

Response for Senate Inquiry into “Definitions of meat and other animal products”.

Dr Gary Fettke and Belinda Fettke

Term of reference 1. (e) any related matters.

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Introduction

“It’s easier to fool the people than to convince them that they have been fooled.” ¹

Meat has effectively disappeared off dietary guidelines in Australia after following the United States of America’s lead!

Recognising this creates an understanding of **how and why** ‘alternative meats’, either ‘plant-based’ or ‘manufactured’, are a growing commercial enterprise.

Market opportunities hinge on creating a fear of ‘meat’, and the branding of these substitutes as safer for the consumer and planetary health. This has become a massive media and propaganda ‘war’.

To understand the definitions of alternate products to animal-based foods, and their supposed health claims, we firstly need to consider the history of commercial ‘health food’ and debunk the health concerns over meat consumption which have been falsified by statistical manipulation, making their way into our, now, ‘plant-biased’ dietary and health guidelines, nationally, and investigate the health implications of removing animal protein and fats from our diet.

The introduction of plant-based, and subsequently manufactured, alternatives to meat and dairy were historically based on a religious ideological pretext around *asceticism* and *Salvation* without proven health benefit.

Religious influence remains a core driver to this day, particularly in Australia and New Zealand where the *Sanitarium Health and Wellbeing Company* (*Sanitarium*), wholly owned by the *Seventh-day Adventist Church* (SDA), has a central role in driving the promotion of alternate meat and dairy substitutes and the anti-meat rhetoric.

There is no doubt ‘Nutrition Science’ is an emotionally charged topic.

Our interest has stemmed from the encouragement of improving hospital food and public health advocacy to improve health outcomes for patients and the broader community.

We briefly share our personal experience of challenging the processed food industry, publicly over several years, after Gary Fettke became the only medical doctor in Australia to become targeted for ‘Active Defence’ by #Cereal4Brekkie and their corporate partners, *Dietitians Australia*, in 2014.

The answer lies in both history and biochemistry.

Dietary Guidelines

When did our current nutrition doctrine; which espouses cereals, grains, and vegetable protein while demonising animal protein and fats, come to be accepted as the *gospel* truth... and more importantly, why?

While most people would consider meat and marrow as central to our evolutionary development over the last 2 million years ², current ‘Nutrition Science’ often appears to go against the

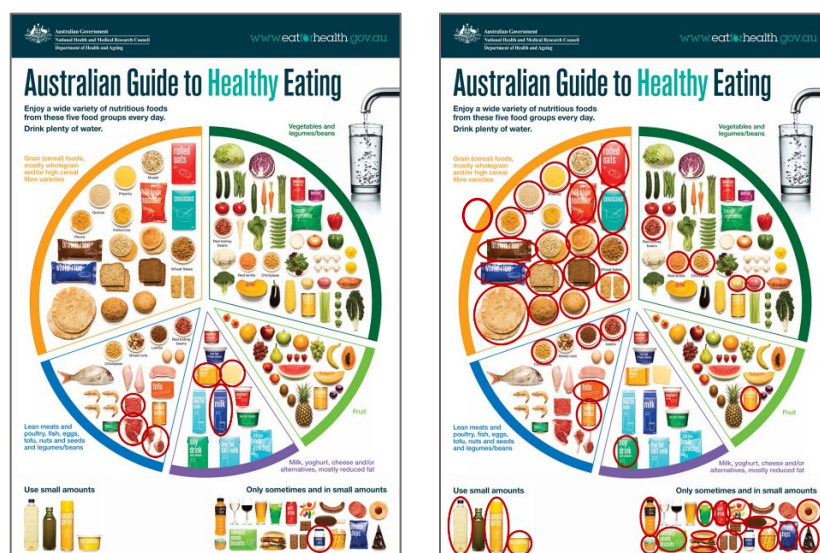
¹ Attributed to Mark Twain 1906 <https://quoteinvestigator.com/2020/12/23/fooled/>

evolutionary pathway with key figures promoting Young Earth Creationism and supporting the Biblical Garden of Eden diet; - 'Fruit, nuts and seeds' as the God-appointed diet for man.^{2,3}

The *Eat the Right Foods* poster based on the US Government's Guide to Good Nutrition in the 1940's, depicted animal proteins and fats (meat and dairy) as essential food groups, demarcating a time before the widespread adoption of highly processed, fortified cereals; plant milks; and alternative meat substitutes crept into our vocabulary, let alone our diet!



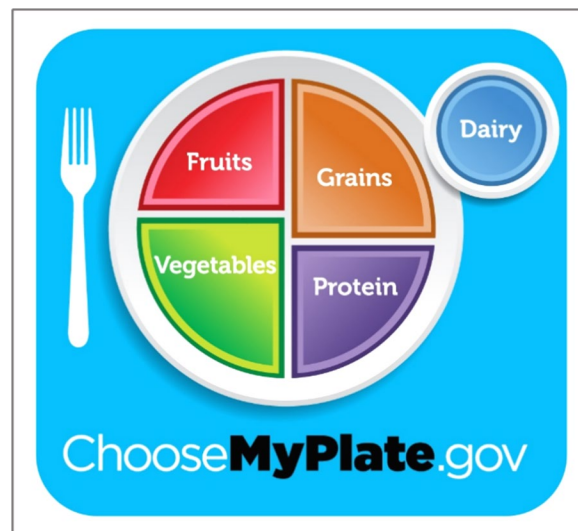
We need to send out a 'search and rescue party' to find the red meat and dairy in the 2013 *Australian Guide to Healthy Eating* (left) but have no problems finding vegetarian and vegan friendly processed foods shot-gunned all over the graphic (right).



