



NATIONAL MEAT ASSOCIATION

1970 Broadway, Suite 825, Oakland, CA 94612

Ph. (510) 763-1533 • Fax (510) 763-6186

staff@nmaonline.org • <http://www.nmaonline.org>

Submitted by email:

-----Original Message-----

From: Rosemary Mucklow [mailto:rosemary@nmaonline.org]

Sent: Monday, November 02, 2009 1:25 PM

To: Food Department San Francisco Chronicle

Subject: re Food Matters November 2

In Food Matters, by Marion Nestle, on November 1, 2009 Ms. Nestle is critical of the way in which author Michael Pollan presented his views at Cal Poly State College on October 15. I do not think Ms. Nestle was there. I was there!

Mr. Pollan participated with an owner of an organic produce farm, Ms. Myra Goodman, and with an animal scientist from Colorado State University, Dr. Gary Smith. No restraints were placed on what Mr. Pollan said. He was at liberty to present his viewpoint to a standing-room only audience, and he did. His final words are perhaps the most telling – he said: “I am not a scientist or an academician; I am a story-teller.”

We can agree that he is an outstandingly good story-teller. His basic training, a degree in English, has equipped him to be one of the best. Whether he is talking about food, or orchids, or indeed any other subject that interests and motivates him, he tells a spell-binding story. However, this is vastly different from academicians and scientists whose written word is usually subjected to peer review, and thorough research for fact-based information.

Mr. Pollan is a very pleasant man, and a near neighbor of mine in Berkeley, California. We are both but a few blocks from the weekly Farmers Market every Thursday in North Berkeley, and we have the luxury of shopping at some outstanding niche food stores in the neighborhood. Food producers in the United States, including farmers, livestock producers and those that harvest and process food, are feeding millions of people in the U.S. and beyond, a capability well beyond the reach of local Farmers Markets.

Having been associated with the meat processing industry for nearly 50 years, I am enormously proud of its efforts to produce an abundant and safe food supply, and its constant efforts to improve food safety practices. I am grateful to have so many choices where to buy food, including the local Farmers Market, and large chain stores in my community. Quite frankly, I deplore the mischaracterization presented by Ms. Nestle in her column.

Rosemary Mucklow
Director Emeritus

(original article: <http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2009/11/01/FD4A1ABD12.DTL>)