



# The Face on Your Plate: The Truth About Food

By Jeffrey Moussaieff Masson

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**“It’s a challenge to create transformative moments with books, but [Masson] does it.”**?Susan Salter Reynolds, *Los Angeles Times*

In this revelatory work, Jeffrey Moussaieff Masson shows how food affects our moral selves, our health, and our planet. Masson investigates how denial keeps us from recognizing the animal at the end of our fork and urges readers to consciously make decisions about food.

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**The Face on Your Plate: The Truth About Food** By Jeffrey Moussaieff Masson **Bibliography**

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### Editorial Review

#### From Publishers Weekly

Each bite of meat involves the killing of an animal that did not need to die, Masson (*When Elephants Weep*) reminds readers, and if the advocacy of a completely vegan diet (neither milk nor eggs, in addition to giving up meat and fish) is not particularly new—even Masson acknowledges that he is following the path laid out by authors like Temple Grandin and Michael Pollan—the passion with which the argument is made is immediately apparent. Masson explains the scientific background in simple, effective prose, pointing to the vast environmental damage caused by the modern agriculture-industrial complex, then slams the emotional point home by underscoring the plaintive cries of a calf separated from a mother cow or the psychological stress that hens endure when thrust into small cages. Masson argues that a vegan diet is sufficient to provide us with all the nutrients we need to thrive, using his own daily menus as an example, but his most powerful argument calls upon the power of empathy and a refusal to put animals through suffering. It probably won't convert many confirmed meat eaters, but it should provoke serious deliberation about how our food choices reflect our values. (Mar.)

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#### From [Booklist](#)

Masson's newest volume marshals the historic arguments against eating meat and adds to them contemporary concerns about the environment. He recounts the amount of energy that goes into the production of meat and poultry, and he finds even the consumption of milk objectionable on the basis of its nutritional shortcomings and its inefficient use of natural resources. Lest the reader believe that fish consumption is morally acceptable, Masson presents arguments that fish are as sentient as any other animals. He waxes rhapsodic over all manner of fruits and vegetables but stops short of advocating the raw-food diet now being advocated by the most radical vegans. Masson finds the spread of grocery chains such as Whole Foods and Trader Joe's a heartening sign. An extensive bibliography and a long list of Web sites that deal with vegetarian and vegan issues are particularly helpful. --Mark Knoblauch

#### Review

This book could, quite literally, save the world.--Sophie Morris

Few bring to the table the wealth of knowledge and insight found here. . . . Masson's rare combination of passionate advocacy and scientific perspicacity makes this book unusually powerful. "

Intelligent, absorbing and very easy to digest, this is an essential book for any person who thinks and/or eats.  
--Debra Ginsberg"

This book could, quite literally, save the world. --Sophie Morris"

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##### Michael Mazzariello:

As people who live in the particular modest era should be revise about what going on or data even

knowledge to make all of them keep up with the era that is always change and move ahead. Some of you maybe may update themselves by looking at books. It is a good choice for you but the problems coming to anyone is you don't know which one you should start with. This The Face on Your Plate: The Truth About Food is our recommendation to cause you to keep up with the world. Why, since this book serves what you want and wish in this era.

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