

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

By James E. McWilliams

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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.

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Just Food: Where Locavores Get It Wrong and How We Can Truly Eat Responsibly By James E. McWilliams Bibliography

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Editorial Review

From Publishers Weekly
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.
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Review
"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 greenerati and capitalistas...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." (***Texas Monthly Mike Shea***)

"McWilliams 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." (**Kirkus Reviews**)

"Enlightening....James E. McWilliams is stirring up trouble, the kind that gets noticed-and the kind that makes us all scratch our heads and think harder....*Just Food* ultimately offers a brave, solid argument that anyone who cares about their food-and everyone should care about their food-should consider." (***Atlanta Journal-Constitution Meridith Ford Goldman***)

PRAISE FOR *A REVOLUTION IN EATING:*

"Fascinating....Anyone curious about the cultural history of that meatloaf on the dinner plate will gobble it up." (**Entertainment Weekly *Tina Jordan***)

"The lucid style and jaunty tone....make this accessible to all." (**Publishers Weekly**)

"McWilliams has penned an illuminating account of the evolution of foodways in the colonial Americas." (**Washington Post Book World *Josh Friedland***)

"McWilliams's examination of the culinary history of Colonial America is more than a....gastronomic tour....A lively and informative read." (**The New Yorker**)

About the Author
James McWilliams is an associate professor of history at Texas State University. He was a fellow at Yale University's Agrarian Studies Program, and is the author of three previous books. He has written for the *New York Times, Washington Post,* and *Los Angeles Times.* He lives in Austin, Texas.

Users Review

From reader reviews:

Terry Sugg:

Spent a free time for you to be fun activity to do! A lot of people spent their spare time with their family, or their very own friends. Usually they performing activity like watching television, planning to beach, or picnic within the park. They actually doing same thing every week. Do you feel it? Will you something different to fill your own free time/ holiday? Might be reading a book can be option to fill your free of charge time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to attempt look for book, may be the e-book untitled Just Food: Where Locavores Get It Wrong and How We Can Truly Eat Responsibly can be good book to read. May be it might be best activity to you.

Karen Chan:

A lot of people always spent their free time to vacation or perhaps go to the outside with them family or their friend. Did you know? Many a lot of people spent that they free time just watching TV, or playing video games all day long. If you wish to try to find a new activity this is look different you can read a book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent all day every day to reading a reserve. The book Just Food: Where Locavores Get It Wrong and How We Can Truly Eat Responsibly it is extremely good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. When you did not have enough space to create this book you can buy often the e-book. You can m0ore quickly to read this book from your smart phone. The price is not too expensive but this book offers high quality.

Ann Gonzalez:

Playing with family in a very park, coming to see the coastal world or hanging out with friends is thing that usually you might have done when you have spare time, in that case why you don't try thing that really opposite from that. 1 activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Just Food: Where Locavores Get It Wrong and How We Can Truly Eat Responsibly, it is possible to enjoy both. It is excellent combination right, you still need to miss it? What kind of hang type is it? Oh come on its mind hangout fellas. What? Still don't have it, oh come on its identified as reading friends.

David Blunt:

Are you kind of occupied person, only have 10 or even 15 minute in your day time to upgrading your mind talent or thinking skill actually analytical thinking? Then you are having problem with the book when compared with can satisfy your short space of time to read it because this time you only find e-book that need more time to be learn. Just Food: Where Locavores Get It Wrong and How We Can Truly Eat Responsibly can be your answer since it can be read by you actually who have those short free time problems.

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