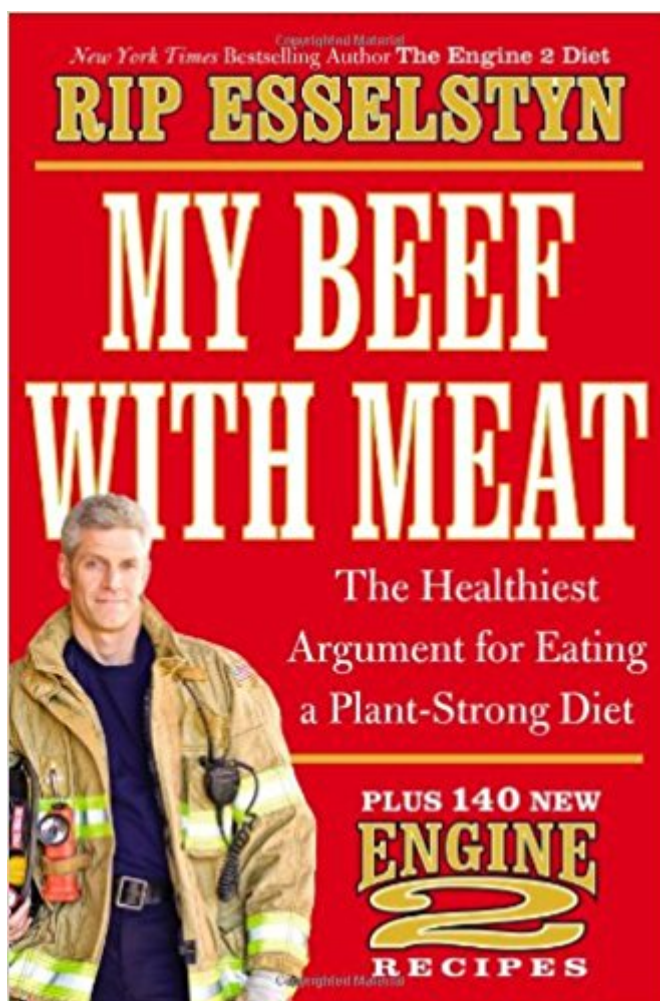


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# My Beef With Meat: The Healthiest Argument For Eating A Plant-Strong Diet--Plus 140 New Engine 2 Recipes



## Synopsis

For the millions who are following a plant-based diet, as well as those meat-eaters who are considering it, **MY BEEF WITH MEAT** is the definitive guide to convincing all that it's truly the best way to eat! New York Times Bestselling author of *The Engine 2 Diet* and nutrition lecturer Rip Esselstyn, is back and ready to arm readers with the knowledge they need to win any argument with those who doubt the health benefits of a plant-based diet--and convince curious carnivores to change their diets once and for all. Esselstyn reveals information on the foods that most people believe are healthy, yet that scientific research shows are not. Some foods, in fact, he deems so destructive they deserve a warning label. Want to prevent heart attacks, stroke, cancer and Alzheimer's? Then learn the facts and gain the knowledge to convince those skeptics that they are misinformed about plant-base diets, for instance: You don't need meat and dairy to have strong bones or get enough protein. You get enough calcium and iron in plants. The myth of the Mediterranean diet. There is a serious problem with the Paleo diet. If you eat plants, you lose weight and feel great. **MY BEEF WITH MEAT** proves the Engine 2 way of eating can optimize health and ultimately save lives and includes more than 145 delicious recipes to help readers reach that goal.

## Book Information

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## Customer Reviews

"My Beef with Meat is one of the most enlightening and practical books you'll ever read. Rip Esselstyn tackles every key health issue and provides exactly the information readers need to achieve the best of health and peak performance. As one of the most respected leaders in the

