



Manipulating Canadians into eating cloned meat: A case study in Manufacturing Consent.

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Key Points to Consider:

1. All 27 countries of the European Union are not eating cloned meat. *The European Union banned the cloning of farm animals to protect animals from the cruelty that results from cloning, and to protect human safety.*
2. The real issues for Canada are:
 - (a) should the consumption of cloned meat *be banned*, and
 - (b) *should there be a complete ban* on the cloning of farm animals, in part, to protect animals from the cruelty that results from cloning.
3. Canadians are experiencing *a classic case of mass manipulation*. Health Canada and the main stream media have succeeded in limiting public discourse to whether cloned meat for human consumption should be labelled. This mass media manipulation avoids the real issues, namely whether:
 - (a) the consumption of cloned meat should be banned, and
 - (b) the cloning of farm animals should be banned.

Canadians are being blinded to these real issues with a mass media campaign *that assumes* cloned meat should be consumed. Canadians are being focussed on the manufactured issue of whether cloned meat for human consumption should be labelled. *This is a classic example of Manufacturing Consent.*

4. We can be confident that we are in the middle of a Manufacturing Consent exercise. A Manufacturing Consent exercise focusses on an issue that is not the real issue to divert attention away from the real issues. The real issues are whether cloned meat should be banned and whether the cloning of farm animals should be banned. Because Canadians have been forced to focus on the fake issue of labelling there has been zero discussion of the real issues.
5. *It will be mandatory that Canadians eat cloned beef and pork.* If you cannot know whether meat eaten in a restaurant or purchased in a grocery store is cloned, you



cannot avoid cloned meat. This makes the consumption of cloned meat mandatory. In other words you will have no choice. You will eat cloned meat.

- 6. There have been *no human safety studies* to determine the safety of humans eating cloned beef or cloned pork. The Canadian Consumer will be the test subject.**
- 7. There appear to be *no animal safety studies of animals fed cloned pork*. The Canadian Consumer will be forced to eat cloned pork with no human safety studies and no animal safety studies.**
- 8. There are *limited short term studies of rats fed cloned beef*. The Canadian Consumer will be forced to eat cloned beef with no human safety studies and insufficient rat studies.**
- 9. Would an ethics board approve of forcing Canadians to eat cloned meat with no human safety studies and shamefully inadequate animal safety studies?**
- 10. The Dangers of cloned meat are not being safeguarded against. Cloned meat is prone to genetic and anatomical defects of unknown danger. Cloned animals require more hormones, antibiotics and chemical drugs than normal animals.**
- 11. Health Canada's safety assessment is shockingly inadequate. It is clear Health Canada has a mandate to force Canadians to eat cloned meat regardless of the obvious risks.**
- 12. Will cloned meat be forced upon Canadians as a means to introduce biopharmaceuticals and biochemicals into the Canadian food supply?**
- 13. Will cloned meat be forced upon Canadians as a means to introduce deliberate genetic modifications into the Canadian food supply?**
- 14. Why are the serious animal welfare issues caused by cloning not being discussed?**

1. All 27 countries of the European Union are not eating cloned meat. The European Union banned the cloning of farm animals to protect animals from the cruelty that results from cloning, and to protect human safety.

There are 27 countries in the European Union. None of them is eating cloned meat. Nor will they be.



In September, 2015, the European Union adopted a Regulation banning the cloning of farm animals. This was done to protect animal welfare. It was also done to protect human safety.¹ The European Union is concerned about the animal cruelty associated with cloning animals. In the European Union assessment on cloned farm animals² *they discuss alarming animal suffering issues for both the surrogate dams and for the cloned animals.*

2. The real issues for Canada are:

- (a) should the consumption of cloned meat *be banned*, and**
- (b) *should there be a complete ban on the cloning of farm animals, in part, to protect animals from the cruelty that results from cloning.***

There is no advantage for the Canadian consumer in eating cloned meat.

As discussed below there are safety concerns with cloned meat that are not being addressed. Indeed, the lack of safety data is shocking.

There are serious animal welfare issues from cloning. There are serious human safety issues with cloned meat. These issues have led the European Union and its 27 member countries to ban the cloning of farm animals.

