44:57,119
principle that sound good

1261
00:45:01,829 --> 00:44:59,680
it's about ending hunger and it's about

1262
00:45:02,950 --> 00:45:01,839
having healthy oceans and so on and so

1263
00:45:06,069 --> 00:45:02,960

on

1264

00:45:07,990 --> 00:45:06,079

however if you start defining the words

1265

00:45:09,430 --> 00:45:08,000

used on this in those sdgs according to

1266

00:45:12,710 --> 00:45:09,440

your own agenda

1267

00:45:14,230 --> 00:45:12,720

then it becomes a powerful tool

1268

00:45:16,550 --> 00:45:14,240

now what blackrock is doing and what

1269

00:45:18,710 --> 00:45:16,560

other organizations are doing blackrock

1270

00:45:19,829 --> 00:45:18,720

is an extremely powerful player but you

1271

00:45:21,510 --> 00:45:19,839

also have

1272

00:45:23,510 --> 00:45:21,520

less well-known organizations such as

1273

00:45:26,309 --> 00:45:23,520

the world benchmarking alliance where

1274

00:45:29,190 --> 00:45:26,319

you have eat foundation you have wbcasd

1275

00:45:30,710 --> 00:45:29,200

there it's again the same players

1276
00:45:33,510 --> 00:45:30,720
and the world benchmarking alliance

1277
00:45:36,150 --> 00:45:33,520
wants to benchmark companies

1278
00:45:36,950 --> 00:45:36,160
according to how well they meet

1279
00:45:38,870 --> 00:45:36,960
the

1280
00:45:39,829 --> 00:45:38,880
sustainable development goals

1281
00:45:44,390 --> 00:45:39,839
so

1282
00:45:47,109 --> 00:45:44,400
the idea is to upgrade or downgrade

1283
00:45:49,589 --> 00:45:47,119
attractiveness of companies so that

1284
00:45:50,790 --> 00:45:49,599
investors will either endorse them or

1285
00:45:53,349 --> 00:45:50,800
drop them

1286
00:45:54,950 --> 00:45:53,359
and if you can get such a control over

1287
00:45:57,670 --> 00:45:54,960
market attractiveness then you can

1288
00:45:59,030 --> 00:45:57,680

destroy a company or you can boost the

1289

00:46:00,470 --> 00:45:59,040

company

1290

00:46:02,390 --> 00:46:00,480

so there's a lot of interest at play

1291

00:46:05,030 --> 00:46:02,400

here this is an extremely powerful

1292

00:46:08,630 --> 00:46:05,040

approach to the market you can destroy

1293

00:46:10,309 --> 00:46:08,640

or boost the company at your will

1294

00:46:12,630 --> 00:46:10,319

by defining

1295

00:46:14,870 --> 00:46:12,640

the rules that are to be respected in

1296

00:46:17,030 --> 00:46:14,880

this game here and that means a semantic

1297

00:46:18,710 --> 00:46:17,040

battle it means defining what a certain

1298

00:46:21,190 --> 00:46:18,720

concept means so there's going to be a

1299

00:46:24,550 --> 00:46:21,200

lot of science

1300

00:46:26,950 --> 00:46:24,560

that will be created to support those

1301
00:46:29,589 --> 00:46:26,960
semantic shifts and discussions there's

1302
00:46:32,150 --> 00:46:29,599
a whole factory of scientific papers

1303
00:46:33,750 --> 00:46:32,160
going on trying to fill in what it means

1304
00:46:35,510 --> 00:46:33,760
to be sustainable what it means to be

1305
00:46:37,030 --> 00:46:35,520
healthy what it means to be just and

1306
00:46:38,950 --> 00:46:37,040
what it means to be

1307
00:46:42,069 --> 00:46:38,960
a true cost of a food

1308
00:46:43,589 --> 00:46:42,079
and various other concepts in that space

1309
00:46:46,069 --> 00:46:43,599
right right

1310
00:46:48,790 --> 00:46:46,079
and there are a lot of interesting

1311
00:46:51,109 --> 00:46:48,800
quotes and strategies from these people

1312
00:46:52,710 --> 00:46:51,119
that i want to get to but

1313
00:46:55,589 --> 00:46:52,720

in the first hour i want to make sure

1314

00:46:58,870 --> 00:46:55,599

this gets in here but i learned about

1315

00:47:00,790 --> 00:46:58,880

the c40 cities initiative from you and

1316

00:47:02,270 --> 00:47:00,800

it's quite concerning anyone can go to

1317

00:47:05,510 --> 00:47:02,280

their website

1318

00:47:07,990 --> 00:47:05,520

c40cities.org and it defines itself as a

1319

00:47:10,150 --> 00:47:08,000

global network of mayors taking urgent

1320

00:47:11,990 --> 00:47:10,160

action to confront the climate crisis

1321

00:47:15,270 --> 00:47:12,000

and create a future where everyone can

1322

00:47:18,470 --> 00:47:15,280

thrive and they state their planetary

1323

00:47:22,470 --> 00:47:18,480

health diet goals quite clearly their

1324

00:47:25,030 --> 00:47:22,480

progressive target is 16 kilograms of

1325

00:47:27,190 --> 00:47:25,040

meat 90 kilograms of dairy

1326

00:47:30,309 --> 00:47:27,200

per person which i understand is not

1327

00:47:34,549 --> 00:47:30,319

much but they go on to say their

1328

00:47:38,390 --> 00:47:34,559

perfection target is zero meat and zero

1329

00:47:40,790 --> 00:47:38,400

dairy by 2030 for everyone and the

1330

00:47:43,589 --> 00:47:40,800

mayors who have signed on to this would

1331

00:47:47,990 --> 00:47:43,599

be directing policy in cities like

1332

00:47:52,309 --> 00:47:48,000

barcelona copenhagen guadalajara lima

1333

00:47:56,549 --> 00:47:52,319

london los angeles milan paris seoul

1334

00:47:59,990 --> 00:47:56,559

stockholm tokyo toronto and more and

1335

00:48:02,069 --> 00:48:00,000

this is just so insane that they plainly

1336

00:48:05,109 --> 00:48:02,079

state we want you to have no meat no

1337

00:48:07,750 --> 00:48:05,119

dairy by 2030 a very short time

1338

00:48:09,510 --> 00:48:07,760

and people need to be aware that this is

1339

00:48:12,549 --> 00:48:09,520

really happening right in front of their

1340

00:48:15,430 --> 00:48:12,559

eyes and if you want traditional

1341

00:48:17,910 --> 00:48:15,440

foods high quality sustainable

1342

00:48:20,470 --> 00:48:17,920

traditional foods to be around the time

1343

00:48:24,069 --> 00:48:20,480

to use your money to keep these

1344

00:48:25,670 --> 00:48:24,079

businesses intact is like yesterday and

1345

00:48:27,349 --> 00:48:25,680

you better take it pretty seriously

1346

00:48:28,230 --> 00:48:27,359

because this is what we're up against

1347

00:48:30,309 --> 00:48:28,240

and that's

1348

00:48:31,990 --> 00:48:30,319

really insane

1349

00:48:33,910 --> 00:48:32,000

well i don't think they will achieve

1350

00:48:35,349 --> 00:48:33,920

that so i don't think we need to connect

1351

00:48:37,270 --> 00:48:35,359

with that degree but it's it's very

1352

00:48:40,309 --> 00:48:37,280

concerning and worrying

1353

00:48:42,630 --> 00:48:40,319

nonetheless because it will create harp

1354

00:48:44,309 --> 00:48:42,640

i mean if you set a target that extreme

1355

00:48:47,270 --> 00:48:44,319

even if you don't achieve it you will

1356

00:48:49,109 --> 00:48:47,280

still create harm yes and even new york

1357

00:48:50,870 --> 00:48:49,119

joined us as well if i'm not mistaken as

1358

00:48:52,630 --> 00:48:50,880

an extra city not so long ago you've

1359

00:48:54,390 --> 00:48:52,640

seen what came out of the policies in

1360

00:48:55,589 --> 00:48:54,400

new york already with the mayor going

1361

00:48:58,069 --> 00:48:55,599

clearly for

1362

00:49:01,430 --> 00:48:58,079

anti-meat policy

1363

00:49:03,349 --> 00:49:01,440

so the c-40 cities initiative is a

1364

00:49:05,349 --> 00:49:03,359

broader initiative

1365

00:49:06,710 --> 00:49:05,359

and it probably talks about food it

1366

00:49:08,950 --> 00:49:06,720

talks about all sorts of different

1367

00:49:10,630 --> 00:49:08,960

things targets for food you mentioned

1368

00:49:12,950 --> 00:49:10,640

are the actual targets of the eat

1369

00:49:15,109 --> 00:49:12,960

landsat diets so the so-called

1370

00:49:17,670 --> 00:49:15,119

progressive target are the

1371

00:49:19,430 --> 00:49:17,680

suggested amounts of the eat lancet diet

1372

00:49:20,630 --> 00:49:19,440

those kilograms if you think about it

1373

00:49:21,510 --> 00:49:20,640

it's not much

1374

00:49:23,030 --> 00:49:21,520

try to

1375

00:49:24,790 --> 00:49:23,040

figure out for yourself what it means 16

1376

00:49:26,549 --> 00:49:24,800

kilograms of meat per person per year

1377

00:49:28,710 --> 00:49:26,559

it's not much and especially red meat is

1378

00:49:31,510 --> 00:49:28,720

discouraged right it should be poultry

1379

00:49:33,510 --> 00:49:31,520

mostly most of all and then and the

1380

00:49:35,670 --> 00:49:33,520

ambitious target of zero is also an

1381

00:49:37,670 --> 00:49:35,680

option in the lancet diet the eat lancet

1382

00:49:38,630 --> 00:49:37,680

diet allows you to have vegan options as

1383

00:49:40,069 --> 00:49:38,640

well

1384

00:49:41,829 --> 00:49:40,079

but you have to supplement with b12

1385

00:49:44,309 --> 00:49:41,839

that's the only site

1386

00:49:47,270 --> 00:49:44,319

common they have so it ranges between

1387

00:49:49,109 --> 00:49:47,280

zero and those upper limits but they

1388

00:49:51,030 --> 00:49:49,119

don't allow you to have more than that

1389

00:49:52,150 --> 00:49:51,040

so these targets are not coming out of

1390

00:49:53,510 --> 00:49:52,160

the blue they're coming from the heat

1391

00:49:55,670 --> 00:49:53,520

landsat report

1392

00:49:58,470 --> 00:49:55,680

but they don't just talk about food they

1393

00:50:00,230 --> 00:49:58,480

also talk about for instance clothing

1394

00:50:03,510 --> 00:50:00,240

they say that you should not have more

1395

00:50:06,390 --> 00:50:03,520

than three clothing items per year

1396

00:50:08,710 --> 00:50:06,400

right it's one of their targets 2030.

