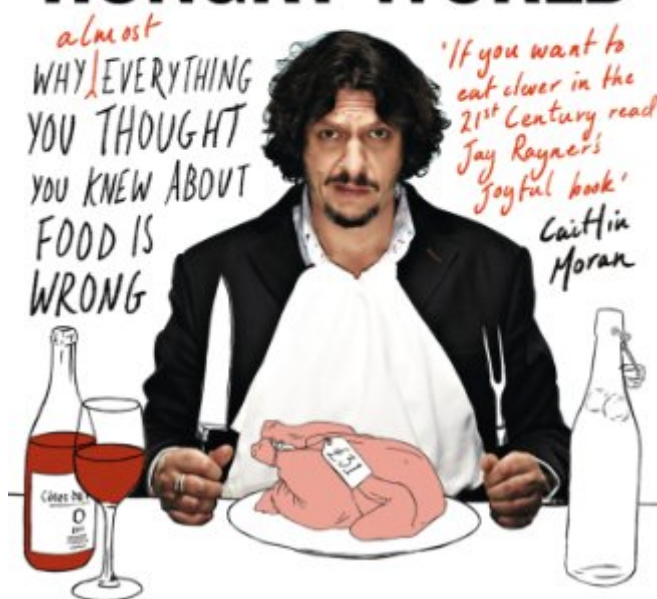


The book was found

A Greedy Man In A Hungry World: How (almost) Everything You Thought You Knew About Food Is Wrong

JAY RAYNER

A GREEDY MAN IN A HUNGRY WORLD



Synopsis

The UK's most influential food and drink journalist shoots a few sacred cows of food culture. Buying 'locally' does no good. Farmers' markets are merely a lifestyle choice. And 'organic' is little more than a marketing label, way past its sell by date. This may be a little hard to swallow for the ethically-aware food shopper but it doesn't make it any less true. And now the UK's most outspoken and entertaining food writer is ready to explain why. Jay Rayner combines personal experience and hard-nosed reportage to explain why the doctrine of organic has been eclipsed by the need for sustainable intensification; and why the future lies in large-scale food production rather than the cottage industries that foodies often cheer for. From the cornfields of Illinois to the killing lines of Yorkshire abattoirs, Rayner takes us on a journey that will change the way we shop, cook and eat forever. And give us a few belly laughs along the way.

Book Information

File Size: 1088 KB

Print Length: 304 pages

Publisher: William Collins (May 23, 2013)

Publication Date: May 23, 2013

Sold by: HarperCollins Publishers

Language: English

ASIN: B00ALKTX0C

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #117,345 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #75

in Books > Cookbooks, Food & Wine > Cooking Methods > Organic #240 in Books > Science & Math > Agricultural Sciences > Food Science #1455 in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Social Sciences

Customer Reviews

"A greedy man in a hungry world" is the title of a new book by Jay Rayner, an award winning author, journalist and most notably, restaurant critic. Anybody seriously interested in the food chain should read this book. It is highly informative, funny and embraces a fair degree of autobiography. There

are a number of key points made by the author. The first is the folly of the polarization of views in any discussion on food. Thus if you think supermarkets are a good idea, then you are seen to be opposed to local, slow food. If you are not convinced by the environmental or economic arguments for local farmers markets, then you are a supporter of global food trade. And if you eat food out of season, you are betraying the natural order of things. Rayner makes the point that you can see the great value of supermarkets while at the same time seeing the shortcomings of this sector. You can support local food suppliers but not accept the case of "food miles". Thus food warriors who can only see slow, natural and local food are slated in his book and in my view, rightly so. In describing the case for only eating what is in season, he writes thus: "Arguing for a food policy based on the kind of principles that would make the Amish look like a bunch of happy-go-lucky, profligate Sybarites may make a certain type of gimlet-eyed, self-regarding food warrior feel smug and self-righteous. It may make them glow with an inner purity. `Feel my deep well of virtue. Stroke my inner goodness". And so on. But it will not provide a solution."Rayner, rightly, does not believe that the business-as-usual model will work and he recognises the need for reform of the present structure of the food chain.

[Download to continue reading...](#)

A Greedy Man in a Hungry World: How (almost) everything you thought you knew about food is wrong
7 BOOKS ON MENTAL POWER AND THOUGHT FORCE. THOUGHT-FORCE IN BUSINESS AND EVERYDAY LIFE; MEMORY CULTURE; DYNAMIC THOUGHT; THOUGHT VIBRATION; MENTAL POWER; ... OF LESSONS (Timeless Wisdom Collection) Food Allergies:: Hungry Girl has the Recipes : Book 3 (Hungry Girl Cookbooks) The Bias Against Guns: Why Almost Everything You've Heard About Gun Control Is Wrong Almost Alcoholic: Is My (or My Loved One's) Drinking a Problem? (The Almost Effect) Waiting to Fall: Almost Rapunzel (Almost a Fairytale) The De-Textbook: The Stuff You Didn't Know About the Stuff You Thought You Knew Everything Is Wrong with Me: A Memoir of an American Childhood Gone, Well, Wrong Women Food and God: An Unexpected Path to Almost Everything Raw Food: Lazy Man's Guide To Raw Food Success (raw food, raw vegan, raw food diet, raw vegan diet, 801010, 801010 diet,) 100 Exotic Food Recipes (Puerto Rican Food Recipes, Picnic Food Recipes Caribbean Food Recipes, Food Processor Recipes,) The Statistical Theory of Everything: It Explains Everything and is Never Wrong Woody Allen Encyclopedia: Almost Everything You Wanted to Know About the Woodster but Were Afraid to Ask What's Wrong With My Plant? (And How Do I Fix It?): A Visual Guide to Easy Diagnosis and Organic Remedies (What's Wrong Series) What's Wrong With My Houseplant?: Save Your Indoor Plants With 100% Organic Solutions (What's Wrong Series) Is It

Wrong to Try to Pick Up Girls in a Dungeon?, Vol. 4 - light novel (Is It Wrong to Pick Up Girls in a Dungeon?) Is It Wrong to Try to Pick Up Girls in a Dungeon?, Vol. 2 - light novel (Is It Wrong to Pick Up Girls in a Dungeon?) Caruso St John: Casi todo/ Almost Everything (Spanish Edition) Everything We Always Knew Was True The Book of Animal Ignorance: Everything You Think You Know Is Wrong

[Dmca](#)