



I Want You to Panic

Leveraging the Rhetoric of Fear and Rage for the Future of Food

**Iselin Gambert
Professor of Legal Writing
The George Washington University Law School**

CLIMATE CHANGE | MAY 6, 2019

Humanity Is About to Kill 1 Million Species in a Globe-Spanning Murder-Suicide

By *Eric Levitz*  *@EricLevitz*

MEETINGS COVERAGE

[GENERAL ASSEMBLY >](#)

GA/12131

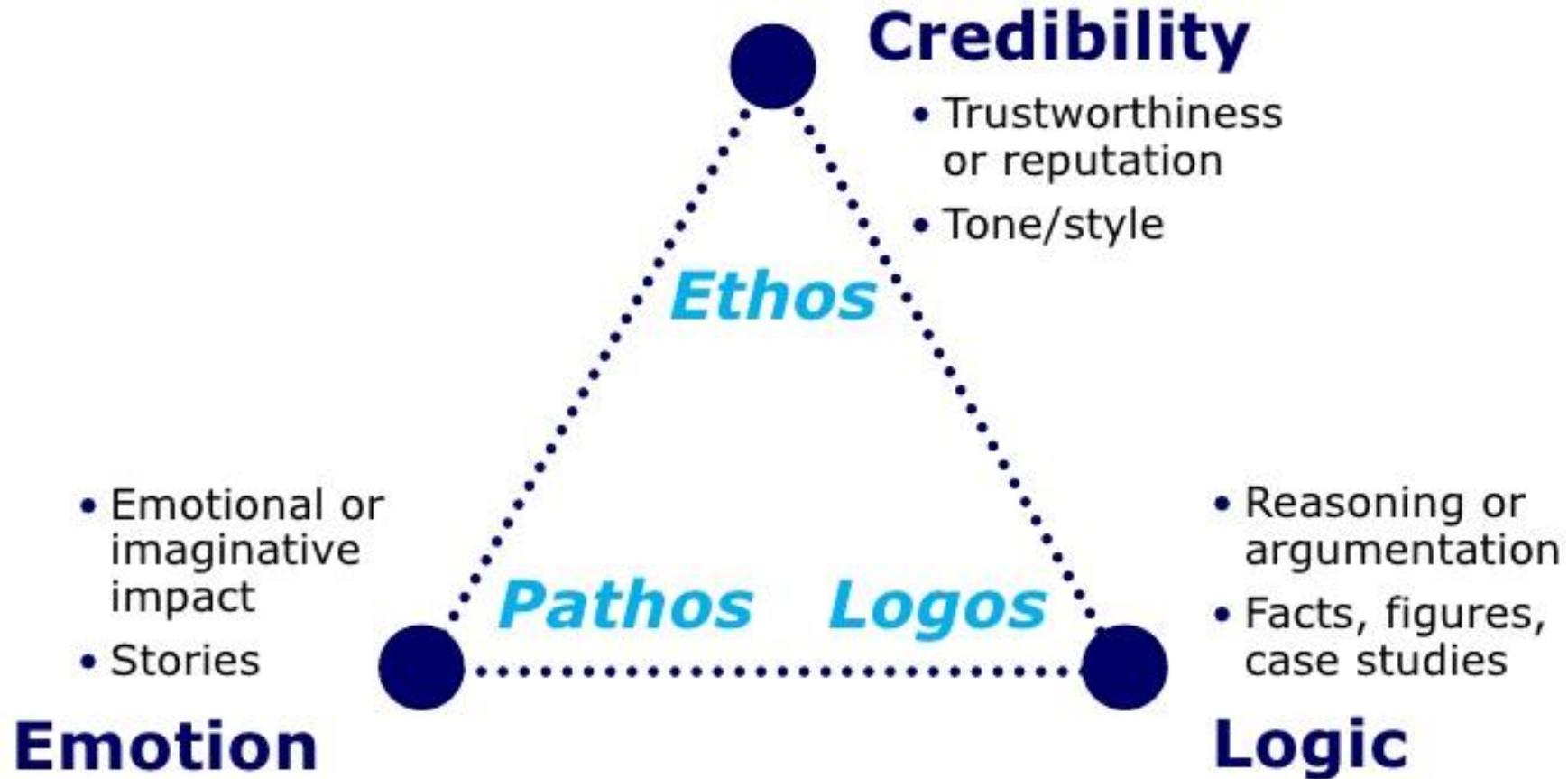
SEVENTY-THIRD SESSION, HIGH-LEVEL MEETING ON CLIMATE AND SUSTAINABLE DEVELOPMENT (AM & PM) 28 MARCH 2019

