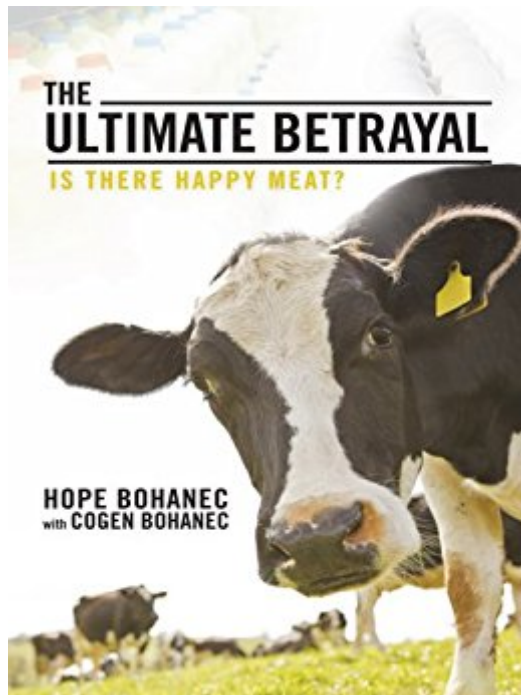




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The Ultimate Betrayal: Is There Happy Meat?



Synopsis

"Drawing on peer-reviewed research, worker and rescuer testimony, and encounters with the farm animals themselves, *The Ultimate Betrayal* discusses the recent shift in raising and labeling animals processed for food and the misinformation surrounding this new method of farming. This book explores how language manipulates consumers' concepts about sustainability, humane treatment, and what is truly healthy. It answers important questions surrounding the latest small-scale farming fad: Is this trend the answer to the plentiful problems of raising animals for food? What do the labels actually mean? Are these products humane, environmentally friendly, or healthy? Can there really be happy meat, milk, or eggs? With case studies and compelling science, *The Ultimate Betrayal* increases awareness of the issues surrounding our treatment of animals, global health, and making better food choices. The *Ultimate Betrayal* is a well-rounded and thoroughly-researched book that touches the heart with an honest and unflinching look at the reality behind 'humane' labels. With real-life examples from multiple viewpoints and thought-provoking philosophical underpinnings, *The Ultimate Betrayal* is a must-read for anyone interested in ethical food choices."

—Dawn Moncrief, founder, A Well-Fed World"

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Customer Reviews

Of the books I've read on this subject, this one stands above the rest. The author maintains an approach that is kind toward the reader. Instead of berating people for consuming animal products (a sometimes offputting approach used by other authors), she comes from the angle that many people genuinely do care and want to do what's right. But they've been intentionally misinformed... by the meat industry. Learning what labels (organic, natural, free-range, cage-free, humane-raised, grass fed, sustainably caught, eco-friendly, etc.) REALLY mean was eye-opening. I thought I had labels mastered. Wow--I did not. Many labels are unregulated and completely dishonest, geared specifically to soothing peoples' conscience so the company can gain a larger profit margin by charging higher prices. She educates us on how the same barbaric mutilations and surgeries, without anesthesia or pain relief, are inflicted upon both conventionally-raised and organically-raised animals. She teaches how both often grow up in identical, horrible housing conditions (despite what package labels depict), and how both are slaughtered in the same commercial facilities. Though I'd previously studied the environmental impacts of livestock mass-production, I had no idea just how devastating it actually is, until now. While this book is an easy read, I feel like I've just gained the education of a university level class. I've learned a number of things that I had not been aware of, despite being a rather seasoned student on the subject. I thank Mrs. Bohanec for her impressively complete and professional research, and for bringing this mass of information to the public in one easy-to-read volume. If there is one aspect to be added, it's the untold cruelty of down and silk production. Please watch on-line videos of how down is brutally ripped from the chests and stomachs of geese and ducks, and how, if their skin is torn in the process, they are crudely sewn up with no pain relief. Silk worms are boiled alive. There are humane alternatives to both down and silk. An individual almost cannot finish this book without having grown in his/her ethics, humanity, and ability to make compassionate and wise choices. If you buy only one book on the subject, this is the one I recommend.

Is there any way in which "humane" meat, dairy, or eggs are better - for human health, the environment, or animals? In *The Ultimate Betrayal*, Hope Bohanec takes on this question. She presents surprising information that may shock consumers confused by myriad industry labels, such as "sustainable," "local," "natural," "free-range," "grass-fed," "cage-free," and "organic." *The Ultimate*

Betrayal convincingly shows that feel-good buzzwords in animal agriculture are ploys to part consumers and their money. These terms also encourage those who desperately want to spare animal suffering and help the planet feel guiltless when they buy animal foods. The hard-hitting research in this book leaves no wiggle-room for the happy meat industry. Contrasting factory farms and their advertised humane alternatives, Hope demonstrates far more similarities than differences. She bases her conclusions on interviews, visits to both alternative farm animal businesses and animal sanctuaries, and a wealth of published research. While the book is rich with facts, it is also highly readable journalism, and a must-read for anyone who cares about animals, the planet, or their own health.

Don't know if knowledge of the sad lives and cruel deaths of the billions of livestock animals killed annually in America will stop the killing. But Bohanec and others are right that we don't NEED to eat meat to live well or be healthy. Accompanied by other works, such as Gail Eisnitz revelatory book, *Slaughterhouse*, the lives and deaths of our farm animals deserve the attention of the American public and real application of humane animal welfare laws that currently exist and inclusion of animals still left out of existing laws. Fowl, rabbits, and other animals raised for food or fur are obscenely tormented because they are not included in the Animal Welfare Act or Humane Slaughter Law. Don't ask me why because it makes no sense. We consider ourselves a humane and compassionate people. If you look at our food practices and our treatment of the animals who provide that food and other animal products (leather, fur, wool, etc), we are not. Something to reflect upon and hopefully become committed to major change in our food and clothing product supply--for the welfare of the animals, for our own health (even the AMA--NOT a progressive institution--has been telling us for years that animal food consumption--meat, eggs, dairy--is killing us with cholesterol related ills like heart disease & colon cancer), and last but not least for the sake of our overburdened planet whose air/water/land are poisoned with industrial quantities of animal waste and whose wild spaces are being overrun and destroyed by converting them to livestock production (loss of rainforest and extinction of wild species are directly related). It is incontrovertible that world hunger would end if we globally converted to a majority plant-based diet--and America is the most egregious dietary consumer and offender. Our excess is starving and polluting the world. Bohanec and Eisnitz convinced me to finally become Vegan--it really is a better way of life. As opposed to 30 yrs ago when I became "mostly" vegetarian, plant alternatives to animal foods and first rate ways to cook them are easy now. Veggie and Vegan cookbooks abound in every international and domestic cuisine. So Bohanec encourages us to go where many have gone before.

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