1397

00:50:09,670 --> 00:50:08,720

they say that you should not own any

1398

00:50:11,589 --> 00:50:09,680

more

1399

00:50:13,670 --> 00:50:11,599

private vehicles you shouldn't have any

1400

00:50:15,430 --> 00:50:13,680

private vehicles by 2030 in their

1401

00:50:17,030 --> 00:50:15,440

ambitious target

1402

00:50:18,710 --> 00:50:17,040

in their progressive target they say you

1403

00:50:20,710 --> 00:50:18,720

can have about 200 vehicles per thousand

1404

00:50:24,069 --> 00:50:20,720

people but in their ambitious target

1405

00:50:25,750 --> 00:50:24,079

zero vehicles not private ones

1406

00:50:27,750 --> 00:50:25,760

you could fly

1407

00:50:29,349 --> 00:50:27,760

once every two three years short

1408

00:50:31,589 --> 00:50:29,359

distances

1409

00:50:33,990 --> 00:50:31,599

so it's a almost totalitarian

1410

00:50:36,390 --> 00:50:34,000

interventionist program

1411

00:50:37,430 --> 00:50:36,400

and mayors have signed up for this

1412

00:50:39,270 --> 00:50:37,440

which is

1413

00:50:40,390 --> 00:50:39,280

incredible

1414

00:50:42,549 --> 00:50:40,400

not just

1415

00:50:44,069 --> 00:50:42,559

exotic cities you know leading global

1416

00:50:45,589 --> 00:50:44,079

cities right

1417

00:50:46,950 --> 00:50:45,599

maybe they haven't looked at the details

1418

00:50:49,030 --> 00:50:46,960

of what they signed it i have no idea

1419

00:50:50,950 --> 00:50:49,040

but that's if you read the actual

1420

00:50:52,390 --> 00:50:50,960

headline report of c 40 cities that's

1421

00:50:53,750 --> 00:50:52,400

what you'll find

1422

00:50:55,030 --> 00:50:53,760

what's in there

1423

00:50:57,510 --> 00:50:55,040

their program

1424

00:50:59,829 --> 00:50:57,520

now the e-diet is connected to this but

1425

00:51:02,309 --> 00:50:59,839

you also find c-46 is an extremely

1426
00:51:03,829 --> 00:51:02,319
interesting overarching platform which

1427
00:51:05,349 --> 00:51:03,839
is one of the most interesting ones to

1428
00:51:07,030 --> 00:51:05,359
look at because this is the one where

1429
00:51:08,470 --> 00:51:07,040
you find most of the players that you'll

1430
00:51:10,230 --> 00:51:08,480
find in all the other

1431
00:51:11,990 --> 00:51:10,240
organizations it's a kind of hydra you

1432
00:51:13,430 --> 00:51:12,000
see it's the same players with different

1433
00:51:14,790 --> 00:51:13,440
front organizations but there's one

1434
00:51:16,069 --> 00:51:14,800
where you see most of them coming

1435
00:51:17,589 --> 00:51:16,079
together and it's called the global

1436
00:51:21,270 --> 00:51:17,599
commons alliance

1437
00:51:23,190 --> 00:51:21,280
subtitle

1438
00:51:25,589 --> 00:51:23,200

a plan for the planet now it's the

1439

00:51:27,990 --> 00:51:25,599

technocratic view we have a plan for the

1440

00:51:31,030 --> 00:51:28,000

planet and within the alliance you have

1441

00:51:32,549 --> 00:51:31,040

c40 cities you have the eat foundation

1442

00:51:33,750 --> 00:51:32,559

you have the rockefeller foundation the

1443

00:51:35,589 --> 00:51:33,760

world business council sustainable

1444

00:51:37,109 --> 00:51:35,599

development the world economic forum

1445

00:51:39,990 --> 00:51:37,119

united nations the world resources

1446

00:51:43,430 --> 00:51:40,000

institute and worldwide left funds

1447

00:51:45,829 --> 00:51:43,440

all kinds of public private partnerships

1448

00:51:47,430 --> 00:51:45,839

like the capitals coalition and many

1449

00:51:50,710 --> 00:51:47,440

others where you have huge corporations

1450

00:51:52,870 --> 00:51:50,720

that are also involved so it's a massive

1451
00:51:55,510 --> 00:51:52,880
a really massive alliance with very

1452
00:51:56,710 --> 00:51:55,520
powerful players and

1453
00:51:58,950 --> 00:51:56,720
it's easy to look at this as a

1454
00:52:00,309 --> 00:51:58,960
conspiracy theory right but this but

1455
00:52:02,150 --> 00:52:00,319
this is just

1456
00:52:04,309 --> 00:52:02,160
it's not that surprising these are

1457
00:52:05,829 --> 00:52:04,319
powerful people that see opportunities

1458
00:52:07,589 --> 00:52:05,839
and start to work together around

1459
00:52:09,109 --> 00:52:07,599
certain agendas

1460
00:52:10,950 --> 00:52:09,119
in their common interest even if they

1461
00:52:13,030 --> 00:52:10,960
come from different places sometimes

1462
00:52:14,549 --> 00:52:13,040
they find a common interest

1463
00:52:16,150 --> 00:52:14,559

the club of rome is there by the way as

1464

00:52:17,750 --> 00:52:16,160

well so you have that technocratic

1465

00:52:19,349 --> 00:52:17,760

utopian view almost that is also

1466

00:52:22,870 --> 00:52:19,359

infiltrating it

1467

00:52:28,309 --> 00:52:25,670

yes it really is and the c40 cities are

1468

00:52:29,829 --> 00:52:28,319

so interesting to me just because this

1469

00:52:32,950 --> 00:52:29,839

shows how

1470

00:52:35,030 --> 00:52:32,960

you get from the think tank to actual

1471

00:52:37,270 --> 00:52:35,040

policy makers because there's so much

1472

00:52:39,670 --> 00:52:37,280

money involved here that you can say hey

1473

00:52:41,910 --> 00:52:39,680

if you sign off on

1474

00:52:43,750 --> 00:52:41,920

this initiative we can put a lot of

1475

00:52:45,430 --> 00:52:43,760

money behind you and a lot of media

1476
00:52:46,710 --> 00:52:45,440
behind you and we can put you into a

1477
00:52:49,030 --> 00:52:46,720
position

1478
00:52:51,030 --> 00:52:49,040
and you know in the last couple years we

1479
00:52:53,270 --> 00:52:51,040
saw people

1480
00:52:55,670 --> 00:52:53,280
in positions of power that were also

1481
00:52:57,349 --> 00:52:55,680
lockstep with just these big decrees

1482
00:52:59,430 --> 00:52:57,359
that came down from international

1483
00:53:01,349 --> 00:52:59,440
organizations and

1484
00:53:03,829 --> 00:53:01,359
that's just really concerning to me i do

1485
00:53:06,630 --> 00:53:03,839
think you are right they will ultimately

1486
00:53:09,589 --> 00:53:06,640
fail because these plans are

1487
00:53:11,670 --> 00:53:09,599
really ambitious and quite crazy but

1488
00:53:13,030 --> 00:53:11,680

they will do a lot of harm

1489

00:53:15,030 --> 00:53:13,040

in the meantime

1490

00:53:17,349 --> 00:53:15,040

it's just wild that they'd even attempt

1491

00:53:18,390 --> 00:53:17,359

this stuff and another one of the things

1492

00:53:20,790 --> 00:53:18,400

that

1493

00:53:24,069 --> 00:53:20,800

i saw from one of your slides

1494

00:53:27,109 --> 00:53:24,079

was a slide titled anchoring policy that

1495

00:53:29,349 --> 00:53:27,119

focused on the eat commissioner

1496

00:53:31,190 --> 00:53:29,359

francisco branca

1497

00:53:33,670 --> 00:53:31,200

and he said that

1498

00:53:35,910 --> 00:53:33,680

the world health organization will make

1499

00:53:37,510 --> 00:53:35,920

the food policies that trickle down to

1500

00:53:39,349 --> 00:53:37,520

national policy

1501
00:53:41,270 --> 00:53:39,359
worldwide and

1502
00:53:43,829 --> 00:53:41,280
that really set off an alarm bell to me

1503
00:53:45,109 --> 00:53:43,839
because there was a really recent

1504
00:53:47,829 --> 00:53:45,119
campaign

1505
00:53:50,390 --> 00:53:47,839
to get all nations to sign

1506
00:53:52,309 --> 00:53:50,400
over their autonomy to the who

1507
00:53:55,270 --> 00:53:52,319
so that they could act faster in the

1508
00:53:57,270 --> 00:53:55,280
wake of a new pandemic i followed the

1509
00:53:59,670 --> 00:53:57,280
story for a little bit and kind of

1510
00:54:01,510 --> 00:53:59,680
fizzled out on it i believe that you

1511
00:54:03,510 --> 00:54:01,520
know they definitely came up short of

1512
00:54:05,349 --> 00:54:03,520
their goal but they were trying to

1513
00:54:07,430 --> 00:54:05,359

basically in advance of the next thing

1514

00:54:09,589 --> 00:54:07,440

be like just sign up here you know so

1515

00:54:11,510 --> 00:54:09,599

that we can make the decrees

1516

00:54:13,670 --> 00:54:11,520

