

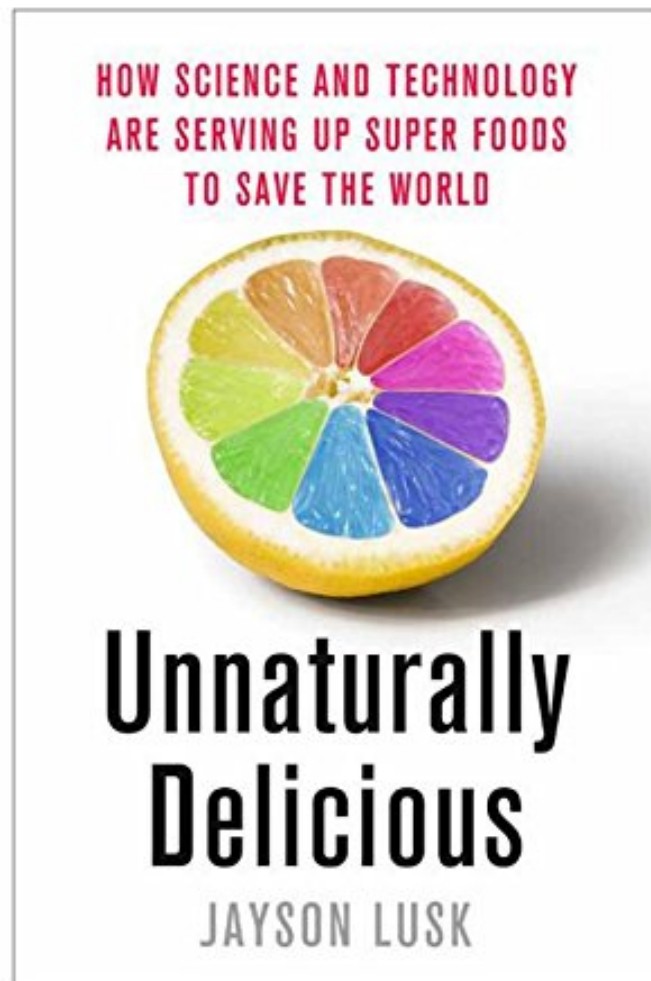
[Read ebook] Unnaturally Delicious: How Science and Technology are Serving Up Super Foods to Save the World

Unnaturally Delicious: How Science and Technology are Serving Up Super Foods to Save the World

Jayson Lusk

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#721110 in Books Lusk Jayson 2016-03-22 2016-03-22 Original language: English PDF # 1 8.54 x .98 x 5.791, .0 #File Name: 1250074304256 pages Unnaturally Delicious How Science and Technology Are Serving Up Super Foods to Save the World | File size: 66.Mb

Jayson Lusk : Unnaturally Delicious: How Science and Technology are Serving Up Super Foods to Save the World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unnaturally Delicious: How Science and Technology are Serving Up Super Foods to Save the World:

7 of 7 people found the following review helpful. Tradeoffs in a public arena of absolutes
By Josh
In this thought provoking book, Lusk carefully tries to inject some truth into the very polarized arena of food production. Whether you shop at Whole Foods or Wal-Mart (or both), this book is sure to provide credence for some of your beliefs while challenging (with science!) some others you may have. He tackles tough issues such as health issues, environmental issues, malnutrition, food waste, and hunger and he shows how science and technology can help. Spoiler alert: I did not at all get the impression that he is "bought and paid for" by ****Insert Big Ag Company Here**** as others have suggested. I honestly don't even know how anyone gets that point of view from reading this book. The author seems to be very middle-of-the-road on the polarizing debates and simply provides scientific solutions to the concerns of either side. Lusk manages to hit on many of the big arguments all the while teaching readers about the foods we eat. Who knew broccoli and kale aren't natural? Better yet, who even knew what "Natural" even means? I had certainly never thought about what that natural label means on the foods I buy at the grocery store. He devotes a chapter to a heated animal welfare debate in California and provides a potential market solution that might bridge the gap between the "ban it" and the "leave it alone" crowds. He also discusses how technology can help make the natural foods many of us seek safer for us to eat. Lusk constantly tries to emphasize the concept of tradeoffs. Sure we can have this, but we'd have to give up that. In each chapter, he discusses both sides of the story and suggests ways that technology can, and is, being used to provide the best possible solution. This book establishes that the current food debates are far more complex than most other writers would have us believe. If you are the type of person who is absolutely correct in whatever it is that you believe about food, then keep living in your bubble. However, if you are open to think more about why things are the way they are, and you are interested in some realistic solutions to the key food issues we face as society, then give this book a read. At the very least, you will learn something.

1 of 1 people found the following review helpful. Industrial agriculture and technological progress get a hearing
By Customer
This book represents a hopeful response to the food pessimism so popular today. Though an academic, the author writes in a format that will be accessible to a wide audience. For those emotionally invested in the natural food movement, he will sometimes feel a bit polemic (lightly) in defense of Big Ag or industrial agriculture, but he deserves a hearing. He places the challenges we face in food production within the context of the significant advances we have and are making over the decades. The future may be a bit brighter than lead lead us to believe.

