

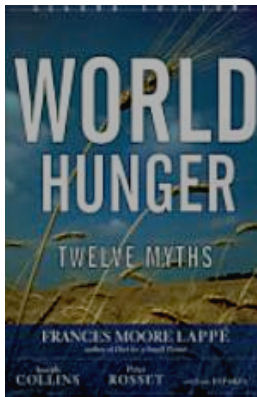
Further Reading for *Greenwashing and the Food Industry*

The Bioscience Resource Project

Industrial food and agriculture systems are heavily promoted and subsidized by governments worldwide because they are deemed essential to economic development and global food security. It is becoming clear, however, that they are a root cause of many of the world's most challenging problems. These include environmental problems such as climate change, biodiversity loss, and the pollution of air, water, and soil. The industrial food system also directly harms people through its combined negative impacts on issues from health and food security to cultural diversity and social justice.

Scientific evidence continues to accumulate suggesting that alternative food and agriculture systems hold the key to a sustainable and biodiverse future. The books and articles below examine what is stopping individuals, communities, and the government from adopting and supporting healthy local alternatives.

Misinformation promoted by Industry, Scientists, and Government



World Hunger: 12 Myths, Second Edition. By Frances Moore Lappé, Joseph Collins, Peter Rosset, Institute for Food and Development Policy (Oakland, Calif.) - Grove Press (1998) - Paperback - 270 pages - ISBN 0802135919
This book is still the best primer for understanding the role of misinformation in our conceptions of how food and agricultural systems impact hunger. Key myths include “There’s simply not enough food”, “Nature’s to blame”, “The Green Revolution is the Answer”, “Too Many Mouths to Feed”, “Food vs. Our Environment”, and “Free Trade is the Answer”. By challenging these and other myths it provides the conceptual foundation needed to create a diverse, just, and healthy world.

Corporate Greenwashing

As food and social justice movements strengthen, grow, and unite, and as individuals become more aware of the importance of healthy food and agricultural systems, the current industrial food system faces greater pressure to change than ever before. What are its options?

Way Beyond Greenwashing: Have Corporations Captured Big Conservation? By Jonathan Latham on *Independent Science News*, 7 February, 2012. Available at:

<http://independentsciencenews.org/environment/way-beyond-greenwashing-have-multinationals-captured-big-conservation/>

Lack of Knowledge about Multifunctionality and Alternatives to Industrial Agriculture

The collective impacts of food and agriculture on health, society, and the environment are called the multifunctionality of agriculture. Industrial systems of food production, which have multiple harmful effects, can be contrasted with alternative systems that provide abundant nutritious food while enhancing cultural and biological diversity.

How Agriculture Can Provide Food Security Without Destroying Biodiversity by Jonathan Latham and Allison Wilson, The Bioscience Resource Project. May 2011. Available at:

<http://independentsciencenews.org/news/agriculture-can-provide-food-security-with-biodiversity/>

The Future of Rice: Examining long term, sustainable solutions for rice. (2006) by Dr. Emerlito Borromeo and Dr. Debal Deb, report for Greenpeace International. Available at:

<http://www.greenpeace.org/india/Global/india/report/2006/11/future-of-rice-executive-sum.pdf>

Evaluating the Environmental Impact of Various Dietary Patterns Combined with Different Food Production Systems by Barloni et al. (2007) European Journal of Clinical Nutrition 61:279-286.

Available at: http://www.eve.ucdavis.edu/catof/eve101/Protected/PDF/lit/Baroni_etal_2007.pdf

How Sustainable Agriculture Can Address the Environmental and Human Health Harms of Industrial Agriculture by Leo Horrigan, Robert S. Lawrence, and Polly Walker (2002) Environmental Health Perspectives 110(5) 445-456. Available at:

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1240832/pdf/ehp0110-000445.pdf>

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The only possible guarantee of the future is responsible behavior in the present

...Wendell Berry...