² Ben-Dor, M, Sirtoli, R, Barkai, R. The evolution of the human trophic level during the Pleistocene. *Yearbook Phys Anthropol.* 2021; 1– 30. <https://doi.org/10.1002/ajpa.24247>

³ Jim E. Banta, Jerry W. Lee, Georgia Hodgkin, Zane Yi, Andrea Fanica and Joan Sabate. The Global Influence of the Seventh-day Adventist Church on Diet. *Religions* 2018, 9(9), 251; <https://doi.org/10.3390/rel9090251>

The latest *US My Plate* has excluded meat entirely. Instead, it references 'Protein' to include legumes and soy products as a natural daily inclusion.



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The dietary guidelines for Australia and the USA have already cemented a place for alternate non animal-based product.

Sanitarium

In Australia and New Zealand, *Sanitarium* is wholly owned by the *Seventh-day Adventist church* (SDA), a vegan organisation that has vertically and horizontally integrated itself into the health education and provider sectors including not-for-profit associations, such as the *Heart Foundation*, *Diabetes Australia* and *Nutrition Australia* with significant influence on our dietary guidelines and both dietetic and medical education. *Sanitarium* through its subsidiaries, *Life Health Foods*, *The Alternate Meat Co.* and *The Alternate Dairy Co.* play a central role in the marketplace and for driving the anti-meat oratory.

Sanitarium was founded in Australia and New Zealand as the SDA flagship enterprise. The founder of the SDA church, Ellen G White came to Australia in 1891 with one of the senior Kellogg's brothers to set up *Sanitarium* as wholly owned by the church and to promote her health reform message, given in Vision from God, that "fruit, nuts and seeds are the God-appointed diet for man". She saw that the *Kellogg's* business model in the USA, created by Dr. John Harvey and William Keith Kellogg (both leading SDA members), should be replicated in Australia, but for all the profits to return to the SDA church to continue to grow the Church and its health reform message. She also founded the *Sanitarium Hospital* in Sydney and *Avondale College* in NSW.⁵

⁴ <https://www.myplate.gov/>

⁵ <http://www.whiteestate.org/about/egwbio.asp>

Ellen G White's mandate was simple and stemmed from her 19th century 'visions' as Prophetess for the Seventh-day Adventist church.

"The health food business is in need of means and of the active cooperation of our people, that it may accomplish the work it ought to do. **Its purpose is to supply the people with food which will take the place of flesh meat, and also milk and butter,** which, on account of the diseases of cattle, are becoming more and more objectionable." ⁶

#RedMeatMatters

Ellen G White-Australia

1891 to 1900
Sydney Adventist Hospital
Avondale College
Sanitarium Food Company
No Tax liability
'Trusted' Health Education

<http://www.whiteestate.org/about/egwbio.asp>
<https://www.trustedbrands.com.au/brand-showcase/sanitarium.asp>



Dr Gary Fettke

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The SDA and its members largely started the breakfast cereal, soymilk substitute and 'meat' analogue industries of the world.

The vegan model of 'fruits, nuts and seeds being God's chosen diet' meant that the development, promotion and 'research to prove' the benefits of a plant-based diet have infiltrated medical education and dietary guidelines as far back as 1917, with the formation of the *American Dietetic Association* (ADA) by Lenna Cooper, a protégé of Dr John H Kellogg.

Lenna Cooper's and the ADA 'vegetarian' influence on textbooks, dietary guidelines for USA Defence personnel were formative in the early 20th century. Most western dietetic associations, including *Dietitians Australia* are based on the USA model, 'vegetarian' direction and textbooks have made way for generational education on the benefits of cereals and harms of red meat.

⁶ [Australasian Union Conference Record, January 1, 1900](https://m.egwwritings.org/en/book/498.2000311#327)

⁷ <https://m.egwwritings.org/en/book/498.2000311#327>

⁸ <http://www.whiteestate.org/about/egwbio.asp>

⁹ <https://www.trustedbrands.com.au/brand-showcase/sanitarium.asp>

⁹ <https://www.sanitarium.com.au/about/sanitarium-story/history>

While those paradigms have been instilled in nutritional and medical education for decades, they are being challenged and found to be lacking in biochemical proof and statistical analysis. (Bradford Hill criteria)

The MAJOR problem is that this basic understanding of nutrition had no founding in science, nor biochemistry, only religious ideology to have us not eating 'flesh meat'.

And therein a market for alternative meat products was born and continued to this day by *Sanitarium's*, and their subsidiaries *Life Health Foods* and *The Alternate Meat Co.*, promotion of a highly processed 'meat' products.

Sanitarium Health & Wellbeing Group is wholly-owned by the **Seventh-day Adventist Church** (under the **umbrella** of the *Australian Health & Nutrition Association LTD*) trading as **Sanitarium Health and Wellbeing Company** well known for its pro-cereal/grain/soy and anti-animal protein/fats messaging.
^{10,11,12,13,14}

Ellen G White

The Health Reform 'vision given to her' in 1863 led to her pronouncement that the Garden of Eden diet of "fruits, nuts, vegetables and seeds, constitute the diet chosen for us by our Creator."

Ellen G White's belief that it was the duty of the church to "actively engage in public-health education to control desires and baser passions" set the SDA Church apart from other major religious denominations.

* "Medical Evangelism" was to become the Right Arm of the *Seventh-day Adventist Church*.

* The Health Reform message would become the 'Entering Wedge' and

* "Nothing will open doors for the truth like evangelistic medical missionary work. This will find access to hearts and minds, and will be a means of converting many to the truth." ¹⁵

According to Ellen G White, the 'Spirit of Prophecy', "A religious life can be more successfully gained and maintained if meat is discarded, for this diet stimulates into intense activities lustful propensities, and enfeebles the moral and spiritual nature."

