



## Of Meat & Men

### March 2012 Twitter Chat transcript

Wednesday, March 28 @ 6pm PST/9pm PST

To celebrate our first-ever Vegan Man Issue, we'll be chatting with amazing veg guys about why meat is often tied to masculinity and how a plant-based diet can be a game changer.

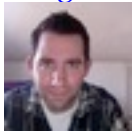
**Special Guests:** Rich Roll ([@richroll](#)), Paul Shapiro ([@pshapiro](#)), and Joshua Katcher ([@thediscerningbrute](#))

#### OFFICIAL TRANSCRIPT

*(beginning of chat starts at the end)*



- [about 29 minutes ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 4 hours ago](#) RT [@DiscerningBrute](#): Bacon tends to represent working class values ad street-cred like PBR [#vegnewschat](#)



- [about 5 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 7 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 8 hours ago](#) RT [@DiscerningBrute](#): Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



- [about 8 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



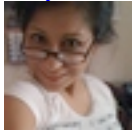
- [about 9 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 10 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



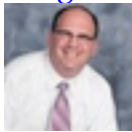
- [about 10 hours ago](#) RT [@richroll](#): as for the protein q, here are my thoughts <http://t.co/CMF78mwM> [#vegnewschat](#)



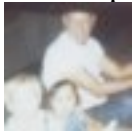
- [about 11 hours ago](#) RT [@pshapiro](#): A7: There are many veg men who inspire me, but Cesar Chavez stands toward the top. [#vegnewschat](#)



- [about 11 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 12 hours ago](#) RT [@VegNews](#): Q7: [@richroll](#) brings up the "power vegans." Who are the people who inspire you? [#vegnewschat](#)



- [about 12 hours ago](#) RT [@richroll](#): ..also have an e-cookbook <http://t.co/WTHMvKIB> [#vegnewschat](#)

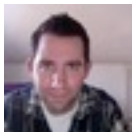


THE VEGAN EFFECT

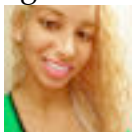
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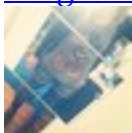
- [about 12 hours ago](#) [#vegnewschat](#) I don't understand the hostility some of you people have. Moderate amounts of meat are good for the body.



- [about 12 hours ago](#) RT [@DiscerningBrute](#): "Eating meat is a performance of power against the powerless". [#vegnewschat](#)



- [about 12 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 12 hours ago](#) RT [@VegNews](#): So right [@appetite4profit](#). So much fast-food advertising specifically targets (and attacks) men. [#vegnewschat](#)



- [about 13 hours ago](#) Really enjoyed the [#vegnewschat](#) about [#vegan](#) men! What a great way to dispel the myth that vegan dudes aren't "manly".



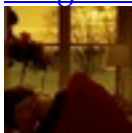
- [about 13 hours ago](#) RT [@Appetite4Profit](#): Not strange, Big Meat marketing. RT [@DiscerningBrute](#) Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



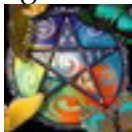
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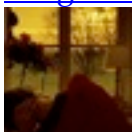
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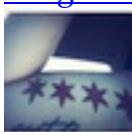
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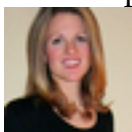
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- [about 13 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 13 hours ago](#) RT [@joesahfeen](#): And awesome women too!! RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 13 hours ago](#) YES! RT [@richroll](#) A11: most men need role models they can identify with/ relate to, which is why [#powervegan](#) thing is important [#vegnewschat](#)



- [about 13 hours ago](#) RT [@DiscerningBrute](#): Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



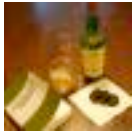
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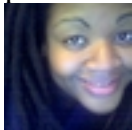
- [about 13 hours ago](#) [@richroll](#) soooo I definetly the [#vegnewschat](#). Is there somewhere I could ask my ?'s or could i just ask you?



- [about 13 hours ago](#) Yes & you're ripped [@richroll](#): A5: & being compassionate is not the exclusive purview of the feminine. my wife finds it sexy [#vegnewschat](#)



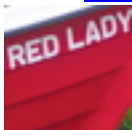
- [about 13 hours ago](#) [@richroll](#) Veganism has to much crystal singer, bangle wearing, political over tones & damages health perceptions [#vegnewschat](#)



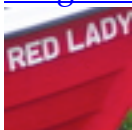
- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 14 hours ago](#) [@pshapiro](#) -- home too late for [#vegnewschat](#) -- Catch you next time! [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Q11: How do we make a compassionate lifestyle as popular among men as bacon has unfortunately become? [#vegnewschat](#)



- [about 14 hours ago](#) [@ChrisPissah](#) I use oils sparingly but find that I need the additional healthy fats due to the amount of training I do [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



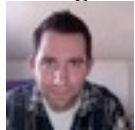
- [about 14 hours ago](#) [@Appetite4Profit](#) [@juliacropley](#) I've been there 2 years - this is a major enhancement. They're run by sodexo so it's a big deal [#vegnewschat](#)



- [about 14 hours ago](#) RT [@DiscerningBrute](#): Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



- [about 14 hours ago](#) [@Appetite4Profit](#) [@juliacropley](#) people like choice not change. That's a hard pill for the majority of the population to swallow [#vegnewschat](#)



