

# Meat vs EAT-Lancet

The dynamics of an industry-orchestrated online backlash to the planetary health diet, and what it means today



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*Published in September 2025*

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# Glossary

**Misinformation:**

False or misleading information, encompassing misleading and/or biased content, manipulated narratives or facts, pseudoscience, conspiracy theories and propaganda, shared without intent to mislead. Although not intended to mislead, misinformation can still cause significant public harm. Satirical posts are not classified as misinformation.

**Disinformation:**

Disinformation is false information that is created and shared with intent to mislead. It is deliberately shared, knowing that the information isn't factual, and is often used for political or economic gain.

*Mis- and disinformation often overlap, and distinguishing between them is often complex. Determining intent can be problematic and disinformation can turn into misinformation when people share doubtful statements because they identify with the content or message.*

**Mis-influencers:**

Individuals or entities actively spreading or amplifying mis- or disinformation within digital spaces, to influence wider narratives and opinions.



## Executive Summary

In October 2025, the EAT-Lancet Commission will publish EAT-Lancet 2.0 an update to the planetary health diet first released in 2019. While the first report is one of the most influential academic studies ever released, it also faced significant online backlash - much of which was orchestrated by the meat industry. This report provides the first in-depth mapping of the connections between some of the industry-friendly scientists, doctors, health influencers, journalists and authors behind the initial backlash. We explore how narratives have evolved, and how industry is mobilising a communications drive ahead of EAT-Lancet 2.0 due for release in October 2025.

### The first EAT-Lancet report

In January 2019, the EAT Foundation and the medical journal *The Lancet* published *Food in the Anthropocene: the EAT-Lancet Commission on Healthy Diets from Sustainable Food Systems*.<sup>1</sup> The EAT-Lancet Commission comprised 37 leading scientists from 16 countries working in human health, agriculture, political science and environmental sustainability, and sought to create a framework for a 'planetary health diet' that, in a world of 10 billion people, balanced human nutrition with ecological sustainability.<sup>2</sup>



With more than 600 policy citations by 2024, the EAT-Lancet report is one of the most influential academic studies ever released.<sup>3</sup> However, the potential of the report to lead to regulation and societal change that could pose a serious threat to the interests of Big Meat and Dairy led to significant online backlash – against the report’s findings and the Commission itself. The onslaught of attacks marked a pivotal moment in food systems and diet becoming entangled in ‘culture wars’.<sup>4</sup> Early research into the backlash showed how the hashtag #Yes2Meat, around which the attack converged, had reached 26 million people on Twitter, compared with 25 million reached by those promoting the research, and that the negative campaign had succeeded in moving ‘undecided’ users, with critical posts shared six times more frequently than supportive ones.<sup>5</sup>

There were notable real-world impacts. In March 2019, the World Health Organization pulled its sponsorship of an event to promote the report, following pressure from the Italian government, which reflected narratives from the online backlash.<sup>6</sup> The Commission’s researchers and scientists have reported sustaining mental health impacts because of the online personal attacks they faced, and that in some cases their careers had been affected.<sup>7</sup>

## Our research

This Changing Markets Foundation report provides a detailed analysis of the online backlash, exposing for the first time a tightly connected network of ‘mis-influencers’ – individuals or entities spreading or amplifying mis- or disinformation. Our findings strengthen the evidence of industry interference and its ties to key mis-influencers. Through analysis of conversations on (what was then) Twitter between 1 June 2018 and 30 April 2019, our research provides the first in-depth mapping of the connections between industry-friendly scientists, carnivore-diet promoting

doctors, health influencers, and pro-meat journalists and authors. Through this, we show a tightly coordinated network mobilised to discredit the EAT-Lancet report’s findings. We trace how this period cemented critical relationships among mis-influencers, examine how some of their influence and narratives have evolved, and identify the potential risks of efforts to discredit EAT-Lancet 2.0.

Our research includes analysis of the genesis and influence of the industry-led hashtags #Yes2Meat (the ‘official opposition’) and #ClimateFoodFacts, showing how pro-meat health influencers and industry scientists amplified them in the lead-up to the report’s launch to pre-emptively discredit its findings. Our investigation also corroborates earlier evidence that the PR agency Red Flag, likely acting on behalf of the Animal Agriculture Alliance (AAA), was behind some of these efforts.<sup>8</sup>

In addition to analysis of Twitter posts, our analysis revisits leaked documents and those received under freedom of information requests to draw out specific examples showing industry influence specifically targeting EAT-Lancet. We show for the first time unpublished documents which reveal the extent to which the 2024 Denver conference on the ‘societal role of meat and livestock’ was intended to ‘plan an ‘urgent’ communications drive’ to help maintain the social licence of the meat industry.

We provide profiles of some of the most prominent mis-influencers, showing how many of them benefit from their promotion of high meat diets, including through selling books, advice and products or from direct industry funding for research and funding for their involvement in conferences and events.

## The initial backlash: cementing a network

Our analysis of the initial backlash period identifies 100 mis-influencers responsible for nearly 50% of posts that formed the backlash on Twitter, and over 90% of total engagement. None appear to be bot accounts, but real and very committed people. There were also a few industry accounts, with (then) North American Meat Institute and the AAA ranking 28th and 31st by engagement, while the libertarian think tank the Institute of Economic Affairs ranked 44th.

Within the top 100 accounts, we identified a subset of 33 accounts which appear to be working as part of a coordinated network. Our analysis reveals a clear pattern in which these mis-influencers consistently tagged and shared each other's content, using similar or identical wording and hashtags. More than 60% of the links shared within the network were written by people within it. The tagging and amplification repeated throughout the dataset, leading to five different peaks in our timeline. These are the hallmarks of a coordinated campaign; in this instance these tactics were used to push misinformation and pro-industry messages, framing the EAT-Lancet diet as nutritionally deficient and scientifically problematic proposition.

Overall, we found that the top 20 mis-influencers made up 19% of the posts and 69% of the total engagement. Of the top 20, we identified 13 as part of the coordinated network and thus included them in our mis-influencer profiles. We break the profiles down into three categories: scientists and academics, doctors and health influencers and pro-meat journalists and authors. Overall, doctors and health experts were among those with the highest engagement, playing pivotal roles in driving #Yes2Meat and amplifying the pushback against EAT-Lancet. The most influential was pro-meat doctor, Shawn Baker, closely followed by food influencer, Nina Teicholz, and another doctor Ken Berry, who is promoting paleo diets, coming in third.

Pro-meat industry scientist Frédéric Leroy, the most central figure in the mis-influencer network, was the fourth most influential. He pre-emptively attacked the EAT-Lancet report to lay the foundations for others and promoted various posts of others in the network. Following the EAT-Lancet report he continued to play a critical role in creating scientific conferences and narratives for the industry to use to undermine the findings of the report.

## New analysis of previously released and new documents<sup>A</sup>

In light of these findings, we reanalysed documents released to *Unearthed* for an investigation showing the extent of meat industry funding in establishing the UC Davis Clarity and Leadership for Environmental Awareness and Research (CLEAR) Center.<sup>9</sup> The CLEAR Center is led by Frank Mitloehner, a central pro-industry scientific figure and 6th mis-influencer in our dataset. Mitloehner is credited with a key role in the online backlash to the EAT-Lancet report, with documents revealing how he '*launched an academic opposition composed of 40 scientists ... coinciding with the official opposition, named yes2meat*' to discredit its findings.<sup>10</sup> Mitloehner used this 'success' to fundraise from industry sponsors, while industry positioned him as an 'independent academic expert' to grow his reach online.

We also reanalysed a leaked document appearing to show how the PR agency Red Flag helped AAA with a campaign to proactively undermine the EAT-Lancet launch, including the creation of #ClimateFoodFacts. It states that Red Flag, or its client, briefed '*experts*' with '*substantive engagement*' and our analysis of the mis-influencer network reveals who these experts may be.<sup>11</sup>

A This includes documents that were leaked and/or released under freedom of information requests



Additionally, we analysed documents and extensive audio recordings obtained by Changing Markets about the so-called Denver summit and its subsequent ‘Call For Action’ in 2024.<sup>12</sup> While the conference was promoted as having ‘scientific’ output, our additional evidence reveals the extent to which it was a public relations exercise, intended to hone arguments and identity-driven influencer campaigns, ‘to support industry efforts to maintain its ‘social license to operate’. We also summarise existing evidence of the industry links to the so-called Dublin declaration in 2022, a precursor to Denver, and highlight how pro-industry scientists including one of the key mis-influencers in our dataset, Frédéric Leroy, have been central to both.

## Going forward

Since 2019, the level of online mis- and disinformation related to food systems has grown exponentially with new narratives gaining prominence, many of them anchored in conspiracy theories and in part fuelled by far-right politicians and opinion leaders. We look at how, alongside the continued messaging development and coordination of the meat industry and mis-influencers at events such as Dublin and Denver, pro-meat messaging continues to be spread through social media. The #Yes2Meat hashtag was used over 2,000 times in the period between June 2024 and May 2025, while #MeatHeals, another hashtag used to promote pro-meat narratives, was used over 8,000 times. We review the landscape in 2025, including the impact of the loss of social media content moderation and the rise of AI. We also look at the overlap with the rise in popularity of carnivore and keto diets, pushed by doctors and influencers from the ‘manosphere’, such as Joe Rogan and Jordan Peterson.

As the EAT-Lancet 2.0 report prepares to launch in October 2025, the need to address the devastating climate, environmental and health impacts of our diets is urgent. The impacts on health are clear, with 2021 study finding that a quarter of all deaths among adults globally are attributable to poor diets.<sup>13</sup>

The science is also clear that cutting meat and dairy consumption is critical to tackling climate change. A comprehensive survey of climate experts in 2024 concluded that global greenhouse gas emissions from livestock must be cut by 50% by 2030 to align with the Paris Agreement.<sup>14</sup>

The meat industry understands the power of online backlash against climate and health science to successfully distract, delay and derail action which may affect its profits. The industry has led these attacks before and is preparing to do it again – in an environment where science and facts are already under attack. This makes it even more urgent for media, politicians and the public to look at who is really behind the social media headlines and what their affiliations are. Without doing this, we risk missing the significant opportunity to transform our food systems and create a healthier and climate safe future for us all.



# 1. Introduction

In early January 2019,<sup>B</sup> nonprofit organisation the EAT Foundation and the medical journal *The Lancet* published *Food in the Anthropocene: the EAT-Lancet Commission on Healthy Diets from Sustainable Food Systems*.<sup>15</sup> The commission comprised 37 leading scientists from 16 countries working in human health, agriculture, political science and environmental sustainability, and sought to create a framework for a ‘planetary health diet’ that, in a world of 10 billion people, balanced human nutrition with ecological sustainability.<sup>16</sup>

The report stated that without action the world risks failing to meet the Sustainable Development Goals and the Paris Agreement and that food is the ‘single strongest lever to optimize human health and sustainability on Earth’.<sup>17</sup> Commissioners attempted to provide concrete scenarios and targets through which a growing population can have a healthy diet from a sustainable food system. The report suggested a ‘flexitarian’ diet, predominantly plant-based but including modest amounts of fish, meat and dairy. Its findings recommended doubling global consumption of healthy foods such as fruits, vegetables, legumes and nuts, and more than halving consumption of sugar and red meat, especially in Global North countries in which animal products are overconsumed.

<sup>B</sup> The report was published on 16 January 2019, with a public launch the following day in Oslo, Norway.



The EAT-Lancet paper is one of the most influential scientific reports ever released, with over 600 policy citations by 2024.<sup>18</sup> It was published in 12 languages, and promoted through 38 launch events in 27 countries, featuring in top tier media across the world. However, the potential of the report to lead to regulation and societal change that could pose a serious threat to the interests of Big Meat and Dairy, led to significant online backlash - against the report's findings and the Commission itself. This is considered 'one of the earliest examples of a 'culture war' around dietary change'.<sup>19</sup> A notable real-world consequence was the World Health Organization (WHO) cancelling its sponsorship of an EAT-Lancet launch event planned for 28 March 2019 following pressure from Italy's then ambassador and Permanent representative to the UN, echoing narratives used in the online backlash.<sup>20</sup>

Frédéric Leroy 

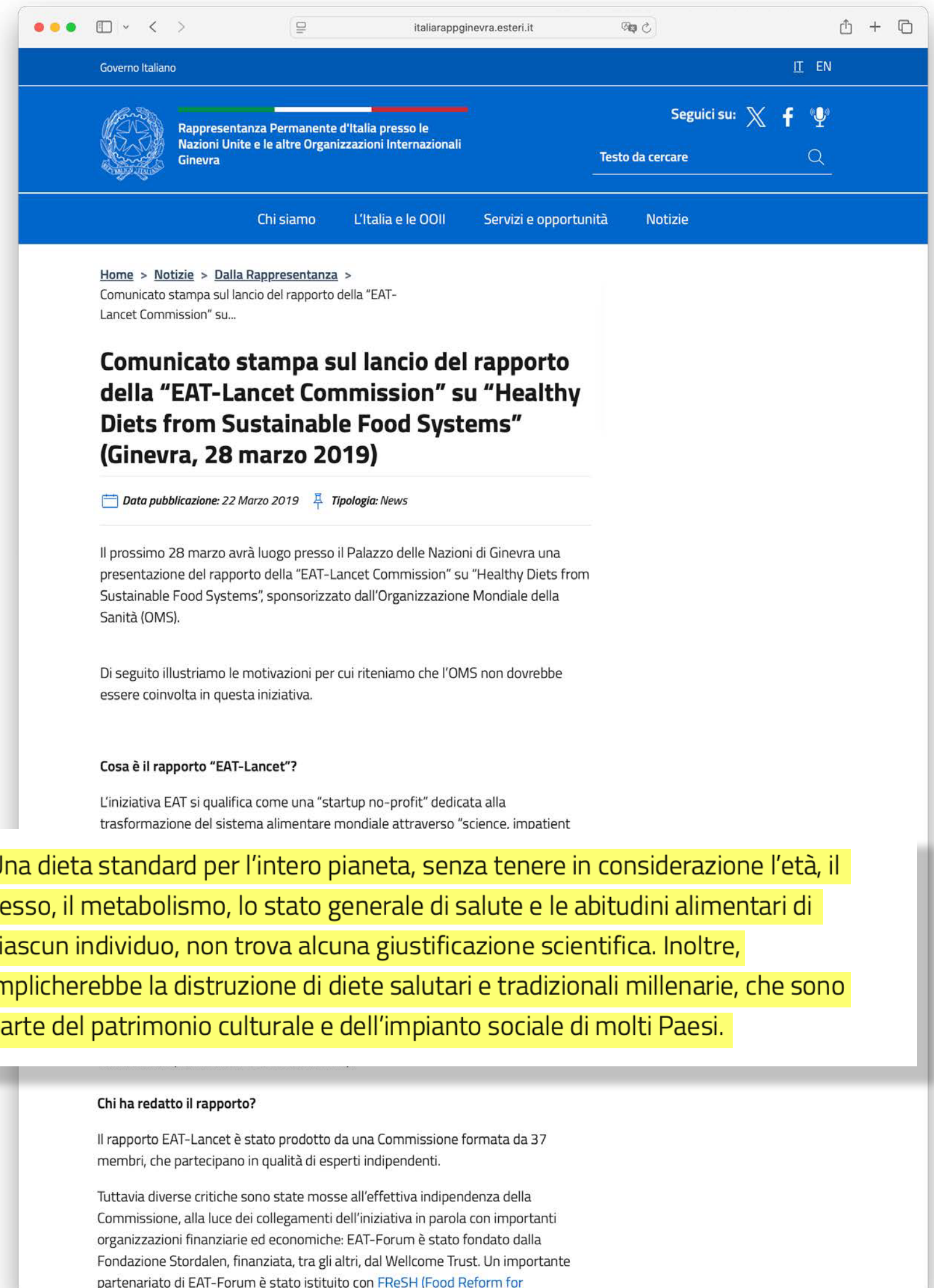
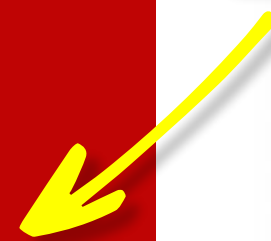
@fleroy1974

After @ItalyUN\_Geneva's critique on #EATLancet, @WHO dropped "its high-profile endorsement of the diet". John Ioannidis now calls the health claims "science fiction" 🛸🤖.

Blemished beyond repair, despite massive PR budgets, or will the Empire strike back? [newfoodeconomy.org/world-health-o...](http://newfoodeconomy.org/world-health-o...)

10:29 AM · Apr 13, 2019

*A standard diet for the entire planet, without taking into account each individual's age, sex, metabolism, general health, and eating habits, has no scientific justification. Furthermore, it would destroy healthy, traditional diets that are part of the cultural heritage and social structure of many countries.*



Elements of the backlash have been researched and reported on. In 2019, *The Lancet* published an article showing how a ‘digital countermovement’, mobilising under the hashtag #Yes2Meat dominated online discussions and that initially ambivalent users were swayed by this, with negative messages shared six times more than supportive ones.<sup>21</sup> In 2025, *De Smog* and *The Guardian* revealed how the industry-PR agency Red Flag was funded by an industry lobby group, the Animal Agriculture Alliance, to proactively undermine the EAT-Lancet launch.<sup>22</sup>

This report by the Changing Markets Foundation builds on these findings and explores in greater depth how meat industry affiliated groups mobilised to attack the EAT-Lancet report in 2019, as part of a targeted and coordinated campaign. Our findings strengthen the evidence of industry interference and connections with key mis-influencers showing the hallmarks of an orchestrated campaign. This includes converging around the hashtags being tracked by industry and initially shared by industry-connected mis-influencers, posting simultaneously, tagging each other and continuously sharing the same articles.

Our research delivers the first comprehensive mapping of the key players behind the backlash. It shows how this period cemented, and possibly initiated, many of the connections between prolific food systems mis-influencers, industry-friendly scientists, carnivorous doctors, health influencers, and pro-meat journalists and authors. We look at how this was presented by industry as a highly successful example of coordination to sway public opinion, especially among undecided audiences. We then review how the landscape has evolved and the implications for the updated report, EAT-Lancet 2.0, due for release in October 2025.

Table 1: This research compared with previous analysis

Parameter	Previous research	This research
Timeline analysis	Focuses mainly on the period around the launch of EAT-Lancet in Dec 2018–Feb 2019, with some including limited pre-launch activity.	Covers June 2018 to April 2019 for historical analysis, and Jan–May 2025 to track current narratives in the lead up to EAT-Lancet 2.0.
Narrative analysis	Identifies the backlash and some narrative themes	Analyses the full range of narrative tactics, including how they emerged, shifted over time, and are linked to mobilisation efforts.
Coordination & amplification	Finds isolated cases of behind-the-scenes coordination, but does not analyse synchronicity or repeated messaging.	Analyses inauthentic coordinated activity through synchronised posts, content duplication, and mis-influencer networks.
Actor mapping	Names a few prominent actors or institutions who worked to discredit the report.	Maps the broader mis-influencer ecosystem including individual accounts involved in spreading, legitimising or amplifying the backlash across the timeline.
Cross-year analysis	Focuses exclusively on 2019 events.	Compares backlash dynamics between 2019 and 2025 – identifying narrative repetition, returning mis-influencers and early mobilisation ahead of EAT 2.0.



## 2. Methodology

The research for this report is based on analysis of Twitter/X posts, conducted by Ripple Research, and analysis of background documents and media articles identifying the origin of various campaigns. Ripple's analysis captured a total of 37 months of online narratives, spanning three main time windows:

- 1 June 2018 to 30 April 2019 - a period covering over seven months before and three months after the launch of the EAT-Lancet report.
- 1 June 2022 to 31 July 2023, the period covered in Changing Markets' 2023 report *Truth, Lies and Culture Wars*, which provides further insight into the development of key narratives.
- 1 June 2024 to 31 May 2025 to cover the latest period and track how narratives have developed, and which mis-influencers and hashtags are still active.

Ripple Research combined structured keyword-based data collection with detailed manual categorisation and tagging, allowing for deep qualitative and quantitative analysis. For the 2018-2019 dataset, all data was manually captured from Twitter/X. The dataset is built using a structured keyword search approach. To ensure the dataset tightly focused on EAT-Lancet, the core search terms included all variations of the phrase (e.g. Eat-Lancet, eat lancet, planetary health diet, eatlancet), as well as select hashtags, such as #Yes2Meat, #MeatHeals and #ClimateFoodFacts, known to be connected to EAT-Lancet discourse.

Only content critical of EAT-Lancet was selected, including direct critiques, hostile responses, mis- and disinformation, rejection narratives and explicit resistance. The researchers then analysed key accounts, key narratives, hashtags and timelines.

For the 2025 dataset, collection was partly automated, applying the same keyword lexicon and inclusion criteria as in the 2018-19 dataset. While the capture of a larger volume of relevant content was automated, human validation and critical analysis were then applied to maintain consistency and ensure precision across datasets.

Working from Ripple's initial analysis, the Changing Markets team then carried out additional research to review the main social media mis-influencers, industry accounts and hashtags. We did this using publicly available sources, such as media reports as well as documents leaked to journalists and researchers which were shared with us, and reanalysed relevant documents released under freedom of information requests. Through this research, we established links between some mis-influencers and industry-funded research and PR. We were also able to show connections between mis-influencers, and identify some financial interests linked to the pushing of narratives such as the health benefits of carnivorous diets.

Additionally, we analyse documents and extensive audio recordings obtained by Changing Markets about the so-called Denver summit and its subsequent 'Call For Action' in 2024. We also summarise existing evidence of the industry links to the so-called Dublin declaration in 2022, a precursor to Denver, and highlight how key mis-influencer Frédéric Leroy has been central to both.







### 3. Closely coordinated networks

Our research has revealed coordinated activity, with both individual and industry accounts posting with high intensity at key moments, tagging each other, using similar hashtags and reposting each other's posts and articles.

The top 100 mis-influencers, by engagement, in the dataset make up nearly 50% of the posts, and over 90% of the total engagement. Further to this, we found that the top 20 mis-influencers make up 19% of the posts and 69% of the total engagement. None of the top 20 are industry accounts, but - as we will see later - some of these mis-influencers have established ties with the industry or personal, as well as financial, reasons to be advocating for maintaining high levels of meat consumption.

None of the top 100 seem to be 'bots' or fake accounts, but these include four prominent industry accounts: the (North American) Meat Institute (NAMI) (28th), Animal Agriculture Alliance (AAA)

Influencers, connections and industry-backed hashtags add on Twitter/X

Identified network of 33 mis-influencers

Total number of posts from network:

1,441

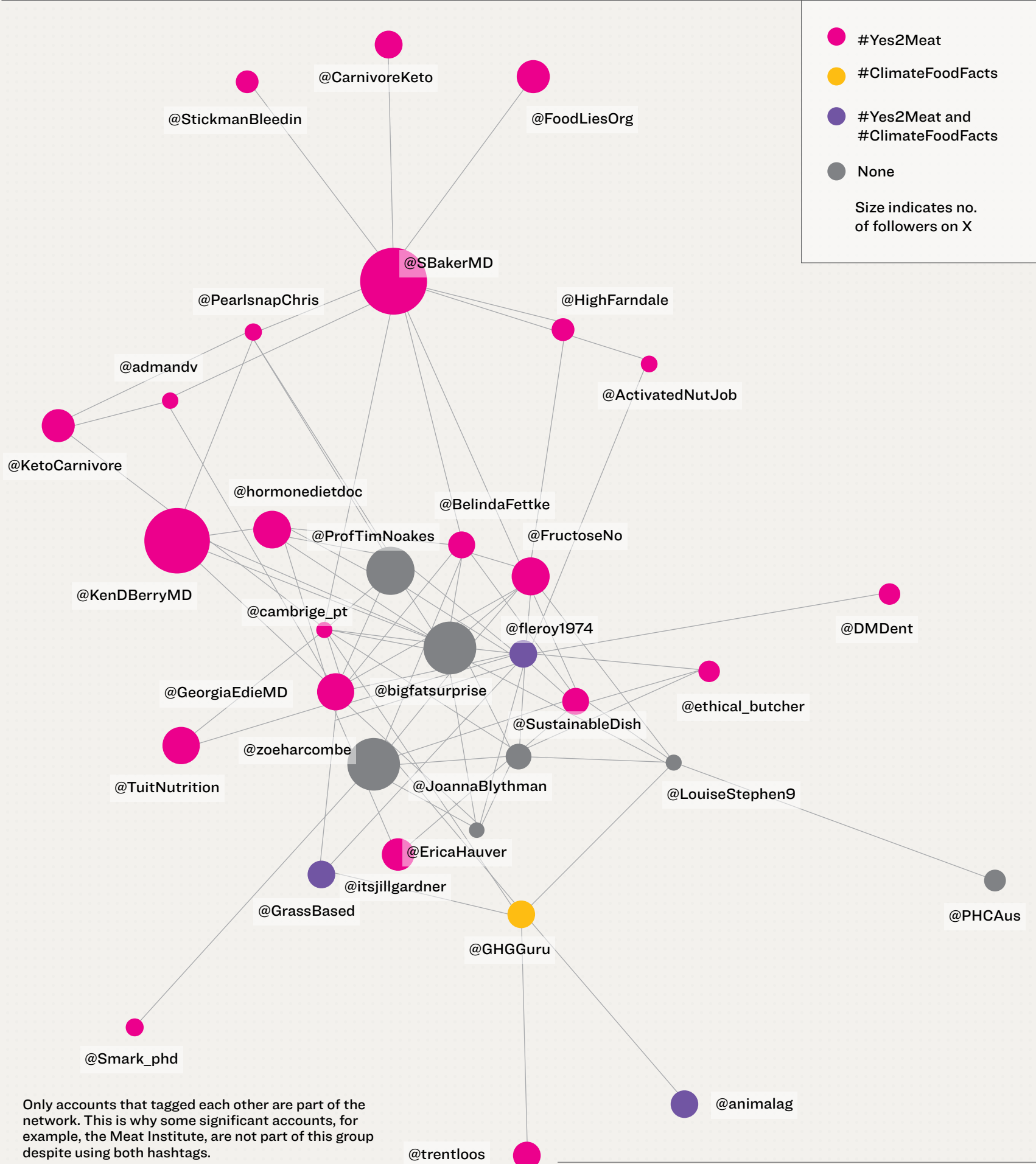
Total engagement from network:

106,370

Time period:

1 June 2018 > 30 April 2019

seven months before and three months after the launch of the EAT-Lancet report.



