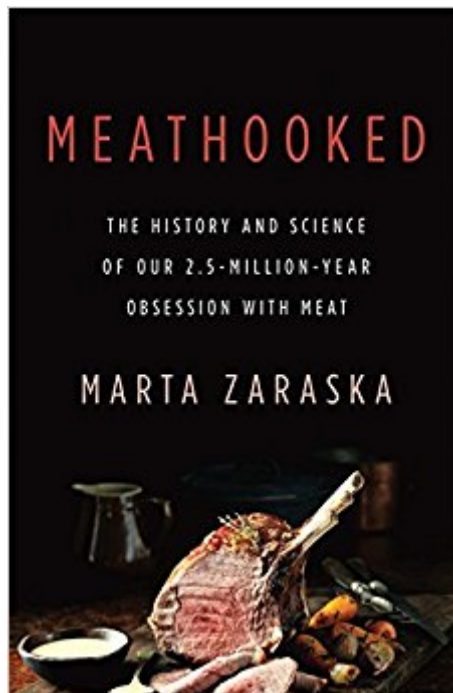




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Meathooked: The History And Science Of Our 2.5-Million-Year Obsession With Meat



Synopsis

One of the great science and health revelations of our time is the danger posed by meat-eating. Every day, it seems, we are warned about the harm producing and consuming meat can do to the environment and our bodies. Many of us have tried to limit how much meat we consume, and many of us have tried to give it up altogether. But it is not easy to resist the smoky, cured, barbequed, and fried delights that tempt us. What makes us crave animal protein, and what makes it so hard to give up? And if consuming meat is truly unhealthy for human beings, why didn't evolution turn us all into vegetarians in the first place? In *Meat Hooked*, science writer Marta Zaraska explores what she calls the "meat puzzle": our love of meat, despite its harmful effects. Zaraska takes us on a witty tour of meat cultures around the world, stopping in India's unusual steakhouses, animal sacrifices at temples in Benin, and labs in the Netherlands that grow meat in petri dishes. From the power of evolution to the influence of the meat lobby, and from our genetic makeup to the traditions of our foremothers, she reveals the interplay of forces that keep us hooked on animal protein. A book for everyone from the diehard carnivore to the committed vegan, *Meat Hooked* illuminates one of the most enduring features of human civilization, ultimately shedding light on why meat-eating will continue to shape our bodies and our world into the foreseeable future.

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Customer Reviews

PRAISE FOR MEATHOOKED "Sometimes the secret is asking the right questions. By

examining the positive and negative history of meat rather than vegetarianism Marta Zaraska leads us to a thoughtful and broad array of issues. Meathooked is a book people need to read.

•Mark Kurlansky, bestselling author of *Salt and Cod* "This is a book to devour! Meticulously researched and written with a sense of humor, Meathooked illuminates the peculiar love affair that so many people have with meat. How did it start, why is it so pervasive, and inevitably, why does the love affair end badly from a health standpoint for so many people?"

•Neal Barnard, founding president of the Physicians Committee for Responsible Medicine "From the role of meat in the evolution of the human brain to the last meals of death row inmates, from vegan sexuality to why we don't eat carnivores, Meathooked is a beautifully written and scientifically sound exploration of the complicated relationship between humans and meat. Like *The Omnivore's Dilemma*, vegetarians and meat eaters alike will find this book an engaging, provocative ride. And along the way, Marta Zaraska makes an utterly convincing case that our planet cannot survive our growing addiction to animal flesh."

•Hal Herzog, author of *Some We Love, Some We Hate, Some We Eat: Why It's So Hard To Think Straight About Animals* "Ancient Egyptian meat mummies? Vegansexuality? Yummy beef made out of carrots? Meathooked bursts with interest all the way from Pleistocene ecology to the politics of modern food production. But Meathooked is more than just a fast-paced tour of the quirks of human carnivory. It is also a well-researched plea for nutritional sanity and ecological common-sense. Marta Zaraska's sparkling argument for a future with a reduced reliance on meat deserves wide attention."

•Richard Wrangham, Ruth B. Moore Professor of Biological Anthropology at Harvard University and author of *Catching Fire: How Cooking Made Us Human* "We know producing and consuming it is terrible for us, the planet, and billions of farm animals, so what keeps people hooked on meat? Marta Zaraska's fascinating Meathooked provides a lively, compelling look at the many reasons humans are addicted to animal protein. Whether you're a vegan, a hardcore meat-lover, or somewhere in between, this book will help you better understand why you and your loved ones eat what you do."

•David Robinson Simon, Author of *Meatonomics: How the Rigged Economics of Meat and Dairy Make You Consume Too Much* and *How to Eat Better, Live Longer, and Spend Smarter* "A well-researched, refreshingly optimistic look at a serious issue, free of ideological preconceptions."