and then you know we we can act a lot

1517

00:54:16,309 --> 00:54:13,680

faster in the wake of a new pandemic but

1518

00:54:18,150 --> 00:54:16,319

this also applies for him to say

1519

00:54:19,990 --> 00:54:18,160

that they're going to act through the

1520

00:54:23,270 --> 00:54:20,000

world health organization on these food

1521

00:54:25,109 --> 00:54:23,280

policies that says a lot doesn't it

1522

00:54:27,910 --> 00:54:25,119

well he was he's a world health

1523

00:54:30,230 --> 00:54:27,920

organization official to begin with and

1524

00:54:32,470 --> 00:54:30,240

it's under that function that he entered

1525

00:54:33,750 --> 00:54:32,480

the eid commission

1526

00:54:35,750 --> 00:54:33,760

so

1527

00:54:37,910 --> 00:54:35,760

look at it from the perspective of those

1528

00:54:40,390 --> 00:54:37,920

organizations those organizations have

1529

00:54:41,670 --> 00:54:40,400

global plans okay so they want global

1530

00:54:44,069 --> 00:54:41,680

interventions

1531

00:54:45,349 --> 00:54:44,079

it's a global scenario

1532

00:54:46,549 --> 00:54:45,359

because they're multinationals they

1533

00:54:48,789 --> 00:54:46,559

don't belong to a country you know

1534

00:54:50,549 --> 00:54:48,799

they're multinational companies

1535

00:54:51,750 --> 00:54:50,559

they look at the world as a global

1536

00:54:54,150 --> 00:54:51,760

challenge

1537

00:54:56,150 --> 00:54:54,160

so if you want to do that

1538

00:54:57,510 --> 00:54:56,160

it's very difficult

1539

00:55:00,069 --> 00:54:57,520

and

1540

00:55:01,829 --> 00:55:00,079

inefficient to pass from

1541

00:55:03,670 --> 00:55:01,839

national legislation

1542

00:55:05,349 --> 00:55:03,680

if you have to work your way

1543

00:55:07,510 --> 00:55:05,359

inside the politics of every single

1544

00:55:10,150 --> 00:55:07,520

country and do it bottom up from there

1545

00:55:11,750 --> 00:55:10,160

is going to be very very difficult

1546

00:55:14,630 --> 00:55:11,760

the more efficient way for them is to

1547

00:55:16,230 --> 00:55:14,640

work on a transnational level

1548

00:55:18,230 --> 00:55:16,240

think of the paris agreement now the

1549

00:55:19,589 --> 00:55:18,240

paris agreement is a place where nations

1550

00:55:21,430 --> 00:55:19,599

come together to sign up to one

1551
00:55:23,910 --> 00:55:21,440
manifesto and that has to be implemented

1552
00:55:25,589 --> 00:55:23,920
globally

1553
00:55:28,870 --> 00:55:25,599
there's a lot of

1554
00:55:31,190 --> 00:55:28,880
talk about an ipcc for food now to have

1555
00:55:32,710 --> 00:55:31,200
something similar to have a global

1556
00:55:34,870 --> 00:55:32,720
agreement on food

1557
00:55:36,230 --> 00:55:34,880
that can be implemented and countries

1558
00:55:38,309 --> 00:55:36,240
will have to adhere

1559
00:55:40,549 --> 00:55:38,319
once the manifesto is signed

1560
00:55:43,030 --> 00:55:40,559
so that shortcuts the whole

1561
00:55:46,069 --> 00:55:43,040
bottom-up procedure where you have

1562
00:55:47,670 --> 00:55:46,079
consultations and dialogues and you just

1563
00:55:48,470 --> 00:55:47,680

have some experts coming up with

1564

00:55:50,789 --> 00:55:48,480

something

1565

00:55:52,630 --> 00:55:50,799

you'll just overwhelm the officials

1566

00:55:53,990 --> 00:55:52,640

during a couple of summits and then they

1567

00:55:55,510 --> 00:55:54,000

sign up to it and then the country has

1568

00:55:57,109 --> 00:55:55,520

to stick to it

1569

00:55:58,789 --> 00:55:57,119

so that's much more efficient and to do

1570

00:56:01,349 --> 00:55:58,799

so if you want to enter the game from

1571

00:56:02,710 --> 00:56:01,359

the transnational level well how can you

1572

00:56:03,829 --> 00:56:02,720

do it better than through the united

1573

00:56:06,150 --> 00:56:03,839

nations

1574

00:56:08,230 --> 00:56:06,160

so the world health organization looks

1575

00:56:09,510 --> 00:56:08,240

like the ideal platform to implement

1576
00:56:11,750 --> 00:56:09,520
health policies

1577
00:56:13,430 --> 00:56:11,760
in support of global agendas

1578
00:56:15,750 --> 00:56:13,440
and on itself that could be a good thing

1579
00:56:17,589 --> 00:56:15,760
for some things need coordination but

1580
00:56:20,309 --> 00:56:17,599
there's a difference between

1581
00:56:21,109 --> 00:56:20,319
good intention coordination to optimize

1582
00:56:22,470 --> 00:56:21,119
and

1583
00:56:23,910 --> 00:56:22,480
smoothen out

1584
00:56:25,990 --> 00:56:23,920
the process and make it more more

1585
00:56:26,870 --> 00:56:26,000
efficient and effective

1586
00:56:29,750 --> 00:56:26,880
and

1587
00:56:32,470 --> 00:56:29,760
using it as a matter of control over

1588
00:56:34,549 --> 00:56:32,480

the reality so that you can push through

1589

00:56:36,870 --> 00:56:34,559

certain ideas

1590

00:56:38,789 --> 00:56:36,880

i'm not opposed to

1591

00:56:40,710 --> 00:56:38,799

united nation

1592

00:56:42,870 --> 00:56:40,720

initiatives and frameworks

1593

00:56:45,589 --> 00:56:42,880

if they do what they're supposed to do

1594

00:56:48,150 --> 00:56:45,599

you know coordinate and create dialogue

1595

00:56:49,670 --> 00:56:48,160

and so forth but from the moment they

1596

00:56:51,589 --> 00:56:49,680

would become

1597

00:56:52,950 --> 00:56:51,599

a controlling body

1598

00:56:55,750 --> 00:56:52,960

over ruling

1599

00:56:57,470 --> 00:56:55,760

national decisions then we have an issue

1600

00:57:00,309 --> 00:56:57,480

right right which is just why i think

1601
00:57:02,549 --> 00:57:00,319
decentralization is so important because

1602
00:57:05,829 --> 00:57:02,559
i can see the benefits as you laid out

1603
00:57:08,630 --> 00:57:05,839
to some coordination and big

1604
00:57:09,750 --> 00:57:08,640
organizations to work on big problems

1605
00:57:12,309 --> 00:57:09,760
but

1606
00:57:14,549 --> 00:57:12,319
that opens up the door to serious

1607
00:57:16,309 --> 00:57:14,559
corruption and once it's there it's

1608
00:57:18,390 --> 00:57:16,319
really hard to get out and they have so

1609
00:57:21,109 --> 00:57:18,400
much power and so much reach so it's

1610
00:57:24,150 --> 00:57:21,119
just like i say decentralize all the

1611
00:57:26,150 --> 00:57:24,160
things and deal with the consequences

1612
00:57:28,950 --> 00:57:26,160
and so before we go what are your

1613
00:57:30,069 --> 00:57:28,960

thoughts on how we should build a better

1614

00:57:32,150 --> 00:57:30,079

system

1615

00:57:33,990 --> 00:57:32,160

for animal foods than what we have with

1616

00:57:35,750 --> 00:57:34,000

factory farming as well as what they're

1617

00:57:38,069 --> 00:57:35,760

trying to sell us with the lab-grown

1618

00:57:40,710 --> 00:57:38,079

stuff just to tie this all together

1619

00:57:43,270 --> 00:57:40,720

if you were in charge of food policy for

1620

00:57:44,150 --> 00:57:43,280

a country how would you approach that

1621

00:57:46,309 --> 00:57:44,160

well

1622

00:57:49,589 --> 00:57:46,319

there are things that are not okay

1623

00:57:51,349 --> 00:57:49,599

with animal production at the level of

1624

00:57:53,109 --> 00:57:51,359

things like well you could say soil for

1625

00:57:54,390 --> 00:57:53,119

instance soil is an issue

1626
00:57:56,950 --> 00:57:54,400
soil is

1627
00:57:58,789 --> 00:57:56,960
extremely important we underestimate the

1628
00:58:01,190 --> 00:57:58,799
value of soil and there are certain ways

1629
00:58:03,589 --> 00:58:01,200
of doing agriculture not only animal

1630
00:58:05,829 --> 00:58:03,599
agriculture all agriculture where soils

1631
00:58:07,990 --> 00:58:05,839
get depleted we supplement them with

1632
00:58:09,510 --> 00:58:08,000
fertilizers and in the end it's not a

1633
00:58:11,510 --> 00:58:09,520
sustainable practice

1634
00:58:13,030 --> 00:58:11,520
soil should be the focus of about

1635
00:58:15,430 --> 00:58:13,040
everything we do

1636
00:58:17,270 --> 00:58:15,440
and there are many ways that we

