

# Contents

<i>List of illustrations</i>	x
<i>Preface</i>	xiii
<i>List of abbreviations</i>	xv
<b>1 Accelerate to impact</b>	<b>1</b>
<i>Man as innovator: from hunting to farming</i>	1
<i>Innovation: social and technological</i>	2
<i>Increasing size of farms worldwide</i>	5
<i>Agricultural innovations</i>	9
<i>More food in the world, but not where it's needed</i>	10
<i>Food is faster, cheaper, but not better</i>	13
<i>The rise in sugar consumption</i>	16
<i>Who's eating all the pies?</i>	20
<b>2 You are what you eat</b>	<b>22</b>
<i>The biology of food and fat</i>	22
<i>Diseases attributable to obesity</i>	26
<i>Financial costs of obesity</i>	28
<i>Analysing obesity: causes and effects</i>	30
<i>The geography of obesity</i>	34
<b>3 Minding our diet</b>	<b>38</b>
<i>Sanitizing our food</i>	38
<i>The five senses and food</i>	40
<i>Description and branding of food</i>	41
<i>Cultures of food</i>	42
<i>Food as fear</i>	45
<i>Food neophobia</i>	51

*Food nostalgia* 52  
*The growth of nutraceuticals* 54

**4 Philosophies of food**

56

*Food, religion and festivals* 56  
*Food as love* 58  
*Food as pride* 59  
*Food as geography* 61  
*Food as deceit* 65  
*Food and the law* 70  
*Food as conscience* 71  
*Food as politics* 74  
*Food as class conflict* 80  
*Food and gender* 85  
*Food as depravity* 88

**5 Grosser grocers, consumed consumers**

90

*From corner shops to supermarkets* 90  
*Decline in rural and suburban grocery shops* 97  
*The socio-economic causes of supermarket growth* 101

**6 Mapping food access and obesity**

104

*The phenomenon of food deserts* 104  
*Measuring food access* 107  
*Geography of food access* 110  
*Physical access to healthy food* 113  
*Economic access to healthy food* 117  
*Food ignorance* 126

**7 Getting back into shape**

134

*Introduction* 134  
*Governmental initiatives* 134  
*Urban agriculture and allotments* 147  
*Medical agencies* 149  
*Educational initiatives* 150  
*Corporate initiatives* 154  
*Parental initiatives* 159  
*Personal coping strategies* 160

**8 Decelerate to sustainability** 162

*Future of food access* 162

*Reducing food waste* 163

*Technology and food* 167

**9 From welfare to foodfare** 171

*Bibliography* 176

*Index* 189

6.1 Schematic representation of food desert areas

**Tables**

1.1 Percentage of workforce employed in agriculture, 1800-2000 for France, UK and USA

1.2 Farm data for the USA and Canada

1.3 Comparison of global growth in food production and food trade, 1968-98

1.4 Decline in mineral levels per food item, 1940-2000

1.5 Textbook and actual levels of vitamin C in selected foods

1.6 Sugar consumption per capita and real sugar price in the UK, 1700-2010

1.7 Daily energy intake and food energy availability in the US per capita (age-adjusted), 1971-2000

2.1 Obesity rates and healthcare costs, selected countries

2.2 UK obesity rates by social class, 1993-2009

3.1 Society fear score, selected risks

4.1 Organic food sales in the UK, 1991-2012, selected years

5.1 Average size of UK supermarkets (all figures in square metres)

5.2 Total number of independent shops in Britain (single-store businesses)

5.3 Total number of independent grocery convenience stores in Britain

5.4 Retail facilities in Denbigh, Yorkshire, 1950-2013

5.5 Average time spent cooking the main household meal, UK and USA

5.6 Percentage of households possessing selected appliances various years

6.1 Food insecurity in the USA (millions), 1999-2010

6.2 The UK's health premium, 1988-2007