

JoAnn Farb & Sarina Farb - How Science is Used by Power: Why We Need to be More Savvy & Responsible Than Ever

Dr. Will Tuttle:

This is Dr. Will Tuttle, your host for the Worldwide Vegan Summit for Truth and Freedom. We now have the terrific opportunity to learn from the deep experience and the inspiring example of JoAnn Farb and Sarina Farb. JoAnn Farb is the mother and she is a former microbiologist with a global pharmaceutical company. That job turned her vegan 30 years ago and laid the foundation for her to recognize that biased science, conflicts and industry lobbying have facilitated the current situation where public policy is prioritizing industry profits over public health. JoAnn is also a third-generation educator who taught Montessori and biology workshops to children and plant-based nutrition and cooking to adults. She's the author of two books, *Compassionate Souls: Raising the Next Generation to Change the World* and *Get Off Gluten*. She lectures nationally on health, parenting and veganism. She and her husband live in Kansas where they have raised two lifelong vegan daughters. You can find JoAnn's insights, gluten free vegan recipes and deconstruction of propaganda at www.joannfarb.com.

Sarina Farb is a Midwest-based science educator, speaker and vegan activist with a passion for making the world replace for all beings. Being born and raised vegan in Kansas taught Sarina to think critically at an early age and to stand for justice even when it's unpopular. Today, Sarina focuses on combining heart and science to empower individuals to see past corporate propaganda and to live as ethically and sustainably as possible. Her projects include blogging, creating videos on her YouTube channel, Born Vegan, and hosting the *Science is Gray* Podcast. She also currently serves as the plant-based network advisory committee, is a member of the American Vegan Society Speaker Bureau and co-founded and organized the 2020 Climate Diet Summit. Sarina holds degrees in biochemistry and policy studies from Grinnell College and is an educator especially passionate about bringing critical thinking, nuance and ethics into conversations about science. Her work and writing have been featured in numerous publications and books.

I'm delighted to have you both with us and thank you for contributing our summit. I'd like to go ahead and begin our time together now by just taking a big picture look and with your great experience and maybe starting this particular question a little bit more for you JoAnn since you have a background as a person who worked actually in the pharmaceutical industry. Can you just tell us a little bit about your experience in the pharmaceutical industry and how that has led you not only to veganism, but also to health freedom advocacy?

JoAnn Farb:

One of the first things I noticed when I was hired by the company was how many really good people there were that worked there. I connected with a lot of people. I thought they were people really trying to make the world a better place in their own ways. They were ethical and yet as I worked there longer and longer, I became aware that we were all cogs in a machine that was doing things that I was finding deeply problematic. And I would occasionally talk with my peers about the things that were troubling me and it was interesting. I think most of us felt like we couldn't be part of something that we thought was doing bad things in the world. I think we had

different ways of navigating that. And for some people, it was blinders and not being able to consider the bigger picture of what we were part of.

For me, I was able to live with that cognitive dissonance for a little while, recognizing that I wasn't comfortable with the big picture, but I loved my job. I loved the people I worked with. I loved the benefits and the money but I couldn't stay in that place very long. And I had to leave the company after about three years. One of the things that was real interesting for me was seeing bad things happening. And this is what turned me vegan because I worked with the animal health industry pretty closely during this time. And initially, my response to what I was seeing animals in labs, animals in confinement food operations, was that... That was what turned me vegan. I thought at least my own personal food choices won't be driving this. I was a closet vegan because I was very much aware. This was in the early '90s. The word vegan would have, if anybody had an idea that that's who I was then, I would've lost my credibility and possibly my job.

I was a closet vegan until I left there. I didn't ever want to be a person who could turn a blind eye to injustice happening to others because what I recognized working there was that all the major catastrophes that humans have inflicted on others, it wasn't really just terrible sociopaths at the top that were causing these things, it was all the good people who were choosing not to see or were in some way complicit or just trying not to rock the boat or just get along that were actually allowing those harms to happen. And I didn't want that to be who I was in the world.

Dr. Will Tuttle:

Wow. That is such a powerful and vivid experience and connecting you to veganism and it has such overtones for what we see happening right now with the rollout of all these mandates that really take away our health freedoms under the guise of science, right? The quote science. So both of you have deep experience actually in science. And could you, just as you feel, tell me a little bit about, and everyone, what you have seen happening in science and what the problems that we face in science are today when we're using science as the guidance that we're relying on in order for public policy and to live our lives, to be healthy, all these things. And it's a very important question, I think. I know you've both taught about this a lot and written about this a lot so please share your wisdom with us.

