

# NATIONAL CENTER FOR PUBLIC POLICY RESEARCH

Spring/Summer 2016

## Message from David and Amy Ridenour

It's an election year and you know what that means... disappointment no matter who wins.

Lots of promises are being made right now that politicians have no intention of keeping.

Twenty-six years ago, your National Center made one particular politician – George H.W. Bush – regret that he'd broken his word.

He'd agreed to raise taxes as part of a budget deal, breaking his "no new taxes pledge."

We held demonstrations outside the White House that created so much noise that the White House windows rattled, sending the press corps out to investigate.

Nearly every major newspaper in the country ran the photo on this page (yes, that's me on the left) above the fold on page 1. Time and Newsweek ran it, too.

This was a major turning point for the liberty movement.

Our press coverage stiffened the backbones of conservatives and helped spur a rebellion against the GOP leadership in the House that not only led to a much better budget deal, but ultimately to new House leadership.

In the intervening years, the faces have changed, but politicians haven't.

But neither have we...

We continue holding the politicians accountable, stiffening backbones and advancing liberty no matter who controls the levers of government.

In recent months, we've...

- Helped trigger an investigation of the Clinton Foundation;
- Forced 13 corporations to protect the free speech rights of their conservative and libertarian employees;
- Prompted legislation seeking to reverse recent changes to the school lunch program that have not only made lunches unpalatable, but massively more expensive to the taxpayer;
- Brought liberty-advancing shareholder resolutions to votes at nine corporations; and much more.



*Outside the White House protesting George H.W. Bush's broken "read my lips" promise.*

These things aren't likely to win us many popularity contests, but they help us win something much more important... liberty.

Thank you for helping make our work possible.

Sincerely,

David and Amy Ridenour

A handwritten signature in blue ink that reads "David &amp; Amy". The signature is written in a cursive style.



## Risk Analysis Division Wins Dietary Guidelines Food Fight

The 2015-2020 edition of Dietary Guidelines for Americans was released on January 7 and nothing happened.

“Nothing” was a great victory for American taxpayer and it was courtesy of our Risk Analysis Division.

Back in 1990, Congress passed a law requiring the U.S. Department of Agriculture and the U.S. Department of Health and Human Services to jointly issue recommendations for good nutrition every five years.

The periodic revisions were supposed to ensure that the guidelines would never be more than a few years behind the latest scientific knowledge on good nutrition.

But what the law really accomplished was setting up a quinquennial food fight between competing agricultural interests.

Since the guidelines are used to guide all federal nutritional programs – from the food stamp to military diets to school lunch programs – changes in the guidelines can mean financial boon for agricultural products that are favored and financial bust for those that are not.

But recently environmental zealots have joined the fight.

In 2013, Agriculture Secretary Tom Vilsack and then-Secretary of the HHS Kathleen Sebelius appointed roughly a dozen “experts” on nutrition to serve on an advisory panel to help create the 2015-2020 guidelines.

Rather than focus solely on good nutrition, these experts sought to hijack the dietary guidelines to advance the Obama Administration’s agenda on global warming and sustainable development.



*Project 21 Co-Chairman Horace Cooper disputes leftist claims that police departments are racist on the Fox News Channel’s ‘O’Reilly Factor.’*



*Project 21 Co-Chairman Cherylyn Harley LeBon defends Voter ID laws on MSNBC’s ‘Hardball with Chris Matthews.’*

That pressure might have come too late or never materialized had it not been for early work of our Risk Analysis Division.

RAD carefully monitored the proceedings of the dietary guideline advisory panel and was the first to sound the alarm.

