

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

From the inside cover flap, "We suffer today from food anxiety, bombarded as we are with confusing messages about how to eat a healthy and ethical diet. Should we eat locally? Is organic really better for the environment? Can genetically modified foods and farm-raised fish be good for us? And is it possible to be a meat eater and still be green?"

And, "Just Food tells the whole truth about fresh food. Drawing on hard facts, James E. McWilliams challenges popular wisdom, myth and misinformation, and reveals that the greenest food choices are often surprising. For example, transporting fruits of vegetables from thousands of miles away may be more energy efficient than growing them a the farm down the road; genetically modified crops can keep millions of pounds of insecticides off American fields every year; and farm-raised freshwater fish may soon be our most sustainable form of protein." I couldn't have said it better.

These are not things locavores and others in the slow money, slow food movement and the environmentalist elite want to hear. But these are messages they need to hear not only to better protect the environment, but also to be able to keep feeding a growing world population that isn't expected to peak until later this century when it will start to decline as the poor gain wealth.