In preparing for Translation/Salvation Ellen G White wrote, "Among those who are waiting for the coming of the Lord, meat eating will eventually be done away; flesh will cease to form a part of their diet. We should ever keep this end in view, and endeavor to work steadily toward it... All who are connected with our health institutions especially should be educating themselves to subsist on fruits, grains, and vegetables. If we move from principle in these things, if we as Christian reformers

¹⁰ <https://abr.business.gov.au/AbnHistory/View/63096452872>

¹¹ <https://abr.business.gov.au/ABN/View/70145723119>

¹² <https://www.sanitarium.com.au/about/sanitarium-story/life-health-foods>

¹³ <https://www.isupportgary.com/articles/the-plant-based-diet-is-vegan>

¹⁴ <https://www.youtube.com/watch?v=NEFvoyTMxVg>

¹⁵ Battle Creek Letters 40.4 (Manuscripts. 58, 1901, in Evangelism 513:1)
<https://m.egwwritings.org/en/book/437.227#232>

educate our own taste, and bring our diet to God's plan, then we may exert an influence upon others in this matter, which will be pleasing to God.”¹⁶

m.egwwritings.org/en/book/384.3093?hl=translation&ss=eyJ0b3RhbCI6MzlxOSwicGFyYW1zlp7InF1ZXJ5IjojdHJhbnNsYXRpb24iLCJ0eXBlljoiYmFzaWMIcJsYW5nIjoizW4iLCJsaW1pdCI6MjB9LCJpbmRleCI6MTV9#3156

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Preparing for Translation

651. Among those who are waiting for the coming of the Lord, meat eating will eventually be done away; flesh will cease to form a part of their diet. We should ever keep this end in view, and endeavor to work steadily toward it. I cannot think that in the practice of flesh eating we are in harmony with the light which God has been pleased to give us. All who are connected with our health institutions especially should be educating themselves to subsist on fruits, grains, and vegetables. If we move from principle in these things, if we as Christian reformers educate our own taste, and bring our diet to God's plan, then we may exert an influence upon others in this matter, which will be pleasing to God.—*Christian Temperance and Bible Hygiene*, 154, 1890. (CD 381:4)

652. It is not the chief end of man to gratify his appetite. There are physical wants to be supplied, but because of this it is necessary that man shall be controlled by appetite? Will the people who are seeking to become holy, pure, refined, that they may be introduced into the society of heavenly angels, continue to take the life of God's creatures, and enjoy their flesh as a luxury? From what the Lord has shown me, this order of things will be changed, and God's peculiar people will exercise temperance in all things.—*Christian Temperance and Bible Hygiene*, 488 *Counsels on Health*, 116, 1890. (CD 381:4)

653. Those who have received instruction regarding the evils of the use of flesh foods, tea, and coffee, and rich and unhealthful food preparations, and who are determined to make a covenant with God by sacrifice, will not continue to indulge their appetite for food that they know to be unhealthful. God demands that the appetite be cleansed, and that self-denial be practiced in regard to those things which are not good. This is a work that will have to be done before His people can stand before Him a perfected people.—*Testimonies for the Church* 9:53, 154, 1909. (CD 381:2)

654. It is for their own good that the Lord counsels the remnant church to discard the use of flesh meats, tea, and coffee, and other harmful foods. There are plenty of other things on which we can subsist that are wholesome and good.—*Manuscript 71*, 1908. (CD 381:3)

Perfecting Holiness

655. Greater reforms should be seen among the people who claim to be looking for the soon appearing of Christ. Health reform is to do among our people a work which it has not yet done. There are those who ought to be awake to the danger of meat eating, who are still eating the flesh of animals, thus endangering the physical, mental, and spiritual health. Many who are now only half converted on the question of meat eating will go from God's people to walk no more with them. (CD 382:3)

The SDA church also influences the diet of non-members around the world through its ambitious organisational structure dedicated to education, health reform and the promotion of veganism – now the 2nd biggest educational system in the world second only to the Catholic Church.

2016 figures publicly available from the SDA Church, document that they own 171 hospitals/sanitariums world-wide, 48 in the USA and 28 in Florida alone - with a further 329 clinics serving over 17 million outpatients.^{17,18}

SDA Churches may also serve as venues for public health interventions by offering vegan cooking classes and the Complete Health Improvement Program (also known as CHIP). CHIP was developed by *Loma Linda University* (SDA flagship medical institution, California, USA) graduate Hans Diehl 25 years ago. In 2011 *Sanitarium* purchased the global rights to the program, centred on the promotion of a whole-food, vegetarian/vegan eating pattern with daily physical activity.^{19,20,21}

While the CHIP website states vegetarian and vegan diets are not mandated the facilitators guide shows clearly what the SDA Church's position is on 'stimulants' with meat, dairy and eggs rating higher up the list than processed foods and alcohol!

¹⁶

<https://m.egwwritings.org/en/book/384.3093?hl=translation&ss=eyJ0b3RhbCI6MzlxOSwicGFyYW1zlp7InF1ZXJ5IjojdHJhbnNsYXRpb24iLCJ0eXBlljoiYmFzaWMIcJsYW5nIjoizW4iLCJsaW1pdCI6MjB9LCJpbmRleCI6MTV9#3156>