1637
00:58:21,190 --> 00:58:17,280
can achieve that

1638
00:58:23,589 --> 00:58:21,200

they have to do with creating diversity

1639

00:58:24,950 --> 00:58:23,599

so you will have different plants on the

1640

00:58:27,109 --> 00:58:24,960

surface

1641

00:58:29,510 --> 00:58:27,119

this diversity creates resilience

1642

00:58:30,789 --> 00:58:29,520

it has to do if you use animals it has

1643

00:58:33,190 --> 00:58:30,799

to do with the way you manage the

1644

00:58:35,030 --> 00:58:33,200

animals you can steer their grazing

1645

00:58:36,870 --> 00:58:35,040

behavior so they don't over graze and

1646

00:58:39,030 --> 00:58:36,880

destroy the soil but they actually

1647

00:58:40,870 --> 00:58:39,040

promote soil health

1648

00:58:43,190 --> 00:58:40,880

sequester carbon

1649

00:58:44,309 --> 00:58:43,200

so being part of the climate solution

1650

00:58:45,910 --> 00:58:44,319

they

1651

00:58:48,230 --> 00:58:45,920

have also in those scenarios usually

1652

00:58:50,710 --> 00:58:48,240

also better welfare

1653

00:58:52,390 --> 00:58:50,720

and steer them away from food feed

1654

00:58:54,150 --> 00:58:52,400

competition just don't give them grains

1655

00:58:55,829 --> 00:58:54,160

even though the grains they often get

1656

00:58:57,109 --> 00:58:55,839

sometimes it's also exaggerated because

1657

00:58:58,470 --> 00:58:57,119

a lot of the grains they get are

1658

00:59:00,470 --> 00:58:58,480

actually grains are not suitable for

1659

00:59:03,190 --> 00:59:00,480

humans in the first place but anyway

1660

00:59:05,109 --> 00:59:03,200

there's still work to be done on getting

1661

00:59:07,270 --> 00:59:05,119

ruminants

1662

00:59:09,109 --> 00:59:07,280

maximally on the nutrition that is not

1663

00:59:10,870 --> 00:59:09,119

suitable for humans that's their

1664

00:59:12,309 --> 00:59:10,880

strength in the end that's why they're

1665

00:59:14,950 --> 00:59:12,319

so valuable

1666

00:59:16,309 --> 00:59:14,960

cows are able to

1667

00:59:19,109 --> 00:59:16,319

yield

1668

00:59:21,589 --> 00:59:19,119

very nutritious foods from an input that

1669

00:59:23,829 --> 00:59:21,599

is essentially grass and sunlight and

1670

00:59:26,150 --> 00:59:23,839

rain water or rainfall

1671

00:59:28,150 --> 00:59:26,160

however if you start feeding them

1672

00:59:29,990 --> 00:59:28,160

essentially with you know fortified

1673

00:59:33,190 --> 00:59:30,000

feeds and those feeds come from

1674

00:59:34,950 --> 00:59:33,200

monocultures and if you

1675

00:59:37,510 --> 00:59:34,960

extract water to do so instead of

1676

00:59:39,109 --> 00:59:37,520

depending on grasslands with rainfall

1677

00:59:40,950 --> 00:59:39,119

if you let them over graze they can be

1678

00:59:43,589 --> 00:59:40,960

very destructive as well

1679

00:59:45,510 --> 00:59:43,599

so there's really a lot of potential to

1680

00:59:48,069 --> 00:59:45,520

improve that globally at the global

1681

00:59:50,309 --> 00:59:48,079

scale so you start fixing degraded soils

1682

00:59:52,390 --> 00:59:50,319

you start to sequester carbon you create

1683

00:59:54,789 --> 00:59:52,400

diversity in your landscape

1684

00:59:56,630 --> 00:59:54,799

you boost biodiversity also from insects

1685

00:59:58,710 --> 00:59:56,640

and birds and everything that comes with

1686

01:00:00,390 --> 00:59:58,720

it all of that is feasible

1687

01:00:01,589 --> 01:00:00,400

but it's just not being talked about

1688

01:00:04,069 --> 01:00:01,599

very much

1689

01:00:06,069 --> 01:00:04,079

instead we see the simplistic

1690

01:00:08,069 --> 01:00:06,079

scenarios that say well let's just erase

1691

01:00:09,430 --> 01:00:08,079

livestock and come up with

1692

01:00:12,230 --> 01:00:09,440

plant burgers

1693

01:00:15,190 --> 01:00:12,240

let's not forget that those plants

1694

01:00:19,190 --> 01:00:15,200

burgers those vegan burgers are based on

1695

01:00:20,549 --> 01:00:19,200

things like soy protein or pea protein

1696

01:00:22,470 --> 01:00:20,559

where will those come from well they

1697

01:00:23,829 --> 01:00:22,480

will come from especially if they have

1698

01:00:25,910 --> 01:00:23,839

to produce at such a high scale they

1699

01:00:27,990 --> 01:00:25,920

will come from monocultures

1700

01:00:30,789 --> 01:00:28,000

it will be based on fertilizers that

1701

01:00:32,950 --> 01:00:30,799

come from fossil fuels they will destroy

1702

01:00:34,549 --> 01:00:32,960

biodiversity in the process

1703

01:00:36,069 --> 01:00:34,559

and so on and so on not to mention even

1704

01:00:37,430 --> 01:00:36,079

public health because

1705

01:00:40,309 --> 01:00:37,440

what are we feeding people here we're

1706

01:00:41,750 --> 01:00:40,319

feeding them ultra processed foods

1707

01:00:43,589 --> 01:00:41,760

and then you have the monogastric

1708

01:00:45,430 --> 01:00:43,599

animals like the

1709

01:00:47,829 --> 01:00:45,440

pigs and the chickens

1710

01:00:49,589 --> 01:00:47,839

those ones are

1711

01:00:51,510 --> 01:00:49,599

so where rascals are good of in

1712

01:00:53,030 --> 01:00:51,520

converting grass those monogastrics are

1713

01:00:54,789 --> 01:00:53,040

extremely good in

1714

01:00:57,030 --> 01:00:54,799

valorizing

1715

01:00:59,109 --> 01:00:57,040

side streams of

1716

01:01:01,190 --> 01:00:59,119

other human activities even if you

1717

01:01:03,990 --> 01:01:01,200

create crops a lot of the crop

1718

01:01:05,349 --> 01:01:04,000

production is not for consumption

1719

01:01:07,270 --> 01:01:05,359

you know there are lots of parts of

1720

01:01:08,870 --> 01:01:07,280

crops that we cannot eat

1721

01:01:10,710 --> 01:01:08,880

you can feed those the monogastrics and

1722

01:01:12,630 --> 01:01:10,720

they can eat those and turn them into

1723

01:01:14,309 --> 01:01:12,640

something valuable so

1724

01:01:16,549 --> 01:01:14,319

there's an argument for more cyclic

1725

01:01:18,630 --> 01:01:16,559

systems making it more circular

1726

01:01:20,230 --> 01:01:18,640

so that we are not depleting things

1727

01:01:21,510 --> 01:01:20,240

we're not having a linear approach we

1728

01:01:24,710 --> 01:01:21,520

have a more

1729

01:01:26,069 --> 01:01:24,720

a better integration with how ecosystems

1730

01:01:26,950 --> 01:01:26,079

work

1731

01:01:29,349 --> 01:01:26,960

and then

1732

01:01:30,710 --> 01:01:29,359

the model here is to look also at what

1733

01:01:32,950 --> 01:01:30,720

wildlife does

1734

01:01:34,470 --> 01:01:32,960

like the bisons for instance they are a

1735

01:01:35,829 --> 01:01:34,480

very good model

1736

01:01:38,710 --> 01:01:35,839

for cattle

1737

01:01:41,670 --> 01:01:38,720

industry the way bisons create topsoil

1738

01:01:43,430 --> 01:01:41,680

and the way they graze

1739

01:01:45,430 --> 01:01:43,440

we can learn from that

1740

01:01:47,109 --> 01:01:45,440

and use those techniques

1741

01:01:50,150 --> 01:01:47,119

which are perfectly in balance with

1742

01:01:52,309 --> 01:01:50,160

nature also for for the meat industry

1743

01:01:54,150 --> 01:01:52,319

grasslands are amazing grasslands have

1744

01:01:56,630 --> 01:01:54,160

been

1745

01:01:58,150 --> 01:01:56,640

evolving over tens of millions of years

1746

01:01:59,109 --> 01:01:58,160

what is it 40 million years or something

1747

01:02:01,430 --> 01:01:59,119

like that

1748

01:02:02,789 --> 01:02:01,440

and it's a co-evolution of

1749

01:02:05,029 --> 01:02:02,799

grass

1750

01:02:06,710 --> 01:02:05,039

animals predators

1751

01:02:08,549 --> 01:02:06,720

of those animals

1752

01:02:09,990 --> 01:02:08,559

not to mention the microbes in the soil

1753

01:02:11,750 --> 01:02:10,000

and all the other organisms that are

1754

01:02:13,829 --> 01:02:11,760

involved the beetles and the worms and

1755

01:02:17,270 --> 01:02:13,839

all of that it's a fantastic complicated

1756

01:02:18,870 --> 01:02:17,280

