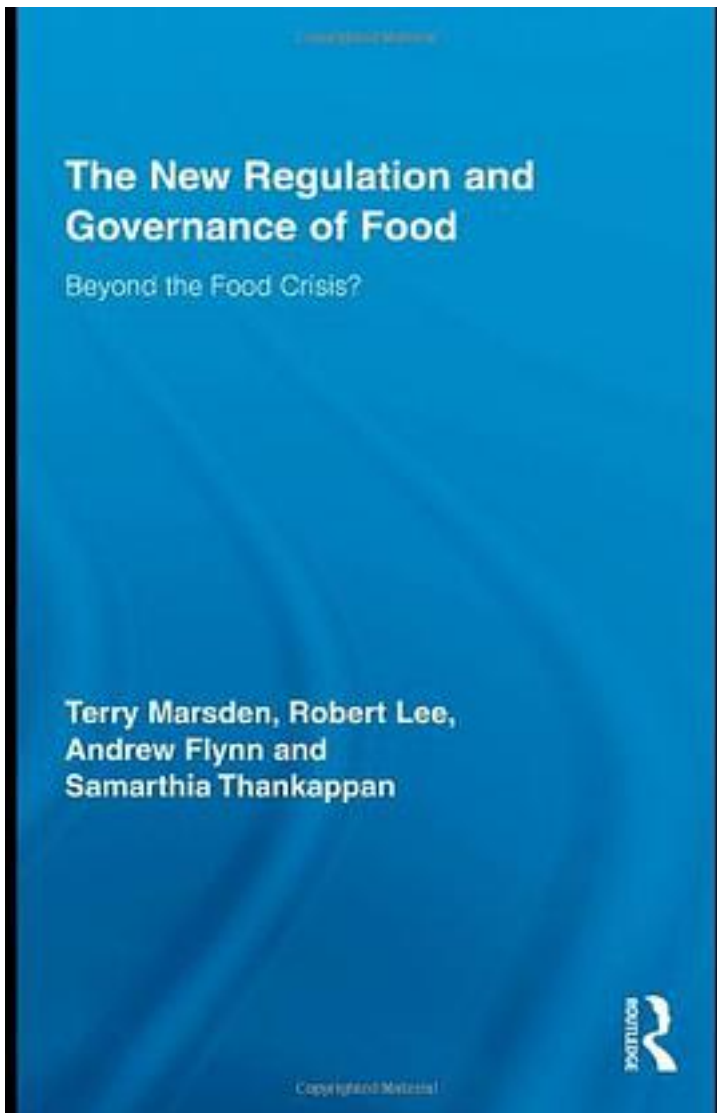


The New Regulation and Governance of Food



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Major questions surround who, how, and by what means should the interests of government, the private sector, or consumers hold authority and powers over decisions concerning the production and consumption of foods. This book examines the development of food policy and regulation following the BSE (mad cow disease) crisis of the late 1990s, and traces the changing relationships between three key sets of actors: private interests, such as the corporate retailers; public regulators, such as the EU directorates and UK agencies; and, consumer groups at EU and national levels. The authors explore how these interests deal with the conundrum of continuing to stimulate a corporately organised and increasingly globalised food system at the same time as creating a public and consumer-based legitimate framework for it? The analysis develops a new model and synthesis of food policy and regulation which reassesses these public/private sector responsibilities with new evidence and theoretical insights.

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