*Continued on next page...*



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Amy Ridenour, Chairman  
David A. Ridenour, President

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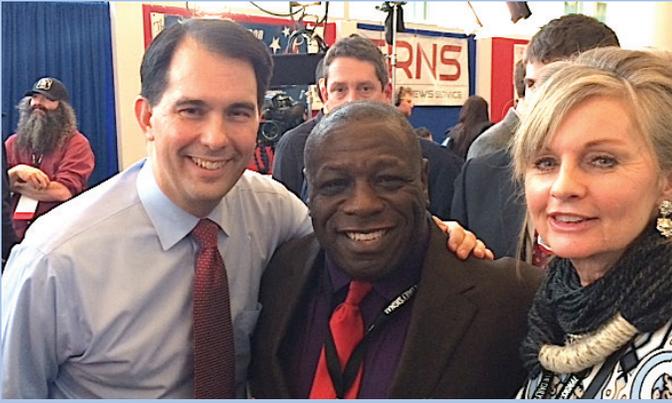
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*Project 21 Spokesman Kevin Martin and Media Director Judy Kent chat with Wisconsin Governor Scott Walker at the Conservative Political Action Conference.*

It did so a year before the panel issued its report through a column for the Washington Examiner. The article received wide media coverage, including on Fox’s “Special Report with Bret Baier.”

This prompted the House Agriculture Committee to insert language in its appropriation report last year specifically barring the Department of Agriculture from including an environmental agenda in the dietary guidelines.

And the rest – as the saying goes – is history.

RAD also saw victory against the Healthy, Hunger-Free Kids Act, a law championed by First Lady Michelle Obama and passed by Congress in 2010.

Last year, RAD Director Jeff Stier and food writer Julie Kelly co-authored a series of op/eds calling on Congress to rescind key portions of the law. One of these columns appeared in the Wall Street Journal and another in The Hill, a newspaper widely read on Capitol Hill.

Jeff and Julie called upon Congress to repeal the Community Eligibility Provision, which allows entire school districts rather than just the needy to qualify for subsidized meals.

This has caused the costs of the school breakfast and lunch programs to skyrocket to some \$15 billion.

They also called for the law’s nutritional standards to be relaxed, noting that they are so stringent that the lunches are almost inedible.

On May 18, the House Committee on Education and the Workforce approved the Improving Child Nutrition and Education Act

of 2016, a bill to implement these reforms.

This is real impact... Impact made possible by your generous support.



## **FBI Investigates Clinton Foundation Following Our Shareholder Action**

The FBI recently launched a public corruption investigation of the Clinton Foundation... and the National Center played a key role.

Last year, our Free Enterprise Project directly asked Boeing CEO W. James McNerney at Boeing’s annual shareholder meeting whether a \$900,000 grant the company made to the foundation could be construed as “honest services fraud.”

Honest services fraud is a form of bribery.

Specifically, it occurs when a public official denies taxpayers their “intangible right to honest services” by “scheme or artifice.”

According to press accounts, this is the thrust of the federal investigation and our Free Enterprise Project was the only group to publicly raise this question.

The FBI pays close attention to allegations of public corruption appearing in the press and our question to McNerney earned a LOT of media attention...

*Continued on next page...*



*Project 21's Joe Hicks and conservative radio host David Webb (on right) dispute claims by the Black Panther Party's Aaron Dixon (at microphone) that America is racist during an Oxford Union debate.*

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Fox's O'Reilly Factor covered our activism at Boeing three nights in a row. The Wall Street Journal, the Hollywood Reporter, CBS and Reuters ran stories, too.

We posed our question because of the curious timing of the Boeing grant.

It was provided as then-Secretary of State Hillary Clinton was lobbying a Russian airline to award Boeing a \$3.7 billion contract. To sweeten the deal, Clinton offered to help the airlines secure financing through the Export-Import Bank.

Not surprisingly, Boeing won the contract.



*Project 21 spokesman Joe Hicks accuses President Obama of fueling racial division on the Fox News Channel's 'Kelly File.'*



*Project 21 Co-Chairman Horace Cooper disputes charges that police shoot black suspects due to racial prejudice in an interview with Canadian Broadcasting Corporation.*

A similar grant was given to the Clinton Foundation by General Electric.

