

EPISODE 249

[INTRODUCTION]

[00:00:10] AVH: Hey everybody, welcome to the Paleo Magazine Radio. I'm your host Ashleigh VanHouten. This is, I guess, my second podcast in the month of January where I do not have a guest. So I will be entertaining you on my own, no pressure at all. But these podcasts are meant to be a little bit shorter, you don't have to dedicate an hour of your time listening to my voice, you can still learn a little something in 15 or 20 minutes.

This is also serving to remind you of all the other resources that Paleo Magazine has to offer. In case you never connected the dots, this podcast is affiliated with Paleo Magazine. I'm a writer for that publication as well so obviously, you know, it's good and smart. Whether you're strict paleo or not or really trying to offer plenty of value just to the health community through interviews and zillion recipes, research articles, book reviews, information on whatever's trending in the health world.

Whether it's the latest on fasting or functional medicine or the ketogenic diet or whatever CBD is or collagen supplements or the latest sleep research. You name it, we're talking about it online, we're talking about it on this podcast. We're talking about it in the print issue and of course you can subscribe to the magazine and either the print or digital version and you can go to paleomagazine.com to do all that.

But you can also subscribe to our insider newsletter for free and you get sort of a roundup of whatever we're working on that week, we won't send you too many emails but you basically get updates on our latest recipes and our articles and whatever's going on online that is exclusive to online.

[0:01:59.2] You can go to paleomagazine.com and just get all kinds of great information and it's exclusive and it doesn't cost you a thing and we do giveaways every week, it sounds like a pretty good deal to me to be honest, I mean, you're getting lots of great resources for free.

Something to think about, check out paleomagazine.com for recipes, research stuff, giveaways, all the podcast information and a ton more but today, what I'm talking to you about is actually the cover story of the February issue of Paleo Magazine and it may be a little controversial to some, it's a really great piece though and I think it's really great conversation already.

It's written by our magazine editor Shawn Mihalik and the title on the cover is called *Can Eating Meat Save the World?* The story is actually called, *Can We Fix Meat?* It unpacks a lot, it talks about everything from the ethical to sustainable, to even cultural and health implications of eating meat. Options that are being discussed instead of eating meat, why it may not be as problematic as some people think it is, how we can make it less problematic.

How we can incorporate it into our healthy sustainable and ethical lifestyle. It's an important conversation I think for any of us whether we're paleo or not or vegetarian or not, I think it's something that we need to be talking about. What I'm doing today is I'm offering a sneak peak of this article.

[0:03:22.5] I'm going to read you a snippet just enough to get you excited but I also want to invite you to go back to a couple of key podcast interviews that I've actually done in the past related to this topic that I think are really relevant and really interesting. One of them is my interview with registered dietician, a nutritional therapy practitioner and founder of Sustainable Dish, her name is Diana Rodgers.

You may already be familiar with her, she is a pretty vocal person online about how to eat meat sustainably, ethically, healthfully. She debunks a lot of myths about the vegetarian diet being better for both our bodies and the world and for animals. It's a really interesting interview that I think is worth going back to, that's Episode 152 of Paleo Magazine Radio and I'll make sure that there's a link to that in the show notes. You can go back and listen to it and make sure you follow Diana Rodgers online because she's coming out with all kinds of information and she has her own podcast too so you could check her out there.

Another interview, which actually happens to be the most downloaded episode of 2018, it's crazy. It was my interview with Dr. Shawn Baker. He is one of the most vocal components of the

carnivore or all meat diet, which sounds extreme and if you follow him on Instagram, it's intense because he's like eating six pounds of steak every day and that's it. It's a lot.

[0:04:43.4] The conversation is more nuanced than just whether or not you should just eat steak all day and not when – I mean, obviously it's start to core, people are very interested in this carnivore diet, I think it's connected to the people kind of trying to personalize things and streamline things and make things easier and they're going from paleo to keto and then moving on to simplifying and eating further and saying, well, let's just stick with meat. Do I actually need all that fiber anyway?

Anyway, it's an interesting conversation that one with Dr. Shawn Baker, is Episode 205. You can go online, you can go to paleomagazine.com and search the podcast, you can just google paleo magazine radio, Shawn baker or paleo magazine radio Diana Rodgers and get it. Or if you're subscribed on iTunes, which is the smartest way to go about it, you can just search right in the list there and click whichever you want to listen to.

