



TITLE SLIDE

1. Thank you for being part of this important conversation (and for listening to me present in English).

**We CARE about our IMPACT on our PLANET  
and on other LIVING BEINGS..**

**We want to help CREATE a more  
HUMANE, JUST, and HEALTHY WORLD..**

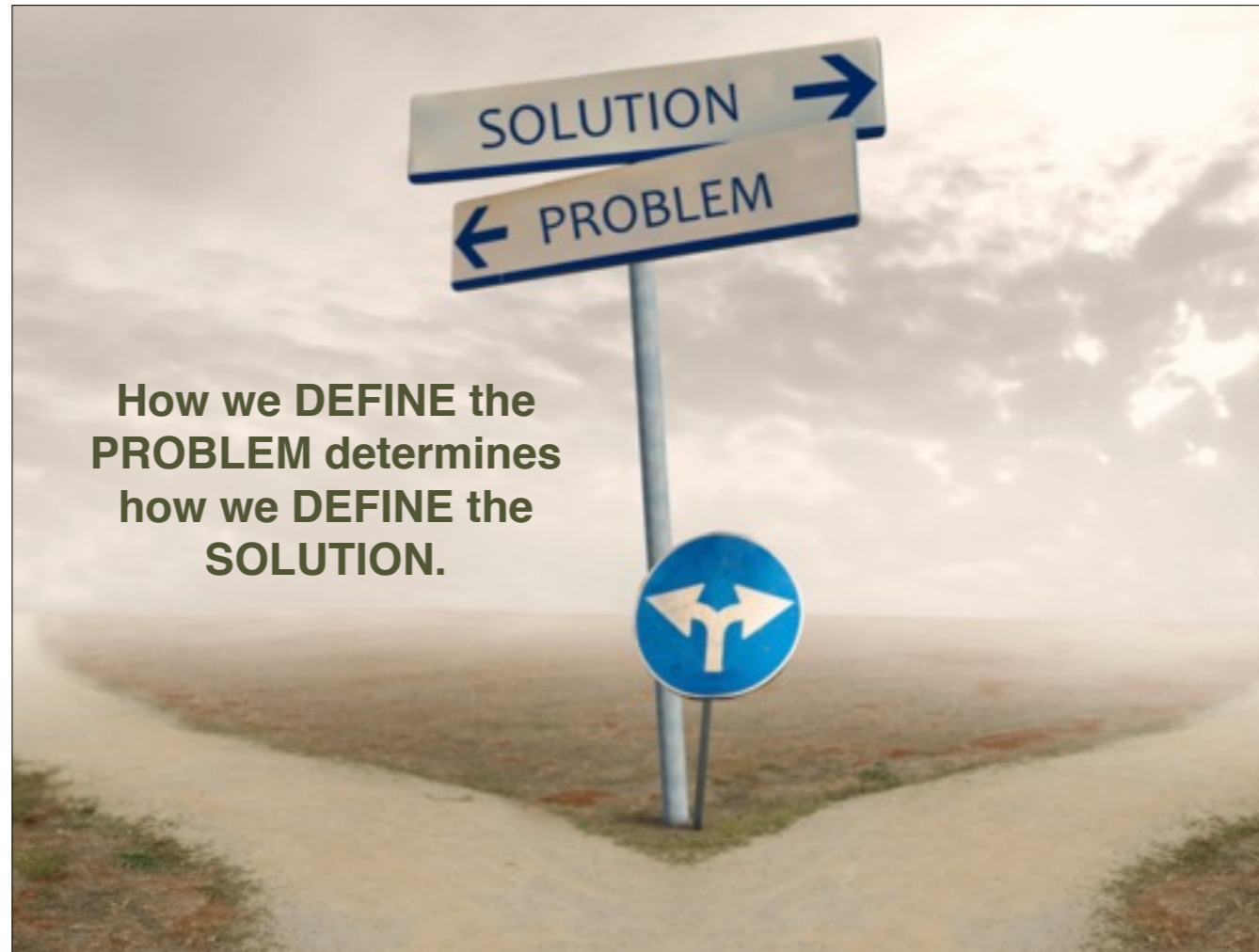


Those of us here represent a diversity of backgrounds, views, and interests. However, we are here for the same reasons:

We care about the impact we are having on our planet, and on other beings.  
And we want to help create a more humane, just, and healthy world.

I am truly inspired to see so many people with different perspectives come together to create a shared solution to a critical problem. As we sit here, right now, our environment is rapidly degenerating and animals are suffering terribly.

And I am very hopeful about the potential outcome of this historic conference. Today we have an opportunity to work together to change the world.



**How we DEFINE the  
PROBLEM determines  
how we DEFINE the  
SOLUTION.**

Given that we have different perspectives on the problem, we no doubt have different ideas about how to reach a solution; how we define a problem determines how we define the solution.

## Invisible PSYCHOLOGICAL and SOCIAL factors

**GOAL: to raise AWARENESS of the BIAS that is an  
OBSTACLE to developing effective SOLUTIONS**



**Powerful BIAS prevents us from  
THINKING as RATIONALLY as we could**

So, the contribution I hope to make to this conversation, as a social psychologist, is to explain the psychology beneath our different perspectives.

I will explain the invisible psychological and social factors that shape our perceptions regarding animal agriculture, and eating animals. These factors can cause us to have a powerful bias, which prevents us from thinking about the issue as rationally as we could.