GE donated at least \$500,000 to the foundation just as the Clinton State Department was lobbying Algeria to award GE a \$1.9 billion power plant contract.

It won the contract.

The two transactions had the appearance of being payments for official government action, which is the very definition of "honest services" fraud.

The resulting press coverage, federal investigation, and the warning it sent to other corporations that might be considering similar interaction with government officials,

speaks volumes of the importance of our shareholder activism.

Our Free Enterprise Project put points on the board in other ways, too.

We've repeatedly beaten attorneys from some of the nation's most prestigious law firms in arguments before the Securities and Exchange Commission to secure the right to have our shareholder resolutions voted on by shareholders. Nine have cleared the SEC so far.

Our resolutions focus on four areas: Stopping a left-wing campaign to cut off corporate support to liberty groups; exposing corporate attempts to buy political influence against taxpayer interests; defending employee religious freedoms; and defending the right of conservatives and

*Continued on page 8...*



*Project 21 leader and St. Louis radio host Stacy Washington accuses President Obama of widening racial division on NewsMaxTV.*

# *E-Cigs Can Help Smokers Quit*

By AMY RIDENOUR, CHAIRMAN

On Jan. 11, 1964, the Surgeon General's Advisory Committee on Smoking and Health released its very first report on tobacco smoking.

Based on scientific evidence consisting of over 7,000 articles relating to smoking and disease, the report cited tobacco smoking as a major cause of lung and laryngeal cancer and chronic bronchitis.

The report launched a "war on smoking" that soon required health warnings on cigarette packages and bans on broadcast cigarette commercials, and, in recent years, has led to bans on smoking in certain areas, with numerous laws and regulations in between.

Over this half-century of cigarette regulation, two facts have been impressed upon the nation: 1) smoking tobacco kills people; 2) once a person is addicted to smoking cigarettes, or, rather, to the nicotine in cigarettes, it is very hard for a person to quit.

So when an invention came along – e-cigarettes – that supplied nicotine in much the same way as a tobacco cigarette, but without any apparent link to cancer or lung disease, there were many cheers.

Finally there was a product that could help those who were addicted and for whom the available anti-smoking aids had not been of sufficient help.

Lives could be saved.

People could replace their tobacco cigarettes with e-cigarettes; switch out smoke and carcinogens with water vapor and the horrible smell with no smell at all or the light scent of a chosen flavor, such as mint or strawberry.

One would expect the response of the public health community to be a near-universal "hurrah" – and in some quarters, it has been.



Amy Ridenour

But for those who appear to be addicted to regulation, and not to public health, e-cigarettes provide an unwelcome challenge.

How do they go about banning access to a product that saves lives? And what do they say when people, quite reasonably, ask, "why do you want to"?

For many of these regulators, the answer is "what if." "What if" vaping – inhaling water vapor through an e-cigarette – turns out to be harmful? "What if" people who vape decide to start smoking, because they first vaped?

It is on the basis of these "what ifs" – however unlikely – that some support bans on the sale of e-cigarettes, or grossly high taxes on e-cigarettes, or outright bans on the use of e-cigarettes in public.

But such policies mean nicotine addicts will be less likely to use e-cigarettes, and relatively more likely to keep smoking tobacco. The obvious and predictable result is relatively more tobacco smoking and thus, more illness and death.

The director of the FDA's Center for Tobacco Products, Mitch Zeller, J.D., made this key point clear in an interview with the Robert Wood Johnson Foundation's New Public Health: "People are smoking for the

nicotine, but dying from the tar." He says e-cigarette regulation should take into account the "continuum of risk: that there are different nicotine-containing and nicotine-delivering products that pose different levels of risk to the individual," and regulate accordingly.

Which means America should not treat e-cigarettes and vaping just like tobacco smoking and smoking, because smoking is far more dangerous than vaping.

