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ADDICTED TO MEAT?

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Eating meat is pleasurable not only because it tastes good, it also makes people feel good in the same way that coffee does.

Most of us can't imagine life without meat of some sort. Meat has become a social staple... think barbeques, roasting hot dogs round the camp fire, grilling burgers in the back yard, eating turkey at Thanksgiving, having a steak dinner for Valentines, eating chicken wings during the big game! In America alone the average person consumes up to 200+ pounds of meat yearly. We use meat as the basis (especially here in America) of almost every single meal... that's 3X a day for 365 days out of the year... over a 1000 times a year we eat meat.

When you do something 1,000 times... you've now formed a HABIT. And if you've done something 1,000 times a year for 20+, 30+, 40+, 60+ years... that's over 20,000-60,000 times... honey... I hate to break it to you... you're officially an ADDICT!

You know you are addicted to something if, despite knowing that it's bad for you or doesn't jibe with your ethics, and despite wanting to drop it from your life, you keep consuming it. Addiction entails a craving that has more control over our behavior than our rational mind and desires. Of course, breaking an addiction can be extremely challenging — you don't just snap your fingers and lose a craving. It takes work. Education is the first step.

It's eye opening to realize how this all started... and I'm not talking the business or political side of eating meat... that's a whole other eye-opener. But just think about this for a moment... You DO NOT have claws for fingers. You DO NOT have jagged teeth and strong jaws that unhinge wide to tear the skin off an animal. You DO NOT have a liver designed to handle large amounts of protein and fats.

So what do you have to DO to compensate... You have to use a gun or knife or fishing pole or bow and arrow to kill the animal. You then have to hire someone else to butcher the animal with machines and heavy-duty knives. Next you have to season the "meat" heavily and then cook at very high temperatures to soften the meat. You may even have to "tenderize" with chemicals and pounding the meat. Now you can sit down to eat small bites cut with a knife and picked up with a fork to eat the darn overcooked, highly seasoned or heavily processed "meat". Your digestive system now has to overwork in an effort to "digest" this unusual onslaught of fat and muscle. Your poor little liver and gallbladder are NOT equipped to take on this challenge... especially not over 20,000+ times!

Study after study has proven that it's terrible for our bodies, yet the animal agriculture industry continues to thrive. I believe this is because people have difficulty integrating knowledge because they aren't directly relating it to themselves. You can tell someone "you might get cancer if you consume this product," but until they actually get diagnosed with cancer and feel their body getting sick, they refuse to listen.

In addition, I believe people dissociate meat from the actual animals themselves, which has caused an increase in consumption. When our ancestors killed animals, it was seen as a spiritual sacrifice, one that was deeply appreciated and viewed as necessary. Now, consumers can simply purchase meat from a store without having to watch the animals suffer in order to get it and it's completely unnecessary for survival. If everyone had to murder the animals themselves, (every single day) I don't think as many people would eat meat. This disassociation has become apparent through multiple social experiments performed by animal activist groups, Buzzfeed, Cowspiracy and more. If you were told you had to kill an animal every time you wanted to eat meat, would you agree to do so?

And "NO!" you don't need to eat an animal in order to GET YOUR PROTEIN! In fact... every single animal that you kill and eat **DID NOT** MANUFACTURE PROTEIN on their own... they got it by **EATING PLANTS!** So why in the world would you kill the "middle man"?

In discussing this subject, many people feel that since meat is a normal part of their lives, they cannot eliminate it from their diets. This often becomes apparent among older generations, as they've been eating animal products for longer. Just because "we've always done it that way" is no longer a good excuse. If you fall victim to this, ask yourself: are you even still eating meat in comparison to what it was years ago? Meat is now mass produced through factory farming and pumped with hormones and antibiotics. Animals are fed their own fecal matter and GMOs and suffer constant emotional, physical and sexual abuse.

Let's take a look at a few medical facts about DAIRY & MEAT...

Want to know WHY meat and dairy is so "addictive"... they both act just like **OPIOID DRUGS** in your body!

No food group has been studied more for opioid activity than dairy, particularly milk and cheese. The protein in dairy, casein, is digested into smaller peptides and there are a family of active agents called casomorphins. The desire for cheese can be blocked by the same medicines used to reverse drug overdoses in emergency rooms!

We eat five times as much cheese as a few decades ago, often with every meal of the day. Big Food knows that dairy drives the desire for more dairy and larger sales. My clients who are trying to be "vegan/whole food plant based" tell me that the hardest food to give up is cheese; weaning slowly off this food group like a drug may improve success rates.

Next comes MEAT... The blood in meat contains albumin, hemoglobin and gamma globulin and all of these chemicals activate opioid receptors. When meat eaters were treated with a drug used to block opiate receptors, ham consumption fell by 10%, salami by 25% and tuna by 50%!

Ok... so now that I've done my best to gross you out and turn you off... I do understand that you are either addicted physically and mentally to meat. Many of us feel the need to eat meat, even if it's at a subconscious level as a result of psychological conditioning. So, why not cure yourself of your addiction by giving your body exactly what it wants? There are numerous cruelty-free substitutes for burgers, chicken, bacon, and other animal products that are capable of satisfying your cravings. You can find "vegan" meats in your local grocer's freezer section. Or learn how to cook veggies so that they "taste" like the meat you're craving. Did you know you can cook a carrot and make it taste EXACTLY like a hot dog? (the secret is in the seasonings).

To be clear, I don't think that consuming meat and dairy substitutes is the only way to transition to a vegan or vegetarian diet. I am vegan and although I enjoy imitation meat products, I do not feel the need to consume them very often. I don't think veganism is a short-term trend, I think it's a way of living that more people are starting to adopt. However, it's clear that every body is different, so you need to listen to yours and eat what makes you feel best! That being said,.. there's no doubt in my mind that if you transition to a plant-based diet and overcome your addiction to meat, you will feel better. And science has PROVEN that changing to a plant based diet will help you to avoid the top killers in the United States: heart disease, obesity, cancer and diabetes!

Continuing to "feed" your addiction... listening to doctors who love to tell you how it's ok to eat a little meat here and there... listening to your friends push you in the wrong direction... well... you're kidding yourself. You're trying to pull the wool over your own eyes. You're looking for an "easy out". (Geez... I'm blunt!)

I've been told by a few clients who have watched TV or read the newest little blog online that eating a combination of PALEO and VEGAN (dubbed "PEGAN" by some docs) is healthy. I'm sorry... eating "moderate" amounts of addictive foods is just WRONG!

What would you tell a person who was addicted to alcohol? What would you tell a person who is a smoker? What would you tell a person addicted to cocaine?

Would you really tell them to “cut back a little” or “do it in moderation”? Certainly not! Well... It's the same for animal products.

Dairy, meat from ANY animal (fish included), eggs (unborn babies) are just not conducive to creating health in any human body.

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