

[PDF] Why We Love Dogs, Eat Pigs, And Wear Cows: An Introduction To Carnism

Melanie Joy PhD - pdf download free book

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"Should be required reading for anyone interested in what we eat and why."

—Kerry Fitzroy, author of the New York Times bestselling *Vegetarian*

This groundbreaking work explores how it is that we, as a culture, are so willing to eat some animals while we'd never dream of eating others. Our willingness to do that, says social psychologist Melanie Joy, is enabled only through denial. We ignore the facts—of animals' capacity for consciousness and their ability to feel pain, intimate husbandry practices, that we don't need meat in our diet, and we most often live longer and better without it.

"I think Gandhi would have loved this book. It will lead you from denial to awareness, from passivity to action, and from resignation to hope."
—from the foreword

"An altogether remarkable book that could transform the way society looks about eating animals. It is destined to become a classic."
—Jerrisa Mousouris Mason, author of *The Face on Your Plate*



MELANIE JOY is a professor of psychology and sociology at the University of Massachusetts, Boston, and the author of *Stranger Than Paradise*. She holds a PhD in social psychology from Suffolk Graduate School and a master's degree (EdM) in teaching and curriculum from the Harvard Graduate School of Education. Read more about her work at holocaust.org and at carnism.com



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Description:

In this paperback edition is a foreword by activist and author John Robbins and a reader's group study guide. This ground-breaking work, voted one of the top ten books of 2010 by *VegNews* Magazine, offers an absorbing look at why and how humans can so wholeheartedly devote ourselves to certain animals and then allow others to suffer needlessly, especially those slaughtered for our

consumption.

Social psychologist Melanie Joy explores the many ways we numb ourselves and disconnect from our natural empathy for farmed animals. She coins the term "carnism" to describe the belief system that has conditioned us to eat certain animals and not others.

In *Why We Love Dogs, Eat Pigs, and Wear Cows* Joy investigates factory farming, exposing how cruelly the animals are treated, the hazards that meatpacking workers face, and the environmental impact of raising 10 billion animals for food each year. Controversial and challenging, this book will change the way you think about food forever.

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