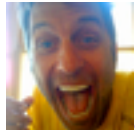
- [about 14 hours ago](#) RT [@DiscerningBrute](#): A3: many say "Oh I could NEVER go vegan". I tell them I once said the same thing! [#vegnewschat](#)



- [about 14 hours ago](#) I don't validate people with negative opinions of veganism since I've realized I will probably outlive them. [#vegnewschat](#)



- [about 14 hours ago](#) As Morrissey of The Smiths says, "It takes strength to be gentle and kind", [@johnny\\_marr](#) is vegan / guitarist from The Smiths [#vegnewschat](#)



- [about 14 hours ago](#) RT [@richroll](#): A12: Yes, most importantly it has given me an opp to be of service to others, which gives my life meaning [#vegnewschat](#)



- [about 14 hours ago](#) I'd love to keep in touch, so please subscribe to my website newsletter! [#vegnewschat](#)



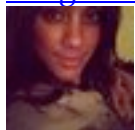
- [about 14 hours ago](#) [@VegNews](#) Thanks everyone! sign up for The Discerning Brute newsletter: <http://t.co/VOr2M78O> [#vegnewschat](#)



- [about 14 hours ago](#) yeah [@richroll](#) inspired me big time being a fellow triathlete, sucks not having training partners that don't understand benefit [#vegnewschat](#)



- [about 14 hours ago](#) Thanks everyone & [@VegNews](#) - that was awesome! [#vegnewschat](#)



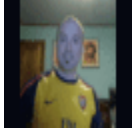
- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 14 hours ago](#) If you want to help ease friends/ family into it, send them @HumaneSociety's #MeatlessMonday video! <http://t.co/fHo4TZr0> #vegnewschat



- [about 14 hours ago](#) @JuliaCropley @irunslowblog that's why the movement doesn't get anywhere, that sort of failure to see bigger picture. #vegnewschat



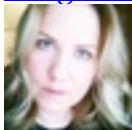
- [about 14 hours ago](#) @VegNews A6: Many athletes for convo starters: Lewis, Brazier, Jurek, Roll, Danzig. Many plant-based badassess out there. #vegnewschat



- [about 14 hours ago](#) That's all the time we have! A huge thanks to everyone who participated tonight, especially our phenomenal experts! #vegnewschat



- [about 14 hours ago](#) RT @VegNews: Real men eat plants! Compassion is strength. #vegnewschat



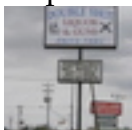
- [about 14 hours ago](#) Yes! @VegNews: @richroll @pshapiro & @DiscerningBrute, you guys are inspirations to us all! the kinds of role models we need! #vegnewschat



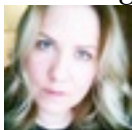
- [about 14 hours ago](#) Being the feared killer & the visual metaphor it creates, plays a large part in the fascination w the resurgent butcher trend. #vegnewschat



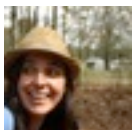
- [about 14 hours ago](#) @richroll @pshapiro & @discerningbrute, you guys are inspirations to us all! Exactly the kinds of role models we need! #vegnewschat



- [about 14 hours ago](#) @VegNews Q12: if I wasn't vegan I wouldn't be showing Earthlings so much in the college classes I teach. #vegnewschat



- [about 14 hours ago](#) Have to agree @irunslowblog: @Appetite4Profit as in the ability to choose to eat meat or not? That's not political... #vegnewschat



- [about 14 hours ago](#) Great chat on the manliness of veganism #vegnewschat @pshapiro if you're laughing right now u need to join in!





- [about 14 hours ago](#) RT [@DiscerningBrute](#): Bacon tends to represent working class values ad street-cred like PBR [#vegnewschat](#)



- [about 14 hours ago](#) [@rjstuart](#) my book comes out in may but check my cookbook, engine 2 diet, thrive all gr8 books [#vegnewschat](#)



- [about 14 hours ago](#) A12: Trying to help those who are at others' mercy is what influences much of my life and decisions, including diet. [#vegnewschat](#)



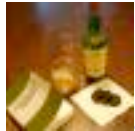
- [about 14 hours ago](#) [@Kris Becker](#) cruelty is easy. Tools used to kill and chop up bodies are glamorized in images of Butchers.... [#vegnewschat](#)



- [about 14 hours ago](#) [@Appetite4Profit](#) as in the ability to choose to eat meat or not? That's not political... [#vegnewschat](#)



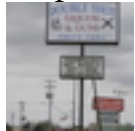
- [about 14 hours ago](#) ..also have an e-cookbook <http://t.co/WTHMvKIB> [#vegnewschat](#)



- [about 14 hours ago](#) I've been in the army, marines, law enforcement, and currently serve as senior military civillian. Totally health nothing else [#vegnewschat](#)



- [about 14 hours ago](#) Check out my book FINDING ULTRA, coming in May but avail for pre-order <http://t.co/xVmsuViD> [#vegnewschat](#)



- [about 14 hours ago](#) [@pjrswp](#) Yes.I hate the statement... "everything tastes better with bacon". Overused as much as butter in a Paula Dean recipe. [#vegnewschat](#)