The real issues for Canada are:

- (a) should the consumption of cloned meat be banned, and
- (b) should there be a complete ban on the cloning of farm animals, in part, to protect animals from the cruelty that results from cloning.

3. Canadians are experiencing a classic case of mass manipulation. Health Canada and the mainstream media have succeeded in limiting public discourse to whether cloned meat for human consumption should be labelled. This mass media manipulation avoids the real issues, namely whether:

- (a) the consumption of cloned meat should be banned, and**
- (b) the cloning of farm animals should be banned.**

Canadians are being blinded to these real issues with a mass media campaign that assumes cloned meat should be consumed. Canadians are being focussed on the manufactured issue of whether cloned meat for human consumption should be labelled. This is a classic example of Manufacturing Consent.



On November 13, 2025, Health Canada announced that cloned meat would be sold as food to the public without any labelling or notice that the cloned meat was from a cloned animal.

The mainstream media broadcast a single message: that cloned meat will be introduced without any labelling. This media messaging caused the predictable response. Canadians have responded saying they do not want cloned meat without labelling. On November 19, Health Canada announced a pause on allowing cloned meat without labelling.

Corri Hunsperger, co-host of Talk Truth, pointed out that this is an exercise in manufacturing consent. According to Corri, the real issue is that we should not be eating cloned meat at all. To avoid the real issue, and to get us to accept cloned meat, we are being subjected to an exercise of manufactured consent. The exercise works like this:

1. Health Canada announces that they will allow cloned meat without any labelling;
2. the media avoids the real issue: Should Canadians eat cloned meat;
3. the media focuses on the single issue that cloned meat will be introduced without any labelling;
4. Canadians react to the “no labelling” message by saying that they do not want cloned meat *without labelling* (this is the reaction Canadians were manipulated to give with the single “no labelling” message by the media);
5. Health Canada pauses the introduction of cloned meat without labelling;
6. Health Canada introduces the eating of cloned meat with labelling. Canadians agree to cloned meat because they believe they just “won” by getting labelling. The real issue, of whether cloned meat should be banned or not, is not discussed. Canadians are now eating cloned meat.

I would add to Corri’s analysis:

7. once Canadians have been eating cloned meat for a sufficient time, Health Canada will drop the labelling requirement. Health Canada’s message will be that Canadians are already eating cloned meat. There is no evidence of harm. The labelling is not needed and is unnecessary, and
8. the introduction of biopharmaceuticals, biochemicals and genetic modifications can be introduced into the food supply without labelling. This would be done by cloning animals which are genetically modified. The Health Minister was given the power to exempt any food or drug from all safety requirements, such as the labelling regulations, in the 2024 Federal Budget Bill (Bill C-69). It should be understood that cloning is the only realistic way to introduce biopharmaceuticals, biochemicals and genetic modifications into the meat supply. Health Canada’s Opinion Document makes it clear that the advantages of cloning is to introduce biopharmaceuticals, biochemicals and genetic modifications into the population.



4. We can be confident that we are in the middle of a Manufacturing Consent exercise. A Manufacturing Consent exercise focusses on an issue that is not the real issue to divert attention away from the real issues. The real issues are whether cloned meat should be banned and whether the cloning of farm animals should be banned. Because Canadians have been forced to focus on the fake issue of labelling there has been zero discussion of the real issues.

To manipulate Canadians into eating cloned meat, you have to:

- (a) avoid the real issues of whether the consumption of cloned meat should be banned, and whether the cloning of farm animals should be banned, and
- (b) introduce a decoy issue to draw attention away from the real issues.

We can be confident that we are in the middle of a Manufacturing Consent exercise. The mainstream media broadcasted a single unified message, that Health Canada was going to allow cloned meat without labelling.