JoAnn Farb:

I'll talk about this one. I am passionate about science, but what I think is going on is a lot of people are incredibly misunderstanding what science really is and what it's about. And it's become distorted as I think a tool for corporate propaganda really. And science at its heart is a method of understanding and trying to learn about our world. That it is not, and a lot of people and I said this, I taught high school chemistry and environmental science. And a lot of my students, I felt like, and a lot of people today came in and they were like give me the facts. What's true, what's false? And the first thing I said to them was I'm not here to teach you what's true and what's false. Science is not a facts of you have to believe this, this, this and this. Science is a system of collecting data and making observations and drawing conclusions and getting things wrong and collecting new data and adjusting what you think is going on. It's really just a method.

JoAnn Farb:

I love the scientific method. I think collecting data, real world data and looking at it and trying to understand it is wonderful. What I don't think is great is that corporations, and this is not just happening now. Everyone knows sort of the tobacco industry and the term tobacco science. How the tobacco companies went out of their way to create bad studies or spread, cherry pick one study here or there that supported their position and spread it as the science of cigarette safety. And we've seen the fossil fuel companies do this when it comes to greenhouse gas emissions. Literally this is a tactic that when you look at it, Monsanto and glyphosate and Roundup, their weed killer, how for years they've subverted the safety data in that it causes cancer and they've tried to cover that up or pay scientists off to basically conduct studies for them that are framed a certain way. So, science as a tool and method is wonderful. Science as a set of facts of what's true or false is just a distortion of science.

Sarina Farb:

Scientism.

JoAnn Farb:

Yeah, scientism. It's kind of become a new religion and people weaponize the term like pro-science and anti-science and really, it's just corporate science, corporate propaganda masquerading as science.

Sarina Farb:

And I would just like to add to that that I learned a term after I left the industry that really applies to the kind of science that we were doing there. I learned it from T. Colin Campbell. It's called reductionism. Pharmaceutical industry loves reductionist science. And that is you very narrowly define the question that you ask so that the outcomes you get are applicable to selling products. We as citizens and human beings, we want to ask questions like what improves our overall health and wellness? What improves longevity? That is not the science that comes out of the pharmaceutical industry. That's never the question that they're asking. They're asking how do we show that this product is better than that product or is good for this or good for that?

And if you very narrowly define it, if you're not looking at the overall outcomes or all-cause mortality, if you narrow it down, then you can show that anything is beneficial under very specific parameters. A perfect example of that is the tobacco industry and how... We know that the dangers of smoking now are cancer, but smoking has actually... There is data that it helps you lose weight. So, the tobacco industry could literally design a study where they don't measure the long-term outcomes and they just look at obesity or weight loss and you can legitimately have a study that truthfully, like it's not faked or anything, that truthfully says oh, look, obesity rates are lower when you smoke. Smoking's good for you.

And that's an example of that reductionism, picking one outcome. And that's going on, again, pharmaceutical industry, chemical company, big ag, literally every big industry on the planet is trying to use science in that way.

JoAnn Farb:

And what's really disturbing is that our public health agencies now have gone from embracing holistic science to very, very reductionist science. Basically, pharma science is what our public

health agencies now are relying on and using and promoting. And that's really not in alignment with improving public health.

Dr. Will Tuttle:

You've just you've just transitioned. You just started transitioning from the influence of corporations on the so-called institution, I guess you'd say, of science and transitioning over to government. The governmental agencies like the FDA, the CDC, the US Department of Agriculture, the National Institutes of Health. There are so many governmental agencies. The EPA. All of these agencies have scientists in there, working with the scientists from the industries that they're supposedly controlling and overseeing and protecting us the public and protecting the environment and protecting animals, and protecting from these industries. So, in your investigations, what's been actually happening over the years in terms of the degree of protection that is being offered by the governmental agencies?

JoAnn Farb:

There's a term called revolving door or a captured agency. And a revolving door is basically where you have top industry scientists. Scientists that are from the dairy industry or the pharmaceutical industry or the chemical industry who will often work for a large corporation as CEO or some someone high up creating some chemical or product. Then, because they're sort of seen as the expert on that product, the FDA or EPA or USDA or CDC will hire them as their top regulator. They'll put the stamp of approval on the products that they help develop. Couple years later, turn around, go back and work for that company and make millions of dollars of profit off of the products that they approve. So that is a, and this is not like any sort of conspiracy or anything. This is fact that you can look up and has been documented time and again.

