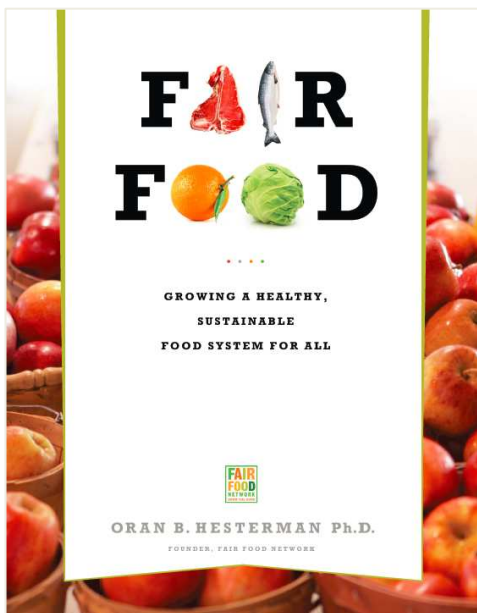


COMING in June 2011 from

**PUBLICAFFAIRS**

Contact: Emily Lavelle

917-849-6010, [emily.lavelle@publicaffairsbooks.com](mailto:emily.lavelle@publicaffairsbooks.com)



# FAIR FOOD

*Growing a Healthy, Sustainable  
Food System for All*

**Dr. Oran B. Hesterman, Ph.D.**

May 31st, 2011 Hardcover; \$24.99/\$29.00 CAN; ISBN 978-1610390064

We can't fix the broken food system simply by changing what's on our plate: the answer lies beyond the kitchen. Now a renowned good food pioneer shares an inspiring vision for change.

Our food system is failing us. Once designed to bring us abundant food at low cost, it now nourishes us by destroying some of what we hold most precious—our environment, our health, and our future.

#### Consider:

- In 2008, more than 50% of all U.S. harvested cropland grew only two crops (corn and soybeans), and more than 40% of the food calories consumed worldwide came from just 3 crops: wheat, corn, and rice.
- While 30% of all Detroit residents receive food stamps, 92% of Detroit's food stamp retailers offer few or no fresh fruit or vegetables.
- Agriculture is the leading source of pollution in 48% of river miles and 41% of lake acres that are water-quality impaired.
- In 2008, large commercial farms (those with annual sales greater than \$250,000) composed 12.4% of all U.S. farms, yet received 62.4 percent of government payments.

#### At the same time:

- There are now 8,000 farm-to-school programs across the United States. Eight years ago there were only 4.
- There are now over 6,000 farmers' markets in communities across the country, a three-fold increase since 1995.
- The Real Food Challenge is working successfully to shift \$1 billion of university and college food spending to locally and sustainably-grown food.
- In the U.S. and Canada, 330 hospitals have pledged to purchase food that is grown with "fair food" principles.
- "Solutionaries" in every city across the country are working on innovative models that can lead to a redesign of our food system.

A host of books and films in recent years have documented in great detail the dangers of our current food system, but advice on what to do about it largely begins and ends with the admonition to "eat local" or "eat organic." This advice is not helpful if, as Chicago Congressman Bobby Rush once pointed out, you can buy ketchup where you live, but no fresh tomatoes. Just as you can't impact the course of climate change by simply switching to CFL bulbs, you can't fix the broken food system by simply growing a backyard garden. It requires redesigning our food system.

~more~

Enter *FAIR FOOD*, an inspiring guide to changing not only what we eat, but how our food is grown, packaged, delivered, marketed and sold.

Author and renowned food pioneer **Oran B. Hesterman** divides *FAIR FOOD* into three parts:

- **Part I** introduces our current food system, how and why it evolved as it did, and the ways in which it no longer serves us well.
- **Part II** describes four key principles a redesigned food system should embody and offers examples of how various individuals and organizations have started to integrate these principles into their enterprises, providing inspiring new models for producers and consumers, businesses and communities.
- **Part III** offers a practical guide to how you can participate in collective action to precipitate big changes in our food system, from your kitchen to your community to your state house and the White House. Dr. Hesterman's menu for change offers the reader questions to ask at farmers' markets, tools for starting buy-fresh/buy-local campaigns; advice for forming buyer's clubs that purchase food directly from farmers and fishermen, and guidance about the legislation to support at the local, state, and federal levels.

The time for systemic, practical, and widespread action is at hand, and *FAIR FOOD* is the ideal resource and guide for readers who want to be a part of the fair food revolution.

**Dr. Oran B. Hesterman** is the president and CEO of Fair Food Network. For fifteen years, he co-led the Integrated Farming Systems and Food and Society Programs for the W.K. Kellogg Foundation, during which time the Foundation seeded the local food systems movement with over \$200 million. A native of Berkeley, California, and a former professor of agronomy at Michigan State University in East Lansing, he currently lives in Ann Arbor, Michigan.

###

**For more information about the book or to schedule an interview with Oran Hesterman, please contact Emily Lavelle, Publicist, at 917-849-6010 or [emily.lavelle@publicaffairsbooks.com](mailto:emily.lavelle@publicaffairsbooks.com)**



250 West 57<sup>th</sup> Street, Suite 1321 ♦ New York, NY 10107  
[www.publicaffairsbooks.com](http://www.publicaffairsbooks.com)