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Turkey Burgers Seen as the Better Option on National Hamburger Day, May 28

New Book “The No Mammal Manifesto” asks Americans to go “cold turkey” on the cow and stick to non-beef alternatives

New York, May 28, 2019: The hamburger is a classic staple of western culture and has become a culinary icon in America – as American as baseball and apple pie. Restaurants serve them up in their millions – with cheese, salad, pickles, bacon and sauces. And today is National Hamburger Day.

Adam Rogers, author of *The No Mammal Manifesto*, says the problem is that these burgers, if made of beef, are putting Americans at significantly increased risk for heart disease, cancer, diabetes and stroke. “They also are not sustainable,” he said, “the production and consumption of mammal meat is undermining the very ecosystems on which we depend – it is much better to go with turkey, or even better – a veggie burger.”

According to his book, the beef industry wants you to believe its product is good for your health and good for the planet. On the contrary, says Rogers, eating meat from mammals is making us sick and destroying the environment. Consider the following research results cited in the book:

- The livestock industry creates as much greenhouse gas emissions as all the world’s cars, trucks and airplanes combined.
- Eating a kilogram of beef is responsible for more greenhouse gas emissions and pollution than driving around for three hours while leaving all the lights on back home.
- The production of beef is without question the biggest cause of deforestation in the Amazon, with figures ranging from 65% to 70 % of all tropical forest loss.
- The widespread use of nitrogen fertilizers to grow the crops we feed to the cows is polluting our freshwater resources and running downstream into the oceans, where they create massive algae blooms that kill all sea life.

Rogers says *The No Mammal Manifesto* is bound to make you think differently about eating mammals – “both because of a special bond we share with them, and because of an understanding that to eat mammals (when we don’t have to) makes no sense from a variety of perspectives including that of our health, the environment and the economy.”

The No Mammal Manifesto:
diet for a new and more sustainable world

by Adam Rogers

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Author available for interviews at:

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