We can also be confident that we are in the middle of a Manufactured Consent exercise because of how uniform the main stream media has been. Unless we were in a Manufactured Consent exercise it would not be possible that with one voice all of the main stream media:

- (a) avoided the issue of whether cloned meat should be eaten;
- (b) avoided the issue of whether the cloning of farm animals should be banned;
- (c) spoke of how countries like the U.S. permits cloned meat, but avoided the truth that this is a rare exception. How can it be that all of the media missed that cloned meat is not eaten in all 27 European Union countries? How can it be that the media missed that the European Union has banned the cloning of farm animals?
- (d) did not mention the known dangers of cloned meat such as genetic and anatomical defects;
- (e) did not mention that cloned animals are sicker and as a result have more hormones, antibiotics and drugs than normal animals;
- (f) did not mention that there are no human safety studies on cloned meat;
- (g) did not mention that there are insufficient animal safety studies on cloned meat;
- (h) did not mention that Health Canada's safety study is seriously flawed;
- (I) did not mention the *serious animal welfare issues connected to cloning*.



This is what an exercise in Manufacturing Consent looks like. The media works in unison to focus on the decoy issue at the exclusion of the real issues.

5. *It will be mandatory that Canadians eat cloned beef and pork. If you cannot know whether meat eaten in a restaurant or purchased in a grocery store is cloned, you cannot avoid cloned meat. This makes the consumption of cloned meat mandatory.*

Health Canada's goal is to allow cloned meat to be sold without any requirement that the meat be labelled as cloned meat.

The only way for you to know if meat is cloned is for it to be labelled as cloned meat. Cloned meat will not be labelled, meaning that you will not know if meat you are consuming is cloned.

If you cannot know whether meat you eat in a restaurant or purchase in a grocery store is cloned, you cannot avoid eating cloned meat. This makes your consumption of cloned meat mandatory instead of voluntary. Your consumption of cloned meat is involuntary because you have no choice. Without labelling you cannot avoid eating it.

In other words, *you will be forced to eat cloned meat.* You will not have a choice.

6. *There have been no human safety studies to determine the safety of humans eating cloned beef or cloned pork. The Canadian Consumer is the test subject.*

Health Canada's "paused" decision to allow cloned meat to be sold without labelling is based on an opinion document called *Scientific opinion on the impact of somatic cell nuclear transfer (SCNT) cloning of cattle and swine on food and feed safety, animal health and the environment* (Health Canada Opinion Document).³

This document lists all of the studies Health Canada's opinion is based on. There is no listing of any human safety studies where humans ate cloned beef or cloned pork to determine whether it is safe for humans to eat. There is a listing of a limited 14 week study of rats eating cloned beef.

I am not a researcher, but it appears that there have been no human safety studies to determine the safety of humans eating cloned beef or cloned pork.

You will be *forced to eat* cloned beef and/or cloned pork without a single human safety study.



7. There appear to be no animal safety studies of animals fed cloned pork. The Canadian Consumer will be forced to eat cloned pork with no human safety studies and no animal safety studies.

As discussed above, I cannot find any human safety study on whether eating cloned beef or cloned pork is safe.

I also cannot find a single animal safety study to show that cloned pork is safe for animals to eat.

So it appears that there are no human safety studies and no animal safety studies on cloned pork.

You will be *forced to eat* cloned pork:

1. without a single human safety study, and
2. without a single animal safety study.

8. There are *limited short term studies of rats fed cloned beef*. The Canadian Consumer will be forced to eat cloned beef with no human safety studies and insufficient rat studies.

As discussed above, I cannot find any human safety study on whether eating cloned beef or cloned pork is safe.

For cloned beef, Health Canada's Opinion Document lists one 14 week rat study where rats were fed cloned beef. There is further rat research but *the animal safety studies for cloned beef are minimal and should be considered preliminary at best*. There are no long-term studies.

You will be *forced to eat* cloned beef:

1. without a single human safety study, and
2. with very limited animal safety data, which should be considered preliminary data.

9. Would an ethics board approve of forcing Canadians to eat cloned meat with no human safety studies and shamefully inadequate animal safety studies?

It is important to phrase this as an ethical question. Is forcing Canadians to eat cloned meat ethical?



It may be that in the future we will conclude that eating cloned meat is safe. It may be that we will conclude that eating cloned meat is unsafe. Regardless of the future conclusion, the reality is:

1. there have been no human safety studies on cloned beef and cloned pork;
2. there have been no animal safety studies on eating cloned pork;
3. there has only been limited preliminary animal safety studies on eating cloned beef;
4. Canadians who eat beef and/or pork will be forced to eat cloned meat. Because labelling will not be mandatory, Canadians will not be able to choose to avoid cloned meat. In other words, Canadians will be forced to eat cloned meat;
5. as set out below, there are safety reasons for Canadians to want to avoid cloned meat, and
6. the European Union does not allow the consumption of cloned meat. The European Union has banned the cloning of all farm animals.

