

[PDF] Food Wars: quot;The Global Battle for Mouths, Minds and Marketsquot;

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Michael Heasman, Tim Lang

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Global Battle for Mouths, Minds and Markets

'Food Wars is a heartening book which calls for a radical change in the way the world feeds itself. It offers a blueprint for a future where nobody goes to bed hungry.' Derek Cooper, founder presenter of the BBC's Food Programme 'An important book that should be read by everyone who cares about how the way food is produced affects our own health as well as that of the environment and our national economies.' Marion Nestle, author of Food Politics, and Paulette Goddard Professor of Nutrition, Food Studies, and Public Health, New York University The emergence of global markets has a far-reaching impact on what we eat and on health, food security, social justice and quality of life. What matters now is not just what we eat, but how and where it has been produced, distributed and processed, and the assumptions upon which this production is based - a global politics of food and health. Food Wars argues that two conflicting paradigms (one developing food through integrating the 'life sciences', the other through 'ecology') are battling to replace the dominant industrial-productionist model of the 20th century, both grappling to attract investment, public support and policy legitimacy over the appropriate use of biology and food technologies.

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