In fact, because vaping can cause people to voluntarily stop smoking, a carefully-crafted regulatory policy that steers Americans from smoking toward vaping as a replacement provides "an extraordinary public health opportunity."

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***"Smoking kills. Vaping is a safer alternative, and our nation's new regulatory policy will put lives at risk."***

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Mitch Zeller makes a lot of sense. Unfortunately, the FDA didn't heed his sensible advice. Instead, it approved regulations that will effectively ban 98.5% of e-cigarettes on the market today.

Smoking kills. Vaping is a safer alternative, and our nation's new regulatory policy will put lives at risk.

*A version of this column appeared in 50 newspapers, including in the Austin American-Statesman, the Honolulu Advertiser, the Las Vegas Review-Journal, and the Fresno Bee.*



## What Kind of People Support Our Work? People Like...

*Gerald Gidwitz,  
Co-Founder of Helene Curtis*

Gerald Gidwitz couldn't help chuckling as he told me how he built the cosmetic and beauty company Helene Curtis...

...it was built on Arkansas River clay.

The Helene Curtis story began in 1927 when Gerald Gidwitz's father acquired the National Minerals Company to satisfy a debt.

Gerald Gidwitz, then 21, took the struggling company on as his project and partnered with Louis Stein to turn it around. Short on resources, the company needed a product that didn't cost a lot to bring to market.

That's when the partners hit upon the idea of digging up Arkansas River clay, adding scent, labeling it "Peach Bloom Facial Mask" and selling it to America's finest beauty salons.

Not only was the clay abundant and nearly free for the taking, but it turned out to be especially effective in drawing out impurities in the skin.

Peach Bloom Facial Mask was a huge success.

"Can you believe people paid us for what we dug out of the ground?" he asked me when I met with him some years ago.

Mr. Gidwitz and Mr. Stein realized they'd have to increase their product line beyond a single product to grow their business. The company began by offering powder, cold cream and hair products, some of which initially were manufactured by other companies but branded to the company.

Although the Great Depression was bad for the country, it turned out to be a huge boon for Helene Curtis. Women's hairstyles changed from straight to wavy, but electric waving machines were very expensive, putting these styles beyond the reach of all but the wealthy. It was at this time that the



*1957 Helene Curtis Advertisement*

company developed machineless waving pads that could be mass-produced.

During World War II, the company turned its attention to wartime production, manufacturing electric motors, aircraft gun turrets, radar equipment and motion picture equipment that was used in films to rally the American public to the war effort.

Following the war, the company changed its name to Helene Curtis after Mr. Stein's wife and son. It was about this time that Gidwitz bought out Stein. In 1995, Helene Curtis was sold to Unilever for \$915 million.

Gerald Gidwitz was a strong conservative and gave generously to the conservative movement. During the 1950s and 1960s, he operated the Education Survival Foundation to educate children on the dangers of communism. During the 1960s, he sponsored the "Cold War Digest" and throughout the Cold War he funded organizations assisting Soviet defectors.

He contributed to nearly 500 organizations, giving some as little as \$5 at a time.

*Continued on next page...*

# Give Future Generations a Fighting Chance...

## ...include your National Center for Public Policy Research in your estate plans.

Have you ever wanted to donate more to help our Free Enterprise Project, Project 21, Risk Analysis Division or other program, but were afraid if you did, you might spend money you'd need later?

One of the best ways to support our programs while avoiding this risk is by including the National Center in your estate plans. By doing so, you'll leave a legacy of liberty for future generations of Americans.

Whether you donate now or through your estate, your contributions will always be used effectively, never wasted on bloated administrative expenses.

There are many ways you can structure a planned gift. A few of the most popular include...

