

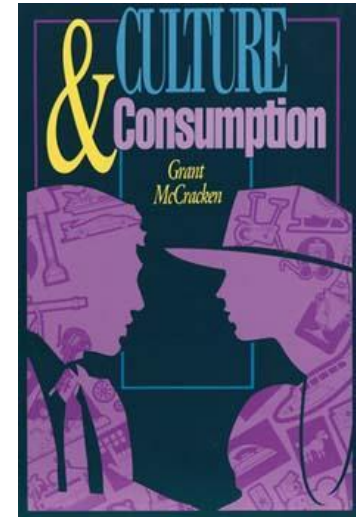
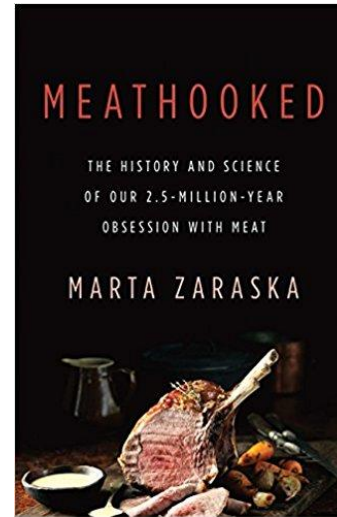
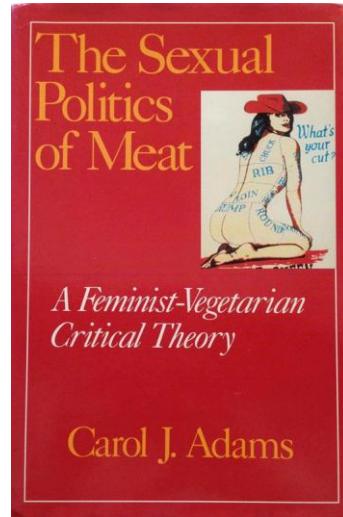
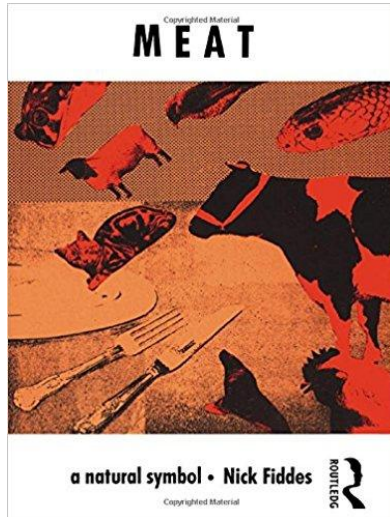
Marketing and “Meat-a-physics”

Managing an appetite for meaning in modern consumer society

David Pedersen, MSc in Business Administration and Philosophy
Campaign Manager Meat Free Monday DK

Project Manager with 50by40 and Peak Meat

Are these missing on your “to-read”-list?



Overview

- 1) Culture and consumption in modern consumer society
- 2) Anthropocentrism in western culture
- 3) The role of meat-consumption within western anthropocentrism
- 4) Possible remedy



Bonus-info: Who is the **real** supervillain in western society?





If it tastes like a burger, smells like a burger and sizzles like a burger, then..?



“Why does such an oddity like **fake meat** exist at all? We don’t concoct fake nuts for those who are allergic.” - Marta Zaraska, “Meathooked”

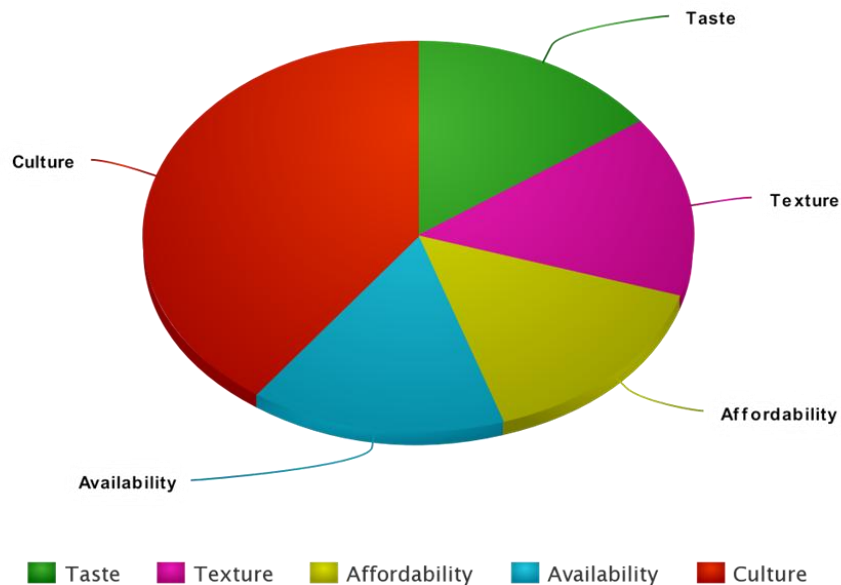
= We should view the existence of meat alternatives as a **compliment** to the cultural status of meat

“When Pat Brown, founder of Impossible Foods, says that he’s been searching for “the molecule that makes meat meat”, maybe he should be looking for a cultural component?

Maybe it’s really a question of “meat-a-physics”?”



Reasons people consume meat



meta-chart.com

“There are **biological** reasons why meat is so appealing to us but the **cultural** parts are more powerful.”

- Marta Zaraska

“The danes feel the same way about their meat, as americans feel about their guns.” - Henrik Saxe, danish professor