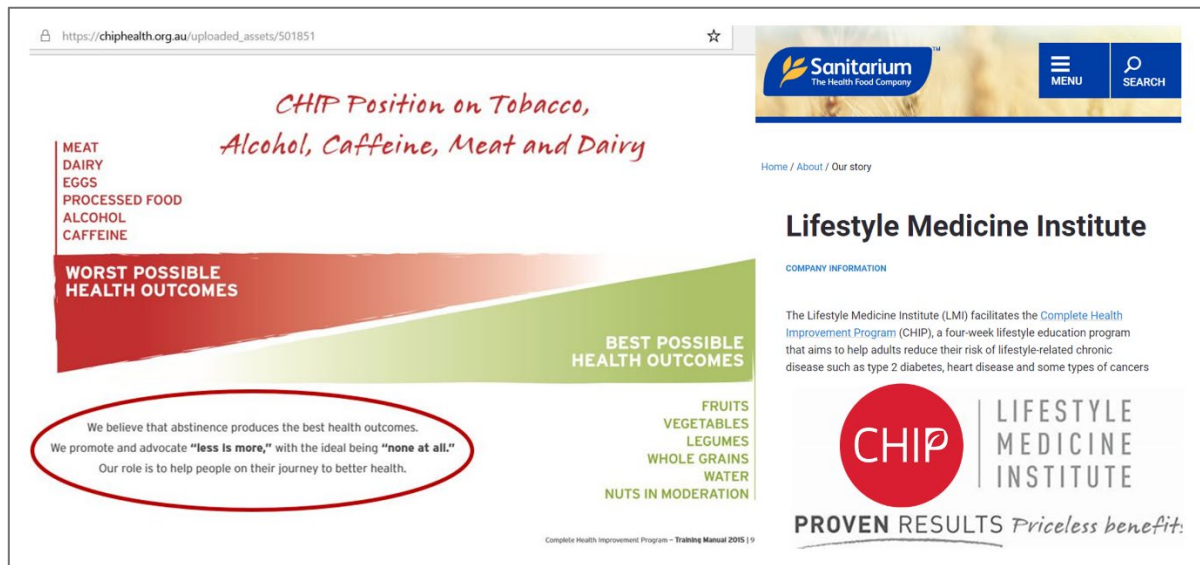
¹⁷ <https://www.adventist.org/en/information/statistics/article/go/-/seventh-day-adventist-world-church-statistics-2015/>

¹⁸ <http://documents.adventistarchives.org/Statistics/ASR/ASR2016.pdf>

¹⁹ <https://www.avondale.edu.au/research/lifestyle/impact>

²⁰ <https://leaders.npuc.org/2013/02/27/health-temperance-chip-program-relaunches>

²¹ <https://record.adventistchurch.com/2012/12/14/healthy-outlook-for-new-chip-resource/>



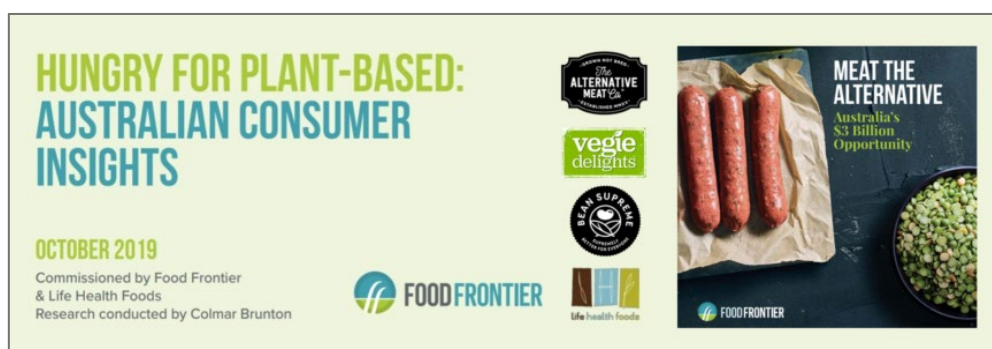
The *Seventh-day Adventist Church* owns 20 food industries world-wide currently producing 2,475 products - ALL meat and dairy substitutes including breakfast cereals, and soy products with sales estimated to be US\$ 684,312,375. ²²

Life Health Foods

Life Health Foods is a subsidiary of *Sanitarium*.

Claiming to be Australia's largest manufacturer of 'alternative meat analogues', *Life Health Foods* has partnered with *Food Frontier*, an entrepreneurial 'Think Tank' whose sole purpose is to promote fake meat as a viable, profitable industry.

Their first collaborative report was titled; - "*Hungry for Plant-Based: Australian Consumer Insights, October 2019.*" ^{23,24,25}



²² <https://www.adventist.org/en/information/statistics/article/go/-/seventh-day-adventist-world-church-statistics-2015/>

²³ <https://www.abc.net.au/news/rural/programs/nsw-country-hour/2015-08-31/meat-alternatives/6726756>

²⁴ <https://www.foodfrontier.org/why-au-nz/>

²⁵ <https://www.foodfrontier.org/wp-content/uploads/2019/10/Hungry-For-Plant-Based-Australian-Consumer-Insights-Oct-2019.pdf>




In 2020 they produced; - 'Meat the Alternative - Australia's \$3 Billion Opportunity' with newspaper headlines stating, - "Plant-based meats present Australia with a multi-billion-dollar opportunity. Will we seize it?"

The reports highlight the projections they determine could exist for vertically integrated businesses involved in fake meat production and the 'billion-dollar prize' achievable, if only they could (our interpretation): -

- * **sway public opinion** to believe in the **supposed health benefits** of processed, fortified plant protein.²⁶
- * **hinge their argument** on the **outdated science** of the harms of saturated fat.²⁷
- * **blame cows** for **methane emissions** and climate change when it simply isn't true.^{28,29}
- * **attract investors** to the potential **billion-dollar industry** in Australia.³⁰
- * **influence governmental policy and support** for the fake meat industry.³¹
- * **utilise fears** of food borne disease and meat shortages during **COVID-19**.³²
- * all the while **failing to mention** that the **most common food allergies**, including anaphylactic shock, **come from plant foods**.³³

"It may be surprising to consider that the most common food allergies come from plant-based foods, those that in the collective imagination are associated with "healthy eating".