**Bequests.** A bequest simply transfers wealth by means of a will or trust. Among the assets that can be included are cash, stocks, jewelry, artwork, and real estate. You can bequeath a specific item, a set percentage of your estate or a specific dollar amount. You could use language along these lines: **"I give and bequeath to The National Center for Public Policy Research of Washington, D.C. <\$X or Y% of my estate> to be used for its educational purposes."** If you're uncertain about how much you can give while paying your final expenses and providing for loved ones, you may wish to consider making a residuary bequest. This is a gift of whatever is left over. You could use language similar to this: **"I give and bequeath to The National Center for Public Policy Research of Washington, D.C. the remainder of my estate for its educational purposes."**

Mr. Gidwitz was preceded in death by his wife, Jane. He died at age 99, just six days shy of his goal of 100.

"You must really believe in what you're doing to have come this far to visit me," Mr. Gidwitz said as we ended our meeting.

**Insurance Policies.** Donating an insurance policy that you no longer need is a great way to support our work while earning a generous tax-deduction. To qualify for a tax-deduction, you must name The National Center for Public Policy Research as your beneficiary AND you must transfer ownership of your policy. The amount of your deduction depends on the type of insurance policy.

**Charitable Remainder Trust.** A charitable remainder trust (CRT) is an irrevocable trust that can provide either you or a person of your choosing an annual distribution. The distribution can either be a specific amount or a fixed percentage of the value of the trust and can extend either

throughout your lifetime or for a specific number of years not to exceed 20 years. Upon your death, the remaining assets can be distributed to a charity of your choosing such as the National Center for Public Policy Research. CRTs have a number of advantages: 1.) They allow you to take a highly-appreciated assets (such as stocks or real estate) out of your estate, thus reducing your estate's tax liability; 2.) They allow you to sell assets at full market value without paying capital gains taxes, permitting you to re-invest the proceeds into income-producing instruments; 3.) They provide you with an immediate charitable income tax deduction; and 4.) They allow you to support charities, such as The National Center, that have special meaning to you.

If you wish to include the National Center for Public Policy Research in your estate plans and/or would like more information on how to do so, contact David Ridenour by either emailing him at [dridenour@nationalcenter.org](mailto:dridenour@nationalcenter.org) or by calling him on his direct line at (202) 262-8937.

Yes, I do... And thanks to Gerald Gidwitz and other generous people like him, we've been able to put those beliefs into action.

*By David A. Ridenour, President*



*FBI continued from page 4...*

libertarians to engage in the political process without fear they'll lose their jobs.

Corporations taking up our resolutions this year include: Apple, GE, Starbucks, Coca Cola, Target, Walmart, John Deere, McDonalds and Eli Lilly.

Thirteen corporations have adopted our resolution to protect conservative and libertarian political rights as policy so far.

The 2016 shareholder meeting season is still underway, so you can expect to hear about many more successes like these in the coming weeks.

Stay tuned.



*RAD Director Jeff Stier tells CNBC viewers that New York's regulations requiring restaurants to post sodium warning labels on food are both expensive and ineffective.*

## Training the Conservative Movement's Future Leaders...

The National Center for Public Policy Research is one of the conservative movement's best training grounds for the conservative movement's future leaders...

...and it's increasingly recognized as such.

So far in 2016, three National Center alumni have been appointed to important positions of influence in the conservative movement...

**Telly Lovelace Appointed Director of African-American Initiatives and Media at the Republican National Committee.** Telly was one of the early members of our black leadership network, Project 21, joining while he was still a student at the University of Maryland. Telly has more than two decades of political and communications experience. He's served as communications director for two Members of Congress, a top leader of Maryland Governor Larry Hogan's communications team and was a Senior Manager for Communications and Public Affairs for the Pharmaceutical Research and Manufacturers of America. At the RNC, he'll oversee black voter outreach.