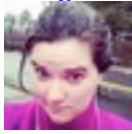
- [about 14 hours ago](#) [@VegNews](#) I am working on a men's lifestyle book! A relaunch of TheDiscerningbrute with some major surprises, & FINALLY my suits [#vegnewschat](#)



- [about 14 hours ago](#) “[@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)” | and cruelty is a sign of weakness



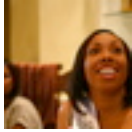
- [about 14 hours ago](#) [@CookbooksnCake](#): especially since meat=impotence“[@DiscerningBrute](#): Isn't it strange how meat=mascularity in our cultur [#vegnewschat](#) [#runchat](#)



- [about 14 hours ago](#) And awesome women too!! RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 14 hours ago](#) A12: Yes, most importantly it has given me an opp to be of service to others, which gives my life meaning [#vegnewschat](#)



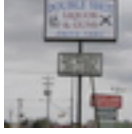
- [about 14 hours ago](#) Excellent [#vegnewschat](#) tonight!



- [about 14 hours ago](#) RT [@DiscerningBrute](#): "Eating meat is a performance of power against the powerless". [#vegnewschat](#)



- [about 14 hours ago](#) Yikes, our chat is almost done! Experts, tell us about the exciting projects you all have in the works! [#vegnewschat](#)



- [about 14 hours ago](#) I agree w/ [@richroll](#). Role models needed. The vegan man stereotype needs to be changed to a healthy, strong, compassionate man. [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 14 hours ago](#) [@pshapiro](#) Thank you so much, will do! [#vegnewschat](#)



- [about 14 hours ago](#) [@Appetite4Profit](#) It's also SO IMPORTANT to point out that it's not a puritanical religion, it's a social justice concern. [#vegnewschat](#)



- [about 14 hours ago](#) [#vegnewschat](#) Only problem with [#vegan](#) diet is my skin turned purple. See?





- [about 14 hours ago](#) I'm old fat bald and vegan. My resting hr is 40bpm, and BP is in basement. What is cholesterol? Vegan for fit not politics [#vegnewschat](#)



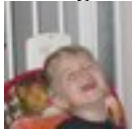
- [about 14 hours ago](#) RT [@richroll](#) most men need role models they can identify w/ and relate to, which is why the [#powervegan](#) thing is important [#vegnewschat](#)



- [about 14 hours ago](#) RT [@richroll](#): as for the protein q, here are my thoughts <http://t.co/CMF78mwM> [#vegnewschat](#)



- [about 14 hours ago](#) especially since meat = impotence! "[@DiscerningBrute](#): Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)"



- [about 14 hours ago](#) I agree completely. My hubby loves it when athletes are vegan [@richroll](#): A11: which is why the [#powervegan](#) thing is important [#vegnewschat](#)



- [about 14 hours ago](#) Bacon tends to represent working class values ad street-cred like PBR [#vegnewschat](#)



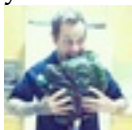
- [about 14 hours ago](#) Meat eating, whether for men or women, must ultimately be addressed as a political, and not just a cultural, challenge. [#vegnewschat](#)



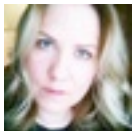
- [about 14 hours ago](#) [@colin\\_hurley](#) Bacon Bumption <http://t.co/GbNSCnv6> [#vegnewschat](#)



- [about 14 hours ago](#) Q12: For our experts, does being [#vegan](#) influence all aspects of your lives? You all do such different, yet important, work! [#vegnewschat](#)



- [about 14 hours ago](#) "throwing bacon on your PoS dinner doesn't make it good, it makes it a PoS dinner with bacon on it." - [@AngryBobbyFlay](#) [#vegnewschat](#)



- [about 14 hours ago](#) Great Q! RT [@VegNews](#): Q11: How do we make a compassionate lifestyle as popular among men as bacon has unfortunately become? [#vegnewschat](#)



- [about 14 hours ago](#) [@pattyfinch](#) Recommend talking w/ my good friend [@JackNorrisRD](#), dietician & president of [@VeganOutreach](#) [#vegnewschat](#)



- [about 14 hours ago](#) Yes! Never need break days, build lean muscle - and great skin, too. RT [@richroll](#): [@JuliaCropley](#) incredible right?!?! [#vegnewschat](#)



- [about 14 hours ago](#) [@pshapiro](#) haha, maybe [@joshbalk](#) will also be president someday. [#vegnewschat](#)



- [about 14 hours ago](#) [@pshapiro](#), love that answer! [#vegnewschat](#)



- [about 14 hours ago](#) RT [@lampeyb\\_jones](#): [@VegNews](#) Women dig a compassionate man who can put morals above what others think of what he eats. [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



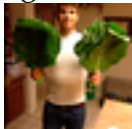
- [about 14 hours ago](#) Due to adhesions, I can't eat much fiber. How do I find a vegan nutritionist to help me around this dilemma? [#vegnewschat](#)



- [about 14 hours ago](#) [@faux\\_prah](#) Careful consideration, protecting, defending & being a hero to the less-powerful requires considerable strength! [#vegnewschat](#)



- [about 14 hours ago](#) RT [@DiscerningBrute](#): "Eating meat is a performance of power against the powerless". [#vegnewschat](#)



- [about 14 hours ago](#) [@VegNews](#) I seriously can't stand people's obsession with bacon. They act like it's edible gold when really it's just lard. [#vegnewschat](#)