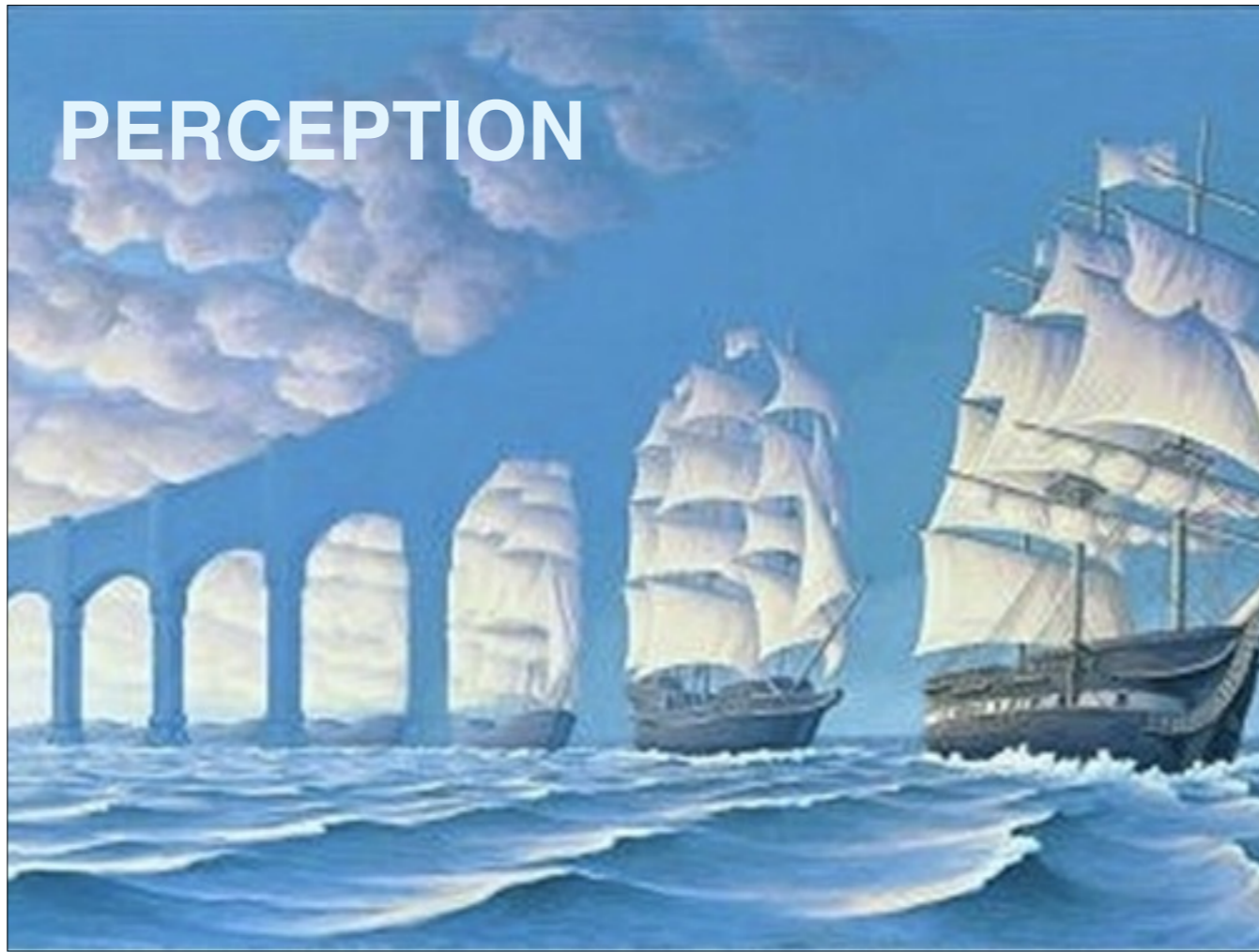
So my goal is to raise awareness of the psychology, the bias, that can be an obstacle to coming up with effective concrete solutions.

# DELICIOUS or DISGUSTING?



To illuminate this bias, I'd like to do a brief exercise.

# PERCEPTION



what changed was your perception of the meat



we learn to eat only certain species



chicken's wings



swan's wings

have you ever wondered why you eat x but not x?





hen's eggs



pigeon's eggs



cow's milk



pig's milk



and have you ever wondered why you haven't wondered?



I never wondered about my choice to eat certain animals.....



I never thought about how I could pet my dog but eat a pork chop, for example....I just didn't make the connection



But one day in 1989, I became extremely ill after eating a hamburger that had been contaminated with campylobacter, and I couldn't bring myself to eat meat after that.



I had I wanted to learn about my new diet, which of course led me to information about animal agriculture. And what I learned about factory farming shocked and horrified me.

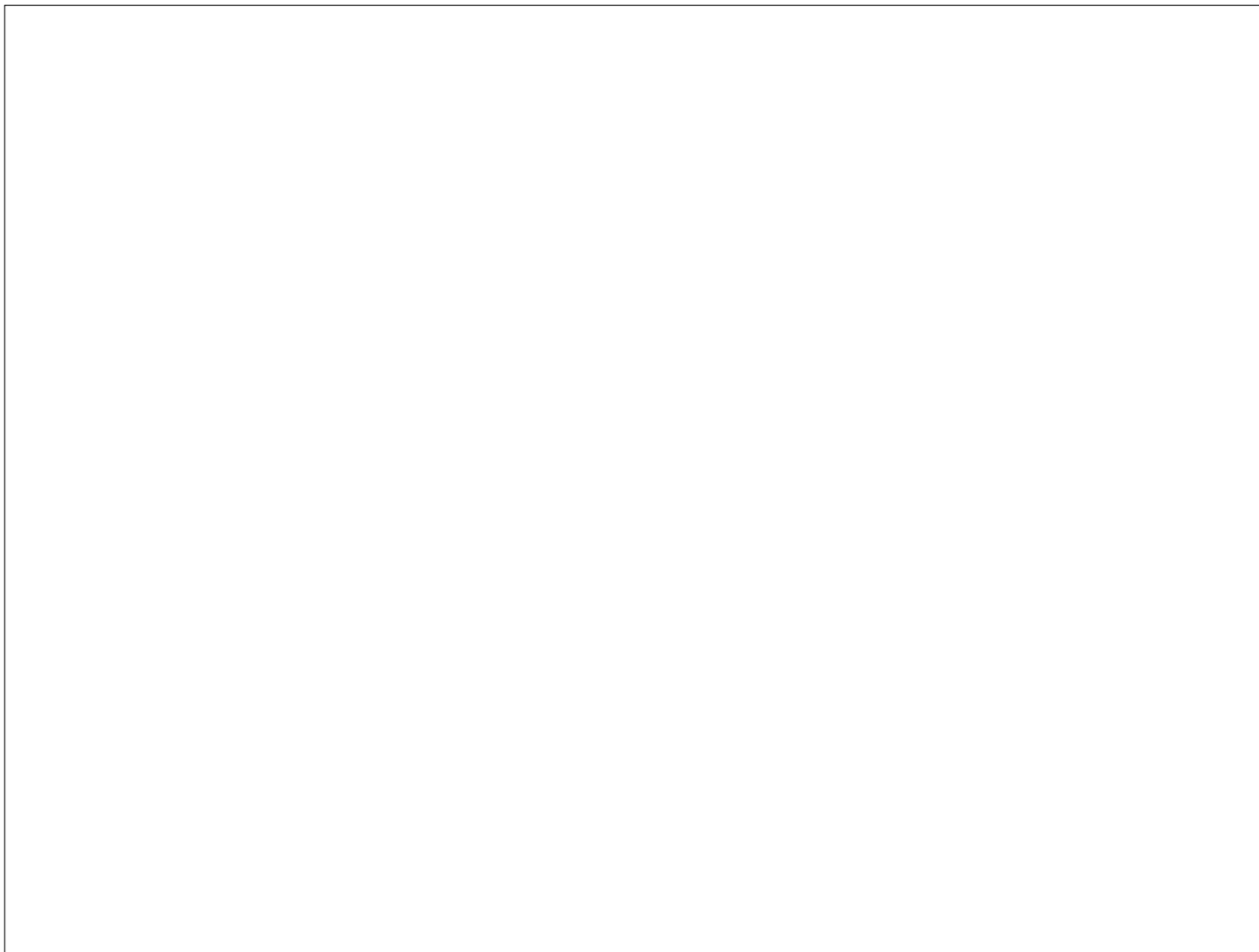
**“Don’t tell me that! You’ll ruin my meal.....”**