Susanna Bramante, agronomist, nutritional consultant, and scientific writer.³¹

<p>4 star Veggie Delights Casserole Mince \$15.00 / 1KG</p>  <p>Ingredients Water, Wheat, Gluten, Wheat Flour (Thiamine, Folic Acid), Soy Sauce [Soy, Colour, Caramel, Food Acid (Lactic Acid)], Sugar, Wheat Fibre, Flavour (Wheat, Colour, Caramel), Modified Corn Starch, Colour, Caramel, Spices, Minerals (Zinc, Iron), Vitamin (B12)</p> <p>Belinda Fetteke www.isupportgary.com</p>	 <p>4 star beef mince (IGA) \$ 12.00 / 1KG</p> <p>Ingredients 100% Certified Organic Beef The following are naturally occurring vitamins & minerals abundant in beef: Vitamin B12, Zinc, Selenium, Iron, Niacin, Vitamin B6, Phosphorus.</p>	<p>The Alternative Meat Co mince \$20.00-\$27.00 / 1KG</p>  <p>Ingredients Water, Vegetable Protein (29%) (Soy, Wheat, Pea), Vegetable Oil, Stock Powder, Pea Fibre, Tapioca Starch, Vegetable Gums (Xanthan, Carrageenan, Guar), Thickener (Methyl Cellulose), Natural Colours (Beet, Caramel I, Paprika Extract), Salt, Parsley, Pepper, Natural Flavour, Vegetable Extract.</p> <p>Allergens ***** Contains: Soy, Wheat, Gluten May contain traces: Peanuts</p>
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²⁶ <https://www.foodfrontier.org/new-report-explores-is-plant-based-meat-a-healthier-choice/>

²⁷ <https://www.isupportgary.com/articles/cholesterol-testing>

²⁸

https://www.researchgate.net/publication/316879904_Substituting_beans_for_beef_as_a_contribution_toward_US_climate_change_targets

²⁹ <https://youtu.be/UOPrF8oyDYw>

³⁰ https://www.foodfrontier.org/wp-content/uploads/2019/09/Meat_the_Alternative_FoodFrontier.pdf

³¹ <https://www.foodfrontier.org/meet-us/>

³² <https://thenewdaily.com.au/finance/consumer/2020/07/15/fake-meat-australia-export/>

³³ <https://www.carnisostenibili.it/en/?p=13154>

Life Health Foods is an alternative protein/meat company listed as 'privately owned' on ASIC records but it is worthwhile noting that the Company Director of *Life Health Foods* (from 2005) is also CEO of *Sanitarium* (appointed in 2000). He announced the decision to unite *Sanitarium Health Food Company*, *Life Health Foods*, *Vitality Works*, the *Lifestyle Medicine Institute*, and *CHIP* under the one banner of the *Sanitarium Health & Wellbeing Group*, renaming the South Pacific Division's Health Food Department in 2018. "The move was designed to indicate internally and to its owners, the *Seventh-day Adventist Church in the South Pacific region*, that these entities are working together toward the common purpose of "changing lives every day through whole-person health." ^{34,35}

In 2016 *Life Health Foods* claimed to be "**Reaping the benefits** of an increasing number of people choosing a plant-based diet" with "Millennial's looking for world solutions." ³⁶

Medical perspective

Food is much more than just macronutrients and micronutrients. We as humans, have an animal-based metabolism and everything we require for sustenance and health can be sourced from animals. We can supplement our diets with plants, but they come as inefficient sources of complete nutrition and often higher energy composition in contrast to nutritional profiles.

'Alternate protein' sources is a misleading term, when the whole animal-based foods contain substantially more nutrients than protein and energy alone. Whole animal-based foods provide a complete nutritional profile particularly when consumed (respectfully) 'nose to tail'. They provide all our protein and healthy fat requirements as well as micronutrients in the form of minerals and vitamins.

An animal-based agricultural diet does not require supplementation nor fortification of food. A plant-based one does.

Plant-based foods and synthetic analogues are an incomplete food source. Plant based foods have poorer bioavailable essential proteins and healthy fats. Gluten, lectin pea and soy protein sensitivities and allergies are common and only related to the consumption of plant-based proteins.

A wholly plant based vegan diet is nutritionally incomplete over time requiring supplementation with iron, zinc, and vitamin B12 at a minimum.

The promotion of meat and animal product substitutes requires the development of 'proving' the harm of the natural product in the first place.

The harms of meat intake have been exaggerated by statistical manipulation, misinformation, and biased promotion. The benefits of alternate plant-based and manufactured meat substitutes have

³⁴ https://connectonline.asic.gov.au/RegistrySearch/faces/landing/panelSearch.jspx?searchText=160837963&searchType=OrgAndBusNm&_adf.ctrl-state=16tyy39rs7_15

³⁵ <https://encyclopedia.adventist.org/article?id=A842>.

³⁶ <https://record.adventistchurch.com/2016/06/28/life-health-foods-has-ingredients-for-success/>

not been studied effectively in both short and long-term reviews yet are promoted with dubious claims and without appropriate oversight.

The irrational demonization of red meat has been a product of ‘generational education’ simply repeated over the decades with the vast majority of nutritionists and researchers ‘believing’ their textbooks and teachers. The ‘read, repeat, reward’ educational system, particularly around nutrition, has allowed false paradigms of the harms of red meat to be promulgated by those vested interests that have the most to benefit, essentially the plant-based manufactured food sector.

We find that health literature has been dominated by ‘research’, funding, and publication bias, to the point of acceptance into guidelines. In Australia, we find *Sanitarium* and *Kellogg’s* centrally positioned into that propaganda, as documented in the section on ‘Influence in Australian Health, Nutrition and Dietary Guidelines’ to follow.

Association is not causation.

To prove that association is causation then the Bradford Hill criteria must be fulfilled. In the ‘harms of red meat’ area they are not fulfilled, and that has been ‘conveniently overlooked’ by the food manufacturing sector. Instead, weak ‘negative’ associations have been promoted and repeated, particularly in commercial media. ‘Positive’ associations are overlooked and poorly reported.



