## Contents

1 **Introduction**  
   Our Big Fat Contradiction 1  
   Arcadia Lost 6  
   About Joe 8  
   An Hourglass Figure 11  
   Ways of Being Free 15  
   The Menu of Chapters 18

2 **A Rural Autopsy**  
   And on That Farm He Had a Wife 21  
   Crooked Fictions 27  
   Debtward Ho 30  
   After Despair 33  
   Did the WTO Kill Lee Kyung Hae? 36  
   Some Farmers Are Pushed 41  
   But Where Does It Stop? 43

3 **You Have Become Mexican**  
   NAFTA and After 48  
   Corn for the Rich Men Only 54  
   Once Were Farmers 58  
   Beyond a Border 62  
   The Wrong Explanation 65  
   Bringing Agriculture to the City of Angels 71  
   Lee Again 73
4  'Just a Cry for Bread'  75
A Secret History of Refreshment  76
Rhodes' Conundrum  84
The Cold War for Food  88
After Food Aid  91
The World Trade Organization  96

5  The Customer is Our Enemy: A Brief Introduction to Food System Business  99
Permanent Banana Republic: The United Fruit Company  99
Varieties of Consolidation  102
The Market for Political Favour  108
Dwayne Andreas and the Currying of National Interest  111

6  Better Living through Chemistry  119
The Knowledge and the Initiative  120
Who Knows What  131
Corporations Address the Needs of the Poor  136
I'd Like to Thank the Academy  141
For Africa!  146
Making up Makhathini  153
Better Through Living Chemistry  158

7  Glycine Rex  165
Secret Ingredient  165
A Whole Hill of Beans  169
Learning the Soy Samba  173
The Perfect Storm  181
Blairo Maggi – Poster Soy  188
The View from Afar  194
The Perils of National Development  201
The World’s Most Important Social Movement  204
Bringing It Home  212
Contents

8 Checking out of Supermarkets
   The Self-Serving Store 215
   Almost Orwell 216
   666 and All That 224
   Discipline in the Aisles 226
   Wal-Mart 230
   Supply Chain-gangs 231
   The Contradictions of Convenience 236
   Every Cloud Has a Redlining 237
   Shelves of Love 242
   In the Garden of the Black Panthers 244

9 Chosen by Bunnies
   On Places and Taste and Food 253
   Food Is from Mars 255
   Wheat is Murder 259
   Hooked on TV Dinners 262
   The Now of Chow 267
   War on the Obese 273
   Feeling the Burn 277
   Your Pace or Mine? 281
   Anti-Malbouffe 286

10 Conclusion
   Inside the Hourglass 293
   It's Just We, Ourselves and Us 301
   Follow the Leader 316

   Notes 321
   References 367
   Acknowledgements 419
   Permissions 425
   Index 427