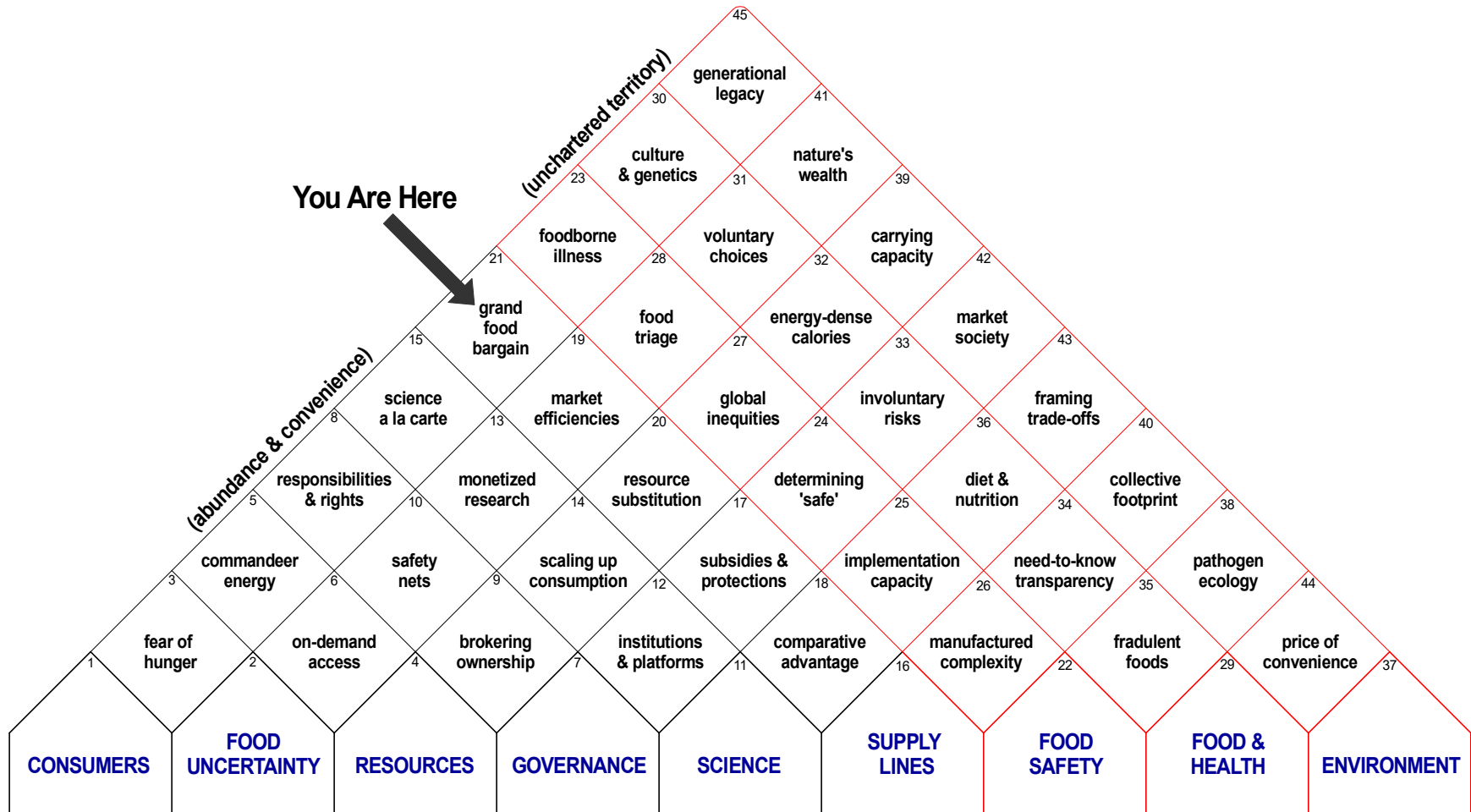


The Grand Food Bargain

Our Interconnected Food World Reality



If you're the typical U.S. consumer, your connection to food is lived through one intersection of a much larger interconnected food world. This approach to food could continue indefinitely were it not for an unforeseen outcome--a consumer oriented food world of abundance and convenience (outlined in black) that's not aligned with broader food world realities, has launched us into unchartered territory (outlined in red). The Grand Food Bargain is the story of how core food-related components (along the base) intersect and define our food world reality, and how awakening our connection to food expands the choices consumers have in navigating forward. (Note: numbers in intersections denote book chapters)