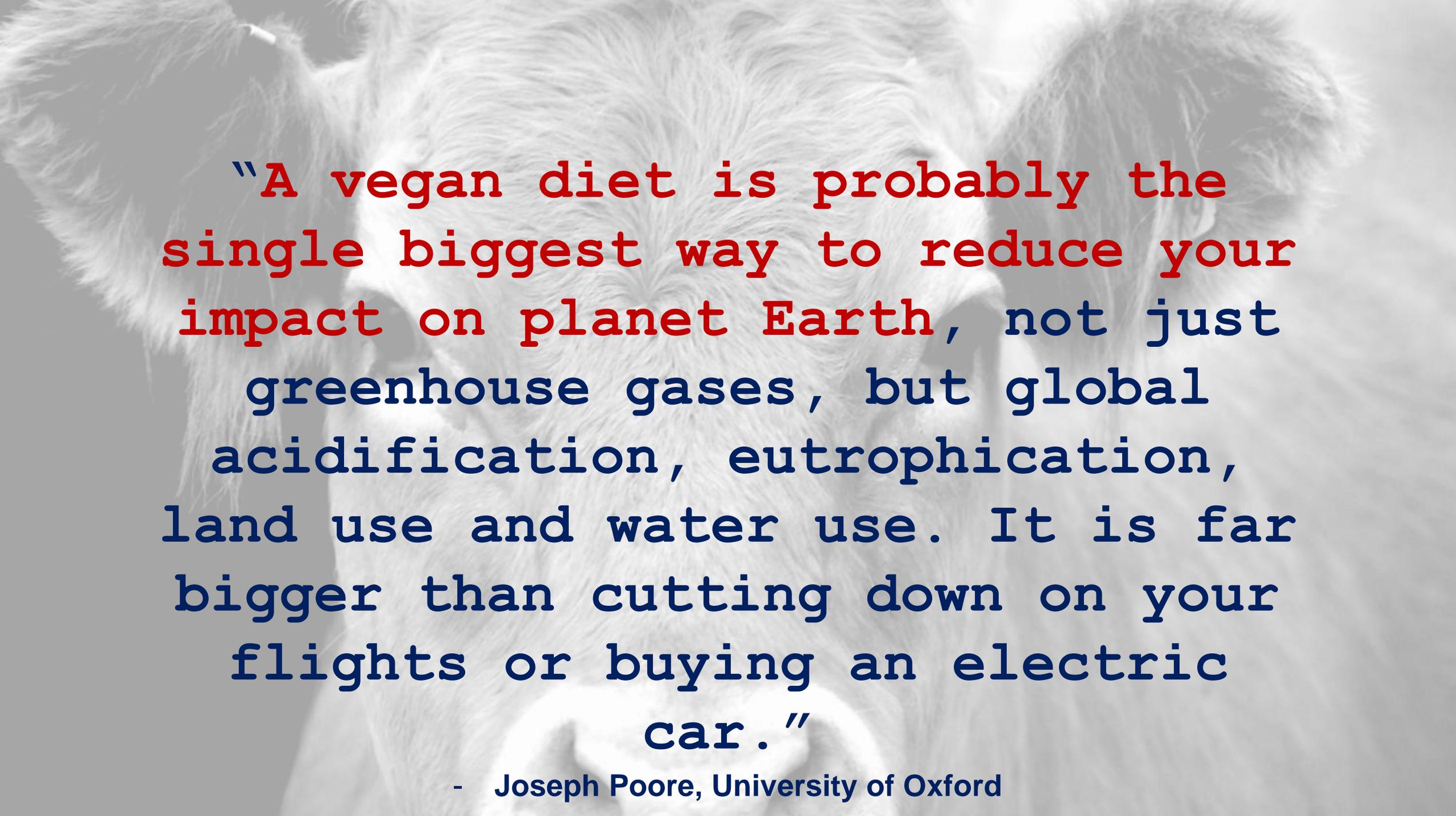
Only 11 Years Left to Prevent Irreversible Damage from Climate Change, Speakers Warn during General Assembly High-Level Meeting