That's my intro, pretty long winded, sorry but I think that there's plenty there for you guys to be entertained and educated by. Now, without further ado, I'm going to read you a snippet from the February issue cover story all about *Can We Fix Meat?*

[ARTICLE]

[0:05:56.9] AVH: *Can We Fix Meat?* by Shawn Mihalik. *Meat and humans, a history.* Last November, researcher's carbon dated the earth's oldest known figurative drawing. A 40,000-year-old cave painting in Indonesian Borneo depicting a large cattle like animal, the drawing has one notable feature, a spear is sticking out of the animal's side.

Humans have always been meat eaters but it's likely only because our pre-human ancestors started eating meat that the human species evolved at all. It's estimated that the hominid australopithecus first began consuming meat about 2.6 million years ago. Before then, for a good million years at least, they were herbivores as were their ancestors and theirs before them and theirs before them and so on for millions and millions of years.

There are numerous advantages to focusing on flora for nutrition. One of the biggest for our pre-human ancestors being the plants don't run away. The problem with being an herbivore is that most plants aren't calorie dense. Fruits and tubers contain more calories than leafy greens of course, about 300 calories per pound compared with between 65 and 200.

But they're also more difficult and thus more energy consuming to dig up and chew. Meat, fish and poultry on the other hand contain anywhere between 400 and a thousand calories per pound. While raw meat is also difficult to chew, once our ancestors developed processing tools like knives and eventually 800,000 years ago, fire.

[0:07:12.3] The amount of energy it took a person to procure, chew and digest a helping of meat was drastically reduced. Human's new found abilities to obtain and digest meat led to a huge leap in pre human evolution. Our precursors digestive tracts began producing enzymes that made meat consumption increasingly efficient, leading to skeletal and muscular growth across the species.

Because pre humans now had tools that allowed them to cut meat, they no longer needed large sharp teeth. As they developed smaller teeth, their jaws grew more muscular, triggering further changes in the neck and the size of the skull. The skull growth is key because as pre humans and then humans ate more and more meat, they underwent encephalization or brain inflammation.

[0:07:49.6] In a non-evolutionary sense, encephalization is bad causing headaches, seizures and even hallucinations. But since our skulls are growing our brains have room to develop without complications. The brain of Australopithecus was 35% the size of the brain of modern humans. That is a lot of growth in just 2.6 million years.

Meat consumption did more than just affect our ancestors physically. It also played a significant role in the evolution of human culture. Hunting was a cooperative endeavor who necessitate in the development of language. 14,000 years ago, they began to domesticate wolves to serve as hunting companions. 11,000 years ago, saw the domestication of livestock, cattle, sheep, pigs and goats making hunting less necessary and allowing humans to reduce the amount of time they spent moving from place to place.

Slowly, society started to develop replete with cultural practices and even more refined language. 6,000 years ago saw the further domestication of these animals. Humans began to use oxen for labor that pull plows and wagons making larger scale agricultural a possibility.

Needing to neither hunt nor gather, some humans were able to choose to settle in place building towns, large, cities and countries. Today of course, domestication and agriculture have ran rampant and we see the reign of concentrated animal feeding operations as the basis of our meat supply. Most meat available in stores is a far cry from the omega three rich flesh of grazers.

[0:09:04.9] It allowed our ancestors to develop massive brains, settle down and build empires. 50 billion of the world's 70 billion farm animals are fed or force fed genetically modified meat, corn and soy in enclosed movement restricted environments. While we may have evolved to eat animals, animals have not yet evolved to eat what humans now tend to feed them.

Additionally, with these operations have come a host of environmental concerns combined CAFOs and the GMO agricultural operations have supplied them are the number one source of water pollution in the United States as well as a huge source of air pollution. Somewhere in the recent history of human development, the symbiotic relationship between us and the animals we eat has indisputably broken down.

This breakdown has triggered a wide range in discussion about how we as a society should respond. The good news is that there is no reason for us to continue producing our food on factory farms. A wealth of scientists, business people, farmers and ranchers have been working hard to explore our options.

