



Isbn **9788865949054**

Pp. **144**

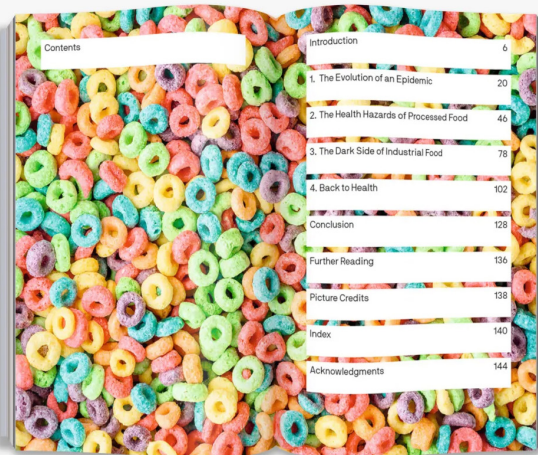
Prezzo **15,00**

Collana **The Big Idea**

Settore **attualità, nutrizione**

Uscita **09/06/2022**

Parole chiave **cibo, dieta, salute, cambiamento climatico, inquinamento, allevamenti intensivi, pesticidi, monocultura**



Unfortunately, in the industrialized West this traditional family farm is now little more than a historic artifact. In the early 1900s, an era considered by many to be farming's heyday, the United States was home to more than 6 million farms, most of them of the small, family-run type you might still think of when you imagine farm life today. More than half of Americans were farmers or lived in a farming community. By 2002, the number of US farms had fallen to 2 million, while the overall area of land being farmed remained the same. Between 2002 and 2016 the number of farms in the European Union decreased by one-quarter, and again the land used for agricultural production stayed broadly unchanged.

In developed nations, agriculture is increasingly dominated by large, corporate farms. You may have heard them referred to as **factory farms**, a term that correctly suggests these operations are more concerned with scale, profit and efficiency than responsible stewardship of the land or the health of their communities. **Big Food** is now a massive multi-industry that produces and sells the vast majority of what we eat and shapes eating behaviour across the planet with the irresistible ultra-processed foods it churns out and the relentless advertising that comes with them.

Factory farms are large, industrialized operations, often based on high-density animal husbandry, that use advanced technologies and artificial lighting to maximize production.



In the developing world the picture is different. In Asia and sub-Saharan Africa 85 per cent of food is produced by smallholder farmers, and in 2011 in South Asia the average farm size was just 1.4 hectares (the US it was 78.4 hectares). Moreover, even these countries are not beyond the reach of factory farming. It is on the rise everywhere. A 2017 study by the John's Hopkins Center for a Livable Future on food production in low- and middle-income countries and Asia, *Meat and Milk: A Recipe for Disaster*, is not yet



This is the diet that has contributed to America's well-documented and deadly obesity problem. Unfortunately, this diet has also become one of America's most popular exports. A complex web of agricultural, trade, marketing and scientific practices – many of which were initially designed

Globalization, trade deals and increasing urbanization have contributed to the rapid rise of the Western diet globally. In places where well-established food cultures exist, such as Italy, there has been a measure of resistance to the incursion of mass-produced, processed food.

The **Slow Food** organization, which advocates for the preservation of traditional food and wine, was famously founded after Italy's first McDonald's opened in Rome in 1976. Though Italy's population on average remains thinner than most other countries in Europe, its rate of obesity has climbed since the introduction of the Standard American Diet. This trend is particularly prevalent among children, with the Organization for Economic Co-operation and Development (OECD) reporting in 2014 that 35 per cent of boys and 34 per cent of girls under 18 were obese, giving Italy the second highest rates of childhood obesity in the world (after Greece). The Western diet has also spread to developing countries and is driving up obesity in those places, as well as the chronic diseases that go along with it: the diabetes. It is estimated that two thirds of people living with obesity around the world live in developing countries.

Perché la produzione e il consumo di cibo sono diventati dannosi per la nostra salute personale, sociale e ambientale, e come trovare alternative sostenibili.

Nel mondo sviluppato le piccole fattorie familiari sono state in gran parte sostituite da allevamenti intensivi, i pasti condivisi hanno lasciato il posto al consumo di cibo in movimento e i nostri cibi preferiti, prodotti in serie, possono essere acquistati in tutto il mondo. Potrebbero essere indicatori di progresso in un mondo globalizzato che sostiene una popolazione di 7,7 miliardi di persone; tuttavia, con l'obesità cronica in aumento, un cibo ricco di additivi e sostanze chimiche e l'ambiente devastato dall'agricoltura industriale, dai pesticidi, dai fertilizzanti e dalla monocoltura, è tempo di ripensare ciò che mangiamo e come lo mangiamo. In *Il nostro cibo ci sta uccidendo?*, l'autrice specializzata in cibo Joy Manning esplora i modi in cui i nostri sistemi alimentari ci hanno deluso e come possiamo costruire un futuro diverso.

Manning indaga su come i corpi umani e i cervelli rispondono a sapori e gruppi di alimenti diversi e sui modi in cui le aziende hanno sfruttato questi dati per creare prodotti alimentari iperappetibili senza elementi nutritivi. Affronta in modo critico il modo in cui le aziende commercializzano i loro prodotti per massimizzare i profitti a scapito della salute pubblica, spiegando come il fast food è arrivato a dominare. Osservando gli effetti su larga scala della nostra dieta, Manning esamina l'impatto disastroso dell'agrobusiness moderno sul cambiamento climatico e sulla perdita di biodiversità. Infine, considera attentamente le soluzioni e il modo in cui possiamo ritrovare un rapporto più sano con il cibo, dal consumo di prodotti biologici alla reintroduzione dei pasti in famiglia, dal cambiamento del modo in cui acquistiamo il cibo, all'adozione di una dieta a base vegetale.

Nella stessa collana



Joy Manning è una scrittrice, editor e sviluppatrice di ricette focalizzata sul cibo e sulla buona salute. Ha lavorato come editor nutrizionale per la rivista *Prevention*, è critico di ristoranti per *Philadelphia Magazine* ed è editor di *Edible Philly*. È autrice dei saggi *Stuff Every Cook Should Know* e *Almost Meatless*, ed è stata nominata per un James Beard Award. È la co-conduttrice di *Local Mouthful*, un podcast dedicato al cibo e alla cucina casalinga.