

nomenclature which basically says, "This is OK and won't harm you because nobody has complained about it." Only in America? Don't you believe it!

Many of those who have dared to speak and act against the industry and its political protectors have suffered both physically and financially as a direct result. The story of a New Zealand couple, Valerie and Richard James, who devoted their lives to exposing the evils of this trade, is worthy of honourable mention. Much of the suppressed research and evidence was brought to worldwide attention through their single-mindedness and courage. They were a great source of advice and information to me and many others in our efforts to spread the word.

The James' Experience Whangarei New Zealand

I first became aware of them from an article in *Nexus Magazine*. Breeders of tropical birds, the couple had been alerted to the genetic effects of soy when they switched to bird feed which was based on soy protein – with disastrous results: "...deformed, stunted and stillborn babies and premature deaths among females, with the result that the total population in the aviaries went into steady decline." They then realised that many of the symptoms suffered by their birds were similar to the symptoms suffered by their children, who had been fed soy formula. Understandably, they were deeply disturbed by what soy had done to their children and their birds, and enlisted the aid of toxicologist Mike Fitzpatrick, PhD, whose work is described elsewhere in this book. Together they formed an alliance to investigate and expose what big business and government preferred to hide.

While preparing the Sixth Edition of this book, I rang Valerie and Richard in Whangarei, New Zealand, to introduce myself and ask a favour. I needed a paragraph on the reaction of the soy industry and the New Zealand Government to their nine-year crusade against feeding babies soy formula. As Richard said, "It's impossible to compress years of fear and a constant feeling of menace into a paragraph." So they sent me, instead, a huge envelope stuffed full of the most horrifying information, which instilled in me a feeling of menace that remains with me to this day.

Even I, with my knowledge of cosy industry/government connections, was shocked by what I read. The Jameses enclosed a copy of the painstakingly-researched scientific proof they had presented to the government. This document is so damning that I was astonished they had been unable to persuade the government to even consider the problem. They enclosed hair-raising details of industry/government threats, lies from officials who were and are protecting the soy industry, and details of careers that were destroyed, grants withdrawn, and research papers censored or not published.

The pressure on one of the scientists with whom they worked was so great that his assistant suffered a nervous breakdown and had to flee the country. Yet the New Zealand government was and still is prepared to go to any lengths to protect the soy industry and their multi-billions in annual profits. Even their Federal Health Minister was firmly aligned behind the baby killers! Their then Prime Minister, Helen Clark, should have been ashamed for her role in this!

Threats and Lawsuits

Once they became recognised as serious threats to the continued dominance of the pro-soy lobbyists, the Jameses faced all manner of threats, personal vilification and legal actions. Their own government actually allowed a soy producer to use government-funded Legal Aid to sue them for telling the truth about their product! They, of course, had to fund their own crippling legal defence.

Visit Dr Fitzpatrick's website, www.soyonlineservice.co.nz, and you will be able to see not only the mountain of credible evidence he and the Jameses assembled against the actions of the multinationals, but also get a sense of some of the lengths to which their detractors will go in their attempts to discredit them. The New Zealand government, using taxpayer's funds, pilloried this courageous couple for trying to save babies from the crippling effects of soy formula! They should be thanked, instead of being sued and threatened. It's not only depressing: it's outrageous, and would be criminal if we lived in a decent society. It would seem that there is no way decent people can win against the multinationals when these corporations are backed by governments.

Tragically, Valerie James died in 2008. She is sorely missed.

Truth Will Out

But maybe there is hope yet. Slowly, and despite the power of the vested interests and the complacency and *laissez-faire* attitude of governments, the truth is beginning to emerge. The UK government is considering restricting the sale of soy-based infant formula, and the US Congress is now taking seriously a plethora of complaints and legal actions being instituted against Monsanto on behalf of millions of Americans whose lives have been ruined through the corporate greed of this legalised drug pusher. This is largely due to the efforts of the Weston A Price Foundation, a Washington public interest charitable organisation, which has conducted an unrelenting political lobbying campaign in Congressional Committees.