- [about 14 hours ago](#) A11: Have more guys read the the current [#vegan](#) men issue of [@VegNews](#)! I heard [@joshbalk](#) is profiled rt next to Bill Clinton! [#vegnewschat](#)



- [about 14 hours ago](#) Exactly. “@DiscerningBrute: A11: It has to be seen as hedonistic. #vegnewschat”



- [about 14 hours ago](#) The time is flying by tonight! Only 15 minutes remain in our chat. Get your questions in now if you have any for our experts! #vegnewschat



- [about 14 hours ago](#) Any man who has gone to a vegan conference has no doubts about his attractiveness to the women there. :-0 #vegnewschat



- [about 14 hours ago](#) A11: most men need role models they can identify with and relate to, which is why the #powervegan thing is important #vegnewschat



- [about 14 hours ago](#) @VegNews #vegnewschat My husband is a vegan and he has strength in his convictions, nothing is sexier than that.



- [about 14 hours ago](#) Killing & cooking a pig is seen as easy to excuse when the result is ultimately based in accommodating pleasure, power & praxis #vegnewschat



- [about 14 hours ago](#) 1) but u look so healthy! 2) what do u eat? RT @vegnews: What kinds of reactions do you get when u tell people you're #vegan? #vegnewschat



- [about 14 hours ago](#) .@VegNews right, and uses sex to sell. What that's ad, is it for Carl's Jr with the woman making love to a burger? So gross. #vegnewschat



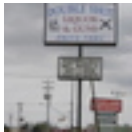
- [about 14 hours ago](#) RT @VegNews: Real men eat plants! Compassion is strength. #vegnewschat



- [about 14 hours ago](#) A11: It has to be seen as hedonistic. #vegnewschat



- [about 14 hours ago](#) RT @VegNews: Real men eat plants! Compassion is strength. #vegnewschat



- [about 14 hours ago](#) [@DiscerningBrute](#) So true. It comes to changing and admitting that your ritual may be wrong so instead they defend it. [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Q11: How do we make a compassionate lifestyle as popular among men as bacon has unfortunately become? [#vegnewschat](#)



- [about 14 hours ago](#) What is manly about eating defenseless animals? [#vegnewschat](#)



- [about 14 hours ago](#) [@JuliaCropley](#) incredible right?!?! [#vegnewschat](#)



- [about 14 hours ago](#) "Eating meat is a performance of power against the powerless". [#vegnewschat](#)



- [about 14 hours ago](#) Meat eating isn't even a form of showcasing power - as Carol Adams said in my interview with her for the VegNews Article (cont) [#vegnewschat](#)



- [about 14 hours ago](#) So right [@appetite4profit](#). So much fast-food advertising specifically targets (and attacks) men. [#vegnewschat](#)



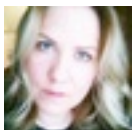
- [about 14 hours ago](#) RT [@pjrswp](#): [@DiscerningBrute](#) look at other "masculinity" criteria though - guns, large trucks, aggression... it's all absurd. [#vegnewschat](#)



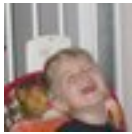
- [about 14 hours ago](#) True compassion derives from a strong, secure sense of self, which is an attractive, not emasculating, trait in men IMHO [#vegnewschat](#)



- [about 14 hours ago](#) RT [@DiscerningBrute](#): Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



- [about 14 hours ago](#) Also, bizarre bacon worship in foodie culture! [@DiscerningBrute](#): Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



- [about 14 hours ago](#) There's big money in the meat & dairy industry ...sad It is celebrated in meat culture. [#vegnewschat](#)



- [about 14 hours ago](#) [@JuliaCropley](#) [@richroll](#) totally. [#vegnewschat](#)



- [about 14 hours ago](#) all marketing. RT [@pjrvswp](#) look at other "masculinity" criteria though - guns, large trucks, aggression... it's all absurd. [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 14 hours ago](#) [@jchenwriter](#) you should make a killer lunch for his pals and prove them wrong. [#vegnewschat](#)



- [about 14 hours ago](#) A9: I was so bothered by factory farming, wouldnt have cared if folks thought I was from another planet (maybe vega? a star... [#vegnewschat](#)



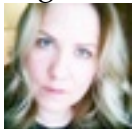
- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)



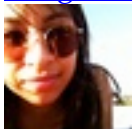
- [about 14 hours ago](#) A10: Emasculation due to so many men leading lives of quiet desperation. The "butchering" trend = misplaced effort to reclaim [#vegnewschat](#)



- [about 14 hours ago](#) Meat industry benefits from promoting meat eating as macho and vegetarians as effeminate due to outdated stereotypes. [#vegnewschat](#)



- [about 14 hours ago](#) [@richroll](#) I'm amazed at how fast I recover, eating vegan. [#vegnewschat](#)



- [about 14 hours ago](#) RT [@VegNews](#): Real men eat plants! Compassion is strength. [#vegnewschat](#)





- [about 14 hours ago](#) [@DiscerningBrute](#) my response: he loves [#vegan](#) food and he makes a mean Daiya grilled cheese. Plus he feels better! [#vegnewschat](#)