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³⁷ Hill, Austin Bradford (1965). [*"The Environment and Disease: Association or Causation?"*](#). *Proceedings of the Royal Society of Medicine*. **58** (5): 295–300. [doi:10.1177/003591576505800503](#). [PMC 1898525](#). [PMID 14283879](#).

By way of example, the association between smoking and developing lung cancer is well accepted and fulfills the Bradford Hill criteria. It is between 1600 – 2000% increased risk, yet 20% of lung cancer patients have no significant history of smoking.³⁸

The links between red meat consumption and colorectal cancer are tenuous with ‘worst case’ associations of up to 12% greater ‘association’ risk off a low ‘absolute’ risk, well away from 1600 – 2000%. Red meat is thrown in with highly processed, chemically affected product and then conclusions drawn. Virtually every study in this area is based on tenuous findings. There are many papers, particularly out of Asia and the USA showing little to no association, yet the headlines read. ‘Red Meat causes cancer’.^{39,40,41}

Bradford Hill criteria are not fulfilled with the links of red meat and colorectal cancer, let alone cancer as a whole.

There is a far greater risk of developing colorectal cancer if you are male^{42,43}, or smoking, over red meat consumption, yet this is not promoted in the press, nor nutrition literature. Being male and smoking also does not fulfil Bradford Hill criteria, yet major institutions have accepted the risk relationship of red meat but not gender nor tobacco risks.

The same applies to the association of meat consumption and cardiovascular disease³⁷. Once again, the links are tenuous, and in recent decades attempts have been to link saturated fat to cardiovascular disease, again implicating ‘red meat’. However, foods generally contain a combination of saturated, monounsaturated, and polyunsaturated fats⁴⁴. Olive oil, mackerel, skim milk and avocados have greater saturated fat proportion than sirloin steak⁴⁵. We hear from ‘media’ of the heart benefits of fish, low fat dairy and avocados⁴⁶, not their saturated fat content. The duality is perplexing.

Impoverished and developing societies are dependent on animal-based produce for their protein requirements. They struggle to achieve that at present with the majority of the world’s population not achieving a satisfactory intake of complete proteins. Attempting to achieve adequate protein intake from plant-based sources on an international level is not practical. The consideration of alternative meat product has become a western elitist luxury consideration.⁴⁷

³⁸ <https://www.tobaccoinaustralia.org.au/chapter-3-health-effects/3-4-lung-cancer>

³⁹ Zeraatkar, D et al. [Effect of Lower Versus Higher Red Meat Intake on Cardiometabolic and Cancer Outcomes: A Systematic Review of Randomized Trials](#). Ann Intern Med.2019;171:721-731. doi:[10.7326/M19-0622](#)

⁴⁰ Frédéric Leroy & Nathan Cofnas (2020) Should dietary guidelines recommend low red meat intake?, Critical Reviews in Food Science and Nutrition, 60:16, 2763-2772, DOI: [10.1080/10408398.2019.1657063](#)

⁴¹ <https://www.aicr.org/wp-content/uploads/2020/01/colorectal-cancer-2017-report.pdf>

⁴² <https://www.aihw.gov.au/reports/cancer/cancer-data-in-australia/contents/cancer-risk-data-visualisation>

⁴³ <https://www.wcrf.org/dietandcancer/colorectal-cancer-statistics/>

⁴⁴ <https://www.zoeharcombe.com/2018/01/saturated-fat/>

⁴⁵ <https://www.zoeharcombe.com/2020/06/cochrane-saturated-fat-reviews/>

⁴⁶ <https://nutritiondata.self.com/facts/fruits-and-fruit-juices/1843/2>

⁴⁷ PJ Moughan, Population protein intakes and food sustainability indices: The metrics matter, Global Food Security, Volume 29, 2021, 100548, ISSN 2211-9124, <https://doi.org/10.1016/j.gfs.2021.100548>

This submission does not relate to the non-science lobbying of dietary guidelines but is well covered in these lectures and material by myself and Belinda Fettke.

Belinda Fettke – ‘Nutrition Science: How did we get here?’ 2019

<https://youtu.be/FTe-eitOJGA>

Belinda Fettke - 'The Evolution of Plant-Based Dietary Guidelines' 2018

https://youtu.be/IlhL-WQ_X2Y

Belinda Fettke – ‘Nutrition Science: How did we get here?’ 2020 update

<https://youtu.be/NEFvoyTMxVg>

Gary Fettke – ‘The Central Role of Nutrition in Everything’ 2017

<https://youtu.be/ctkvriSwX8I>

Gary Fettke – ‘Red Meat Under Attack: the history, vested interests, and the real science’ 2021

<https://vimeo.com/574202701/0ac18ed1e0>

Website: www.ISupportGary.com

Influence in Australian Health, Nutrition and Dietary Guidelines

Consider that the benefits of alternate plant-based and manufactured meat analogues is not based on science. It is based on non-science and marketing.

- There are multiple examples in Australia and New Zealand where anti-meat agendas have been manipulated and promulgated. The 2013 Australian Dietary Guideline (2013 ADG) research questions were completely biased in the analysis with regards to the harms of red meat and the benefits of cereal consumption. Rather than asking for a balanced *risk/benefit* review, the questions for researching were biased from the outset.

This research bias was then given to the then Dietitians Association of Australia (DAA) were the group funded by the NHMRC to do the research for the 2013 ADG's. The DAA, at the time, sponsored heavily and lobbied internally from the processed food industries, including Sanitarium.

“6. Is there a dose response between consuming red meat (not including processed meat as red meat) and an increased risk of cancer?”

“9. What are the health benefits of grain-based foods (such as bread, breakfast cereals, oats, pasta and rice) in both refined and wholegrain forms? (comparison of refined vs wholegrain forms)”⁴⁸

The processed food industry has been influential in previous Australian Dietary Guideline review panels. Supportive evidence of this can be forwarded on to the Senate inquiry committee if required. For the purposes of this submission the anti-meat rhetoric is as described.

