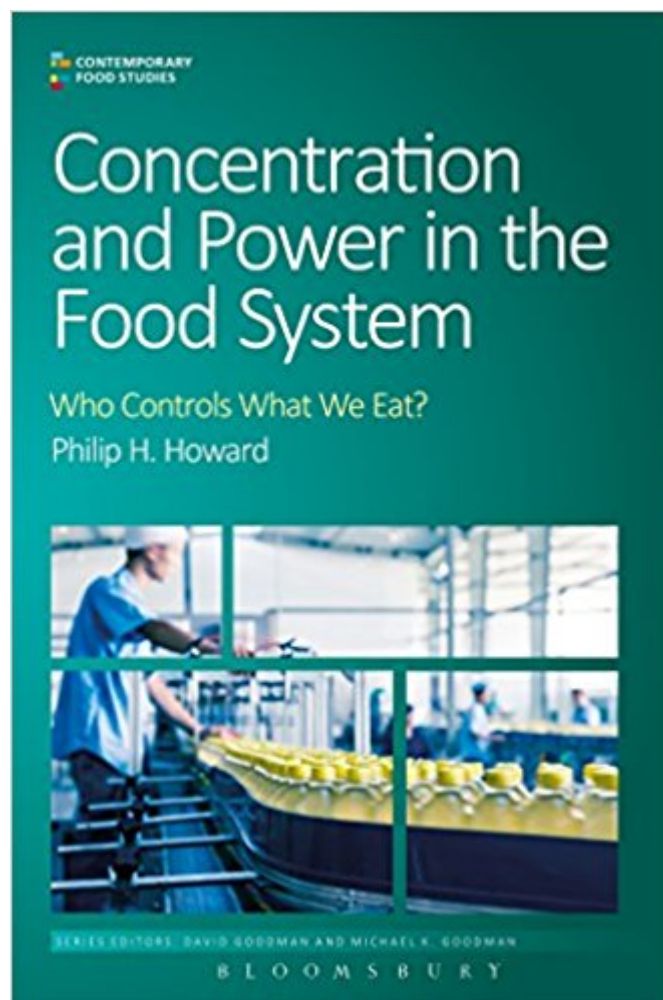




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Concentration And Power In The Food System: Who Controls What We Eat? (Contemporary Food Studies: Economy, Culture And Politics)



Synopsis

Nearly every day brings news of another merger or acquisition involving the companies that control our food supply. Just how concentrated has this system become? At almost every key stage of the food system, four firms alone control 40% or more of the market, a level above which these companies have the power to drive up prices for consumers and reduce their rate of innovation. Researchers have identified additional problems resulting from these trends, including negative impacts on the environment, human health, and communities. This book reveals the dominant corporations, from the supermarket to the seed industry, and the extent of their control over markets. It also analyzes the strategies these firms are using to reshape society in order to further increase their power, particularly in terms of their bearing upon the more vulnerable sections of society, such as recent immigrants, ethnic minorities and those of lower socioeconomic status. Yet this study also shows that these trends are not inevitable. Opposed by numerous efforts, from microbreweries to seed saving networks, it explores how such opposition has encouraged the most powerful firms to make small but positive changes.

Book Information

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Customer Reviews

“The book is fun to read . . . and, obviously, well illustrated. If you want to know how current-day food markets really work, this is the place to start.” — Marion Nestle, NYU
“This book is an excellent introductory text to food systems. Everything from the language and quotes Howard uses

to the diversity of examples discussed makes *Concentration and Power in the Food System* an intense yet enjoyable read. Overall, this short book is packed with so much information and different points of discussion that it not only leaves readers impassioned, but also hungry for more. • “ Kathleen Chiappetta, LSE Review of Books “This will clearly be a major touchstone in the critical food studies field...One of the great contributions of this book is that, in synthesizing the field so effectively, it sets into relief some of the most salient questions in food systems scholarship today. • “ Amy Guptill, State University of New York, co-author of *Food & Society*

A comprehensive and empirically-based overview of the impact of economic and industrial concentration upon the food system and wider economy, from seed to supermarket.

If you are interested in eating healthy nutritious food, with a large array of choices from food companies operating in an industry that is truly competitive, then this is the book you have been looking for. This powerful book is packed with important information that will enhance your knowledge of the global food industry and the powers that control it. Dr. Howard, while posing critical issues than need to be addressed, finishes this text with a narrative of a brighter future. He sites examples of changes in corporate attitudes and performance based on the buying power and desires of consumers. This promise can only be realized with the power of a concerned and knowledgeable buying public. His book is a great source to continue your journey.

"Curious about the pedigree of your favorite food brands? Concerned about parent companies? Wondering what you can do about the corporatization of your shopping list? The author of this book has all the answers. We all need to be educated about the direction our food choices are headed!"

To the cousin, I've never met, I was very impressed! This research is outstanding! Very informative! Thank you!

Should be read by anyone interested in food.

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