



September 4 & 5, 2008
Hawaii Convention Center

August 12, 2008

Conference Hosts

Hawaii Department of
Agriculture

University of Hawaii
College of Tropical
Agriculture and Human
Resources

Hawaii Farm Bureau
Federation

Agriculture Leadership
Foundation of Hawaii

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Conference Co-Chair:
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Committee Members:
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2008 Hawaii Agriculture
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MEDIA RELEASE

for immediate release

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Best-selling Author Paul Roberts

Presents public lecture and book signing at

2008 Hawaii Agriculture Conference: *Growing with Intention*

Sky-rocketing food costs. Riots over prices. Floods and famines. The dark future predicted by best-selling author Paul Roberts (**The End of Oil**) in his prescient and important new book, **THE END OF FOOD** (Houghton Mifflin Harcourt, June 4, 2008), looks all too familiar. Roberts's trenchant analysis of the global food economy elucidates the causes behind the current headlines, makes the big-picture view understandable and relevant for the everyday eater and offers a new, accessible way to understand where we are now and where we are headed in the years to come.

Roberts' lecture titled *All You Can Eat: The Uncertain Future of the Modern Food System* will be on Thursday September 4 at 7:00 pm at the Hawaii Convention Center in the Lili'u Theatre. Question and answers and a book signing session will follow the lecture. The conference hosts are pleased to add this component to the conference because anything that contributes to a shift in public behavior as it relates to our food choices will help make the sector stronger.

More about the book...

Uniquely comprehensive in scope, **THE END OF FOOD** makes clear that we cannot talk about rising food costs or food safety scares at home without understanding the worldwide food supply chain. Paul Roberts' distinctive, global approach illustrates how the crises of recent headlines—ranging from food-borne illness and obesity to the increasing cost of putting dinner on the table and gas in the fuel tank—are part of the same underlying problem: a system of food production that is no longer sustainable for the billions of consumers it was built to serve.

~MORE~



Paul Roberts at
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Tracing the links between meatpacking in France and the Wal-Mart business model in America, the changing diet in China and deforestation in South America, low corn yields in Africa and high corn yields in Iowa, Paul Roberts zooms in on exemplary flash points in our modern food system. We meet a French meatpacker, so ashamed of his countrymen's newfound obsession with perfectly (and artificially) shaped pork legs, he refuses to give his name. There are Mango and Janet Mutisya, who spent years modernizing their corn farm in southern Kenya only to find themselves competing with a crushing global grain market and increasingly unpredictable climate change. At the new Nestlé testing lab in Shanghai, Chris Brimlow flashes a huge map of China divided not by politics or topography, but by flavor preferences—the heavily spiced meats favored by the Muslim west or Beijing's salty, wheat-based cuisine—that Nestlé's teams are busily translating into lines of new packaged foods. And as an energy specialist, Roberts also explains the critical connection between food and oil at the heart of the current crisis.

In a balanced account of possible alternatives to the current system, Roberts moves beyond an analysis of the present in his search for solutions. Investigating everything from genetically modified foods to the locavore movement, Roberts remains refreshingly unbiased in his analysis and realistically focused on what these alternatives would mean for *real* consumers around the world. Showing how we need to be *more* global, not less so, Roberts argues that we need to create a more cooperative and fairer worldwide food market. With its clear, stark vision of the future of eating, **THE END OF FOOD** helps us to prepare to make the decisions—personal and global—we must make to survive the demise of food production as we know it.

ABOUT THE AUTHOR: Paul Roberts's first book, **THE END OF OIL**, was a critically acclaimed bestseller. Roberts has also written for the *Los Angeles Times*, the *Washington Post*, and *Harper's Magazine*, and appears regularly on national and international television and radio news shows, including CNN's *Lou Dobbs Tonight*, the BBC, *PBS NewsHour*, the *CBS Evening News*, and on NPR's *Morning Edition*, *On Point*, *Weekend Edition*, and *Fresh Air*. He lives in Washington State.

For additional information about the agriculture conference please visit the website at www.hawaiiagconference.org

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Hawaii Agriculture Conference



A Timely Examination of the World Food Crisis
Showing the Worst Is Yet to Come

THE END OF FOOD

By Paul Roberts

Best-selling author of *The End of Oil*

“For anyone concerned about the future of food, this is an **indispensable book**, clear-eyed, comprehensive, and compelling. Paul Roberts has gone everywhere, read everything, and returned with **the best analysis** of global food economy you are likely to find.”

— Michael Pollan, author of *The Omnivore’s Dilemma*

“Everyone’s got to eat, and this **spellbinding** book makes it clear why that may be a problem in the years ahead. Paul Roberts, with his usual ability to analyze mountains of data in clear and coherent ways, helps provide a reasonable and powerful map of how we got ourselves into this fix, **and how we might yet get ourselves out.**”

— Bill McKibben

“A **revealing, deeply dismaying** overview of how the world’s food is produced and marketed.”

— *Kirkus Reviews*

THE END OF FOOD

By Paul Roberts

June 4, 2008 • ISBN: 978-0-618-60623-8 • \$26.00

Lecture: *All You Can Eat: The Uncertain Future of the Modern Food System*

Honolulu, Hawaii

Thursday September 4, 2008 at 7:00 pm

Hawaii Convention Center in the Lili`u Theatre

question and answers and a book signing session will follow the lecture



**Paul Roberts, best-selling author
presents**

All You Can Eat: The Uncertain Future of the Modern Food System

Honolulu, Hawaii

Thursday September 4, 2008 at 7:00 pm

Hawaii Convention Center in the Lili`u Theatre

question and answers and a book signing session will follow

All You Can Eat: The Uncertain Future of the Modern Food System

The ability to produce cheap, plentiful food marks one the greatest successes of the modern era. And yet, rising concerns over food safety, nutrition-related disease, and the environmental impacts of industrialized agriculture suggest that the true costs of our "cheap" calories are far too high to sustain. Even as rising population pushes food demand—and send food prices to levels not seen in a generation—consumers and producers alike must confront the realities of a food economy fast approaching its limits.

Paul Roberts's first book, **THE END OF OIL**, was a critically acclaimed bestseller. Roberts has also written for the *Los Angeles Times*, the *Washington Post*, and *Harper's Magazine*, and appears regularly on national and international television and radio news shows, including CNN's *Lou Dobbs Tonight*, the BBC, *PBS NewsHour*, the *CBS Evening News*, and on NPR's *Morning Edition*, *On Point*, *Weekend Edition*, and *Fresh Air*. He lives in Washington State. Paul Roberts lectures frequently on food, energy, and other resource issues, and has delivered keynote addresses to organizations ranging from the U.S. Environmental Protection Agency and the Council on Foreign Relations to Washington State University and the World Affairs Council.