Persuasive Speech Outline

**By**

1. **Delbin Sanchez**

**COMM 120**

**Public Speaking 120 – Spring 2012**

**Instructor: Alessandrina Canzona Sweeney**

 Delbin Sanchez

**Title:** Reformation through less Meat and Dairy Consumption

**Purpose:** To Persuade individuals to become vegetarians or vegans

**Speaker:** Delbin Sanchez

**Thesis Statement:** If you switch to a vegetarian or vegan diet you will protect the environment while saving an immense amount of money. But most importantly, removing animal products from our diets will protect us from numerous health issues.

**Introduction:**

**Attention-getter:** America ever since our founding we have been a country of carnivores. As soon as Christopher Columbus embarked on an odyssey and discovered the new world our lifestyles were doomed. If history has taught us anything is that Christopher Columbus intended to find a quicker route to India for its vast sources of meat, dairy products… and spices. Little did he know that his expedition would destroy our eating habits.

Now let me ask you all a question. Do you remember the last meal you induced? Did it taste amazing? If it did it probably contained meat. Our lust for meat and dairy is gradually destroying our livelihoods and soon it will be too late to repent eating that burger, steak, or milkshake. It has not only affected the lives of hundreds of thousands of Americans but it has also taken a toll on a wonderful woman by the name of “Mother Nature.” “Hell hath no fury like a woman scorned” and soon this woman will wreak havoc on all of us for our infamous lifestyles. The carnivorous lifestyles of all individuals need to be reformed! “But Delbin, how can we fix this you may ask?” Well let me tell you my dear carnivorous friends. In order to protect your lives and the world, you need to become vegetarians or better yet vegans.

**Establishment of Ethos:** I used to have health complications due to my persistent consumption of meat and dairy but that all changed once I reformed my eating habits

**Thematic Statement:** Did you know that the methane and nitrous oxide gas emissions produced by the farm animals waiting to become your lunch release more pollution into the air “than all the cars, trucks, planes, and ships in the world combined.” (Fanelli, “Meat is murder on the environment.”)

**Preview:**

**First** we will begin by exploring the effects of meat and dairy consumption on the environment.

**Then** we will explore how your carnivorous lifestyles affect your wallet.

**And Finally** I will expound on meat and dairy’s effect on your health and the health of your loved ones.

**(Transition)** You may think this is a drastic change and may probably want to know if I am a vegetarian. My answer is plain and simple…

**Body**

1. **Main Idea 1:** Did you know that the amount of meat we consume is a major cause of global warming?
2. **Sub Point and/or supporting material:** In 2006 the United Nations called the meat industry "one of the top two most significant contributors to the most serious environmental problems, at every scale from local to global." (Fanelli, “Meat is murder on the environment.”)
3. **Sub-subpoint:** That is a scary fact considering that there is an increase in livestock as population increases.
4. **Point and/or supporting material:** Many individuals continue to consume meat because they believe it is not possible for the environment to be hurt by meat but the effects are readily apparent in climate change, natural disasters and the melting of our glaciers. (Counter-argument)
5. **Sub-subpoint:** If you become vegetarian, “8 million tons of greenhouse gases will be reduced.” (www.books.google.com)
6. **Subpoint and/or supporting material:** In addition, according to the Smithsonian Institution, the United States suffers an abuse of its land as well since “80% of the agricultural land is used to raise animals for food and to grow grain to feed them.”(Osemwota, “Effects on the physical and chemical properties of soil.”)
7. **Sub-subpoint:** Not only that but the overgrazing of animals leads to the extinction of indigenous plant and animal species, soil erosion, and eventual desertification. And we all know what the effects of overeating are. You guessed it…
8. **Sub-subpoint:** The overeating of animals leads to an increase in excrements which later end up in our water as professed by the Environmental Protection Agency.
9. **Sub-subpoint:** I do not know about you guys but I enjoy uncontaminated water.

 **(Internal Summary)** If we all go vegan or at least vegetarian we will reduce the need for animals which will consequently prevent the further degradation of our natural resources.

 **(Transition)** Now that you all know the environmental impact perpetuated by meat and dairy let us move on to the burden on our wallets.

