



The Rough Guide to Food



From Jamie's *Ministry of Food* to Labour's promise of better school dinners, from global environmental concerns to the plight of UK farmers, food is constantly in our headlines, politics and entertainment. But behind the celebrities, the hype, the catch words and the packaging, how much do we really know about the food we eat, where it comes from and what impact it has on the environment?

One of the first accessible, broad-ranging books on contemporary food, ***The Rough Guide to Food*** takes you from crop to shop. Including comprehensive background on topics such as GM food, climate change, and global sustainability, plus shocking facts about the food industry and the stranglehold of the big supermarkets. The guide also explores recent food trends such as food miles, organic and functional foods and reveals that not all food is as healthy as it looks.

With an inspirational foreword by **Guy Watson** of Riverford Organic Vegetables, this book won't just tell you how the world of food works but illustrates how you can control what you eat with simple steps. It contains a plethora of good honest advice, from avoiding vulnerable fish species to creating the perfect allotment or window box salad garden. It includes a guide for healthier kids' packed lunches, and shows how to get the best from a veg box plus did you know that an organic veg box can save you cash when compared to supermarket organic?*

You can put your local area to the fresh food test with a section on some of the best local shops, markets and small producers in every UK region and find further information with a wide range of useful web links, organisations and further reading.

10 Rough Guide Foodie Facts:

- Kent the "garden of England" has lost 85% of its orchards in fifty years; find out more on page 28.
- Tesco now makes more profit in less than five minutes than most UK farms makes in a year, see page 46.
- 100,000 would be vegetable growers are on the UK's allotment waiting lists, see page 255.
- Nearly one-fifth of total greenhouse gas emissions are due to livestock production, see page 31.
- Americans typically consume 3747 calories per day, up to 1500 calories more than recommended, see page 156.
- Worldwide Sales of Fairtrade produce rose by 47% in 2007 on the previous year, see page 137.
- Only one postcode area in the whole of the UK that doesn't have a Tesco, see page 207.
- Each of us throws away our average bodyweight (70 kg) of food each year, the annual cost of which, £10 billion, adds up to more than we spend on international aid, see page 175.
- 85% of us would like to see manufacturers put more animal welfare information on the label, page 32.
- Pesticide residues have been detected in up to 30% of food tested in the UK, see page 17.

About the authors:

George Miller grew up in the west of Scotland when vegetables (if you don't count chips) were still quite a rare sight. Scotland recently clinched the European obesity record, which gives him an added desire to communicate how it could be otherwise. He has spent his career in publishing and is now a freelance editor, translator and podcaster.

Katharine Reeve An early organic vegetable box adopter, and collector of vintage cookbooks, Katharine's idea of a good weekend is tracking down small producers and new food markets. She has worked as a non-fiction commissioning editor in publishing and now teaches creative writing at Bath Spa University.

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* The price of a Riverford organic vegetable box was found to be, on average 22% cheaper than organic produce from Tesco, Sainsbury's and Waitrose. Source: Riverford 4 August 2008.

Notes for Editors:

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