Ambition, Urgency Needed to Address Global Emergency, Secretary-General Says

Just over a decade is all that remains to stop irreversible damage from climate change, world leaders heard today as the General Assembly opened a high-level meeting on the relationship between the phenomenon and sustainable development.

Aristotle's rhetorical triangle





"A vegan diet is probably the single biggest way to reduce your impact on planet Earth, not just greenhouse gases, but global acidification, eutrophication, land use and water use. It is far bigger than cutting down on your flights or buying an electric car."

- Joseph Poore, University of Oxford



**"If cattle and dairy cows
were
a country, they would have
more greenhouse gas
emissions
than the entire EU 28.
Just something to think**

“ [G]lobal efforts are urgently needed to collectively transform diets and food production. . . .

[W]hat is needed is rapid adoption of numerous changes and **unprecedented global collaboration and commitment: nothing less than a Great Food Transformation.**”

- Lancet Commission, Food in the Anthropocene: the EAT–Lancet Commission on healthy diets from sustainable food systems (2019)



▲ Workers at Tyson's Camilla, Georgia, poultry processing plant. Photograph: Tyson/AP

'We're modern slaves': How meat plant workers became the new frontline in Covid-19 war

Missouri Criminalizes the Word "Meat": Civil Liability for the Mislabeled of Meat Substitutes as Meat

IN THE UNITED STATES DISTRICT COURT WESTERN DISTRICT OF MISSOURI CENTRAL DIVISION

Turtle Island Foods, SPC, doing business as)
The Tofurky Company; and)
The Good Food Institute, Inc.,)

Plaintiffs,)

v.)

No. 18-cv-4173

Mark Richardson, in his official capacity as)
Cole County Prosecuting Attorney and)
on behalf of all Missouri Prosecuting Attorneys,)

Defendants.)

COMPLAINT FOR DECLARATORY AND INJUNCTIVE RELIEF

European Parliament

2014-2019



Plenary sitting

Proposal for a regulation

Article 1 – paragraph 1 – point 32 a (new)

Regulation (EU) No 1308/2013

Annex VII – part III – point 5

Present text

Amendment

5. The designations referred to in points 1, 2 and 3 may not be used for any product other than those referred to in that point.

(32a) In Part III of Annex VII, point 5 is replaced by the following:

"5. The designations referred to in points 1, 2 and 3 may not be used for any product other than those referred to in that point.

Those designations shall also be protected from:

(a) any direct or indirect commercial use of the designation;

(i) for comparable products or products presented as capable of being substituted not complying with the corresponding definition;

(ii) in so far as such use exploits the reputation associated with the designation;

(b) any misuse, imitation or evocation, even if the composition or true nature of the product or service is indicated or accompanied by an expression such as "style", "type", "method", "as produced in", "imitation", "flavour", "substitute", "like" or similar;

(c) any other commercial indication or practice likely to mislead the consumer as to the product's true nature or composition.

However, this provision shall not apply to the designation of products the exact nature of which is clear from traditional usage and/or when the designations are clearly used to describe a characteristic quality of the product.

