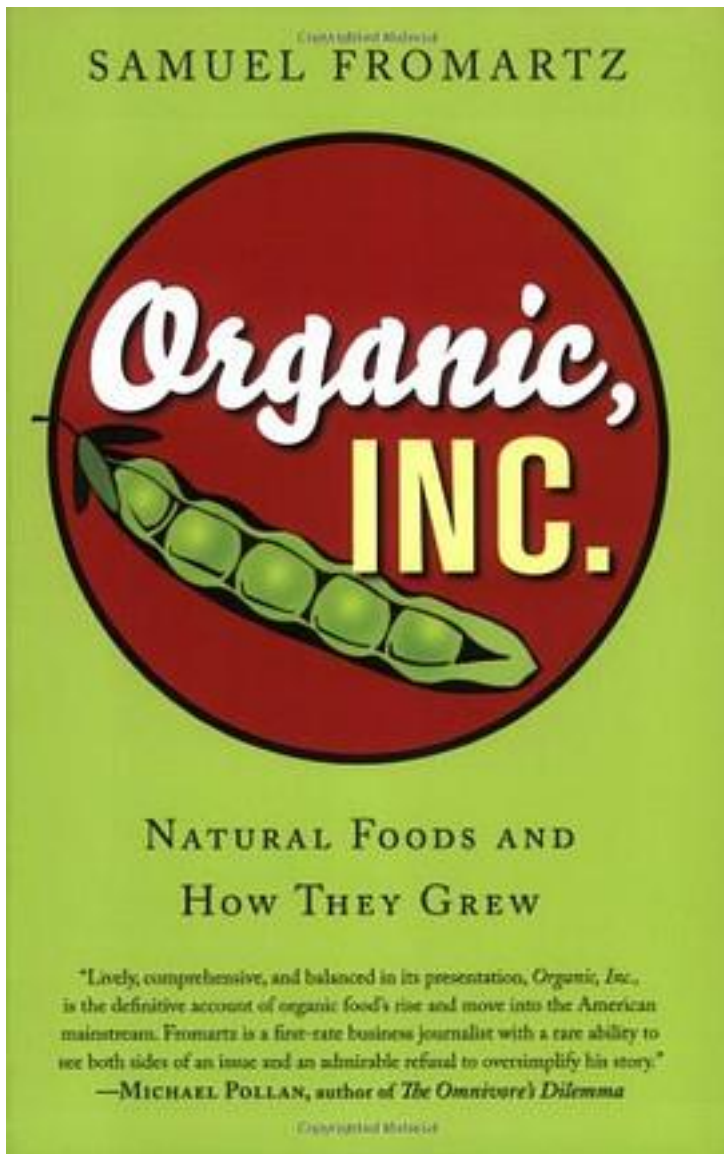


Organic, Inc.



[Organic, Inc. 下载链接1](#)

著者:Samuel Fromartz

出版者:Mariner Books

出版时间:2007-03-05

装帧:Paperback

isbn:9780156032421

Who would have thought that a natural food supermarket could have been a financial refuge from the dot-com bust? But it had. Sales of organic food had shot up about 20 percent per year since 1990, reaching \$11 billion by 2003 . . . Whole Foods managed to sidestep that fray by focusing on, well, people like me. Organic food has become a juggernaut in an otherwise sluggish food industry, growing at 20 percent a year as products like organic ketchup and corn chips vie for shelf space with conventional comestibles. But what is organic food? Is it really better for you? Where did it come from, and why are so many of us buying it? Business writer Samuel Fromartz set out to get the story behind this surprising success after he noticed that his own food choices were changing with the times. In *Organic, Inc.*, Fromartz traces organic food back to its anti-industrial origins more than a century ago. Then he follows it forward again, casting a spotlight on the innovators who created an alternative way of producing food that took root and grew beyond their wildest expectations. In the process he captures how the industry came to risk betraying the very ideals that drove its success in a classically complex case of free-market triumph.

作者介绍:

目录:

[Organic, Inc. 下载链接1](#)

标签

食物

環保

环境

农业

farming

评论

提供了很丰富的信息，属于面面俱到的一种写法吧，没有停在一个问题上，但对于不了解有机农业发展的读者还是能学到很多。顺着书找到了里面提到的一家农场，已经有四十年历史了，然而老板仍然兢兢业业地每隔几天就在农场网站上post各种产品信息，和国内刚开起来没几年的有机农户无异。还要苦口婆心地解释最近为什么给产品涨价了。业界顶尖选手定价还是要小心翼翼，而且过去几年被Whole Foods挤到亏损。看来国内抱怨有机难做也不完全是市场发育程度的问题。

[Organic, Inc. 下载链接1](#)

书评

[Organic, Inc. 下载链接1](#)