

Beyond Meat (BM), the most prominent manufacturer of fake meat, is also the “woke.” When it originally launched its line of fake meat products, including bogus burgers, suspicious sausage, pretend pork, funky chicken and mysterious meatballs, the public’s enthusiasm was high. Implied healthiness and vegetarian appeal likely inspired its relative popularity. But in short order, BM’s double-digit growth plateaued, then plummeted. The company made the grave error of going “woke” and voicing support for Black Lives Matter, an organized gang that preaches racist and Marxist tenets while rioting and burning down parts of cities throughout the country, then buying multi-million-dollar mansions with ill-gotten gains.

BM is one of many corporations which turned woke, and then turned belly up. But woke-ness isn’t its only error. Human beings are biologically suited for natural meat and it’s hard to fool the carnivorous part of humankind into believing we’re mere herbivores. BM’s steep

Fake Meat

Turn woke and turn belly-up.

By Marjorie Haun



Bovine emissions, they say, are hastening the end of the world, so we must purge the globe of the beef industry, along with lesser culprits—the pork, poultry, dairy, wool, and all related industries where animals burp, fart and poop.

descent into disfavor perhaps has more to do with what’s in its products rather than its corporate wokeness.

Fake meat is not new. TVP—“textured vegetable protein”—has been around for decades. Using highly involved processing techniques, however, Beyond Meat and other fake-meat producers have taken “plant-based meat” products to the next level, giving them a look and texture similar to the real deal. BM, for example, has ingredients like methylcellulose, maltodextrin, vegetable glycerin, dried yeast, cellulose from bamboo, citrus extract, ascorbic acid, beet juice extract, acetic acid, succinic acid, and various plant oils added to make it more palatable and juicier.

The creation of Beyond Meat includes heating, cooling, pressure and other processes which force plant proteins into fibrous strands resembling animal protein. BM’s pseudo-burger is higher in fat and calories than beef, as are most of its other products. Fake-meat companies are going to extreme, and expensive, lengths to replicate some-

The Secretary of Frankenmeat

Spending \$10 million trying to make fake less disgusting. Where’s the beef?

By Marjorie Haun

Its proponents call it “cellular agriculture” but the pink glop grown from calf stem cells in laboratories sure as hell ain’t beef. For our purposes, we’ll call it “Frankenmeat.”

Frankenmeat is touted as the answer to world hunger because laboratories, after all, are less resource-intensive than raising livestock. It’s all hooley. Let’s start with where Frankenmeat comes from. Children and sensitive types may want to leave the room. “Fetal calf serum” is the necessary component for “lab-cultured meat.” Fetal calf serum is blood drained from the bodies of unborn calves taken from near-term cows in slaughterhouses. At around \$2,000 per gallon, the serum is pricey. Despite the expense and disgust factor, fetal calf blood is the only existing medium from which

Frankenmeat can be grown.

The Frankenmeat industry has huge financial backing from billionaires such as Bill Gates and Richard Branson, as well as food giants Cargill, Tyson and others. Nevertheless, Ag Secretary Tom Vilsack is granting Tufts University \$10 million to research Frankenmeat. According to a report by Pete Hardin in *The Milkweed*, the grant is to help researchers find a “serum-free media” from which to grow Frankenmeat, and to create greater public acceptance of “novel meat via cellular agriculture.”

In other words, Vilsack is throwing taxpayer dollars at a disgusting industry to find ways to make it less disgusting. Good luck with that.

No matter what the Frankenmeat propagandists tell you, animal tissue cultured



U.S. Secretary of Agriculture Tom Vilsack. His USDA website includes: “Under Secretary Vilsack’s leadership, the U.S. Department of Agriculture is building back better by restoring the American economy, strengthening rural and historically underserved communities, responding to threats of climate change, creating good paying jobs for American workers and the next generation of agricultural leaders, and investing in our kids and our families.” Pure woke?

in labs and mixed with fat and artificial coloring to form biotech burgers is not meat and it is not natural. Vilsack needs to get back to nature and real agriculture. ■

thing that exists in nature, derives from sun, water and grass, and is perfectly suited to the human diet—beef.

Plant-based meat is expensive, requires highly complicated processing, and has a lot of strange ingredients. The pro-fake-meat movement is deeply suspect. Be honest, have you ever met a healthy-looking vegan? If you're not yet perplexed by the absurdity of the fake-meat proposition, you should be.

Climate Hysteria and Hypocrisy

Climate hysterics purport that livestock are to blame for increasing levels of greenhouse gasses in the atmosphere...hence, global warming, climate change, climate instability, the end of the world—pick your panic of the month. Bovine emissions, they say, are hastening the end of the world, so we must purge the globe of the beef industry, along with lesser culprits, the pork, poultry, dairy, wool, and all related industries where animals burp, fart and poop. Most of us know a scare campaign when we see it and we would sit back and laugh at the proposition that animal agriculture is bringing about the end of the world, if many of the world's most powerful people and organizations weren't behind it.

For instance, Bill Gates, the Microsoft mogul whose hobbies include buying up hundreds of thousands of acres of farmland and financing experimental vaccination programs in the world's poorest countries, also wants humanity to snub meat for bugs and lab-grown goo cloned from animal cells. Gates doesn't hate all livestock. His daughter, Jennifer, is an avid and accomplished equestrian. Horse farts good; cow burps bad.

We all know the cliché, "If God didn't want us to eat meat, he wouldn't have given us canine teeth." The remark is only clichéd because it's an oft-used and accurate rejoinder to assertions that eating meat is unhealthy or immoral. Canine incisors, those pointy little slicers posted midway between the cutters and the grinders, are not a vestige of bygone humanity. They tell a story of our survival through eons as a large-brained, agile, innovative and highly fructiferous species.

Once we get past the wokeness, hysteria and deceptive marketing, human instinct kicks in and reminds us that we are indeed meat eaters. Animal protein comes directly from the earth and the loving hands of livestock producers. It exists without complicated manufacturing processes in a self-perpetuating cycle of life and death. Meat is everything fake meat will never be: natural, healthy, abundant, authentic and damn delicious. ■

Marjorie Haun is an ardent carnivore and defender of real meat. She lives in the rugged range of southeastern Utah where the population is 400 humans and 10,000 cows.