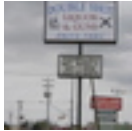
- [about 14 hours ago](#) [@VegNews](#) A10: I wrote about it here: <http://t.co/qW6ggias> [#vegnewschat](#)



- [about 14 hours ago](#) Real men eat plants! Compassion is strength. [#vegnewschat](#)



- [about 14 hours ago](#) [@Sobo21](#) Also, eating is very personal & sensual. People get defensive about their rituals, what they identify with & eat. [#vegnewschat](#)



- [about 14 hours ago](#) Agree 100%. "[@richroll](#): A9: once I began and discovered how good I felt, the issue of masculinity became a non-issue [#vegnewschat](#)"



- [about 14 hours ago](#) [@DiscerningBrute](#) look at other "masculinity" criteria though - guns, large trucks, aggression... it's all absurd. [#vegnewschat](#)



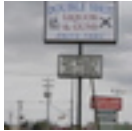
- [about 14 hours ago](#) Not strange, Big Meat marketing. RT [@DiscerningBrute](#) Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



- [about 14 hours ago](#) [@Appetite4Profit](#) I went undercover to Meatopia last summer and saw that everywhere. It is celebrated in meat culture. [#vegnewschat](#)



- [about 14 hours ago](#) 3rd one, then we'll let others go direct RT [@vegnews](#): Q3 What kinds of reactions do you get when you tell people you're [#vegan](#)? [#vegnewschat](#)



- [about 14 hours ago](#) What you eat is tied into our societies view of what a man is: strong, aggressive, shows no emotion, eats meat, etc. No thanks [#vegnewschat](#)



- [about 14 hours ago](#) A9: at 1st many worried I would harm myself training so hard as a vegan. Trusted my gut and let my performances speak for me [#vegnewschat](#)





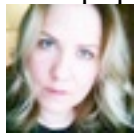
- [about 14 hours ago](#) Q10: The backyard butchering trend: where is it coming from at a time when people are becoming more conscious? [#vegnewschat](#)



- [about 14 hours ago](#) Isn't it strange how meat=masculinity in our culture? [#vegnewschat](#)



- [about 14 hours ago](#) [@DiscerningBrute](#) agreed. Just saw this weeks "food issue" of my local paper has guy holding a pigs head. WTF? [#vegnewschat](#)



- [about 14 hours ago](#) RT [@pshapiro](#): A7: There are many veg men who inspire me, but Cesar Chavez stands toward the top. [#vegnewschat](#)



- [about 14 hours ago](#) Love 'Live Twitter Chats' ... playing catch-up --> RT [@vegnews](#): Q2: For our experts, how has going vegan improved your health? [#vegnewschat](#)



- [about 14 hours ago](#) [@jchenwriter](#) what do you say in response? [#vegnewschat](#)



- [about 14 hours ago](#) A9: once I began and discovered how good I felt, the issue of masculinity became a non-issue [#vegnewschat](#)



- [about 14 hours ago](#) [@richroll](#) [@pgmonday](#) awesome. [#vegnewschat](#)



- [about 14 hours ago](#) A9: My health was in such disrepair that I couldnt afford to worry about masculinity. but admit to being in the closet at 1st [#vegnewschat](#)



- [about 14 hours ago](#) A8: Also horrified to see the popular and hip return to butchering as a form of rebelling against percieved "wholesome values" [#vegnewschat](#)



- [about 14 hours ago](#) [@Appetite4Profit](#) See cites 30/31 at <http://t.co/KMdiLwV0> & watch <http://t.co/uGPNHrQ7> [#vegnewschat](#)



- [about 14 hours ago](#) [@DiscerningBrute](#) I agree! Non-veg folks ask me if I'm feeding my hubby enough like he'll wilt away if he eats vegan. [#vegnewschat](#)



- [about 14 hours ago](#) Thoughts from our audience? RT [@vegnews](#): Q1: For our experts, let's get started with the basics. When & why did you go vegan? [#vegnewschat](#)



- [about 14 hours ago](#) A8: fear of emasculation - judgment, ridicule, etc. is HUGE among men who might otherwise be interested. big impediment [#vegnewschat](#)



- [about 14 hours ago](#) Q9: Since none of you were raised [#vegan](#) did you ever worry that your masculinity would be questioned? How'd you overcome that? [#vegnewschat](#)



- [about 14 hours ago](#) [@richroll](#) [@pgmonday](#) you mention "hemp bread" - any brands you recommend OR do you make it yourself? [#vegnewschat](#)



- [about 14 hours ago](#) [@pgmonday](#) actually coming out w/ my own athletic recovery supp JAI REPAIR in May - stay tuned! [#vegnewschat](#)



- [about 14 hours ago](#) [@pgmonday](#) For very serious athletes who want supplemental protein powder, best-tasting / cheapest, IMO = <http://t.co/3b8gfjp8> [#vegnewschat](#)



- [about 14 hours ago](#) A8:... some are literally shamed into giving up on their ethics by relentless bullying and gay-bashing. Even if they're not gay [#vegnewschat](#)



- [about 14 hours ago](#) [@pgmonday](#) I dont overdo on supps and prefer whole foods but do like vega, sunwarrior, living harvest. [#vegnewschat](#)



- [about 14 hours ago](#) A8: Yes, I was blown away by the fear of emasculation through veganism that many mainstream men experience. [#vegnewschat](#)