Twitter/X handle	Name (if known)	Total engagement	Tota posts
@SBakerMD	Shawn Baker	17,778	171
@bigfatsurprise	Nina Techolz	8,551	24
@KenDBerryMD	Ken Berry	7,716	45
@fleroy1974	Frédéric Leroy	6,635	63
@JoannaBlythman	Joanna Blythman	5,507	35
@GHGGuru	Frank Mitloehner	4,375	56
@Mangan150	P. D. Mangan	4,019	13
@drjasonfung	Jason Fung	4,004	5
@GeorgiaEdeMD	Georgia Ede	3,873	10
@FructoseNo	Gary Fettke	3,612	30
@CarnivoreKeto	Unknown	3,085	72
@hormonedietdoc	Jay Wrigley	3,068	22
@DiscoStew66	Unknown	2,768	54
@LouiseStephen9	Louise Stephen	2,452	76
@GrassBased	Peter Ballestedt	2,348	40
@Lone_Star_Keto	Ambert Wentworth	2,224	37
@FatEmperor	Ivor Cummins	2,111	13
@zoeharcombe	Zoe Harcombe	2,080	11
@ProfTimNoakes	Tim Noakes	1,862	10
@SustainableDish	Diana Rogers	1,504	17
@cambridge_pt	Andy	1,309	59
@wyadvd	David Wyant	1,275	3
@TuitNutrition	Amy Berger	1,210	5
@SimmonsBart	Unknown	1,203	21
@StickmanBleedin	Brett L.	1,119	181
@HighFarndale	Unknown	1,039	29
@BelindaFettke	Belinda Fettke	856	10
@MeatInstitute	Meat Institute	822	24
@DMDent	Dave Dent	787	69
@meatmatters1	Unknown	768	6
@animalag	Animal Agriculture Alliance	737	61
@PearlsnapChris	Unknown	711	65
@ActivatedNutJob	Unknown	631	10
@itsjillgardner	Unknown	625	49
@trentloos	Trent Loos	546	10
@admandv	Adam Viskovich	409	3
@EricaHauver	Erica Hauver	491	3
@ethical_butcher	The Ethical Butcher	382	6
@FoodLiesOrg	Brian Sanders	472	6
@KetoCarnivore	L. Amber O'Hearn	401	2
@PHCAus	Public Health Collaboration Australia	521	2
@Smark_phd	Sean Mark	484	13

Published a blog or article on EAT-Lancet that was shared within the network



(31st), International Livestock Research Institute (ILRI) (37th) and the UK right-wing think tank Institute of Economic Affairs (IEA) (44th).<sup>C</sup>

Within the top 100 accounts, we identified a subset of 33 accounts which appeared in the connected network. Our dataset reveals that these mis-influencers frequently tagged each another in misinformation posts. This is not a case of just ‘anyone’ tagging, but a pattern in which top mis-influencers consistently tagged other top mis-influencers.

The same mis-influencers actively boosted each other’s content. Over 60% of the links shared by the identified network of accounts were written by people within that network. For example, Frédéric Leroy’s article posted on the European Food Agency<sup>D</sup> website was shared 29 times by people within the network. There was also coordination on timing, with many of the posts by top mis-influencers appearing in proximity, before, during and after the EAT-Lancet launch. The tagging and amplification repeated throughout the dataset, leading to five different peaks in our timeline (see below).

C It is possible that smaller industry accounts such as local farms were in the top 100, but these are the most prominent of large industry associations.

D Despite its official sounding name, (and logo) the European Food Agency has no relation to the European Food Safety Authority, nor any food standards regulatory bodies. The Italian-owned and run website presents itself as “the first news agency entirely dedicated to the agri-food industry in Italy and Europe. For more see: [www.efanews.eu](http://www.efanews.eu)

### 3.1 Industry-linked hashtags

Our research provides detailed insights into the content of posts and accounts that formed the backlash on Twitter. Previous research has identified two main hashtags:

- #Yes2Meat, a hashtag that was linked with the EAT-Lancet report days before the launch and was quickly picked up by several mis-influencers.
- #ClimateFoodFacts, coordinated by the Red Flag agency, likely on behalf of the AAA.<sup>23</sup>

Our analysis shows who first pushed these hashtags and which accounts converged around them at what times to indicate a tight network of coordination. Further evidence suggests that #Yes2Meat was also part of an official campaign with industry ties.

Another widely used hashtag was #MeatHeals, which pre-existed before the launch of EAT-Lancet. The hashtag was popularised by mis-influencer Shawn Baker in 2017 and started being used in the EAT-Lancet backlash on 12 January. It is mostly used in the carnivore, ‘meatfluencer’ and manosphere Twitter/X space, with users sharing their positive experiences with meat consumption and criticising EAT-Lancet’s recommendations to reduce it. Despite its prominence during EAT-Lancet, as it was not a hashtag created or mobilised to specifically attack the report’s findings, and as it has more organic (albeit exploited) roots, we have not conducted a focused analysis on its use during the backlash. Similarly, although #EATLancet was widely used by mis-influencers during the backlash, it was also used more broadly, including in general discussions and pro-report contexts.

Top 20 mis-influencers by engagement on Twitter/X, 1 June 2018 > 30 April 2019

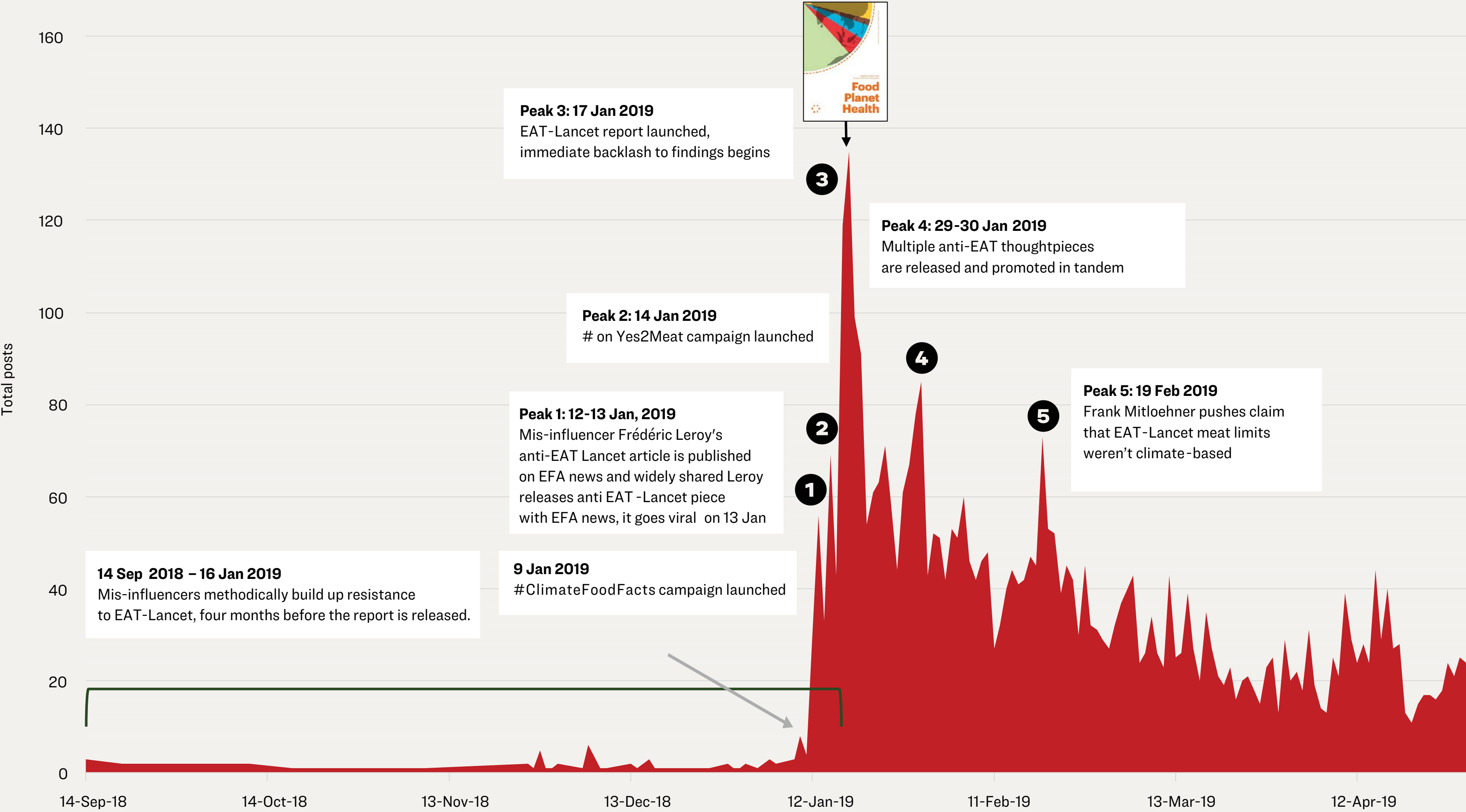
Mis-influencer ranking	Name if known	Twitter/X handle	Total engagement	Total posts	Mis-influencer category	Industry ties/financial motives
*1	Shawn Baker	@SBakerMD	17,778	171	Doctor/health influencer	Career built out of promotion of carnivore diets. One of the earliest promoters of the ‘official opposition’ campaign, on 14 January 2019, three days before the EAT-Lancet report launched.
*2	Nina Teicholz	@bigfatsurprise	8,551	24	Journalist/author	Career built out of promotion of keto diets. Red Flag consulting identifies her content in a report back about the success of its campaign to discredit EAT-Lancet, and is likely one of the ‘experts’ Red Flag refers to having briefed.
*3	Ken Berry	@KenDBerryMD	7,716	45	Doctor/health influencer	Career built out of promotion of paleo/keto diets.
*4	Frédéric Leroy	@fleroy1974	6,635	63	Scientist/academic	Career boomed with EAT-Lancet opposition, on the industry conference circuit, possibly part of the ‘academic contingent’ of 40 scientists mobilised to discredit EAT-Lancet. Red Flag consulting identifies his content in a report back about the success of its campaign to discredit EAT-Lancet, and is likely to be one of the ‘experts’ Red Flag refers to having briefed.
*5	Joanna Blythman	@JoannaBlythman	5,507	35	Journalist/author	Career built out of promotion of keto diets.
*6	Frank Mithloener	@GHGGuru	4,375	56	Scientist/academic	Industry ties are well-established. Mitloenher was at the centre of the ‘academic opposition’ to EAT. Between 2018-2024 he recieved \$3.8 million for his CLEAR Center from industry sources, including using the ‘remarkable success’ of the backlash to EAT-Lancet to fundraise. Mitloenher is also funded by industry to push for a controversial change to how agricultural methane is measured.
7	PD Mangan	@Mangan150	4,019	13	Doctor/health influencer	
8	Jason Fung	@drjasonfung	4,004	5	Doctor/health influencer	Career built out of promotion of keto diets. Red Flag consulting identifies his content in a report back about the success of its campaign to discredit EAT-Lancet, and is likely to be one of the ‘experts’ Red Flag refers to having briefed.
*9	Georgia Ede	@GeorgiaEdeMD	3,873	10	Doctor/health influencer	Career built out of promotion of high meat diets.
*10	Garry Fettke	@FructoseNo	3,612	30	Doctor/health influencer	Career built out of promotion of high meat diets.
11	Unknown	@CarnivoreKeto	3,085	72	Doctor/health influencer	
12	Jay Wrigley	@hormonedietdoc	3,068	22	Doctor/health influencer	Career built out of promotion of high meat diets.
13	Unknown	@DiscoStew66	2,768	54	Doctor/health influencer	
*14	Louise Stephen	@LouiseStephen9	2,452	76	Journalist/author	Career built out of promotion of high meat diets.
*15	Peter Ballerstedt	@GrassBased	2,348	40	Scientist/academic	First to use the campaign hashtag, #ClimatefoodFacts. He may also have been among the ‘academic contingent’ of 40 scientists mobilised to discredit EAT-Lancet. Red Flag consulting identifies his post in a report back about the success of its campaign to discredit EAT-Lancet, and is likely one of the ‘experts’ Red Flag refers to having briefed.
16	Amber Wentworth	@Lone_Star_Keto	2,224	37	Doctor/health influencer	Career built out of promotion of carnivore diets.
17	Ivor Cummins	@FatEmporer	2,111	13	Doctor/health influencer	
*18	Zoe Harcombe	@zoeharcome	2,080	11	Journalist/author	Career built out of promotion of high meat diets.
*19	Tim Noakes	@ProfTimNoakes	1,862	10	Doctor/health influencer	Career built out of promotion of high meat diets. Red Flag consulting identifies his content in a report back about the success of its campaign to discredit EAT-Lancet. He is also likely one of the ‘experts’ Red Flag refers to having briefed.
*20	Diana Rodgers	@SustainableDish	1,504	17	Journalist/author	Career built out of promotion of high meat diets.

\* = in the network and therefore featured in our profiles



# Backlash timeline

## The messaging infrastructure and key moments



3.1.1. Deep dive - #Yes2Meat

Our dataset shows that #Yes2Meat was first used in connection with criticism of the EAT-Lancet report on 14 January 2019 by pro-meat health influencer Ken Berry, and a few hours later by pro-industry scientist Frédéric Leroy, indicating close connections between pro-meat health influencers and pro-industry scientists. #Yes2Meat was the key hashtag around which pro-meat advocacy consolidated and attacked the findings of the EAT-Lancet report. According to research by the Stockholm Resilience Centre on the period from December 2018 to March 2019, #Yes2Meat reached 26 million people on Twitter (compared with 25 million reached by those promoting the research). The research also found that the negative campaign succeeded in moving ‘undecided’ users, with critical posts shared six times more frequently than supportive posts.<sup>24</sup>

Documents released to the investigative journalism arm of Greenpeace, *Unearthed*, from University of California, Davis (UC Davis), in response to a freedom of information request suggest that the #Yes2Meat campaign received industry funding.<sup>25</sup> In 2022, *Unearthed* investigated the origin of funding of UC Davis’ livestock research institute, the Clarity and Leadership for Environmental Awareness and Research (CLEAR) Center.<sup>26</sup> The research was also published in a feature article in the New York Times.<sup>27</sup> The CLEAR Center is led by Professor Frank Mitloehner, a central pro-industry scientific figure and vocal social media mis-influencer. One of the documents released reveals Mitloehner’s role in the backlash to the EAT-Lancet report, stating how he ‘*launched an academic opposition composed of 40 scientists from across the country, coinciding with the official opposition, named*

*yes2meat. Despite zero funding for the academic contingent, the group mobilised a massive campaign, fighting against inaccuracies and misinformation inherent to the report and its promotion, with high success. This was possible because of a champion, as there were willing participants who just needed a spark to ignite their efforts*’.<sup>28</sup> This shows that there was an official opposition, which did not include any funding for academics, but Mitloehner nevertheless mobilised and coordinated those voices, which contributed to the successful backlash to the report.

The document uses the Stockholm Resilience Institute study to celebrate the success of the campaign, especially ‘*in swaying undecided audiences away from the EAT-Lancet report*’ and getting Frank Mitloehner invited to a panel debate with EAT science director Fabrice DeClerck at Cornell University. The paper concludes by highlighting a ‘significant need for a nucleus, such as the CLEAR Center, where high-impact communication efforts can be coordinated and sparked’. While *Unearthed* reported on Mitloehner’s involvement in the EAT-Lancet backlash, the

details of the scientist coalition mobilisation and the Center’s use of the backlash to pursue further funding have not been covered.

The *Unearthed* investigation showed how the CLEAR Center was established in 2018 agreement between UC Davis and the Institute for Feed Education & Research (IFEEDER), the charitable arm of the American Feed Industry Association (AFIA). AFIA represents companies linked to the livestock industry, including major international players, Cargill, Tyson Foods and Pilgrim’s, owned by Brazilian giant JBS.



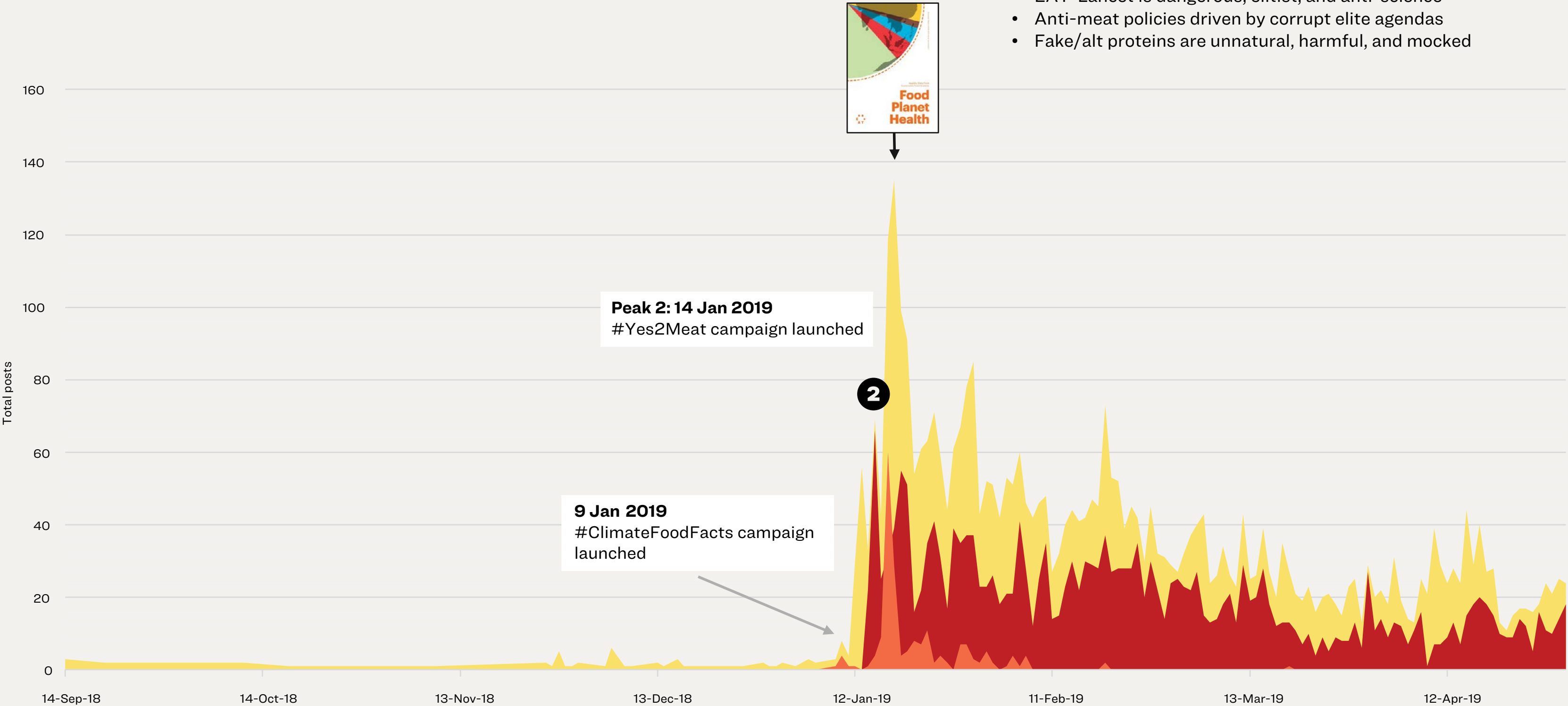


**#Yes2Meat** appeared three days before the EAT-Lancet launch and quickly took hold as a rallying point for opposition. It combined personal health testimonials with strong anti-establishment messaging and remains a persistent tool to reject meat reduction efforts.

First used on **14 Jan 2019** by Ken Berry, just three days before EAT-Lancet’s launch.

**Volume:** Over 2,100 mentions, peaking early but sustaining activity long-term. The hashtag emerged as a coordinated response and is often paired with anti-EAT-Lancet tags like **#ClimateFoodFacts**.

- Dominant narratives:**
- Meat heals: success stories and personal health transformations
  - Meat is essential: nutrient dense, irreplaceable for health
  - EAT-Lancet is dangerous, elitist, and anti-science
  - Anti-meat policies driven by corrupt elite agendas
  - Fake/alt proteins are unnatural, harmful, and mocked



The creation of the CLEAR Center was seen as critical for IFEEDEER to be able to reference ‘when sharing the important message of animal agriculture’s role as a solution provider in the nation’s efforts to address climate change issues.’<sup>29</sup>

Between 2002 and 2021, Mitloehner and/or the CLEAR Center received nearly \$12.5 million in funding from government agencies including the US Department of Agriculture, the National Cattlemen’s Beef Association, and animal livestock companies including Ely Lilly/Elanco.<sup>30</sup> This document states that #Yes2Meat was the official opposition campaign, and possibly infers it was funded.<sup>E 31</sup> The MOU that establishes CLEAR Center funding was written by Joel Newman, who was at the time the president of both the AFIA and its charitable arm, the Institute for IFEEDEER. The MOU, dated 31 May 2018, shows that industry groups have committed millions of dollars of funding for the CLEAR Center’s work in exchange for maintaining a 12-member advisory board with broad industry.<sup>32</sup> At the same time, the CLEAR Center committed to provide regular progress reports on its activities and their impact.

The MOU also highlights the industry’s efforts to position Frank Mitloehner as an opinion leader, establishing his presence on Twitter, blogs and through submitting opinion pieces in media such as *The Conversation*. It specifically mentions the North American Meat Institute (NAMI) as leading out-

reach to the dietitian community, a link which appears to have been established by the time we tracked the social media backlash to EAT-Lancet.

Mitloehner was then able to use the ‘success’ of the backlash to fundraise for the CLEAR Center’s work. A 2024 study of the relationship between the meat industry and academic institutions in the US, found that between 2018 and 2023, the CLEAR

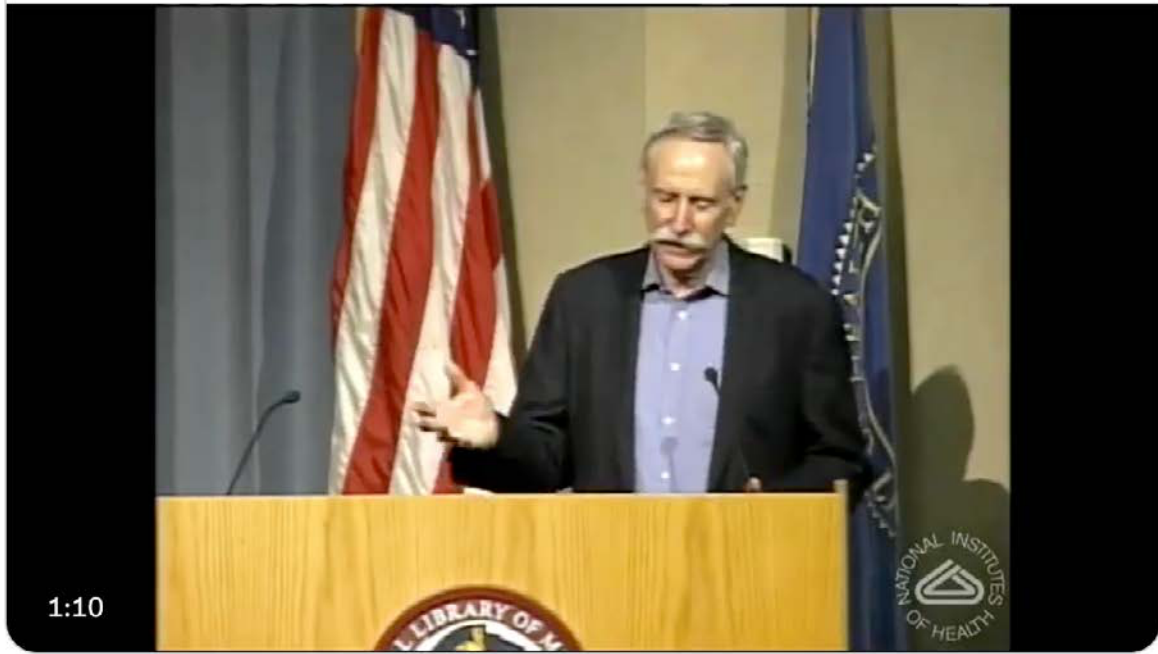
Center received at least \$3.7 million from industry sources. The majority (\$2.8 million) from IFEEDEER, with further contributions from the National Pork Board (\$600,000) the California Cattle Council (\$200,000), and Burger King (\$106,000). Furthermore, other contributions from industry groups such as the California Dairy Research Foundation, have also been made to the CLEAR Center, but the amounts are unknown.<sup>33</sup>

Leading scientists have referred to the CLEAR Center model as borrowing from “the tobacco industry playbook” working from “rule #1: cast doubt on the science,”<sup>34</sup> an approach the meat industry it works so closely with is well-versed in.<sup>35</sup>



Surprising that Prof Willet makes the statements in this short video clip about fat and carbs. To my nutrition friends: how does this align with the EAT Lancet findings?