Is forcing Canadians to eat cloned meat ethical? Is there an ethics board on the planet that would support this?

10. The dangers of cloned meat are not being safeguarded against. Cloned meat is prone to genetic and anatomical defects of unknown danger. Cloned animals require more hormones, antibiotics and chemical drugs than normal animals.

The following cloning steps invite creating clones with damaged DNA and/or anatomical damage:

- (a) removing the genetic material from the nucleus of a cell of the animal being cloned (the Doner DNA);
- (b) introducing the Doner DNA into the cytoplasm of an egg that has had its own nucleus removed;
- (c) manipulating the egg with the inserted Doner DNA by various means to accept the Doner DNA and to become a zygote (fertilized egg).

An expected risk of cloning is raising cloned animals with damaged DNA. The DNA damage cannot be accurately predicted. This makes the risk of eating cloned meat with damaged DNA difficult, if not impossible, to assess.

An expected risk of cloning is raising cloned animals with anatomical damage. Cloned animals tend to require more hormones, antibiotics and chemical drugs.



Health Canada is taking no safeguards to protect against these known risks. There will be no testing for DNA damage, for anatomical damage, or for excessive hormones, antibiotics or drugs in the cloned animals.

Health Canada's Opinion Document lists other problems with cloning including:

Although animal clones have been successfully derived from various somatic cells in several mammalian species, there are problems associated with SCNT animal cloning, including lower rates of reproductive success, altered birth weights and higher organ failure rates....

Cloning through SCNT is currently an inefficient process in most mammalian species. The rates of healthy progeny produced with this technique vary considerably, with an average less than 10% of reconstructed embryos resulting in live animals (Cibelli et al., 2002; Parance et al., 2007; US FDA, 2008; EFSA 2012). There are multiple steps in the SCNT process that have been reported to be responsible for the relatively low success rates observed for the cloning process...

The cellular and reproductive manipulations associated with SCNT have the potential to impact the health, welfare, and survival of all animals involved in the cloning process. The surrogate dam, the animal clone, the sexually reproduced progeny of the animal clone, and any animals re-cloned from the animal clone, may all be affected. Parameters relevant to animal health include: pre-natal and post-natal survival rates for animal clones, birth weights, growth rates, freedom from anatomic defects or metabolic abnormalities, transmission of infectious diseases, fertility and longevity.

This is just a sampling from the Health Canada Opinion Document. ***This Document raises serious questions about whether cloning should be permitted from an animal welfare perspective.***

It is almost certain that any Canadian reading Health Canada's Opinion Document would avoid eating cloned meat (given the choice).

11. Health Canada's safety assessment is shockingly inadequate. It is clear Health Canada has a mandate to force Canadians to eat cloned meat regardless of the obvious risks.

We know that:

- (a) there are no human safety studies for cloned meat;
- (b) there are no animal safety studies for cloned pork;



- (c) there are only limited preliminary rat safety studies for cloned beef;
- (d) cloned animals are prone to have genetic damage;
- (e) cloned animals are prone to have organ damage and other anatomic defects.

Any one of these five factors should preclude cloned meat from being consumed in Canada.

Here, all five factors are present.

I would view *the following as minimum safety requirements:*

- (a) because cloned meat is prone to have genetic and anatomical defects, cloned animals should be screened for genetic and anatomical defects. Animals found with defects should be excluded from safety studies, let alone from the food supply and breeding;
- (b) long-term properly designed animal safety studies on the consumption of cloned animals that have been screened to ensure they have no genetic or anatomical defects;
- (c) long term properly designed human safety studies on the consumption of cloned animals that have been screened to ensure they have no genetic or anatomical defects;
- (d) safety is not known until consumption is wide-spread. If the previous three steps justify introduction into the food supply, the following should also be required:
 - (I) only animals screened to ensure they have no genetic or anatomical defects be permitted into the food supply;
 - (ii) only animals proven not to have excessive hormones, antibiotics and chemical drugs be permitted into the food supply;
 - (iii) mandatory labelling so that any adverse reaction can be linked to cloned meat, and
 - (iv) a post-market evaluation plan to assess whether adverse reactions to cloned meat are occurring.