=

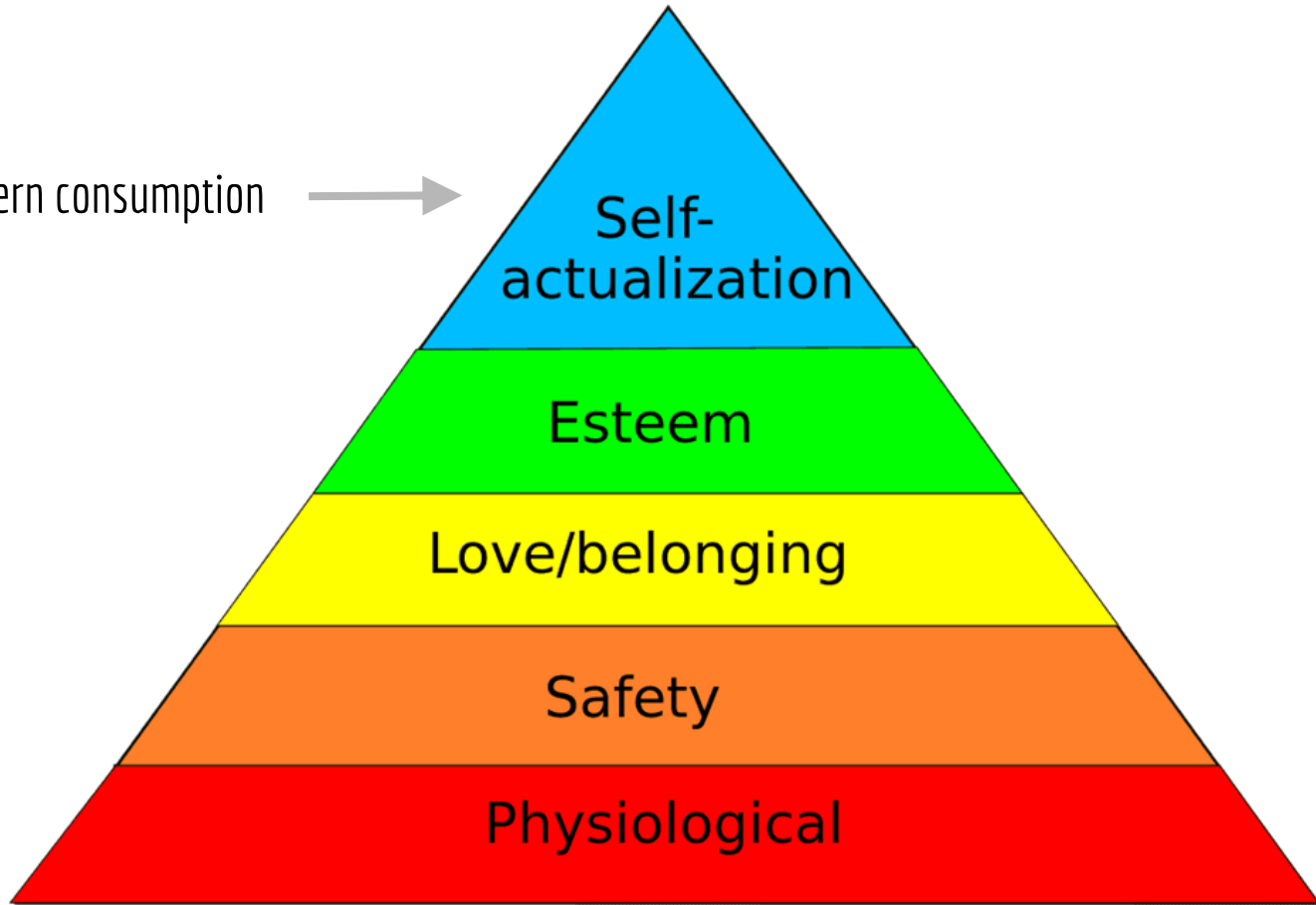


Culture

“ By “culture” I mean the ideas and activities with which we construe and construct our world.” - Grant McCracken



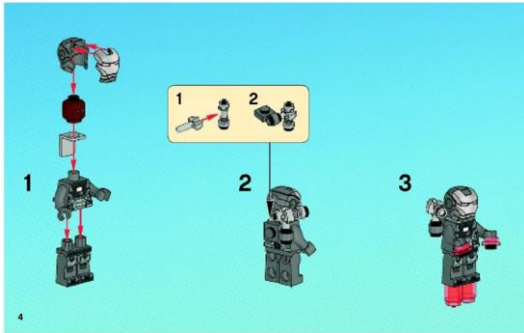
Modern consumption



Societal Ideals

Consumer goods

Constructed self



+



=



The mantra of modern **consumer** society



The exception to the rule?

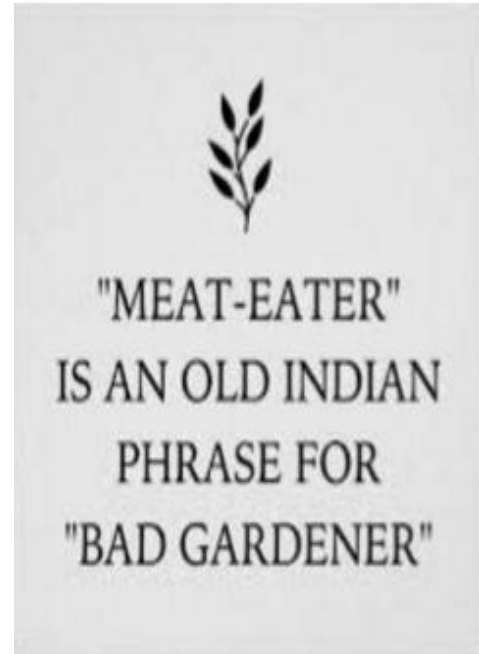


“Ok. We get it. We perform our identity with our consumption.

What’s the deal with **meat** then?”



More than memes?



Anthropocentrism

EGO




Then God said,
"Let Us make man in Our image,
according to Our likeness; and let them
rule over the fish of the sea and over the
birds of the sky and over the cattle and
over all the earth, and over every creep-
ing thing that creeps on the earth."

GENESIS 1:26

Biocentrism

ECO



"Every atom in your body
came from a star that exploded.
And, the atoms in your left hand probably came from
a different star than your right hand. It really is the
most poetic thing I know about physics: You are all
stardust. You couldn't be here if stars hadn't explod-
ed, because the elements - the carbon, nitrogen,
oxygen, iron, all the things that matter for evolution
and for life - weren't created at the beginning of time.