**“...you crazy vegan hippie propagandist!”**

But what shocked me perhaps more, was that nobody I talked to about this wanted to hear what I had to say. The responses ranged from “Don’t tell me that; you’ll ruin my meal,” to accusing me of being a hippie propagandist.



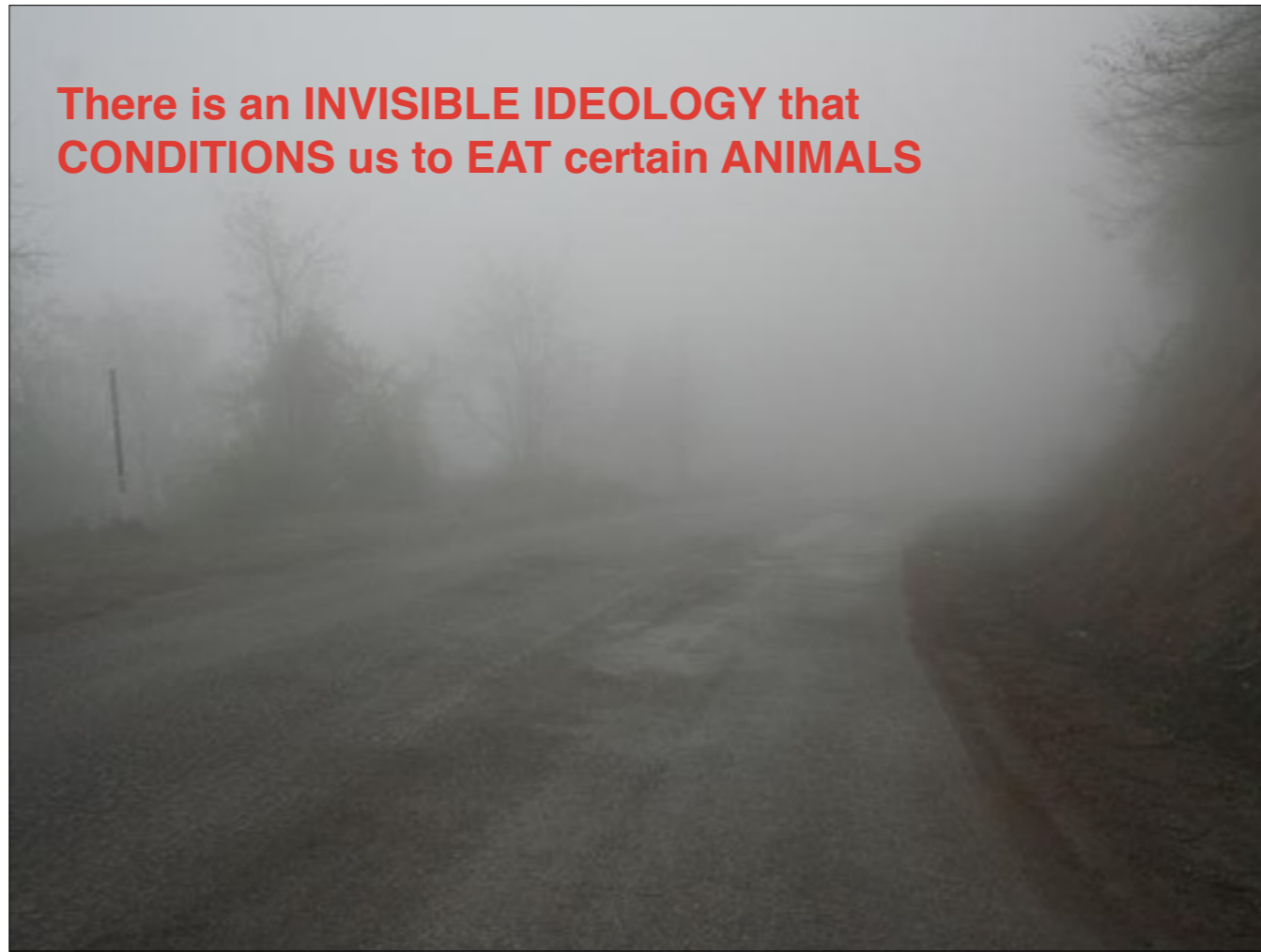


So I became very curious as to how rational, compassionate people -- like myself -- FINISH



And after years of research, including my doctoral dissertation on the psychology of eating meat, I had at least a significant part of the answer.