1. **Main Idea 2:** Money is a subject we deal with daily. We need and crave more and often fuss about how it goes away to soon. By becoming vegetarian we will not waste our hard earned money on meat and dairy and other useless contraptions.
2. **Sub Point and/or supporting material:** According to researchers in the University of Chicago in 2009, “becoming a vegetarian is 50% more effective than switching your standard car to a hybrid car.” (Singer, “Becoming a Vegetarian.”)
3. **Sub-subpoint:** Rather than buy that odd looking hybrid car whose price averages $24,000.00, everybody should spend on a decent vegetarian diet.
4. **Sub-subpoint:** The Environmental Defense proclaims that "if every American skipped one meal of chicken per week and substituted vegetarian foods instead, the carbon dioxide savings would be the same as taking more than a half-million cars off U.S. roads." (Matthews, Christopher. “Livestock a major threat to the Environment.”)
5. **Sub-subpoint:** People tend to have the misconception that a vegetarian diet is more expensive than a diet that consists of meat and dairy. (Counter-argument)
6. **Sub-subpoint:** Let me assure you that that train of thought is flawed.
7. **Sub-subpoint:** Vegetarians will save a sufficient amount of money since processed foods are more expensive in stores than healthier vegetarian alternatives.
8. **Sub Point and/or supporting material:** In addition, a vegetarian would likely save hundreds of thousands of dollars in medical expenses as they become more immune to diseases.
9. **Sub-subpoint:** With the money you will save you would probably want to invest in the meat industry’s stock or loved ones.

 **(Internal Summary)** Remember, if you become a vegetarian or vegan you will save an admirable amount in medical expenses and foods costs.

**(Transition)** You might deem becoming a vegetarian a waste of time, effort and money but when faced with the effects of meat and dairy you will have to change your mind.

1. **Main Idea 3:** Now let us explore the adverse effects on our health caused by meat and dairy. We as human-beings undermine the effects of meat and dairy in our health and that is mainly because it takes years for the health problems to develop into full blown diseases. (counter-argument)
2. **Sub Point and/or supporting material:** Removing animal products from our diets will protect us from numerous health issues including the country’s three biggest: heart disease, cancer and stroke.
3. **Sub Point and/or supporting material:** Research shows that vegans and vegetarians are “50% less likely to develop heart disease, and they have 40% of the cancer rate that meat-eaters have.” (Macsi, “Diet and Health.”)
4. **Sub-subpoint:** Meat eaters are also “nine times more likely to be obese than people with a vegan diet.” (Albanes, “High processed meat consumption is a risk factor of type 2 diabetes in the Alpha-Tocopherol, Beta-Carotene Cancer Prevention study.”)

 **(Internal Summary)** Keep these startling facts in mind next time you bite into that juicy cheeseburger and slice of supreme pizza.

**(Transition)** Just because we do not note the immediate impact on our health does not mean we are safe from the diseases forever.

**Conclusion:**

1. **Summarize (overall theme):** When we think of problems such as global warming it is mainly attributed to carbon dioxide emissions produced by all modes of transportation and by the production of goods and services. Similarly, when we think of health problems they are mainly associated with plain poor diet and exercise or substance abuse. However, rarely is the search narrowed to the grossest offender of them all, meat and dairy.
2. **Review (each main point):**  First, we reviewed meat and dairy’s effect on the environment. Next, we examined how meat and dairy affects our wallets. Finally, we explored the health complications arising from meat and dairy consumption.
3. **Tie to the Introduction:** Although, Christopher Columbus had good intentions by opening a gateway to all meat and dairy little did he know that he had just opened Pandora’s box. It is our job to fix the problems left behind by our forefathers. I did it and now I am free from grasp of meat and dairy products.
4. **Creative Concluding thought (end with impact):** You may deem becoming a vegetarian a hard endeavor and it is, (counter-argument) which is why I want to end by saying that, I am not advocating that you all rush to become strictly vegan but I am encouraging you to gradually consume less meat and dairy products. Sure you will miss ingesting that delectable drum stick, juicy steak and tasty dairy product but your whole life is worth more than a slight moment of delight.

Works Cited

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