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# THE PENNSYLVANIA GAZETTE

ALUMNI MAGAZINE OF THE UNIVERSITY OF PENNSYLVANIA

## JEREMY RIFKIN AND THE NOT-SO-SACRED GIANT COWS



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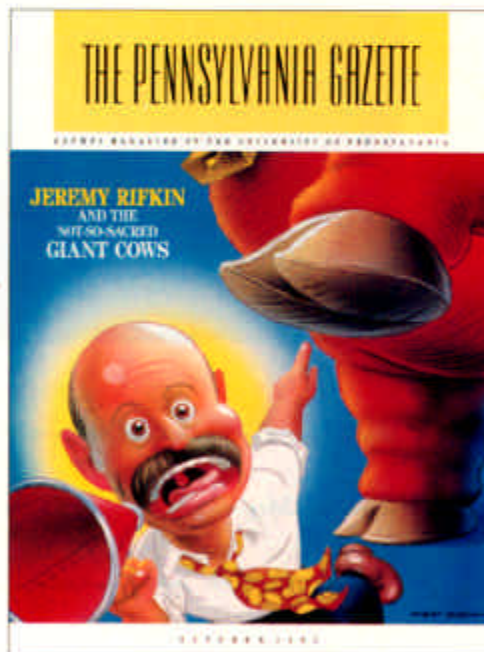
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**FROM RAH TO RAW.** The megaphone that Jeremy Rifkin, '67 W, once used to cheer on the Quakers at Franklin Field is now a symbol of the sizzling alarms he issues to the American public—on everything from biotechnology to the beef industry. And what of the giant cow? To learn more of Rifkin's big beef about experiments like the one that sought to create a cow the size of an elephant, turn to page 27. *Illustration by Robert Grossman*