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"Olmsted makes you intensely hungry and screaming mad—a must-read for anyone who cares deeply about the safety of our food and the welfare of our planet."

—STEVEN RACHLIN, author of the *Barbarian! Bible* series

REAL FOOD FAKE FOOD



Why You Don't Know
What You're Eating & What
You Can Do About It

LARRY OLMSTED

Larry Olmsted

Real Food/Fake Food: Why You Don't Know What You're Eating and What You Can Do About It



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“Olmsted makes you insanely hungry and steaming mad--a must-read for anyone who cares deeply about the safety of our meals and the welfare of our planet. So many artificial foods are inside our supermarkets, our restaurants, and our kitchen cabinets that it’s —Kirk Kardashian, author of Milk Money: Cash, Cows, and the Loss of life of the American Dairy Farm You”’s also filled with brazen impostors.re eating anymore.The world is full of delicious, lovingly crafted foods that embody the terrain, weather, and culture of their origins. In this interesting and important book, Olmsted helps us love the genuine stuff and steer clear of the fraudsters. Bible series” —Steven Raichlen, writer of the BarbecueI’ve noticed the headlines: Parmesan cheese created from real wood pulp. Lobster rolls including no lobster at all. Extra-virgin olive oil that isn’t.” Olmsted brings visitors in to the unregulated food industry, revealing the shocking deception that extends from high-end foods like olive oil, wine, and Kobe beef to everyday staples such as coffee, honey, juice, and cheese. Sadly, it’ In Real Food / Fake Food, award-winning journalist Larry Olmsted convinces us why actual food matters and empowers consumers to make smarter options.s hard to know what we’ It’s an enormous bait and switch in which counterfeiting is rampant and in which the consumer ultimately pays the purchase price. But Olmsted does more than show us what foods in order to avoid. A real gourmand, he travels to the resources of the real stuff to help us recognize what things to look for, eat, and savor: legitimate Parmigiano-Reggiano from Italy, fresh-caught grouper from Florida, authentic port from Portugal. Actual foods that are grown, raised, created, and prepared with care by masters of their craft. Component cautionary tale, component culinary crusade, Real Food / Fake Food is certainly addictively readable, mouthwateringly pleasurable, and utterly relevant.



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Narrow scope, but excellent information Our household is very careful about the meals we buy, which explains why I was quite interested in this book by Mr. Olmstead. I was fortunate to hear the interview of him on the Diane Rehm present aswell. I'm left just about where I started - select organic when possible, actually if it isn't 100% accurate. We tend to buy organic whenever you can, and constantly struggle with the budget challenges that presents. So I was hopeful this publication would not only provide a type of information map for selecting high quality foods, but would also either reassure me that the organic brand will probably be worth while, or dissuade me from spending the extra money on organic labeled items. Concerning the organic brand, it really is never directly addressed. There are many remarks that cast significant question on the organic label, among others that recommend you search for the label. Certainly, it depends on the food in mind. In some instances, such as seafood, there is no organic standard. ever. Olmstead presents the picture of a defined standard that is not enforced. However, I came across this book to be rather frustrating, though it does contain a wealth of interesting and, at times, compelling info. I'm pleased that we have been practicing currently done of what Olmstead suggests, but his reporting showed that we have much more to do... even if that can be faked. We was also a little surprised to see two whole chapters devoted to meat, a whole chapter on Champagne and Scotch, an entire chapter on wines. Eye opener, in the event that you eat out a whole lot. Not very much else. I think this book speaks more to the food choices of Mr.. What he left out could fill volumes. compose an information-rich NF book withOUT an index. An improved title might have been: "Larry's World of Food" or something similar to that. Important thing - excellent information, but for a limited group of foods and beverages. profoundly insightful chapters, after that tempest in a teapot chapters READ THIS: (reading this did make me think of the old Eat This / Not That series)- chapter 3 ('Fishy Fish') was appalling and depressing, describing the worst examples of business malfeasance and federal government carelessness and corruption in the production and sale of ANY retail product, not just food(I'm sick of these dilettante Today Present cardiologists going on TV and demanding that Americans eat fish in every meal. I wish I could force them to read this chapter so they will shut up.. Are. An ideal book to get from a library - borrow it, spend one night on each of the worthwhile chapters then take it back again. Exceptional content, utterly unusable once you read it The writer uncovered and presented a wealth of excellent content. Prosperity, meaning "a lot". And after you browse it, and you also remember some little factor like "oh... what do he say about this Italian tomato?" or something.. Fascinating insight in to the food industry Idea provoking and educational - We definitely recommend this reserve! You. alcoholic beverages are among the most scrutinized of most consumables, so I would have appreciated a publication on 'real food' spending a little less time on liquor- I believe I was about eight when I figured out Log Cabin syrup was corn syrup with brown food coloring (chapter 11)- chapter 6 is the phoniest chapter, because you know after Olmsted here tells 'true gourmets' that they need to demand 'Kobe beef' just from Japanese government qualified farms, in his following book he'll tell his readers that they need to only eat food produced within 100 miles of home, (he alludes to this here on several events) and then probably brays to his Dartmouth students that Kobe beef is usually "contributing to global warming"! Screwed. Jumble up the phone publication and reprint it and try to make a contact. Screwed. The wealth.. Great Book Noticed it at the library... the details.. We need to progress control over what switches into the food we eat. Olmstead when compared to a more comprehensive treatment of the thousands of food products you'll find in a typical supermarket.. incredibly.. Thank you for this!! Why on the planet would you screw your visitors by

