

# Will Chipotle Remove Meat From Its Ingredient List Next?



By Hank Campbell — October 28, 2015

In April, [the organic food lobbyists behind groups like U.S. Right To Know](#) [1] got Chipotle to claim they were removing foods which consisted of genetically modified organisms (GMOs) - by using a different soybean oil.

Activists had previously bragged that they moved the stock market and Chipotle products and management had nothing to do with the fast food company's success, before bragging that they moved partisan food writers like Michael Pollan and Tom Philpott of the left-wing magazine *Mother Jones*.

**From:** O'Brien Robyn <[robyn@allergykids.com](mailto:robyn@allergykids.com)>

**Date:** Tuesday, October 29, 2013 1:09 PM

**To:** Charles Benbrook <[cbenbrook@wsu.edu](mailto:cbenbrook@wsu.edu)>

**Subject:** Re: Yes on 522's New Rocking GMO Salmon Ad; Dr. Bronner's Donates Another \$500,000

You are awesome. Wall Street is paying attention, too. Chipotle's stock hit a record high last week when they announced they would have to raise prices to go non GMO. It's up 44% on the year. Have spoken with Target and Nestle in the last week.

Sending a hug to you, Chuck. You are such an inspiration and mentor to me. Thank you for all that you do.

Robyn

On Oct 29, 2013, at 2:03 PM, Benbrook, Chuck wrote:

The "Unity" ad is terrific. I have had calls today from "The Economist" and the Wash Post. There is going to be a huge amount of media focus the next 10 days or so. Really important to craft the right messages post-vote, because this is a marathon and the beat will go on.

[2]

Chuck

1/20-23/14 - CMB trip to D.C. for AGree meeting, can do PLOS ONE related briefings etc.

#### The "A" Team of Commentators, Strategists, Influencers

People who are likely to help out with strategic Tweets, comments to media, etc. Can be asked upfront to take defined actions at key time, and play certain roles in specific communities.

Michael Pollan (Chuck, DONE)  
Ken Cook (Chuck, DONE)  
Melinda Hemmelgarn (Elizabeth/Theresa, initial contact)  
Tom Philpott, Mother Earth News (Chuck, DONE)

These individuals will be fully briefed on the paper and provided access to it and associated material on the M2M website by or about 12/2. They will be asked if they would be willing to help assure that the release and outreach effort is broad and on-message. We should ask them to be prepared for media interviews; tweet re the study release, and then again in response to media dialogue and the unfolding discussion of, and reaction to the study's findings. They will also be asked if they would be willing to help, on short notice, with a key strategic tweet or comment, usually on social media.

#### Nutrition/Science Community

Chris McCullum (DONE, Chuck)  
Melinda Hemmelgarn (Contact -- Elizabeth and Theresa)  
Alan Greene (DONE, Chuck)  
Marion Nestle (DONE, Chuck)  
Mardi Mellon and Doug Gurian-Sherman (DONE, Chuck)  
Susan Roberts (??)  
Cindy Daley (DONE, Chuck)  
Heather Darby (Contact - Chuck)  
Jessica Shade (Contact - Chuck)  
Coach Mark Smallwood (Contact - Elizabeth/Theresa)  
Dr. Mercola (Melinda/Elizabeth help approach)  
Dr. Oz (Contact - Chuck)  
Others from Melinda H's list

Now they were really ecstatic and trumped their win. But it was a public relations ruse. Chipotle was seeking to place a [health halo](#) [3] on its shingle but the meat, the cheese and the soda they sold still all contained GMOs - meanwhile, the evidence-based nutrition community noted that their 1,500 calorie, 50 grams of fat burritos were still not remotely healthy and that GMOs had nothing to do with it.

And [not all organic food activists were willing to "play ball"](#) [4] with the organic corporations funding fear and doubt about their competitors. False advertising lawsuits and salmonella don't help a corporate image. As of today, the stock price is 10 percent lower than April, when they generated their anti-science PR buzz.

Worse, activists now sense that Chipotle is an easy target. As a bit of humor, after the United Nations World Health Organization International Agency for Research on Cancer (IARC) [declared red meat, and processed meats, a carcinogen](#) [5] (no, really - a sausage is as dangerous as asbestos and cigarettes, in a U.N. meta-analysis anyway) [a Change.org petition sprung up demanding that Chipotle get rid of the cancer-causing stuff](#) [6], not just because it is meat but because it is cooked in

*herbicide tolerant mutagenic sun flowers*

They don't seem to know what they are talking about, since they then note that GMOs were

removed "because glyphosate is a class 2A carcinogen", right? Actually, that is the rationale activists often use. Isn't one biology and the other chemistry? You will never get a job at NRDC asking awkward questions like that.

But activists not knowing what they are talking about has never impacted Chipotle decision-making before, so look for them to remove all meat from their food real soon.

---

COPYRIGHT © 1978-2016 BY THE AMERICAN COUNCIL ON SCIENCE AND HEALTH

---

**Source URL:** <https://www.acsh.org/news/2015/10/28/will-chipotle-remove-meat-from-its-ingredient-list-next>  
**Links**

[1] [http://www.science20.com/cool-](http://www.science20.com/cool-links/another_mainstream_science_publication_calls_out_usrtk_and_its_media_enablers-157467)

[links/another\\_mainstream\\_science\\_publication\\_calls\\_out\\_usrtk\\_and\\_its\\_media\\_enablers-157467](http://www.science20.com/cool-links/another_mainstream_science_publication_calls_out_usrtk_and_its_media_enablers-157467)

[2] <http://acsh.org/wp-content/uploads/2015/10/Robyn-OBrien-Chuck-Benbrook-Chipotle.jpg>

[3] <http://acsh.org/?s=%22health+halo%22&cat=0&x=26&y=35>

[4] <http://acsh.org/2015/09/chipotle-takes-the-stairway-to-heavin-2/>

[5] <http://acsh.org/2015/10/u-n-panel-says-sausage-is-as-dangerous-as-smoking/>

[6] <https://www.change.org/p/steve-ells-chipotle-needs-to-stop-selling-pork-and-beef-class-2a-carcinogens>