However, this provision shall not apply to the designation of products the exact nature of which is clear from traditional usage and/or when the designations are clearly used to describe a characteristic quality of the product. "



LIVESTOCK NEWS

Montana joins other states with labeling meat, called the Real Meat Act

By AGDAILY Reporters • Published: April 05, 2019



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MEAT

noun

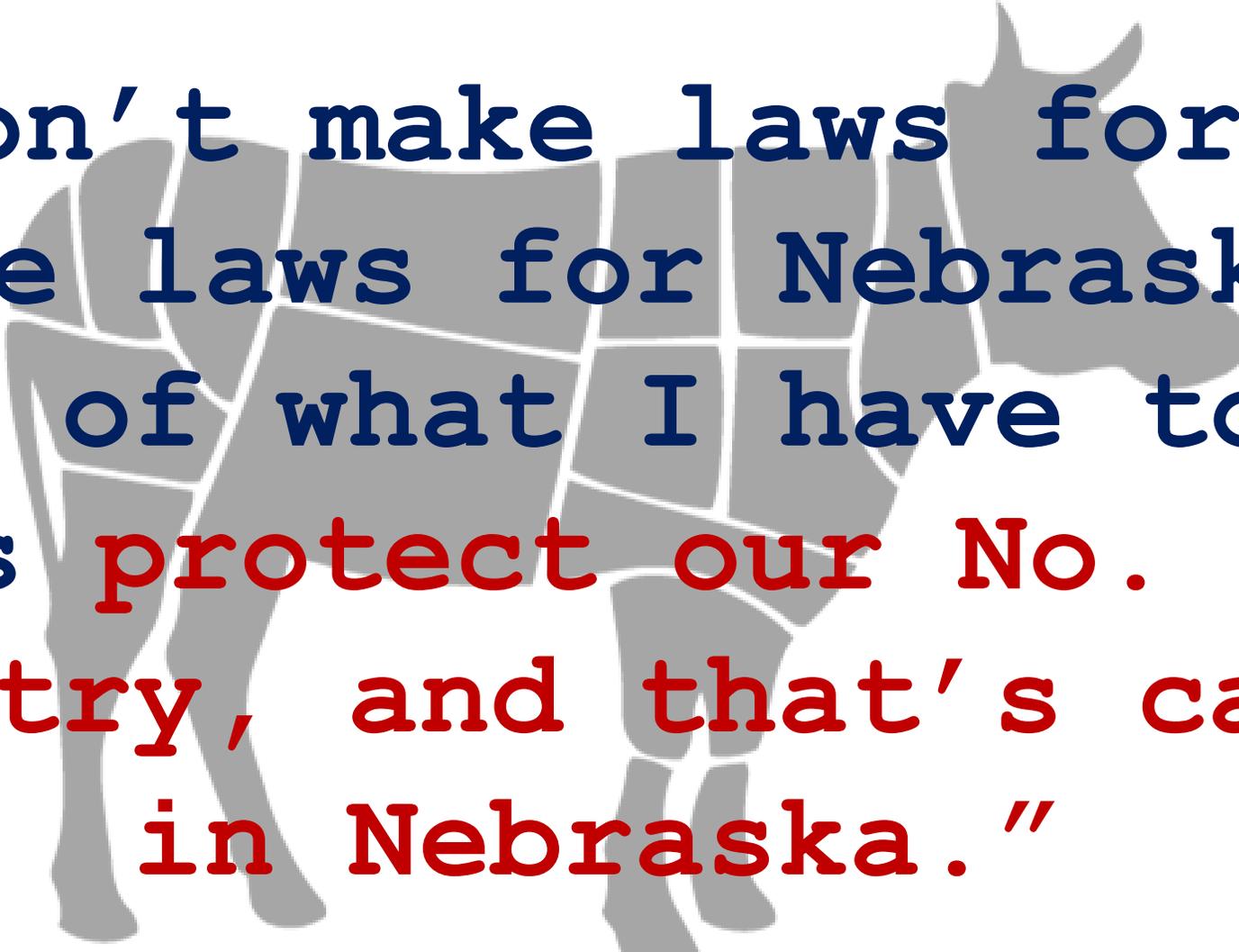
I. Senses relating to food generally.

II. Senses relating specifically to flesh.

4.a. The flesh of animals used as food, esp. excluding fish and sometimes poultry, and usually in contrast to the bones and other inedible parts[.]