- Promotion of back-end support material for General Practitioners in providing resource material across a variety of conditions. 'Medical Director' and 'Best Practice' software is used by virtually all General Practitioner groups in Australia. The resource material has been directly supplied from Kellogg's and Sanitarium, clearly promoting the benefits of a plant-based diets and avoidance of meat.^{49,50,51,52}



- *Sanitarium* had the central role in writing the algorithm for the *Australian Health Star Rating* system adopted voluntarily by the processed food industry. It favours processed foods and pushes the anti-meat agenda indirectly by scoring against saturated fat.^{53,54,55}

Sanitarium's Technical Advisor and *Australian Food and Grocery Council* representative sits on the [Health Star Rating \(HSR\) Expert Technical Advisory Committee](#)⁵⁶, helping to design the algorithm that allocate stars depending on the fibre, sugar, salt and saturated fat content of processed foods. Those conflicts of interest did not appear to be of concern to the committee.⁵⁷

⁴⁹ <https://isupportgary.com/articles/aussie-gps-medical-evangelists-for-sda-church>

⁵⁰ <https://www.medicaldirector.com/>

⁵¹ <https://bpsoftware.net>

⁵² <https://www.michaelwest.com.au/investigation-kelloggs-sanitarium-infiltrated-medical-profession/>

⁵³ <http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/making-healthier-choices-easier>

⁵⁴ <https://foodmag.com.au/sanitarium-signs-up-to-health-star-rating-system/>

⁵⁵ https://www.foodlegal.com.au/events/details/health_star_rating_symposium/1/

⁵⁶ <http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/hsr-technical-advisory-group>

⁵⁷ <http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/conflict-of-interest-register>

- The 2012 Medical Journal of Australia supplement promoting vegetarian diets went to most doctors and was fully sponsored by Sanitarium. Unfortunately, the authors failed to disclose their commercial and ideological vested interests in that publication.^{58,59}



- Textbooks for dietitians in Australia are heavily weighted towards plant-based rhetoric.⁶⁰
- *Sanitarium* was a founding partner of the *Alternative Proteins Council* (APC) with *Food Frontiers* - a pro plant-based anti-meat lobby group.^{61,62,63,64,65} (See earlier material)

⁵⁸ <https://isupportgary.com/uploads/articles/AMA-vegetarian-supplement-2012.pdf>

⁵⁹ <https://www.mja.com.au/open/2012/1/2>

⁶⁰ Wahlqvist, Mark L. *Food & Nutrition : Food and Health Systems in Australia and New Zealand* . 3rd ed. Crows Nest, N.S.W: Allen & Unwin, 2011.

⁶¹ <https://www.foodfrontier.org/alternative-proteins-council/>

⁶² https://www.foodfrontier.org/wp-content/uploads/2021/03/Media-Release_Alternative-Proteins-Council_310321.pdf

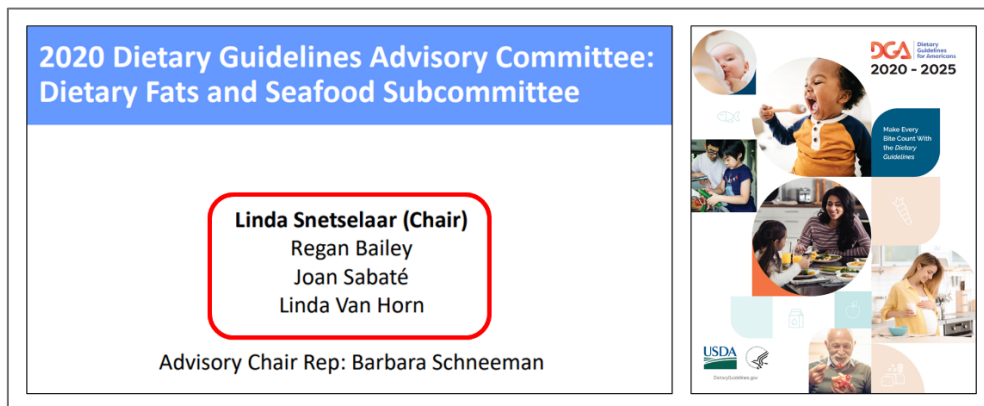
⁶³ <https://www.beefcentral.com/news/beef-2021/chicken-and-red-meat-align-over-plant-based-protein-labelling/>

⁶⁴ <https://www.beefcentral.com/news/food-frontier-responds-to-alternative-protein-labelling-questions/>

⁶⁵ https://www.foodfrontier.org/wp-content/uploads/2021/03/Media-Release_Alternative-Proteins-Council_310321.pdf

- Late last year saw the release of the *2020 American Dietary Guidelines*. The Australian guidelines have generally mimicked the USA over the last few decades. Despite significant petitioning to the committee on the benefits of red meat and saturated fat, there was an exclusion of most of the proffered material.⁶⁶

The USA *Dietary Fats and Seafood* subcommittee reviewing that material were conflicted from the outset.^{63,67} For the purposes of the investigation, the term, dietary fats effectively is a way of classifying meat (even though meat per se is far more than just fat and protein). The review panel was stacked against meat from the outset.⁶³



The Subcommittee was chaired by Linda Snetselaar, who publicly favours a plant-based diet. Linda van Horn also favours a plant-based diet. Regan Bailey works with Nestle and is an adviser to the *International Life Sciences Institute* (ILSI), the ‘scientific’ arm of the processed food industry.^{63,68}

The fourth member was Joan Sabate, a vegetarian/vegan reviewing the *fat* guidelines, with an anti-meat, processed plant-based and biased agenda.

