

‘Activists are working hard to take the farm animal out of the food equation’: Farmers push back on plant- and lab-grown meat movement

[B]eef is being threatened by activists from many different angles. There has been a growing campaign to take beef (and meat in general) off the table. In the past, animal protein production faced animal care and well-being, animal harvest for food, greenhouse gas production and other issues brought forth by animal activists. Recently, it has faced the challenges of fake meat, lab-grown meat and alternative protein as a replacement for beef (and meat) to maintain its place on the table. Activists are working hard to take the farm animal out of the food equation.

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At a time in the world when we must increase the quantity and efficiency of food production to prevent food insecurity, it does not make sense to remove farm animals from the food equation. There is no other replacement for the efficiency of a cow... The lands used for this activity are most often agricultural lands not conducive to producing any other foodstuff.

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All of us worldwide want a safe healthy wholesome protein on the dinner plate produced in an environment that is sustainable for generations to come. We promote the same message as animal activists except from a different side of the fulcrum.

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