And as vegans, I think a lot of people recognize how this happens with the USDA. They're a perfect example right now. Tom Vilsack is the head of the USDA and he is literally a former dairy industry lobbyist and has rolled back. He is not doing... The USDA is supposed to regulate the food and agriculture and work for the public interest And you can look at his policies and actions. He is rolling back protections, rolling back regulations. What he is doing is not good for the animals, it's not good for human health. It is good for the profits of the industry with who he worked with and his friends with. And we know that and a lot of vegans have been speaking about that at the USDA and then seem to think that this isn't happening at other agencies and yet we can see, and I have seen in the research I've done, this is documented happening in pretty much every single government agency, whether it's the environment and chemical companies, food industry or big pharma.

And a captured agency then basically means when the agency is no longer putting human health, environmental health, what they're supposed to do as their top priority, but rather they're putting the industry, who they're supposed to regulate, as their top priority.

Sarina Farb:

Hey, you know what baffles me is how long-term vegan activists who have seen how the USDA works, seen how the conflicts of interest have corrupted it understand that whole big picture, how all of a sudden once COVID hit, they can't see that the pharmaceutical industry that has even more power and more wealth than a big ag does aren't employing the exact same dynamics and techniques to capture the CDC, the FDA, the NIAID. How can people not see that the exact

same thing that we've railed against in animal agriculture and with the USDA isn't what's happening with pharma and all these other agencies that are now calling all the shots over all our lives.

Dr. Will Tuttle:

Yeah, that's a good question. Very well said, both of you. Thanks. It's really wondering why we, I mean, somewhat understand why the general public is easily very gullible about these things because I guess we have a tendency to trust the government. We think, well, they set up the EPA to protect the environment. So, we think that the EPA is sort of fighting against these corporations and keeping them in line and protecting us. And then what we're actually finding out is that the EPA in many way has been captured and isn't protecting us anymore. And the same thing is true, as we know as vegans for the USDA and the FDA. But with this recent phenomenon of COVID, there's almost this yearning to somehow just have the blinders permanently attached and we just follow the program and we don't question the pharmaceutical industry.

And JoAnn, especially you, both of you, the pharmaceutical industry has been, I think in many ways, profiting from our food choices, eating animal foods, in many ways, right? I mean, it's not like they're the friend of vegans—the pharmaceutical industry. Do you have any concept or any ideas why it is that we as a movement have not been leading the charge for health freedom for humans? It seems like we would be the movement that would be right in front and yet we find that it's actually the opposite. For the most part, most vegans are criticized who do promote health freedom as being right wing maybe, or somehow not part of the vegan movement anymore. I'd love to hear your thoughts about that.

JoAnn Farb:

In some ways I'm very baffled by it. The thing that maybe gives me a little bit of insight into this, I remember my mother grew up as a small child when the Holocaust was happening. She was in this country. But she had relatives over in Europe. And I remember her telling me once that early on when things were starting to happen in Europe, there were rumors about gas chambers and the stuff that was happening and rumors then is what we call fake news now. The rumors then, but today it's fake news if you hear stuff. And she said people heard these things, but she said, they were just so unbelievable that nobody could believe them. And her words kind of haunt me through this whole thing because when I have tried to share factual information with some of my friends, they just look at me and they're like that's too unbelievable. Even if, it can't be true. It's just too unbelievable to believe.

And I think that that's part of what shuts people down. And also, I don't think this was just a fluke that some of these terms like branding people anti-vax as a way to discredit them. I actually think if you go back, you can find published science going back at least 15 or 20 years where instead of trying to figure out how do we make vaccines safer to overcome the concerns of people who've been injured by them, what the pharmaceutical industry was investing in was how do we overcome the beliefs of people who may think vaccines are unsafe. It was all about how to influence them, how to get to the now growing up children of people who might not have vaccinated them or selectively vaccinated or anybody who didn't follow what they said.

Sarina Farb:

It was the psychology.

JoAnn Farb:

Yeah. It was all about the psychology you of influencing the public rather than, and what the public was concerned about was people had very real injuries from vaccines or new people and were hearing about that. And that's why they were vaccine hesitant or anti-vaxxers. And so instead of trying to address the very real concerns and how do we make these as safe as possible, they put their resources into how do we suppress dissent. And so that's why I was not so surprised when COVID hit to see what I was seeing. It was really just a ramping up of what had been happening sort of discussed in the scientific literature for some time and now it's sort of got front and center stage. And so, it's really been about how do you discredit people and how do you influence people to not consider evidence that's presented.