**There is an INVISIBLE IDEOLOGY that  
CONDITIONS us to EAT certain ANIMALS**



there is an invisible ideology that conditions us to eat certain animals

# CARNISM

the INVISIBLE IDEOLOGY that  
CONDITIONS us to EAT certain ANIMALS

carnism

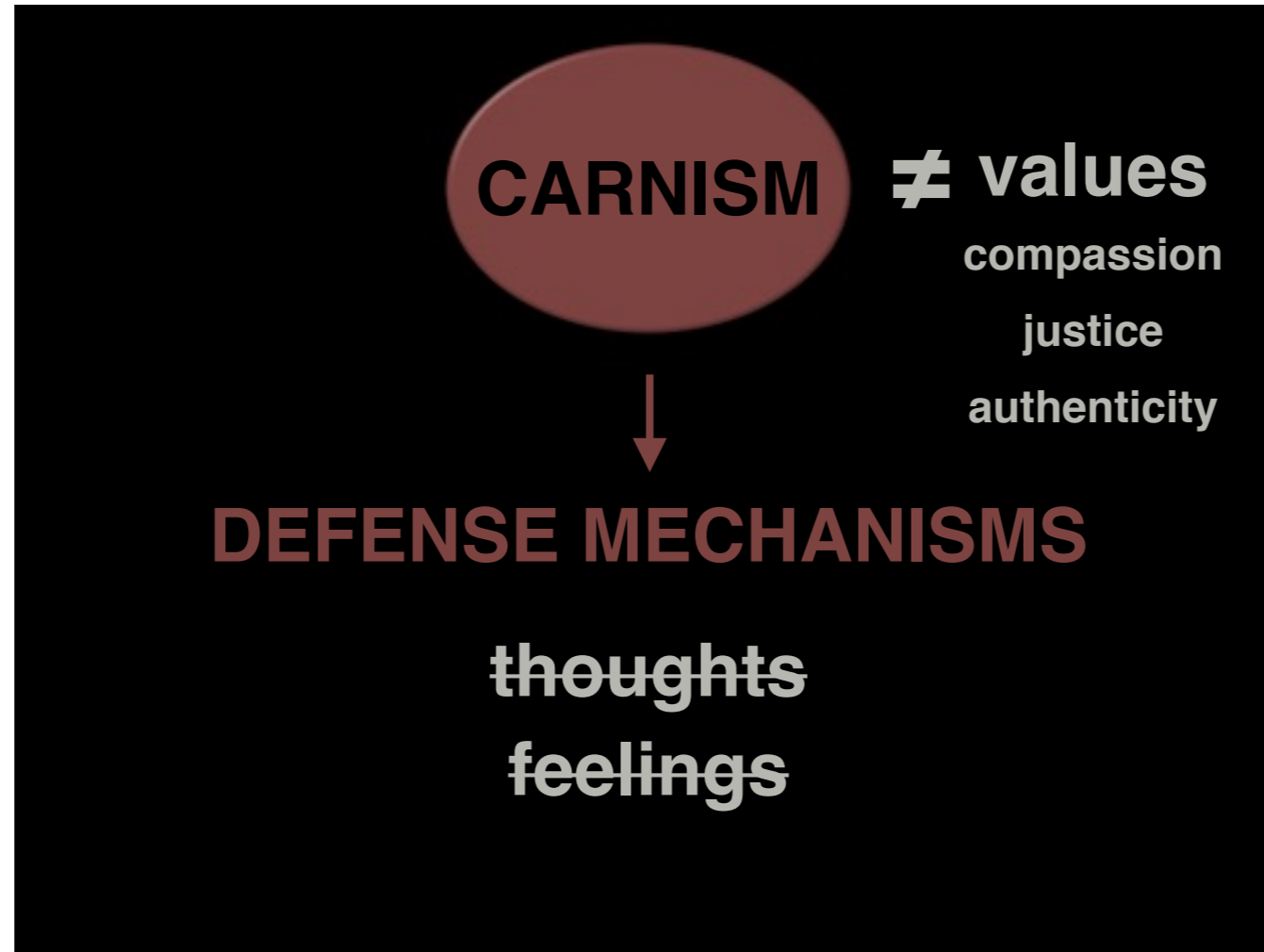
# dominant IDEOLOGY



carnism is a dominant ideology



And carnism is organized around violence -- meat cannot be procured without killing, and today the egg and dairy industries cause extensive harm to animals (stats).



So carnism uses a set of social and psychological defense mechanisms that distort perceptions and numb feelings....values.

universal DEFENSE  
mechanisms



And these very same defense mechanisms enable ideologies that cause violence to humans.