Lawrence M. Krauss - physicist and cosmologist

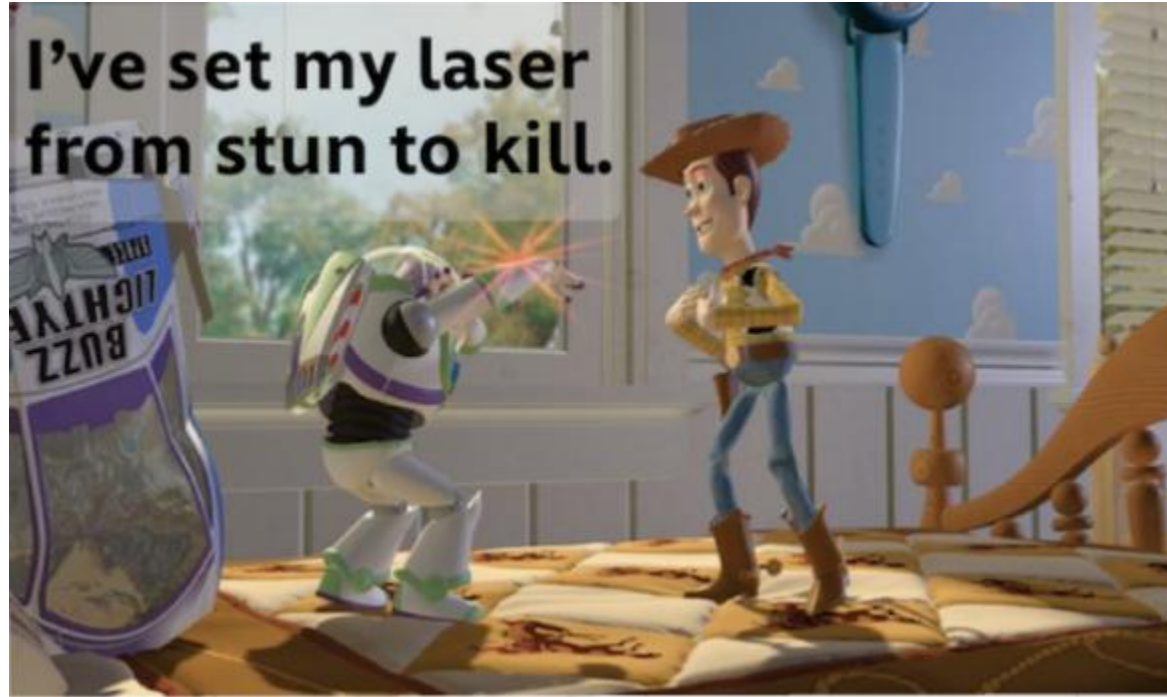
“Anthropocentrism is the philosophical viewpoint arguing that human beings are the central or most significant entities in the world. This is a basic belief embedded in many Western religions and philosophies. Anthropocentrism regards humans as separate from and superior to nature and holds that human life has intrinsic value while other entities (including animals, plants, mineral resources, and so on) are resources that may justifiably be exploited for the benefit of humankind.”

“ The great chain of being [anthropocentrism] is one of the most pervasive and powerful assumptions in western thought.” - Arthur Lovejoy, Historian and philosopher

The true face of anthropocentrism



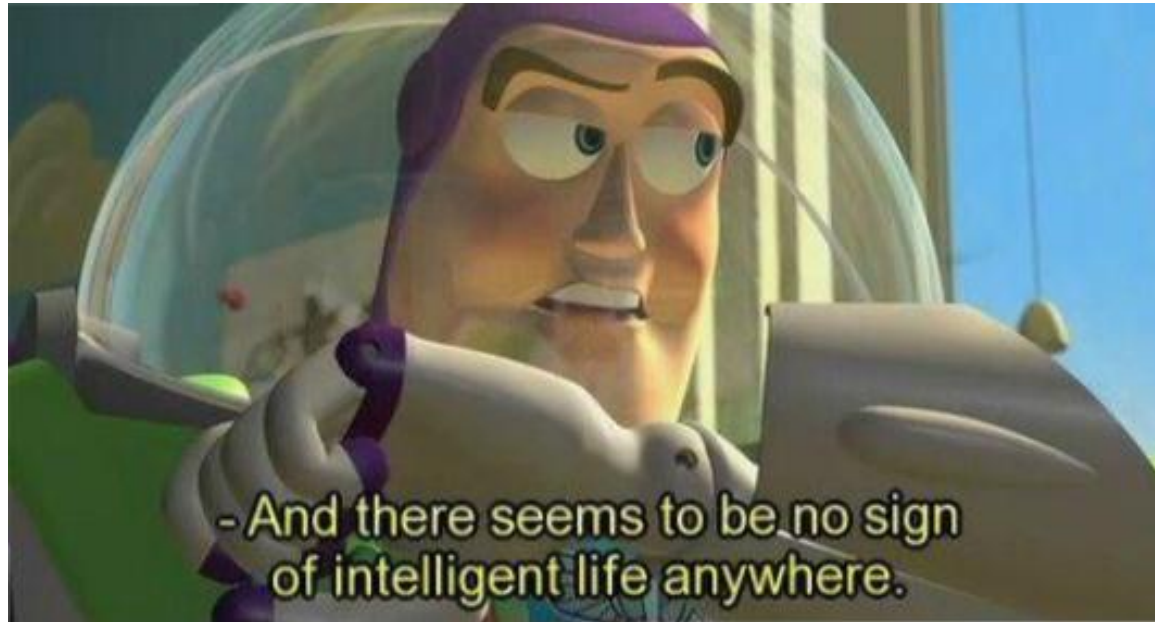
Western **hostile attitude** towards other civilizations, nature and animals