In other countries, notably Australia and New Zealand, as well as the USA, class actions are being prepared which will finally make public the human toll and the extent of cover-up, falsification, manipulation, harassment, threats and other illegal activities undertaken by powerful multi-nationals in order to

maintain the multi-billion-dollar profits generated by this innocuous-looking, genetically modified and deadly poisonous bean.

Numerous former advocates of the inclusion of soy in our diet have been prepared to re-examine the evidence and are now publicly admitting they were misled by false claims, incomplete and fraudulent research. Which, paradoxically, seems to have hardened the resolve of less enlightened proponents to bury their heads even deeper in the sand and continue to ignore reality. Yes, there is some hope, but don't hold your breath.

Following are some extracts from a letter sent by US hospital dietician Joyce Gross, MA, RD, LD/N, to her own patients and friends, which she has kindly allowed me to publish:

"Some of you may remember that last year I was touting soy along with the rest of the medical profession regarding its beneficial effects. I was consuming soy for its phytoestrogen effect to alleviate menopausal symptoms. I was duped like so many other non-suspecting consumers.

"I have developed Hashimoto's Disease or acute Hashimoto's Thyroiditis which is an acute autoimmune disease that affects the thyroid gland. (In basic terms this means that my thyroid is attacking itself and I can no longer produce thyroid hormone). My initial symptoms included things like severe joint pain especially in my hands, "trigger" finger(s), carpal tunnel syndrome, excessive weight gain (I gained about 25 lbs. in 3-4 weeks ..."

After describing how her self-diagnosis and research established the cause and condition that physicians she consulted had at first failed to recognise, Joyce advised her friends:

"... I have since found out that Hashi's can take 8 years to diagnose (we don't build up the antibodies overnight to it)...

"The soybean industry is a multi-billion dollar industry in this country so they are trying to keep this quiet, even though there have been doctors in the FDA who have written position papers regarding the dangers of soy.

"With so many new products coming out containing soy, and the continued 'touting' of it as a major benefit, more and more women are going to become hypothyroid. I am currently working as a nutrition expert in treating depression, bi-polar disorder and substance abuse problems. I can't tell you how many of the women who are admitted for depression are also hypothyroid to the point now that the medical doctor automatically first checks their TSH before the psychiatrists even start prescribing their meds. If I hadn't been so adamant about taking over my own health issues last August, I could have very easily wound up being a patient in my own hospital."

Would that other influential health professionals had her courage and honesty.

Attention Men!

The Soy propagandists neglect to mention that their product contains a potent female hormone – phytoestrogen – that will adversely affect your fertility and your sex drive. If you fall victim to their billion dollar ad campaigns, your testosterone levels will drop, and you may develop breasts. And your son, if fed soy while in the womb, and then fed soy formula, will be in danger of having a penis no larger than its size in infancy, and may also develop breasts!

Buyer Beware

In conclusion, I'd like to share with you a true story indicating the extent to which members of the soy lobby will go in order to mislead the consumer about the claimed benefits of their products. In Australia and New Zealand, the ***Sanitarium Health Food Company*** (a commercial, tax-free offshoot of the Seventh Day Adventist Church) makes a wide range of products containing soy – all of which are claimed by Sanitarium to provide health benefits.

In 1998, the New Zealand Commerce Commission launched a prosecution against Sanitarium for publishing over 150 misleading advertisements for its *So Good* soy milk, in which various unsubstantiated health-related claims were made. The NZCC action was settled out of court after Sanitarium signed a consent decree and entered a Deed of Trust promising not to repeat the claims.

Then, in 1999, Sanitarium formed and financed the official-sounding *International Soy Advisory Board*, which sent Sue Radd and others to New Zealand in May that year to promote Sanitarium's products. (Ms Radd is an Australian nutritionist whose media articles, books and public appearances invariably promote the 'goodness' of soy.)

In a cooking program on TV NZ's ***Good Morning Show***, Ms Radd, appearing as a 'nutritionist guest expert', spoke glowingly of the claimed benefits of soy consumption. Cartons of *So Good* were prominently in view of the camera.

