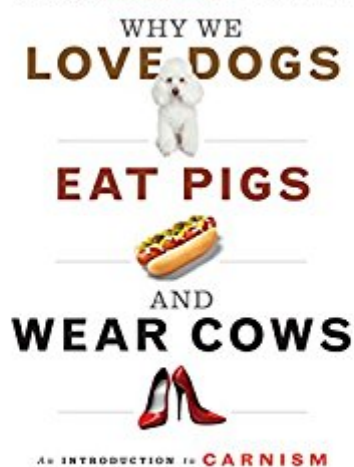


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# Why We Love Dogs, Eat Pigs, And Wear Cows: An Introduction To Carnism

Foreword by **JOHN ROBBINS**, author of *The Food Revolution*



Melanie Joy, PhD

INCLUDES BOOK GROUP DISCUSSION GUIDE



## Synopsis

In her groundbreaking new book, *Why We Love Dogs, Eat Pigs, and Wear Cows*, Melanie Joy explores the invisible system that shapes our perception of the meat we eat, so that we love some animals and eat others without knowing why. She calls this system carnism. Carnism is the belief system, or ideology, that allows us to selectively choose which animals become our meat, and it is sustained by complex psychological and social mechanisms. Like other "isms" (racism, ageism, etc.), carnism is most harmful when it is unrecognized and unacknowledged. *Why We Love Dogs, Eat Pigs, and Wear Cows* names and explains this phenomenon and offers it up for examination. Unlike the many books that explain why we shouldn't eat meat, Joy's book explains why we do eat meat - and thus how we can make more informed choices as citizens and consumers.

## Book Information

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## Customer Reviews

I became a vegetarian last year because I suffer from chronic migraines. Eating a plant based diet has helped reduce my headaches by more than half! This past year I decided to go completely vegan again initially for health reasons. Since reading and looking more into the vegan movement I have been exposed to many things that I have taken for granted for many years i.e. the needless suffering of animals. This book is amazing and has helped me so much with solidifying my decision to be a vegan:-)

I began my journey as a vegetarian in a fairly uneducated way. Not yet knowing why in the

beginning, I had trouble with the social construct and seemingly irrational practice of nourishing our bodies from death. Melanie Joy looks at both the psychology and social aspects of carnism in such a powerful and instructive way that it cannot be ignored, in addition showing the mechanisms that keep the status quo in place. Melanie Joy explains how carnism "rationalizes the irrational, ignoring the huge gaps in logic". This is not a book that leans on the emotion of the issue of animal torture and treatment or guilt from a holier than thou perspective. The author presents the facts in a direct way and asks you to ask yourself some profound and disturbing questions. You will not remain unchanged after reading this book.

This book provides the very basics of animal rights with an approach and appeal to those who are animal consumers and users. If you already have a base of knowledge about animal exploitation, this book will be a repetition of information for you. On the other hand, if this is your first exposure to animal rights, veganism, factory farms, etc., this book has a very approachable format to it that would make even the biggest meat-eaters think twice before biting into that steak.

Valuable book in explaining why mainstream folks have such a hard time coping with the issue that their animal products consumption goes against all intelligent knowledge regarding this odd behaviour. As a vegetarian of 20 years and now a vegan, a lot of what Melanie says was obvious to me but I'd never been able to explain it or put names to the evasive tactics required by the meat-eating mind to go on propping up the illusions and defences. It's also an uplifting experience to read this book and know that as this information gradually ripples through society, our world is changing for the better. As a participator in the boycott of animal products, I've seen the gathering momentum towards facing the truth about nutrition and our behaviour towards the beings we share this planet with, and this book is a significant push in that direction. Congratulations Melanie and thank you!

This book is wonderful because Melanie Joy demonstrates the relationship we have with our pets vs. the animals we deem fit for consuming and wearing. Joy gives perspective to the western world compared to other countries who view dogs and cats as commodities of food and fashion. All animals feel pain. All animals bleed and cry out for their babies. All animals deserve the right to live. This book is a must-read, especially in this world where animals are being slaughtered for no reason when there are compassionate choices we can be making.

After reading most of the thoughtful reviews of this book--both pro and con--and the commentaries ON the reviews, I'm not sure my observations will break new ground here, especially because I'm a certified member of the choir. (I foreswore meat and dairy 25 years ago after I saw impressive health improvements in friends and colleagues--including those with cancer--after they did the same.) But I should add that until I heard the author speak and I read her book my opposition to meat and dairy was based primarily on the health problems humans face by consuming excess animal protein. (I don't feel the author sufficiently addresses the problem of excess animal protein--which is covered elsewhere in studies such as "The China Study"--though she does address the myth that humans would be protein-deficient without any animal protein.) But now my opposition is based on two additional reasons. First, I had naively assumed that the worst of factory farming methods had been curbed over the years given the horrific press accounts of animal cruelty in "confined animal feeding operations." I now realize the situation has further deteriorated. Secondly, while I knew the livestock industry was unsustainable given the volume of water consumed in meat production (one of many invisible costs), I had forgotten about so many other environmental abuses endemic to meat production (such as deforestation and increased soil erosion) which the author enumerates in the chapter, "Collateral Damage." So given the information in this book--including the psychological mechanisms the author describes that allow people to ignore the many costs of meat and dairy production--this choir member will sing more loudly and confidently now! (I would give it four and a half stars, by the way, if I could rate it more precisely.)

I've maintained a vegan diet for several years and was a vegetarian since my teens before that, so I was biased before even starting the book; however, I found Dr. Joy's explanation of the psychological aspect of our carnist system to be utterly fascinating. This book was very well written, informative, and I wish every carnist across the globe could read it.

This book is an absolute must-read for those who are truth-seekers, conscientious consumers and those who are not afraid to take a critical and crucial look at their underlying belief systems, psychological conditioning and cultural indoctrination. Leave the matrix, my friends!

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