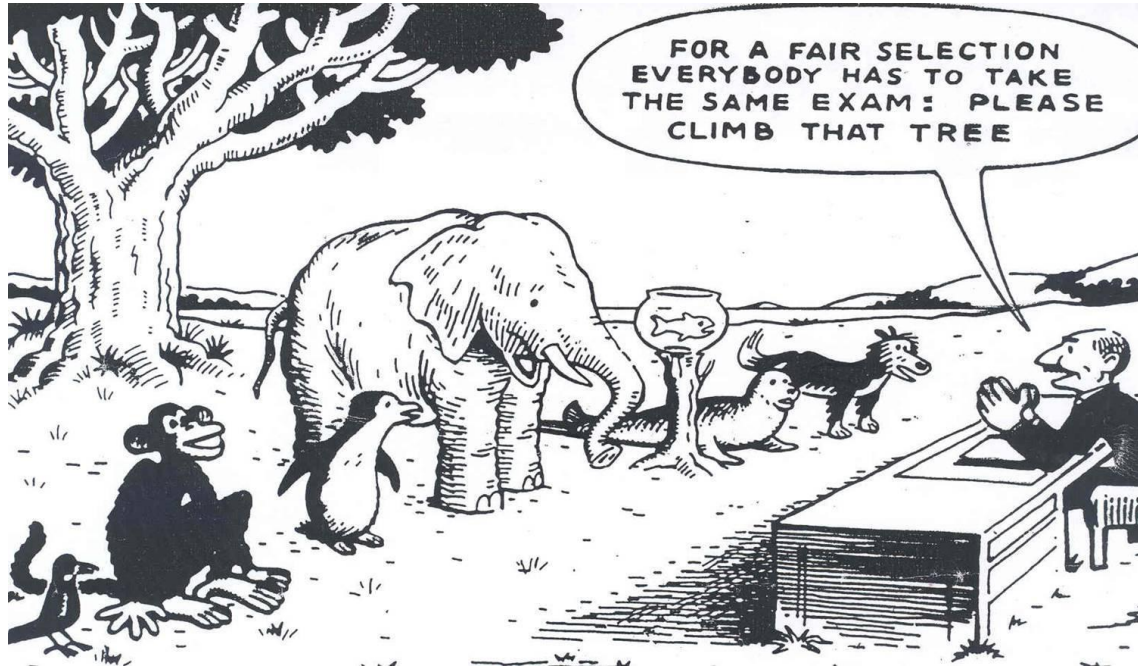
Technological domination over nature



Western society as the **peak and measure** of all
evolution/Gods creation



“Each species has attributes which others lack, and it is only an anthropocentric world view which makes **qualities possessed by humans** to be those by which **all other species are measured.**” - Spiegel



Blind belief in the paradigm of financial growth

“To Infinity and Beyond”



“Men pay for the increase of their power with alienation from that over which they exercise their power.” - Adorno



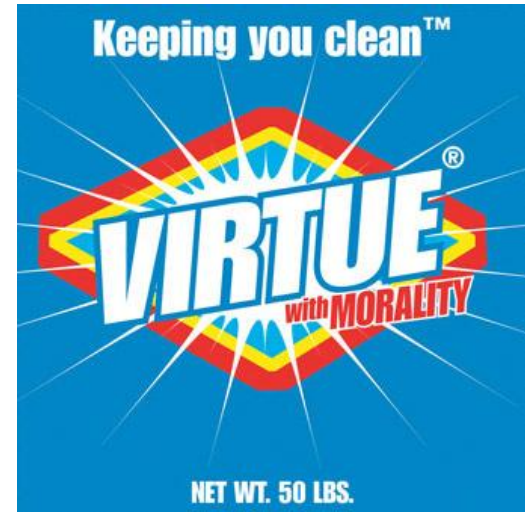
The **Ross 308** satisfies the demands of customers who require a bird that performs consistently well and has the versatility to meet a broad range of end product requirements. The **Ross 308** breeder produces a high number of eggs combined with good hatchability to optimize chick cost in situations where broiler performance is important.

The **Ross 308** is recognized globally as a broiler that will give consistent performance in the broiler house. Integrated and independent producers value the growth rate, feed efficiency and robust performance of the **Ross 308**.

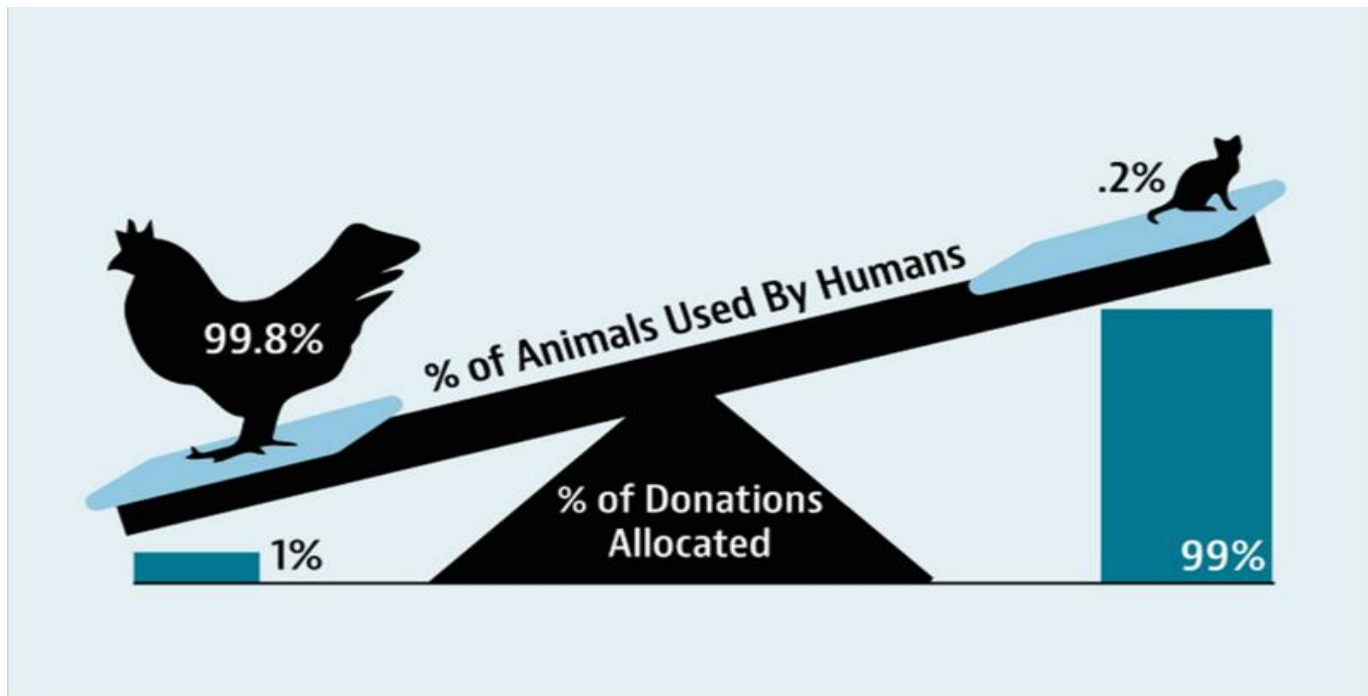
The differential imperative

“What is **virtuous** in the human is taken to be what maximizes **distance** from the merely **natural**. The maintenance of sharp dichotomy and polarization is achieved by the **rejection** and denial of what **links** humans to the animal.”

Pets, as an exception, are viewed as humans by proxy



“MEOW-SPIRACY”

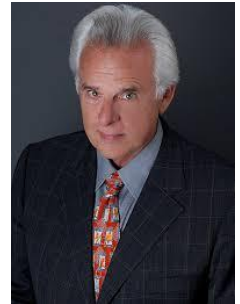


Human exceptionalism

“The idea that human beings stand at the **pinnacle of the moral hierarchy** of life should be - and once was - uncontroversial. After all, what other species in the known history of life has attained the wondrous capacities of human beings? What other species has **transcended** the tooth-and-claw world of naked natural selection to the point that, at least to some degree, we now **control nature instead of being controlled by it**? What other species, builds civilizations, records history, creates art, makes music, thinks abstractly, communicates in language, envisions and fabricates machinery, improves life through science and engineering, or explores the deeper truths found in philosophy and religion?”

