

No Happy Cows: Dispatches from the Frontlines of the Food Revolution

John Robbins

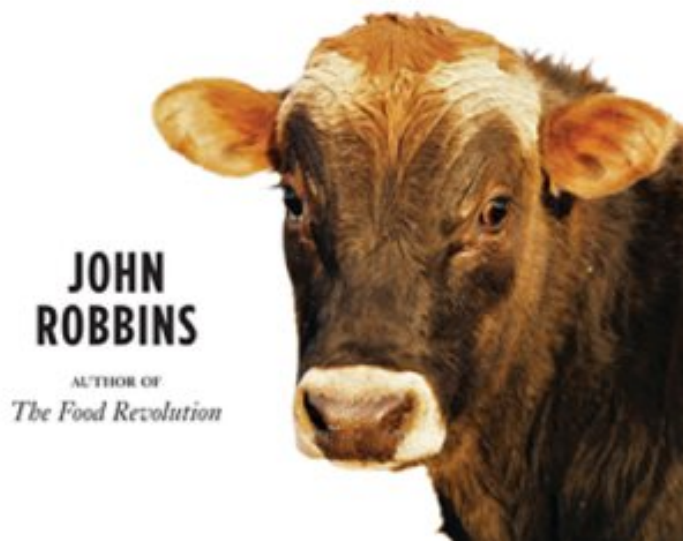
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—KATHY FRESTON, author of the *New York Times* bestselling
Quantum Wellness and *Veganist*

NO HAPPY COWS

Dispatches from the Frontlines
of the Food Revolution



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John Robbins : No Happy Cows: Dispatches from the Frontlines of the Food Revolution before purchasing it in order to gage whether or not it would be worth my time, and all praised No Happy Cows: Dispatches from the Frontlines of the Food Revolution:

1 of 1 people found the following review helpful. Protect yourself, read this book!By don HelleriusThis is very eye-opening. I have read many pro-plant articles and books, and this is definitely worth reading, sharing, and internalizing.

I already knew quite a bit about factory farms, meat, chickens, and eggs, but this gave me new insights about chocolate and coffee, as well. 1 of 1 people found the following review helpful. I'm 66, a year ago I switched to a ...By S Rymph I'm 66, a year ago I switched to a plant based diet for health reasons. Shed 70lbs and a lot of medications and feel fabulous. While not an "ethical vegan", I strongly believe in sustainable agriculture. This book affirms that belief. I don't try to beat people over the head with my ideas rather I slip my animal loving friends a copy of this book to give them an educated view of modern agribusiness. 0 of 0 people found the following review helpful. Good Information By M. J. Christensen Although I knew a lot of the information in the book, it was good to see it again. I'm not a vegetarian, but I do want to eat as ethically as I can. I appreciated the Organic Egg Scoreboard website link so that I might be able to find eggs sold in my area whose suppliers create the best habitat for their hens

Internationally known vegan and bestselling author John Robbins has continued his observations and investigations into food politics and food-related issues of the day in his popular HuffingtonPost column, foodrevolution.org. No Happy Cows collects these recent observations along with never before published material for the first time in book form. Robbins shares his dispatches from the frontlines of the food revolution: From his undercover investigations of feed lots and slaughterhouses, to the rise of food contamination, the slave trade behind chocolate and coffee, what he calls the sham of "Vitamin Water," and the effects of hormones on animals and animal products. Topics include: The skinny on grassfed beef, Greed and salmonella, Junk food marketing to kids, Soy and Alzheimer's, Hormones in our milk, Plus many more. Robbins's trenchant and provocative observations into the relationships between animals and the humans who raise them remind us of the importance of working for a more compassionate and environmentally responsible world.

"John Robbins is the leading voice in the world for restoring humanity to its proper relationship with food, the Earth, and health." Paul Hawken, author of Natural Capitalism "John Robbins has inspired a revolution, plain and simple. He saw things that were wrong in the food industry long before any of us did, and with his brilliant research and compelling insight, caused a seismic shift in the way we Americans behold our dinner plates. This book is not only clarifying in terms of the physical, environmental, and spiritual effects of food, but it is inspiring enough to cause material change." ndash; Kathy Freston, New York Times bestselling author of Quantum Wellness and Veganist "This compilation of previously published essays, along with some new material, by best-selling author Robbins (The Food Revolution: How Your Diet Can Help Save Your Life and Our World) examines the physical, social, economical, and environmental effects of industrialized food production. While a longtime promoter of a varied, plant-based diet, Robbins acknowledges that many people also want to eat animal products; for that audience, he espouses the benefits of supporting humane, natural farming practices that promote sustainability while providing nutritious, affordable food for everyone. The book's title derives from Robbins's lawsuit with PETA against the California Milk Board's "Happy Cows Come from California" advertising campaign. He discusses large-scale agribusinesses, misleading advertisements, food labeling, and government regulations of agriculture, all while providing information for his claims and deftly avoiding steamrolling readers with technical language or invective. Verdict: Robbins sounds like a close friend who is very passionate about his cause. Like a good pal, he encourages readers to make informed choices about what they consume and how they spend their money. He believes even small steps can have big impacts if more people join his food revolution." Meagan Storey, Virginia Beach, Library Journal, May 4, 2012 "Every so often, I come across a book of substance a masterpiece that enriches all aspects of my life. It's rare, but when it happens, I am over the moon. John's new book, No Happy Cows, is that kind of book, which I am highly recommending in my work and books. If you wish to upgrade your diet, lose weight, reboot your health, and enhance your life physically, mentally, emotionally, and spiritually, No Happy Cows will be your godsend. Every page of this book is filled with food for thought. I encourage you to get several extra copies to keep on hand and give for gifts. It's a must-read for anyone interested in vibrant health from an outstanding author who writes from the heart. Kudos to John Robbins for another life-changing book!" ndash; Susan Smith Jones, PhD, author of The Joy Factor and Walking on Air "A person who leads me to eat in a way that cultivates spiritual awareness is my kind of prophet. John Robbins gives me a light at the end of the tunnel as well as providing a moral compass. The truth has few allies these days. I have deep and abiding respect for John Robbins." ndash; Woody Harrelson, actor and activist "With his singular talent for telling us what we need to know in a way that makes us want to hear it, John Robbins gives us No Happy Cows--as engaging as it is informative, and more important than you'll know until you've read it." ndash; Victoria Moran, author, Main Street Vegan "In this comprehensive yet highly accessible book, John Robbins puts to rest many of the most hotly debated and pressing issues of the times regarding our food choices. With his characteristic grace, compassion, and wisdom, Robbins debunks the myths that have confounded consumers, causing them to act against their own interests and the interests of the planet. This book is a must-read for anyone who cares about their own wellbeing and the wellbeing of the world." ndash; Melanie Joy, PhD, EdM, author of Why We Love Dogs, Eat Pigs, and Wear Cows: An Introduction to Carnism "John Robbins is one of the most important voices in America today, and the most powerfully sane man

I know. He cuts through nonsense like no one else does. He delivers crucial information like no one else does. He gives hope like no one else does. His words are lifelines for the mind, heart, body and soul. When the going gets rough, Robbins's wisdom is what people need to see them through. Marianne Williamson, author of A Return to Love and A Woman's Worth About the Author John Robbins is the author of The Food Revolution and Diet for a New America. Groomed to follow in the footsteps of his father, founder of the Baskin-Robbins ice cream empire, he chose a different, more authentic path for himself. He lives with his family in the Santa Cruz Mountains. Visit him at: www.foodrevolution.org.