



The Beef Industry, What They Don't Tell You

By John Peirce

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The Beef Industry, What They Don't Tell You By John Peirce

Whether or not you are a beef consumer, are you satisfied that you know all you should about this product? Usual sources of information might, to a very large degree, not give adequate information about beef. Some of these sources might be biased--either for or against the product. They often have an ulterior motive to sway you one way or another for a variety of reasons. If you care for your body, if you care for your family, throw off the cloak of not knowing. This is your opportunity to discern for yourself the facts regarding beef. It is a story of how, what, when, why and by whom beef is created. Is it really safe? Is it really healthy? Do you want to know more about the terminology of beef? Then this book is for you. Know what you are putting on your plate, or why you are not. Real knowledge is empowerment. Empower yourselves.

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Editorial Review

Review

"Exceptionally well written, organized, documented, and presented, *The Beef Industry, What They Don't Tell You* is as informed and informative as it is thoughtful and thought-provoking. Beginning with an historical overview of the beef industry from 1655 to the present, *The Beef Industry, What They Don't Tell You* is comprised of chapters on Beef Specifics; Beef Handling Techniques; Your Personal Options Regarding Beef; Your Beef Producers; The Business of Beef; Life of a Calf; Humane Treatment; Nutritive Value of Beef; Health Issue Involving Beef--The Harvard Study; Environmental Issues; and Consumer Evolution. Of special note is the Closing statement and an author's Postscript. Simply stated, *The Beef Industry, What They Don't Tell You* is very highly recommended to both community and academic library collections, as well as to the attention of the non-specialist general reader with an interest in the beef industry, in the consumption of beef and human health, and in the environmental and humanitarian issues arising from the ranching and slaughter of cattle." --John Taylor, "Taylor's Bookshelf," *The Midwest Book Review*

About the Author

John Peirce, DVM, lives in Rockport, Texas, three miles from the site of the first refrigerated packer, the harbor that sailing ships in the past utilized to move locally processed beef toward the cities along the east coast of America. Born a third generation cowboy in Wichita County, Texas he attended schools in Archer City and Matador before going to Texas A&M and obtaining a Doctor of Veterinary Medicine.

Users Review

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Graciela Johnson:

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