



Written by [Selwyn Duke](#) on April 29, 2021

## No Cow, Just Bull: “Sustainability”-crazy Epicurious Now Won’t Publish Beef Recipes

“Where’s the beef?!” asked 81-year-old Clara Peller in a famous 1984 advertising campaign. She probably never imagined where it one day wouldn’t be: on the pages of a company whose business is publishing food recipes.

Condé Nast cooking brand “Epicurious” announced the decision in a Monday [piece](#) entitled “The Planet on the Plate: Why Epicurious Left Beef Behind.” The site states that the move was made in “an effort to encourage more sustainable cooking.” Well, gee, thanks, dad.



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What’s next, “woke” veterinarians refusing to treat cows?

“For any person — or publication — wanting to envision a more sustainable way to cook, cutting out beef is a worthwhile first step,” Epicurious also wrote.

(Now ask yourself: What’s the *next* step?)

“Today Epicurious announces that we’ve done just that: We’ve cut out beef,” the site stated in the next paragraph. “Beef won’t appear in new Epicurious recipes, articles, or newsletters. It will not show up on our homepage. It will be absent from our Instagram feed.” Wow, beef hasn’t disappeared so fast since Michael Moore last compressed a seat at Ruth’s Chris Steak House.

Epicurious explained its move, writing that “[almost 15 percent](#) of greenhouse gas emissions globally come from livestock (and everything involved in raising it); 61 percent of those emissions can be traced back to beef. Cows are [20 times less efficient to raise than beans](#) and roughly [three times less efficient than poultry and pork](#).”

“It might not feel like much, but cutting out just a single ingredient — beef — can have an outsize impact on making a person’s cooking more environmentally friendly,” the site continued.

Of course, this is a bit as with erecting a new traffic light at an area’s “most dangerous intersection.” After that, there will still be a “most dangerous intersection” and a pretext for ever putting up new lights until there’s a red signal everywhere you turn.

And while we’re currently just getting the yellow, staying on our current Big Gaia trajectory will bring us culinary red lights at every corner. Consider that as the Daily Wire [informs](#), citing BBC reportage, “not all vegan foods are inherently good for the environment and many can still have a negative impact. Joseph Poore, a researcher at the University of Oxford[,] studies the environmental impacts of food. Poore said, ‘... it’s essential to be mindful about everything we consume: air-transported fruit and veg can create more greenhouse gas emissions per kilogram than poultry meat, for example.’”

“It’s essential to be mindful about everything we consume.” See where this is going? Just stop eating,



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period, citizen. If you can't photosynthesize as do plants — this planet's only truly innocent life forms — tough luck.

Joking aside, the vegan climate alarmists' actions threaten to kill the golden goose. Though we now take it for granted, access to robust diets, inclusive of ample meat, is a wonder of Western modernity. In fact, when Europeans who immigrated to the United States in the 19th century's latter half wrote their relatives in the Old World and told them they could eat meat every day in America, it was a shocking revelation.

Moreover, the reason people for many generations (until recently) were growing larger was their richer, higher-protein diets. In contrast and as an example of the historical norm, it's said that Spartan boys in their military camps lived mainly off blood soup and were perpetually hungry; we're also told the average Spartan warrior was 5'5" and 135 pounds (don't go by the Hollywood, bodybuilder portrayals!). Now, apparently, the establishment wants to shrink us all down to the dimensions of antiquity.

Don't laugh, because it isn't just politically correct websites cancelling cows. It's now being [reported](#) that the White House's "climate goals" involve policies that would compel Americans to reduce their beef intake. Related to this, when asked about dietary guidelines at a September 2019 climate-change town hall, Kamala Harris let the mask slip: She [actually stated](#) that the federal government's role would involve "creating incentives and then banning certain behaviors."

But not for her set. Remember when Barack Obama had [his \\$100-a-pound](#) Kobe beef while visiting Japan in 2009? No matter what regulations are foisted on us based on the climate-change myth, don't expect our "betters" to join the hoi polloi in grilling cauliflower and cabbage on a sultry, air-conditioner-less July day. When the question "Where's the beef?!" is posed in a Green Leap Forward future, the answer will be easy: right on the pseudo-elites' crystal plates.



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