JoAnn Farb:

And I just, I see people that's it's almost like they're under a spell. And yeah, it's made me look back at a lot of children's literature. I remember when they talked about spells being cast on people and I'm thinking now that didn't just come out of thin air. We, humans probably have a long history of being influenced to discredit what their own eyes and ears and heart were telling them, because it didn't feed into the hierarchy of the time or the power structures. And so when you couldn't get through to people, it was like they were under a spell. And I wondered if that's not where a lot of the mythology and children's stories come from.

Sarina Farb:

Well, and I'll just add something to that, which is, especially with the vegan community, part of what I think is going on, like the scientific community that was researching how to discredit people, I think that the agriculture community, the biotech community have been seeing a trend towards plant-based diets and even vegan ethics for a number of years. And I think they saw that as a threat towards corporate profits. Animal testing, all those sorts of things. And part of why, I think it's good that veganism is becoming more popular, but I don't think it is entirely because of grassroots efforts. I think corporations particularly big pharma and the biotech industry have currently figured out how to exploit the goodwill of vegans and some of the vegan values to push their agenda. And I think we can see this with the push for lab grown meat, literally taking animal cells, growing them in a biotech lab. And I don't think that's entirely separate from this.

I grew up participating in science fairs with people in the biotech industry who were the most anti-vegan; like, don't say you're vegan. You're a crazy radical person. And now I'm still on their email list from the organizations that ran science fairs I participated in and they're having conversations about the importance of transitioning away from animal products to lab-grown meat because we need to reduce our greenhouse. So, they're supporting things that I never dreamed they would support, but only where it makes profits for corporations. And so, I think the biotech industry has finally seen the momentum of veganism and they've figured out a way where they can use it to their profit.

Oh, we'll get rid of animal testing because we're going to create some new lab, fancy things, using animal cells. And so now they're supporting veganism, sort of, not really. They're supporting it in name and so it's becoming much more acceptable for the mainstream scientific community to voice support for eating a plant-based diet or eliminating things without really

understanding the big picture of what's going on. I think that's a force at play that's sort of co-opting the vegan movement in many ways, without people realizing it, under the guise of pro-science and scientism, and it's really just corporations exploiting veganism.

Dr. Will Tuttle:

Right. I think we've seen it in many movements, in the peace movement, in the environmental movement, I think in the animal rights movement and all the movements. The corporations that are threatened will find ways to infiltrate those movements either by planting people in there with these ideas, or by making donations and through philanthropy. And through philanthropy, I think underlying a lot of what's happening, we had we have Bill Gates in the background, giving millions and millions and billions of dollars to GAVI and to the World Health Organization and to all these-

Sarina Farb:

...media, to news organizations.

Dr. Will Tuttle:

Right. To the media...

Sarina Farb:

To vegan organizations too.

Dr. Will Tuttle:

Yeah. And to vegan. Right? And one of the things I think that he realizes, same thing Rockefeller realized, when you give money, you totally control whoever you give money to. And we've seen this happening in the vegan movement when huge amounts of money are given to some of the larger organizations and then suddenly, they are happy to promote more welfarist positions when before that they were more caring for the animals. The money really talks, money talks so strongly. And so, what you're pointing out, I think, is something that's... It's interesting because I think a lot of vegans want to, kind of like, we're these little orphans. Well, oh! Now they like veganism! We want to grab onto their coattails and have them pull us along and we think that these corporations now suddenly love veganism.

But I think what you're saying is very perceptive and astute and most people, I don't think see that because we just want any excuse at all of grab at anything to somehow have it be part of our vegan movement to, we think to help animals. But underlying the whole thing is this idea of eating foods that are really toxic. I mean, these are foods that come out of factories and it's all about, to me, it seems like centralization. So maybe there are deeper values. Can you talk a little bit about what you mentioned? The big picture and you also mentioned this idea of a spell? I mean, both of those to me are fascinating topics to go into because in, in many ways I think as vegans, we break the spell, right? We've broken the spell of animal agriculture, but there seems to be this other, a bigger spell to just kind of be part of our community, not to leave our friends and neighbors and friends think and to actually question these official narratives. I'd love to hear any of your thoughts about those things.