- [about 14 hours ago](#) [.@pshapiro](#) wait, Cesar Chavez was vegan? [#vegnewschat](#)



- [about 14 hours ago](#) A7: the men who inspire me are the average joes who have suffered the most, make the change and return to vitality [#vegnewschat](#)



- [about 14 hours ago](#) As an athlete, what are your fav supplements and powdered sources of protein? [#vegnewschat](#)



- [about 14 hours ago](#) RT [@pshapiro](#): A7: There are many veg men who inspire me, but Cesar Chavez stands toward the top. [#vegnewschat](#)



- [about 14 hours ago](#) [@VegNews](#) Everyday ppl who may not be a celebrity but still make a difference speaking up and leaving animals off their plates. [#vegnewschat](#)



- [about 14 hours ago](#) Q8: [@discerningbrute](#), in researching your piece for the mag, did you come across anything that really surprised you? [#vegnewschat](#)



- [about 14 hours ago](#) A7: There are many veg men who inspire me, but Cesar Chavez stands toward the top. [#vegnewschat](#)



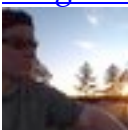
- [about 14 hours ago](#) A6 (con't): heart disease, diabetes, chronic illness rampant w/ middle aged men. going vegan a powerful way to reclaim health [#vegnewschat](#)



- [about 14 hours ago](#) [@richroll](#) that and overall better fitness and life vitality is what got me started. [#vegnewschat](#)



- [about 14 hours ago](#) [@DiscerningBrute](#) Yes! Will try Daiya for sure. Thank you. [#vegnewschat](#)



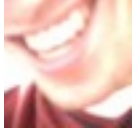
- [about 14 hours ago](#) Q6: my weight loss (45 lbs), active lifestyle, and overall better health always gets them to ask what I did to change. [#vegnewschat](#)



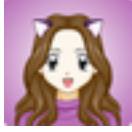
- [about 14 hours ago](#) A6: Resistance comes from fear of unknown. In my experience appealing to health/weight loss/energy is best first intro portal [#vegnewschat](#)



- [about 14 hours ago](#) Q7: I am inspired by the undercover investigators who bring to light the awful truth of agribusiness. THAT is bravery. [#vegnewschat](#)



- [about 14 hours ago](#) @VegNews Recruit George Clooney. [#vegnewschat](#)



- [about 14 hours ago](#) @VegNews Women dig a compassionate man who can put morals above what others think of what he eats. [#vegnewschat](#)



- [about 14 hours ago](#) A6: Well, for starters, it might not hurt for many dudes to learn about that 75% statistic! [#vegnewschat](#)



- [about 14 hours ago](#) So many beautiful, strong, and virile [#vegan](#) men out there... [#vegnewschat](#)



- [about 14 hours ago](#) Q7: [@richroll](#) brings up the "power vegans." Who are the people who inspire you? [#vegnewschat](#)



- [about 14 hours ago](#) @DaynaReggero Most restaurants use Daiya these days, give it a try. [#vegnewschat](#)



- [about 14 hours ago](#) A5: and being compassionate is not the exclusive purview of the feminine. my wife finds it sexy [#vegnewschat](#)



- [about 14 hours ago](#) Plenty of guys like <http://t.co/W552AEK3> challenging the stereotypes [#vegnewschat](#)



- [about 14 hours ago](#) @lampeyb\_jones exactly. [#vegnewschat](#)



- [about 14 hours ago](#) @VegNews Heart disease is not manly! People need to realize that being vegan isn't just about eating salads. [#vegnewschat](#)



- [about 14 hours ago](#) I think vegan men are sexy. Especially if they bring vegan chocolate and cheese. [#vegnewschat](#)



- [about 14 hours ago](#) A5 (con't) also point out so many athletes & mainstream men - UFC/MMA, Bill Clinton, Steve Wynn, etc. [#vegnewschat](#)



- [about 14 hours ago](#) PS MAJOR expansion to <http://t.co/P0m5Aahl> coming soon! You heard it here first! [#vegnewschat](#)



- [about 14 hours ago](#) Q5: <http://t.co/RvCNGfL4> is challenging these stereotypes as regularly as we can! [#vegnewschat](#)



- [about 14 hours ago](#) A5 (con't): being vegan need not polarize across political lines necessarily. w/ men appealing to health 1st is good intro [#vegnewschat](#)



- [about 14 hours ago](#) put them in a choke hold until they concede ;- ) @VegNews Q5: How can we combat the myths of "wimpy vegans" & attract more men? [#vegnewschat](#)



- [about 14 hours ago](#) @DiscerningBrute @RichRoll Vegan cheese @ restaurants are always good. Will learn to make them at home for cravings. Thank you! [#vegnewschat](#)



- [about 14 hours ago](#) @lolarox17 awesome thank you! [#vegnewschat](#)



- [about 14 hours ago](#) Q5... and female qualities equate weakness, like caring, compassion, nurturing, etc... [#vegnewschat](#)



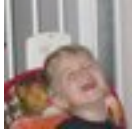
- [about 14 hours ago](#) A5: Just standing in the light, living healthy & happy is far more effective than preaching. winning ultra not required! [#vegnewschat](#)



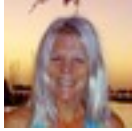
- [about 14 hours ago](#) Q5: It's a complicated problem, because tied up in that question is the idea that being vegan "is for women"... [#vegnewschat](#)



- [about 14 hours ago](#) A5: I'm doing a Tough Mudder later this year. Hopefully that'll help. :- ) (12 miles, 25 military-style obstacles...) [#vegnewschat](#)



- [about 14 hours ago](#) Awesome article RT [@richroll](#): as for the protein q, here are my thoughts <http://t.co/NJjF75mB> [#vegnewschat](#)



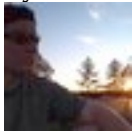
- [about 14 hours ago](#) [#vegnewschat](#) I transitioned to a plant based diet after I started following [@richroll](#) via [@sanjayguptaCNN](#). I am so grateful. Thank you.



