

New York City to Track Personal Food Choices to Reduce CO2 Emissions

This is needed to fight climate change, NYC mayor says

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Remember the crazy right-wing conspiracy theory alleging that our food purchases will be tracked to reduce CO2 emissions?

That one is turning out to be true!

Yesterday, New York City [announced](#) its plan to track the "food choices" of New Yorkers using credit card data from individual store purchases. According to the mayor, tracking individual food choices is a step towards "reducing the CO2 output" of New Yorkers.



The screenshot shows a news article from Gothamist, a non-profit newsroom powered by WNYC. The article is categorized as 'NEWS' and has the headline 'NYC will target food choices in its battle against climate change'. The author is Elizabeth Kim, published on April 17, 2023, with 11 comments. The article features a photo of a green recycling bin with a sign that reads 'COMPOSTABLE BAG? PAPER B' and 'Please empty out Please tear food scraps'.

The Adams administration has announced a plan to begin **tracking the carbon footprint created by household food consumption** as well as a new target for New York City agencies to **reduce their food-based emissions by 33% by the year**

2023. [Did they mean 2032 - I.C.?.]

New York City, in partnership with American Express, a *credit card company*, will track purchases to calculate New Yorkers' carbon footprints:

The new plan puts the city on par with London and 13 other cities to **incorporate food consumption into its greenhouse gas emission metrics**. The effort to examine the environmental effects of eating foods like meat and dairy was first announced about a year ago as part of a collaboration among major cities across the globe.

You would think such a plan would only be made after a conversation with New Yorkers, right? After all, the mayor of New York is supposed to serve New Yorkers, not the other way around.

However, the reality is that **there was no consultation and no "conversation"** because New York's mayor **Eric Adams** is sure that **people do not even want to have a "conversation" about interrogating their food choices**.

On Monday, Adams acknowledged that interrogating people's food choices would be difficult. "I don't know if people are really ready for this conversation," he said.

The WEF's "My Carbon" Allowance Plan

Eric Adams, of course, is not serving New Yorkers, whom he did not even consult. He is serving his sponsors, demanding that food and other personal expenditures be tracked to advance climate goals. The World Economic Forum proposed tracking personal CO2 consumption, and **CO2 allowances**, in its infamous "[My Carbon](#)" agenda article.



The WEF explains that tracking individual choices was always met with resistance. Fortunately for the WEF, the Covid pandemic, [caused by a mysterious lab-made pathogen](#), changed this calculation and, according to the WEF, allowed us to *extend "pandemic measures" into consumption tracking* due to greater social acceptance of the governmental intrusion into our personal lives:

Inclusivity of citizens is becoming the most important element of success or failure in the journey towards sustainability. Community-led initiatives can make a significant contribution towards sustainability, increase resilience and social cohesion. There have been numerous examples of [personal carbon allowance programs](#) in discussions for the last two decades, however they had limited success due to a lack of social acceptance, [political resistance](#), and a lack of awareness and fair mechanism for tracking “My Carbon” emissions.

Our world is transforming – big community trends for sustainable cities

There have been significant developments in last five to seven years on social, environment and technology fronts that could help realise “My Carbon” initiatives for shaping the future towards smart and sustainable cities.

Specifically, to mention three developments in this context:

1. COVID-19 was the test of social responsibility – A huge number of unimaginable restrictions for public health were adopted by billions of citizens across the world. There were numerous examples globally of maintaining social distancing, wearing masks, mass vaccinations and acceptance of contact-tracing applications for public health, which demonstrated the core of individual social responsibility.

Few cities exhibited more sheep-like adherence to pandemic measures than New York City, so it should not be surprising that “food purchase tracking” is being tried in that particular locale in accordance with the WEF’s instructions.

Tracking of purchases will not be limited to food, of course.

On Meat, Health, and Freedom

This article is intentionally neutral on meat and health. Some of my subscribers are vegans, and some are avid meat eaters. I respect everyone. I was a vegetarian for a whole year, a

long time ago. I try to eat less meat nowadays, which still amounts to eating too much, but I am trying. (I ate low-carb for years, but now I want to do something different.)

Rather than framing this issue as a health matter, I urge you to consider it a question of basic fairness: the unelected, supranational, self-appointed masters of the world are *trying to track and influence our behavior without even asking for permission* or inquiring about our opinion.

We are being assured that this is done for our good. However, these same people *benefit financially* from well-placed investments in companies growing fake meat comprised of cancer tumor cells.

We are generally taught that *conflicts of interest* should make us *question the intentions of people* promoting ideas related to such conflicts.

In the case of Covid-19 or climate change, we are asked to throw such precautions away and put blind faith into mega billionaires [benefiting mightily from the pandemic](#) or their [climate change investments](#).

As skeptics and critical thinkers, we should refuse to believe promoters standing to benefit financially from their crazy ideas. Instead, we should demand a close and skeptical look into what is happening behind the curtain.

I am sure, however, that instead of skepticism, we will get more fake fact checks, denials, and gaslighting.

What do you think?

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