Sarina Farb:

Yeah. I think people are very afraid to... We've seen this with veganism, going vegan when no one around you supports you or it's not part of your community can be very isolating. And I do think at least eating a plant-based diet, whether or not you actually support ending animal exploitation or these other things, I think eating a plant-based diet is growing and it's becoming a lot more acceptable and popular for people all over to just do that without it risking their social network and their support in their community as much. And so, I think that sort of is growing. And like I said before, I think there's other forces supporting that, but it is really scary to go beyond that. And the deeper values that I think we're kind of missing with decentralization versus centralization. To be more specific, Bill Gates and these large multinational food agriculture, agrichemical companies, big pharma companies, they want to have... I think they benefit off of greater centralized control of our food system and all aspects of that.

And then we see these movements, people like Vandana Shiva in India working for seeds saving and local community based indigenous people having control and sovereignty over their land, their food, their water. And I think those values are very important to veganism. And when you look at the actual values of veganism, what the people who first wrote about it and coined the term, you see this more holistic, big picture about how it's not exploiting others. It's about not exploiting the land or humans or animals. It's that there is this one thing that has such a huge impact on so many issues. And no, it's... Veganism alone is not going to solve our world problems obviously, but that at its heart, the idea that shifting to eating plants can help our health stops unnecessarily killing and exploiting the other beings that we share this planet with. And it's the best thing for the environment.

And that's really the root here, but it's being distorted to when we start to see fast food companies promoting their plant-based burgers, the Impossible Whopper and things like that, I don't necessarily think that is... I'm not going to tell anyone like oh, don't specifically buy that or eat that. But I think it should raise questions of are we now jumping on board supporting one of the world's most destructive, fast-food corporations just because they have a plant-based burger or is that really supporting more corporate control and centralization of our food supply and what we really want to be working for is a decentralized localized veganic agricultural system because that's going to be the thing that is truly the least exploitative of this planet and animals. It's good.

It's more reductionism to think that buying, that consumerism and buying Impossible Whoppers from Burger King is going to really help animals and the planet and our health of course. Look at the bigger picture of what these corporations are doing, how they... Nestle is supposedly is coming out with dairy free chocolate now, but Nestlé has faced child slavery lawsuits over where they get their chocolate from. They have really had some issues around bottled water and breastfeeding and what they've done to indigenous communities. And it's like is that really in the heart of vegan values to be promoting these giant corporations as our solution just because it's now plant-based? And I think that's what... We really need to be looking at those deeper values of why we're eating plant-based? Why we don't? It's about not exploiting others.

And that means we need to look for the best solution, which in my view is localized veganic agriculture food sovereignty that is also not exploitative of animals. And we see a lot of the regenerative community, regenerative agriculture that talks about grazing and things like that. And they get sort of the food sovereignty and human aspect and they're missing the animal aspect and think that exploiting animals should be part of that system. And we have a better solution, which doesn't exploit animals and still promote delocalized food sovereignty.

Dr. Will Tuttle:

Great. Yeah. That idea of sovereignty seems to be the key thing. As vegans, we're granting sovereignty to other living beings and I think there's nothing more important than that. And that's really the heart and soul of it, as we all know. And yet what we're seeing happening, it seems like is the loss of our own sovereignty to these corporations who are using this perhaps to their benefit. JoAnn, do you have anything you'd like to add to the conversation that we've been having about this because I think I know you've done so much research into what's really happening actually with the effects of these vaccines on people which has been covered up, I think, or not talked about, the censorship that we're seeing how vegans and how the vegan movement perhaps can respond to this and help.

JoAnn Farb:

It's funny. Very, very educated people have said to me, vegans even have said to me, how... I trust my doctor, I trust these authorities, I trust these people and they're telling me the vaccine is safe and effective. How could they be wrong? If these people are smart and they're educated and they know what's coming on.

Sarina Farb:

How could everyone be wrong?

JoAnn Farb:

How could everyone? How could so many? And the first thing that pops in my brain as a vegan is remember how we all felt about cow's milk? And when you first became vegan or you first started thinking along those lines, you were so indoctrinated in this idea that cow's milk was nature's perfect food and healthy and didn't hurt cows and-

Sarina Farb:

Strong bones.

