# Table of Contents

Preface.................................................................................................................................................. xvii

Acknowledgment......................................................................................................................................... xxviii

Section 1
Climate and Water

Chapter 1
The Greenhouse Gas Emissions of Various Dietary Practices and Intervention Possibilities to Reduce This Impact ................................................................................................................................. 1
  Celia Green, Australian National University, Australia  
  Andrew Joyce, Swinburne University of Technology, Australia  
  Jonathan Hallett, Curtin University, Australia  
  Toni Hannelly, Curtin University, Australia  
  Gemma Carey, Australian National University, Australia

Chapter 2
A Fresh Look at Livestock Greenhouse Gas Emissions and Mitigation ........................................... 27
  Robert Goodland, World Bank Group, USA

Chapter 3
Improving the Understanding of Climate Change Factors with Images............................................ 43
  Geoff Russell, Curtin University, Australia

Chapter 4
Water Quality Impacts of Abattoir Activities in Southern Africa ...................................................... 64
  Never Mujere, University of Zimbabwe, Zimbabwe

Chapter 5
Livestock and Climate Change: An Analysis of Media Coverage in the Sydney Morning Herald ................................................................................................................................. 75
  Xavier Mayes, Curtin University, Australia

Chapter 6
Environmental Concerns and the Mainstreaming of Veganism.......................................................... 106
  Nick Pendergrast, Curtin University, Australia
Section 2
Diet and Wellbeing

Chapter 7
Meat and Dietary Guidelines ......................................................................................................................... 124
Rosemary Stanton, University of New South Wales, Australia

Chapter 8
Red Meat and Health: Evidence Regarding Red Meat, Health, and Chronic Disease Risk ............. 131
Kate Marsh, Northside Nutrition and Dietetics, Australia
Angela Saunders, Sanitarium Health and Wellbeing, Australia
Carol Zeuschner, Sydney Adventist Hospital, Australia

Chapter 9
The Future of Antibiotics and Meat........................................................................................................... 178
Talia Raphaely, Curtin University, Australia
Dora Marinova, Curtin University, Australia
Mira Marinova, Notre Dame University, Australia

Chapter 10
Impact of Meat Consumption on the Health of People, the Animals They Eat, and the Earth’s
Resources ....................................................................................................................................................... 201
Joyce D’Silva, Ambassador for Compassion in World Farming, UK

Chapter 11
China’s Growing Meat Demands: Implications for Sustainability ......................................................... 221
Xiumei Guo, Curtin University, Australia
Talia Raphaely, Curtin University, Australia
Dora Marinova, Curtin University, Australia

Section 3
Society and Politics

Chapter 12
Exploring Flexitarianism: Meat Reduction in a Meat-Centred Food Culture ........................................... 233
Hans Dagevos, Wageningen University, the Netherlands

Chapter 13
Feasting From the Federal Trough: How the Meat, Egg and Dairy Industries Gorge on Taxpayer
Dollars While Fighting Modest Rules ........................................................................................................... 244
Paul Shapiro, The Humane Society of the United States, USA

Chapter 14
Sustainable Food Consumption: A Mission Almost Impossible Because of the West...................... 255
Amzad Hossain, Curtin University, Australia & Rajshahi University, Bangladesh
Chapter 15
Meat Myths and Marketing ................................................................. 264
  Diana Bogueva, Curtin University, Australia
  Ian Phau, Curtin University, Australia

Chapter 16
Intensive Speciesism Regions in Brazil: Ethical and Social Stains in Territories Supplying Global Meat Markets ................................................................. 277
  Luciano Florit, University of Blumenau, Brazil
  Cristiane Sbardelati, University of Blumenau, Brazil

Chapter 17
Meat Production and Consumption: An Ethical Educational Approach ........................................ 295
  Paula Brügger, Federal University of Santa Catarina, Brazil
  Dora Marinova, Curtin University, Australia
  Talia Raphaely, Curtin University, Australia

Section 4
Conclusion

Chapter 18
After Meat .......................................................................................... 313
  Jonathan Balcombe, Author, USA

Conclusion ............................................................................................ 326

Compilation of References .................................................................... 328

About the Contributors ......................................................................... 401

Index ...................................................................................................... 407