but very elegant system of co-evolution

1757

01:02:20,789 --> 01:02:18,880

and you can

1758

01:02:22,150 --> 01:02:20,799

partially use it to your advantage where

1759

01:02:26,470 --> 01:02:22,160

you

1760

01:02:28,309 --> 01:02:26,480

the human is the predator in the

1761

01:02:31,190 --> 01:02:28,319

scenario but does so in you know

1762

01:02:32,789 --> 01:02:31,200

accordance with the entire ecosystem by

1763

01:02:35,430 --> 01:02:32,799

respecting a couple of ecological

1764

01:02:37,270 --> 01:02:35,440

principles and it doesn't necessarily

1765

01:02:39,270 --> 01:02:37,280

always mean that you have to reduce

1766

01:02:41,829 --> 01:02:39,280

production it becomes less efficient a

1767

01:02:44,150 --> 01:02:41,839

lot of those techniques especially

1768

01:02:46,230 --> 01:02:44,160

like rotational grazing actually can

1769

01:02:49,829 --> 01:02:46,240

come with productivity increase if you

1770

01:02:54,789 --> 01:02:52,150

all great points i mean

1771

01:02:57,510 --> 01:02:54,799

a lot of that breakdown echoes

1772

01:03:00,789 --> 01:02:57,520

what some regenerative sustainable

1773

01:03:02,390 --> 01:03:00,799

ranchers i've had here have articulated

1774

01:03:03,910 --> 01:03:02,400

and it seems like

1775

01:03:05,910 --> 01:03:03,920

this is the way

1776

01:03:08,069 --> 01:03:05,920

and man i just thought this was really

1777

01:03:10,230 --> 01:03:08,079

great you're so knowledgeable and you're

1778

01:03:12,630 --> 01:03:10,240

quite brave for putting yourself out

1779

01:03:15,190 --> 01:03:12,640

there in an academic culture that is not

1780

01:03:17,349 --> 01:03:15,200

friendly to the perspectives that you're

1781

01:03:20,390 --> 01:03:17,359

offering but it is very much appreciated

1782

01:03:21,910 --> 01:03:20,400

here do you have any links or follow-up

1783

01:03:24,390 --> 01:03:21,920

information you'd like to give the

1784

01:03:26,390 --> 01:03:24,400

listeners before we call it in

1785

01:03:28,309 --> 01:03:26,400

well i can offer two things i have my

1786

01:03:29,510 --> 01:03:28,319

twitter account

1787

01:03:34,150 --> 01:03:29,520

which is

1788

01:03:35,510 --> 01:03:34,160

f l e r o y 1974

1789

01:03:37,510 --> 01:03:35,520

that's one

1790

01:03:39,829 --> 01:03:37,520

i'm rather active on twitter so people

1791

01:03:42,549 --> 01:03:39,839

can find lots of my thoughts and

1792

01:03:45,670 --> 01:03:42,559

a lot of information on twitter

1793

01:03:46,630 --> 01:03:45,680

and then i have created a website

1794

01:03:48,309 --> 01:03:46,640

which is

1795

01:03:49,349 --> 01:03:48,319

scientific the language is quite

1796

01:03:52,230 --> 01:03:49,359

technical

1797

01:03:53,910 --> 01:03:52,240

but it gives you an overview of

1798

01:03:55,990 --> 01:03:53,920

the nutritional

1799

01:03:57,510 --> 01:03:56,000

environmental and ethical debates around

1800

01:04:00,069 --> 01:03:57,520

animal source foods

1801

01:04:02,069 --> 01:04:00,079

and the website is a blogspot

1802

01:04:06,870 --> 01:04:02,079

so it's in the google blogspot family

1803

01:04:10,069 --> 01:04:06,880

and it's called cliff2020 so a l e p h

1804

01:04:11,750 --> 01:04:10,079

20 20. if you google that you probably

1805

01:04:13,109 --> 01:04:11,760

find it

1806

01:04:14,710 --> 01:04:13,119

there's really a lot of information

1807

01:04:16,870 --> 01:04:14,720

there also you'll find the hyperlinks to

1808

01:04:19,510 --> 01:04:16,880

studies so if somebody's interested

1809

01:04:21,349 --> 01:04:19,520

to go for a deep dive into the science i

1810

01:04:23,510 --> 01:04:21,359

think it's a good place to start

1811

01:04:25,430 --> 01:04:23,520

even you know if i say so motivated

1812

01:04:27,589 --> 01:04:25,440

myself

1813

01:04:29,990 --> 01:04:27,599

right on well i will make sure they have

1814

01:04:31,910 --> 01:04:30,000

links handy along with this but i can't

1815

01:04:34,150 --> 01:04:31,920

thank you enough man this has been one

1816

01:04:35,829 --> 01:04:34,160

of my favorite food interviews ever it's

1817

01:04:37,750 --> 01:04:35,839

been a real pleasure keep fighting the

1818

01:04:39,589 --> 01:04:37,760

good fight and take care out there

1819

01:04:43,670 --> 01:04:39,599

thank you so much and it was nice having

1820

01:04:47,750 --> 01:04:44,950

100

1821

01:04:50,870 --> 01:04:47,760

yes people i am so happy with this one

1822

01:04:53,349 --> 01:04:50,880

the good doctor is so knowledgeable

1823

01:04:55,829 --> 01:04:53,359

he's professional and accredited but not

1824

01:04:57,750 --> 01:04:55,839

compromised by the very agendas he

1825

01:04:59,349 --> 01:04:57,760

criticizes

1826

01:05:00,789 --> 01:04:59,359

and he's willing to come on our weird

1827

01:05:02,789 --> 01:05:00,799

stuff show and have a serious

1828

01:05:05,510 --> 01:05:02,799

conversation about it

1829

01:05:07,109 --> 01:05:05,520

these professional academic types have

1830

01:05:09,109 --> 01:05:07,119

to put a lot of trust in me that i'm

1831

01:05:11,349 --> 01:05:09,119

going to do them justice and kudos to

1832

01:05:13,270 --> 01:05:11,359

him for taking the chance

1833

01:05:15,670 --> 01:05:13,280

i would imagine there's a few listeners

1834

01:05:17,270 --> 01:05:15,680

rolling their eyes at another food show

1835

01:05:19,270 --> 01:05:17,280

but this is the biggest move the

1836

01:05:22,470 --> 01:05:19,280

capstone cabal is making right now and i

1837

01:05:24,870 --> 01:05:22,480

want to cover it in every way we can and

1838

01:05:26,470 --> 01:05:24,880

just like covet yes the titles might

1839

01:05:28,230 --> 01:05:26,480

seem similar

1840

01:05:30,630 --> 01:05:28,240

but i try to make sure that everyone i

1841

01:05:32,630 --> 01:05:30,640

bring on for a certain topic at least

1842

01:05:35,029 --> 01:05:32,640

brings something different to the table

1843

01:05:38,230 --> 01:05:35,039

or has a different angle on it

1844

01:05:40,950 --> 01:05:38,240

in the case of the food war of 2022 we

1845

01:05:43,270 --> 01:05:40,960

have people from a prepper perspective a

1846

01:05:45,349 --> 01:05:43,280

rancher's perspective

1847

01:05:46,549 --> 01:05:45,359

and now we have a food scientist who can

1848

01:05:48,870 --> 01:05:46,559

lay out the history of these

1849

01:05:51,190 --> 01:05:48,880

organizations he can talk about the way

1850

01:05:53,510 --> 01:05:51,200

academia is getting on board

1851
01:05:55,910 --> 01:05:53,520
and you can talk about the cultural and

1852
01:05:58,789 --> 01:05:55,920
communal relevance of traditional foods

1853
01:06:01,190 --> 01:05:58,799
that is being lost in this campaign

1854
01:06:03,270 --> 01:06:01,200
these are multifaceted issues and i like

1855
01:06:05,829 --> 01:06:03,280
to have guests who can come at them from

1856
01:06:08,069 --> 01:06:05,839
several different perspectives

1857
01:06:10,710 --> 01:06:08,079
and this is probably my favorite

1858
01:06:12,309 --> 01:06:10,720
most well-rounded food agenda interview

1859
01:06:14,549 --> 01:06:12,319
that i've done

1860
01:06:17,190 --> 01:06:14,559
all glory goes to the guests of course

1861
01:06:19,270 --> 01:06:17,200
because these things totally rely on

1862
01:06:21,750 --> 01:06:19,280
having a good dance partner

1863
01:06:24,150 --> 01:06:21,760

but i'm just so jazzed up about putting

1864

01:06:24,870 --> 01:06:24,160

this one out that's not always the case

1865

01:06:28,309 --> 01:06:24,880

but

1866

01:06:30,150 --> 01:06:28,319

when i feel like i got a home run

1867

01:06:32,309 --> 01:06:30,160

it's a great feeling

1868

01:06:33,589 --> 01:06:32,319

but if you enjoyed this i'd suggest

1869

01:06:35,829 --> 01:06:33,599

following up with some of his

1870

01:06:37,990 --> 01:06:35,839

presentations that are accompanied by

1871

01:06:39,190 --> 01:06:38,000

slides it is nice to have that extra

1872

01:06:40,789 --> 01:06:39,200