- Wesley J. Smith, (2010),

“A rat is a pig is a dog is a boy : the human cost of the animal rights movement”



“Ok. We get it. Anthropocentrism is deeply rooted in the collective western identity. But what’s the deal with **meat**?”



”Nothin’s dumber than a Hummer!”

“It is not that we each consciously exult in our **mastery** of nature whenever we bite into a piece of flesh, but we are brought up within a culture which has regarded environmental conquest as a laudable goal, and which has deployed meat as a **primary means to demonstrate it.**”

- Nick Fiddes

“Meat is partly valued **because** it is expensive to produce in terms of effort and environmental cost, not in spite of it.” - Nick Fiddes



Ever heard *that* one?



A BACON CHEESEBURGER,
because I didn't fight my way to the top of the food chain to become a
vegetarian!

joyreactor.com



The Food Chain

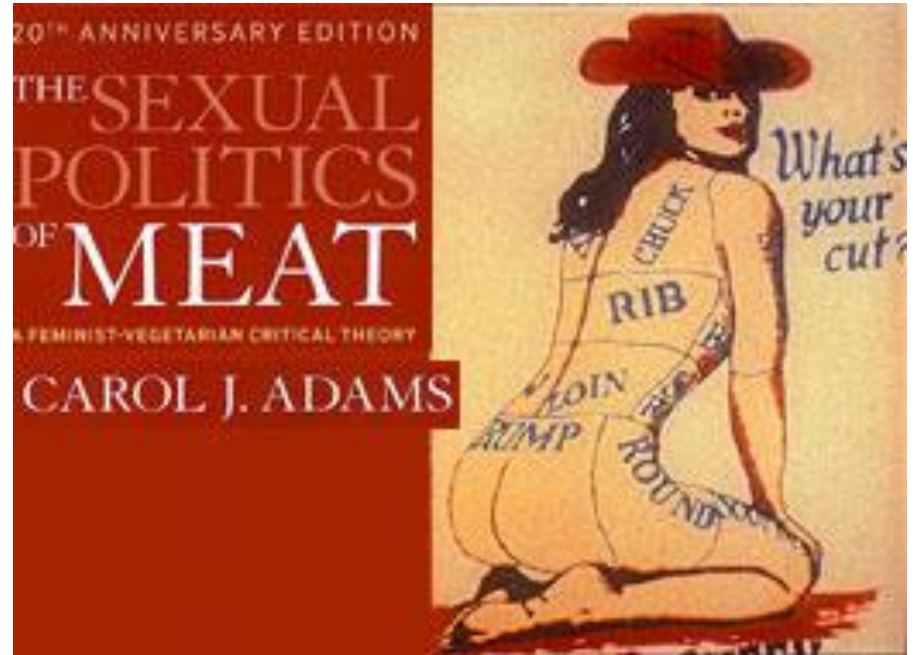
"The notion of the Great Chain of Being survives, although today its earthly links have been scientifically reformulated as the **Food Chain**."

- Nick Fiddes



Meat = Masculinity

“Meat-eating societies gain **male identification** by their choice of food. In these societies “vegetables and other nonmeat foods are viewed as **women’s food.**” - Carol Adams





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Meat and masculinity in the Norwegian Armed Forces

Charlotte Lilleby Kildal^{*}, Karen Lykke Syse

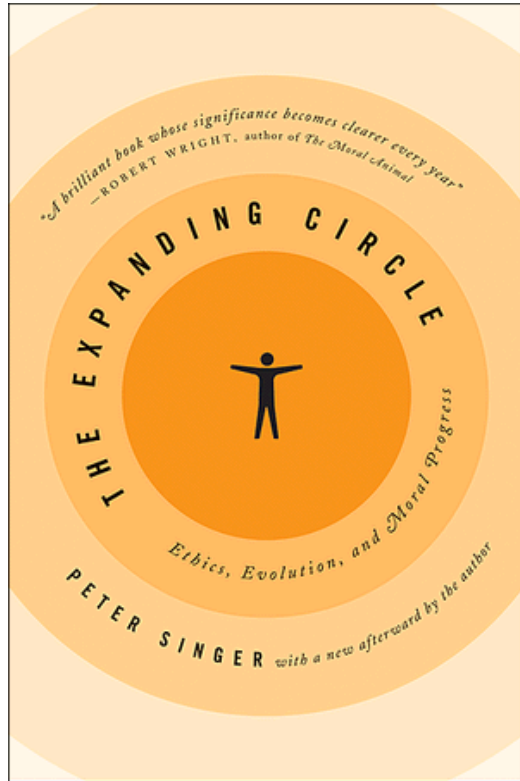
Centre for Development and the Environment (SUM), University of Oslo, Pb. 1116 Blindern, 0317 Oslo, Norway



“We found significant barriers preventing the military from implementing Meat Free Monday. The **main reason** behind the resistance to reduce meat consumption among Norwegian soldiers was meat’s association with **protein, masculinity and comfort.**”

“Biocentrism”: an alternative ideology

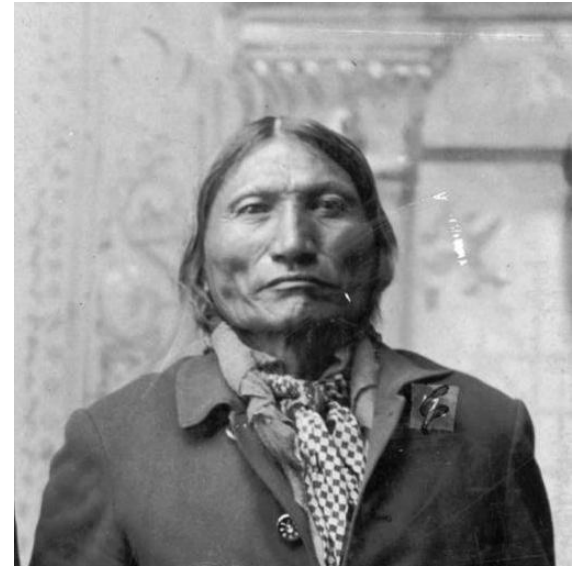
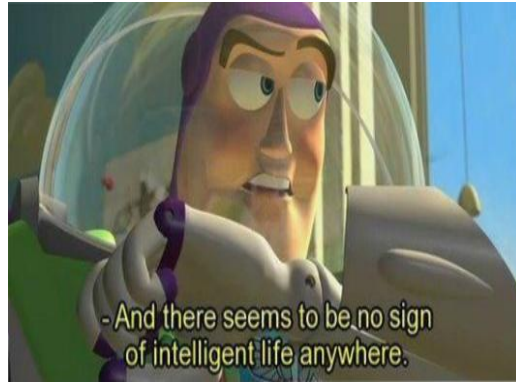
(Please **DO NOT** Google this at home)