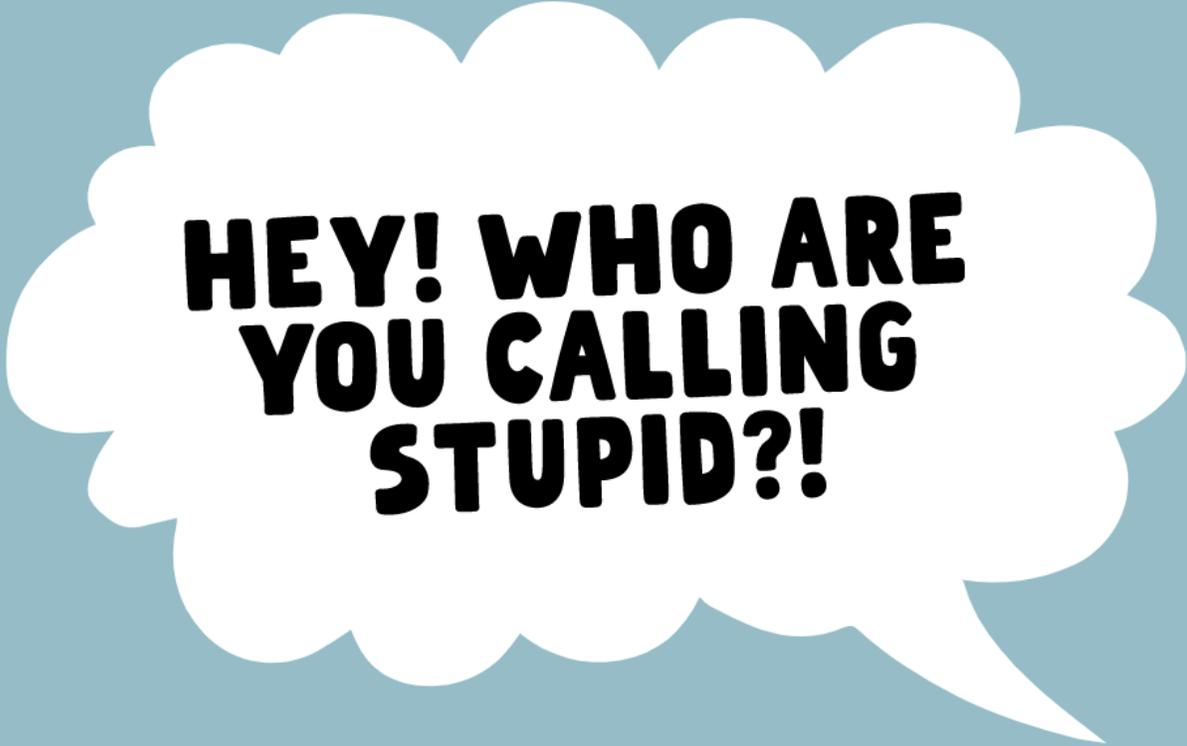
5. The flesh of a fruit, nut, egg, etc., likened in texture to the flesh of animals; the edible pulp, kernel, yolk or white, etc., as opposed to the rind, peel, or shell.

Oxford English Dictionary, 2019



**“I don’t make laws for me,
I make laws for Nebraskans.
Part of what I have to do
is protect our No. 1
industry, and that’s cattle
in Nebraska.”**

- Claire Blood, Nebraska Democratic State Senator who introduced bill to exclude plant- and cell-based products from the term “meat”



**HEY! WHO ARE
YOU CALLING
STUPID?!**

On October 23 2020, the European Parliament voted yes on amendment 171 and if adopted, it will have massive consequences for the plant-based food industry and the growing number of consumers who choose to buy plant-based – not to mention the fact that AM 171 totally contradicts the EU's own climate goals.

**ARE YOU
STUPID?**

**THE MILK LOBBY
THINKS YOU ARE.**

A FEW EXAMPLES



EXAMPLE 1

Informative descriptions like "doesn't contain milk" can't be used for products that don't um...contain milk.