Raul Rios @AU\_3104 · Apr 26, 2019  
Replying to @FructoseNo @HarvardChanSPH and 5 others  
He knows very well what the grains do.



6:23 PM · Apr 27, 2019

E The document specifically highlights the ‘lack of funding’ for the academic contingent, which seems to suggest the ‘official opposition’ had some funding: ‘Frank Mitloehner, the director of the CLEAR Center, launched an academic opposition composed of 40 scientists from across the country, coinciding with the official opposition, named #yes2meat. Despite zero funding for the academic contingent, the group mobilised a massive campaign, fighting against inaccuracies and misinformation inherent to the report and its promotion, with high success.’



In a July 2019 interview for news outlet *Feed Strategy*, Joel Newman, reflected on his work and offering advice for feed industry leaders and industry stakeholders before his upcoming retirement from the AFIA. In it he highlights the formation of a stakeholder coalition to develop a united strategy and consistent messaging to dispel the findings of the EAT-Lancet report, as an example of impactful industry collaboration that needs to happen more often. He cited the evolution of communication as one of the most monumental changes to shape the animal feed industry, specifically to tell the story of the environmental impact of animal agriculture - which, he claimed, is limited compared to other industries and is constantly being reduced through technologies and best practices.<sup>36</sup> He urged agribusinesses to come together to tell this story and for such efforts to take place at a global scale. As we will see in the next sections, the industry acted on this advice and is working much more closely on messaging, including building alliances and working with aligned academics to bring voices perceived as independent and having authority into public debates.

### 3.1.2. Deep dive - #ClimateFoodFacts

#ClimateFoodFacts, was likely created by the Red Flag PR Agency as a coordinating hashtag to discredit the EAT-Lancet report,<sup>37</sup> as shown in a leaked document highlighting the ‘remarkable success’ of its campaign’s messages. The leaked document claims that *‘[k]ey stories returned time and again in traditional and social media to reach major online influencers, particularly highlighting the radical nature of the EAT-Lancet diet and hypocrisy criticisms leveled at the EAT founders.’*<sup>38</sup> The document also shows that either Red Flag or its clients briefed experts in advance, who then showed substantive engagement with the messages.

Our investigation shows that the #ClimateFoodFacts campaign was launched on 9 January 2019 to pre-empt the release of the EAT-Lancet report. The hashtag had

around 200 mentions in our dataset but faded quickly in early February. Although short-lived, the posts served as a means of strategically swaying the online narrative, attacking EAT-Lancet’s credibility while greenwashing animal agriculture as essential, sustainable and misunderstood.

The primary users of #ClimateFoodFacts were industry accounts and aligned individuals, mostly academics. Although the document highlights other top mis-influencers in our dataset (see Box 1: Red Flag). The narratives pushed fall largely into the category of attacking scientific research and its authors for hypocrisy (*they are telling poor people what to eat, while they eat hamburgers and jet set around the world*), conflicts of interest (*they are vegan*), and taking away personal choice (*EAT-Lancet is radical*).



Peter Ballerstedt  
@GrassBased



WAKE UP!!

Get ready for the biggest planned assault on meat, it's production and consumption [foodplanethealth.org/the-commission](https://foodplanethealth.org/the-commission) underpinned by fearmongering science and theoretical correlational studies [nature.com/articles/s4158...](https://nature.com/articles/s4158...) & [journals.plos.org/plosone/article...](https://journals.plos.org/plosone/article...)  
#ClimateFoodFacts Hat tp @mackinprof

The zealots are coming!  
The zealots are coming!!



Twitter @GrassBased  
Facebook - Grass Based Health

GRASS BASED HEALTH  
Healthy. Sustainable. Plant-based. Healthy Animals. Healthy People.

Frank Mitloehner and Frédéric Leroy

6:46 PM · Jan 9, 2019

BOX 1: Red Flag

Red Flag is a 'strategic communications and public affairs agency,' with offices in Brussels, Cape Town, Dublin, London and Washington DC. Its current and former client base includes tobacco, chemical and meat and dairy corporations.<sup>39</sup>

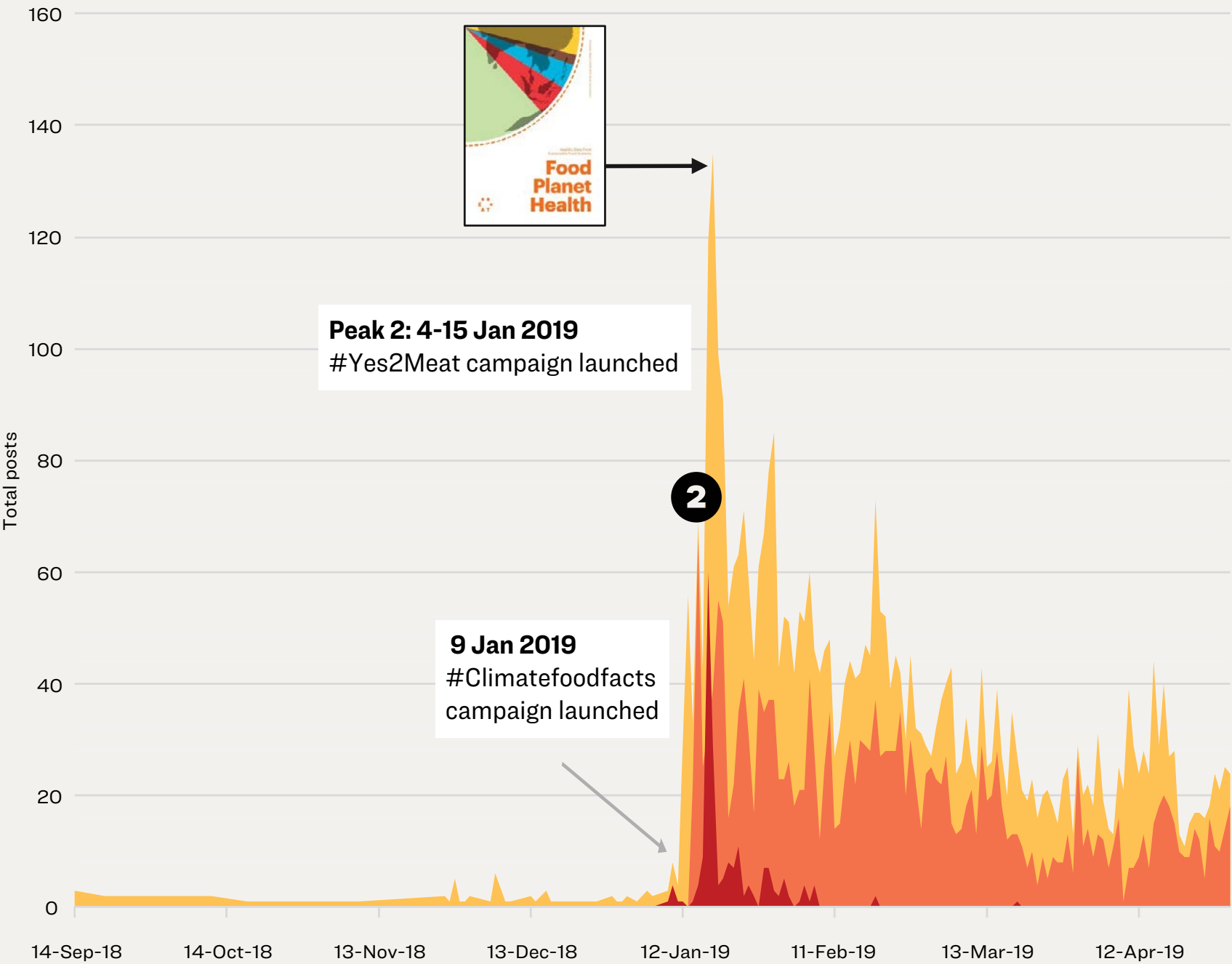
These clients include three industry groups prominent in the EAT-Lancet pushback: the Meat Institute since 2015<sup>40</sup> (and affiliated Protein PACT<sup>F</sup>), the AAA and the IEA. The 2025 DeSmog investigation details how Red Flag claimed credit for the success of the communications campaigns led by these groups and was likely hired by the AAA to lead #ClimateFoodFacts.

Red Flag also provided communications support and services to both the Dublin and Denver 'scientific' conferences, to promote the societal role of meat and livestock (for more about the conferences and Red Flag's involvement, see section 5). This includes strategies to discredit EAT-Lancet, often conflating criticism of the EAT Foundation and the EAT-Lancet Commission and its findings. In the leaked Red Flag document, the agency highlights posts from many of the individual mis-influencers in our dataset, including among the top 20 (Frédéric Leroy, Peter Ballerstedt, Tim Noakes, Nina Teicholz, Jason Fung) and in the wider network (notably Christopher Snowdon), identifying them as relevant to the campaign.<sup>41</sup> Our analysis of the engagement levels of these accounts, indicates that it is likely that these are the 'experts' Red Flag highlights as having briefed and who 'substantively engaged' with criticising EAT-Lancet.

**#ClimateFoodFacts** was launched preemptively to discredit EAT-Lancet, peaking around its release. Though short-lived, it served as a strategic flood tactic attacking EAT-Lancet's credibility while greenwashing animal agriculture as essential, sustainable, and misunderstood.

**Origin:** First used on 9 Jan 2019 by Peter Ballerstedt, over a week before the EAT-Lancet launch.  
**Volume:** Nearly 200 mentions that peaked around launch day, then faded by early February. Animal Agriculture Alliance used it 50+ times.

- Dominant Narratives:**
- EAT-Lancet is based on weak science, flawed data, and biased models.
  - Livestock emissions are overstated, while fossil fuels are the real climate culprit.
  - Animal agriculture is sustainable, efficient, and part of the climate solution.



F The Protein PACT (People, Animals, Climate, Together) is a US-led global meat sector initiative spearheaded by the Meat Institute and launched in July 2021. Founding members include the Animal Agriculture Alliance and the National Pork Producers Council. For more see: <https://www.desmog.com/protein-pact/>



Red Flag also used paid for posts to boost their reach, claiming these reached 780,000 people on Facebook and Twitter, and led to 8,000 click-throughs, including to a campaign landing page (although the URL is not given). Red Flag’s client the Meat Institute also used #ClimateFoodFacts, including in posts where it promoted several resources aimed to counter EAT-Lancet’s findings hosted on MeatPoultryNutrition.org. This could have been the campaign landing page referred to, or another example of an industry-backed campaign page.

3.2 Industry accounts

a. Animal Agriculture Alliance

According to the *DeSmog* investigation, Red Flag appears to have worked for or at least been linked to the AAA, a US nonprofit that aims to ‘connect key food industry stakeholders to arm them with responses to emerging issues’ and ‘promote consumer choice by helping them better understand modern animal agriculture’.<sup>42</sup> The group’s sponsors include global meat giants Cargill and Tyson, and its board comprises meat and dairy industry leaders, including, Eric Mittenhal.

The AAA was the central force behind the #ClimateFoodFacts campaign, posting over 50 times during the study period and consistently using the hashtag. Although not in the top accounts for engagement, the AAA came ninth in terms of volume of posts, with 61 posts in the dataset, contributing to the background noise. Our data shows that it was the mis-influencer, Peter Ballerstedt, (@GrassBased) who was the first to use #ClimateFoodFacts, with the AAA then using it on 10 January to position meat and dairy as both healthy and sustainable in response to a FoodNavigator article about the WHO’s ‘A Healthy Diet Produced Sustainably’ information sheet.<sup>43</sup> It’s not clear if the information sheet itself was linked to the EAT-Lancet Commission, but its message that food systems need to shift to lower meat consumption meant it quickly also became embroiled in the backlash.



The AAA called EAT-Lancet and the EAT Foundation (tagging @EATForum but naming EAT-Lancet) ‘agenda-driven’, ‘speculative’ and ‘radical’ and claimed it ignored ‘meat and dairy’s contributions to health’, posed a ‘risk of worsening malnutrition’, would lead to ‘increased food waste’ and was ‘distracting from the highest priorities for addressing greenhouse gas emissions’.

Between 17-18 January 2019, the AAA posted 18 times using #ClimateFoodFacts to promote narratives such as that vegetables have a higher carbon footprint than meat, and that animal agriculture is only responsible for 4% of US greenhouse gas emissions.

b. The Meat Institute  
(formerly North American Meat Institute – NAMI)

The Meat Institute is ‘the largest trade association representing processors of beef, pork, lamb, veal and poultry [in North America]’.<sup>44</sup> The body has questioned the link between human activity and global heating, funded research downplaying the industry’s role in climate change and regularly attempts to greenwash livestock emissions as part of ‘natural cycles’.<sup>45</sup>

The Meat Institute posted 24 times about EAT-Lancet, often with claims about the natural and essential role and health benefits of meat products.

The account also used #CimateFoodFacts, including, our analysis reveals, in posts promoting resources to counter EAT-Lancet’s findings, linked to its website MeatPoultryNutrition.org.<sup>G</sup> At the time, the site included a specific section called EAT-Lancet resources, which we were able to retrieve through the Internet Archive’s Wayback Machine.

On 18 January 2019, the day after the EAT-Lancet report launch, the Meat Institute shared an image of expert quotes criticising the report and using both hashtags. These quotes appear to come from tweets and include a broad array of the top mis-influencers in our analysis, across all three main categories (scientists and academics, doctors and health influencers and pro-meat journalists and authors, see page 36).



G It is not clear if this was the campaign landing page referred to in the leaked Red Flag document, or if it was a different example of an industry-backed campaign page. The website is now defunct.








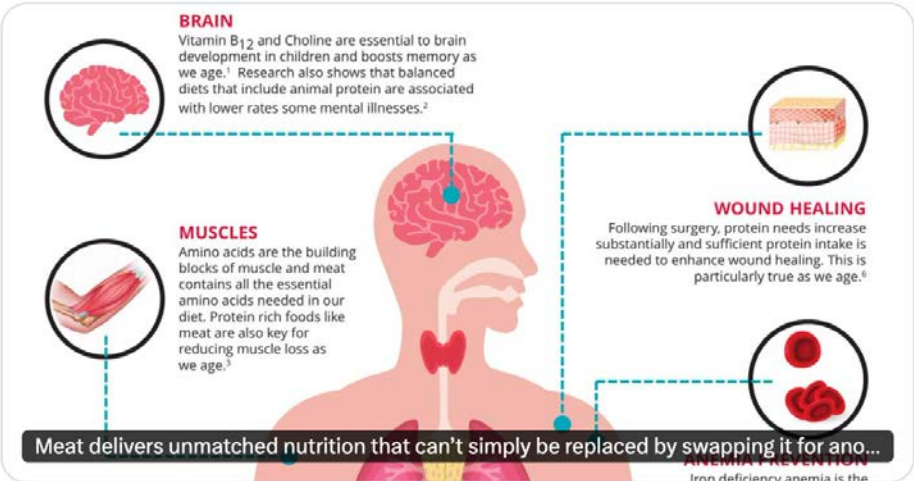
There were also two instances where industry-aligned mis-influencers, who are likely affiliated with the Meat Institute,<sup>H</sup> posted the same tweets simultaneously, sometimes using both hashtags.

On 17 January, the day of the public EAT-Lancet launch, six accounts, all of whom work for the meat industry posted identical pro-meat posts in a two-and-a-quarter-hour window, using #ClimateFoodFacts.<sup>I</sup>



**David Van Eekeren**  
@LOFDave

Meat is a unique, nutrient dense food that fuels brain development, muscle growth and numerous other bodily functions. Meat provides a combination of protein, vitamins and minerals — and taste — that no other food can match. [#ClimateFoodFacts](#) [#EatLancet](#)




From sot.ag

2:52 PM · Jan 17, 2019

**2:52pm** CEO and President of the Land O’Frost food company<sup>i</sup>

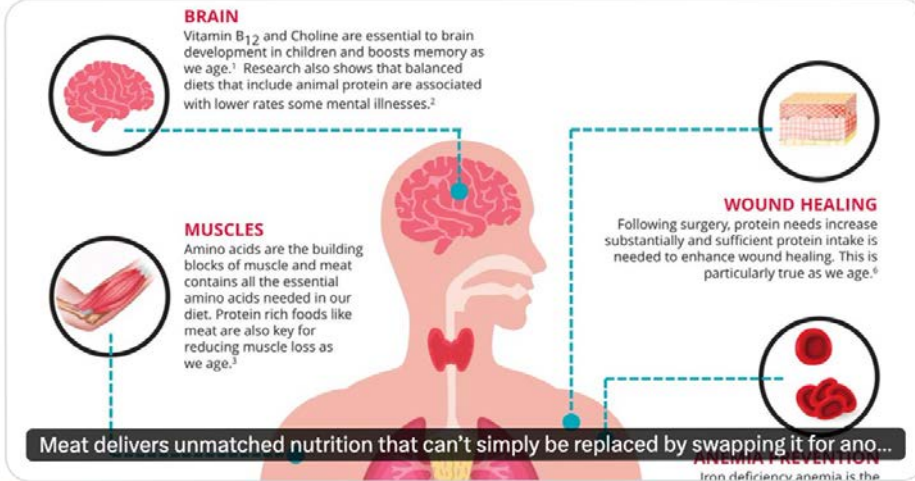
<sup>H</sup> Although the Meat Institute does not disclose its membership, its status as the largest trade body means it is highly probable that the companies promoting this shared messaging are affiliates. Known ‘general members’ include Cargill, JBS USA, Maple Leaf Foods, Smithfield Foods, Tyson Foods, Walmart and OSI Group, a US-based holding company of meat processors supplying brands such as McDonald’s, Chipotle and Burger King. In 2023, the company had a revenue of over \$14m and total assets of over \$15.5m. See [www.desmog.com/meat-institute](http://www.desmog.com/meat-institute).

<sup>I</sup> The time stamps shown here are European as this is where the posts were accessed from, but they will have originally been posted in different US timezones.



**Norm Robertson**  
@Meatreghelper


Meat is a unique, nutrient dense food that fuels brain development, muscle growth and numerous other bodily functions. Meat provides a combination of protein, vitamins and minerals — and taste — that no other food can match. [#ClimateFoodFacts](#) [#EatLancet](#)



From sot.ag

2:52 PM · Jan 17, 2019

**2:52pm** Vice President of Regulatory Services, NAMI<sup>ii</sup>




**Angie Krieger**  
@angie\_krieger

Meat is a unique, nutrient dense food that fuels brain development, muscle growth and numerous other bodily functions. Meat provides a combination of protein, vitamins and minerals — and taste — that no other food can match. [#ClimateFoodFacts](#) [#EatLancet](#) [sot.ag/8S6dn](#)

4:04 PM · Jan 17, 2019

**4:04pm** Then Vice President of Domestic Marketing, and today President of Operations, National Pork Board.<sup>iii</sup>

<sup>i</sup> Land O Frost (n.d.) Who We Are. [landofrost.com/who-we-are/](http://landofrost.com/who-we-are/)  
<sup>ii</sup> (Meat Institute (n.d.) Our Staff [www.meatinstitute.org/Staff\\_Bios](http://www.meatinstitute.org/Staff_Bios))  
<sup>iii</sup> LinkedIn (n.d.) Angie Krieger. [www.linkedin.com/in/angie-krieger/](http://www.linkedin.com/in/angie-krieger/)  
<sup>iv</sup> Meat Institute (n.d.) Our Staff [www.meatinstitute.org/Staff\\_Bios](http://www.meatinstitute.org/Staff_Bios)  
<sup>v</sup> North American Meat Institute (n.d.) [www.porgwebnidta.com/ht/display/ShowPage/id/237/pid/237/](http://www.porgwebnidta.com/ht/display/ShowPage/id/237/pid/237/)




**Eric Mittenthal**  
@MeatVP

Meat is a unique, nutrient dense food that fuels brain development, muscle growth and numerous other bodily functions. Meat provides a combination of protein, vitamins and minerals — and taste — that no other food can match. [#ClimateFoodFacts](#) [#EatLancet](#) [sot.ag/8S6fW](#)

4:11 PM · Jan 17, 2019

**4:11pm** Then Vice President, Public Affairs, NAMI. Today he serves as Chief Strategy Officer.<sup>iv</sup>



**Barry Carpenter**  
@Meatexec

Meat is a unique, nutrient dense food that fuels brain development, muscle growth and numerous other bodily functions. Meat provides a combination of protein, vitamins and minerals — and taste — that no other food can match. [#ClimateFoodFacts](#) [#EatLancet](#) [sot.ag/8S6bj](#)

5:05 PM · Jan 17, 2019

**5:05pm** Former President of NAMI<sup>v</sup>




**NC Pork Council**  
@ncpork

Meat is a unique, nutrient dense food that fuels brain development, muscle growth and numerous other bodily functions. Meat provides a combination of protein, vitamins and minerals — and taste — that no other food can match. [#ClimateFoodFacts](#) [#EatLancet](#) [sot.ag/8S6dz](#)

5:06 PM · Jan 17, 2019

**5:06pm** North Carolina Pork Council industry body






**Eric Mittenthal**  
@MeatVP

Research has shown that high-protein diets are more likely to result in significant loss of visceral fat than moderate- and low-protein diets. And eating meat and poultry is the easiest way for your body to get protein. [#ClimateFoodFacts](#) [#Yes2Meat](#) [sot.ag/8YYHG](#)

3:41 PM · Jan 28, 2019

\*3:41pm




**Angie Krieger**  
@angie\_krieger

Research has shown that high-protein diets are more likely to result in significant loss of visceral fat than moderate- and low-protein diets. And eating meat and poultry is the easiest way for your body to get protein. [#ClimateFoodFacts](#) [#Yes2Meat](#) [sot.ag/8YYKS](#)

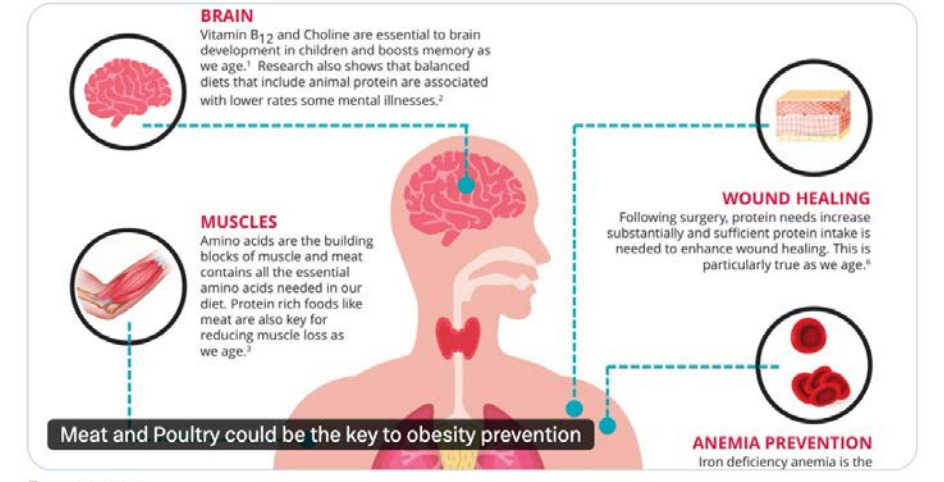
3:43 PM · Jan 28, 2019

\*3:43pm



**Michael Uetz**  
@michaeluetz

Research has shown that high-protein diets are more likely to result in significant loss of visceral fat than moderate- and low-protein diets. And eating meat and poultry is the easiest way for your body to get protein. [#ClimateFoodFacts](#) [#Yes2Meat](#)




From sot.ag

4:56 PM · Jan 28, 2019

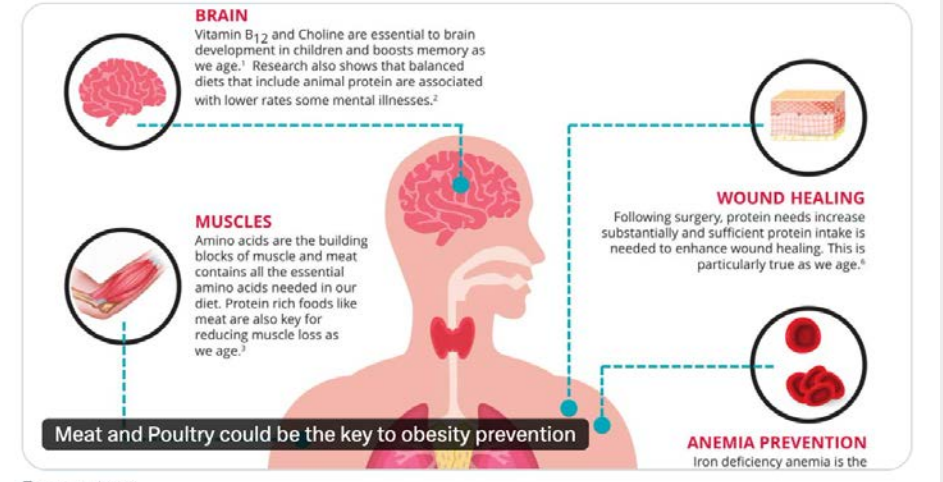
4:56pm Add Principal, Midan Marketing ('the meat industry's marketing partner'<sup>vi</sup>

On 28 and 29 January, another six posts (four from the same accounts which had posted on 17 January) once again included identical messages, this time using both hashtags and taking people to a resource focused on the health benefits of meat, suggesting low-meat diets do not have the same brain functionality benefits. Notably, Eric Mittenthal, Chief Strategy Officer, of the (then) North American Meat Institute, and an AAA board member, is again among those posting identical tweets.



