# Internal document reveals meat industry's role in backlash against EAT-Lancet Report



A recently leaked internal document has shed light on the backlash faced by the EAT-Lancet Report, a pivotal study on food systems published in 2019. This document, revealed by the investigative journalism website DeSmog, suggests that the meat industry may have played a significant role in orchestrating the negative response to the report.

The EAT-Lancet Report represents a collaborative effort by leading food and nutrition scholars to outline a healthy and sustainable diet, introducing what is termed “The Planetary Health Diet.” This dietary framework promotes the consumption of nutritious and sustainable plant-based foods while allowing for minimal amounts of meat and dairy. Despite its scientific basis and appearance in peer-reviewed literature, the report encountered extensive criticism, particularly accusations intertwined with misinformation, conspiracy theories, and personal attacks.

According to the leaked document, the PR firm Red Flag was instrumental in fuelling the backlash against the EAT-Lancet Report. DeSmog's findings indicate that Red Flag advised journalists, think tanks, and influencers to characterise the report as “radical,” “out of touch,” and “hypocritical.” This strategy appears to have reframed the discourse surrounding the EAT-Lancet Report into a contentious cultural issue, diverting attention away from the data and implications of the report itself.

The document also highlights that Red Flag’s campaign against the EAT-Lancet Report was initiated on behalf of the Animal Agriculture Alliance (AAA), an organisation dedicated to representing the interests of the animal agriculture sector against perceived threats. Notably, the AAA includes board members from major meat production companies such as Cargill and Smithfield Foods. Red Flag's clientele spans various industries, including tobacco and chemicals, and the firm is reported to offer advisory services to the Meat Institute.

“Red Flag turned EAT-Lancet into a culture war issue,” stated Jennifer Jacquet, a professor of environmental science and policy at the University of Miami and an expert in lobbying, as quoted in DeSmog. She expressed concern that this approach impedes constructive discussions about the critical data and findings presented in the report, reflecting the broader challenges faced by advocates for truth in climate and food sustainability.

Since the initial publication of the EAT-Lancet Report, a substantial body of research has emerged to support its primary conclusions. This growing body of evidence reinforces the assertion that the current food system, heavily reliant on meat consumption, is unsustainable and detrimental to human health. Moreover, a shift towards a plant-based diet is anticipated to yield significant benefits for both individual well-being and the planet. Anticipation surrounds the forthcoming update, tentatively titled EAT-Lancet 2.0, which is expected to be released later this year.

Plant Based News has reached out to both Red Flag and the Animal Agriculture Alliance for comments regarding these developments.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.desmog.com/2025/04/10/meat-industry-red-flag-animal-agriculture-alliance-behind-attacks-flagship-climate-friendly-diet-report-eat-lancet/> - This article from DeSmog reveals a leaked document showing how the meat industry, through a PR firm named Red Flag, orchestrated a backlash against the EAT-Lancet Report. It highlights Red Flag’s role in framing the report as radical and out of touch with public sentiment.
* <https://www.instagram.com/dr.alandesmond/p/DITjED3qhpS/> - This Instagram post shares information about a leaked document revealing the meat industry’s role in manufacturing the backlash against the EAT-Lancet Report.
* <https://www.worldoceanobservatory.org/breaking-wave/pr-campaign-may-have-fuelled-food-study-backlash-leaked-document-shows> - This article discusses how a leaked document indicates that a PR campaign may have fueled the backlash against the EAT-Lancet Report, which recommended a shift to more plant-based diets.
* <https://eatforum.org/eat-lancet-commission/> - The official website of the EAT-Lancet Commission provides detailed insights into the report and its recommendations for a healthy and sustainable diet.
* [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(18)31788-4/](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2818%2931788-4/) - This link leads to the original EAT-Lancet Report published in The Lancet, outlining a plan for a healthier and more sustainable global food system through the adoption of the Planetary Health Diet.