



A Greedy Man in a Hungry World: How (almost) everything you thought you knew about food is wrong

Jay Rayner

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The UK's most influential food and drink journalist shoots a few sacred cows of food culture.

Buying 'locally' does no good. Farmers' markets are merely a lifestyle choice. And 'organic' is little more than a marketing label, way past its sell by date. This may be a little hard to swallow for the ethically-aware food shopper but it doesn't make it any less true. And now the UK's most outspoken and entertaining food writer is ready to explain why.

Jay Rayner combines personal experience and hard-nosed reportage to explain why the doctrine of organic has been eclipsed by the need for sustainable intensification; and why the future lies in large-scale food production rather than the cottage industries that foodies often cheer for. From the cornfields of Illinois to the killing lines of Yorkshire abattoirs, Rayner takes us on a journey that will change the way we shop, cook and eat forever. And give us a few belly laughs along the way.

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