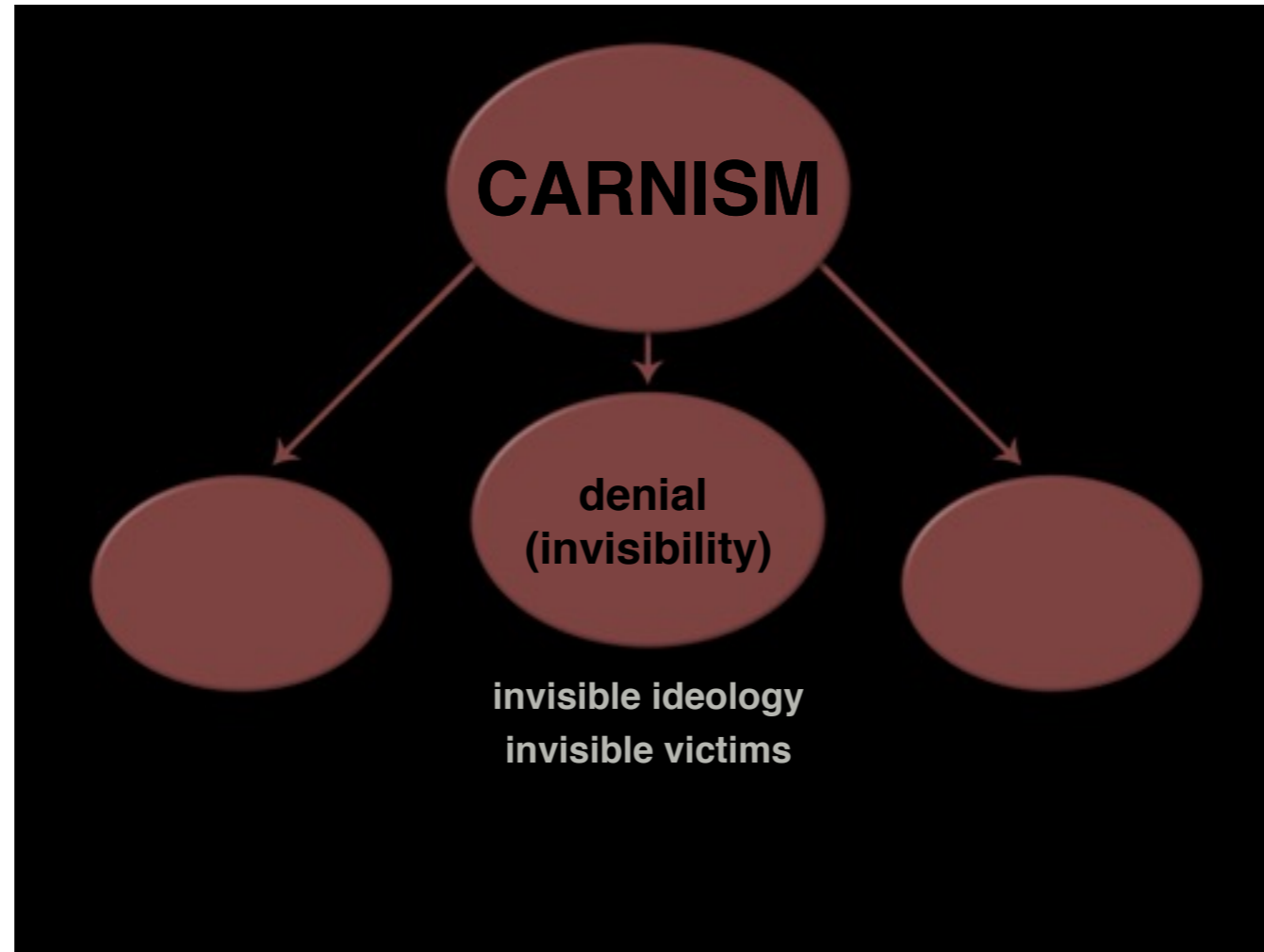




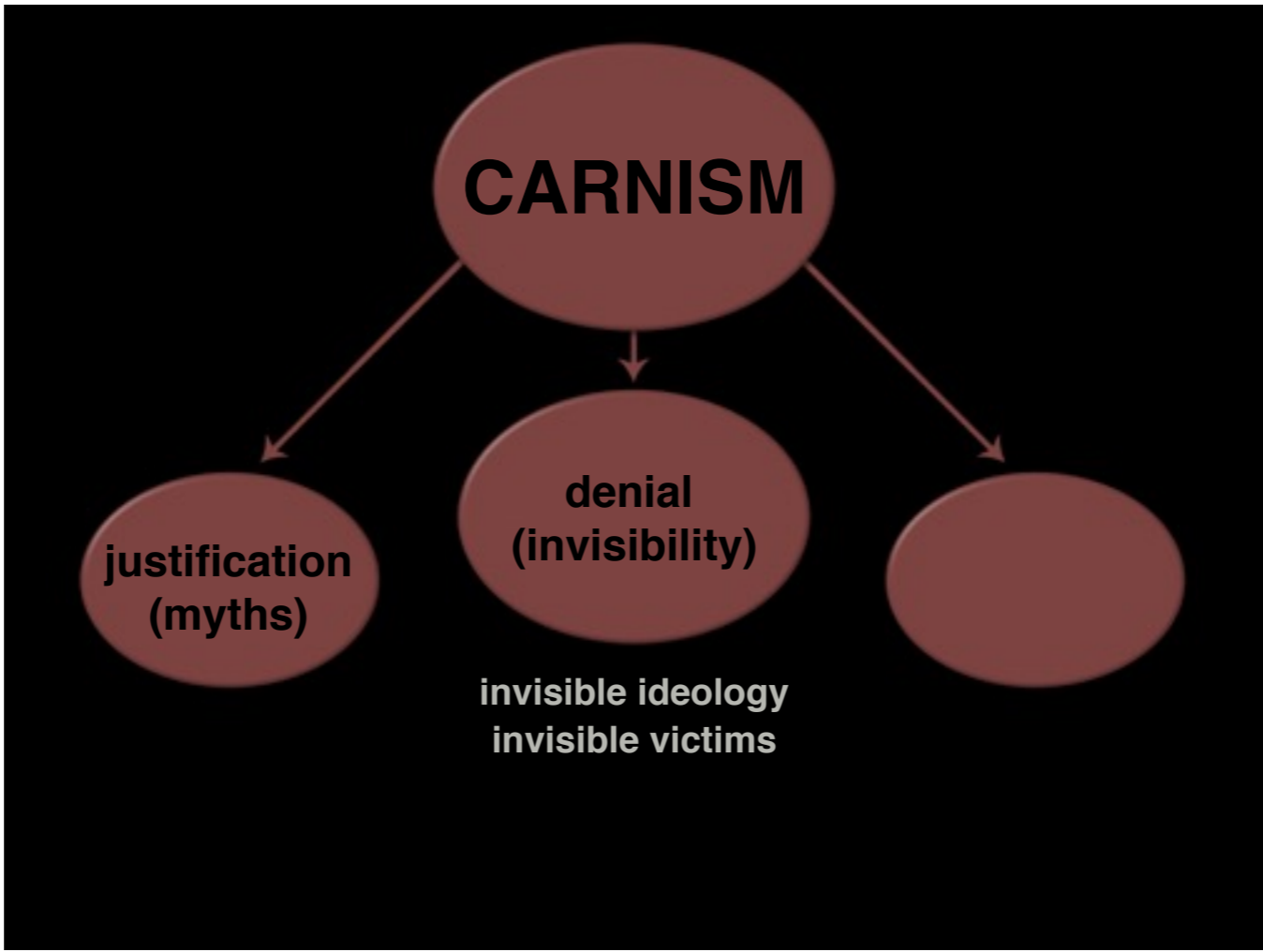
Essentially, carnism conditions us to disconnect from our natural empathy toward animals.

to empathize with another is essentially to look at the world through their eyes. Empathy is what makes us ask the question when we impact another, what would he or she ask me to do?

Mirror neurons.....we are hardwired to empathize with others



the main defense is denial....