movement for better health, Rip Esselstyn tells it exactly as it is." --Neal D. Barnard, MD, New York Times bestselling author of *The 21-Day Weight Loss Kickstart* and Adjunct Associate Professor of Medicine at George Washington University School of Medicine "Rip Esselstyn is a living, breathing example of what a plant-based diet can do for you. In his new book, he lays out exactly why you get so strong and healthy by avoiding meat and opting for food that's grown in the ground or on trees. Eat like he does and be transformed!"--Kathy Freston, bestselling author of *The Lean* "Once again Rip cuts the bull and serves up the straight facts, along with delicious recipes, for health and performance. I wish I had this book when I decided to go plant strong!" --Scott Jurek, world renown ultramarathon champion and bestselling author of *Eat and Run*"This book is revolutionary! It dispels all the nutrition myths that cause sickness and confusion in our society. Rip is straight-forward, succinct and caring with his delivery of information that will save your life. Arm yourself with knowledge and delicious plant-strong recipes!" --Lindsay S. Nixon, author of *The Happy Herbivore Cookbook* series"Debunking the myths about animal products and distilling the facts about healthful eating, this book should be required reading for everyone who eats. In other words, EVERYONE!" --Colleen Patrick-Goudreau, bestselling author and creator of *The 30-Day Vegan Challenge*"My Beef with Meat" makes it clear why a plant-based diet is the best diet on earth, and why an animal-based diet is so unhealthy. This fascinating and fun book is a must for anyone interested in health and nutrition!" --Brian Wendel, Executive Producer of *Forks Over Knives*"In his new book, Rip Esselstyn continues his trailblazing efforts to create a healthy plant-strong nation by extinguishing many of the myths and concerns about a whole foods plant-based diet." --Jeff Novick, MS, RD

Born in upstate New York, Rip Esselstyn grew up in Cleveland, Ohio, and studied speech communications at the University of Texas, Austin, where he was an All-American swimmer. After spending 10 years as a professional triathlete, Rip joined the Austin fire department in 1997. He now travels year-round lecturing and giving seminars on the Engine 2 lifestyle. He is the author of The New York Times bestseller *The Engine 2 Diet*. Visit his website at [www.engine2diet.com](http://www.engine2diet.com).

I'm a plant strong believer. Having lost 26 pounds in six weeks and off blood pressure medication. I've read quick read and I'll be trying the new recipes. Here are some high lights from the book."[P]eople are waking up to the fact that our current paradigm is broken. [D]espite our attempts to medicate away our misery, Americans are sicker than ever. The answer is not another pill, procedure, or doctor, or more legislation. Unbelievably, the answer is right in front of our faces. But we've been blind because we had no idea the answer could be so simple. Plants can heal. Plants

can nourish. Plants can give you everything you need to be the healthiest person you can be and live the life you deserve to live. The unfortunate reality is that the powerful meat and dairy lobbies have been successfully spreading their propaganda for many decades.[The] widespread misconception about protein is that plant proteins are somehow not 'complete'. This is a fallacy, based on outdated research that was weak to begin with." The author that started this belief rescinded her position ten years later. "[It is known] plant proteins have a healthier composition and balance of essential amino acids, and elegantly balanced by nature in a way that inherently protects us from inflammation and tumor growth."This is the best story from the book (because I've lived it too): Mike's Moderation. An email written to Rip after Mike achieved excellent results from a plant strong diet. Mike found out just how many "scientist" friends he had. "It's amazing, really. I never heard a word of concern when somebody saw me eat my fifth piece of pizza after polishing off a plate of wings and a few beers. However, one word that I'm holding off on the meat and lowering my fat intake, and they come out of the woodwork. They all seem to have kept their non-science office jobs, but suddenly they're evolutionary biologists talking about the shape of my teeth proving our omnivorous lineage, dietitians concerned about the exact percentage of my calories coming from protein, and biochemists who suddenly are worried about the details of my blood chemistry. My advice? Smile, thank them for the advice, and ignore them like they ignored you when you were eating crap that was killing you. The give them first dibs on your clothes before you take them to Goodwill because they are too big for you. If they get excited about how I'm harming myself now that I've engaged in that horror of horrors - eating fresh fruits and vegetables! I just tell them what they want to hear: It is very possible that this is just a fad diet that I'll stop doing sometime down the road, but if so, right now it is the most successful fad diet I've ever been on. So far, I've only seen positive effects from eating plant-strong. As soon as I see one single detrimental effect to my health, I'll reconsider my choice. I'll even give them the pleasure of buying me a steak."

This new offering from Rip Esselstyn and Engine 2 is a winner. It is a Kitchen Keeper! My Beef With Meat packs a mega-load of extremely well researched recent nutritional information into 36 very short chapters that dispel many myths and misconceptions about nutrition and health. Rip has no political axe to grind, rather his entire focus is on presenting the latest scientific validated research and facts in an accessible manner to help the reader take charge of his/her own health. Despite its cheeky attitude, My Beef With Meat is definitely not another fad diet book, but an important book that will contribute much to health and palate. This is a book appropriate both for newbies and veterans of whole food plant-based diets. It's written for the American public: for those who are