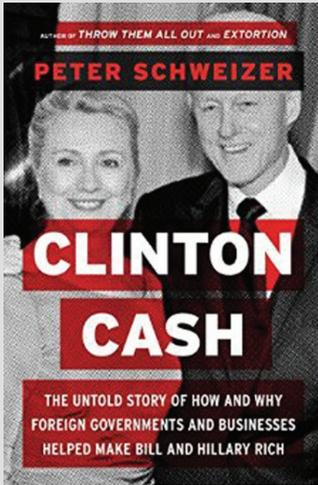
**Ron Nehring Named National Spokesman for Cruz for President.** Ron was the very first director of Project

21, assuming the position right after he was graduated from State University of New York at Stony Brook. He's been known to refer to his job with The National Center as "boot camp." Since leaving, Ron has served as state chairman of the California Republican Party, a member of the California Board of Forestry and Fire Protection, and, in 2014, as Republican nominee for Lieutenant Governor of California. Ron was appointed Mr. Cruz's top spokesman in March and held that position until Mr. Cruz suspended his campaign in May.

**Eric Brown Named General Counsel of Cruz for President.** Eric served as a research associate at the National Center while still a college undergraduate in 1987. Since then, Eric has served as Legal and Policy Advisor at the Federal Elections Commission, an Associate at Patton Boggs, LLP and Special Assistant to the Solicitor of the U.S. Department of Interior.

Ron and Eric aren't the only National Center alum to have served in key positions with Senator Cruz. Paul Teller, a research associate with The National Center in 1996, was appointed Chief of Staff of Mr. Cruz's Senate staff in September 2014.

# Clinton Cash: A Book, Now a Movie and a Blockbuster



*"Devastating... powerfully connects the dots" - MSNBC*

*"The most anticipated and feared book of a presidential cycle" - New York Times*

*"A powerful message" - The Guardian*

*"The allegations may not go away anytime soon" - Think Progress*

Another left-wing book or movie?

Not this time!

The subject of these compliments is "Clinton Cash," a 2015 bestselling book by National Center for Public Policy Research board member Peter Schweizer, now a 2016 movie that debuted at the international Cannes Film Festival in May and which will hit U.S. theaters this summer.

One can almost hear the teeth grinding in liberal newsrooms as its writers acknowledge, however grudgingly, how Clinton Cash masterfully reveals how Bill Clinton converted his access to powerful policymakers into many millions of dollars for himself, with the Bill, Hillary and Chelsea Clinton Foundation often playing a key role.

Bill Clinton "earned" tens of millions of dollars by arranging favors for international billionaires, big corporations, and even foreign government officials (including Vladimir Putin) in exchange for outlandish speaking fees. At least 13 times, Clinton was paid \$500,000 or more to simply give a single speech.

Have liberal journalists suddenly gotten honest about Clinton, Inc.?

Not hardly! It's just that Peter's book and movie are so devastating, and Clinton's influence peddling so audacious, that even the left can't look away.

- There's what Peter calls "disaster capitalism" - how Bill Clinton used the Haiti earthquake for personal enrichment.
- There's Uranium One, a Russian-owned company that made donations to the Clinton Foundation and paid Bill Clinton \$500,000 to give a speech, and received U.S. government approval for its takeover of 20 percent of America's uranium resources.
- There's the neat coincidence that millions of dollars went to the Clinton Foundation and \$450,000 to Bill Clinton from India when India wanted a nuclear deal with the United States - and that the funds transfers slowed or stopped when India got its deal. Clinton allies and leading Democrats, and, originally, even the Clintons, had opposed the deal, but after the funds were transferred, it was approved with the help of the Clintons.
- There are, incredibly, human rights "waivers" issued by then-Secretary of State Hillary Clinton to permit despotic foreign governments to receive aid from U.S. taxpayers (aid their human rights records made them otherwise ineligible to receive) but only after those governments made large grants to the Clinton Foundation, and/or hired Bill Clinton to give a speech at an exorbitant rate.
- There's "pay to play." Seemingly across the board, if you are a multinational corporation or even foreign government official who wants something from the U.S. government, hire Bill Clinton to "give a speech."

