

THE REDUCETARIAN SOLUTION

(Press) – April 2017

“This book offers us a path towards a more ecological, sustainable, humane, and compassionate world while improving our own health and well-being.”

—**Deepak Chopra, author of *Quantum Healing***

“Brian is a true visionary—a courageous leader of wellness and compassion. His practical advice and delicious yet simple recipes in *The Reducetarian Solution* will inspire you to transform the way you live, love, and eat.”

—**Kris Carr, wellness activist and *New York Times* bestselling author of *Crazy Sexy Diet***

“Reducetarianism: 2 → 1 burgers saves as many cows as 1 → 0”

—**Steven Pinker, author of *The Better Angels of Our Nature: Why Violence Has Declined***

“*The Reducetarian Solution* is a bold new blueprint for a healthier and more compassionate food system, one conscious consumers and businesses are increasingly adopting.”

—**John Mackey, co-founder and co-CEO of Whole Foods Market**

“Full vegetarianism is a noble ideal, but many are intimidated by an illogical fear that it has to be a single major, all-or-nothing leap. Reducetarianism is a good, humane, environment-friendly, step-by-step approach to an ideal whose time will finally come.”

—**Richard Dawkins, author of *The God Delusion*, *An Appetite for Wonder*, and *Brief Candle in the Dark***

“Moderation in everything means being a reducetarian in practice. By eating less meat, you’ll be doing your body, your planet, and your kids’ future a favor. And you’ll be proving once again that small steps can take us long distances.”

—**Daniel H. Pink, author of *Drive* and *A Whole New Mind***

“*The Reducetarian Solution* reveals a practical way to address the moral case for animal rights, sparing farm animals from suffering, and preserving the environment from destruction.”

—**Noam Chomsky, author of *Profit Over People: Neoliberalism & Global Order***

“The Reducetarian movement has the power to make us all—“all” meaning ourselves, our children, and millions and millions of suffering animals—happier and healthier.”

—**Susan Cain, *New York Times* bestselling author of *Quiet: The Power of Introverts in a World That Can’t Stop Talking***

“A balanced mood, energized body, and sharp brain are just a few of the many

benefits of being a reducetarian.”

—**Sonja Lyubomirsky, author of *The How of Happiness***

“Reducetarianism reminds us that progress is achieved incrementally. The very idea empowers everyone to participate in saving the world.”

—**Andrew Solomon, author of *Far From the Tree: Parents, Children, and the Search for Identity***

“*The Reducetarian Solution* shines a spotlight on proven and time-tested tips that will help you master a delicious, healthy, and compassionate lifestyle. If you are interested in unleashing your own creativity in the kitchen, you’ll want to read this book!”

—**Scott Barry Kaufman, author of *Wired to Create: Unraveling the Mysteries of the Creative Mind***

“This life-changing book is all about the power you have, right now, to gain more physical, mental, social, and spiritual strength—by reducing one thing, one simple thing. If you’re looking for a way to live life more fully, following the advice in this book is probably the single smartest strategy you could adopt.”

—**Jane McGonigal, PhD, author of *SuperBetter* and *Reality is Broken***

“Here is a simple, smart, world-changing practice that does not require me to entirely give up pork tacos. Kudos, Brian Kateman!”

—**Mary Roach, author of *Gulp: Adventures on the Alimentary Canal***

“This eclectic compendium (including recipes) will inspire and educate the curious and reticent, as well as those who are already, in some way, walking the reducetarian path.”

— **Publisher’s Weekly**

“[offers] delightfully practical guidance... This book will be of interest to environmentally conscious readers who wish to examine their dietary choices.”

— **Library Journal**

“Reducetarianism offers a pathway toward less destructive consumption patterns and may—for some—be a gateway drug to a vegetarian or vegan lifestyle... This book offers a really fantastic, thought provoking and wide-ranging perspective for how we can keep this momentum moving forward.”

— **Treehugger.com**