The 3 Ns of  
JUSTIFICATION

Eating  
animals is

BOOK OF MYTHS

The 3 Ns of  
JUSTIFICATION

Eating  
animals is normal

BOOK OF MYTHS

The 3 Ns of  
JUSTIFICATION

Eating  
animals is normal  
natural

BOOK OF MYTHS

The 3 Ns of  
JUSTIFICATION

Eating  
animals is normal  
natural  
necessary

BOOK OF MYTHS

The 3 Ns of  
JUSTIFICATION

Slavery is normal  
natural  
necessary

BOOK OF MYTHS



The 3 Ns of  
JUSTIFICATION

Male  
dominance is normal  
natural  
necessary

BOOK OF MYTHS

The 3 Ns of  
JUSTIFICATION

Heterosexual  
supremacy is normal  
natural  
necessary

BOOK OF MYTHS

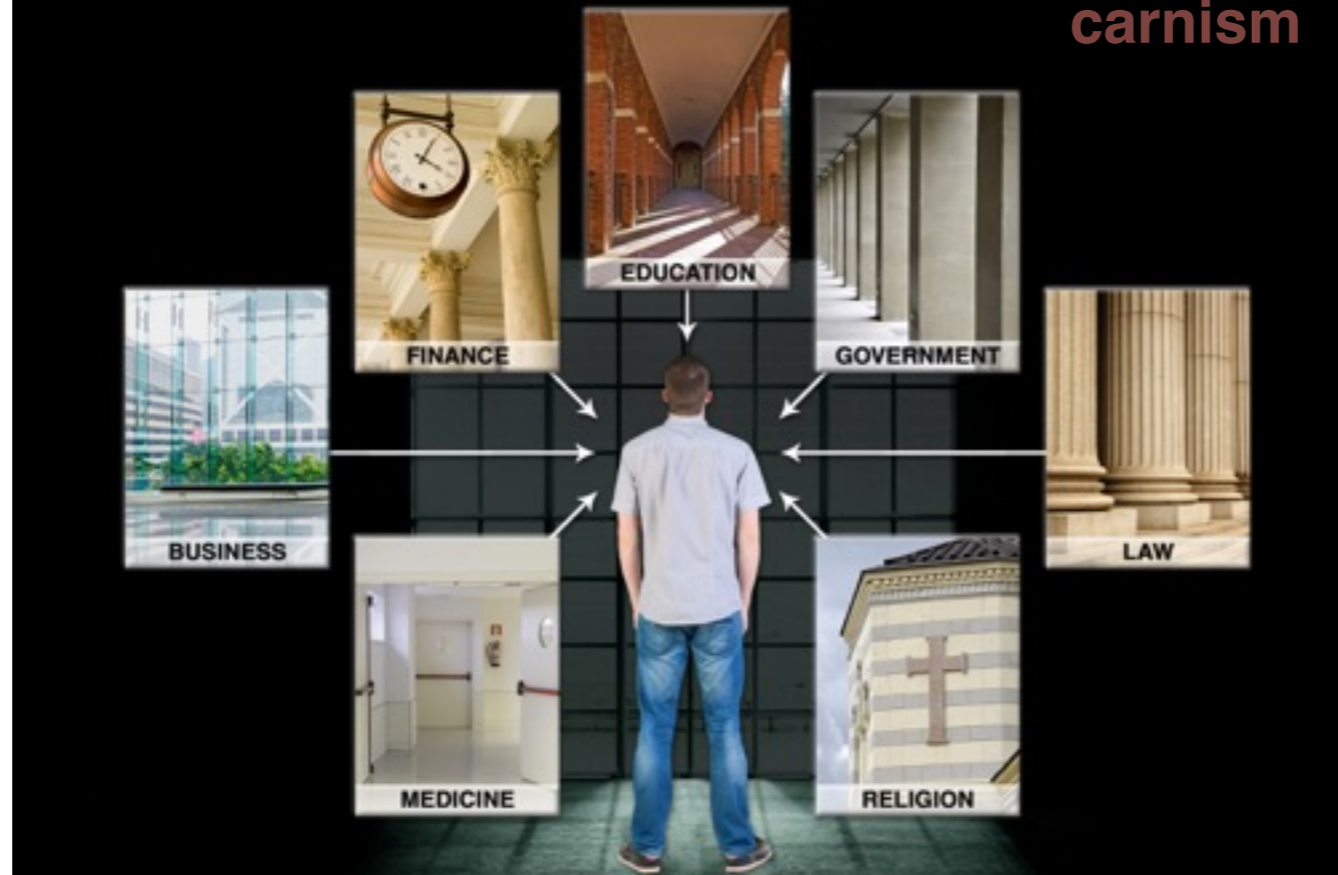
# INSTITUTIONALIZED carnism



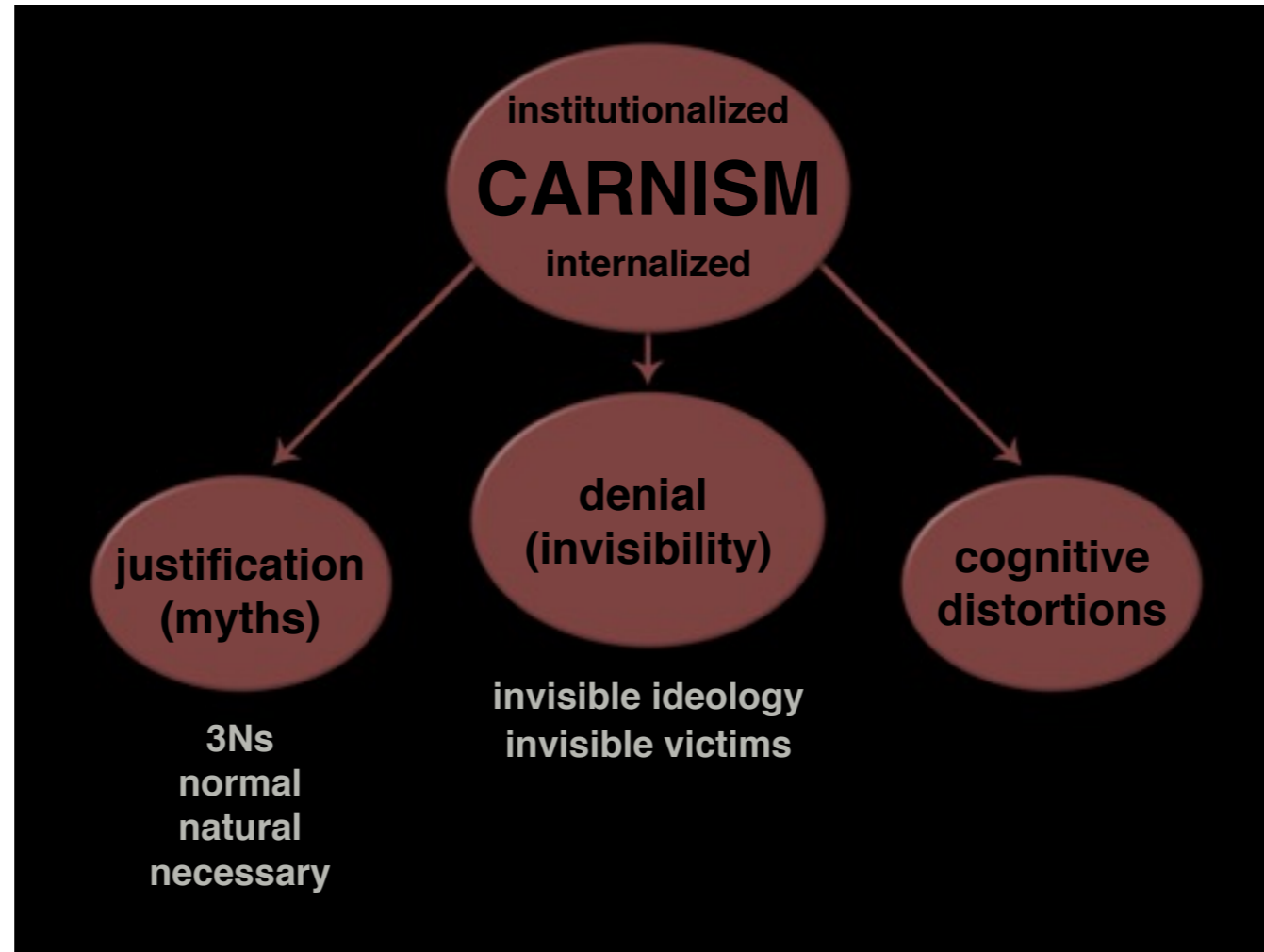
these myths are institutionalized.....