EXAMPLE 2

Plant-based products can't be described as "alternative to" dairy products.



EXAMPLE 4

Even the creamiest plant-based product can't be called "creamy", since the creaminess was not provided by a cow.



EXAMPLE 3

You can't communicate climate impact comparisons (or any comparisons) between plant-based and dairy products.



EXAMPLE 5

Plant-based products might not even be allowed to use the same packaging as dairy products.



...AND WHAT ABOUT THE CLIMATE?

The EU seems confused there, too. Amendment 171 will contradict the EU's own sustainability ambitions. As part of the European Green Deal (with the goal to make the EU climate neutral by 2050), the Farm to Fork Strategy highlights the fact that current EU food consumption patterns are unsustainable, calling for a shift to more plant-based diets, both for reasons of public health and for environmental protection. Amendment 171 is a move in the opposite direction, creating a huge road block for both consumers and the European plant-based food sector.



"This is one of the most delicate issues with climate protection, because we all have our habits and diet is something quite holy for some people, not to be meddled with."

- Jo Leinen, an omnivorous member of the European Parliament

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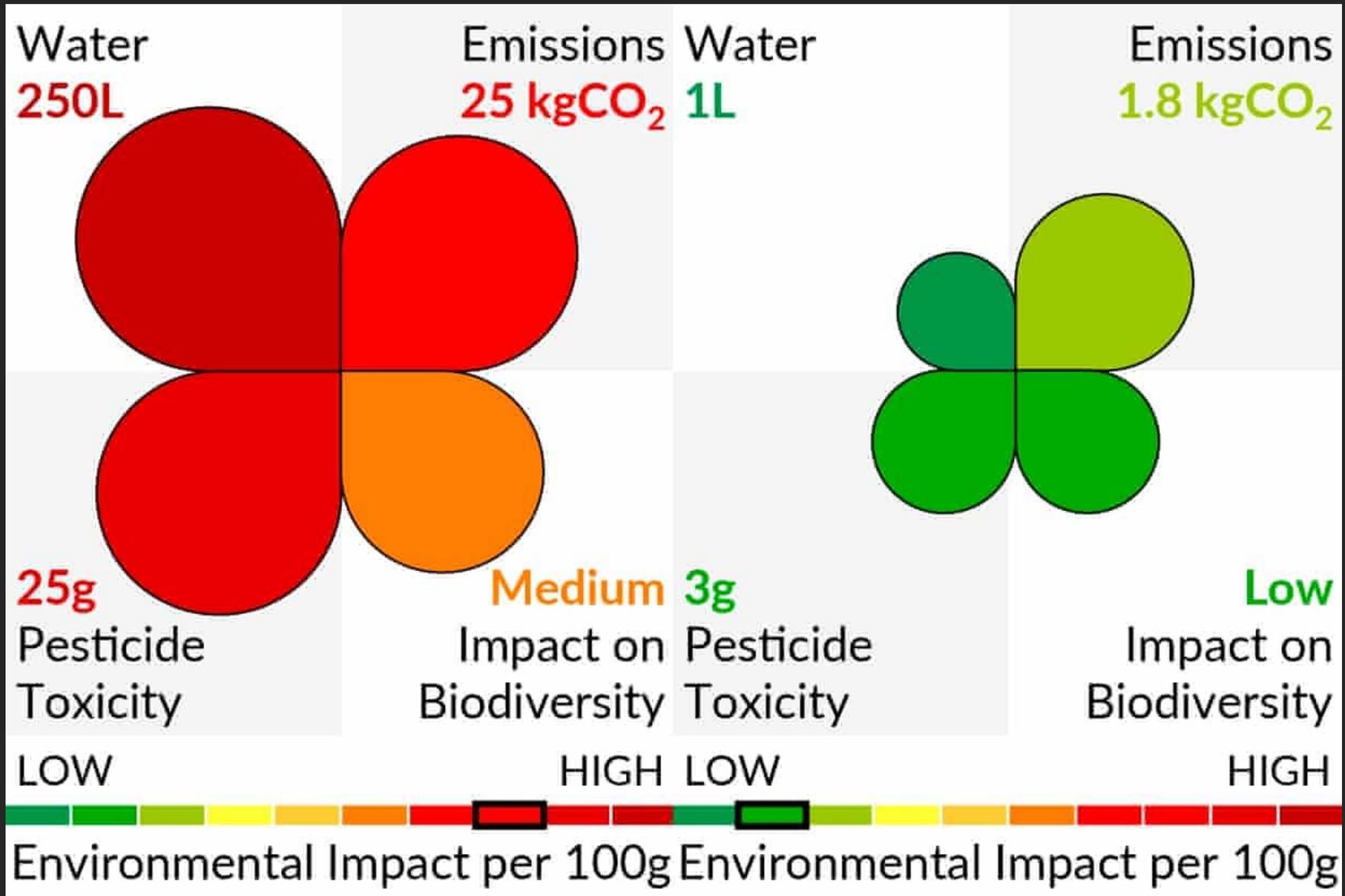
We label fridges to show their environmental impact – why not food?