And much, much more.

Clinton Cash, book and movie both, is about more than the Clintons. It's about how easy it is for a great nation to sink into corruption.

As Peter told the Guardian, easily one of the most left-wing major newspapers in the world: "The pattern you see with the Clintons is far more consequential than other high-profile politicians who have gone to jail."

And, in what can only be called a testimony to the power of the evidence that Peter has put forth, the Guardian didn't argue the point.



## Black Leaders Chastise Obama for Trivializing Civil Rights Struggle Through Bathroom Edict

U.S. Attorney General Loretta Lynch called gender-segregated bathrooms the modern equivalent of Jim Crow laws.

Leaders of our black leadership network Project 21 took strong exception to that statement.



*Food writer Julie Kelly explains how the left's campaign against bacon and other processed meats is in reality meant to advance their climate change agenda on Fox Business's 'Varney & Company.'*

On May 9, U.S. Attorney General Loretta Lynch announced that the Obama Administration would illegally (our word, not her's) withhold federal funds from any public school that denies students access to locker rooms or bathrooms of their choice based on their "gender identities."

"This is not the first time we have seen discriminatory responses to historic moments of progress for our nation," Lynch said, referencing a North Carolina law clarifying bathroom policies by stipulating that people use bathrooms consistent with their birth genders. "We saw it in the Jim Crow laws that followed the Emancipation Proclamation."

The response from members of our black leadership network Project 21 was swift and hard-hitting...

"Attaching this insanity to the legacy of civil rights... trivializes everything the brave men and women experienced and sacrificed in pursuit of social, economic and legal equality," said Derryck Green, a doctorate student in theology and ministry at Azusa Pacific University. "The physical and emotional abuse blacks endured under

segregation... are in no way analogous to the adulation... those who suffer from gender dysmorphia are experiencing..."

"Once again, the Black experience is hijacked by individuals whose contempt and desperation is obvious," complained Nadra "Cap Black" Enzi, a New Orleans anti-crime activist. "Middle and upper income Whites in search of artificial oppressed person status can do so without using our history to prop up delusional defenses."

"Civil rights champions were not spat upon, beaten with police batons and sometimes murdered for the right of men to go to the same restrooms with little girls," lamented St. Louis political consultant Christopher Arps.

"The White House is pushing a radical agenda that has no support in the language or history of existing civil rights law," concluded Project 21 Co-Chairman Horace Cooper. "And they are pursuing it by threatening to punish the most vulnerable students in public schools..."

These statements generated significant media attention with the Christian Post, Daily Caller, PJ Media, the Spectator, WorldNetDaily and Breitbart, among others, running favorable stories. Project 21 members were also interviewed by seven nationally-syndicated programs, including the Janet Parshall Show, Capitol Hill Show, the Andrew Wilkow Show, America Tonight with Kim Delaney, the Bill Cunningham Show, American Urban Radio Network, and USA Radio Network.

Project 21 remains the freedom movement's most effective black outreach program and it is only possible with the support of friends such as you.



*Project 21 spokesman Kevin Martin shares a light moment with Dr. Ben Carson during the Conservative Political Action Conference.*

# The Wall Street Journal

## The Climate Agenda Behind the Bacon Scare

By JULIE KELLY AND JEFF STIER

Last Fall, headlines blared that processed and red meats cause cancer making this steak-and-bacon-loving



Jeff Stier

nation collectively reach for the Roloids.

Vegans celebrated while the media had a feeding frenzy, but there was more to this story than met the (rib) eye.

The report that triggered it all was coincidentally released just weeks before climate talks were set to begin in Paris and seemed particularly well-timed.

Environmental activists have long tried to tie food to the fight against global warming. Now doomsayers who want to take on modern agriculture, a considerable source of greenhouse-gas emissions, have a new weapon to do it... A report saying meat production sickens the planet and sickens people, too.

