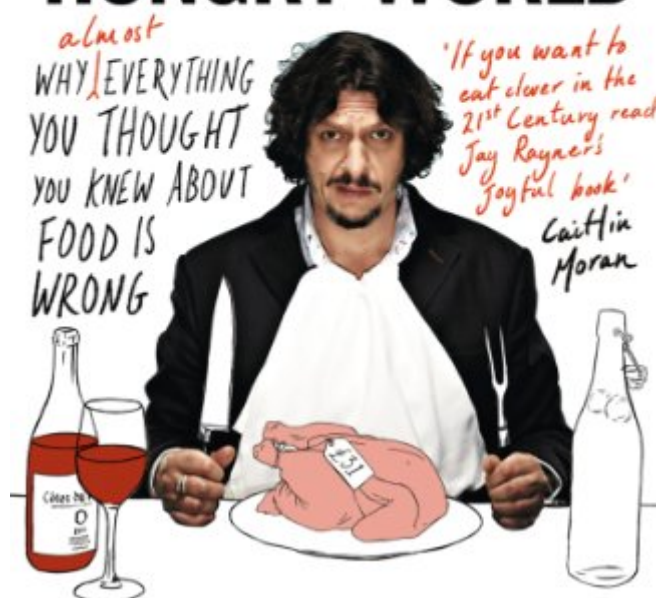


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A Greedy Man In A Hungry World: How (almost) Everything You Thought You Knew About Food Is Wrong

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

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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.

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