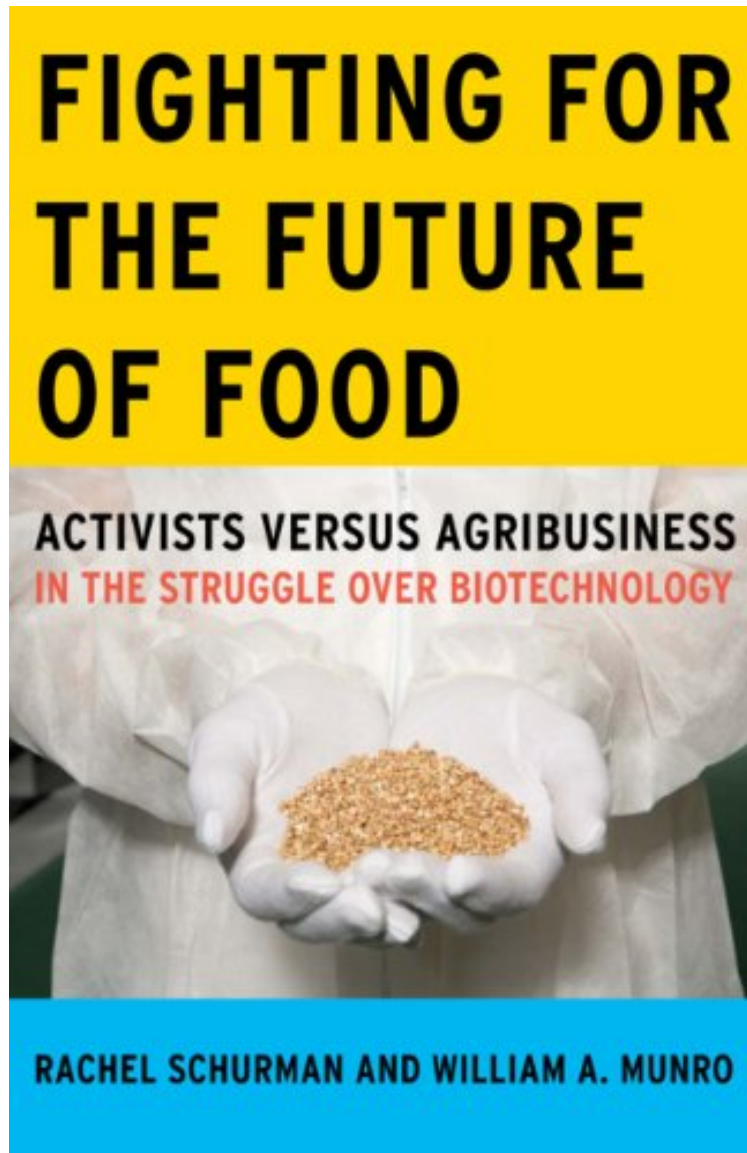


(Free pdf) Fighting for the Future of Food: Activists versus Agribusiness in the Struggle over Biotechnology (Social Movements, Protest and Contention)

Fighting for the Future of Food: Activists versus Agribusiness in the Struggle over Biotechnology (Social Movements, Protest and Contention)

Rachel Schurman, William A. Munro
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Rachel Schurman, William A. Munro : **Fighting for the Future of Food: Activists versus Agribusiness in the Struggle over Biotechnology (Social Movements, Protest and Contention)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fighting for the Future of Food: Activists versus

Agribusiness in the Struggle over Biotechnology (Social Movements, Protest and Contention):

0 of 0 people found the following review helpful. Fighting for the Future of FoodBy BrendaMarieA good read, an eye opener for those of us who grew up enculturized to corporations as part of life. Not my fav on the subject but I know that some retired college professors make it a must read. So, read, and weep at the slow process we as a majority of Americans are taking to wake up to an issue that isn't going to rectify itself. Who will win this fight? What will be the cost? And who really is agribusiness..... and whose business should it be?0 of 0 people found the following review helpful. NiceBy AustinNice5 of 5 people found the following review helpful. outstanding workBy Julie GuthmanIn this sharply argued and hugely important book, authors Rachel Schurman and William Munro posit that social movement success must be analyzed counterfactually. In the case on offer they ask us to consider what the world of agricultural biotechnology would look like today without the persistence and dedication of a collection of activists whose long-term efforts crucially included the intellectual work of strategic thinking and the deployment of science in countering industry arguments. As the authors convincingly show, there would be many more crops on the market with genetically-engineered traits, much more fluid milk sold that came from cows treated with recombinant bovine growth hormone, far less attention to segregation of genetically-modified food products and, probably, much deeper and wide-reaching acceptance of these technologies among both farmers and consumers. The success of the movement lies not so much in having stopped these technologies for once and for all, but in changing the cultural climate of acceptability, foisting a different cost-benefit calculus onto the industry, and setting in motion changes that were not even necessarily goals of the movement. Precisely what makes their analysis so brilliant is its revelation of the strategic dance between proponents and opponents of biotechnology, who, as the authors astutely point out, act and think in different lifeworlds. This is an outstanding piece of scholarship that seeks not to damn or laud agricultural biotechnology for once and for all but to explain the political-economic context for the emergence and restructuring of the global life sciences industry and the character of the transnational social movement that came to contest it. It is a must read for those interested in agricultural biotechnology, the fate of the life sciences industry, or social movements.

When scientists working in the agricultural biotechnology industry first altered the genetic material of one organism by introducing genes from an entirely different organism, the reaction was generally enthusiastic. To many, these genetically modified organisms (GMOs) promised to solve the challenges faced by farmers and to relieve world hunger. Yet within a decade, this "gene revolution" had abruptly stalled. Widespread protests against the potential dangers of "Frankenfoods" and the patenting of seed supplies in the developing world forced the industry to change course. As a result, in the late 1990s, some of the world's largest firms reduced their investment in the agricultural sector, narrowed their focus to a few select crops, or sold off their agricultural divisions altogether. *Fighting for the Future of Food* tells the story of how a small group of social activists, working together across tables, continents, and the Internet, took on the biotech industry and achieved stunning success. Rachel Schurman and William A. Munro detail how the anti-biotech movement managed to alter public perceptions about GMOs and close markets to such products. Drawing strength from an alternative worldview that sustained its members' sense of urgency and commitment, the anti-GMO movement exploited political opportunities created by the organization and culture of the biotechnology industry itself. *Fighting for the Future of Food* ultimately addresses society's understanding and trust (or mistrust) of technological innovation and the complexities of the global agricultural system that provides our food.

"Rachel Schurman and William A. Munro take a fresh and carefully balanced look at the social movement spawned by this technology. Anyone who wants to understand why groups across the globe oppose genetically modified foods will find this book revelatory." —Marion Nestle, author of *Food Politics and Safe Food*