

What's the beef with plant protein?

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We Are What We Eat: Pay The Farmer Not The Pharmacy

- August 6, 2020
- MEERA & ASHOK VASUDEVAN
- SEASON 1
- EPISODE 26

1. [What's the beef with plant protein?](#)

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It's today self-evident but scientists are still piling evidence upon meta-studies and more research upon research on the dangers of processed meats and it's link to cancer. It's a bit reminiscent of the tobacco industry in the 60s and 70s. There have been congressional hearings & WHO proclamations to try and steer the world towards a healthier diet and environmentally friendly plant-based foods. Only 8% of the world population is vegetarian but these numbers are skyrocketing, and veganism too is on the rise. The myth of meat as the sole source of protein has long been busted and the goodness of plant-based diet has been forever known to mankind.

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