- 1) **Membership** in the species *Homo sapiens* is the only criterion of moral importance that includes all humans and excludes all non-humans.
- 2) Using membership in the species *Homo sapiens* as a criterion of moral importance is **completely arbitrary**
- 3) Of the remaining criteria we might consider, only **sentience** is a plausible criterion of moral importance.
- 4) Using sentience as a criterion of moral importance entails that we extend the same basic moral consideration (i.e. “basic principle of equality”) **to other sentient creatures** that we do to human beings.
- 5) Therefore, we ought to extend to animals the same equality of consideration that we extend to human beings.

"We did not think of the great open plains, the beautiful rolling hills, and the winding streams with tangled growth as **wild**. Only to the white man was nature a wilderness and only to him was the land infested with **wild** animals and savage people. To us it was tame... Not until the hairy man from the East came and with brutal frenzy heaped injustices upon us and the families we loved was it **wild** for us. When the very animals of the forest began fleeing from his approach, then it was for us the **Wild West** began."

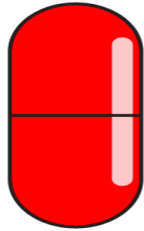
- Sioux chief Luther Standing Bear



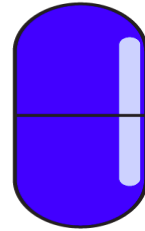
“Ok. We get it. By consuming meat we may perform an identity of masculinity, power and dominance over nature.

But can't we just tell people then?’





Embrace the
sometimes
painful truth
of reality.



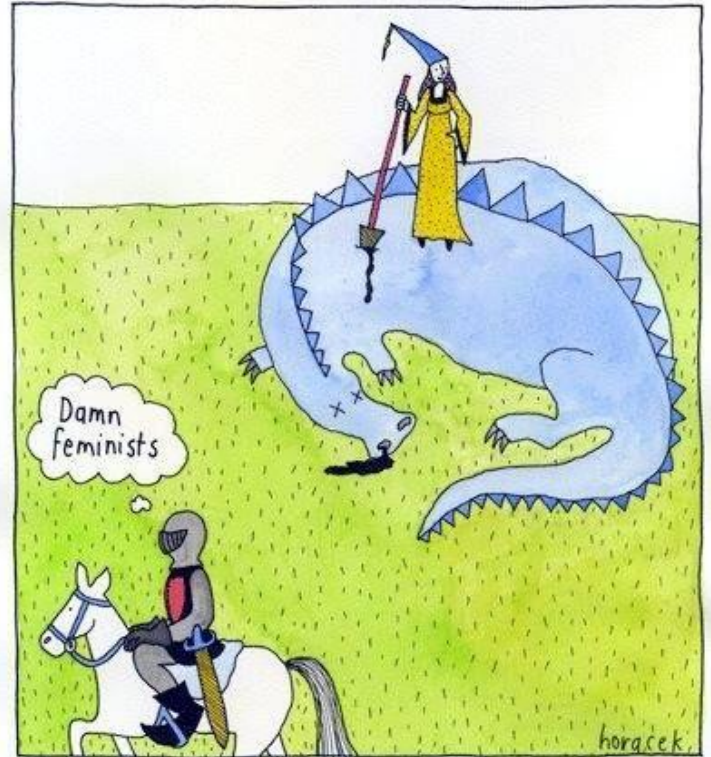
Remain in the
blissful ignorance
of illusion.

A mental prison break?



The modern crisis of masculinity

"Traditional masculinity is threatened nowadays by feminism, the gay movement, metrosexuality, and all the BabyBjörn-wearing carrot-munching fathers of world. Old-school masculinity needs to be reaffirmed, and one way to do this is to connect it once again with eating bloody slabs of animal flesh, even if that flesh didn't require any skills or strength to kill and came in a plastic wrap from a supermarket." — Carol Adams 2016



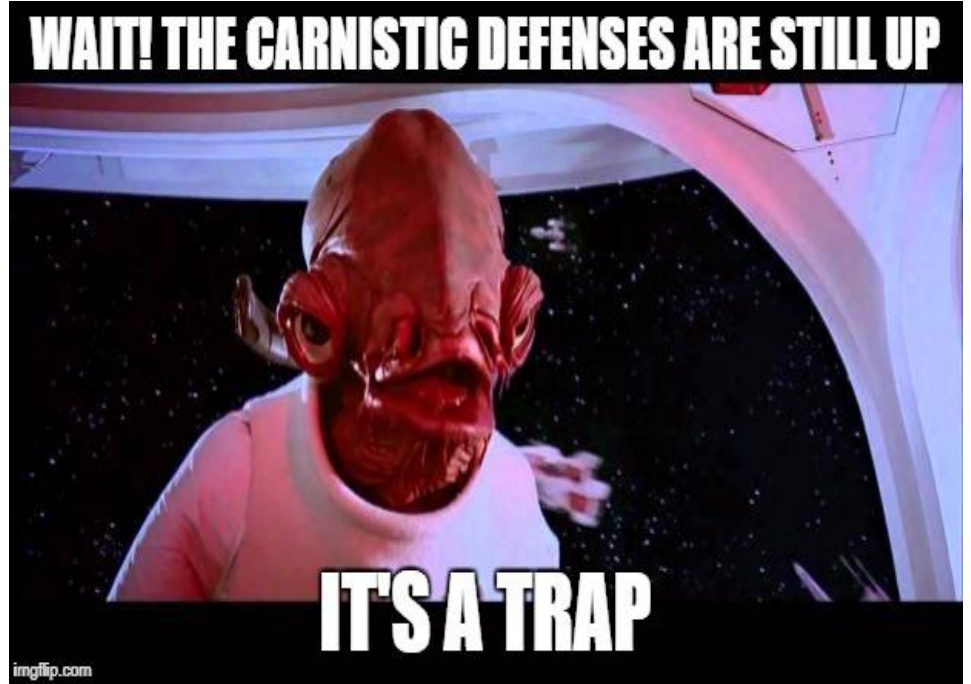
**NOTHING MADE YOU HAPPIER
THAN SEEING THIS
WHEN WALKING INTO A CLASSROOM
AS A KID**



Defensive identity pattern

- Study: When people's **identity are in flux**, e.g. moving to another country, changing age category, feeling **existential pressure** etc. they rely more on the symbolism contained in **consumer goods** to express their identity.