•Kirkus Reviews "Insightful" | Like a master butcher expertly trimming gristle from a prime cut, Ms. Zaraska is often at her best when slicing away the many myths that surround meat.

•Wall Street Journal "Studies have shown that eating too much meat can lead to heart disease, among other conditions. But if

that—, as the case, why did humans evolve to be carnivorous in the first place? The answer, according to science journalist Marta Zaraska, is that we (kind of) didn—; rather, we evolved because we ate meat. —•Time— —•“Thought-provoking and enjoyable, it—, is a book you can really, ah, sink your teeth into. —•Discover— —•“Even the sincerest of vegetarians, troubled by the treatment of livestock or worried about potential health risks, may find meat eating a tough habit to shake. As a dietary staple, meat is ancient, yet its nutritional value is hardly the only thing driving its consumption. In her new book, *Meathooked: The History and Science of Our 2.5-Million-Year Obsession with Meat*, Polish-Canadian journalist Marta Zaraska (a conflicted mostly-vegetarian) explains why many crave an 8 oz. steak or a bucket of fried chicken with a vehemence that doesn— apply to, say, fresh kale. —• —•Psychology Today— —•“Where [other] books focus on whether we should eat meat, Zaraska is interested in why we still have the desire to eat meat, especially when we are flooded with so much information on how deleterious meat is on our health, our environment, and on the animals themselves —•[Zaraska—,s] examination of the role of culture and tradition —•resonates most deeply; from the tastes we absorb as fetuses to subtle clues from our parents, we are attuned to society—,s preferences, and for centuries, lots of meat has meant wealth and power. —• —• —•New Republic— —•“By exploring the juicy science behind this obsession and steering clear of activist dogma, Zaraska delivers a read that will satisfy vegans and carnivores alike. —• —•Mother Jones

Marta Zaraska is a Polish-Canadian journalist whose science writing has appeared in *The Washington Post*, *Scientific American*, *Newsweek*, *Los Angeles Times*, and *New Scientist*, among others.

I cannot complement the author enough. Apart from providing a scintillating turn-through-time of humanity's carnivorous path... This book provides a unique historic perspective of the challenges and benefits of following a plant-based diet. In this day of industrialized food sources with GMO's and misleading food labels, "Meathooked" provides a well-vetted and unbiased alternative to the daily bombardment of food industry ad's and funded "news" shows.

Been following the food movement all my life starting with, of course, Upton Sinclair in school, and Adelle Davis in the 60's. Just finished "How Not to Die" before reading your book. Been a fan of Michael Pollan also. Of course I've read many others too. I thought the most significant book written

at the time (20 years ago) was Dean Ornish's "How to Reverse Heart Disease". I now consider both your book and Michael Greger's book How Not to Die the most significant and groundbreaking in our understanding of food, nutrition, and longevity. Thank you for your hard work, Dennis

For today's reality of resource depletion and general health concerns Marta nails it for those of us looking for a future for all species.

This is an excellent read, a smart and insightful, well-researched look into how and why people are addicted to meat. Vegetarians and vegans will find comfort here. Much of the information in the book was a surprise, from the biology of meat-attraction to the size and influence of the meat industry, how it keeps people coming back for more, the gender specificity of meat consumption, and the history and culture of vegetarianism and veganism. Highly recommended.

The research was well done, but what I didn't like was the pro-meat slant she put forth. Glad I read it though.

Loved it, highly recommended.

Meathooked presents a thorough and thoroughly entertaining analysis of pretty much everything you could think of that has to do with human meat consumption. Zaraska looks at: meat-eating from 1.5 billion years ago (a single-celled organism that "ate" another single-celled organism) to today; the psychological and physiological reasons that humans appear to crave the meat of animals, and how those developed over time; what does or does not make meat unique in terms of physical characteristics and dietary appeal; the meat lobbies in the United States and Europe and their effect on government policies and meat demand; cultural taboos around certain meats (e.g., why we don't eat dogs and Indians don't eat cows); a history of vegetarianism and vegetarian advocacy; the rise of global meat-eating, and why that's problematic for the planet; what might be done to transition societies away from an inordinate reliance on meat consumption. Every chapter is fascinating, and the entire book is also engagingly written and fast-paced.

Meathooked is a fascinating look at the history of our connection with meat, how that history affects our present love/hate relationship with it, and what the future holds in humanity's quest for protein. Zaraska pulls no punches and has no ideological axe to grind. She points out where meat has been

useful for humans in the past and how our fondness for it today can harm our health and that of the planet. She excoriates the federal subsidies lavished upon the meat industry and calls for their cessation, along with other strategies for helping to reduce our reliance on animals for protein into the future. I learned a lot from reading the book and recommend it for others, especially those interested in food sustainability.

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