**dave miniat**  
@dminiat

Research has shown that high-protein diets are more likely to result in significant loss of visceral fat than moderate- and low-protein diets. And eating meat and poultry is the easiest way for your body to get protein. [#ClimateFoodFacts](#) [#Yes2Meat](#)




From sot.ag

8:35 PM · Jan 28, 2019

8:35pm former CEO of Miniati Companies Inc. (providing 'Custom Crafted Protein Solutions'<sup>vii</sup>)

While these industry-linked posts don't have particularly high reach, they support the evidence of a coordinated network with industry ties converging around the same narratives and importantly reveal attempts from individuals in the meat industry to sway public discussion with misleading information.




**Barry Carpenter**  
@Meatexec

Research has shown that high-protein diets are more likely to result in significant loss of visceral fat than moderate- and low-protein diets. And eating meat and poultry is the easiest way for your body to get protein. [#ClimateFoodFacts](#) [#Yes2Meat](#) [sot.ag/8YYK3](#)

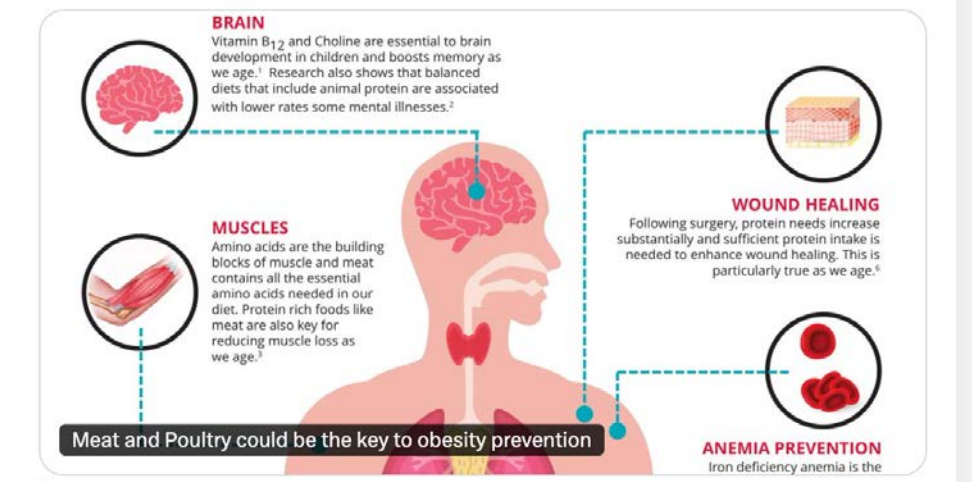
1:45 AM · Jan 29, 2019

\*1:45am



**David Van Eekeren**  
@LOFDave

Research has shown that high-protein diets are more likely to result in significant loss of visceral fat than moderate- and low-protein diets. And eating meat and poultry is the easiest way for your body to get protein. [#ClimateFoodFacts](#) [#Yes2Meat](#)



From sot.ag

5:53 PM · Jan 29, 2019

\*5:53pm

vi Midan Marketing (n.d.) Midan Marketing Team. [www.midanmarketing.com/team](#)  
ii Midan Marketing (n.d.) Midan Marketing Team. [www.midanmarketing.com/team](#)

\* = repeat account from 17 January 2019.



c. Institute of Economic Affairs (IEA)

The leaked Red Flag document also states that it has worked with the UK right-wing free market think tank the Institute of Economic Affairs (IEA), helping it to secure hostile mainstream media coverage.<sup>1,46</sup> The IEA posts on Twitter framed EAT-Lancet as a threat to individual freedom, casting the report as a blueprint for top-down dietary control, warning of meat bans, taxes and forced restriction - aiming to stoke public fear of a coercive, state-imposed food agenda. It shared nine posts including links to a series of articles and interviews, from the day of the EAT-Lancet launch in January 2019 to February 2019. The first post includes a video series of its ‘Head of Lifestyle Economics’ Christopher Snowden ridiculing the diet by having breakfast *‘in line with the dietary guidelines’*, portioning out 7g of bacon and a quarter of an egg. This video has been retweeted 342 times and liked 552 times.

*The Global Syndemic of Obesity, Undernutrition, and Climate Change* is a different Lancet Commission report, also released in January 2019, which identified red meat as a major driver of diet-related disease. The Red Flag document talks about *‘again’* securing IEA support and how its *‘targeted briefings and stakeholder activation ensured the very first articles on the ‘Global Syndemic’ connected back to EAT-Lancet and framed both reports as radical and out of touch.’*

<sup>1</sup> Red Flag highlights several articles quoting the IEA's Christopher Snowden, an op-ed authored by him in *The Spectator*, and an article in the *Daily Mirror* on the EAT co-founder Petter Stordalen being seen eating an oversized beef and bacon burger, which apparently includes a comment from Snowden calling the hypocrisy ‘breathtaking’.

iea

Institute of Economic Affairs

@iealondon

"To comply with EAT-Lancet's quarter-ouncer diet, the UK would all have to cut meat consumption by 80 per cent. As this will not be achieved voluntarily, the committee calls on politicians... to "eliminate choice". writes Christopher Snowden [iea.org.uk/media/iea-resp...](https://iea.org.uk/media/iea-resp...)

1:50 PM · Jan 18, 2019

iea

Institute of Economic Affairs

@iealondon

"From restricting and banning the consumption of vital food groups, to describing 'wars and natural disasters' as 'opportunities from which the food system can be transformed,' fanatic academics have seemingly lost the plot." writes @KateAndrs [blogs.spectator.co.uk/2019/01/the-la...](https://blogs.spectator.co.uk/2019/01/the-la...)

4:29 PM · Jan 18, 2019

iea

Institute of Economic Affairs

@iealondon

[WATCH] Part 3 of @cjsnowdon following @TheLancet diet. 🍗

Not a fan of the diet yourself? "You don't need to worry about choice or personal responsibility. They're gonna use a system of taxes and bans... to make sure you don't really have much choice!"

[iea.org.uk/media/iea-resp...](https://iea.org.uk/media/iea-resp...)

6:25 PM · Jan 17, 2019

iea

Institute of Economic Affairs

@iealondon

"The EAT-Lancet Commission makes no secret of its intention to force a near-vegan diet on the world's population through the use of taxes, bans and regulation." says @cjsnowdon [iea.org.uk/media/tax-ban-...](https://iea.org.uk/media/tax-ban-...)

10:58 AM · Jan 20, 2019

iea

Institute of Economic Affairs

@iealondon

"Even by the standards of Britain's super-nanny state, the EAT-Lancet report represents a draconian step change. To those who ask 'where will it end?', I say just read the document." writes @cjsnowdon [health.spectator.co.uk/tax-ban-regula...](https://health.spectator.co.uk/tax-ban-regula...)

4:00 PM · Jan 26, 2019

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Christopher Snowden comments in the

Kate Andrews, Associate Director at the Institute of

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The Eat-Lancet diet report forgets the consequences on real people

18 January 2019

Kate Andrews writes for The Spectator

Kate Andrews, Associate

LIFESTYLE ECONOMICS

Lancet recommendations are extreme and unrealistic

18 January 2019

Chris Snowden comments in the Metro

Chris Snowden, Head of Lifestyle Economics at the



Top 20 mis-influencers by engagement on Twitter/X, 1 June 2018 > 30 April 2019

Mis-influencer ranking	Name	Twitter/X handle	Total engagement	Total posts	Mis-influencer category
*1	Shawn Baker	@SBakerMD	17,778	171	Doctor/health influencer
*2	Nina Teicholz	@bigfatsurprise	8,551	24	Journalist/author
*3	Ken Berry	@KenDBerryMD	7,716	45	Doctor/health influencer
*4	Frédéric Leroy	@fleroy1974	6,635	63	Scientist/academic
*5	Joanna Blythman	@JoannaBlythman	5,507	35	Journalist/author
*6	Frank Mithloener	@GHGGuru	4,375	56	Scientist/academic
7	PD Mangan	@Mangan150	4,019	13	Doctor/health influencer
8	Jason Fung	@drjasonfung	4,004	5	Doctor/health influencer
*9	Georgia Ede	@GeorgiaEdeMD	3,873	10	Doctor/health influencer
*10	Garry Fettke	@FructoseNo	3,612	30	Doctor/health influencer
11	Unknown	@CarnivoreKeto	3,085	72	Doctor/health influencer
12	Jay Wrigley	@hormonedietdoc	3,068	22	Doctor/health influencer
13	Unknown	@DiscoStew66	2,768	54	Doctor/health influencer
*14	Louise Stephen	@LouiseStephen9	2,452	76	Journalist/author
*15	Peter Ballerstedt	@GrassBased	2,348	40	Scientist/academic
16	Amber Wentworth	@Lone_Star_Keto	2,224	37	Doctor/health influencer
17	Ivor Cummins	@FatEmperor	2,111	13	Doctor/health influencer
*18	Zoe Harcombe	@zoeharcome	2,080	11	Journalist/author
*19	Tim Noakes	@ProfTimNoakes	1,862	10	Health influencer
*20	Diana Rodgers	@SustainableDish	1,504	17	Journalist/author

\* = in the network and therefore featured in our profiles

Full table, including known industry ties/financial motives is available on page 16

# 4. Meat the mis-influencers

We have grouped the 20 mis-influencers who were who had the highest engagement for their attacks on EAT-Lancet into three broad categories: scientists and academics; doctors and health influencers; and pro-meat journalists and authors. This section profiles 13 of them who were also in the identified network of 33 mis-influencers.

## 4.1 Scientists and academics

*Scientists and academics closely linked to the meat industry often present their work as independent to lend weight to industry-friendly narratives, highlighting the health or environmental impacts of meat. They dismiss or downplay scientific studies they don’t agree with, portraying such research as ‘biased’ or ‘agenda-driven’. When their funding or evidence is questioned, they often adopt a victim stance, claiming to be unfairly targeted by critics or the media.*

Industry-affiliated scientists and academics were among the top mis-influencers in the EAT-Lancet backlash. There are particularly clear links between two figures in this category, Dr Frédéric Leroy and Dr Frank Mitloehner - they are connected to both industry groups

and health mis-influencers, as explained in the detailed profiles below. The third most influential scientist in the network (and the 15th overall) was Dr Peter Ballerstedt, @GrassBased, who posted over 40 times, tagging numerous others. Ballerstedt explicitly ties together animal agriculture, forage systems, and human health, arguing that the role of ruminants is positive ecologically as well as nutritionally. Ballerstedt’s posts pushed the supposed benefits of meat for the environment and health and talked about a ‘*vegan conspiracy*.’

←

Peter Ballerstedt

23K posts

From forage production, through utilization, to human health

GRASS BASED HEALTH

...

Follow

Peter Ballerstedt

@GrassBased

Forage agronomist & ruminant nutritionist. Reversed pre-diabetes in '07. Advocating ASF for metabolic health & sustainable food systems. Ruminant Revolution!

Oregon

ruminati.substack.com

Joined November 2010

3,144 Following

16.9K Followers

BOX 2: ALEPH2020

In addition to their use of X, many of the most prominent mis-influencers post regularly on their own websites and blogs. One of the most prominent is the Animal-sourced foods and Livestock: Ethics, Planet, and Human health (ALEPH) website launched in 2020, the year after the EAT-Lancet launch. Frédéric Leroy was the ‘creator’ of the site (which he calls a ‘*dynamic white paper*’), which he states aims ‘to give an overview of the controversies related to the production and consumption of animal source foods...’<sup>47</sup>

Leroy posts frequently on the site, which hosts numerous articles attacking EAT-Lancet. These include undermining the science of the report, health-washing meat and dairy and claiming the report is ‘plant-based interventionism’.<sup>48</sup> The site also features an op-ed by the Dublin Declaration authors, led by Leroy, in which they frame themselves as the ‘victims’ of exposés of industry activity and funding for anti-EAT-Lancet narratives. The extensive article includes the claim that ‘*a coordinated effort by a small group of animal rights activists, backed by aligned media outlets (e.g., DeSmog, Sentient Media, The Guardian, Vox), to discredit established experts and organizations in the domain of livestock agriculture*’.<sup>49</sup>

aleph2020.org

ALEPH 2020

Opinion

The Manufacturing of Anti-Livestock Discourse: Activist Tactics and the Discrediting of Scientists

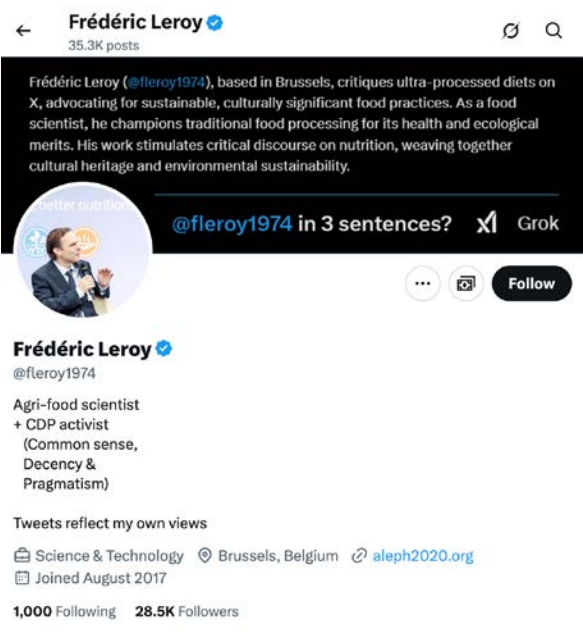
This opinion piece examines a coordinated effort by a small group of animal rights activists, backed by aligned media outlets (e.g., DeSmog, Sentient Media, The Guardian, Vox), to discredit established experts and organizations in the domain of livestock agriculture.





Frédéric Leroy

Handle: @Fleroy1974  
Posts: 63  
Engagement: 6,635  
Mis-influencer ranking: 4



Frédéric Leroy was one of the most central mis-influencers based on his level of engagement with others (see ‘Influencers, connections and industry backed hashtags’ on page 14) and ongoing spearheading of anti-EAT-Lancet narratives through his involvement with pro-meat events such as the Dublin Declaration and the Denver Call for Action. He is also behind the Nourishment Table (see Box 5: The Nourishment Table), which he promotes as an alternative to official dietary guidelines.

Leroy labels himself an ‘agri-food scientist’ and ‘Common sense, Decency & Pragmatism’ activist. He holds a professorship in the field of food science and (bio)technology at the Vrije Universiteit Brussel and is President of the Belgian Association of Meat Science and Technology.<sup>50</sup> Leroy says that he is an advocate for ‘*moving away from a corporatized food system*’.<sup>51</sup> He consistently claims his work and research is financially independent from the meat industry, and that he only claims ‘travel expenses’ for speaking at industry events.<sup>52</sup>


Despite his claims to be critical of corporate dominated food systems, he is frequently connected to them. In 2019, he visited Aotearoa (New Zealand) at the expense of Beef and Lamb NZ,<sup>53</sup> an industry lobby group. The group advocates for the use of GWP\*, a controversial measurement for methane which could allow industry to claim a cooling effect of small methane reductions (see Box 3: ‘Rethinking’ Methane).

He is a founder and regular contributor to the ALEPH2020 site and a recipient of the American Meat Science Association (AMSA) International Lectureship award for his ‘*internationally recognized contributions to the field of meat science and technology, and active leadership and promotion of international activities for the benefit of society*’.<sup>54</sup> AMSA’s ‘sustaining partners’ include JBS, Cargill and Tyson. Leroy has also spoken at AMSA conferences sponsored by JBS, Kraft Heinz, Nestlé Purina and the Meat Institute.<sup>55</sup>

On 12 January 2019, five days before the EAT-Lancet report was released, an article by Frédéric Leroy and Martin Cohen published on the European Food Agency website the day before, sparked the first major spike in our dataset.<sup>56</sup> (see graph: Backlash timeline). The article ‘The EAT Lancet Commission’s Controversial Campaign’, framed EAT-Lancet as pushing an elite, anti-meat agenda. More than 75% of posts in this peak were driven by sharing the article, first shared by Frank Mitloehner and reposted 66 times in two days. This vocal opposition before the report was publicly available for review indicates a pre-emptive strike against the idea of meat reduction rather than genuine scientific critique.

Leroy’s critique focuses on a range of issues: from the financing of the EAT-Lancet Commission to the concept of a dietary framework recommending reduced meat consumption which he misleadingly claims is “*a diet that favours processed, sugar-rich foods,*” to attacking the environmental and health arguments underpinning the EAT-Lancet report.






Frank Mitloehner

@GHGGuru

The EAT-Lancet Commission will launch [efanews.eu/item/6053-the-...](https://efanews.eu/item/6053-the-...)


6:41 PM · Jan 11, 2019 from Rohnert Park, CA



Ivor Cummins

@FatEmperor


Beware the Ides of March...or is it tis January 17th you need to watch? Here comes the next onslaught against [#meat](#) - a coalition of the ideological and the deluded. Time to get together guys and retweet to get the word out - because [#meatheals](#)  
[efanews.eu/item/6053-the-...](https://efanews.eu/item/6053-the-...) [#LCHF](#) [#Keto](#)



efanews.eu

The EAT-Lancet Commission's controversial campaign  
The kick-off meeting will held on January 17th in Oslo


12:46 AM · Jan 12, 2019



Gary Fettke

@FructoseNo

If you suspect that mischief is afoot from the EAT-Lancet campaign, then look no further than billionaire pseudo [#vegan](#) activists and [#BigFood](#). Time to call their ant-meat rhetoric out before it's too late.  
[efanews.eu/item/6053-the-...](https://efanews.eu/item/6053-the-...) [@fleroy1974](#) [@docmartincohen](#) [@bigfatsurprise](#)



The EAT-Lancet Commission's controversial campaign

From efanews.eu

8:00 AM · Jan 12, 2019



Leroy continued to disparage EAT-Lancet in the years after the launch. In July 2021, he appeared on fellow mis-influencer Shawn Baker’s YouTube podcast, in which he talked about his journey to combat ‘extreme’ views on food system change.



Georgia Ede MD  
@GeorgiaEdeMD

Important piece by @fleroy1974, @docmartincohen on the science/politics of meat: "academic and scientific debates become political arguments that are dangerously simplistic and may have several detrimental consequences for both health and the environment."



efanews.eu  
The EAT-Lancet Commission's controversial campaign  
The kick-off meeting will held on January 17th in Oslo

3:39 PM · Jan 12, 2019

He claimed the EAT-Lancet report ‘*makes no sense*’ and that ‘*there is part of it that is absolutely dangerous for future food policies.*’ He also positioned the work, and the commissioners, as part of an elite authoritarian policy to be imposed on unwilling citizens.<sup>57</sup> Over the years he went deeper

into conspiracy theories, linking EAT-Lancet with a nefarious agenda of global elites, working via the World Economic Forum to trigger the ‘Great Reset.’<sup>K 58</sup>

Three major outputs show how his engagement with other industry-aligned scientists and anti-EAT-Lancet narratives has developed since 2019. These are the 2022 ‘Dublin Declaration’, the 2024 ‘Denver Summit and Call For Action’ and the ‘Nourishment Table’ (see Box 5: The Nourishment Table). Leroy continues to be prolific in his attacks in the run up to EAT-Lancet 2.0 (see section 5.3).



Frank Mitloehner

Handle: @GHGGuru

Posts: 56

Engagement: 4,375

Mis-influencer ranking: 6



Frank Mitloehner, a self-proclaimed ‘greenhouse gas guru’ is a professor at the Department of Animal Science at UC Davis University and the director of the industry-funded CLEAR Center. As seen in section 3.1.a Mitloehner was credited with launching an ‘academic opposition’ of 40 scientists from across the US, coinciding with #Yes2Meat.

Mitloehner is a central figure among the industry-funded scientists fuelling the EAT-Lancet backlash. His anti-EAT-Lancet blog was reposted 11 times by the mis-influencer network (four times by Frédéric Leroy, and five by Louise Stephen). His first EAT-Lancet related post came on 27 November 2018, months before the official launch. He remained active throughout the launch period.

He was an instigator of a misinformation spike on 19 February 2019, when he posted an extract from an email chain between himself and EAT scientist Fabrice DeClerck. In the post he claimed that EAT had ‘*admitted that the meat consumption limits were proposed due to health considerations.*’ Mitloehner tweeted this as a ‘BREAKING’,

K The Great Reset, initially a term about economic recovery from Covid-19, became a global conspiracy theory about elites imposing authoritarian control, including forcing people to eat insects or fake meat. See for example: What is the Great Reset - and how did it get hijacked by conspiracy theories? (2021), BBC News, 24 June 2021. [www.bbc.co.uk/news/blogstrending-57532368](http://www.bbc.co.uk/news/blogstrending-57532368)



insinuating he has revealed some kind of conspiracy, with a screenshot of DeClerck’s email and a blog, ‘EAT-Lancet’s Environmental Claims are an Epic Fail – and the Commission Knows It’. Numerous other top mis-influencers and industry groups reshared his post, with 273 likes and 176 shares or quote tweets in total, to create a false narrative that adopting the EAT-Lancet diet, or indeed reducing meat consumption in any way, would not lead to any climate benefit.

DeClerck responded to the tweet, stating that everything shared was public information, clearly explained in the methodology of the report. However, this was ignored by Mitloehner's fellow mis-influencers Frédéric Leroy and Peter Ballerstedt, as well as by the Meat Institute and its employee Eric Mittenhal, who posted about it, linking it with #ClimateFoodFacts.

As well as attempting to discredit the quality of the research behind the EAT-Lancet report, and mobilising other like-minded academics to do so, Mitloehner also made personal attacks against some of the report’s authors, for being vegan. He repeatedly claimed that

clear.ucdavis.edu


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Clarity and Leadership for Environmental Awareness and Research at UC Davis

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Blog



Do you like to eat? Do you want to breathe clean air and be confident that our planet will be in acceptable – or even good – shape for our children, for their children and for many generations after them?

Call me naive; I believe you do. As a professor and extension specialist at the University of California, Davis, I have the privilege of working on these issues and helping the public, media and thought leaders better understand the role of agriculture in nourishing our world, while also focusing attention on cleaner air and a healthy climate.

I won't tell you what to think, and I certainly won't tell you what to eat. That's a personal decision based on many factors. What I will do is present the latest, most accurate research we have on animal agriculture and air quality in regards to climate.

[Read Frank Mitloehner's Blog](#)

Frank Mitloehner

@GHGGuru

B R E A K I N G - #EATLancet’s diet fails to help the planet, EAT Sci Director DeClerck admits. Wrote to me, “meat consumption limits proposed by the Commission were not set due to environmental considerations” but “only in light of health recommendations.” Make the truth public.

Finally, the meat consumption limits proposed by the Commission were not set due to environmental considerations, but were solely in light of health recommendations. The dietary guidelines only refer to healthy eating. Thus is not the diet to reduce climate change, but the diet to reduce the risk of premature mortality due to dietary related health causes.

As you are fully aware, 25% of the adult population in the US is obese, with nearly 50% overweight. We would question whether these guidelines are 'radical' – they are very similar to what is recommended by WHO and countless countries. Following the guidelines would reduce US health expenditures in 2006-2011 by \$130 billion per year. This savings is equivalent to one-third the amount the US spent on agriculture, food, and beverages in 2010. In 2010, the US spent \$160 billion on agriculture and \$230 billion on food and beverage industry (according to GDP estimates from BEA).

4:01 PM · Feb 19, 2019

Fabrice DeClerck

@fadeclerck

I'm not sure why you are shocked. We're clear in the methods that diet was set 4 health only. We then independently set environmental limits and tested impact of healthy diet on environment. Its really not more complicated than that. Truth is public and published in peer review.

8:05 PM · Feb 19, 2019

climate action should be focused on fossil fuels rather than on animal agriculture, ignoring the scientific consensus that it must be on both.

He currently has 33,400 followers on X.



 **Eric Mittenthal** @MeatVP

Wow quite the admission from #EATLancet. Their extreme diet has no environmental benefit? Undermines the entire premise of the report #ClimateFoodFacts

 **Frank Mitloehner** @GHGGuru · Feb 19, 2019

B R E A K I N G - #EATLancet's diet fails to help the planet, EAT Sci Director DeClerck admits. Wrote to me, "meat consumption limits proposed by the Commission were not set due to environmental considerations" but "only in light of health recommendations." Make the truth public.

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4:29 PM · Feb 19, 2019

 **Frédéric Leroy** @fleroy1974

So the #EATLancet diet is NOT about the environment, but about health. Ok, le'ts move on & inspect how solid the evidence for 1.5 eggs per week, 7 g/d of pork, 29 g/d chicken, and 28 g/d of fish really is, compared to the allowance for 31 g/d of sugar?

