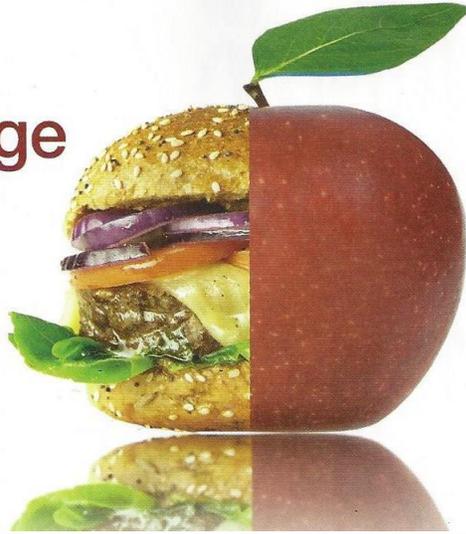


1/25/17

EDITORIAL

Cultural Change



Cultural Change

Cheese is a surprisingly unhealthful product. Loaded with cholesterol, sodium, and "bad fat," it also contains estrogens from the cow who produced it. Like other dairy products, it is linked to prostate cancer. Not to mention that cattle farms are cruel and environmentally unfriendly.

It's the same for bacon. Most bacon eaters know that the product means cruelty to animals, and that bacon and similar meats contribute to colorectal cancer, which kills 50,000 people in the US every year.

So why do people eat these things? The answer is that logic plays a surprisingly small role in human decision-making. Most of the time, we base our decisions on what is normal in our culture. Whatever we've been doing all along seems like the safe choice.

And there is a lesson here. Logic plays a small role in all kinds of decisions.

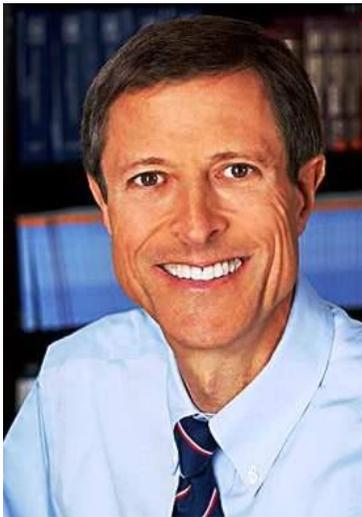
Take research for example. Logic would dictate that researchers might stop trying to make "animal models" of Alzheimer's disease, given that these efforts have led to nothing even approaching an effective

treatment. And while the "War on Cancer" should logically focus on prevention, it has dedicated far greater sums to trying to come up with treatments for existing cancers, with only hit-and-miss results. Our not-so-healthy science culture funds research practices based on what has gone on in the past, and long after logic would have shifted our investment elsewhere.

Happily, logic is gaining steam. More and more people are coming to understand healthful food choices and are making changes for themselves and their families. And last year, Congress agreed that chemical tests using animals had to give way toward better, faster tests using more modern technologies.

Even so, if we are to advance the cause of good health and good research, logic is only the beginning. We need to go much further, carrying our findings into the fabric of our culture---into popular media, social media, advertising, books, films, scientific conferences---anywhere and everywhere we can.

That is where our members play key roles. By sharing our information, action alerts, television commercials, and everything else with their contacts and friends, they spread our message far and wide in many different formats. So what started as a logical idea becomes part of our collective culture. And that changes the world we live in.



So, as the new year begins and we set out to improve health and medical research, I look forward to working with you on many fronts. Being right is a good start, but it takes advocacy from all of us together to really change the world.

Neal Barnard, M.D., F.A.C.C.
**President of Physicians Committee for Responsible
Medicine**



Researchers at the University of Michigan surveyed nearly 400 people to determine what foods most commonly cause them to lose control. Cheese pizza topped the list---beating out everything from cookies and ice cream to chips and chocolate.

When it comes to improving their diets, cheese is the most difficult habit to break.

What makes cheese so addicting?

It turns out that cheese has several components that work together to make it a recipe for a diet disaster. Look at it this way: Have you ever tried to eat just one potato chip? Not so easy. The human brain is wired to seek out foods that contain **salt**—a necessary nutrient that was once difficult for our ancestors to find. Humans also seek out foods that contain fat—a trait that once protected us from famine or starvation. The brain especially craves foods like chips and cheese, because they contain mega-doses of both salt and fat.



But cheese also contains other compounds that keep people coming back for more: casomorphins. These morphine-like compounds are derived from a protein found in milk called casein. Evidence shows that, when people consume dairy products, casomorphins attach to the same opiate receptors in the brain as heroin and other narcotics. Presumably, casomorphins trigger the brain to release dopamine, which floods the body with feelings of reward and pleasure. It's this dopamine release and the warm, fuzzy feelings people get afterward that keep them hooked on cheese.

So why does milk and cheese contain addictive opiate-like compounds in the first place? It all comes down to biology. Imagine if a human baby—or calf—didn't want to nurse. Their survival would be in question. Casomorphins allow the baby's brain to associate milk with pleasure, rewarding them for nursing. [>>MORE](#)

Three Steps to Fighting Cheese Addiction

Are you “hooked” on cheese? There's a scientific reason. **As cheese digests, it produces mild opiates called casomorphins.**

Here's a **three-step program** to break cheese addiction.



Step One: [The Reality Check](#)

Step Two: [Making New Friends](#)

Step Three: [Cleansing the Palate](#)

Cheese Health Concerns

Americans eat more than 33 pounds of cheese per person per year—three times more than they did in 1970—and our country is more obese than ever.

