

Mark Bittman, former NYT columnist, struggling in new gig selling vegan meals

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.**

What happens when a liberal *New York Times* activist-food columnist decides to start his own business?

Mark Bittman, until recently a food columnist at the *Times*, was one of the more mordant voices among food activists, reliably unfurling the flag of the liberal elite's crusade *du jour*. Along the way, we suspect he must have set some sort of record for *corrigenda* for his bizarre, profligate and serially ignorant pronouncements about genetic engineering.

[Bittman is the kind of pretentious food snob who says unserious things in a serious way](#), hoping to lend his ideas some intellectual heft. Ideas like converting suburban lawns into vegetable gardens and mandating that vending machines sell fresh fruit instead of Cheetos. And like most liberal-activist foodies, Bittman's solution to all our problems – from childhood obesity to diabetes and cancer – is just a government-fix away: taxing, spending, regulating and subsidizing our way to a healthier America.

It may be that making the transition from the lofty heights of big-time journalism to the world of entrepreneurship is making Bittman even more unhinged than usual. In November, Bittman [announced](#) he would leave the *Times* to start a meal-delivery [company](#) called Purple Carrot.

The company will ship vegan meal kits to subscribers across the country made with “ingredients of the highest possible quality, often organic, always non-GMO, and ethically sourced”

Bittman is giving us a front seat to his journey from a self-described anti-capitalist to entrepreneur in a series of Internet posts that will chronicle the company's start.

**Read full, original post:** [Bittman Of The 'Times' Finds The Real World Harder Than He Expected](#)