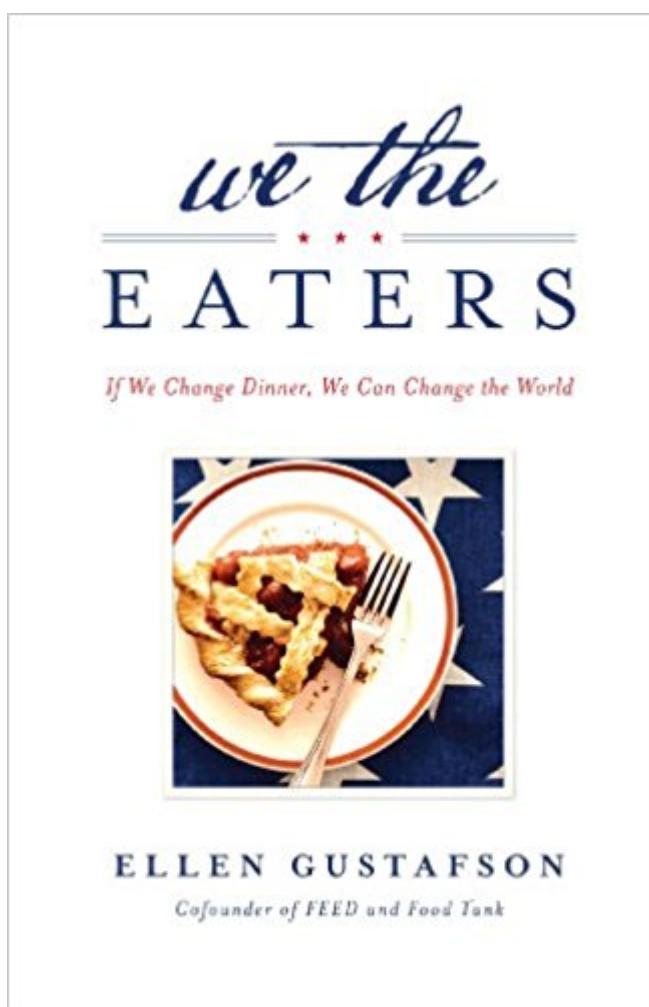


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# We The Eaters: If We Change Dinner, We Can Change The World



## Synopsis

The implausible truth: Over one billion people in the world are hungry and over one billion are overweight. Far from complete opposites, hunger and obesity are in fact different manifestations of the same problem: It's increasingly difficult to find and eat nutritious food. By examining the global industrial food system using the deceptively simple template of a classic American dinner, *We the Eaters* not only outlines the root causes of this bizarre and troubling dichotomy but also provides a blueprint of actionable solutions—solutions that could start with changing out just a single item on your plate. From your burger to your soda, Gustafson unpacks how even the hyperlocal can cause worldwide ripples. For instance: American agricultural policy promoting corn and soybeans in beef farming means we feed more to cows than to hungry people. This is compounded by the environmental cost of factory livestock farming, rising obesity rates, and the false economics of unhealthfully high meat consumption. The answer? Eat a hamburger—just make it a smaller, sustainably raised, grass-fed one. Gustafson—a young entrepreneur, foreign policy expert, and food policy advocate—delivers a wake-up call that will inspire even the most passive reader to take action. *We the Eaters* is nothing short of a manifesto: If we change dinner, we really can change the world.

## Book Information

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## Customer Reviews

Ellen Gustafson writes with passion and intelligence in this new book. As someone who hasn't

traditionally been deeply rooted in the food industry, I loved the accessibility of her writing style. Completely changed my views on the space, but more importantly this book will change my behavior going forward. So glad I discovered this brilliant book!

I have been following Gustafson's work for years. She is not someone who sits on the sidelines and pontificates-she has dedicated herself fully to being a problem solver, particularly in the area of food (ever see a FEED bag, that was her along with her cofounder, Lauren). This books provides real insight into the challenges we face and a realistic way to change them for the better. We are all connected- nothing happens in a vacuum but in a world of bad news, its great to see a positive approach to changing how and what we eat. A huge recommend!

After following Gustafson's work for years, I am so excited for the launch of her first book. She asks all of the hard questions, and has come up with some equally hard answers to fix our country's broken food system. I just read the entire preview before quickly ordering this book. Cannot wait to tear into it!

I bought the book because I've met Ellen and her husband is a friend of mine. I had an inkling of how thorough and well written this book would probably be. I've had questions about our food chain for many years. This book has a lot of answers. She brings together many threads and ties them into one big Gordian knot. Then she presents a solution to unwind the problems she's laid out. It begins with us - we can be the solution. I'm blown away. Ellen is one squared away young woman.

If you want a high energy, brainy, and story-rich dive into global food policy, buy Ellen Gustafson's book. The genius of the authors book is how Gustafson weaves together the impossibly strange and interesting story about how a classic American meal comes together. In the process, Ellen gives us one central insight: the best way to control a complex global food system is by reimagining this important daily meal, everyday. It actually reminded me of a passage from Adam Smith's classic Wealth of Nations, where he describes the economic and history forces that converge upon his woolen coat: "How much commerce and navigation in particular, how many ship-builders, sailors, sail-makers, rope-makers, must have been employed in order to bring together the different drugs made use of by the dyer, which often come from the remotest corners of the world!" Now imagine a really great story teller conveying the forces that bring together your classic burger & apple pie meal. Along the way, she brings together sharp policy insights, interesting and relevant facts and

credible sources to make the enjoyable experience a mentally nutritious one. More importantly, the author makes readers more conscious about how their small choices have a big impact on both America and "remote corners of the world." In my work as a international development practitioner and policy scholar at Columbia University, I am surrounded by talented thinkers and fresh ideas about fixing our broken food system. But I've yet to encounter a food policy expert who has the knack of distilling a complex world of policy and data into something as simple and relevant as dinner.

This book is truly eye-opening and in some ways, shocking. You MUST READ this book. We the eaters deserve to know what we are eating. We certainly don't learn that from all the advertising out there. Not only that, but Americans are generous people and we want to help the hungry people of the world. It seems like an insurmountable problem, along with food insecurity, violence, and immigration. But we can make a difference that is larger, more sustainable, and healthier in the end, than just a one-time donation. We aren't doing the rest of the world any good by just propagating our own broken food system that is causing obesity and health problems. It starts in our own home and with our own dinner plates. We don't even have to travel around the world in order to do something great. If one by one we change our food buying practices, to be local and fresh, the system will have to change, making us a healthier world. Gustafson ends this thought-provoking book by giving us 30 tangible ways to change dinner. Let's join together and see how powerful the consumer can be.

Being a farmer and an advocate for the food movement, I've read a lot of books about food, eating, food policy and the food movement, and this book by Ellen Gustafson is the single best book I've read. Carefully researched and engagingly written, it gives an excellent overview of the industrial food system and the consequences it is having on the world, while remaining optimistic and recognizing that despite all the assets available to the system to manipulate the way we eat (and live), the ultimate power still lies with the consumer/eater and we have the ability to make the changes that will redirect the course of the world for the better. Best of all, as I heard her speak recently, "There is a revolution going on, and the revolution is delicious." I'm very impressed with this book. Highly recommended.

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