0 of 0 people found the following review helpful. Thoughtful approach to understanding the role of science in food and ag
By Lance D. Woodbury
I had several members of a peer group of farmers and ranchers read Dr. Lusk's book and all enjoyed his interesting ideas, connections to various parts of the food chain, profiles of companies and individuals, and especially the clear writing. I would highly recommend this book (as one of several across the political/food spectrum) to anyone trying to understand the many facets of our food supply and agricultural production.

The food discussion in America can be quite pessimistic. With high obesity rates, diabetes, climate change, chemical use, water contamination, and farm animal abuse, it would seem that there wasn't very much room for a positive perspective. The fear that there just isn't enough food has expanded to new areas of concern about water availability, rising health care costs, and dying bees. In *Unnaturally Delicious*, Lusk makes room for optimism by writing the story of the changing food system, suggesting that technology and agriculture can work together in a healthy and innovative way to help solve the world's largest food issues and improve the farming system as we know it. This is the story of the innovators and innovations shaping the future of food. You'll meet an ex-farmer entrepreneur whose software is now being used all over the world to help farmers increase yields and reduce nutrient runoff and egg producers who've created new hen housing systems that improve animal welfare at an affordable price. There are scientists growing meat in the lab. Without the cow. College students are coaxing bacteria to signal food quality and fight obesity. Nutrient enhanced rice and sweet potatoes are aiming to solve malnutrition in the developing world. Geneticists are creating new wheat varieties that allow farmers sustainably grow more with less. And, well learn how to get fresh, tasty, 3D printed food at the touch of a button, perhaps even delivered to us by a robotic chef. Innovation is the American way. Thomas Jefferson, George Washington Carver, and John Harvey Kellogg were food and agricultural entrepreneurs. Their delicious innovations led to new healthy, tasty, convenient, and environmentally friendly food. The creations were unnaturally delicious. Unnatural because the foods and practices they fashioned were man-made solutions to natural and man-made problems. Now the world is filled with new challenges changing the way we think about food. Who are the scientists, entrepreneurs, and progressive farmers who meet these challenges and search for solutions? *Unnaturally Delicious* has the answers.

"Accessible, entertaining, and optimistic... In this lively look at the modern intersection of technology and food, Lusk... examines several ways that researchers are seeking to feed the world, combat malnutrition, and conserve resources." *Publisher's Weekly*
Delightful and telling stories of students, farmers, scientists and businessmen forging ahead with science- and technology-based solutions to problems with our food system. Reason for optimism . . . I loved this book. So much that is new, so informed, unpretentious unlike so much food writing. Rachel Laudan, food historian and author of *Cuisine and Empire*
Lusk argues that agricultural innovation, technology and change have

always been essential in improving the human condition, and we can best solve our problems just as our ancestors did, by innovating more. I recommend his book to everyone concerned about where their food is, or will be, or should be, coming from as well as what we should do about it." John Coupland, Professor of Food Science, The Pennsylvania State University"Technology and science have done the world of food far more good than harm. Check out Jayson Lusk's *Unnaturally Delicious* for a superior vision of where food is headed." Tyler Cowen, Professor of Economics, George Mason University"An exploration of 'the innovators and innovations shaping the future of food'...A provocative, well-documented challenge to one of the major contentions of environmentalists." Kirkus s"Professor Lusk has written a wonderful book. He tells stories to illustrate important facts and principles. We (the readers) have fun and he has fun while we learn a lot in the process." Daniel A. Sumner, distinguished professor of agricultural economics at University of California, Davis and director of the University of California Agricultural Issues CenterIn his new book, *UNNATURALLY DELICIOUS*, Lusk spotlights a number of innovations in the works . . . that could have a profound impact on the challenges we face as a food system. Mostly, he argues, for the better. The Huffington PostThere is much in this book to please a reader curious about what the future farmers of America are up to. Lusk has a relish for the technical aspects of agronomy, and writes with lucidity and enthusiasm . . . The book's greatest strengths [are] its lucid accounting of costs and benefits [and] its descriptions of technologies in development and machines in operation. Popular Science"Delivers a highly accessible look at the food technology that both exists today and is in our near future. Lusk takes readers on a mouthwatering tour of a smorgasbord of new foods, crops and technologies which provide a backdrop for an exciting and truly progressive way to think about the future of food. His insights offer a potential paradigm shift in how we can feed the world healthier foods- that people want to buy and eat. It's a stark contrast from the stale and highly ineffective command and control food police playbook." Baylen Linnekin, Reason.comAbout the AuthorJAYSON LUSK is a Regents Professor and Willard Sparks Endowed Chair in the Department of Agricultural Economics at Oklahoma State, previously holding appointments at Mississippi State, Purdue, and the French National Institute for Agricultural Research. One of the most prolific and cited food and agricultural economists, Lusk has published editorials in the New York Times, the Wall Street Journal, Forbes.com, Foxnews.com, TIME.com, and the Huffington Post. He lives in Stillwater, OK.