 **Frank Mitloehner** @GHGGuru · Feb 19, 2019

B R E A K I N G - #EATLancet's diet fails to help the planet, EAT Sci Director DeClerck admits. Wrote to me, "meat consumption limits proposed by the Commission were not set due to environmental considerations" but "only in light of health recommendations." Make the truth public.

Finally, the meat consumption limits proposed by the Commission were not set due to environmental considerations, but were solely in light of health recommendations. The dietary guidelines only refer to healthy eating. Thus is not the diet to reduce climate change, but the diet to reduce the risk of premature mortality due to dietary related health causes. As you are fully aware, 25% of the adult population in the US is obese, with nearly 50% overweight. We would question whether these guidelines are 'radical' – they are very similar to what is recommended by WHO and countless countries. Following the guidelines would reduce US health expenditures in 2006-2011 by \$130 billion per year. This savings is equivalent to one-third the amount the US spent on agriculture, food, and beverages in 2010. In 2010, the US spent \$160 billion on agriculture and \$230 billion on food and beverage industry (according to GDP estimates from BEA).

4:37 PM · Feb 19, 2019

 **Peter Ballerstedt** @GrassBased

Remember all the Sturm und Drang from #EATLancet? Well, nevermind [goo.gl/XKfV1H](https://goo.gl/XKfV1H) With this little (ahem) admission in mind, here's a quick review. Perhaps it will help them prepare their retractions, public confessions, & corrections I expect any day now 😊 #Yes2Meat

Let's review...

**We don't**

- Make you fat
- Clog your arteries
- Give you diabetes
- Cause cancer
- Kill your kidneys
- Acidify your blood
- Make you morally weak
- Deprive you of food
- Drive climate change

If we could just sue for defamation & slander...



Twitter @GrassBased  
Facebook - Grass Based Health  
GRASS BASED HEALTH

5:15 PM · Feb 19, 2019

 **Joanna Blythman** @JoannaBlythman

#EATLancet makes environmental claims that are misleading the public into thinking all one has to do to halt climate change is opt for a veggie burger. It's a claim that has no basis in science [ghgguru.faculty.ucdavis.edu/2019/02/19/eat...](https://ghgguru.faculty.ucdavis.edu/2019/02/19/eat...)

6:57 PM · Feb 19, 2019

 **Frédéric Leroy** @fleroy1974

@GHGGuru dismantling the environmental foundations of the #EATLancet diet in his blog post. All that is left now are the health argumentations. Oh, wait a minute, that doesn't hold up either... 😊

So what exactly is the "it" part in #foodcanfixit?

[ghgguru.faculty.ucdavis.edu/2019/02/19/eat...](https://ghgguru.faculty.ucdavis.edu/2019/02/19/eat...)

7:51 PM · Feb 19, 2019

### BOX 3: 'Rethinking' methane

A CLEAR Center series of papers and talks, with Mithloener as its figure-head, is Rethinking Methane – which includes an effort to push for the adoption of an alternative measurement to calculate methane emissions, known as Global Warming Potential GWP\*, instead of the internationally agreed standard known as GWP100.

As shown in the Changing Markets 2023 report *Seeing Stars*,<sup>59</sup> GWP\* could have a staggering impact on how methane emissions are reported, with high polluting countries and companies able to continue with business as usual and claim 'no additional warming' while making only small reductions in methane emissions, or presenting minor reductions as 'negative emissions,' or 'cooling.'

Using GWP\* to measure methane is gaining traction, in countries with high methane footprints from agriculture. Both Ireland and Aotearoa (New Zealand) are proposing 'no additional warming' as a way to reconcile their agricultural production and climate obligations. A 2025 investigation has also revealed how Mitloehner was supported by industry bodies to push GWP\* in Argentina, Uruguay, and Paraguay, as well as pushing the topic in Brazil, and how its adoption would allow livestock farming in each country to reduce their ambition or even increase their methane emissions while claiming to be in line with climate commitments.<sup>60</sup>

Mitloehner's influence and outreach has not only been enabled by the meat industry but created by it. At its root was the 'success' of the coordinated pushback to the EAT-Lancet report in 2019, through which Mitloehner was identified as 'providing a neutral, credible, non-industry voice for journalists and stakeholders at conferences and other important government activities', boosting his profile and that of the CLEAR Center.<sup>61</sup>



## 4.2 Doctors, and health and wellness 'experts'

Many of the most prominent and high-engagement accounts in the dataset are doctors and health and wellness 'experts'. While some of the mis-influencers in our dataset who were using the title doctor do have medical training, three - Shawn Baker, Gary Fettke and Tim Noakes - have had issues with their medical licences because of the dietary advice they promote. This category of mis-influencer played a pivotal role in the pushback against EAT-Lancet, unleashing #Yes2Meat and driving significant volume in posts and engagement. Many appear on the Meat Institute linked website, MeatPoultryNutrition.org, under the section 'EAT-Lancet Resources, What Experts Are Saying'.

We provide detailed profiles of the most significant doctors and health influencers who were part of the coordinated network below. In addition, we draw attention here to two more of them.

## What Experts Are Saying

It's shocking that after years of promoting a groundbreaking report, EAT-Lancet's own analysis shows the Commission's recommended diet has almost no environmental benefit over business-as-usual scenarios. While EAT-Lancet claims its reference diet would decrease greenhouse gas emissions, the Commission's fundamentally flawed data fail to account for methane reduction that occurs naturally, as methane remains in the atmosphere for only 10 years. The carbon emissions from all the flights required for the Commission's global launch tour will have a much longer impact than that of methane from livestock animals

*Frank Mitloehner, PhD, UC Davis*

Those who feel that meat eaters are as bad as smokers and should eat their meals outside of the restaurant are obviously not coming from a place of reason and should be removed from decisions involving dietary policy.

*Diana Rogers, RD*

What start as academic and scientific debates become political arguments [that are dangerously simplistic](#) and may have several detrimental consequences for both [health](#) and the [environment](#). Of course, climate change is real and does require our attention. And, yes, livestock should be optimized but also [be used as part of the solution](#) to make our environments and food systems more sustainable and our populations healthier. But instead of undermining the foundations of our diets and the livelihoods of many, we should be tackling rather than [ignoring](#) the [root causes](#), in particular hyperconsumerism. What we should avoid is losing ourselves in slogans, [nutritional scientism](#), and distorted worldviews

*Fredric Leroy, PhD; Martin Cohen, PhD*

This is what the new EAT Lancet report remind me of. After years of abject failure with 'plant based', low fat, low calorie diets for metabolic health, they know they're going to succeed with the same advice. Insanity, literally

*Jason Fung, MD*

You'll be short of calcium, iron, potassium, D3, K2, retinol, B12, sodium if you adopt EAT Lancet diet. It's nutritionally deficient. Irresponsible!

*Zoe Harcombe, Ph.D.*

Note that eating 0 grams of meat/seafood/poultry/eggs/dairy is supported, meaning vegan diets are officially sanctioned. Epidemiology choosing ideology over biology once again. No real science here

*Georgia Ede, MD*

There are no Controlled Trials proving the EAT-Lancet [recommendations] are safe for humans to eat long-term! [#yes2meat](#)

*Ken Berry, MD*





Dr. Jason Fung

6,891 posts



the Fasting Method

Dr. Jason Fung

@drjasonfung

Nephrologist. Special interest in weight management and diabetes

Toronto

doctorjasonfung.com

Joined April 2013

229 Following

224.4K Followers



Dr. Jason Fung

@drjasonfung



This is what the new EAT Lancet report remind me of. After years of object failure with 'plant based', low fat, low calorie diets for metabolic health, they know they're going to succeed with the same advice. Insanity, literally. [x.com/SimpsQuotesOTD...](https://x.com/SimpsQuotesOTD...)

2:58 PM · Jan 17, 2019



Dr. Jason Fung

@drjasonfung



Oh, I get it now. Mogul funds EAT Lancet study to tell poor people to eat dirt so moguls can private jet around the world. Seems fair....



Nina Teicholz, PhD

@bigfatsurprise · Jan 18, 2019

#EATlancet funders: Private plane jetting around the world, major carbon footprint lifestyle while telling others to save planet from global warming. Doesn't sound right [mirror.co.uk/news/world-new...](https://mirror.co.uk/news/world-new...)

6:17 AM · Jan 18, 2019


Jason Fung is a Canadian nephrologist (kidney specialist) and author of several books on fasting and obesity, who also runs a dietary clinic. Fung ranked as the 8th in terms of engagement. Although not part of the mis-influencer network, he is influential, with over 240,000 followers on X and over a million on *YouTube*. He described EAT-Lancet as ‘insanity’ in a post on 17 January 2019, and the next day quote-tweeted Nina Teicholz, linking to a news article saying that EAT-Lancet was just elites telling “*poor people to eat dirt so moguls can private jet around the world.*” In addition to promoting keto-diets and questioning the science on negative health impacts of meat consumption, he also posts about other health issues, such as questioning the need for masks during Covid-19.

Another mis-influencer, the registered doctor Tim Noakes, (mis-influencer rank 19, and part of the network), claimed in 2017 that common dietary guidelines will be ‘remembered in history as a genocide’.<sup>62</sup> Noakes advocates a low-carbohydrate, high-fat (LCHF) diet, also known in South Africa as the Noakes or Banting diet, which he promotes through the Noakes Foundation he founded in 2012 and his 2014 book ‘The Real Meal Revolution.’<sup>63</sup>


Noakes was investigated by South African health authorities in 2014, after a dietician complained about a tweet in which he had told a mother she should wean her baby onto low-carbohydrate, high-fat foods. He was cleared of misconduct in April 2017.<sup>64</sup>

By presenting themselves with medical titles, these influencers project authority. This credibility often allows them to promote restrictive eating patterns, such as high meat diets, ultra-high-fat plans, or regimens that exclude grains and seed oils, while appearing scientifically grounded. A common tactic they employ is spreading fear. Many also turn their online presence into revenue streams, offering coaching, running businesses, hosting events or speaking professionally.

Whilst some in the health category are trained professionals (though not always in a relevant field), some just appear to be avid supporters of the carnivorous or keto diet trend and/or claim to be fitness coaches. These accounts are often slightly more anonymous than the ones claiming to be doctors, but feature prominently in both engagement levels and post volume. For example, @Mangan150 (mis-influencer rank 7, not part of the network), a claimed weight-loss coach, posted 13 times with an engagement of 4,019 and @


**Tim Noakes**  [@ProfTimNoakes](#)

Dear [#EATLancet](#) [#EatLancetIsInsanity](#) When eating your diet I have type 2 diabetes. When eating a lo carb diet based on animal produce, my type 2 diabetes is in remission. Do you think I (and all those like me with insulin resistance/pre-diabetes/diabetes) should follow your diet?


**Gary Fetteke**  [@FructoseNo](#) · Jan 20, 2019

Imagine if I had [#diabetes](#). I had regular serve of [#WeetBix](#) carbs this morning. Just 22 grams enough to spike my glucose to unacceptable. Imagine if my pancreas was not working. Thinking back to childhood of 10 times that. [#Sanitarium](#) [#warning](#)

8:33 AM · Jan 20, 2019

**Tim Noakes**  [@ProfTimNoakes](#)


Another brilliant analysis by [@GeorgiaEdeMD](#). The ultimately convenient result of the [#EATLancet](#) report is that it is SO very wrong that the rational majority will in time see through it. If it had been even half rationale, it would have been more difficult to expose its insanity

**Georgia Ede MD**  [@GeorgiaEdeMD](#) · Jan 19, 2019

Is a [#PlantBasedDiet](#) the way forward for our species? My critique of the [#EATLancet](#) report is now up on [@PsychToday](#). While I had some fun with the writing, this anti-scientific document is to be taken seriously. Yes 2 biology. No 2 mythology. [#Yes2Meat](#) [psychologytoday.com/us/blog/diagno...](#)

8:24 AM · Jan 20, 2019





**P.D. Mangan Health & Freedom Maximalist**    
@Mangan150

Subscribe

I've already eaten 2 months worth of my EAT-Lancet meat allocation today, and it's only 2 PM.

10:53 PM · Jan 17, 2019




**P.D. Mangan Health & Freedom Maximalist**    
@Mangan150



Big Soda and Big Food are ruining health and spreading obesity everywhere.

Yet EAT-Lancet goes after meat, our ancestral food.


Almost like there's an agenda there.

2:10 AM · Jan 18, 2019




**P.D. Mangan Health & Freedom Maximalist**    
@Mangan150

One of the problems with the government nutrition guidelines is that people who sign off on them are paid by Big Food, and can altogether ignore quality studies that would invalidate many of the recommendations given. Great video by @bigfatsurprise:



0:50

From **Nina Teicholz, PhD** 

1:32 AM · Aug 30, 2025 · 17.8K Views

CarnivoreKeto, a health coach (who hasn't posted on X since April 2021), had an engagement of 3,085.

@FatEmperor (mis-influencer rank 17, but not part of the network) appears to have deleted all tweets/X posts but still has an active website, which includes a podcast with Gary and Belinda Fettke talking about EAT-Lancet from April 2019.<sup>65</sup>

As shown in the network map (page 14), many of these accounts were regularly tagging prominent mis-influencers such as Shawn Baker and Frédéric Leroy. @Cambridge\_pt, an account which purports to be from a 60-year-old personal trainer who advocates for carnivore diets, consistently tagged many of the leading mis-influencers across all three account categories (scientists and academics, doctors/health influencers and journalists/authors).



**Carnivore Keto Coach**  
@CarnivoreKeto

9,571 posts

Carnivore Keto

CHC, LMT, CHT 🍌 Health Coach, 🍌 Massage Therapist, 🍌 Hypnotherapist, 🍌 Mind Body Breakthroughs Podcast

📍 United States [linktr.ee/carnivoreketoc...](https://linktr.ee/carnivoreketoc...) 📅 Joined January 2018

270 Following 18.4K Followers

Not followed by anyone you're following



**Dave Dent #SmashtheWEF**  
@DMDent

128.5K posts

WORLD ECONOMIC FORUM

NO FARMERS NO FOOD

Fine Art equines Fashion stylist/sustainability consultant #Welsh w/c Newport HorseRacing Libertarian 🍌🍌 AntiGlobalist Pr: Us v Them 🍌🍌🍌🍌🍌

📍 Monmouthshire [dentfineart.com](https://dentfineart.com) 📅 Joined February 2015

4,876 Following 2,891 Followers

Not followed by anyone you're following



**ActivatedNutJob**  
@ActivatedNutJob

20.8K posts

Paleo, Keto, Carnivore, Ancestral Diet for reversing disease and improving health. A fully activated Nut Job 🍌.

📍 Australia 📅 Joined April 2017

160 Following 399 Followers

Not followed by anyone you're following



**The-Fat:Controller**    
@itsjillgardner

160.1K posts

STOP PRESS FILTHY

Question EVERYTHING #beigefree #ROGD parent, #MECFS, seeking healing, musician 🍌🍌 apparently a TERF, definitely not 'cis', #MJInnocent #MJFam

📍 Universe [bit.ly/3AiAu1X](https://bit.ly/3AiAu1X) 📅 Joined February 2009

26.1K Following 30.5K Followers

Not followed by anyone you're following



**Brett L. @StickmanBleedin**    
@StickmanBleedin

129.8K posts

#Carnivore #LegalizeCannabis Meat only Carnivore since 2018 #Spiritualist #IntuitiveTherapy #Reiki3 #Medium #Author

📍 Musician 📍 Jacksonville, Florida [spiritlife.space](https://spiritlife.space) 📅 Joined February 2011

15.3K Following 21.4K Followers

Followed by Simon Kuestenmacher



**CambridgePT**  
@cambridge\_pt

20.6K posts

Andy, 60yo Personal Trainer - working outside as the sun rises. N=1 experimenter. Black Swan. 8yrs carnivore, for my health. Total medical lunatic, apparently 🍌

📍 Cambridge, UK 📅 Joined January 2019

364 Following 2,314 Followers

Not followed by anyone you're following





Shawn Baker

Handle: @SBakerMD  
Posts: 171  
Engagement: 17,778  
Mis-influencer ranking: 1



Shawn Baker is a US orthopaedic surgeon who had his medical licence temporarily suspended in 2017, after he was found to be giving dietary advice to patients without his hospital’s agreement. He says the decision was overturned in 2019, but that by then he had shifted careers, stating “now I don’t want to go back to that.”<sup>66</sup>

Baker is the most prolific mis-influencer in the EAT-Lancet backlash with 171 posts, and the second most connected after Leroy. He has the biggest individual following, with 358,500 followers on X as of August 2025, and the highest engagement, with 17,778 total engagements. His tagging is mostly of other carnivore diet promoters, but he also shared Leroy’s article pre-emptively attacking the EAT Commission findings.



Baker was one of the earliest promoters of #Yes2Meat. On 14 January 2019, three days before the EAT-Lancet report launched, he used it in a post which told people they were not powerless but could “start by using #yes2meat”. He also helped to popularise #MeatHeals in 2017, which re-emerged in the context of the EAT-Lancet backlash on 12 January 2019.

As with many mis-influencers in this category, Baker monetises his pro-meat stance. In 2019, he founded Revero, an ‘online clinic for treating chronic diseases at the root’.<sup>67</sup> It has high subscription costs of \$169-\$199 per month, ‘plus a one-time initiation fee of \$100, \$200 or \$250 depending on devices needed’.<sup>68</sup> In a 2023 website post, Revero declared having received ‘a \$5m seed round of funding’ from venture capitalists,<sup>L</sup> and that it ‘quickly grew to nearly 3,000 paying subscribers’.<sup>69</sup> It is not clear what current subscription numbers are.

In February 2024, Baker debated with a doctor and plant-based advocate in a video shared on YouTube.<sup>70</sup> When challenged by the interviewer about one of his videos, Baker appeared to distance himself from it, saying “social media is kind of for entertainment purposes only in many ways. But anyway, what am I saying here, I don’t know.” In the same discussion, he admitted that he didn’t “know if [a carnivore diet is] going to either prevent or increase the likelihood of some disease”, despite regularly posting claims about the medical benefits of a carnivore diet.<sup>71</sup>

L Listed investors include A16Z Scout, Goodwater Capital, Think+ Ventures, and CapitalX.



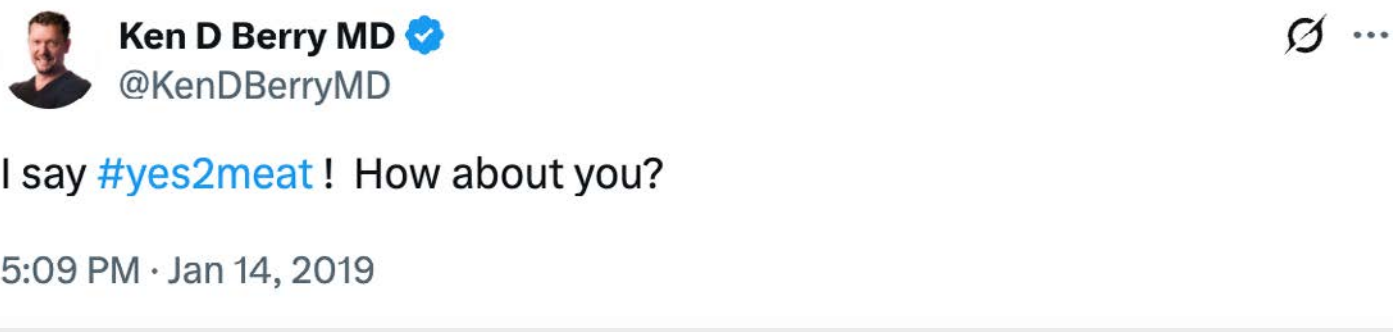
Ken Berry

Handle: [@KenDBerryMD](#)  
Posts: 45  
Engagement: 7,716  
Mis-influencer ranking: 3



Ken Berry presents himself on X as a ‘family physician based in Tennessee, USA, who advocates for a high meat, low-carb diet’. Berry was central to the pre-emptive backlash which began before the EAT-Lancet report was published, with most posts made between 14 and 22 January. He was also the first mis-influencer to use #Yes2Meat (on 14 January).

Berry advocates for what he calls a ‘Proper Human Diet’ couched in ‘ancestral knowledge’, which encompasses carnivore and paleo diets and similarly promotes high meat, egg and dairy intake: Its guidebook includes the statement that ‘*The Proper Human Diet rejects fad diets promoted by big food, big pharma, and big government. Instead, it focuses on real, whole foods that humans are designed to eat.*’<sup>72</sup>



The guidebook is free to download on his website, while an accompanying video can be purchased for \$9.99. The guidebook does include disclaimer stating that the information provided is ‘for educational and informational purposes only and is not intended as medical advice’. Despite this, Berry consistently claims that the Proper Human Diet can help with a range of medical problems, and promotes a community for which subscriptions range between \$15 per month and \$300 per year.<sup>73</sup> Unlike other carnivore advocates with their focus on strength-building, his branding and approach appears more targeted to women (all of his coaches are women). Similarly, his *YouTube* channel is focused on ‘medical tips’ centred around the extreme diet he advocates.<sup>74</sup>



Georgia Ede MD

Handle: [@GeorgiaEdeMD](#)  
Posts: 10  
Engagement: 3,873  
Mis-influencer ranking: 9



The psychiatrist and former Harvard professor Georgia Ede is the author of *Change Your Diet, Change Your Mind*, a book which calls for animal-based diets to treat mental health conditions. Ede describes her struggle with health problems, which she claims to have resolved through six months of diet experimentation, finding a high-protein diet with few plants.<sup>75</sup> In 2018, Ede left academia to focus full time



on speaking, consulting and writing on nutritional psychiatry. She treats private clients for psychiatry and nutrition, and is available for speaking slots and training on ketogenic diets for mental health.<sup>76</sup>

On 19 January 2019, Ede posted an opinion piece in *Psychology Today*, in which she claimed the EAT-Lancet diet is ‘*vague, inconsistent, unscientific, and downplays the serious risks to life and health posed by vegan diets.*’<sup>77</sup> *Psychology Today* is a popular outlet which, although not peer-reviewed, does have internal fact-checking, lending a false sense of legitimacy to her claims. The article was shared more than 40 times overall and seven times within the mis-influencer network. Mis-influencers sharing the piece referred to it as the ‘*Ede Effect*’, praising it as a ‘*devastating critique.*’

Ede has also engaged in more legitimate debate about the importance of reducing ultra-processed foods, and is more of a proponent of the keto diet, than the carnivore diet. Nevertheless, her commentary has featured in carnivore outlets such as The Primal Podcast, in an episode with over 1.5 million views on YouTube.<sup>78</sup> Ede also promotes sign-ups to the ‘Go Carnivore’ app – in which participants can ‘*purchase a subscription to access keto and carnivore diet doctors to answer your questions, meal plans, and weight loss challenges to support your journey into the carnivore world for just \$40 dollars a month.*’<sup>79</sup> There are fewer inflammatory posts on Ede’s Twitter/X than other mis-influencers’, but she has a more extensive reach: for example, in 2025 she was interviewed on Steven Bartlett’s Diary of a CEO podcast, which has 11.9 million subscribers,<sup>80</sup> as well as on far-right news outlets such as GB News.<sup>81</sup>



Gary Fettke

Handle: [@FructoseNo](#)

Posts: 30

Engagement: 3,612

Mis-influencer ranking: 10



An orthopaedic surgeon by training, Gary Fettke was investigated by the Australian health authorities and found to be working outside his scope of practice for recommending patients reduce sugar and processed carbohydrates in favour of meat and fats. He was prohibited from ‘*providing specific advice or recommendations on the subject of nutrition and how it relates to the management of diabetes or the treatment and/or prevention of cancer.*’<sup>82</sup> The charges were dropped in 2018.<sup>83</sup>

Gary and his wife Belinda regularly post claims such as that warnings about red meat have nothing to do with science but are linked to religious ideology and processed food industry profit. The couple both posted on 17 January 2019, the day of the launch of the EAT-Lancet report, tagging Frédéric Leroy and sharing his article and tagging Diana Rodgers (@sustainabledish).

Belinda runs the #isupportgary website, which was initially set up to support Gary’s legal case. The website’s strapline reads ‘*How one man’s silencing has shone a light on vested interests and medical evangelism.*’<sup>84</sup> It was on this site that she posted



an anti-EAT-Lancet article, which was shared three times by herself, five times by Gary and once by Frank Mitloehner. The website also shows that Gary has close contact with fellow pro-meat doctor and mis-influencer Tim Noakes, also investigated for giving misleading dietary advice, and that the couple are friends with Zoë Harcombe.<sup>85</sup>

4.3 Journalists and authors (pro-meat nutritionists)

*The third group of mis-influencers attempting to discredit EAT-Lancet identify as journalists or authors, most of them women. Many have written books on diet or the food system, often defending meat’s nutritional value. Their social media accounts and blogs serve as platforms to promote these views, sometimes laced with conspiratorial claims about who is ‘really’ to blame. By drawing on their publications and citing academic credentials (often unrelated to food systems), they are well positioned to present themselves as credible and independent experts. These are all regular and connected narratives found across mis-influencers in our dataset and in previous reports focused on food misinformation.*



Nina Teicholz

Handle: @bigfatsurprise  
Posts: 24  
Engagement: 8,551  
Mis-influencer ranking: 2



Nina Teicholz is the founder of the Nutrition Coalition, which claims to be ‘a non-profit, non-partisan educational organization that aims to ensure that the U.S. Dietary Guidelines for Americans are evidence-based, to reverse chronic diseases in America.’ The Coalition is funded through individual donations and advocates for US dietary policy to include more animal fats and move away from what they term ‘industrial seed oils’.<sup>86</sup> Teicholz describes herself as an investigative science journalist with a PhD in nutrition from the University of Reading.