Two in particular have received a great deal of media attention in recent years. But it turns out, they may not be the panaceas they have been reported to be. A third option however does hold some promise. Let's dive deeper into each of these three proposed solutions.

[0:10:13.7] Option one, stop eating meat. Perhaps you have heard of this one. Many consumers are choosing to forgo meat consumption all together in an effort to combat animal

cruelty and the environmental devastation caused by industrial meat production. Exactly how many is difficult to determine reports vary and some are contradictory but either way, the numbers are notable.

A recent study found that 9% of the Canadian population are either vegan or vegetarian. 5% of the UK in population consider themselves vegan. In the US, 16 million people consider themselves vegan or vegetarian. As of 2018, 900,000 or 8% of Germans report being vegan or vegetarian and in Austria that number may be as high as 9% and these numbers are growing.

According to one pole, 1% of the US population reported that they were vegan in 2014. Just three years later by 2017, that number had grown to 6%. In 2015 worldwide Google searches for the word vegan grew by 32% over the previous year. In 2016, searches increased by another 90%. This sort of growth is staggering for any movement but especially for one related to food and diet.

Interestingly however, it appears that even vegans and vegetarians still want meat or at least “meat”. Enter what some are calling alt meat. A handful of companies are working hard to create compilations of plant-based proteins that look, taste and even bleed like real meat. Consumers are starting to take notice and so are investors.

[0:11:38.9] Beyond Meat founded in 2009 has garnered over 72 million in investments from traditional meat producers and sellers including supermarket staple Tyson Foods, as well as entrepreneurs like Bill Gates and Twitter co-founders, Biz Stone and Evan Williams. In 2018, Canadian fast food chain A&W began selling Beyond Meats Beyond Burger, made out of vegetables and putting peas, beets and mung beans in their restaurants, selling out of the patties within the first few weeks.

Beyond CEO, Ethan Brown told Entrepreneur that the company had its sights set on other fast food chains as well including McDonalds, Wendy’s and Burger King. Like the Beyond Burger, the Impossible Burger by Impossible Food “bleeds”. It doesn’t really bleed of course but the demand for meatless meat that tastes and acts like real meat is so strong that companies are responding.

While the Beyond Burgers blood is harmless and comes from the beets present in the patty, the blood in the Impossible Burger is problematic at best. Beyond injects heme into their burgers. Heme is an iron compound and a major component of hemoglobin in real blood. It's what allows blood to carry oxygen and it's what gives blood its red color.

The problem is that the heme in the Beyond Burger is derived from soy, specifically soy leg hemoglobin, I may not be pronouncing that right. Which the FDA specifically disapproves of for human consumption citing concerns that it may be an allergen. It turns out though that FDA approval isn't required for the sale of certain products including the Beyond Burger, as long as the company self-affirms the ingredients as safe under the FDA's generally recognized as safe program.

Because of this loop hole, the FDA is unaware of one tenth of the ingredients used in food products. Regardless of ingredients reported safety or lack thereof, the demand for meatless meats that taste, feel and even bleed like real meat is telling. It demonstrates that at the heart of the matter some among the world's rapidly growing population of vegans are still craving the taste of real meat, which leads us to option two, lab grown meat.

[END OF READING]

[0:13:34.3] AVH: All right, that's it. That is all I am going to read. You got to check out the article for more and there's plenty more and it only gets crazier. So I highly recommend you check out the February-March issue. It is going to be on stands the first week of February or you can go to paleomagazine.com right now and subscribe and make sure that you are getting your either print and or digital edition as soon as it comes out you don't want to miss it because this isn't something you want to miss.

This is frankly a crazy topic and a deep one and a complex one and it is one that I would love for you to join us and ask questions and talk to us and tell us your stories. So reach out, talk to us on social media. We're on all channels across the board @paleomagazine. You can talk to me directly on Instagram @themusclemaven. Let me know what you think about this whole topic. What are your thoughts, would you eat lab grown meat? Would you eat mung bean burgers that bleed? Holy moly.

All right guys, that's it for me today. Join me next week, I've got a great guest. It won't be just my voice but you have to check me out next week to hear it and thanks as always for being here and I hope you have a great week.

[OUTRO]

[0:14:43.8] AV: The intro music for Paleo Magazine Radio is a song called Stronger performed by Alter Ego and I hope you love it.

[END]