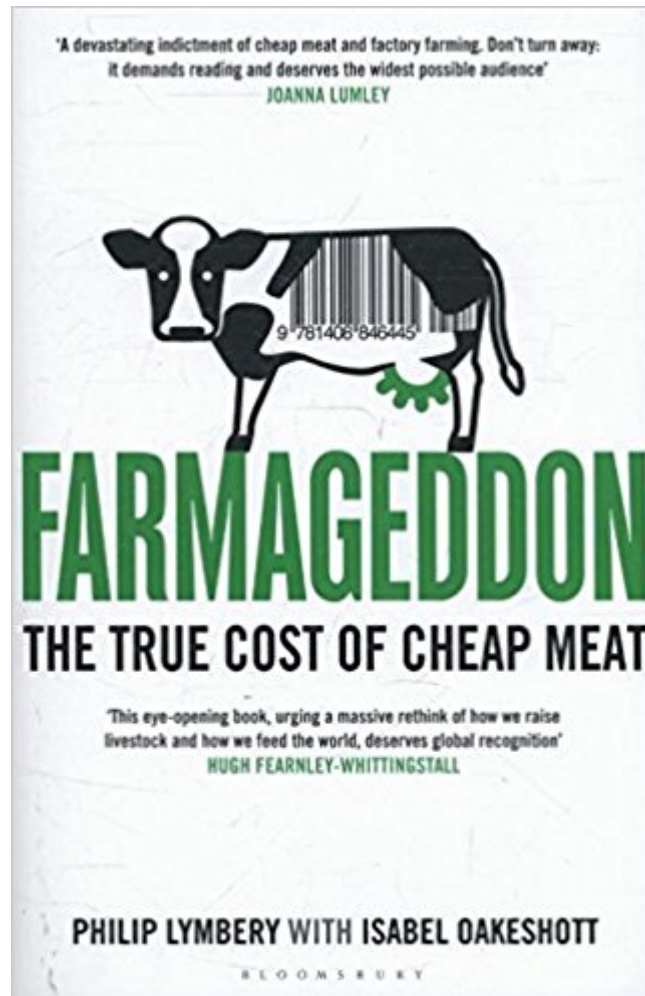




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Farmageddon: The True Cost Of Cheap Meat



Synopsis

Farm animals have been disappearing from our fields as the production of food has become a global industry. We no longer know for certain what is entering the food chain and what we are eating – as the UK horsemeat scandal demonstrated. We are reaching a tipping point as the farming revolution threatens our countryside, health and the quality of our food wherever we live in the world.* Our health is under threat: half of all antibiotics used worldwide (rising to 80 per cent in US) are routinely given to industrially farmed animals, contributing to the emergence of deadly antibiotic-resistant superbugs* Wildlife is being systematically destroyed: bees are now trucked across the States (and even airfreighted from Australia) to pollinate the fruit trees in the vast orchards of California, where a chemical assault has decimated the wild insect population* Cereals that could feed billions of people are being given to animals: soya and grain that could nourish the world's poorest, are now grown increasingly as animal fodderFarmageddon is a fascinating and terrifying investigative journey behind the closed doors of a runaway industry across the world – from the UK, Europe and the USA, to China, Argentina, Peru and Mexico. It is both a wake-up call to change our current food production and eating practices and an attempt to find a way to a better farming future.

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Customer Reviews

This eye-opening book, urging a massive rethink of how we raise livestock and how we feed the world, deserves global recognition * Hugh Fearnley-Whittingstall * A devastating indictment of cheap meat and factory farming. Don't turn away: it demands reading and deserves the widest possible

audience * Joanna Lumley * Offers the kind of realistic and compassionate solutions on which our prospects for a truly sustainable world depend * Jonathon Porritt * This incredibly important book should be read by anyone who cares about people, the planet, and particularly, animals * Jilly Cooper * Lymbery brings to this essential subject the perspective of a seasoned campaigner - he is informed enough to be appalled, and moderate enough to persuade us to take responsibility for the system that feeds us * Guardian Book of the Week * This meaty account makes a distinctive and important contribution, eschewing the narrowly domestic focus of many of its predecessors in favour of a global investigation ... An engaging read - and it also gives a full enough picture of the situation in the UK to preclude any smugness on the part of the British reader. Anyone after a realistic account of our global food chain, and the changes necessary for a sustainable future, will find much to get their teeth into here * Felicity Cloake, New Statesman * There's no end to techno-idioty in pursuit of profit. But far more concerning is Lymbery's contention that the wastefulness of feeding human-edible plants and fish to animals is not just absurd but catastrophic. The main reason for hacking down the remaining South American forest is to grow soy to feed the pigs and chickens of China * Evening Standard * Farmageddon is an excellent book: a fine overview of what's gone wrong, with case histories and possible solutions that give cause for hope * Literary Review * Lymbery's book carries great emotional impact ... Farmageddon brings fresh new material to vexed questions about how our food systems affect our health and our environment ... Farmageddon's central message is powerful: industrial farming is playing havoc with nature even while it fails at its main goal * Times Literary Supplement

Philip Lymbery is the CEO of leading international farm animal welfare organization, Compassion in World Farming and a prominent commentator on the effects of industrial farming. Isabel Oakeshott is a political journalist and commentator. Currently Political Editor At Large at the Daily Mail, she is a former Political Editor of the Sunday Times and co-author of the unauthorised biography of UK Prime Minister David Cameron, Call Me Dave.