- Study: When people are presented with a fact that goes **counter** to their identity, the same **centers** in the brain light up as when they are physically **under attack**.



Op-Ed Will adding a veggie burger to the In-N-Out menu destroy the country?

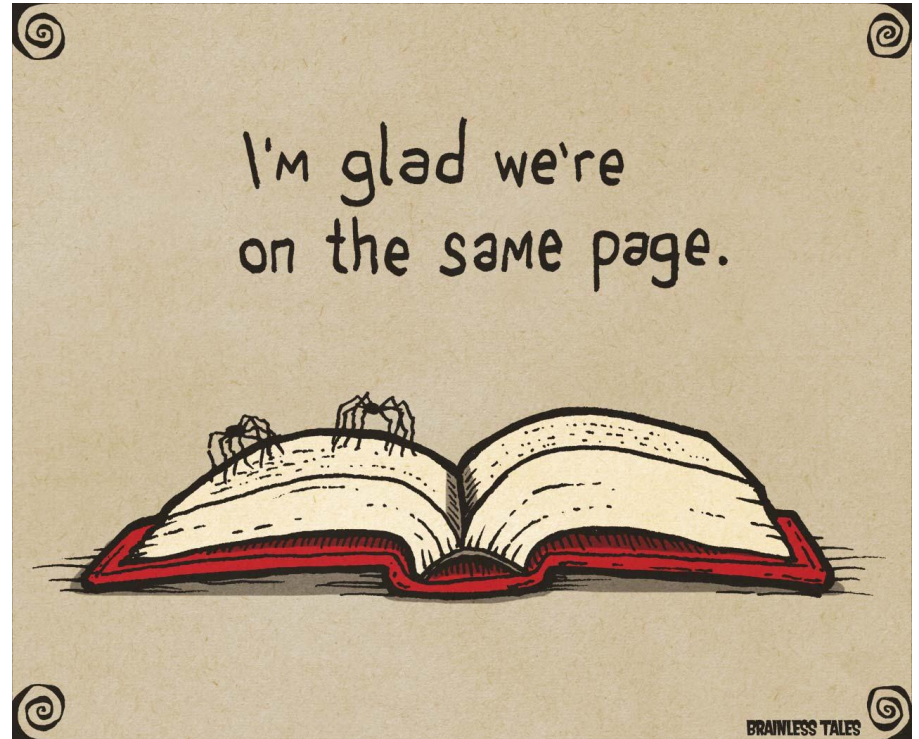


- “You’re attacking a CHRISTIAN BUSINESS and it is WRONG”, seek to destroy American values, and are hell-bent on ruining everyone’s good time.
- “a gender-free, multicultural safe space to cuddle in” that’s populated by “the worst types of humans.”

Norwegian military study

Conclusion:

“In order to overcome the barriers discussed here, a meat reduction scheme such as the MfM would need to be **translated** into a language and fit an **ideology** that the soldiers **relate** to.”

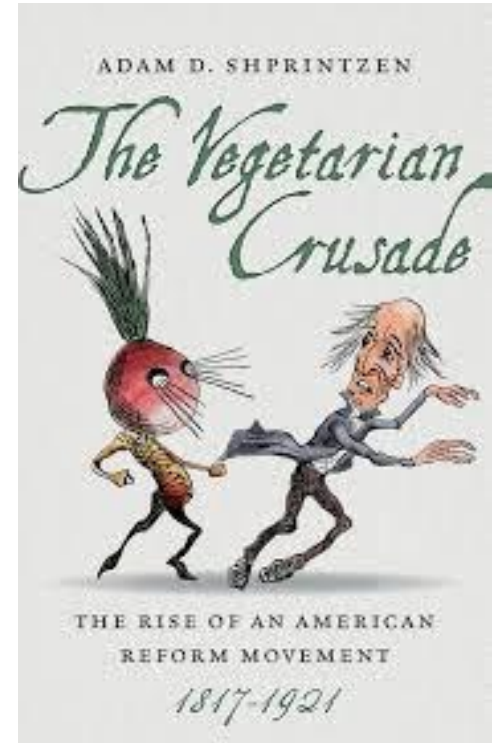


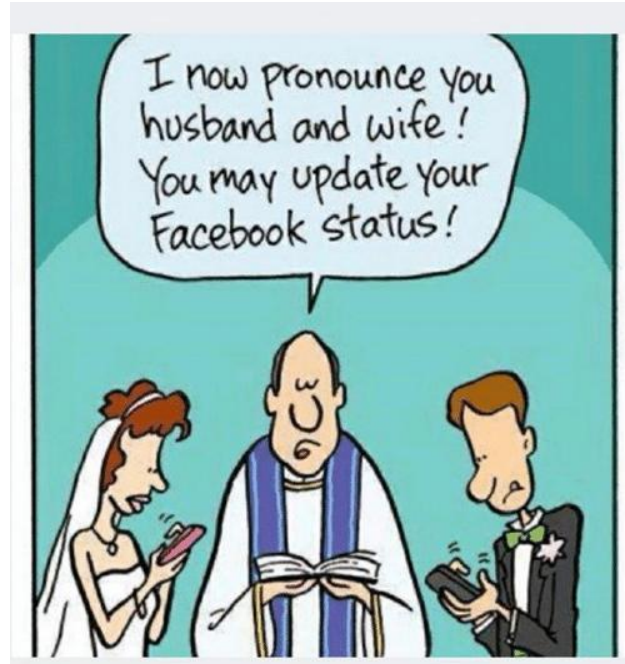
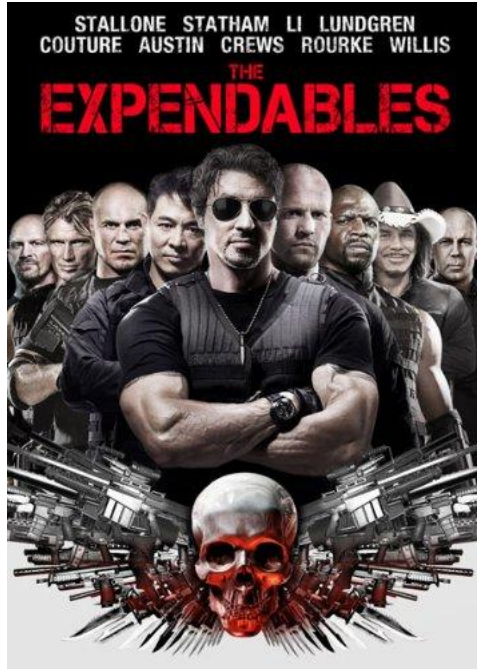
Gender-construction site



The Vegetarian "wherryman"

- August 1860
- 80 hours of continuous rowing
- Boston to New York, 400 nautical mile
- First time a vegetarian diet was linked to physical supremacy in the mainstream press, it did a lot to legitimize the vegetarian lifestyle in a society "that associated strength, virility, and even social status with meat consumption."