element

1873

01:06:43,349 --> 01:06:40,799

in one of them he actually starts it

1874

01:06:45,430 --> 01:06:43,359

with a quote from george orwell from

1875

01:06:47,829 --> 01:06:45,440

his journalistic reporting in the book

1876

01:06:50,630 --> 01:06:47,839

the road to wigan pier

1877

01:06:53,109 --> 01:06:50,640

and george orwell says

1878

01:06:55,270 --> 01:06:53,119

i think it could be plausibly argued

1879

01:06:58,630 --> 01:06:55,280

that changes of diet are more important

1880

01:07:01,510 --> 01:06:58,640

than changes of dynasty or even religion

1881

01:07:04,549 --> 01:07:01,520

and it is true and i like how broad a

1882

01:07:07,589 --> 01:07:04,559

look at food we had in this one

1883

01:07:10,069 --> 01:07:07,599

i mentioned the show alone at one point

1884

01:07:11,910 --> 01:07:10,079

and it's true that anyone who watches it

1885

01:07:14,150 --> 01:07:11,920

is confronted with the very stark

1886

01:07:16,630 --> 01:07:14,160

reality that without animal protein and

1887

01:07:18,870 --> 01:07:16,640

fat you're not gonna make it

1888

01:07:21,270 --> 01:07:18,880

it's also very insightful to see the

1889

01:07:23,349 --> 01:07:21,280

preparation of animals with very basic

1890

01:07:25,190 --> 01:07:23,359

tools and you also get a lot of that

1891

01:07:26,829 --> 01:07:25,200

gratitude and some of the spiritual

1892

01:07:29,990 --> 01:07:26,839

aspects of the whole

1893

01:07:32,630 --> 01:07:30,000

process many people thank the land or

1894

01:07:33,910 --> 01:07:32,640

the lake and i'm just a big fan of that

1895

01:07:35,750 --> 01:07:33,920

show

1896

01:07:39,430 --> 01:07:35,760

but there are people who try to forage

1897

01:07:41,190 --> 01:07:39,440

their way to success and it never works

1898

01:07:43,109 --> 01:07:41,200

then there are people who accumulate too

1899

01:07:45,670 --> 01:07:43,119

much meat and have a new problem of

1900

01:07:47,190 --> 01:07:45,680

protecting it from predators

1901

01:07:49,029 --> 01:07:47,200

as well as preserving it from the

1902

01:07:50,950 --> 01:07:49,039

elements and then you see people eat

1903

01:07:53,990 --> 01:07:50,960

organs raw

1904

01:07:57,109 --> 01:07:54,000

it's wild it's really impressive stuff

1905

01:07:59,029 --> 01:07:57,119

and i think dr frederick lara

1906

01:08:00,549 --> 01:07:59,039

sold out some really insightful stuff in

1907

01:08:03,750 --> 01:08:00,559

the second hour when we talked about

1908

01:08:05,510 --> 01:08:03,760

maslow's hierarchy of needs and how

1909

01:08:07,670 --> 01:08:05,520

societies mature

1910

01:08:08,549 --> 01:08:07,680

and what that does to our thoughts about

1911

01:08:10,870 --> 01:08:08,559

food

1912

01:08:13,670 --> 01:08:10,880

you get away from that primal type of

1913

01:08:15,750 --> 01:08:13,680

living and suddenly diet can become a

1914

01:08:18,309 --> 01:08:15,760

virtue signal it's not about nutrition

1915

01:08:20,390 --> 01:08:18,319

it's about self-sacrifice

1916

01:08:22,709 --> 01:08:20,400

and these are the things that the think

1917

01:08:25,510 --> 01:08:22,719

tanks and food tech inc are playing on

1918

01:08:27,749 --> 01:08:25,520

right now we've certainly had guests in

1919

01:08:29,510 --> 01:08:27,759

the past who come from that perspective

1920

01:08:31,749 --> 01:08:29,520

that the elite want us to engage in

1921

01:08:34,309 --> 01:08:31,759

satanic practices and they encourage us

1922

01:08:37,990 --> 01:08:34,319

to eat red meat as a result

1923

01:08:40,470 --> 01:08:38,000

they normalize satanic practices and

1924

01:08:43,110 --> 01:08:40,480

death with this sort of thing

1925

01:08:44,309 --> 01:08:43,120

so they say but i totally disagree and

1926

01:08:45,430 --> 01:08:44,319

right now

1927

01:08:47,590 --> 01:08:45,440

when this is one of the key

1928

01:08:49,910 --> 01:08:47,600

battlegrounds i'm gonna struggle to have

1929

01:08:52,309 --> 01:08:49,920

those types of guests on

1930

01:08:53,910 --> 01:08:52,319

or to let that sort of argument take up

1931

01:08:56,149 --> 01:08:53,920

any of our time because i think they

1932

01:08:58,229 --> 01:08:56,159

have it totally backwards

1933

01:09:01,030 --> 01:08:58,239

my perspective is that encouraging

1934

01:09:03,189 --> 01:09:01,040

people to go meatless is encouraging a

1935

01:09:05,870 --> 01:09:03,199

poverty diet encouraging a diet that

1936

01:09:07,590 --> 01:09:05,880

makes us weaker and has us functioning

1937

01:09:09,829 --> 01:09:07,600

sub-optimally

1938

01:09:11,669 --> 01:09:09,839

again diet isn't a one-size-fits-all

1939

01:09:14,709 --> 01:09:11,679

thing and if you really put the work and

1940

01:09:16,950 --> 01:09:14,719

dedication in sure a vegan lifestyle can

1941

01:09:20,229 --> 01:09:16,960

work but examples of it that you can

1942

01:09:22,070 --> 01:09:20,239

really cite are few and far between but

1943

01:09:24,550 --> 01:09:22,080

from the elite perspective i would say

1944

01:09:26,870 --> 01:09:24,560

the thinking is the same as fuel and

1945

01:09:29,590 --> 01:09:26,880

medicine hell some of the people are the

1946

01:09:31,590 --> 01:09:29,600

same but fuel is the best analogy to use

1947

01:09:34,550 --> 01:09:31,600

because it's not such a trigger issue as

1948

01:09:36,709 --> 01:09:34,560

the medical stuff is these days but you

1949

01:09:40,870 --> 01:09:36,719

have several available fuels you have

1950

01:09:43,030 --> 01:09:40,880

several transportation travel options

1951

01:09:45,349 --> 01:09:43,040

paris in new york city have electric

1952

01:09:47,669 --> 01:09:45,359

taxis over a hundred years ago the train

1953

01:09:50,229 --> 01:09:47,679

system is cooking at full steam

1954

01:09:52,309 --> 01:09:50,239

and our options were calculatedly

1955

01:09:54,550 --> 01:09:52,319

whittled away to the sources that they

1956

01:09:57,510 --> 01:09:54,560

had the most control over oil is not a

1957

01:09:59,189 --> 01:09:57,520

better fuel than alcohol or hemp

1958

01:10:01,189 --> 01:09:59,199

and if you really want to get crazy the

1959

01:10:04,310 --> 01:10:01,199

stanley meyer engine

1960

01:10:06,870 --> 01:10:04,320

showed that even water can power a car

1961

01:10:08,870 --> 01:10:06,880

but oil is the most difficult for you or

1962

01:10:10,310 --> 01:10:08,880

i to produce so that's what it's going

1963

01:10:12,790 --> 01:10:10,320

to be

1964

01:10:14,709 --> 01:10:12,800

so we get prohibition alcohol is removed

1965

01:10:15,990 --> 01:10:14,719

from society we're told it's about one

1966

01:10:17,830 --> 01:10:16,000

thing but it's really about another

1967

01:10:20,070 --> 01:10:17,840

thing entirely

1968

01:10:21,990 --> 01:10:20,080

hemp is also removed again we're told

1969

01:10:23,910 --> 01:10:22,000

it's about consumption and this big

1970

01:10:25,350 --> 01:10:23,920

scary drug that is making people act

1971

01:10:28,149 --> 01:10:25,360

insane

1972

01:10:30,550 --> 01:10:28,159

and we lump hemp in for the benefit of

1973

01:10:33,590 --> 01:10:30,560

the textile billionaires and the oil men

1974

01:10:35,910 --> 01:10:33,600

the commodity cabal we could say

1975

01:10:37,830 --> 01:10:35,920

this feels like a very similar fight

1976

01:10:39,830 --> 01:10:37,840

they're whittling down food options to

1977

01:10:42,070 --> 01:10:39,840

the things we can't produce ourselves

1978

01:10:43,830 --> 01:10:42,080

highly technical Franken foods and the

1979

01:10:45,350 --> 01:10:43,840

people making these foods are heavily

1980

01:10:47,590 --> 01:10:45,360

involved in the influencing of the

1981

01:10:49,830 --> 01:10:47,600

policies that justify them getting full

1982

01:10:52,149 --> 01:10:49,840

control of the food market

1983

01:10:54,390 --> 01:10:52,159

we have to wise up and keep this from

1984

01:10:56,310 --> 01:10:54,400

happening to yet another sector of the