Health Canada does not address any of these minimum safety requirements.

The Health Canada Opinion Document limits it's focus to avoid significant dangers. For example, Health Canada:

- (a) limits itself to animals from one type of cloning (SCNT cloning). The risks from other types of cloning are completely ignored (such as from ECNT cloning);



- (b) ignores the risks from the cloning of genetically modified animals. This is completely dishonest, as Health Canada makes it clear that the benefits of cloning is from genetic modifications such as those necessary to make biopharmaceuticals and biochemicals.

In the Health Canada Opinion Document, Health Canada fails to mention that there are no human safety studies. Health Canada fails to mention that there are no animal safety studies for cloned pork. Health Canada fails to mention that the limited rat data for cloned beef is preliminary and cannot be relied on to assess safety. Health Canada fails to mention that the European Union has banned the cloning of all farm animals. Most importantly, Health Canada ignores the known risks of cloned meat.

Rather than address the known risks of consuming cloned meat, Health Canada argues that because there are no significant biological differences between natural and cloned meat, that the cloned meat is safe. According to Health Canada:

available data indicates that there are no biologically significant differences in the composition of foods derived from healthy SCNT cattle and swine clones versus food from healthy animals produced through natural breeding and other ARTs.

This is not a proper way to assess the safety of cloned meat.

Health Canada does not make it clear that the studies to compare biological differences are few and that the numbers of animals involved are not large enough to rely on. For example the Opinion includes:

The food safety assessment was focussed mainly on Chapter VI: Food Consumption Risks of the US FDA risk assessment (US FDA, 2008). The US FDA has reported on several studies of composition of milk, beef and pork from clones, including ***one large study of five boar clones*** compared with 15 related control barrows (sic), and 264 clone progeny derived from these clones compared with related control animals (US FDA, 2008). There is little to no data available on composition of meat and milk from sheep and goat clones, in addition to little or no data on older livestock animals.

The one “large” study is shockingly small: only five cloned animals. This is a sample size that is too small to rely on.

Health Canada also argues that cloned meat is safe because there have been some comparisons of markers such as vitamins and minerals in cloned and natural meat. Finding that a few selected vitamins and minerals are found in similar quantities in cloned and natural meat in no way addresses the known risks with cloned meat.

Health Canada’s Opinion Document is a clear attempt to justify forcing Canadians to eat cloned meat without safety in any way being proven.

Health Canada’s Opinion Document is another clear failure by Health Canada. There is no critical analysis of any study cited. It is obviously written to give a pre-determined conclusion. It is another demonstration of why Health Canada cannot be trusted.



12. Will cloned meat be forced upon Canadians as a means to introduce biopharmaceuticals and biochemicals into the Canadian food supply?

The Health Canada Opinion Document includes the following:

Further, most SCNT cloning is expected to be valuable for use in conjunction with genetic modification technologies. For example, SCNT could be used: 1) to produce several copies of *transgenic animals that were bioengineered to have novel traits, such as the production of biopharmaceuticals, other biochemicals...*(emphasis added).

To introduce a biopharmaceutical or biochemical into the Canadian food supply one would:

1. bioengineer an animal that produces the biopharmaceutical or biochemical;
2. make multiple clones of the bioengineered animal;
3. consume the clones as food and/or breed the clones, and consume the offspring of the clones as food.

Canadians should consider that an outcome of permitting cloned meat to be consumed as food could be the introduction of biopharmaceuticals or biochemicals into our food supply.

The absence of mandatory labelling of cloned meat also means that Canadians would be forced to consume biopharmaceuticals or biochemicals when genetically modified animals are made and cloned.

13. Will cloned meat be forced upon Canadians as a means to introduce deliberate genetic modifications into the Canadian food supply?

The Health Canada Opinion Document includes the following:

SCNT cloning could accelerate the distribution of genetics from animals with superior or rare traits (e.g., product quality attributes, immune tolerance to endemic disease), or be *an adjunct to genetic modification (rDNA, gene editing) for dissemination of genetics in the population...*

Canadians should consider that an outcome of permitting cloned meat to be consumed as food could be the introduction of genetic modifications into our food supply.

