

Contents

Acknowledgments | ix

INTRODUCTION. PROTEIN

A Solution in Search of a Problem | 1

1 WHAT IS PROTEIN AND WHY DOES IT MATTER?

Mystery and Magnetism from Molecules to Meat | 23

2 THE GREAT PROTEIN FIASCO, THEN AND NOW

Nutrition, Development, and the Trouble with Growth | 53

3 FROM GUTTER TO GOLD

A Political Ecology of the Protein Powder Industry | 79

4 A POVERTY OF FLESH?

*Sarcopenia, Aging, and the Economization
of Protein Deficiency* | 101

5 PROTEIN IN THE MUSCULAR MANOSPHERE

*Supplementation, Self-Optimization,
and Microfascism in Men's Fitness Culture* | 127

Epilogue

Between Meat Protectionism and Alt-Protein Futurism | 149

Notes | 161

Bibliography | 177

Index | 195