and institutionalized carnism explains why, for example, my highly intelligent doctor used to recommend that her clients eat animal products; when we study nutrition, we actually study carnistic nutrition (carnistic bias)

# INTERNALIZED carnism



And when we are born into an institutionalized system such as carnism, we inevitably internalize it. We learn to look at the world through the lens of carnism.



And carnism uses a set of cognitive defenses that distort our perceptions.....

**animals as  
ABSTRACTIONS**



for instance, carnism teaches us to see farmed animals as abstractions.....

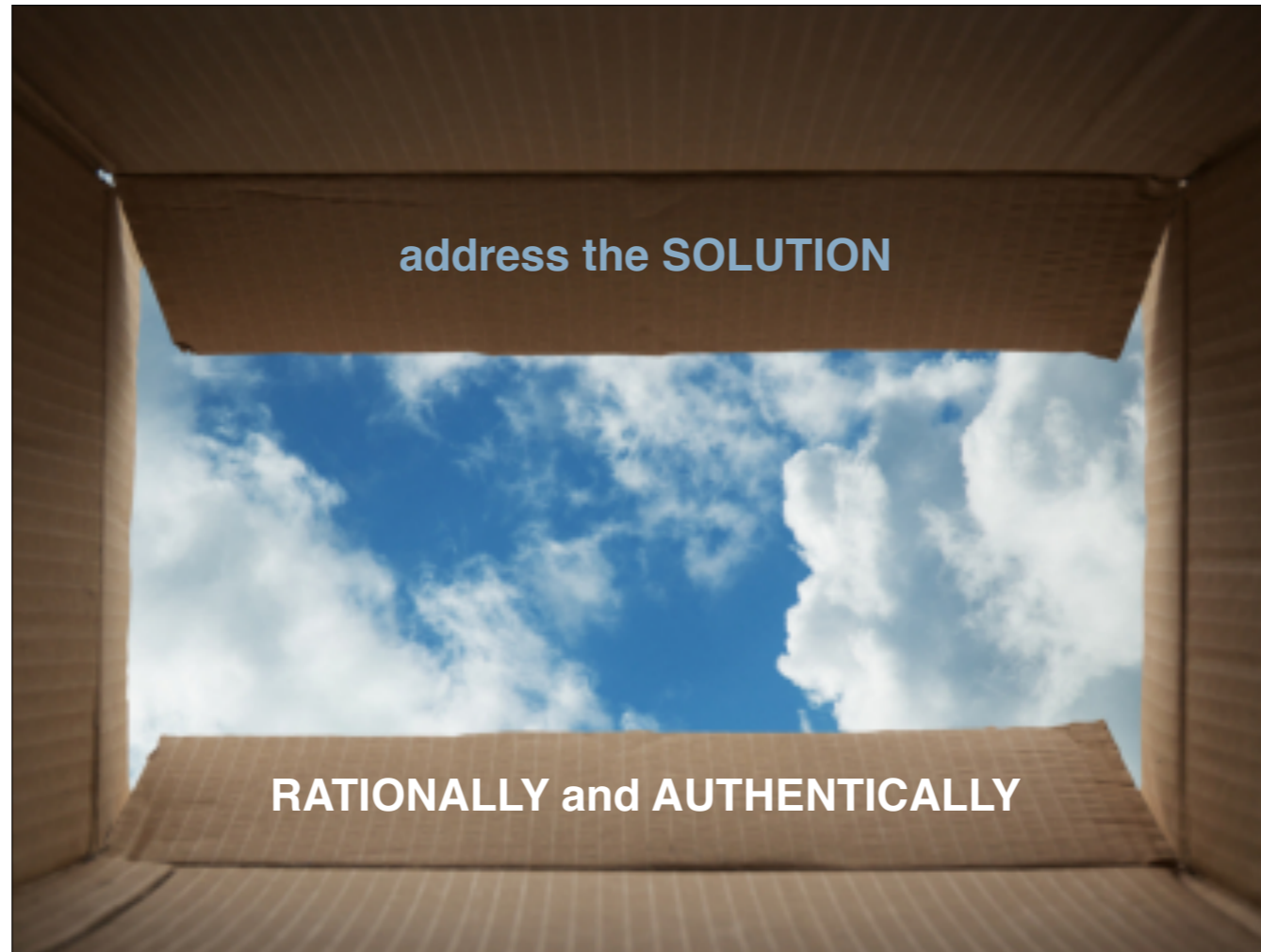


**fleisch**

**BIO**



one question I am frequently asked is how carnism applies to bio fleisch....

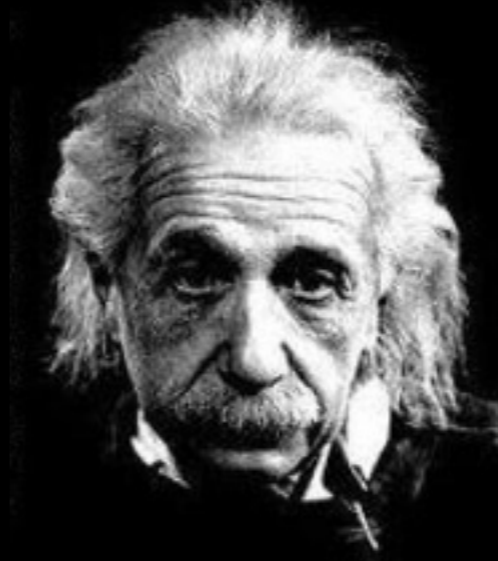


So when we understand carnism, we can step outside the system and discuss the issue of eating animals far more objectively.