She came to prominence after publishing her book *The Big Fat Surprise*.<sup>87</sup> This received some positive reviews from influential outlets such as the *BMJ* and *The Lancet* (although these were also contested in letters and opinion pieces to both *BMJ*<sup>88</sup> and *The Lancet*<sup>89</sup>) and was widely promoted, including on the notorious culture-war polemicist Joe Rogan’s podcast.<sup>90</sup> Rogan has 19.4 million subscribers on YouTube, 19.7 million on Instagram and 15 million on X.<sup>91</sup>




As with many mis-influencers, some of Teicholz’s work is more credible and balanced than her online persona. Her more extreme claims include the suggestion that obesity rates in the US have risen because of increased plant consumption and decreases in animal food consumption.<sup>92</sup>

On 24 January 2019, Teicholz wrote a widely shared and quoted blog, initially posted on her personal website, on which she claims no commercial or industry ties.<sup>93</sup> The blog, entitled ‘*The majority of EAT-Lancet authors (78%) favoured vegan/vegetarian diets*’, claims to expose ‘conflicts of interest,’ but primarily cherry-picks academic papers, studies and commentary authors had previously been involved with to evidence their supposed bias. It is standard practice that academics working

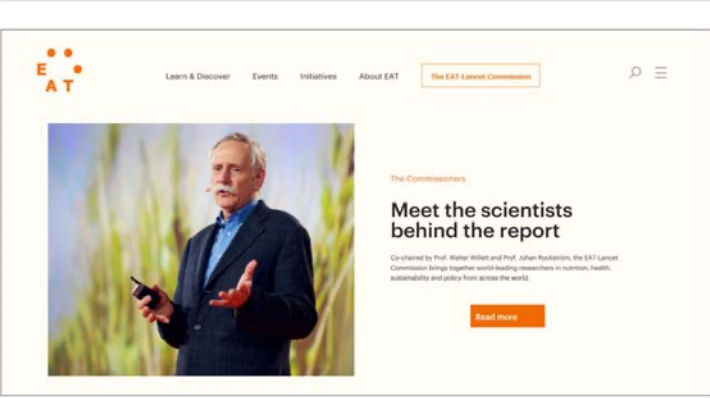
in particular subject areas would have published on similar topics, and Teicholz’s presentation of this as a conflict of interest is dangerously misleading.

Teicholz continues to attack EAT-Lancet, promotes carnivore diets for children and has questioned climate science. She is supportive of Robert F Kennedy Jr’s Make America Healthy Again policies and is known to amplify fellow mis-influencers Frédéric Leroy, Georgia Ede and Frank Mitloehner.



**Nina Teicholz, PhD**  
@bigfatsurprise

Exclusively vegan/vegetarian-leaning experts on [#EATLancet](#) report. Cannot be said to be a balanced report. Lead Harvard researcher on diet+health has significant undeclared potential conflicts of interest. [bit.ly/2VYhDm4](https://bit.ly/2VYhDm4)



1:09 AM · Jan 17, 2019




**Nina Teicholz, PhD**  
@bigfatsurprise

#EATLancet cannot be considered a scientific report. Majority of authors (>80%) promoted vegan/vegetarian before joining EAT, so conclusions were foregone. In science, alternative viewpoints are considered. EAT is one-sided advocacy, not science.



From [ninateicholz.com](https://ninateicholz.com)  
8:48 PM · Jan 26, 2019



**Nina Teicholz, PhD**  
@bigfatsurprise

According to EAT Lancet, you can eat 8 tsp of sugar but only 1/4 egg per day [sustainabledish.com/20-ways-eat-la...](https://sustainabledish.com/20-ways-eat-la...) via [@sustainabledish](#)

7:53 PM · Jan 20, 2019



**Nina Teicholz, PhD**  
@bigfatsurprise

EAT-Lancet Report is One-sided, Not Backed by Rigorous Science. A look at the massive corporate interests behind this report. [nutritioncoalition.us/news/eatlancet...](https://nutritioncoalition.us/news/eatlancet...)

11:31 PM · Jan 30, 2019



**Nina Teicholz, PhD**  
@bigfatsurprise

For decades, I tried to get public health elites to listen to the science on a healthy diet. MAHA is the first movement to take these issues seriously. My thanks to Brian Kilmeade at [@foxnews](#) for having me on his show



8:59 PM · Aug 1, 2025 · 9,796 Views



**Nina Teicholz, PhD**  
@bigfatsurprise

In the 1800s, infants were weaned on beef even before their teeth had come in. We've come full circle. Source: Waverley Root and Richard De Rochemont, *Eating in America: A History* (New York: Morrow, 1976),



From [wsj.com](https://wsj.com)  
5:00 PM · Aug 13, 2025 · 14.5K Views



**Nina Teicholz, PhD**  
@bigfatsurprise

Because the campaign against eating beef is not going so well, now we see some pushback on using products from beef, like tallow face cream. We are "evangelists," going "woo woo for moo moo."

### Raging bulls: why Maga is pushing cow products on to America

From RFK Jr's beef tallow endorsement to Bannon's roasted marrow order, Trump officials are promoting cattle mania



10:37 PM · Aug 28, 2025 · 14.6K Views





Joanna Blythman

Handle: @JoannaBlythman

Posts: 35

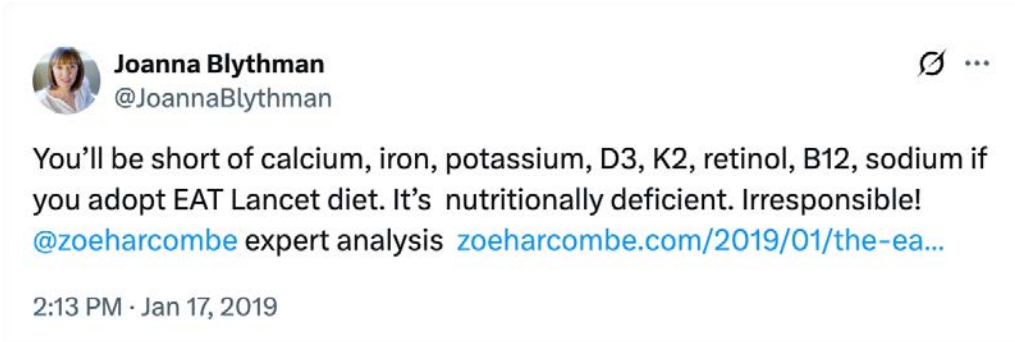
Engagement: 5,507

Mis-influencer ranking: 5

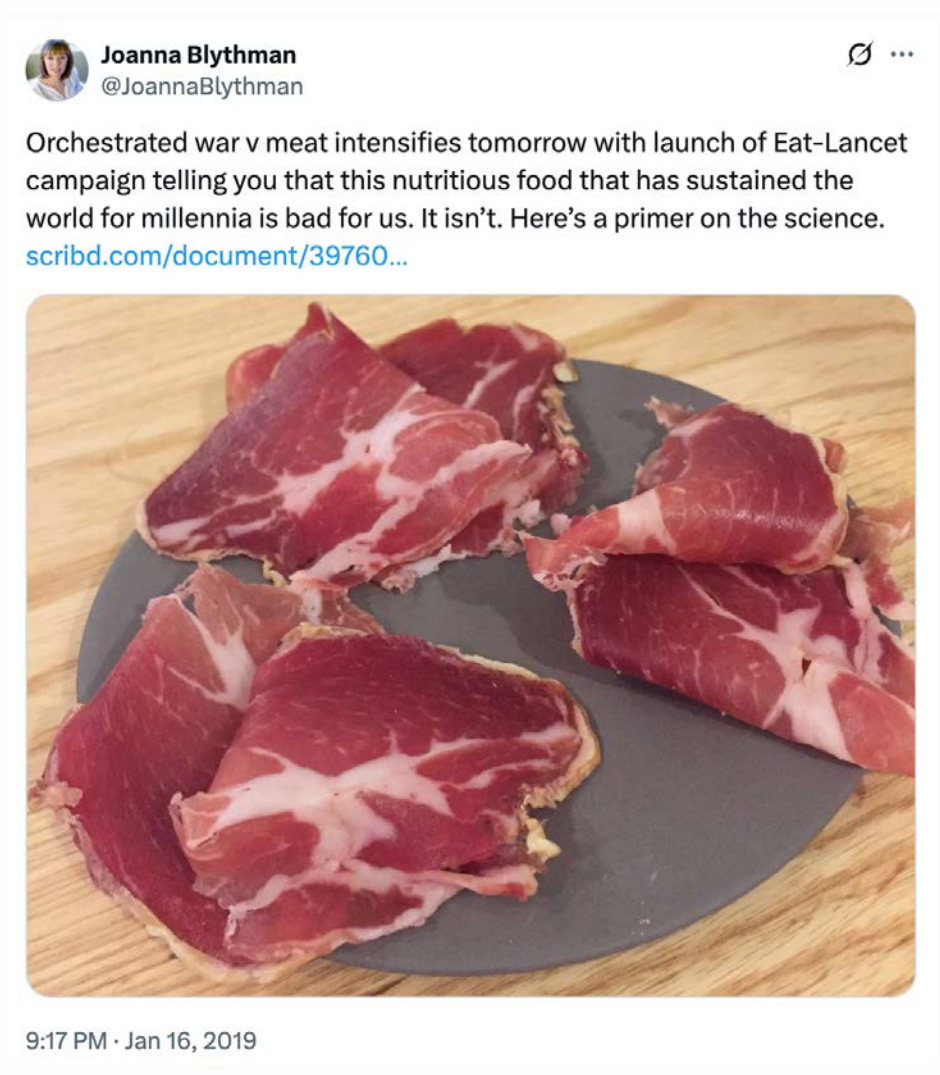


impact with its claim that the ‘rush to embrace plant foods as more environmentally friendly than animal foods ignores the intensive methods of industrial farming’.<sup>95</sup>

Until 2023 she was frequent contributor to the (formerly BBC) Good Food website.<sup>96</sup> Her posts focused on food processing and the environmental impacts of industrial food systems, and do not reflect the polarised and extreme posts present on her Twitter/X account. Blythman’s posts on the platform have falsely claimed that cultivated meat is ‘synthetic’ and potentially cancerous; promoted debunked articles about cultivated meat’s climate impact; and shared Bill Gates conspiracy theories. She has also shared posts from significant industry-funded mis-influencers such as Frank Mitloehner.



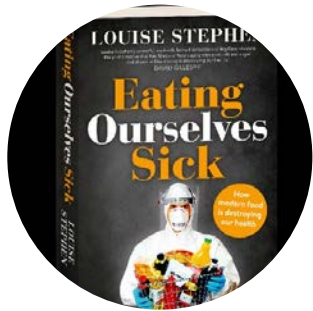
Joanna Blythman is an established food writer and journalist, whose awards for her reporting and books have earned her credibility and a loyal readership.<sup>94</sup> While Blythman does highlight legitimate, science-based issues, such as the environmental and welfare impacts of intensive chicken farming and aquaculture, but she has also pushed misleading and false narratives, including on credible platforms. For example, in a blog for the Sustainable Food Trust, she oversimplifies the obesity crisis by blaming vegetable oils, and understating the role of processed meat. The blog also deflects criticism of industrialised processed meat and its significant environmental



On 30 January 2019 Blythman published an op-ed ‘Scrutinise the small print of Eat-Lancet’ which was posted on the Wicked Leeks website.<sup>97</sup> In her attack on the report, she quotes from the articles written by Zoe Harcombe and Georgia Ede.







Louise Stephen

Handle: @LouiseStephen9  
Posts: 76  
Engagement: 2,452  
Mis-influencer ranking: 14



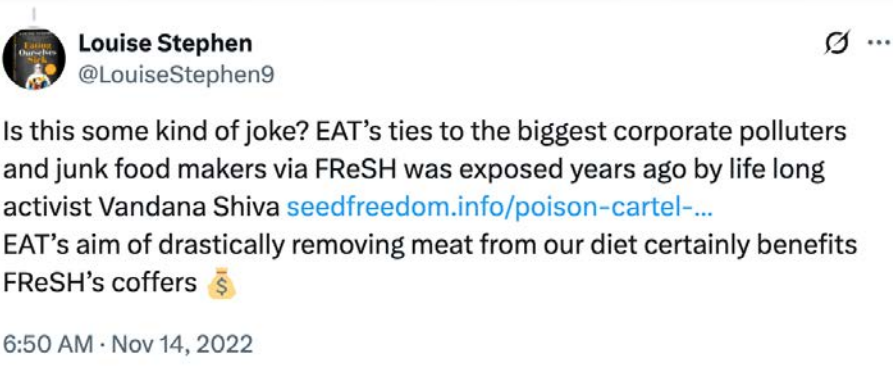
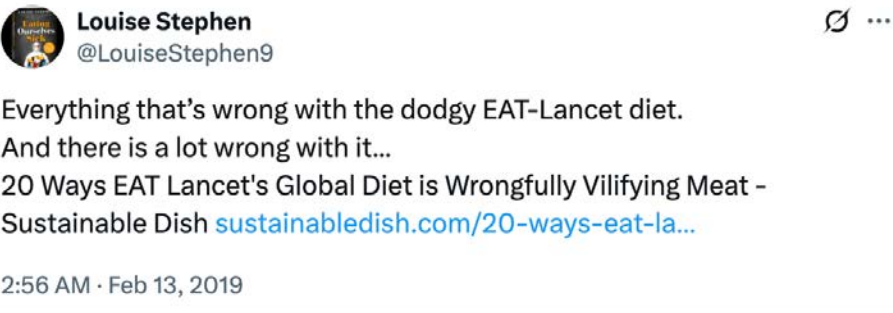
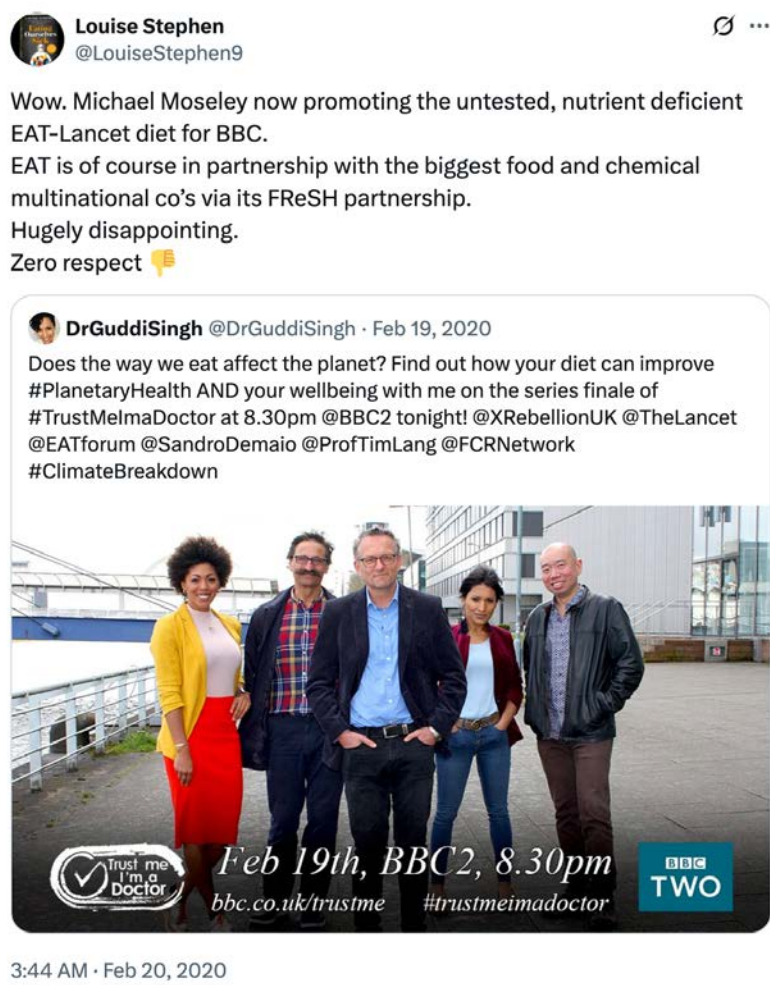
Louise Stephen a former corporate strategy consultant with firms like KPMG and PwC, who faced an autoimmune illness in her thirties which caused renal failure and led her to need a kidney transplant. This led her to write a book, *Eating Ourselves Sick*, about the impacts of modern processed diets on health.<sup>98</sup>

A vocal critic of EAT-Lancet, Stephen was the third most prolific of the top 20 mis-influencers in terms of post volume. Her objections focused narrowly on potential vitamin B12 deficiencies, ignoring the broader evidence supporting plant-forward diets for overall health and environmental sustainability. As with many mis-influencers she classes the findings as ‘elitist.’ She also ex-

pressed concerns about feeding children under the diet, exaggerating perceived logistical challenges while disregarding the availability of alternative sources of protein and healthy fats.

Among her tweets, on 8 February 2019, Stephen framed an article from the Ethiopian Agriculture Minister, in which he welcomed the report’s global focus and goals while calling for greater attention to the role of livestock in low-income countries, as Ethiopia ‘*exposing*’ the report as a ‘*Western-driven, elitist diet*’. Among numerous tweets on this topic, prolific mis-influencer Gary Fettke had also shared a similar narrative a few hours earlier. Stephen also shared Diana Rodgers’ article on 13 February, claiming that it explained ‘*Everything that’s wrong with the dodgy EAT-Lancet diet. And there’s a lot wrong with it...*’

Stephen also claimed the diet was ‘*kooky*’ and ‘*gibberish*’ in March 2019, and continued to attack the report in the following years (and into 2025). This included attacking the BBC for featuring it, claiming it was industry-funded, and tagging Leroy as she takes a quote by *The Lancet* editor Richard Horton as proof that ‘*The cultish cabal known as EAT 2.0 reveals its true agenda.*’







Zoë Harcombe

Handle: @zoeharcombe

Posts: 11

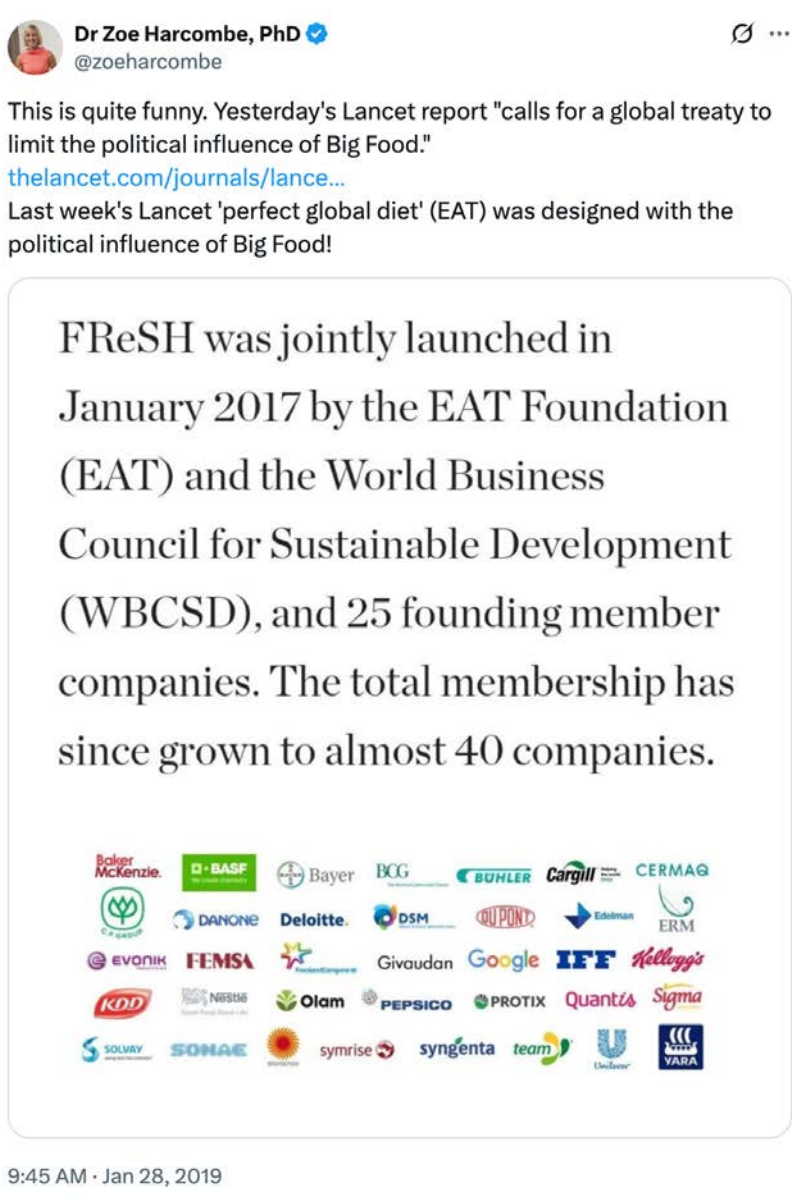
Engagement: 2,080

Mis-influencer ranking: 18



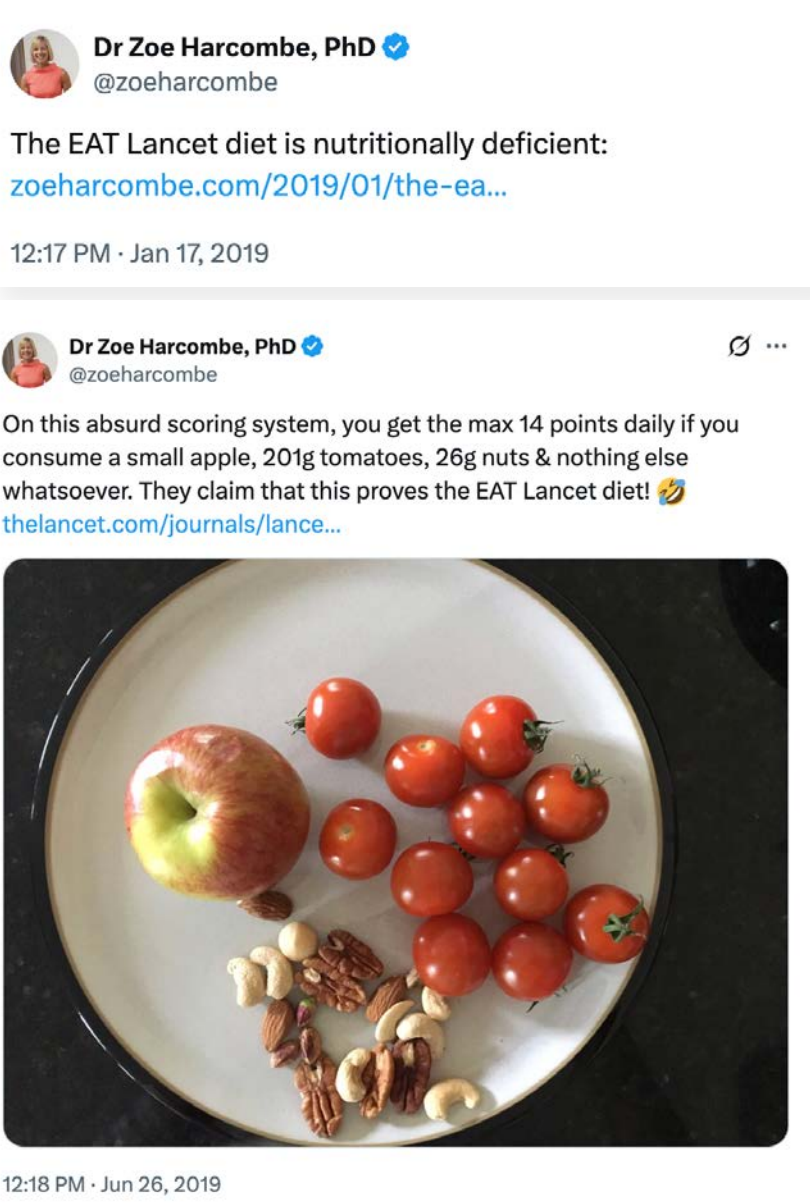
Zoë Harcombe frequently promotes narratives opposing public health dietary guidelines and advocates for diets high in red meat. She holds a BA and MA from the University of Cambridge, and a PhD in health and nutrition from the University of the West of Scotland (from which she takes her Dr title); she promotes the Cambridge links but does not mention the less well-known university.<sup>99</sup> Her website promotes nutritional information and critiques academic articles on dietary shifts. According to the site, all her funding comes from subscribers: ‘A subscription of less than £1 per week keeps this site free from adverts and any corporate influences.’<sup>100</sup>

Her site includes an article accusing the WHO of mixing up causation and association in its recognition of red and processed meat as probable carcinogens, excluding the WHO’s essential qualifier that the risk comes from over-consumption.<sup>101</sup> Harcombe has written several books about food and diets,



including *The Obesity Epidemic: What Caused It? How Can We Stop It?*, which was criticised by the World Cancer Research Fund for its dietary and fitness recommendations.<sup>102</sup>

As the EAT-Lancet report publicly launched on 17 January 2019, Harcombe posted a blog on her website stating that ‘*The EAT-Lancet diet is nutritionally deficient*’ and detailing alleged micronutrient gaps such as in B12, retinol, vitamins D and K, calcium, iron, sodium, potassium and omega-3s.<sup>103</sup> The mis-influencer network shared the article six times and it was shared over 60 times more generally, with tweets directly quoting or paraphrasing it and describing it using terms such as a ‘must-read,’ ‘brilliant,’ ‘expert’ analysis.