Last October, the International Agency for Research on Cancer (IARC) — part of the U.N.'s World Health Organization — concluded that red meat is “probably carcinogenic” and that processed meat is an even greater cancer threat. The IARC placed foods such as bacon, sausage and hot dogs in the same carcinogen category as cigarettes and plutonium.

The working group assessed “more than 800 epidemiological studies that investigated the association of cancer with consumption of red meat or processed meat in many countries.” But support for the IARC’s sweeping conclusion was flimsy.

First, the report largely addressed only one cancer—colorectal—while making passing mention of other cancers. Yet the evidence linking red meat and colorectal cancer was unconvincing. The authors wrote that “positive associations were seen with high versus low consumption of red meat in half of those studies”—hardly enough conclusive evidence to justify a stern cancer warning.

The working group admitted in the same paper that “there is limited evidence for the carcinogenicity of the consumption of red meat” and “no clear association was seen in several of the high quality studies.” Despite this, the agency placed red meat in its second-highest carcinogen category, alongside DDT and the human papillomavirus.

Its case against processed meat was dubious, too. According to the IARC report, each 50-gram portion of processed meat eaten daily increases the risk of colorectal cancer by 18%. That might sound scary, but the absolute risk is what really matters. To illustrate, the Centers for Disease Control and Prevention estimates that 2% of 40-year-olds will develop colorectal cancer over the next 30 years of their lives. If the IARC study is correct, the consumption of a 16-ounce package of bacon every week without fail would result in a slightly higher cancer rate of 2.4% over 30 years.

An IARC doctor acknowledged that “for an individual, the risk of developing colorectal cancer because of their consumption of processed meat remains small.” But that didn’t stop the agency from putting processed

meat in its highest category of carcinogens, alongside mustard gas and formaldehyde.

Sensationalist reporting made processed meat sound even more dangerous than the IARC’s claims. A NBC News headline, for example, read: “Ham, Sausages Cause Cancer; Red Meat Probably Does, Too, WHO Group Says.”

It’s now apparent that there’s a connection between climate alarmism and the meat-is-bad movement.

Prior to last year’s Paris climate talks, the World Health Organization released a report about climate pollutants and global health risks that discussed the need to direct consumers away from foods that emit high levels of greenhouse gases.

The report specifically mentioned red and processed meat as targets, not-

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***“... there’s a connection between climate alarmism and the meat-is-bad movement.”***

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ing, “shifting towards diets based on careful adherence to public health recommendations—including reduced consumption of red and processed meat and/or other animal-sourced foods in favor of healthier plant-based alternatives—has the potential to both reduce GHG emissions and improve population health.”

In other words, meat is a double threat that governments should contain. Hang on to your T-bones and sausages, folks.

*This is an updated and abbreviated version of a column that appeared in the Wall Street Journal. Jeff Stier is director of the Risk Analysis Division and Julie Kelly is a food writer.*



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## San Francisco Chronicle

“[UC Davis professor Leticia] Saucedo thinks the Free Enterprise Project’s campaign is a good idea...”  
*-A labor law professor endorses our “Freedom of Conscience” shareholder proposal*



“[Project 21 Co-Chairman] Horace Cooper... says he opposed Section 5 of the [Voting Rights Act] because it contradicted [Martin Luther] King’s vision of America.”



“Scientists across the spectrum recognize that e-cigarettes are dramatically less harmful than combustible tobacco... treat them accordingly.” *-RAD Director Jeff Stier*

## CNN Money

“[CEO] Mark Zuckerberg just had his Tim Cook moment.”- *CNN Money headline referencing our Apple activism last year that prompted Cook to renounce profit in defense of his radical environmentalism.*

## The Washington Times

“If you make vague and unknown climate change a determinant of endangerment... then the agencies have carte blanche to list anything and everything... to control everything.” - *R.J. Smith, referring to a court order requiring that climate change be considered in determining whether wolverine is listed as endangered species.*