"Luckily we know that you can get your protein source from many different ways, you can get it through vegetables if you are a vegetarian."

"I have seen many weightlifters and bodybuilders that are vegetarian and they are strong and healthy."

- Arnold Schwarzenegger

RISEOFTHEVEGAN.COM



patrikbaboumian

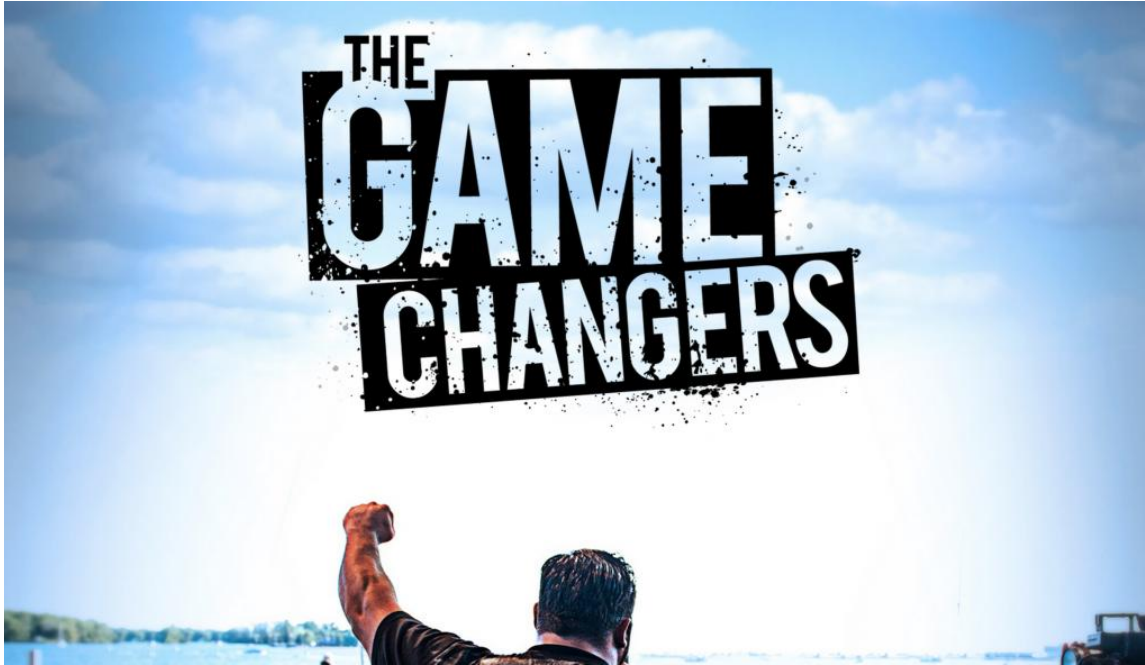


**THAT FEELING WHEN YOU GO VEGAN
TO GET FEEBLE AND PROTEIN DEFICIENT**

**AND YOU BREAK THREE
WORLD RECORDS INSTEAD.**



“Nothin’s dumber than a hummer”



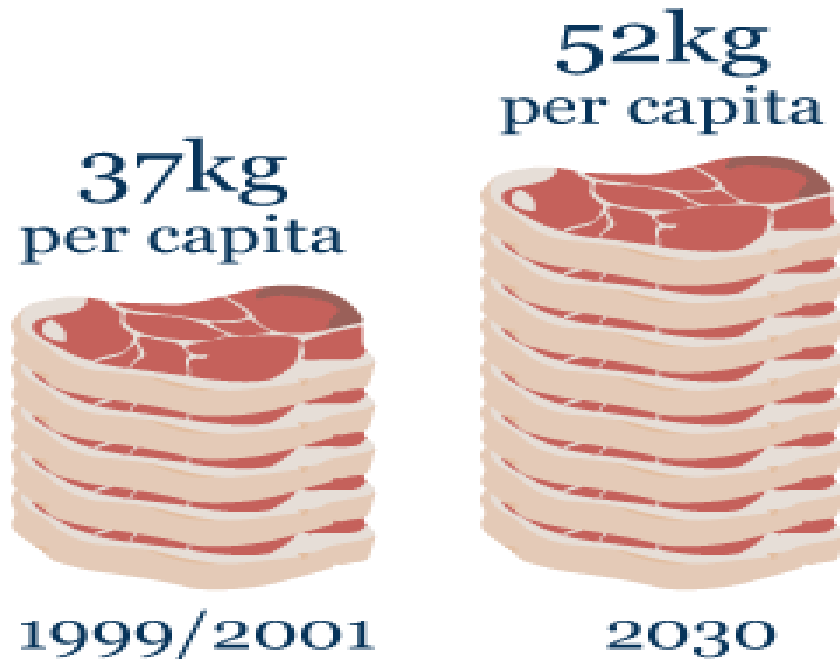
“The film will interview a wide array of vegan elite athletes in order to dispel the myth that one cannot **build muscle** on a vegan diet.”

A feeble attempt to sum up

- 1) Modern consumers **perform our identity** through consumption.
- 2) **Anthropocentrism** is central to the underlying western notion of what it means to be human
- 3) **Meat consumption** is a central symbol in performing an identity aligned within our "ideological comfort zone" (anthropocentrism)
- 4) When people feel a **threat** to their **identity**, they will close down and seek out symbols to reinforce their identity.
- 5) Ergo: anthropocentrism functions similar to a **collective minority complex** of western humanity.

Therefore: We should supplement our activism with appeals that align with the above and doesn't trigger defensive mechanisms.

Global Meat Consumption



ALL I SAID WAS



**WE SHOULD REPRODUCE
TOXIC MASCULINITY**