Diana Rodgers

Handle: [@SustainableDish](#)  
Total posts: 17  
Engagement rate: 1,504  
Mis-influencer ranking: 20

Diana Rodgers is a dietician and the author of *Sacred Cow: The Case for (Better) Meat*. She has produced a documentary of the same name and also written two Paleo cookbooks. She is the founder of the Global Food Justice Alliance, ‘a non-profit advocating for the inclusion of animal-sourced foods in dietary policies to promote a more nutritious, sustainable, and equitable global food system.’ Her website states that the ideas she’s been promoting are ‘any meat is better than no meat’ and ‘it’s not the cow, it’s the how’, concepts she celebrates as ‘finally gaining traction in mainstream conversations.’<sup>104</sup>



Diana Rodgers  
[@SustainableDish](#)

Thank you for coming to my defense [@zoeharcombe](#) excellent post.  
[#yes2meat](#) [#meatheals](#) [zoeharcombe.com/2019/02/is-a-v...](#)

2:29 PM · Feb 25, 2019



Diana Rodgers  
[@SustainableDish](#)

20 Ways EAT Lancet’s Global Diet is Wrongfully Vilifying Meat  
[sustainabledish.com/20-ways-eat-la...](#)



2:43 PM · Jan 17, 2019

She accuses the EAT-Lancet Commission of vilifying meat consumption and ignoring the nutritional value of animal products, of imposing vegan or near-vegan diets and ignoring cultural, nutritional and economic realities. On 17 January 2019, Rodgers posted an article on her website, ‘20 Ways EAT Lancet’s Global Diet is Wrongfully Vilifying Meat’, which quoted both Mitloehner and Leroy (and referenced a podcast she had done with Mitloehner).<sup>105</sup> It was shared six times by the mis-influencer network and nearly 60 times overall, including by Frédéric Leroy and Louise Stephen. In the article she asks ‘How nutritious, environmentally friendly, or ethical is it to advise a nutrient deficient diet to the global population?’<sup>106</sup>





## 5. Messaging, summits and frameworks: Industry coordination continues

The social media backlash against the EAT-Lancet report served as a flashpoint for food systems becoming embroiled in mis- and dis-information narratives online, opening a new front in the ‘culture wars.’<sup>107</sup> This new front serves meat industry interests, and it was quick to capitalise on the ‘remarkable success’ of the EAT-Lancet pushback.<sup>108</sup> This includes investing further in building narratives and academic resources and strategising on how to continue with ‘business-as-usual’ and fend off regulation. Some of the most prominent mis-influencers, notably Frédéric Leroy, played a significant role in organising scientific declarations and discussions on how to communicate industry narratives more effectively. The 2022 Dublin Declaration was used as a tool to lobby against European health and environmental regulation but was quickly exposed as industry propaganda. Dublin was followed by the Denver Call for Action, billed as a scientific conference, but ultimately pushing an ‘urgent’ communications drive, as shown in documents and audio recordings obtained by Changing Markets and detailed below.



## 5.1 The Dublin Declaration

In October 2022, Teagasc, Ireland's Agriculture and Food Development Authority, hosted the International Summit on the Societal Role of Meat in Dublin, from which the *Dublin Declaration of Scientists on the Societal Role of Livestock* was launched. The agency which receives 75% of its funding from the Irish Government and the EU, contributed €39,000, most of the overall cost of €45,000.<sup>109</sup>

The conference had a stated aim to overcome '*increasingly aggressive pleas to decimate or even eliminate animal source foods from human diets.*'<sup>110</sup> Although the declaration ultimately listed 36 co-authors, its direction was largely shaped by a six-member committee,<sup>111</sup> including prolific EAT-Lancet mis-influencer Frédéric Leroy, and Peer Ederer, a long-time meat industry consultant, whose clients have included meat giant, JBS.<sup>112</sup> The pair also co-authored the introduction to a follow-up article in a special issue of *Animal Frontiers*.<sup>113</sup>

The declaration statement calls for a '*balanced view of the future of animal agriculture*'. The final text is just 700 words, and mostly presents selective facts about livestock systems, without context: for example, that '*well-managed livestock systems applying agroecological principles can generate many other benefits*' and '*livestock-derived foods provide a variety of essential nutrients and other health-promoting compounds, many of which are lacking in diets globally, even among those populations with higher incomes.*' The statement declares that '*[livestock systems] are too precious to society to become the victim of simplification, reductionism or zealotry.*'<sup>114</sup>

These are all claims that have been levelled against EAT-Lancet. As a coordinating member of the committee, and one of the most outspoken EAT-Lancet mis-influencers, it is possible that Leroy influenced this language with EAT-Lancet in mind. The declaration conveniently omits critical facts about the size of the meat

industry, its negative impacts on climate and biodiversity, and well-evidenced data on how the overconsumption of meat is driving undesirable health outcomes for many population groups. These facts would be essential for an 'evidence-based discussion' about the 'societal role of meat and livestock.'

Nonetheless, the declaration received largely uncritical mainstream media coverage and was used as a lobbying tool by meat and dairy interests in the EU.<sup>115</sup> Although it was presented as an independent scientific contribution, a month later Red Flag was referencing Dublin as part of its work on the Protein PACT agenda, including '*communications support and social media networks to secure media opportunities for experts in events like the Dublin Summit.*'<sup>116</sup> Following the release of the declaration, Ederer told attendees of the World Meat Congress 2023 that he and others had been busy creating the '*scientific instruments that you as industry can use*' in policy and public debates.<sup>117</sup>

In October 2023, an *Unearthed* investigation revealed how the declaration was orchestrated by figures with financial ties to the meat industry. The investigation was also featured in *The Guardian*, with an article which included an eminent environmental scientist calling the declaration 'industry propaganda'.<sup>118</sup> Following these publications, the declaration website added author names and some clarification on potential conflicts of interest. However, key information is still missing - for example, while the site does now disclose that one of the authors, Collette Kaster, is the CEO of the American Meat Society Association, it does not mention that AMSA is industry-funded, nor does it disclose Ederer's close ties to the meat industry.<sup>119</sup> In November 2023, Leroy appeared on Beef Central TV, stating that the declaration is '*an independent initiative coming from independent scientists, there has been no funding whatsoever from industry or influence over what we're doing by industry.*'<sup>120</sup>



In 2024, further analysis by Food Unfolded found that 60% of signatories had links with the livestock sector.<sup>121</sup> In 2025 a paper in *Environmental Science and Policy* ‘The Dublin Declaration: Gain for the Meat Industry, Loss for Science,’ found ‘*The Dublin Declaration (DD) echoes meat industry narratives. The DD conflicts with well-established scientific findings on meat production and consumption. The DD is associated with excessive self-citation and large conflicts of interest.*’ It also found that ‘*While the DD’s impacts on public discourse arguably should not be overstated, it certainly has contributed to a larger media environment which often vilifies initiatives toward dietary shifts.*’<sup>122</sup>

BOX 4: Animal Frontiers

Established in 2011, *Animal Frontiers* is a review journal published as a joint venture of the American Society of Animal Science (ASAS), the Canadian Society of Animal Science, the European Federation of Animal Science, and the American Meat Science Association (AMSA).<sup>123</sup> While all have close industry ties, AMSA in particular is known to receive funding and event sponsorship from major industry players such as Cargill and JBS.<sup>124</sup> *Animal Frontiers* is predominantly invite-only, publishing articles which emphasise the nutritional, economic, and societal importance of animal-sourced foods while critiquing plant-forward frameworks. The journal has published at least five articles explicitly challenging the EAT-Lancet report with special features on the Dublin and Denver declarations, led by AMSA.<sup>125</sup> Since January 2018, as part of a move to enhance the global visibility, subscriptions, and international reach of its journals, all ASAS-linked publications, including *Animal Frontiers*, have been published by Oxford University Press.<sup>126</sup>

5.2 From Dublin to Denver

Central players behind the EAT-Lancet backlash and Dublin declaration, including Frédéric Leroy, went on to organise and participate in a gathering of industry-friendly academics, PR professionals and paid advocates in Denver, Colorado, in October 2024.<sup>127</sup>

The conference was billed as a scientific gathering, with academic-themed notes and presentations made publicly available.<sup>128</sup> However, some notes and presentations on branding, communications, public relations and lobbying were not. Dissenting voices were refused entry, to allow ‘*an open exchange*’<sup>M</sup> and an industry-sponsored networking event for delegates was deliberately kept off record.<sup>N</sup> This secrecy was overcome thanks to audio recordings of the proceedings, obtained by Changing Markets, as well as documents selectively published by its organisers and participants. These make clear that the livestock industry is committed to increasing its public relations operation. At Denver, communications and PR professionals urged delegates to embrace biased or unproven scientific arguments and push identity-driven influencer campaigns.

Denver was part-funded by the US taxpayer. The Summit’s successful application for a \$49,200 grant to USDA-National Institute of Food and Agriculture, was supported by several companies and industry groups. Letters from the National Cattlemen’s Beef Association, Meat & Livestock Australia and several branches of

M In Session III (Societal Considerations), Peer Ederer mentioned discussions on whether to ‘invite some of the maybe more reasonable abolitionists’ to the meeting, saying that ultimately, they ‘decided against it, because our experience has been in other forums that it’s not constructive. It’s not really a constructive discourse, and it disturbs our ability to ... grapple with these, with these issues. So we had people apply that we turned down, that we actively did not want to come so that we can have here in this room, an open exchange.’ – Changing Markets has this recording.

N Denver organising committee member Keith Belk, in response to a request from the Global Meat Alliance to have its drinks event formally included in the schedule, replied, ‘we must maintain an arms-length distance from industry as we cannot be perceived as having a conflict-of-interest. So, we are hosting the meeting and facilitating the debate that may occur but are not asking for any sponsorship or support.’ – Changing Markets has this email exchange

JBS are included in the application, amongst others. The letters voice enthusiastic support for the event, citing the need for a communications project to emphasise meat's nutritional benefits while countering pressure faced by the industry with regards to climate change, excessive water use, animal wellbeing violations, and food safety problems.<sup>129</sup>

Another funder was the US National Institute of Food and Agriculture as well as the Monfort Family Foundation, which according to its website is 'powered by' Monfort, a group with roots in Colorado's cattle industry.<sup>130</sup> As with Dublin, the Denver Call for Action was published in a special edition of *Animal Frontiers*.<sup>131</sup> There were presentations on nutrition and diet, all of which argued that meat is essential for human health.

An industry summary of the Denver meeting helps us understand why it was organised: 'ideological activist attacks on the livestock and meat industry' can be 'refuted by high quality scientific evidence.'<sup>132</sup> This can be seen as code for unproven scientific concepts, such as The Nourishment Table (see Box 5). Denver speakers rehearsed these theories alongside attacks on official dietary guidelines, elevating non-medical and livestock-friendly factors such as culture and personal choice. At the forefront, was conference co-organiser and ringleader of the EAT-Lancet pushback and Dublin conference, Frédéric Leroy. Leroy's work has been accused of overgeneralising evidence and failing to acknowledge the severe and acute public health and environmental harms of livestock.<sup>133</sup>

The Denver Call for Action has three central asks: a '*nourishment-oriented policy*,' recognition of system complexities in livestock and ecology, and high standards of evidence and respect for science.<sup>134</sup> While the asks are presented with neutral language, they present a blinkered view which helps preserve the status quo.

**Nourishment-oriented policy** - emphasising claims that alternatives to animal products are '*nutritionally incomparable and often inadequate, devoid of the flavors and textures people desire*.'<sup>135</sup> The call ignores the centuries-old significance of plant-based foods in diverse cultures worldwide.

**Recognition of system complexities in livestock and ecology** - arguing that '*livestock's footprint*' should not be overstated, that it is being incorrectly measured in current analysis and that there are plans to undermine the industry.

**High standards of evidence and respect for science** - while presented as a call for scientific debate and food policies based on sound evidence, this ask is undermined by the conference itself discrediting the foundations of the scientific community and methods, such as EAT-Lancet.

Scientific conferences don't usually begin with advice from spin doctors. However, Denver did. The PR firm that celebrated the EAT-Lancet online backlash, Red Flag, gave a 'pre-summit workshop' which was not included in the conference notes, but is referred to in a report prepared for the Australian Meat Processor Corporation.<sup>136</sup> Red Flag had earlier launched the Protein PACT through AAA board member, and Meat Institute's Chief Strategy Officer, and EAT-Lancet critic, Eric Mittenenthal. As a delegate to the Denver conference, Mittenenthal acknowledged how helpful influencers are to lobbying policymakers, such as at high-profile climate events like COP.<sup>9</sup>

Scientific arguments will only get us so far, industry notetakers acknowledged. When it comes to public communications, there is '*strong agreement*' that scientific evidence '*is a poor cousin of personal belief*'<sup>137</sup> they wrote. One presenter acknowledged that "*this is not a scientific conference*."<sup>138</sup> Meat industry consultant, and a

O Panel discussion. Squaring Ecologic Circles Panel "And so we are engaged with food systems, influencers, health professionals, investors, where we go to events like climate week and will be at Azerbaijan to really be a part of a conversation that doesn't often include agriculture and bringing the science, bringing farmer voices to those conversations." [51.45] Changing Markets has this recording.



Dublin leader, Peer Ederer, urged Denver delegates to recognise that “scientific facts are not as critical as ‘*who you are*’ and that ‘*truth is a relative concept*’.”<sup>139</sup> Another speaker expressed open disdain for leading scientific institutions, describing ‘*those fancy people at Harvard, fancy people at Tufts... some of those people, they’re often-times, they’re both annoying, just their public statements, but even imagine sitting down and eating with them.*’<sup>140</sup>

During the conference’s final session, Ederer said "We the Dublin, Denver group of scientists, we also call ourselves the societal role of meat.org scientists, but it’s a bit more clumsy, although I’m sure our communication/PRagents would disapprove of that."<sup>141</sup>

In another session, PR expert, Charlie Arnot, told delegates that the agricultural sector continues to have a public trust problem<sup>P</sup> and that while there were significant profits ahead, more work was needed to secure its social licence to operate and avoid environmental and human health laws.<sup>Q</sup> Another delegate talked about Europe, saying "*We are really fighting for our licence to produce.*"<sup>142</sup> Two industry organisers concluded that the conference: "*involved successful communicators to inform the translation of science to effective consumer discussion. It was agreed that, as a matter of urgency, a coordinated strategy to amplify the science using all contemporary channels and lobbying was essential, linking with international stakeholders to achieve maximum cut through with uniform global messaging for customers and policymakers.*"<sup>143</sup>

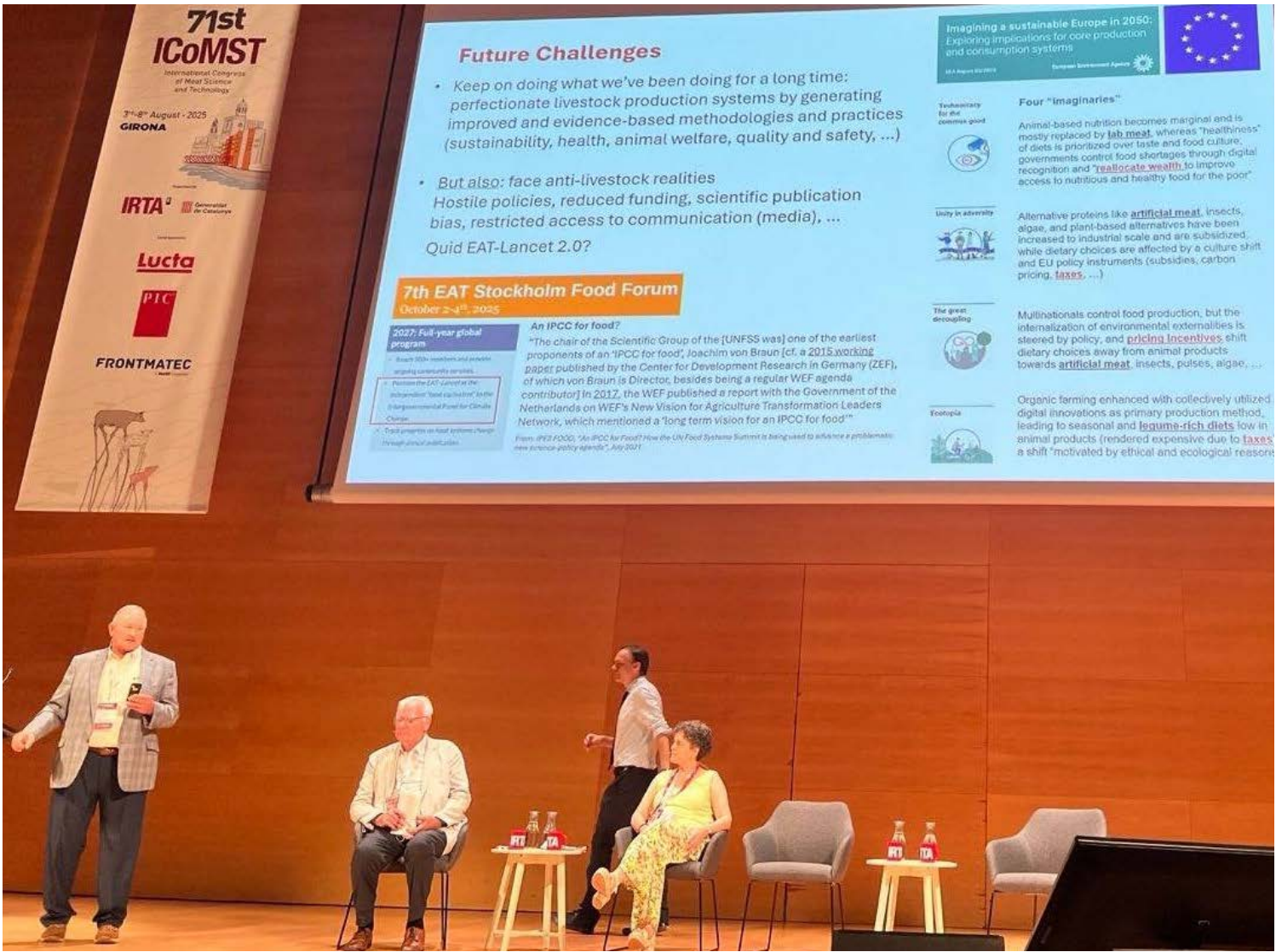
P Communications expert Alexa Lamm presented a paper, ‘communicating with society about the science behind meat and livestock production’, which claims high levels of anti-meat misinformation online, while describing the younger generation as source of future growth for industry that is ‘still pliable’ on channels like Tiktok and Instagram. At the conference, in her talk ‘Making an Impact: Communicating the Science to Policymakers/Consumers’, she acknowledged that industry has a trust problem, saying that the public have ‘cognitive dissonance’ between nice green fields and the reality of factory farming. Lamm urged conference delegates to build partnerships ‘with new forms of media to find new and young audiences.’ Changing Markets has this recording, in addition Lamm’s presentation slides are available on the official conference website: [www.societalroleofmeat.org/meeting-presentations/](https://www.societalroleofmeat.org/meeting-presentations/)

Q The conference kicked off with a session titled Trust, Science, and Global Considerations for the Societal Role of Meat and Livestock, including a talk by PR expert, Charlie Arnot of the Look East agency, which ‘helps agribusinesses maintain their social license to operate with consumers’. Session notes have not been made public, but there is a recording of the Arnot referring to the significant economic value of industry maintaining its social license and ensuring that society believes that it is operating in a way consistent with their values and expectations. Changing Markets has this recording.

The statements summarised above, made by deeply partisan players in a conference organised and sponsored by industry, suggest that the plan is to rely on biased and unproven science, identity politics, and misinformation to sway public opinion, fend off regulation, and continue reaping profits. The status quo, in other words, is at the cost of tremendous harm to public health and the planet.

The launch of EAT-Lancet 2.0, as a ‘major scientific update’ to the first EAT-Lancet report is clearly seen as a threat to industry interests.

There is little doubt it’s part of the ‘attacks’ on the livestock industry the summit was trying to address. In one presentation it was also directly acknowledged as part of ‘Future Challenges’ (see picture below).



Slide presented at the 'Denver Summit on the societal role of meat and livestock', referencing EAT-Lancet 2.0 November 2024. Frédéric Leroy is pictured at the back of the stage.



## BOX 5: The Nourishment Table

In February 2025, as part of the *Animal Frontiers* special edition about Denver, Frédéric Leroy published his new dietary framework, the Nourishment Table. It is derived from a study co-authored by Leroy and fellow EAT-Lancet academic critics, Ty Beal and Alice Stanton: 'A framework for adequate nourishment: balancing nutrient density and food processing levels within the context of culturally and regionally appropriate diets.'<sup>144</sup>

In the description of the Nourishment Table on ALEPH2020, Leroy and his co-authors state they are basing it on the ‘*failure*’ of existing dietary guidelines. They argue that nutrient deficiencies are still an issue and ‘*diet-related non-communicable diseases have increased to epidemic proportions, with only a minority of adults still in optimal cardiometabolic health.*’<sup>145</sup> This bold assertion fails to acknowledge that dietary guidelines are largely not followed, with a recent global systematic review showing that 40% of the population in both high- and low-income countries do not adhere to food-based dietary guidelines.<sup>146</sup>

The Nourishment Table claims that low intake of animal-derived foods '*like the EAT-Lancet model, often leads to deficiencies in key micronutrients*', but provides no evidence to back up the statement. It also, somewhat contradictorily, claims that the health risks of high animal-food consumption are '*uncertain*' while confidently asserting that '*heavily animal-based diets can offer therapeutic potential for the metabolically challenged*.'<sup>147</sup> The evidence provided either self-references work by Leroy or cherry-picks findings from other studies, many of which themselves have been discredited.<sup>R</sup> At the end of the Denver summit, the Nourishment Table was presented as a key resources for industry to use. It is already being promoted by the top mis-influencers in our dataset. For example, in March 2025, Joanna Blythman interviewed Frédéric Leroy about the Nourishment Table for the Sustainable Food Trust's website, positioning it as an alternative to a one-size-fits-all dietary prescription like the Eat-Lancet planetary health diet.<sup>148</sup>, ignoring the flexibility that is built into the EAT-Lancet report.

R The references for this statement include Leroy's 'For details, cf. Leroy et al. (2025) [pre-print here]. Additionally, see ALEPH2020's sections on protein and (micro)nutrients. For a discussion on nutrient-dense foods across the life course, see Beal et al. 2024. For a critique of a too narrow interpretation of Paleo diets, see Lieberman et al. 2023.' None of these are valid sources for the statement that health implications of high meat consumption are uncertain.

Joanna Blythman  
@JoannaBlythman

Finally! Some sanity about how we should eat.  
Get up to speed on the new [#NourishmentTable](#)  
My introduction [@SusFoodTrust](#)



A new perspective on healthy eating | Sustainable Food Trust

From [sustainablefoodtrust.org](https://sustainablefoodtrust.org)

1:37 PM · Mar 5, 2025 · 2,053 Views



### 5.3 Signs of a backlash to EAT-Lancet 2.0

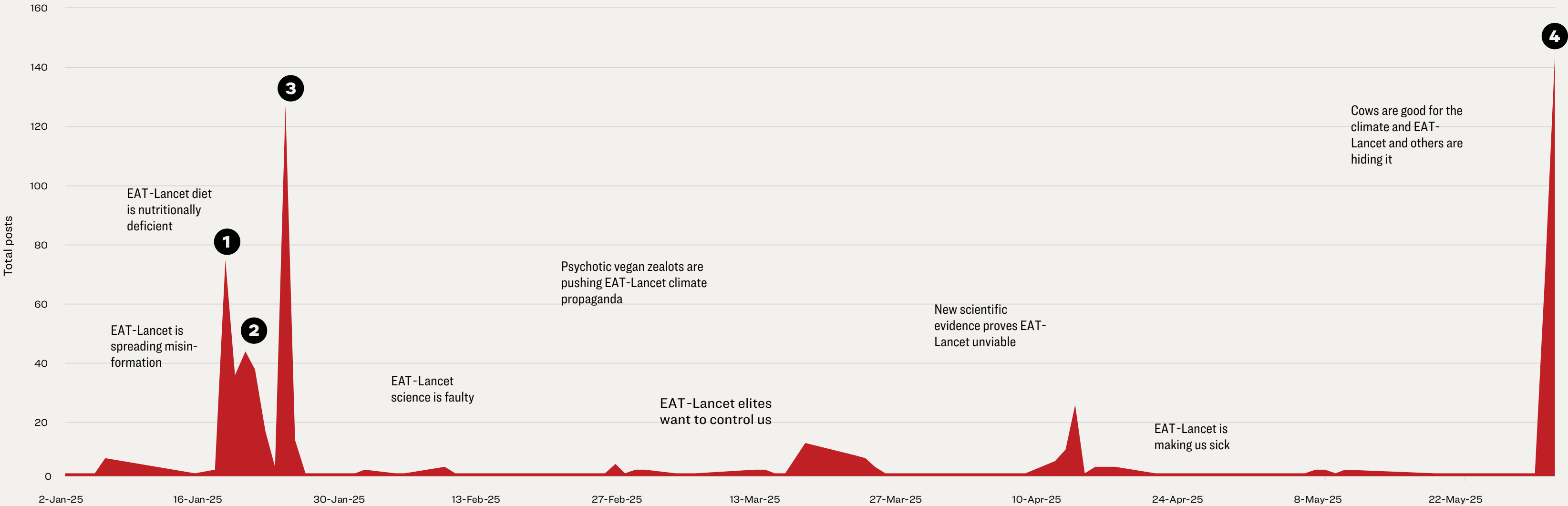
Alongside the continued messaging development and coordination of the meat industry and mis-influencers at events such as Dublin and Denver, pro-meat messaging continues to be spread through social media. The #Yes2Meat hashtag was used over 2,000 times in the period between June 2024 and May 2025, while #MeatHeals was used over 8,000 times.