This is a very informative and readable book and provides an excellent insight into modern day intensive livestock production systems. It certainly provides much food for thought on how mankind has gone off the rails in their quest to develop systems to more economically feed the world on animal protein at the expense of animal well being. Unfortunately the text contains many emotive descriptions of modern day livestock production systems and this detracts from the book's readability and

“take home messages”.

The changes in the intensive farming of poultry (for meat as well as eggs) and of pigs (particularly pregnant and lactating sows) has led to drastic reductions in their welfare and that would not be disputed by any compassionate livestock producer. One could also agree with the authors regarding the reduced welfare of intensively, but poorly managed, lot fed beef cattle and dairy cows. However the management of milking cows can be such that their welfare is hardly compromised. Granted beef and dairy cattle, being ruminants have been traditionally provided with access to pastures thus adequate space to move around in and to harvest their own forages. When managed off pasture, rarely are lot fed beef cattle provided with facilities to lie down undisturbed. However, dairy cattle, both milking cows and young stock, can each be provided with a separate resting place with clean, soft bedding such that they can lie down for as long as they would when provided with free access to pasture. This will allow for the provision of all they require for their comfort and welfare. The provision of additional overnight space in the form of an outside sand or dirt yard will also allow them to display when they are on heat, this allowing them to be successfully inseminated as the now normal management of dairy cows, rather than be serviced by a bull.

This book does a wonderful job of describing farming methods over the entire globe as well as global methods of raising food for human consumption. This includes cattle, chickens and pigs. It is sure to make a vegetarian out of you. The statistics and brutality is incomprehensible and sobering. Definitely a must read.

Very emotive language, does not help with the case that the author seems to be trying to make. Most people already understand most of this unless they have been living under a rock. The author generally avoids numbers which would provide some sort of context. Many of the numbers he uses are unreferenced or at least unexplained. The author just makes a statement and moves on without making any attempt to justify the statement.

Philip Lymbery is an expert on our food system, especially how that system is broken and in desperate need of repair. As someone who spends a lot of time myself studying how we produce food, I learned a lot from Lymbery's book and found it very worthwhile. It's an important contribution to the literature and should be required reading for anyone interested in reforming our agricultural systems. Critically, Lymbery takes aim at the environmental devastation wrought by animal agribusiness, recommending both ways to reduce the harm this industry causes as well as ways we

can all simply eat fewer animals, and of course more plants. Farmageddon is a sobering, yet hopeful book, and I highly recommend it.

Incredibly relatable human stories of what our demand for cheap food is doing to the planet. Bought one for myself and then another as a gift!

An absolute eye opener. Animals are also God's creatures and us humans, with intellectual capability, have an unforgivable duty to treat that which nourishes us with respect, compassion and responsibility. If we want to call ourselves human, then we must live by the above values. That is precisely why we, family and friends, have put our money and our efforts where our mouths are through the creation and build-up over the past two years of an organic farm using the natural rhythms of animals and seasons and the rotational grazing system. The farm is in the northwest of Spain in the province of Galicia, about 55 km from Santiago de Compostela and just outside the town of Porto do Son. The farm is called Tierra-Celta, which means Celtic Earth and we farm Cachena Heritage Breed Cattle, pigs, chickens and sheep. [...] and the state-owned and farmer is Andreas Rohregger. The book I rate as 5/5.

Jaw-dropping in its revelations about how human food production and global agribusiness has developed over the last century. Vast in scope to the point of numbing, however, despite the highly engaging, almost travelogue style. And so shocking and disturbing that I really would have liked more of a focus on the solutions - one chapter at the end, emphasizing consumer activism and government regulation left me feeling somewhat impotent and demoralized. Nevertheless an utterly compulsive and should be compulsory read.

Everyone should read this book...maybe people would be less wasteful if they did! Waste is a big problem in the USA (and elsewhere). Portion sizes are way too big in the USA, it is no wonder we have so many hugely obese people! Food and its production needs to be respected more, especially the animals that die so we can eat meat.... do not get me wrong I am not a vegetarian, but I respect the fact that an animal died... so I never waste meat, people who do, disrespect life and the fact that an animal died in order that they could have meat on their plate.... We all need to eat less... and care more! We and the planet would be a healthier place if that philosophy were to be implemented!

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