Cheese is a high-calorie product loaded with fat, sodium, and cholesterol. Typical cheeses are 70 percent fat. And the type of fat they contain is mainly saturated (“bad”) fat, which increases your risk of heart disease and diabetes. Cheese is the number-one source of saturated fat in the American diet. Decreasing saturated fat intake will reduce your risk of developing heart disease, according the 2010 Dietary Guidelines for Americans.

One-fourth of an average 12-inch cheese pizza contains nearly 13 grams of fat, including 6 grams of saturated fat and 27 milligrams of cholesterol. An ounce of cheddar contains 9 grams of fat, including 6 grams of saturated fat. Part-skim versions of cheeses are not much better, with just slightly lower amounts of fat.

About one-third of adults and 12.5 million children and adolescents are obese. And obesity is a major cause of death, attributable to heart disease, cancer, and diabetes, according to the Centers for Disease Control and Prevention.

Cheese Alternatives

Cheese can be replaced by soy, rice, almond-based cheese, or nutritional yeast. Unfortunately, many commercial brands still contain milk proteins such as casein and whey. **Galaxy Foods** vegan cheeses and **VeganRella** are milk-free brands. Here are a few more suggestions:

- **Cream cheese:** Try **Tofutti**, a soy-based substitute. Or spread a fresh avocado on your bagel instead!
- **Ricotta cheese:** Blend up firm tofu (drained). This tastes great in lasagna!
- **Parmesan cheese:** You can buy commercially available brands such as Galaxy Foods, or you can make your own in minutes!
- **Nutritional yeast** adds a cheesy taste to sauces, pizza, and casseroles.
- Add baked **seasoned tofu slices** to sandwiches, or bite-sized chunks to salads.

Books to Help You Break the Cheese Addiction

Breaking the Food Seduction

Based on the research by PCRM president Neal Barnard, M.D., and that of other leading investigators at major universities, *Breaking the Food Seduction* reveals the diet and lifestyle changes that can break stubborn cravings for cheese and other addictive foods.

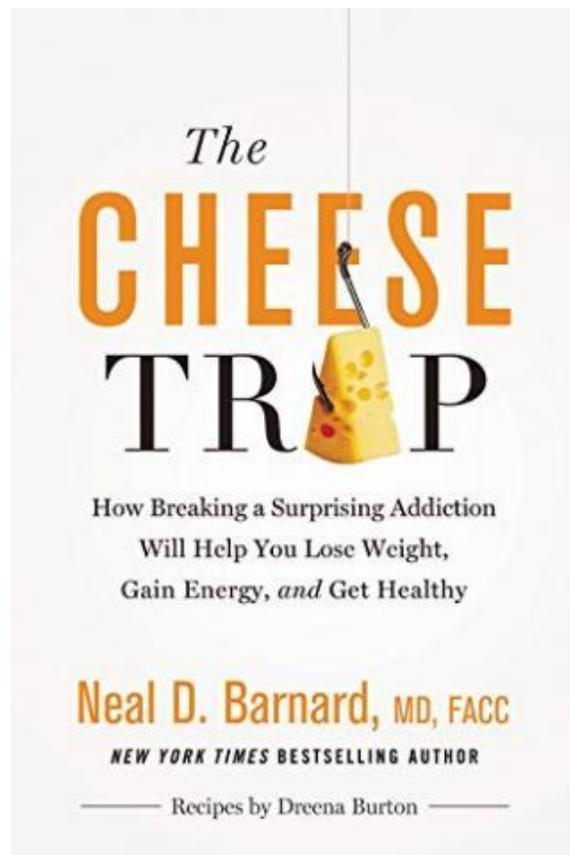
21-Day Weight Loss Kickstart

Dr. Barnard's latest book expands on PCRM's popular Kickstart program. In just three short weeks on a vegan diet you'll get fast results: drop

pounds, lower cholesterol and blood pressure, improve blood sugar, and more.

The Ultimate Uncheese Cookbook

The Ultimate Uncheese Cookbook was written in response to the countless people who said they could never give up dairy products because they “just couldn’t live without cheese.”



NEW BOOK!

The Cheese Trap: How Breaking a Surprising Addiction Will Help You Lose Weight, Gain Energy, and Get Healthy

by Neal Barnard, M.D.

For more information on cheese addiction, see PCRM's *Good Medicine* January 2017 issue [here](#).

NOTE: *This email is sent to you by EVEN on behalf of PCRM. Please direct your questions to them [here](#).*

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Eugene Veg Education Network (EVEN)

www.eugeneveg.org

Eugene Veg Education Network

---EVEN - serving as a vegan resource since 2005---

Check Out [EVEN's News Blog](#) for hundreds of valuable, vegan morsels.

The **Eugene Veg Education Network (EVEN)** is a **501(c)(3)** non-profit serving as a resource for those seeking information on a **healthful, vegan lifestyle**. EVEN's emphasis is one of **non-violence, compassion and sustainability**. Focus is on the **interconnectedness of all life** and how a plant-based diet benefits the earth, non-human animals, and the individual.

EVEN's [Mission Statement](#) is **to inform, educate & encourage our members---** as well as the larger community ---by providing information on veganism and its positive impact on the health of the planet and all its inhabitants. www.eugeneveg.org **Peace.**