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Altri autori (Persone)	LockieStewart
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Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	This book sets out to examine what really is going on in the organic sector socially and politically. In the process, it debunks a number of apparently common-sense beliefs: that organic consumers are wealthy environmental and health extremists; that growth in the industry will inevitably undermine its environmental values; that mainstream media is antagonistic to organics; and that the industry is driven by consumer demand. This book seeks to make a practical contribution to the development of more sustainable food systems by articulating what it takes to get people involved in organics at each stage of the food chain..