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Nota di contenuto	Globesity A Planet Out of Control?; Copyright; Contents; List of Figures and Boxes; Foreword: Human Health and Global Crisis by Tim Lobstein; Preface: Tragic Blindness; List of Acronyms and Abbreviations; Chapter 1 Wave of Panic Across the Planet; Shocking figures; Developing countries are not exempt; The end of the 'French Exception'; Children in the front line; Too poor to be thin; Chapter 2 'Badnosh' and Other Paradoxes of the Abundant Society; Cows go mad; GMOs: A focal point for new fears; Too much fat and sugar, not enough taste; Home cooking; Our health in jeopardy Unhealthy bodies, unhappy minds Underage victims; A high price to pay; Chapter 3 Revolution on our Plates; McWorld; No more peeling potatoes; From one revolution to the next; A change of pace; Fat at last!; The fat and the thin; Chapter 4 Agriculture in the Age of 'More is More'; Towards an agriculture without farmers?; Produce more!; The perverse effects of farm subsidies; The success of the 'green revolutions'; But the fight goes on; A billion Chinese meat-eaters?; Will the world food price crisis curb the obesity pandemic?; The issue of eco-costs; Chapter 5 Welcome to Wal-Mart

Industrial MeccanoPeasants out of the loop; Large-scale distribution takes off; The supermarket Eldorado of emerging nations; Food choice: Is it real or sham?; The levelling of culinary cultures; Chapter 6 Culprits or Scapegoats?; Neither saints nor sinners. The goal is profit; More nosh for the same dosh; The power of advertising; Kids, the privileged target of the Big Five; Fun and games...; ... will do the trick; The authorities strike back; Powerful lobbies; Lobbies against lobbies; A genetic link?; Chapter 7 Go Active!; Burning off the fat; Good for the figure, great for health<sup>97</sup>

The physical activity indexAn armchair society; A question of culture; Chapter 8 Slimming with Pills; Towards a weight vaccine?; The patient's denial, the doctor's blindness; A bitter remedy; The myth of the ideal weight; Draconian diets: Best avoided; The new wave of functional foods; Healthier products at last; Chapter 9 Prevention is Better than Cure; Mission: To nip it in the bud; Fewer calories, with more physical activity; Changing individual behaviour: Forget it; Altering the environment; A mosaic of possible measures; Children first; Programmes that work

Chapter 10 Some Leads and their LimitsI will, if you will; Taxing junk food; Making healthier food cheaper; Empowering consumers; Another way of labelling; Slow Food: The leisurely alternative; Should we eat less meat?; Producing less, but better; Biotechnology vs bio-ecology; A global code of practice for advertising junk foods to children; Chapter 11 Obesity and Climate Change: An Odd Couple?; Evidence for an unexpected relationship; Similar causes?; Drive less, cycle more, save the planet!; We (and the planet) are what we eat; Similar solutions to obesity and climate change  
Epilogue: At the Crossroads

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## Sommario/riassunto

Obesity represents one of the major global health challenges of the 21st century. Its occurrence has now reached epidemic proportions, not only in industrialized nations, but increasingly in less developed countries too. Written by world-leading specialists in public health nutrition, *Globesity* cuts straight to the underlying nature and causes of this devastating trend. It shows that the causes of obesity are primarily socio-economic and the result of a distorted agricultural and food production and supply system. To address this problem, we must learn how to better manage the physical, social a

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