1985

01:10:58,310 --> 01:10:56,320

societal pie

1986

01:11:00,470 --> 01:10:58,320

we didn't do a very good job in the past

1987

01:11:02,390 --> 01:11:00,480

but maybe with the value of hindsight

1988

01:11:05,110 --> 01:11:02,400

and the value of the interconnected

1989

01:11:08,070 --> 01:11:05,120

world we won't lose this one

1990

01:11:10,149 --> 01:11:08,080

again as dr larothe said

1991

01:11:12,790 --> 01:11:10,159

these people say in their documents

1992

01:11:14,870 --> 01:11:12,800

their absolute goal is to get to zero

1993

01:11:17,910 --> 01:11:14,880

meat and zero dairy but they'll settle

1994

01:11:19,750 --> 01:11:17,920

for gaining as much ground as they can

1995

01:11:21,590 --> 01:11:19,760

we shall see but if you liked the first

1996

01:11:25,270 --> 01:11:21,600

hour we really opened it up in the

1997

01:11:27,430 --> 01:11:25,280

second hour we talked about the plan

1998

01:11:29,510 --> 01:11:27,440

from the mouth of the ceo of the

1999

01:11:31,430 --> 01:11:29,520

impossible burger who straight up says

2000

01:11:34,310 --> 01:11:31,440

they want to send beef pork and then

2001

01:11:35,590 --> 01:11:34,320

chicken markets into a death spiral

2002

01:11:38,470 --> 01:11:35,600

does that sound like friendly

2003

01:11:40,470 --> 01:11:38,480

competition and just offering the people

2004

01:11:42,390 --> 01:11:40,480

another option

2005

01:11:44,630 --> 01:11:42,400

i don't think so

2006

01:11:46,950 --> 01:11:44,640

i also had to ask him the question of if

2007

01:11:48,709 --> 01:11:46,960

there is a depopulation element to this

2008

01:11:50,950 --> 01:11:48,719

larger plan

2009

01:11:53,189 --> 01:11:50,960

we talked about future strategies that

2010

01:11:54,870 --> 01:11:53,199

he expects to see roll out to achieve

2011

01:11:57,350 --> 01:11:54,880

their food goals

2012

01:12:00,229 --> 01:11:57,360

resetting food knowledge at the school

2013

01:12:02,550 --> 01:12:00,239

level and weaponizing kids

2014

01:12:04,550 --> 01:12:02,560

the attack on communal eating going

2015

01:12:06,070 --> 01:12:04,560

after school lunches and restaurant

2016

01:12:08,550 --> 01:12:06,080

menus

2017

01:12:11,910 --> 01:12:08,560

we talked about the historic ritualistic

2018

01:12:13,590 --> 01:12:11,920

and cultural importance of animal foods

2019

01:12:15,830 --> 01:12:13,600

and i didn't mean to say i'm going to

2020

01:12:17,430 --> 01:12:15,840

kill and process all my own animals but

2021

01:12:20,310 --> 01:12:17,440

i think it's an important thing to

2022

01:12:22,149 --> 01:12:20,320

experience at least once in your life

2023

01:12:24,630 --> 01:12:22,159

i actually know a farmer in southern

2024

01:12:27,750 --> 01:12:24,640

california who's open to letting me kill

2025

01:12:29,669 --> 01:12:27,760

and prep my own chickens and lamb

2026

01:12:31,430 --> 01:12:29,679

if i could just get sam tripoli to go up

2027

01:12:33,750 --> 01:12:31,440

there with me we could make a behind the

2028

01:12:35,590 --> 01:12:33,760

scenes video about it i think it'd be

2029

01:12:37,510 --> 01:12:35,600

worth doing why don't you guys help me

2030

01:12:39,030 --> 01:12:37,520

lean on sam a little bit i'm gonna do it

2031

01:12:41,990 --> 01:12:39,040

either way but i think it would be much

2032

01:12:43,350 --> 01:12:42,000

more fun to have a wingman

2033

01:12:45,669 --> 01:12:43,360

anyway we also talked about the

2034

01:12:47,990 --> 01:12:45,679

importance of organ meats to nutrition

2035

01:12:49,910 --> 01:12:48,000

and food traditions

2036

01:12:52,149 --> 01:12:49,920

one of my favorite parts inverting

2037

01:12:55,270 --> 01:12:52,159

maslow's hierarchy of needs and how it

2038

01:12:56,470 --> 01:12:55,280

relates to food insights into fermented

2039

01:12:59,430 --> 01:12:56,480

meats

2040

01:13:02,310 --> 01:12:59,440

and his advice for natural and low-tech

2041

01:13:05,750 --> 01:13:02,320

ways to keep meat preserved in a crisis

2042

01:13:08,870 --> 01:13:05,760

scenario god forbid

2043

01:13:10,790 --> 01:13:08,880

so so so many great insights i don't

2044

01:13:12,550 --> 01:13:10,800

mean to gatekeep you guys this is just

2045

01:13:14,790 --> 01:13:12,560

my job this is a business and if you

2046

01:13:17,270 --> 01:13:14,800

think it has value it must be funded

2047

01:13:18,550 --> 01:13:17,280

somehow and we're not doing sponsorships

2048

01:13:20,709 --> 01:13:18,560

or ads

2049

01:13:23,430 --> 01:13:20,719

so just like the pivot most ranchers are

2050

01:13:24,630 --> 01:13:23,440

making right now direct to consumer is

2051

01:13:26,550 --> 01:13:24,640

the way

2052

01:13:28,229 --> 01:13:26,560

if we're honest with ourselves many of

2053

01:13:30,630 --> 01:13:28,239

us spend eight dollars much more

2054

01:13:32,709 --> 01:13:30,640

frivolously in other areas of life but

2055

01:13:35,110 --> 01:13:32,719

sometimes people get hyper critical when

2056

01:13:37,430 --> 01:13:35,120

it comes to podcasting in a show that

2057

01:13:39,750 --> 01:13:37,440

they like but for some reason draw the

2058

01:13:41,830 --> 01:13:39,760

line in the sand at contributing to it i

2059

01:13:44,229 --> 01:13:41,840

get those messages all the time i just

2060

01:13:46,229 --> 01:13:44,239

don't pay for podcasts

2061

01:13:48,390 --> 01:13:46,239

we think nothing of it to pay a waiter

2062

01:13:50,870 --> 01:13:48,400

eight dollars to bring a sandwich from

2063

01:13:54,070 --> 01:13:50,880

the counter to the table

2064

01:13:55,910 --> 01:13:54,080

but five high quality shows a month

2065

01:13:57,910 --> 01:13:55,920

forget about it

2066

01:13:59,669 --> 01:13:57,920

it's a weird thing but either way i got

2067

01:14:00,470 --> 01:13:59,679

a seven day free trial to get you

2068

01:14:02,310 --> 01:14:00,480

started

2069

01:14:04,310 --> 01:14:02,320

help me help you you will definitely

2070

01:14:05,669 --> 01:14:04,320

enjoy the full shows as they're designed

2071

01:14:07,510 --> 01:14:05,679

to be

2072

01:14:09,430 --> 01:14:07,520

and if you liked our guest today reach

2073

01:14:10,630 --> 01:14:09,440

out to him on twitter if you'd be so

2074

01:14:12,870 --> 01:14:10,640

kind

2075

01:14:15,590 --> 01:14:12,880

and higher side news that is our fifth

2076

01:14:17,270 --> 01:14:15,600

show for the month of august

2077

01:14:19,189 --> 01:14:17,280

i got another interview to record on

2078

01:14:21,270 --> 01:14:19,199

tuesday but i'm really gonna push myself

2079

01:14:23,350 --> 01:14:21,280

to get into these joint session messages

2080

01:14:25,350 --> 01:14:23,360

and knock out a bonus show for you guys

2081

01:14:28,709 --> 01:14:25,360

before the month is over it's long

2082

01:14:30,110 --> 01:14:28,719

overdue i know but it is coming as for

2083

01:14:31,830 --> 01:14:30,120

the meetup calendar at

2084

01:14:33,510 --> 01:14:31,840

highersidemeetups.com where you can meet

2085

01:14:35,750 --> 01:14:33,520

your new friends and build your local

2086

01:14:37,830 --> 01:14:35,760

network of like-minded fun people here's

2087

01:14:39,750 --> 01:14:37,840

what we got on deck

2088

01:14:42,470 --> 01:14:39,760

september 3rd once again we have the

2089

01:14:44,470 --> 01:14:42,480

conspiracy theorizers at the high

2090

01:14:47,350 --> 01:14:44,480

springs brewing company in high springs

2091

01:14:49,990 --> 01:14:47,360

florida but we also had added

2092

01:14:52,310 --> 01:14:50,000

a nature walk to

2093

01:14:54,390 --> 01:14:52,320

forest falls in southern california i

2094

01:14:57,830 --> 01:14:54,400

didn't know what this was so i looked it

2095

01:15:00,630 --> 01:14:57,840

up it looks quite enjoyable

2096

01:15:02,950 --> 01:15:00,640

nature's music and mystery september 3rd

2097

01:15:05,430 --> 01:15:02,960

they're meeting at the l mexicano

2098

01:15:07,510 --> 01:15:05,440

restaurant at 4 30.

