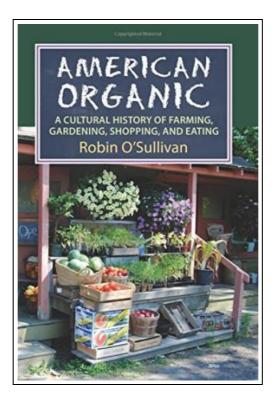
American Organic: A Cultural History of Farming, Gardening, Shopping, and Eating (Cultureamerica)



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Reviews

This is an amazing book that I actually have actually read through. I am quite late in start reading this one, but better then never. You will not truly feel monotony at anytime of the time (that's what catalogs are for concerning should you ask me). (Scottie Schroeder DDS)

AMERICAN ORGANIC: A CULTURAL HISTORY OF FARMING, GARDENING, SHOPPING, AND EATING (CULTUREAMERICA)



University Press of Kansas. Hardcover. Condition: New. 408 pages. In 1947, when J. I. Rodale, editor of Organic Gardening, declared, the Revolution has begun, a mere 60, 000 readers and a ragtag army of followers rallied to the cause, touting the benefits of food grown with all-natural humus. More than a half century later, organic farming is part of a multi-billion-dollar industry, spreading from the family farm to agricultural conglomerates, and from the supermarket to the farmers market to the dinner tables of families all across America. In the organic zeitgeist the adage you are what you eat truly applies, and this book reveals what the dynamics of organic culture tells us about who we are. Rodales goal was to improve individuals and the world. American Organics shows how the organic movement has been more successful in the former than the latter, while preserving connections to environmentalism, agrarianism, and nutritional dogma. With the unbiased eye of a cultural historian, Robin OSullivan traces the movement from agricultural pioneers in the 1940s to hippies in the 1960s to consumer activists todayfrom a counter cultural moment to a mainstream concern, with advocates in highbrow culinary circles, agri-business, and mom-and-pop grocery stores. Her approach is holistic, examining intersections of farmers, gardeners, consumers, government regulations, food shipping venues, advertisements, books, grassroots groups, and mega-industries involved in all echelons of the organic food movement. In American Organic we see how organic growing and consumption has been everything from a practical decision, lifestyle choice, and status marker to a political deed, subversive effort, and social philosophyand how organic production and consumption are entrenched in the lives of all Americans, whether they eat organic food or not. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.

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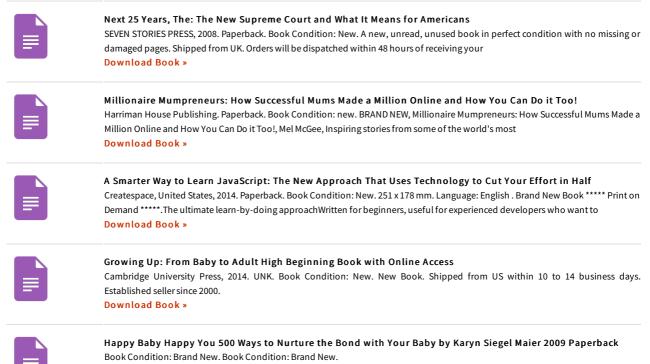
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