
Contents

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

viii Contents

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
<i>Future of food access</i>	162
<i>Reducing food waste</i>	163
<i>Technology and food</i>	167
9 From welfare to foodfare	171
<i>Bibliography</i>	176
<i>Index</i>	189