While there is significant background noise, some of the mis-influencers are already attacking EAT-Lancet, leading to some peaks in our 2024-25 dataset. Frédéric Leroy and Nina Telcholz have been the most prolific, and therefore we review them here.

In December 2024, Leroy posted a series of comments to an X post, including that ‘EAT-Lancet is out there with astrology.’ Then on 20 January 2025, he wrote an inflam-

matory post attacking EAT-Lancet with false equivalence claims about the diet and rates of malnutrition, stunting and diabetes in India. His post, viewed over 20,000 times, reactivated familiar narratives about the planetary diet being nutritionally inadequate and ideologically driven. Responses included calling EAT-Lancet a ‘joke’ and a suggestion that it be designated a ‘terrorist organisation’. In March he questioned why there would be future EAT-Lancet reports and warned people to ‘Get prepared for more dystopian plans to mess with our global diets. Starting October 2025.’ In April he shared an article claiming that the EAT-Lancet diet would increase nitrogen emissions in Denmark, and in June accused EAT-Lancet of being industry-funded.

Teicholz also continues to focus on direct attacks on EAT-Lancet, including in December 2024, where she claimed the planetary health diet was developed by global

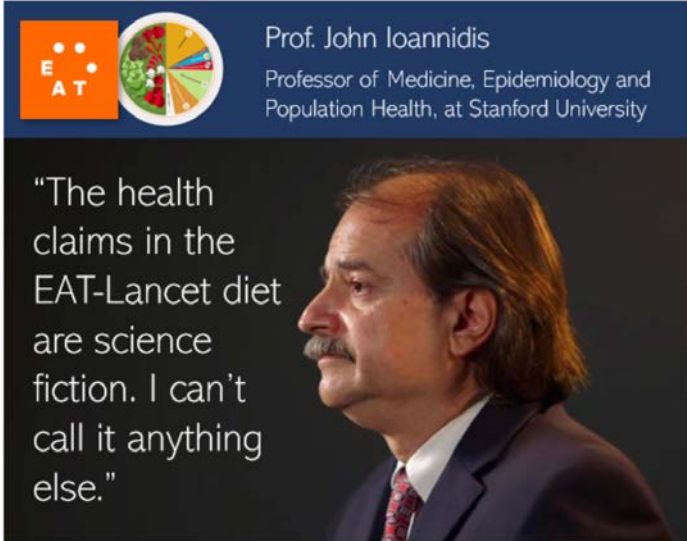




Frédéric Leroy  
@fleroy1974



EAT is out there with astrology



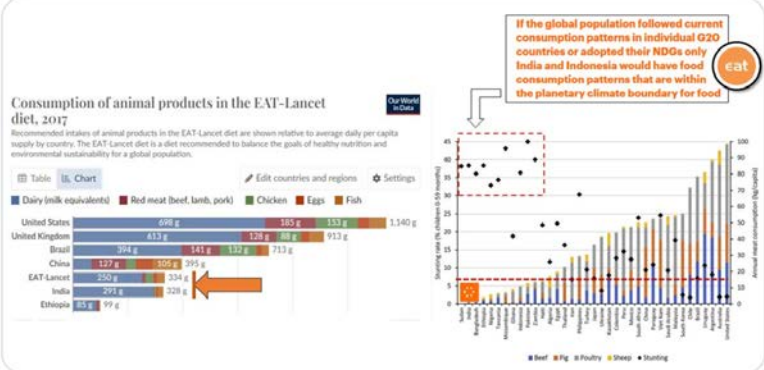
12:26 PM · Dec 24, 2024 · 30 Views



Frédéric Leroy  
@fleroy1974



EAT-Lancet argues that we all need to eat more or less like they do in India. As a reminder to those who think this would be a good idea: 40% of India's youngest children are stunted. The country also has 77 million adults suffering from type-2 diabetes & 25 million prediabetics.



3:47 PM · Jan 20, 2025 · 20.1K Views



Frédéric Leroy  
@fleroy1974



EAT is a Davos creation - explained here:  
[aleph2020.org/asfs-and-lifes...](https://aleph2020.org/asfs-and-lifes...)

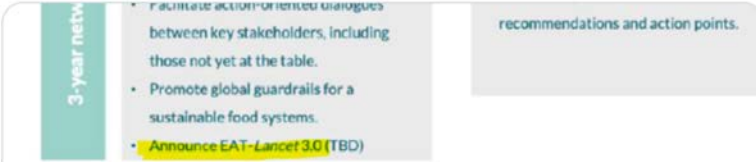
8:11 AM · Jan 24, 2025 · 1,583 Views



Frédéric Leroy  
@fleroy1974



EAT Lancet 2.0 is not even out, and they're already talking about EAT 3.0 😞



Lars Magne Sunnanå  
@larsms · Mar 22

Replying to @larsms

The EAT Lancet 2.0 diet will be launched in October at the forum in Stockholm.

The first version was launched at the height of the climate emergency craze globally. I wonder how the concept will resonate in 2025 and the years ahead...  
[Show more](#)

### Growing the movement

The 7<sup>th</sup> Forum in 2025 can drive the movement for healthy, sustainable, and just food systems, marking a key step towards COP30. EAT provides a crucial science-based platform for change. In the next 3 years, the goal is to evolve from a bi-annual event to a year-round global program.



9:40 PM · Mar 22, 2025 · 1,776 Views



Frédéric Leroy  
@fleroy1974



FAIRR, Club of Rome, C40 Cities, WBCSD,...  
If you had any hopes for EAT 2.0 left, seeing this partnership from hell (combining fanatics and big business) should suffice as a reality check. Get prepared for more dystopian plans to mess with our global diets. Starting October 2025.



Lars Magne Sunnanå  
@larsms · Mar 22

Replying to @larsms

The forum meeting is supposed to be a «neutral space for multistakeholder dialogues» - but of course, EATs paying partners «will have priority to participate» in stakeholder dialogues to prepare the meeting and to «help select and shape a topical dialogue based on interest and  
[Show more](#)



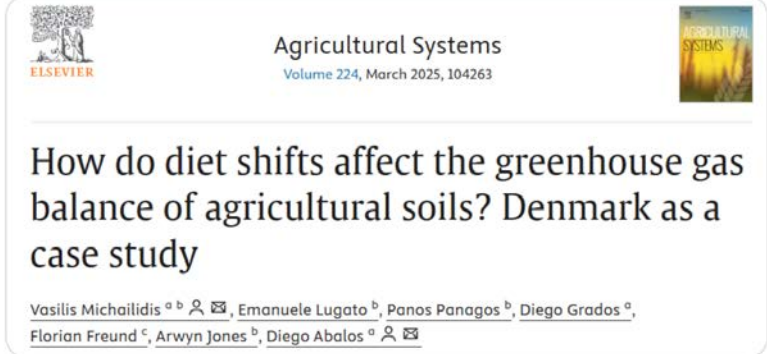
9:51 PM · Mar 22, 2025 · 22.5K Views



Frédéric Leroy  
@fleroy1974 · Admin



New study: full adoption of the #EATLancet diet in Denmark would remove & convert grasslands, while swapping animal manure for inorganic fertilizers - thereby causing losses of soil organic carbon and an increase in N2O emissions.



11:10 PM · Apr 25, 2025 · 8,195 Views



Frédéric Leroy  
@fleroy1974



"But who wins from the [EAT-Lancet] diet? Who spends money on EAT & Stordalen in 2025? Let's look at a tempting Davos invitation that Stordalen sent to then SP Minister Tvinnerheim in January this year (Tvinnerheim declined) [.] A dinner paid for by the margarine industry"



Lars Magne Sunnanå  
@larsms · Jun 30

Replying to @larsms

For hva er det Stordalen og EAT inviterer til? En middag betalt av margarinindustrien og Flora Food Group!

### CONFIDENTIAL

We are delighted to extend a personal invitation to you for **"The next generation of delicious food"**, an exclusive dinner hosted by **Flora Food Group** in collaboration with **EAT**.

The event will take place at the **SDG Tent, Hotel National, Obere Strasse 31, 7270 Davos Platz on Wednesday January 22<sup>nd</sup>, 2025, from 19:30 to 21:00 (doors open 19:00).**

Join Flora Food Group CEO **David Haines** and EAT co-founder & Executive Chair **Dr. Gunhild Stordalen** as we gather to address the challenges and opportunities surrounding the shift towards healthy, sustainable, and affordable diets within planetary boundaries.

In recognition of the seminal EAT-Lancet Commission and the upcoming EAT-Lancet 2.0 report, EAT's co-founder, **Prof. Johan Rockström**, will set the stage for the evening's discussions— both on stage and around the table. The keynote will be followed by a dynamic program, accompanied by a delicious meal designed in alignment with the Planetary Health Diet.

11:21 PM · Jun 30, 2025 · 2,406 Views



business groups. On 18 January 2025, *The Lancet* featured an editorial about the dangers of mis- and disinformation for public health.<sup>149</sup> This prompted a backlash with people referring to ‘hypocrisy’ and claiming it is the EAT-Lancet report that is disinformation. Teicholz was among the top critics, by engagement. Her post on X criticising *The Lancet* received more than 32,000 views, was liked 532 times and reposted or quoted 108 times. Teicholz prompted another small spike on 24 January 2025 when she commented on EAT founder Gunhild Stordalen discussing the planetary health diet at the World Economic Forum, claiming it showed elites were still pushing the EAT-Lancet agenda.

Teicholz continues to be active in her attacks on EAT-Lancet, including posts in August 2025, again claiming it is funded



4:46 PM · Dec 15, 2024 · 80.4K Views



3:37 PM · Jan 18, 2025 · **32.2K** Views

by corporations (and Bill Gates). She calls it a ‘*multi-million dollar campaign on how we should all eat a diet of 1.5oz of meat a day*’, while claiming the backlash is an ‘*organic grassroots campaign*’ which supporters of EAT-Lancet are trying to discredit. She uses many of the same arguments put forward by Frédéric Leroy in his article on ALEPH2020. Some of her recent posts have also been shared by Joanna Blythman.



7:55 PM · Aug 28, 2025 · 83.3K Views



5:21 PM · Aug 29, 2025 · 30.4K Views





## 6. Conclusion

The pushback against the EAT-Lancet report in 2019 is considered the first major outbreak of mis- and disinformation targeting food systems transformation and the science supporting it. Our research into the social media backlash shows that it was not an organic phenomenon, but the result of a coordinated network of mis-influencers. Some have clear links to the meat industry, while others have strong convictions on the necessity of high meat consumption, which the industry then amplified. Behind the EAT-Lancet backlash was a small but very vocal group of seemingly independent and unconnected experts with high following and engagement, who posted consistently and amplified each other's posts, articles and opinions, creating the impression of a valid and multifaceted critique of the scientific report. By some measurements, they succeeded in swaying undecided audiences against the report's findings and the reality that reducing the consumption of animal products is a critical lever for healthier diets and a crucial solution in a time of climate and nature crises.

Documents suggest that the campaigns around hashtags #Yes2Meat and #ClimateFoodFacts were industry funded, and that senior figures



celebrated criticism of the EAT-Lancet report as an example of successful industry coordination. Furthermore, industry-aligned scientists like Frank Mitloehner used their role in the online backlash for further fundraising purposes with industry groups that were involved in setting up the CLEAR Center at UC Davis.<sup>150</sup> For many of the top mis-influencers, we found no evidence that they were paid directly by the industry. However, they have written books on the topic, provide lectures, and sell dietary advice, subscriptions or specific products, meaning that many of them have a financial interest in maintaining high levels of meat consumption.

Importantly, since 2019, the level of online misinformation related to food systems has grown exponentially. In our 2023 report, *Truth, Lies and Culture Wars*, we uncovered and analysed almost a million misinformation posts between 1 June 2022 and 31 July 2023. Our findings show that many of the same narratives used in the attacks against EAT-Lancet traced in this report had persisted and amplified. In 2025, carnivorous diets, and those who push them, are considered mainstream in many environments, notably pushed and legitimised by the US health secretary RFK Junior,<sup>151</sup> as well as by several opinion leaders within the so-called manosphere. According to research by Hubbub, young men aged 16-24 are nearly three times more likely than the general population to have increased their meat consumption over the last year.<sup>152</sup>

This year, for the second year running, the World Economic Forum highlighted mis- and disinformation as one of the top ten short-term risks to society.<sup>153</sup> The landscape into which the EAT-Lancet Commission's second report will be released in October 2025 is now far more riddled with climate and health mis- and disinformation, including the backlash against scientific research, as well as significant uptake of conspiracy theories driven by far right actors.

Below we analyse some of the key trends that might negatively impact EAT-Lancet 2.0:

### Conspiracy theories shaping public opinion

According to the Harvard Kennedy School's *Misinformation Review*: '*Conspiracy theories have transitioned from fringe phenomena to central forces shaping public opinion and political discourse worldwide. Driven by the digital transformation of information, conspiracy beliefs increasingly pose a challenge across the world.*'<sup>154</sup> The rise of Covid-19 related conspiracy theories, such as the 'Great Reset',<sup>S</sup> has turned debates over diets and climate into a battleground for influence and a ripe area for polarisation. Far-right conspiracy theories which allege that global elites aim to control diets, impose insect-based foods and synthetic meat, and restrict personal freedom of choice are increasingly mainstream. We saw early forms of these conspiracy theories in the 2019 dataset: for example, Nina Telcholz and Gary Fettke referred to Big Food and Big Pharma driving EAT-Lancet, and 'vegan billionaires' trying to tell everyone what to eat. In *Truth, Lies and Culture Wars*, conspiracy theories represented 37% of all posts and were promoted by right-wing figures like Peter Sweden, Geert Wilders and Cabot Philips, who were not yet engaged in food systems misinformation in 2019, but can be expected to engage in a potential 2025 backlash.

S The Great Reset, initially a term used to look at economic recovery from Covid-19, became a global conspiracy theory spreading rumours that elites were using Covid-19 to collapse the economy and impose authoritarian control, including forcing people to eat insects or fake meat. See [www.bbc.co.uk/news/blogs-trending-57532368](https://www.bbc.co.uk/news/blogs-trending-57532368).



### Carnivore diets, protein boom and the ‘manosphere’

Our tracking shows that, of the hashtags most prevalent in the 2019 backlash, #Yes2Meat continues to be prolific (with over 2,000 posts in the last year) and is now consistently used across a range of social media platforms, while #MeatHeals featured in more than 8,000 posts in the last year, showing social media users’ continued interest in carnivorous diets. In *Truth, Lies and Culture Wars*, online narratives focused on the supposed health benefits of meat, but also around polarising debates on masculinity and how ‘real men’ must eat lots of meat. The ‘protein boom’, the term used to describe the current wellness and fitness fixation on protein, has boosted existing animal protein products as well as led to an increase in protein start-ups<sup>155</sup> and protein-focused beauty and wellness trends.<sup>156</sup> Carnivorous diets are often featured in manosphere podcasts and talk shows, and have been promoted by the likes of Joe Rogan, Jordan Peterson and Andrew Tate. These highlight supposed benefits like better mental clarity and a greater connection with nature, often alongside misinformation about the environmental impacts of meat consumption.<sup>157</sup>

### Declines in social media content standards

Humans are naturally drawn to moral and emotional information, and social media algorithms exploit this by promoting content that maximises engagement rather than accuracy.<sup>158</sup> This floods feeds with sensational or polarising material, making extreme views appear more common than they are.<sup>159</sup>

The risks have been exacerbated by the decline in social media content standards. Following Elon Musk’s takeover of Twitter in October 2022, and its subsequent rebranding as X, in September 2023 the platform discontinued the function that allowed users to report misleading information, saying it would now rely solely

on Community Notes for content moderation.<sup>160</sup> Analysis by the Harvard Kennedy School has documented a ‘*statistically significant*’ decline in ‘*information quality*’ under the new system. In addition, X is increasingly pushing far right content to its users, which has resulted in many people leaving the platform.<sup>161</sup> The majority of users who have now stopped using X following Musk’s takeover cited concerns about the lack of moderation and quality of information.<sup>162</sup> Despite this, X still had 586 million active monthly users in February 2025<sup>163</sup> and we can expect backlash against EAT-Lancet to thrive on this platform.

This decline in content standards is not exclusive to X. Meta (Facebook, Instagram and Threads) also ended its third-party fact-checking programme in January 2025, with Mark Zuckerberg claiming this would reduce censorship on its platforms, which have around 3 billion users.<sup>164</sup> This has already resulted in more extremist content being shared, prompting Meta’s oversight board to express concerns about the change in content moderation having been actioned too hastily.<sup>165</sup>

### The rise of AI

Since 2023, with the rise of generative artificial intelligence (AI), the spread of online disinformation has accelerated. From deepfakes to fake news and automated bots, AI can generate more content and make it increasingly convincing. Importantly, AI-based systems have increased automated curation limiting users’ opportunities to discover content independently.<sup>166</sup> They have also been shown to enable highly targeted messaging, designed to reach specific communities, align with their beliefs and values, and influence opinions more effectively.<sup>167</sup>



# Types of narrative likely to be used against EAT-Lancet 2.0

## DISPARAGE



2

**VILIFYING:**

EAT-Lancet diet is not good for the environment

Environmental misinformation rejects the EAT-Lancet claim that plant-based diets benefit the planet. Narratives point to nut farming's water use, pesticide reliance, and the environmental toll of crops, while portraying meat as the more natural and sustainable option.

4

**POLARISING:**

Culture Wars


Culture war narratives portray EAT-Lancet as an attack on masculinity, tradition, and identity. Meat is tied to strength and national pride; plant-based diets are mocked as weak, elite, or cult-like. This framing serves as a way to foment opposition to EAT-Lancet through identity and emotion.

1

**MALIGNING:**

EAT-Lancet diet is unhealthy


Health-based misinformation describes the EAT-Lancet diet as nutritionally deficient, ultra-processed, and harmful. Narratives claim it causes disease, infertility, and cognitive decline by removing 'healthy' animal products and promoting 'unhealthy' grains, seed oils, and sugar.

3

**UNDERMINING:**

Science and Research

These narratives discredit EAT-Lancet's scientific foundations by targeting its authors, accusing them of ideological bias, conflicts of interest, and poor methodology. The report is called "unscientific," "self-reviewed," and driven by pre-existing vegan agendas funded by food and pharma companies.

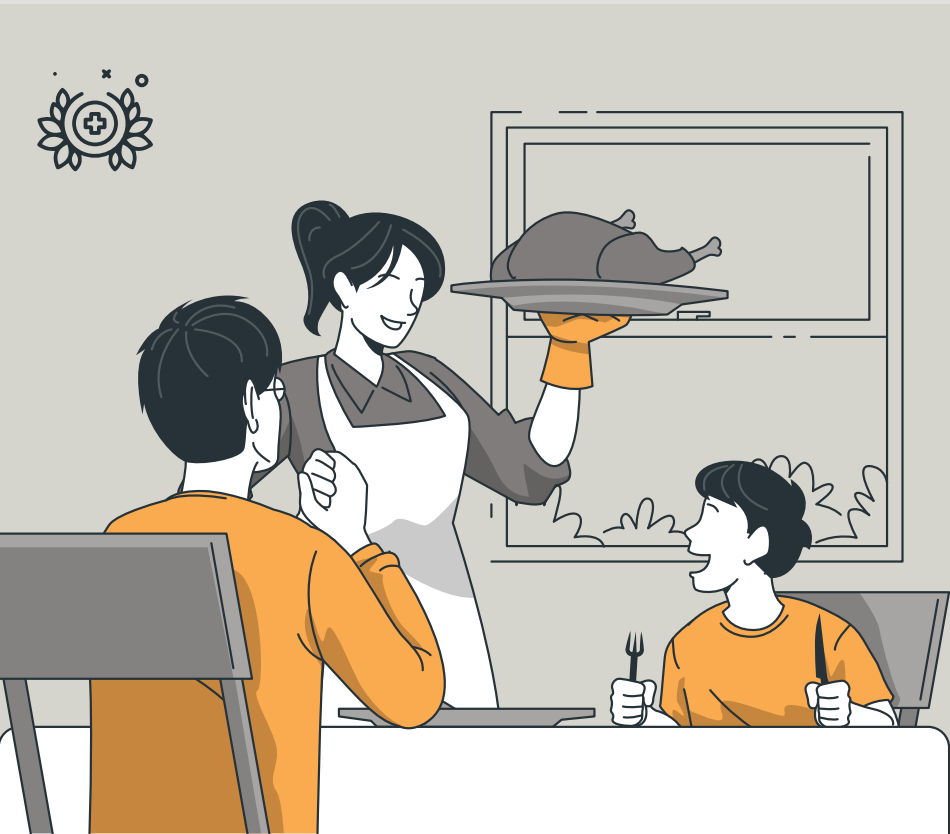
5


**CONSPIRING:**

The elite are planning "A Great Reset"

Misinformation presents EAT-Lancet as a coordinated campaign by elites to control diets, restrict choice, and profit from new food markets. The report is linked to globalist actors like WEF, Edelman PR, and multinational food firms. Posts allege authoritarian policy is coming, giving examples of meat taxes and non-consensual stealth marketing.

## ENHANCE




1

**HEALTH-WASHING:**

Animal-based food products are essential for good health

This tactic portrays meat as biologically necessary and health-restoring. Hashtags like #Yes2Meat and #MeatHeals are used to spread stories of reversing obesity, diabetes, and inflammation through meat-based diets. Meat is presented as ancestral and irreplaceable and a essential for health – in contrast to the EAT-Lancet diet which is denigrated as lacking in many ways

2

**GREENWASHING:**

Animal-based food products are environmentally friendly

This tactic aims to recast livestock as climate solutions - claiming cows sequester carbon, regenerate ecosystems, and use otherwise unproductive land. It downplays emissions by cherry-picking data and arguing that meat and dairy are already sustainable. Blame is shifted to fossil fuels, and EAT-Lancet is portrayed as anti-climate, anti-farmer, and out of touch with ecological realities.



## 6.1 Preparing for EAT-Lancet 2.0 and beyond

Many of the same mis-influencers behind the 2019 backlash are still active and engaging with each other, their reach has grown, and the public acceptance or take-up of their ideas has increased. At the same time, mis- and disinformation in food systems is increasingly entrenched and sophisticated with newer voices also pushing these narratives.

While X may not have the same level of influence it did in 2019, it still has more than half a billion monthly users. But the anti-EAT-Lancet 2.0 narratives can be expected to increasingly play out on other social media platforms. While X is known to explicitly promote extremist narratives, misinformation can spread more subtly on other platforms. For example, TikTok formats blur fact and fiction, making misinformation harder to spot and more likely to be shared, while long-form videos on YouTube can dive deeper into narratives and so better seed or entrench ideological opposition. Traditional and social media also intersect and fuel each other, underscoring the importance of balanced and credible traditional media reporting.

In a world riddled with disinformation and conspiracy theories, just having the facts and scientific rigour is no longer enough to create positive change for the planet and people. The evidence presented in this report should be a wake-up call for all the scientists, journalists and policymakers working at the intersection of food and climate. Food system transformation, starting with the recognition that reducing the consumption and production of animal products is essential for human health and the future of our planet, is under threat.

Being aware of disinformation narratives and preventing their spread requires multi-pronged approaches, including improving public media literacy to identify mis- and disinformation, promoting transparent scientific communication and

improving fact-checking in reporting on issues such as food, which are highly vulnerable to manipulation. There is also a need to bring back social media content moderation and other measures to limit the amplification of false or misleading content. Ideally, this would be done through government regulations and high financial penalties for social media platforms that do not stop the spread of fake news and disinformation.

One of the most dangerous impacts of the spread of mis- and disinformation is its ability to distract, delay and derail climate action at a time when the stakes could not be higher. As we hurtle towards irreversible climate impacts, urgent, decisive action is needed – including on food systems, which are responsible for one-third of greenhouse gas emissions,<sup>168</sup> and the single biggest driver of the loss of nature.<sup>169</sup> A comprehensive survey of climate experts in 2024 concluded that global greenhouse gas emissions from livestock must be cut by 50% by 2030 to align with the Paris Agreement.<sup>170</sup> The impacts on health are also clear, with a 2021 study finding that a quarter of all deaths among adults globally are attributable to poor diets.<sup>171</sup>

The meat industry understands the power of online backlash against climate and health science to successfully distract, delay and derail action which may affect its profits. At this critical moment, the scientific community and policymakers must be aware of the dark forces lurking behind the scenes, working overtime to maintain the status quo of high meat consumption. The industry has led these attacks before and is preparing to do it again – in an environment where science and facts are already under attack. This makes it even more urgent for media, politicians and the public to look at who is really behind the social media headlines and what their affiliations are. Without doing this, we risk missing the significant opportunity to transform our food systems and create a healthier and climate safe future for us all.



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