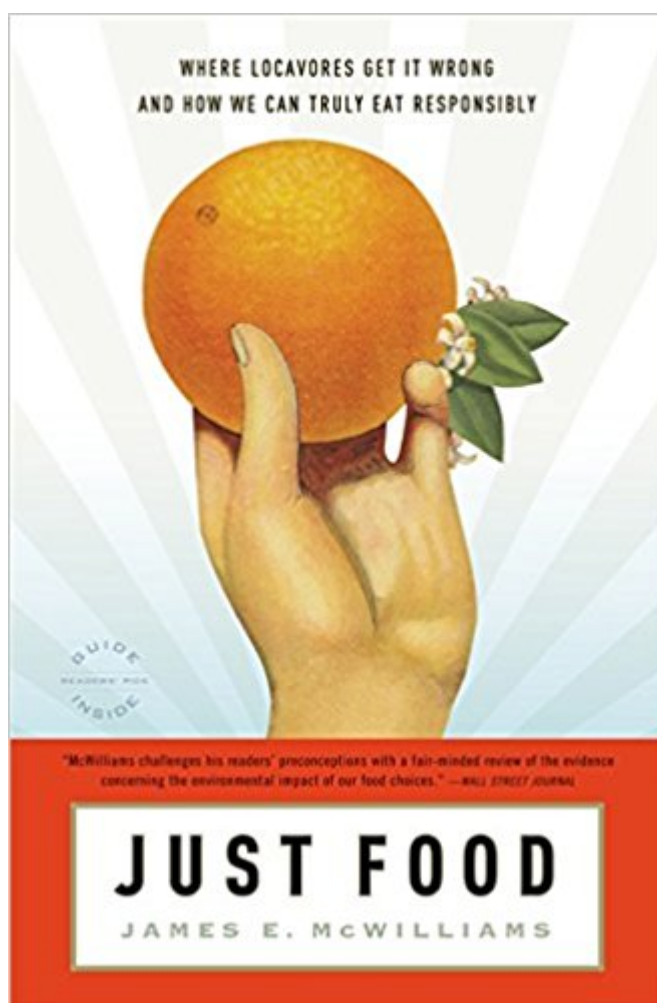


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# Just Food: Where Locavores Get It Wrong And How We Can Truly Eat Responsibly



## Synopsis

We suffer today from food anxiety, bombarded as we are with confusing messages about how to eat an ethical diet. Should we eat locally? Is organic really better for the environment? Can genetically modified foods be good for you? JUST FOOD does for fresh food what Fast Food Nation (Houghton Mifflin, 2001) did for fast food, challenging conventional views, and cutting through layers of myth and misinformation. For instance, an imported tomato is more energy-efficient than a local greenhouse-grown tomato. And farm-raised freshwater fish may soon be the most sustainable source of protein. Informative and surprising, JUST FOOD tells us how to decide what to eat, and how our choices can help save the planet and feed the world.

## Customer Reviews

Eager to dispel the mythology surrounding local and organic foods, historian McWilliams (A Revolution in Eating) outlines the shortcomings of contemporary ideology regarding "food miles" and offers a series of prescriptive ideas for a more just, environmentally sustainable food system. The rational and data-driven argument-presented with chatty asides-tackles the conventional wisdom about transportation, aquaculture, and genetic engineering. McWilliams urges concerned consumers to move beyond the false dichotomies that have come to characterize the debate-global vs. local, abundant vs. deficient, organic vs. conventional-and imagine a middle ground within the existing system, even if it runs the risk of "selling the sustainable soul." He presents thought-provoking ideas about food reform, sulfur fertilizers, and eating meat. At times, McWilliams shortchanges his own arguments by failing to disclose the financial or institutional backing of his sources (including various talking heads, esoteric-sounding think tanks, and scientific journals), leaving readers to comb extensive footnotes and web links to determine how the evidence stacks up. McWilliams's perspective acts as a welcome foil to folksy, romanticized notions of the food revolution, using sound rhetoric and research to synthesize an examination fit for anyone who takes seriously the debate over a sustainable food system. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

"McWilliams has guts. Some of the changes he champions will draw fire from all quarters...but he also presents ideas that may appeal to both the greeners and capitalists...McWilliams forgoes sloganeering in favor of measured logic, but he doesn't downplay the notion that a worldwide food crisis is imminent and that we had better fix things. Soon." •Mike Shea, Texas Monthly

presents some appealing alternatives to the views of both the agrarian romantics on the left and the agribusiness capitalists on the right. The author advocates a judicious use of genetically engineered seeds and food products, believes we must reduce our passion for land-animal protein...and urges more attention to the nascent science of aquaponics...He concludes that the best food-production model may be "a broad pattern of regionally integrated, technologically advanced, middle-sized farms." Rich in research, provocative in conception and nettlesome to both the right and the left."â •Kirkus Reviews

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