young, old, sick, healthy or just average meat-eating joes and janets. It is a terrific and informative introduction for those considering making a change to their diet to lose weight and improve their health as well as a valuable way for those who have embraced this diet-style to know what to say when friends and family inevitably lob questions and criticism in their direction. Even after nearly 2 years eating a whole food, plant-based "plant-strong" diet, and delving into the many excellent offerings in this field, I learned new information. Rip writes in a fun, engaging, non-threatening style with chapters covering such topics as "Animal Protein is Dead Wrong", "The Mediterranean Myth", "Plants Are Bone-Strong", "Plants Perk Up Your Pecker", "Oil is the New Snake Oil", "Carbs Are King!", "Eat Plants. Lose Weight. Feel Great", and "Be Done with Dumb Diets." I particularly appreciated the chapter on why eating plant-based is beneficial for high level athletes, "Plant-Strong: The Athlete's X-Factor". Rip brings his own stellar credentials and first hand experiences as as a long-time plant eating firefighter and top professional athlete to the task as well as drawing on the research and expertise of many of the leaders in this field. Rip is a former fire-fighter who in his work detailed in his first book *The Engine 2 Diet: The Texas Firefighter's 28-Day Save-Your-Life Plan that Lowers Cholesterol and Burns Away the Pounds* spent more time responding to health-related medical emergencies brought on by obesity, heart disease, diabetes etc. than to fires. He is also a former top tier professional triathlete and experienced personally positive changes in his athletic performance when he shifted to a plant-based diet. Son to Dr. Caldwell Esselstyn (Prevent and Reverse Heart Disease: The Revolutionary, Scientifically Proven, Nutrition-Based Cure) [ASIN:B005K23S20 Forks Over Knives] Rip also saw first hand the profoundly positive effect of plant-based diets in his father's heart patients. Among the experts in this field that Rip has drawn upon and worked closely with in getting the message out that there is a solution to the American health care crisis are T. Colin Campbell (The China Study: The Most Comprehensive Study of Nutrition Ever Conducted And the Startling Implications for Diet, Weight Loss, And Long-term Health) and Whole: Rethinking the Science of Nutrition, Dr. John McDougall The Starch Solution: Eat the Foods You Love, Regain Your Health, and Lose the Weight for Good!, nutritionist Jeff Novick, and psychologist Dr. Doug Lisle. Now for the recipe section in My Beef With Meat: The 140 new plant-strong recipes in My Beef With Meat are easy and delicious without needing to track down exotic ingredients. They use whole plant foods with no added oils, or salt, a bare minimum of sweeteners. I can personally vouch for the quality and deliciousness of these recipes because I recently attended a Farms2Forks 3-day immersion weekend put on by Rip and the folks at Engine 2 and Forks Over Knives. The hosting Hyatt hotel served our group of over 300 guests abundant buffets that followed the criteria of this lifestyle and

served quite a number of the recipes from My Beef With Meat--definitely a first for the chef and kitchen staff used to cooking up eggs, steaks, and pastries for business conferences. Instead we ate such things as Black Bean and Sweet Potato Quesadillas, Dr. Seuss Stacked Polenta, Kale Ceviche Salad served with OMG Walnut Sauce, and Damn Good Cookies for dessert. As you can tell, this book puts the fun back into eating. Rip's sister, Jane Esselstyn, who was in charge of this section of the book also demonstrated a number of the recipes during the weekend. My Beef With Meat makes a great gift book for your friends, family, and work colleagues who want to take charge of their own health, or express genuine interest or skepticism in why you turn down hamburgers at the BBQ, eschew olive oil and ice cream in favor of a plain baked potato topped with veggies, fresh fruit and the Date Nut Chocolate Pie you made from this book and brought for dessert. After having spent a decade counting calories, points, and portion sizes with little permanent effect on my weight nor change in my underlying health, eating a whole food plant based diet for the last two years has opened up an entire world of delicious, nutritious, health-giving abundance. I've been able to throw those former constricting metrics out the window, lose 40 lbs. and stop numerous medications. Thanks to the very simple change of giving up all animal products and oil in favor of the style of eating advocated by Rip in My Beef With Meat and increasing numbers of scientists medical and nutritional experts (Yes! You can do it! I don't miss steak, cheese, ice cream, or doughnuts--my palate changed in about 28 days to prefer the taste of vegetables, fruits, whole starches and grains, and legumes), I now maintain a newly slim weight and vibrant health. My Beef With Meat is a five-star winner, a Kitchen Keeper, a great addition to anyone's nutrition and cookbook library.

A great book to get a perspective not often discussed - how eating animals contributes to disease and how to overcome disease with a plant-based diet. Great recipes, too, to get you started...

Another excellent book! Please think the author! But those of you out there that want to turn your life around and lose a lot of weight and get healthy buy this book!!

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