The following are direct quotes from the published decision of the NZ Broadcasting Standards Authority in response to complaints about the program:

"The benefits of soy consumption were said to include a lower incidence of heart disease, improved reproductive health, reduction in the incidence of osteoporosis, and alleviation of the symptoms of menopause... The material discloses that the Nutritionist was closely aligned to Sanitarium, makers of 'So Good'... If an expert is aligned to product promotion, that ought to be made clear... By failing to disclose this relationship in a programme where she spoke positively of 'So Good', apparently as an 'independent' nutritionist, the Authority concludes that the broadcast, through this omission, breached the requirement of Standard in Sec G.1 to be truthful and accurate on points of fact.

"Where making claims about the health benefits of ingredients which are themselves a matter of controversy, then the Authority considers that the broadcast should at least acknowledge the existence of that controversy... those claimed benefits are a matter of contention and there is controversy... the Authority notes that no effort was made on the programme to point out that there is significant disagreement among the experts about the claimed health benefits of soy. As these criticisms were not raised or discussed, the Authority concludes that the programme lacked impartiality and balance, and that the Standard (G 6) was breached."

On 23 August 2002, both Sue Radd and I appeared on the Australian Channel 7 programme ***Sunrise***, where she was again credited as a spokesperson for the *International Soy Advisory Board*. My attempts to clarify her credentials

and cite the above case were gagged by the presenters and the 'independent' Ms Radd strongly denied she had any formal links to Sanitarium.

There's more. Sanitarium admits that it is the 'convenor' of the *Australasian Nutrition Advisory Council*, another supposedly independent public advisory body on nutrition. And, from Sanitarium's own website: "In 1987...Sanitarium established the Nutrition Education Service in order to provide the community with reliable, easy-to-understand nutrition information." So much for all that 'independent' research and advice (and let's not forget that many of their 'health' products are also laced with deadly artificial sweeteners).

Shun Soy Protein Isolate! (SPI)

The Whole Soy Story, an impeccably-researched book, explodes every lie told by the soy growers/pushers. Kaayla T. Daniel, PhD, CCN, is to be congratulated for the monumental work she has done, and for the way she takes readers by the hand and leads them to the truth about soy protein isolate. This is science writing at its best and it's entertaining, too. Dr. Daniel explains that SPI contains "...some 38 petroleum compounds including, but not limited to: butyl, methyl and ethyl esters of fatty acids; phenols, diphenyls and phenyl esters; abietic acid derivatives, dihydroabietinal, hexanal and 2-butyl-2-octenal aldehydes; dehydroabietic acid methyl ester; dehydroabietene and abietatriene."

Dr. Daniel exposes the way SPI increases the requirements for vitamins E, K, D and B12, and details the way carcinogenic nitrosamines and lysinoalanines are created during processing. Not surprisingly, severe mineral deficiencies appear in test animals fed SPI. (And, presumably, in people as well.) Yet, if you buy processed food, you will not be able to avoid SPI and it will not necessarily appear on the label. This deadly "food" belongs in the toxic waste dump, but the multi-nationals prefer to dispose of it in **you, your family and in baby formulas**. I call this genocide. They call it business as usual.

Many companies make and aggressively push profitable products that are made from this dangerous form of soy. My outspoken, international campaign against soy, and particularly SPI, has not singled out particular companies (other than Sanitarium) that are profiting from this poisonous product. One, however, Lumen Foods, owned by Greg Caton of Alpha Omega Labs, makes several products using SPI. He appears to have taken my warnings personally, and has gone on a misinformation campaign, even lying about my motives, trying to destroy my reputation. I trust that my readers will see this for what it is – "payback" for my crusade regarding the dangers of soy, and anger about a non-profit documentary we are making. For details about this one-sided feud, see Skin Cancer, at the end of **Chapter 25**.

*

*

*

For those who ask if organic soy is safe, I say, "Would you eat organic arsenic?"