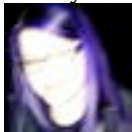
- [about 14 hours ago](#) A: that we are ALL weak, spindly hackysack kicking dreadlocked grateful dead types (not that there is anything wrong w/ that!) [#vegnewschat](#)



- [about 14 hours ago](#) [@VegNews](#) The most common reaction I get is, "Why," followed by, "I could never give up cheese. Don't you miss cheese?" [#vegnewschat](#)



- [about 14 hours ago](#) FYI... If you are on the [#vegnewschat](#) listen to what [@richroll](#) has to say. He is the man.



- [about 14 hours ago](#) RT [@DiscerningBrute](#): Q4: That we're wimps, which couldn't be further from the truth. [#vegnewschat](#)



- [about 14 hours ago](#) [@charleyblk](#) another bonus I hadn't thought of! [#vegnewschat](#)



- [about 14 hours ago](#) Q5: How can we combat the myths of "wimpy [#vegans](#)" and attract more men to this lifestyle? Is winning ultra-marathons required? [#vegnewschat](#)



- [about 14 hours ago](#) as for the protein q, here are my thoughts <http://t.co/CMF78mwM> [#vegnewschat](#)



- [about 14 hours ago](#) RT [@DiscerningBrute](#): [@DaynaReggero](#) check out aged Dr.Cow cashew nut cheese to curb that funky cheesy craving. [#vegnewschat](#)





- [about 14 hours ago](#) Holy Jesus, [@VegNews](#) is having a Twitter [#chat](#) right now with [#vegan](#) men. I'm looking for singles! [#vegnewschat](#)



- [about 14 hours ago](#) [@VegNews](#) I lost 20 pounds and didn't get cramps anymore [#vegnewschat](#)



- [about 14 hours ago](#) [@DaynaReggero](#) try almond/soy cheese (daiya) varieties. cacao for chocolate. transition and you will adapt. so many options [#vegnewschat](#)



- [about 14 hours ago](#) A4: Amazingly, it's seems often still about protein & muscles. Fortunately, [@richroll](#) serves as a good counter-example! [#vegnewschat](#)



- [about 14 hours ago](#) [@DaynaReggero](#) check out aged Dr.Cow cashew nut cheese to curb that funky cheesy craving. [#vegnewschat](#)



- [about 15 hours ago](#) [@VegNews](#) I read the book Skinny bitch in 2008. It changed my life [#vegnewschat](#)



- [about 15 hours ago](#) Q4: That we're wimps, which couldn't be further from the truth. [#vegnewschat](#)



- [about 15 hours ago](#) Hi all! I became a vegetarian when I was 12. I am vegan most days. Sometimes I eat organic cheese and chocolate. :( Any tips? [#vegnewschat](#)



- [about 15 hours ago](#) A3 (con't) .. and amazement from friends/family who recall my halcyon days as a cheeseburger/buffalo wing/pizza fanatic [#vegnewschat](#)



- [about 15 hours ago](#) A3: When I tell people I'm vegan, most of the time they want to know what I eat, or they joke re them needing to get in shape [#vegnewschat](#)



- [about 15 hours ago](#) Q4: What's the [#1](#) stereotype that [#vegan](#) men have to combat? (Aside from it being a "horrible condition!" Too funny!) [#vegnewschat](#)



- [about 15 hours ago](#) A3: many say "Oh I could NEVER go vegan". I tell them I once said the same thing! [#vegnewschat](#)



- [about 15 hours ago](#) A3: it vacillates b/n confusion, curiosity & intrigue w/ rare instances of contention or concern. but generally positive [#vegnewschat](#)



- [about 15 hours ago](#) @VegNews they start to feel bad a out themselves. [#vegnewschat](#) [#proudvegan](#)



- [about 15 hours ago](#) A3: Some people think it's cool, other people treat it like I've been stricken with an awful condition. ha. [#vegnewschat](#)



- [about 15 hours ago](#) @VegNews [#vegnewschat](#) My favorite response was "YOU are a vegan??" I figure I don't "look vegan enough" LOL



- [about 15 hours ago](#) You guys are all pictures of health! Congrats! [#vegnewschat](#)



- [about 15 hours ago](#) Great [#vegnewschat](#) right now: "Of meat & men"



- [about 15 hours ago](#) Q3: What kinds of reactions do you get when you tell people that you're [#vegan](#)? [#vegnewschat](#)



- [about 15 hours ago](#) A2 (con't) and later became competitive in ultra-distance triathlons [#vegnewschat](#)



