

1. Record Nr.	UNINA9911139817503321
Titolo	Going organic : mobilizing networks for environmentally responsible food production // Stewart Lockie ... [et al.]
Pubbl/distr/stampa	Wallingford, Oxfordshire ; ; Cambridge, MA, : CABI, c2006
ISBN	1-281-76555-4 9786611765552 1-84593-158-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (247 p.)
Altri autori (Persone)	LockieStewart
Disciplina	631.584 632.6257
Soggetti	Organic farming Natural foods industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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..