Joan Sabate is a devout Adventist working from Loma Linda University, the flagship of the SDA in California. He has written extensively on the benefits of a plant-based diet and environmental concerns of red meat.⁶⁹ In 2018, he coauthored this paper “*The Global Influence of the Seventh-day Adventist Church on Diet*”.⁶⁷ The importance of this paper is not lost. It formally acknowledges the SDA involvement in shaping USA and international dietary guidelines towards being plant-based.⁷⁰

The references include Belinda Fettke’s research and exposure of their involvement.⁶⁷

The SDA are proud of their achievements and don’t hide them.

⁶⁶ <https://www.nutritioncoalition.us/news/unbalanced-subcommittee-on-saturated-fat>

⁶⁷ <https://www.dietaryguidelines.gov/sites/default/files/2020-03/DGACMtg5Day2-DietaryFatsAndSeafoodSubcommittee.pdf>

⁶⁸ <https://usrtk.org/wp-content/uploads/2016/07/2014-ILSI-North-America-Poster-12-17-13.pdf>

⁶⁹ <https://publichealth.llu.edu/about/blog/loma-linda-research-vegetarian-diets-reduce-greenhouse-gases-and-increase-health>

⁷⁰ Banta JE, Lee JW, Hodgkin G, Yi Z, Fanica A, Sabate J. The Global Influence of the Seventh-Day Adventist Church on Diet. *Religions*. 2018; 9(9):251. <https://doi.org/10.3390/rel9090251>

- *Sanitarium* continues to promote itself as the self-proclaimed health and wellness leader, if in name only, proclaiming the benefits of highly processed grains and alternate food produce.^{71,72}
- *Sanitarium* owns *The Alternative Meat Co.* and *The Alternative Dairy Co.* under the umbrella of *Life Health Foods*. *The Alternative Meat Co.* continues to promote and advertise inaccurate information and in particular around the issues of red meat consumption from a health and environmental aspect.^{73,74}



⁷¹ <https://www.sanitarium.com.au/health-nutrition/nutrition/action-2-healthy-eating-and-drinking>

⁷² <https://www.sanitarium.com.au/about/sanitarium-story/history>

⁷³ <https://encyclopedia.adventist.org/article?id=A842>

⁷⁴ <https://altmeatco.com/>

Personal perspective

Gary Fettke

As an Orthopaedic Surgeon and Medical Practitioner, I have been publicly advocating for the reduction of sugar and ultra- processed food in the diet. There are obvious benefits from an obesity and diabetes aspect and clear health implications at a public health level.

Once you remove carbohydrate rich foods from the diet it means moving towards a greater reliance on unprocessed or minimally processed foods that largely come from animal-based agricultural sources. I have by default become an advocate for more animal-based product over processed food, generally with a significant reduction of cereal and plant-based foods.

We are yet to see any long-term data of the benefits of ultra-processed manufactured 'meat' analogues, both for personal and planetary health.

That dietary change and advocacy role led to me being targeted for 'active defence' by the Australian Breakfast Cereal Manufacturers Forum (ABCMF - #cereal4brekkie). I was required to defend the reports against me to the Australian Health Practitioner Regulation Agency (AHPRA) and was exonerated and apologised to after a near 5-year investigation.

In the process of that defence, my interest and that of my wife, Belinda Fettke's research into the vested interests that have been shaping dietary guidelines here in Australia as well as internationally, were established.

We have both presented at conferences and seminars locally, nationally, and internationally on the topics related to health nutrition and vested interests. None of these presentations have been sponsored by the food industry and the vast majority have been done at personal expense without remuneration.

I have previously presented to two Senate inquiries in broad relationship to this topic.

The 2018 submission to the Senate Inquiry into the Obesity Epidemic involved outlining the commercial vested interests manipulating dietary guidelines and subsequent effect upon obesity prevalence in Australia. In particular, the breakfast cereal industry as major players were presented as influencing dietary guidelines and their targeted 'active defence' of myself and others in promotion of breakfast cereals. Sanitarium was specifically named as partaking in those direct actions against me with others named, also. Details of that submission can be obtained by request or alternatively from that Senate inquiry submission documentation.

I note that the section directly related to the breakfast cereal manufacturing sector has been redacted from my submission and that addressing that aspect of 'Term of Reference (g)' was omitted in the final report.⁷⁵

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https://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Obesity_epidemic_in_Australia/Obesity/Submissions

The targeted behaviour evidence from the cereal manufacturing industry was submitted, and I presented directly to the 2016 Senate Inquiry into the Medical Complaints process in Australia.⁷⁶

Conflicts of Interest

I, Gary Fettke, do declare a single episode of financial conflict of interest. I received funding for a presentation at 'Beef 2021' in June 2021 at the request of AgForce Queensland. AgForce Queensland represents the cattle, lamb, wool, sugar, and grain industries. "Red meat under attack - History, vested interests, and the real science."

Much of this submission is covered in the presentation available in video form via the Vimeo link "Red Meat Under Attack" seminar at <https://vimeo.com/574202701/0ac18ed1e0>.

We request that this video form part of this submission.

Conclusion

Nutrition research has become a highly charged topic provoking extreme positions. There are long established confrontations between the animal and plant based agricultural sectors.

Religion has shaped nutritional advice since recorded time and it strangely continues today, particularly in Australia. Much is based on religious ideological beliefs that have become entrenched in educational material. The problem is that those guidelines shaping dietary recommendations for schools, hospitals, institutional care, defence and prisons are not based on science. They fail at the first step of Bradford Hill criteria yet have become strict rulebooks, particularly in those settings.

The issues around alternate plant-based and manufactured, highly processed meat substitutes are based on religious ideology, corporate profit and manipulated statistical poor evidence.

There are generally 2 sides to an argument, but the animal-based agricultural sector has not controlled and manipulated the health and nutritional educational sector as has the plant-based one.

Let us advocate for whole foods that achieve a complete nutritional profile. Let us have nutritionally incomplete plant-based foods called out for what they are, not what they are purporting to be.

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Researcher

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