“We cannot solve our problems  
with the same thinking we used  
to create them.”

Albert Einstein

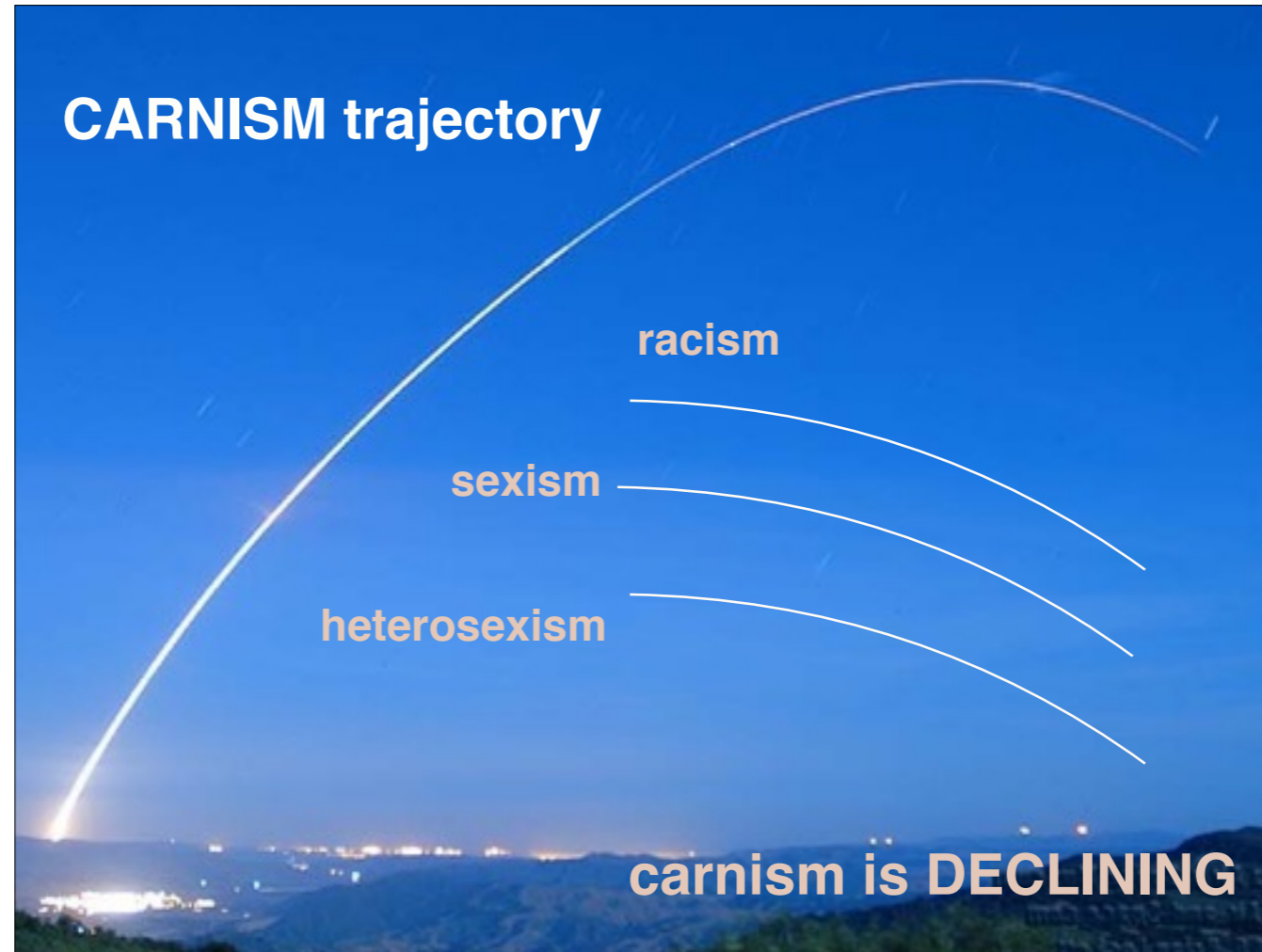


We are therefore better able to address the solution more rationally and authentically.



I believe that the most important outcome of rational analysis of carnism is the realization of where the trajectory of carnism is headed.

And carnism is declining.



Because the psychology that enables carnism is the same as the psychology that enables other isms, it is only logical that carnism will follow the same trajectory as they have.



People don't **WILLINGLY** act  
**AGAINST** their **CORE VALUES**.

People don't **WILLINGLY** support  
**PRACTICES** that cause  
**UNNECESSARY** harm.

(Research shows us that) people do not willingly act against their core values, so they do not willingly support practices that cause unnecessary harm to others. When a harmful practice is no longer a necessity, it becomes a choice, and it therefore has an ethical dimension it didn't have in the same way before.

Today, for many people, eating animals is not a necessity....



Historically, when a harmful practice shifts from being a necessity to being a choice, the social movement that challenged it becomes increasingly powerful.



We can see this happening today with the increasing popularity of the vegan movement.


Some people see veganism as a “trend,” but when we understand the psychology of carnism and the nature of social change, we can appreciate that veganism will likely replace carnism one day as the dominant ideology.



More and more animal agribusinesses are recognizing this trajectory. Rather than resist progressive change, they are choosing to become a part of it by manufacturing plant-based products.

Example: german sausage company

# SUMMARY

- **carnism creates a BIAS that is an OBSTACLE to RATIONAL analysis and EFFECTIVE problem-SOLVING**
  - **carnism is SOCIALLY and PSYCHOLOGICALLY structured like other “ISMS” that cause UNNECESSARY HARM**
  - **people do not WILLINGLY SUPPORT such “ISMS” when they no longer NEED to**
  - **CARNISM is following the TRAJECTORY of other “ISMS” and VEGANISM will likely be the DOMINANT IDEOLOGY in the FUTURE**
- 
- **it is therefore more STRATEGIC for ANIMAL AGRIBUSINESSES to MANUFACTURE VEGAN PRODUCTS than to CHANGE the way they MANUFACTURE ANIMAL products**



**THANK YOU!**



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**Founder and President, Beyond Carnism**  
[carnism.org](http://carnism.org)

thank you!