JoAnn Farb:

The whole thing. And now we can look at that and we're like oh my gosh, how did we fall for that propaganda? I think it's a perfect metaphor for what... I mean, how are we falling for this? And I will just add also another thing I wanted to throw in, I actually sat in these... I had a very unique position in what I did. Half the time, I was a sales rep selling specialty chemicals. The other half I... And so, in that part, I was in the marketing side of the pharmaceutical industry. The other half of the time, I was a technical liaison for a large animal health company that we private labeled products for. And so, in that side, I reported to the scientific side of our company. And one of the first things I noticed was that, generally, the scientific side and the marketing side are completely segregated in the pharmaceutical industry.

When I was on the marketing side, I was being handed scientific studies and it was my job to make sure those studies were... The most eyeballs possible were on them because they supported our paradigm and sales of our products and they were good for our bottom line. I'm out there promoting all this science and myself and all my peers our assumption was science isn't biased. Science is just science. So, this is legitimate and we put this out there and this is truthful and

good. But then when I was working on the scientific side, I actually sat in meetings where we bring together people in the company that we're selling to and people from our company and they would talk about we need a study that says X, Y and Z so our reps can go out and sell these products.

And our people would say, oh, I know somebody at such and such university. They're really cash strapped. They could use a grant for a new autoclave. I bet if we give them the funding for that, they'll set up this study with just the parameters we need to get the kind of data that will support sales of our products. And for the most part, people didn't think there was anything wrong in this. And the thing was the people on the marketing side had no idea that the unbiased, neutral science they thought they were handing out had actually come from this other place where they were thoughtfully crafting studies that would say exactly what they needed it to say to help the marketing side.

And so, the thing is most people, and I was not high up within the company, I was at a low level. The low-level people have no idea that these two things are happening simultaneous. They only know their little piece. The thing is, by the time somebody gets high enough up that they actually can see both parts of the company, they are so invested in the company and I believe are so unable to wrap their brain around the big picture of harms that they are now facilitating, that they don't see it. And the people... I was able to see it because I was not that invested yet. I was at a low level, but I uniquely was actually able to be in both parts and could put the big picture together. So that was very powerful for me and I think it was part of what allowed me to take a different path.

Dr. Will Tuttle:

That story is really pure gold. I mean, it has everything. You're talking about how the marketing and the science—the science is used for the marketing. The marketing is used for the science and then they go into academia with their grants, their money into the universities which don't have enough, kind of strapped and the tax rates are lower and everything. So, we have this. I first saw that when I was getting my PhD at Berkeley way back in the '80s that the universities were being deluged for the first time with all these all this money from corporations and using the universities to do their studies.

JoAnn Farb:

Well. And part of that, that also goes back. I was an undergraduate in microbiology at the time when Reagan was in office and he put into place some things that really shifted the funding away from public sources of funding so that they were more reliant on corporations. And I remember my professors really railing about this and saying this would be very, very bad for the future, that it would give corporations too much control over the kind of science that was done and the kind of results that were generated as a result of it. And I think as we see what's happened with COVID right now, those chickens have come home to roost. Reagan policies have come to fruition now in COVID.

Sarina Farb:

Well, I will just add a little bit to what she was saying. My experience growing up vegan in a world where 99% of people around me were not vegan, did not see the big picture of that, I think that has allowed me to recognize that unfortunately like 99% of the world can get things wrong

and it doesn't mean that there's this... It doesn't mean that that's a whole bunch of evil people all conspiring together at all. It can just be the corporate agenda, the corporate influence and profits and the school system and the textbooks. Corporations write and pay for half the textbooks that go into science curriculums. When you look at the environmental science curriculum and the way they talk about various industries from nuclear to coal fired power plants to animal agriculture, it's not... Even the textbooks going from high school through college are incredibly biased because they're often paid for or written by industry representatives or people from industry.

JoAnn Farb:

Well, and it gets worse. I remember I went to the National Science Teachers Association annual meeting one year. It happened to be in Kansas City where I was and I was doing science education at times. I went to this meeting and you had all the big industries there with representatives, giving away free curriculum materials, free educational materials to the teachers. All kinds of really cool, expensive stuff that teachers could use in their classroom. So you had the forestry companies providing full curriculum for the teaching of environmental science in the classroom about sustainable forestry use. And you had the nuclear companies putting out materials to teach low carbon ways of energy production. And all these industries and they're offering teachers these materials.

I remember talking to some of the teachers there and saying doesn't this disturb you to see how they are able to manipulate and do all this? And many of them just looked at me blankly and they're like no, this is wonderful. This makes my job so much easier. I can just use these materials in my classroom. It cuts back on a lot of my work and my time to prep this. So that's another piece of what's going on.

