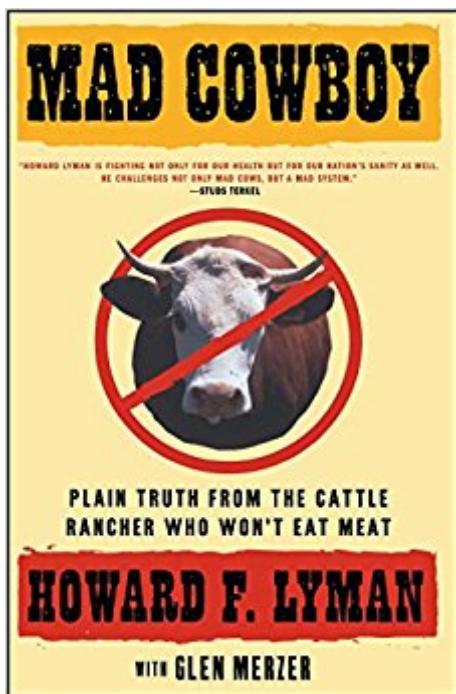


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# Mad Cowboy: Plain Truth From The Cattle Rancher Who Won't Eat Meat



## **Synopsis**

Told by the man who kicked off the infamous lawsuit between Oprah and the cattlemen, *Mad Cowboy* is an impassioned account of the highly dangerous practices of the cattle and dairy industries. Howard Lyman's testimony on *The Oprah Winfrey Show* revealed the deadly impact of the livestock industry on our well-being. It not only led to Oprah's declaration that she'd never eat a burger again, it sent shock waves through a concerned and vulnerable public. A fourth-generation Montana rancher, Lyman investigated the use of chemicals in agriculture after developing a spinal tumor that nearly paralyzed him. Now a vegetarian, he blasts through the propaganda of beef and dairy interests "and the government agencies that protect them" to expose an animal-based diet as the primary cause of cancer, heart disease, and obesity in this country. He warns that the livestock industry is repeating the mistakes that led to Mad Cow disease in England while simultaneously causing serious damage to the environment. Persuasive, straightforward, and full of the down-home good humor and optimism of a son of the soil, *Mad Cowboy* is both an inspirational story of personal transformation and a convincing call to action for a plant-based diet "for the good of the planet and the health of us all.

## **Book Information**

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## **Customer Reviews**

Studs Terkel Howard Lyman is fighting not only for our health but for our nation's sanity as well. He challenges not only mad cows, but a mad system. Jeremy Rifkin author of *Beyond Beef* Howard Lyman's personal odyssey from cowboy to cattle rancher to animal rights activist, environmentalist, and vegetarian is an inspiring chronicle. Dave Bowman The Seattle Times Digest the facts in *Mad*

Cowboy, and you may never look at prime rib in the same way again. John Robbins author of Diet for a New America Buy ten copies; give them to people you love. This is the real thing.

Howard F. Lyman is president of the International Vegetarian Union. He lives in Alexandria, Virginia.

Powerful book! Author speaks & writes from observation & personal experience. He explains the process of how and why the industry and food is how it is now. What he learned & witnessed working in the beef industry is impacting, the information becomes imprinted in your brain. You'll never look at meat, dairy & fish the same again.

This book absolutely blew my mind when I read it. I was told for years to read it and while I was on in January I finally cracked the spine. WOW!!! The information he shares was so shocking and incredible. I wish I had known earlier. I went vegetarian in 1995 but it took me another 20 years to give up all animal products. I hope to get to meet Howard someday :)

After having read this book three times I still can't decide what I like most about it. The information is presented in a surprisingly interesting way, for one thing, but I think the quality of the information is exceptional also. Many people say similar things, but few say them so well, perhaps. Then, too, the human element of his own personal story really held my attention, from his childhood antics to the deepest stupidity of his adult years, and from his determination to be a success to his transformation into a person who finally understood what success means. Wit, wisdom and tons of useful information make this a five star book and one you should plan on reading more than once.

a must read - facts from the 'horses-mouth' that the corporate food industry and probably government agencies (FDA) don't talk about or desire for public distribution

Great Book. Easy to read filled with the interesting perspective of a 4th generation cattle rancher gone vegan or "pure vegetarian". I would suggest this book to people who think veganism, healthy eating and loving the environment is "hippie woo-hoo bulls\*\*\*". Mr. Lyman appears to definitely be on the other end of the hippie spectrum, however shares the same vision of a healthy planet and people.

Good read, but it will try to make a vegetarian out of you.

An amazing book. It will make you think twice what you are feeding yourself and what we are eating in America.

I would highly recommend this book to anyone looking for more information on why or how to implement a plant based diet. And especially as someone with an ag background this book does an excellent job of training things not anti ag, but rather pro health and environment.

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