- [about 15 hours ago](#) A2: I was overweight pre-vegan, but that changed within months. Now I do a lot of weightlifting & running, all fueled by plants [#vegnewschat](#)



- [about 15 hours ago](#) A2: I lost 50lbs, dropped my blood pressure & cholesterol, returned to exercise and rarely get sick... [#vegnewschat](#)



- [about 15 hours ago](#) A2: My students actually told me today that I'm the only professor who hasn't been out sick all semester! [#vegnewschat](#)



- [about 15 hours ago](#) A1: I became vegan 18 years ago when I learned re factory farming. Didn't do it for health at time, but it did get me in shape [#vegnewschat](#)



- [about 15 hours ago](#) Q2: For our experts, how has going vegan improved your health? [#vegnewschat](#)



- [about 15 hours ago](#) A1: 5yrs ago when I turned 40, originally to take back my declining health, lose weight & feel better [#vegnewschat](#) [#vegnewschat](#)



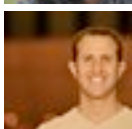
- [about 15 hours ago](#) A1: I went vegetarian at 15, vegan at 18 because it just made too much sense to avoid! Plus, I think animals awesome. [#vegnewschat](#)



- [about 15 hours ago](#) RT [@VegNews](#) Q1: For our experts, let's get started with the basics. When and why did you go vegan? [#vegnewschat](#)



- [about 15 hours ago](#) Three wonderful people now on [#vegnewschat](#) - Talk to them!



- [about 15 hours ago](#) Thanks to [@VegNews](#) for hosting us. Honored to be with such great folks (both hosts and fellow guests!) [#vegnewschat](#)



- [about 15 hours ago](#) Hey everyone! happy to be here. Thanks [@VegNews](#) [@pshapiro](#) [@richroll](#) [#vegnewschat](#)



- [about 15 hours ago](#) Q1: For our experts, let's get started with the basics. When and why did you go vegan? [#vegnewschat](#)



- [about 15 hours ago](#) Finally welcome to [@pshapiro](#), senior director of [@HumaneSociety](#)'s farm animal protection campaign & powerhouse animal advocate! [#vegnewschat](#)



- [about 15 hours ago](#) We're also thrilled to have [@discerningbrute](#), lecturer, blogger, entrepreneur and author of our 8-page story in the mag! [#vegnewschat](#)



- [about 15 hours ago](#) Welcome everyone! We're so excited to be chatting with [@richroll](#), ultra-distance triathlete, dad, lawyer, and new author! [#vegnewschat](#)



- [about 15 hours ago](#) T-minus 5 minutes to [@VegNews](#) twitter chat. Whose in?! [#vegnewschat](#)



- [about 15 hours ago](#) RT [@richroll](#): T-minus 35mins to [@VegNews](#) Twitter Chat w/ me, [@pshapiro](#) & [@discerning](#) brute. Hope you join <http://t.co/njUroyix> [#vegnewschat](#)



- [about 15 hours ago](#) RT [@richroll](#): T-minus 35mins to [@VegNews](#) Twitter Chat w/ me, [@pshapiro](#) & [@discerning](#) brute. Hope you join <http://t.co/a2aKvYIK> [#vegnewschat](#)



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- [about 15 hours ago](#) RT [@richroll](#): T-minus 35mins to [@VegNews](#) Twitter Chat w/ me, [@pshapiro](#) & [@discerning](#) brute. Hope you join <http://t.co/XBQDoA4f> [#vegnewschat](#)



- [about 15 hours ago](#) hey , T-minus 35mins to [@VegNews](#) Twitter Chat w/ [@discerningbrute](#), [@pshapiro](#) & [@richroll](#) <http://t.co/2JBkNnLh> [#vegnewschat](#) [#vegnewschat](#)



- [about 15 hours ago](#) (2/2) But I hope you stick around and participate. [#vegnewschat](#)



- [about 15 hours ago](#) RT [@richroll](#): T-minus 35mins to [@VegNews](#) Twitter Chat w/ me, [@pshapiro](#) & [@discerning](#) brute. Hope you join <http://t.co/njUroyix> [#vegnewschat](#)



- [about 15 hours ago](#) RT [@richroll](#): T-minus 35mins to [@VegNews](#) Twitter Chat w/ me, [@pshapiro](#) & [@discerning](#) brute. Hope you join <http://t.co/njUroyix> [#vegnewschat](#)



- [about 15 hours ago](#) T-minus 35mins to [@VegNews](#) Twitter Chat w/ me, [@pshapiro](#) & [@discerning](#) brute. Hope you join <http://t.co/njUroyix> #vegnewschat
- 



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## Interactive Report Tips

### [@hashtracking](#)



- Yes send a note to [admin@hashtracking.com](mailto:admin@hashtracking.com) RT [@mrugankd](#): [@hashtracking](#) just checked.. It tracks last 1500 tweets .. You guys have a pro... [about 48 minutes ago](#) from [HootSuite](#)
- HashTracking is back up and working! [about 57 minutes ago](#) from [HootSuite](#)
- [@mrugankd](#) Back up! [about 58 minutes ago](#) from [HootSuite](#) in reply to [mrugankd](#)
- [@scmccornick](#) Back up! [about 58 minutes ago](#) from [HootSuite](#) in reply to [scmccornick](#)

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