Dr. Will Tuttle:

Right. The problem is that people, when they go vegan, they just go vegan, they think oh, I'm helping animals but they don't take those deeper steps that you're talking about to really see how they've been programmed to actually through those educational seeds that have been planted that have been paid for by corporations. And they continue to get bombarded with that through the media. To question, it's very difficult, I think. Especially, I think actually maybe among younger generations, it seems like there's more aggressive programming of younger generations-

JoAnn Farb:

Absolutely.

Sarina Farb:

Well. They have more screen time now too and that they're getting it that way as well.

Dr. Will Tuttle:

Yeah, exactly. Right. There's so much more, but unfortunately, we're running short of time. Can you maybe just for the final question, talk a little bit about what positive changes and what contributions that you have been able to make, you think or that people can make to help raise awareness about these issues to help retain our sovereignty actually? What are the keys do you think to doing this?

Sarina Farb:

I'll start. So for me, I personally feel like the best thing I can do right now, I can share information, but I feel like a lot of what is going on is not reasoned logical or evidence-based and a lot of views people hold again are not evidence-based. I don't think more evidence and logic are going to get us or them of the situation or to change anyone's minds. I have felt like the best thing I can do right now is to support my friends and people in the community who are questioning things, who feel alone, who want to protect their sovereignty and bodily rights and to just kind of show radical love in a sense, show that there are people who don't buy into a lot of the corporate propaganda and are having vegan potlucks and hugging and eating together.

And these simple things that almost feel like radical acts now when there is so much fear-mongering going on. And so that's kind of the approach I've taken is just community and support and experiencing love and joy together with people and showing other people that that is still a possibility right now.

JoAnn Farb:

And I think staying connected, whatever your networks are, if you're part of a religious community, if you're part of special interest that you have hobbies, those communities to the greatest extent possible, I think we still need to be participating with those people and not completely segregating ourselves. Because what is happening right now is people are being encouraged to otherize each other and to see the other perspective as villainous, problematic, dangerous. And we can't let that happen, splitting, turning people against each other.

So I think being a calm person in contact and not that I'm always a calm person, but being and to the greatest extent possible, being a calm person in contact with these differing perspectives, I think helps bridge that. So we don't want to shut people out. We want to remain open and available to people. The other thing I think is really critically important is to work on our own health right now. That is so important. The two greatest factors, I think, that make the predispose according to the published science of who's more likely to get serious COVID versus who's likely to have a less serious case if they get it is vitamin D levels are critically important. And so our glutathione levels. Glutathione is an antioxidant that our bodies make. It protects the lungs, delivers the kidney, the liver and the kidneys.

And so what a lot of people don't know is there's published science showing that Tylenol depresses glutathione levels and it still shocks me that the first line of treatment when people present in the ER with COVID symptoms, they almost always give them Tylenol right away. And that's depleting glutathione levels. You want to avoid Tylenol like the plague right now. It makes you... And it's not enough necessarily to just take vitamin D. You really ought to be testing your vitamin D and make sure you're sufficient. I know plenty of people who've been reliably taking it for a long time, vegan vitamin D3. You want the D3. And they weren't absorbing it. So by testing, you could see if you're absorbing it. And if you're not, you want to make sure you're taking, I think the-

Sarina Farb:

The oil-based.

JoAnn Farb:

The oil-based D3. It's much more absorbable than the dry. There's vegan oil-based D3s you can get and you want to take it with a big meal and you also want to make sure there's some fat in that meal. Eat some pumpkin seeds or Brazil nuts, take some fat with it at the same time, you'll get better absorption. So that's truly critical. Zinc is important. You want to eat greens at least once a day, preferably three times a day, lowers inflammation. That's protective if you get a severe case of COVID. And I've got, if people go to my website, www.joannfarb.com, I've actually got on my blog, all of this and explain it better and link to the published science that people wanted.

Dr. Will Tuttle:

Wonderful. A healthy vegan, organic plant-based diet with lots of green, plenty of vitamin D3, plenty of sunshine of course. One of the things that we see is that to lock people down, wear masks or just inhaling the toxins. It seems like the worst possible thing. Do you have anything you want to add to that, Sarina, at all?

Sarina Farb:

That's a good health information exercise. I mean, everybody knows that it's really ridiculous. One thing that should show people this is not about health is when you see the ads or the get your shot and you get two Krispy Kreme donuts now. We know that obesity and heart disease are, again, some of the biggest factors that predispose people to severe cases of COVID. And we know that whole foods plant-based diets have a huge impact on those things.