The absence of mandatory labelling of cloned meat also means that Canadians would be forced to consume genetically modified meat when genetically modified animals are made and cloned.



It is likely that the purpose of manipulating Canadians into accepting cloned meat is to subject Canadians to involuntary medical (biopharmaceutical) and genetic treatments. This Manufacturing Consent exercise to manipulate Canadians into eating cloned meat has a purpose.

Consider:

- (a) cloning is difficult;
- (b) cloning is expensive;
- (c) raising cloned animals is more expensive because of their health complications;
- (d) cloning is ethically wrong because of the needless animal suffering it causes;
- (e) eating cloned meat introduces dangers that are hard to predict because the genetic damage created by cloning is unpredictable.

There are no advantages to manipulating Canadians to eat cloned meat, except that it is a way to introduce involuntary medical (biopharmaceutical) and genetic treatments.

14. Why are the serious animal welfare issues caused by cloning not being discussed?

There are serious animal welfare issues caused by cloning. For example, the European Union's Scientific Opinion⁴ on cloning includes:

This opinion considers animal health aspects in relation to the surrogate dams, to clones and their progeny. For surrogate dams, an increase in pregnancy failure has been observed in cattle and pigs and increased frequencies of hydrops and dystocia have been observed especially in cattle. This together with the increased size of the offspring (large offspring syndrome) makes Caesarean sections more frequent in cattle carrying a clone than with conventional pregnancies. These effects have also been observed in surrogate dams carrying pregnancies induced by assisted reproductive technologies not involving SCNT, but at much lower frequencies.

A significant proportion of clones, mainly within the juvenile period for bovines and perinatal period for pigs, has been found to be adversely affected, often severely and with fatal outcome. Most clones that survive the perinatal period are normal and healthy, as determined by physiological measurements, demeanour and clinical examinations. There is no indication of adverse effects for the sexually reproduced progeny of cattle or pig clones. However, clones and their progeny have not yet been studied throughout the whole of their natural life span.

The current welfare assessment is extrapolated from mainly animal health data. The welfare of both the surrogate dam and a significant proportion of clones has been found to be affected by the adverse health outcomes observed.



The European Union has banned the cloning of all farm animals to protect animal welfare due to the suffering of cloned animals and of surrogate dams.

Cloning should be banned in Canada to protect animal welfare.

Why are the serious animal welfare issues caused by cloning not being discussed by Health Canada or any of the main stream media?

Invitation for comments and corrections

Outside of the field of law, I am not a researcher. When I say there are no human safety studies I am making this conclusion based on Health Canada not mentioning or citing any. I am also relying on my searches which are limited, as this is out of my area of research expertise.

I invite comments and corrections. I will amend this document based on them.

Thanks to Health Canada and the Mainstream Media

Despite my lack of expertise in medical research, it is clear that this paper is necessary to raise the issues that are being deliberately ignored in this manipulation of Canadians.

I thank Health Canada and the mainstream media for presenting such a strong example of Manufacturing Consent. Canadians need to become aware of how the government and the media manipulate.

To learn more about manufactured consent I would suggest:

- *Manufacturing Consent - The Political Economy of the Mass Media*, by Edward S. Herman and Noam Chomsky, and
- *Manufacturing consent: Government behavioural engineering of Canadians*, by the Justice Centre for Constitutional Freedoms.

Endnotes

1. The European Union Regulation is P8_TA(2015)0285. It can be found at:
https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv%3AOJ.C_.2017.316.01.0278.01.ENG&toc=OJ%3AC%3A2017%3A316%3ATOC.

2. This European Union document can be found at:
<https://efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2008.767>.

3. The Health Canada Opinion Document can be found at:
<https://www.canada.ca/en/health-canada/programs/consulation-food-derived-somatic-cell-nuclear-transfer-clones-offspring-policy-update/scientific-opinion.html>.



4. This Document is the one referenced in Endnote number 1 found at:
<https://efsa.onlinelibrary.wiley.com/doi/epdf/10.2903/j.efsa.2008.767>.