leaving the easy part out? Five Stars Very interesting. You under no circumstances..)- chapter 5 provides a fine demonstration of just how European principles of collective trademarks enhance the quality of meals while US trademark regulation degrades it- chapter 10 is the best guide you will find anywhere to the buy of safe and healthy meat- chapter 12 offers a wonderful cherry to the sundae with a deserved and needed bashing of the FDANOT THAT:- chapter 1 is a thirty-three web page harangue telling you that you need to purchase your parmesan cheese from Parma, Italy instead of Parma, Ohio- there are a huge selection of books which provide a even more accurate and full description of wine and scotch production than you will see within chapter 7 and chapter 9; However, in others Mr... Thank you because of this... His often long ramblings about regional tradition, specific farms and villages, his travels and his meals encounters tended to obscure what I was looking for based on the title of the book. Under no circumstances. This is fatal. I wish to use this great content material but I'm not likely to reread the stupid thing each time I want to gain access to some missing fact. This might be an easy 5 celebrities for me if indeed they didn't screw up the simple part and make enough time I invested in scanning this a near total loss, because. half the fat of my house is nonfiction books. Someplace else that may sell something similar without the over inflated and certainly false claims. This is simply not something the average customer can do for himself or herself... familiarity, followed by reference. I pray this will not become a trend. And BTW..... massively technical as my passions and profession live in NF exclusively. Amazing book. ever. Transformed my life long views of what meals is. Amazing book. there is absolutely no index! It will be changed the way I believe of food. It's fine Good book - could possibly be better written but there's ideas in right here I'll remember like always buy European stamped foods.. As a book on 'food', it is really a publication about seafood, olive natural oils, kobe beef, wines and spirits, and cheese. Interesting read. My just complaint was that there were entire chapters specialized in specific forms of alcohols, and since I don't drink, they were pretty irrelevant to me. the volume. Changed my entire life long sights of what meals is. The best part is that the author is not a label snob, he merely points out that you should be getting what you're expecting. Another great stage is that whenever a restaurant or firm claims to market something there is absolutely no possible way they may be, it's a good reason to go somewhere else.. Eye-Opening! While the book is detailed and covers more products than we normally buy and eat, this is a instruction to making better and more informed choices on the market. I don't think that coming and eating at our house would be the same after scanning this publication. Further, it often pays to have some idea of the 'provenance' of the merchandise - nation of origin, farm, etc. I'm no enthusiast of big government, but the type of oversight of our food supplies needed is what federal government should be doing. that's how information-dense NF works are used. of information bites you in the glutes because you can't go back and look it up because. The reserve will help form my shopping and consuming going forward. Inexcusable.



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