JoAnn Farb:

Never in my life have I seen lines of cars outside donut shops obstructing the flow of traffic. That is something I'm seeing regularly now through COVID and that's shocking.

Dr. Will Tuttle:

That's because they're getting that as a benefit.

JoAnn Farb:

They're getting this... it's tied in with the shots in some way.

Sarina Farb:

Krispy Kreme donuts is literally offering like if you come in with your card showing proof of getting a shot, you get two free donuts.

JoAnn Farb:

And cardiovascular disease is a bigger killer in this country than even though the most inflated numbers of COVID are. And we know that donuts are really bad for cardiovascular disease, diabetes. Right? And so, yeah, she's right. This is not about health or they would not be pushing those things onto people.

Dr. Will Tuttle:

Right. And it's probably in some ways, not even about the virus and the vaccines. There may be a deeper story going on, but that's something I think everyone should try to get more informed about.

JoAnn Farb:

Yes.

Dr. Will Tuttle:

And the other thing is I think you're involved with local health freedom groups. You recommend that something people can do?

JoAnn Farb:

Yes. People should look for the health freedom group in their area. That is really important. It's really helped me a lot to just be around a community of people who sees the bigger picture on what's going on here. The tendency, I think for all of us is to say am I wrong in what... Your heart and your mind is telling you something very clearly and yet you're surrounded by all the propaganda and maybe you have loved ones who disagree with you and I have to question all the time, am I seeing things clearly? Am I missing something here? It's been really, really good for me to be with the local health freedom people to be like no, I'm not alone in this. There are other people who see it too. So, everybody needs to find those people in their community.

Dr. Will Tuttle:

Right. Right. And have people that are like you in the sense of not being so willing to comply, I guess, with whatever is being rolled out to help because I think that's something that more and more people are saying in the vegan movement. I remember in the early days we used to do civil disobedience over what's happening to these animals. And I think we're seeing a situation where that may be... Do you have thoughts about that? The importance of that.

JoAnn Farb:

About civil disobedience for what's going on now?

Dr. Will Tuttle:

Yeah. Like not going along with directives. If they say you have to wear a mask or you have to do this or you have to do that.

JoAnn Farb:

I mean, a lot of us are standing up to those things and there's a lot of places that I have chosen not to participate if they're going to force things that I think are harmful on me or other people. And I will go places without... I'll go without a mask places and force them to confront me about it. And if I have to leave, I leave. But yeah.

Sarina Farb:

And for me, where I kind of draw the line is I don't spend a lot of time nor do I truly care. I support choice and bodily autonomy. So, if people want to do what they want to do, if they want

to get the shot, I'm not trying to like tell anybody not to, but where I draw the line is if you are instituting a policy or a system that is medically discriminatory or some sort of medical apartheid, then that's where I don't participate. I don't have as much of a problem in a small venue if it's a universal thing, but when they start saying, if you've gotten a shot versus not, we're going to treat you differently or you can or can't be admitted, then I don't participate.

JoAnn Farb:

And I think every person who cares about justice, I wish they would stand in solidarity with us. Even if they believe the vaccine can help them and they want it, to stand in solidarity for the principle of justice and refuse to give their money to support, to participate in places that are discriminating against other people. If we need to stand together on this because it's not going to get better if we don't.

Dr. Will Tuttle:

Well said. Yeah. Thank you so much. All the best to you both. Thanks for your sharing your wisdom and your insight. Maybe just one more time at the end, let us know the best place to get more information about your work that you're doing.

Sarina Farb:

Well, thank you so much for having us. This is a great conversation and you can find me online. My website is www.bornvegan.org. YouTube channel and Instagram are Born Vegan. And then I have a podcast called the Science is Gray Podcast where I talk about the bigger picture of science in general and that just search Science is Gray on any podcast platform and you can find that.

JoAnn Farb:

And I have a website, www.joannfarb.com. On my front page, you'll see a little tiny print. It says health freedom resources. If you click on that, you will get a full page of links to all the best stuff I've been finding. I keep it right there because I want to find it easily and you know you can't use the search engines reliably anymore to get where you want to go. I've put it all on there. I also have a blog with my articles. People can read where I've deconstructed a lot of the propaganda and rhetoric. So, and thank you so much for having us. This was really, really fun.

Dr. Will Tuttle:

Great. Thank you.