Mandatory environmental labels would change how we produce and consume in three far-reaching ways.

- [Huge reduction in meat-eating 'essential' to avoid climate breakdown](#)

Joseph Poore

Wed 10 Oct 2018 13.04 EDT



Example of food labels showing environmental impacts. Illustration: Joseph Poore

A stack of three fried chicken sandwiches is shown against a solid blue background. The sandwiches are made with golden-brown, breaded chicken fillets on white buns. The top sandwich is partially visible, showing the top bun and the chicken. The middle sandwich is mostly obscured by a white text box. The bottom sandwich is also partially visible, showing the bottom bun and the chicken. The text box is a white rounded rectangle with a thin blue border, containing a quote in a typewriter-style font. The quote is split into two lines: the first line is in dark blue and the second line is in red. The quote reads: "I care about animals and the environment and, even more, virtue signaling about how much I care about animals and the environment. I just don't want to make any effort or sacrifice any pleasure."

"I care about animals and the environment and, even more, virtue signaling about how much I care about animals and the environment. I just don't want to make any effort or sacrifice any pleasure."

- Joel Stein, journalist



“Everyone I spoke with agreed that customers aren’t going to buy [plant-based foods] to save the planet [W]e’re not rational when it comes to food.”

- Tamar Haspel, Washington Post journalist

"**Anger** is loaded with information and energy. .
. . Focused with precision it can become **a**
powerful source of energy serving progress and
change."

- Audre Lorde

"**Anger** has a bad rap, but it is actually one of the most hopeful and forward thinking of all our emotions. It **begets transformation, manifesting our passion and keeping us invested in the world. . . .**

It bridges the divide between what 'is' and what 'ought' to be, between a difficult past and an improved possibility."

- Soraya Chemaly, *Rage Becomes Her: The Power of Women's Anger*

**SMOKING CAUSES
BLINDNESS**

**Quitline
13 7848**



Smoking damages your eyes causing blindness
Want to talk about quitting? Call Quitline
your doctor or pharmacist, or visit www.quitline.com.au
AUSTRALIAN FIRE RISK STANDARD
USE CARE IN DISPOSING

**SMOKING CAUSES
PERIPHERAL
VASCULAR DISEASE
GANGRENE**



Benson & Hedges
Fine

25

**“ADULTS KEEP SAYING, ‘WE OWE IT TO THE
YOUNG PEOPLE TO GIVE THEM HOPE’.
BUT I DON’T WANT YOUR HOPE.
I DON’T WANT YOU TO BE HOPEFUL.
I WANT YOU TO PANIC.
I WANT YOU TO FEEL THE FEAR
I FEEL EVERYDAY.
AND THEN I WANT
YOU TO ACT...
I WANT YOU TO ACT
AS IF YOUR
HOUSE IS ON
FIRE.
BECAUSE IT IS.”**

- GRETA THUNBERG





Thank you!

Iselin Gambert

igambert@law.gwu.edu