2099

01:15:10,870 --> 01:15:07,520

and then we have the seattle thc

2100

01:15:13,750 --> 01:15:10,880

inquisition coming up again on september

2101
01:15:15,270 --> 01:15:13,760
7th the monthly recurring meetup that i

2102
01:15:18,470 --> 01:15:15,280
appreciate

2103
01:15:20,470 --> 01:15:18,480
but i might try to get out to that hike

2104
01:15:22,870 --> 01:15:20,480
i do love waterfalls and i've never been

2105
01:15:24,630 --> 01:15:22,880
there before so keep an eye on

2106
01:15:26,310 --> 01:15:24,640
my twitter i guess if you're in the

2107
01:15:27,910 --> 01:15:26,320
southern california area and i'll let

2108
01:15:28,950 --> 01:15:27,920
you know if i'm gonna make it out to

2109
01:15:31,430 --> 01:15:28,960
that one

2110
01:15:32,950 --> 01:15:31,440
a day or two before it happens

2111
01:15:34,790 --> 01:15:32,960
but that's the kind of thing i do love

2112
01:15:37,189 --> 01:15:34,800
to see on the calendar

2113
01:15:39,669 --> 01:15:37,199

but no matter where you meet up it's

2114

01:15:41,590 --> 01:15:39,679

always a good time to find other thc

2115

01:15:43,430 --> 01:15:41,600

listeners in the area especially in this

2116

01:15:46,070 --> 01:15:43,440

type of climate right

2117

01:15:48,229 --> 01:15:46,080

have a few beers smoke a couple joints

2118

01:15:49,590 --> 01:15:48,239

split a cow do what you do

2119

01:15:51,430 --> 01:15:49,600

but that's it for me thanks for

2120

01:15:54,310 --> 01:15:51,440

listening thanks for being plus members

2121

01:15:55,830 --> 01:15:54,320

and big thanks to our guest as always

2122

01:15:57,910 --> 01:15:55,840

find him on twitter if you want to let

2123

01:15:59,750 --> 01:15:57,920

him know he was heard i will put his

2124

01:16:01,189 --> 01:15:59,760

handle in the show notes and i'll see

2125

01:16:03,910 --> 01:16:01,199

you next time

2126
01:16:05,990 --> 01:16:03,920
i've done my part your move food tech

2127
01:16:08,709 --> 01:16:06,000
tyrants frankenfood monopolists and

2128
01:16:12,550 --> 01:16:08,719
wagers of the war on red meat

2129
01:16:18,149 --> 01:16:15,590
sometimes when i get down i eat a bunch

2130
01:16:22,149 --> 01:16:18,159
of corporate junk

2131
01:16:27,270 --> 01:16:25,189
yeah it's a weak and sickly people make

2132
01:16:29,669 --> 01:16:27,280
an industry

2133
01:16:34,360 --> 01:16:29,679
don't tell me

2134
01:16:34,370 --> 01:16:44,470
[Music]

2135
01:16:44,480 --> 01:16:50,420
and i don't have to face it

2136
01:16:50,430 --> 01:17:00,550
[Music]

2137
01:17:05,510 --> 01:17:03,510
got an addiction to the digital

2138
01:17:08,550 --> 01:17:05,520

technology

2139

01:17:10,149 --> 01:17:08,560

and every now and then i try to quit and

2140

01:17:12,870 --> 01:17:10,159

leave it be

2141

01:17:14,190 --> 01:17:12,880

but it's too hard to turn it off it's

2142

01:17:15,270 --> 01:17:14,200

getting

2143

01:17:17,669 --> 01:17:15,280

[Music]

2144

01:17:17,679 --> 01:17:23,810

it's learning

2145

01:17:23,820 --> 01:17:56,070

[Music]

2146

01:18:22,229 --> 01:17:58,010

don't tell me

2147

01:18:27,220 --> 01:18:22,239

[Music]

2148

01:18:32,470 --> 01:18:27,230

and every one of them has got a couple

2149

01:18:35,690 --> 01:18:32,480

[Music]

2150

01:18:52,950 --> 01:18:35,700

but i don't have to tell you that

2151

01:18:57,669 --> 01:18:55,750

and that is another show complete

2152

01:18:59,990 --> 01:18:57,679

remember as much as you enjoyed this

2153

01:19:01,750 --> 01:19:00,000

which is just the free first hour i hope

2154

01:19:03,669 --> 01:19:01,760

you'll become a plus member to hear the

2155

01:19:05,669 --> 01:19:03,679

full to our interviews

2156

01:19:08,390 --> 01:19:05,679

you also can engage with other plus

2157

01:19:09,830 --> 01:19:08,400

members in the comments and the forums

2158

01:19:11,910 --> 01:19:09,840

and you'll find your answer to one of

2159

01:19:13,669 --> 01:19:11,920

the most common questions i get which is

2160

01:19:15,590 --> 01:19:13,679

where can i find those cover songs that

2161

01:19:18,310 --> 01:19:15,600

you use at the end of the show well they

2162

01:19:20,310 --> 01:19:18,320

are free downloads for plus members too

2163

01:19:22,229 --> 01:19:20,320

and without plus members i can't hire

2164

01:19:24,870 --> 01:19:22,239

the occasional musician to bring these

2165

01:19:26,790 --> 01:19:24,880

odd cover song ideas to fruition

2166

01:19:28,630 --> 01:19:26,800

plus members are how i'm able to do what

2167

01:19:30,470 --> 01:19:28,640

i do without ads and without the big

2168

01:19:32,709 --> 01:19:30,480

machine being on my back

2169

01:19:34,550 --> 01:19:32,719

we can fit so much more into a two-hour

2170

01:19:36,550 --> 01:19:34,560

interview and i do my best to make it

2171

01:19:38,790 --> 01:19:36,560

worth your time and money

2172

01:19:41,110 --> 01:19:38,800

the conversation only gets deeper

2173

01:19:43,270 --> 01:19:41,120

weirder and more controversial in that

2174

01:19:44,470 --> 01:19:43,280

private hour how could it not the way

2175

01:19:46,750 --> 01:19:44,480

things are going

2176

01:19:48,790 --> 01:19:46,760

but the best way to sign up is at

2177

01:19:51,669 --> 01:19:48,800

thehiresidechats.com where new first

2178

01:19:54,229 --> 01:19:51,679

time subscribers always get a free 7-day

2179

01:19:56,310 --> 01:19:54,239

trial because i'm just that confident

2180

01:19:58,470 --> 01:19:56,320

there's no paypal on the website but if

2181

01:20:00,229 --> 01:19:58,480

you need to use paypal then sign up

2182

01:20:01,350 --> 01:20:00,239

through patreon and you get all the same

2183

01:20:03,430 --> 01:20:01,360

episodes

2184

01:20:05,189 --> 01:20:03,440

our website is a credit or debit system

2185

01:20:08,070 --> 01:20:05,199

but you can also scope out the other

2186

01:20:10,709 --> 01:20:08,080

options like a few various cryptos cash

2187

01:20:12,470 --> 01:20:10,719

or check mail to the po box and i'll

2188

01:20:14,310 --> 01:20:12,480

even barter with most people if you have

2189

01:20:17,030 --> 01:20:14,320

your own business and produce something

2190

01:20:19,030 --> 01:20:17,040

nice that my wife or kid or taste buds

2191

01:20:21,030 --> 01:20:19,040

might like but the architects of

2192

01:20:22,709 --> 01:20:21,040

consensus reality have made it clear

2193

01:20:25,110 --> 01:20:22,719

that these themes and topics aren't

2194

01:20:26,870 --> 01:20:25,120

really welcome on the main stage and so

2195

01:20:29,030 --> 01:20:26,880

this is how we secure a little

2196

01:20:31,189 --> 01:20:29,040

counterculture corner for ourselves and

2197

01:20:33,110 --> 01:20:31,199

i hope you'll join plus because that is

2198

01:20:35,590 --> 01:20:33,120

the only way it works

2199

01:20:38,070 --> 01:20:35,600

besides you can cancel anytime right on

2200

01:20:40,149 --> 01:20:38,080

your profile page the most common

2201

01:20:42,550 --> 01:20:40,159

concern i hear is people just being

2202

01:20:45,030 --> 01:20:42,560

unsure if thc plus will work with their

2203

01:20:47,510 --> 01:20:45,040

podcast app and the answer is probably

2204

01:20:49,350 --> 01:20:47,520

yes but if not we have several

2205

01:20:51,510 --> 01:20:49,360

high-level app recommendations for

2206

01:20:54,070 --> 01:20:51,520

whatever phone you use and the website

2207

01:20:55,590 --> 01:20:54,080

is made for mobile too we're trained to

2208

01:20:57,270 --> 01:20:55,600

tip a waitress for bringing us a

2209

01:20:59,990 --> 01:20:57,280

sandwich but that tip doesn't give you

2210

01:21:01,910 --> 01:21:00,000

access to a second sandwich really i'm

2211

01:21:03,910 --> 01:21:01,920

not asking for any more than that and i

2212

01:21:06,229 --> 01:21:03,920

think i offer a better service come get

2213

01:21:08,070 --> 01:21:06,239

your second serving of tasty conspiracy

2214

01:21:10,709 --> 01:21:08,080

goodness in exchange for that small

2215

01:21:12,709 --> 01:21:10,719

token of your appreciation beyond that

2216

01:21:14,790 --> 01:21:12,719

let it also be known that we have grown

2217

01:21:15,830 --> 01:21:14,800

and survived as long as we have by word

2218

01:21:17,830 --> 01:21:15,840

of mouth

2219

01:21:19,990 --> 01:21:17,840

i don't care so much about social media

2220

01:21:21,910 --> 01:21:20,000

likes or follows but tell the right

2221

01:21:23,669 --> 01:21:21,920

people about the

2222

01:21:25,669 --> 01:21:23,679

and not just listeners but the high

2223

01:21:28,310 --> 01:21:25,679

level figures who are better suited to

2224

01:21:29,830 --> 01:21:28,320

sit down with me than most other hosts

2225

01:21:31,830 --> 01:21:29,840

and if you can help me with any of these

2226

01:21:33,910 --> 01:21:31,840

things i can work to bring you better

2227

01:21:34,790 --> 01:21:33,920

shows which is just a win-win for both

2228

01:21:36,629 --> 01:21:34,800

of us

2229

01:21:39,189 --> 01:21:36,639

informative entertaining and

2230

01:21:40,870 --> 01:21:39,199

action-packed it also never hurts to

2231

01:21:42,790 --> 01:21:40,880

thank a guest you liked if you have the

2232

01:21:44,229 --> 01:21:42,800

time either we want them to know people

2233

01:21:46,470 --> 01:21:44,239

are listening so they're willing to come

2234

01:21:48,709 --> 01:21:46,480

back down the road too thank you for