

If you've doubted whether food has a role in creating – and solving – the climate crisis, you'll want to read *Mobilize Food! Wartime Inspiration for Environmental Victory Today*.

Eleanor Boyle's new book shows why food is key to solving our biggest problems. It offers an insightful and entertaining look at how Britain transformed its food system to face the crisis of World War II. Revealing parallels between war and our climate crisis, the book spells out four evidence-based lessons for mobilizing our 21st-Century approach to food in order to win our current battle for a stable climate. Packed with inspiring examples of historical and contemporary food activists, businesses, and leaders making food accessible, sustainable, and healthy, *Mobilize Food!* offers the optimism we need. Rapid and meaningful food-system change has been achieved before and can be achieved again.

MEDIA KIT

JUST OUT from FRIESENPRESS :
A new book by
Eleanor Boyle

"A brilliant book that could not be more timely. . . . Read and circulate it."
—Tara Cullis, President, David Suzuki Foundation

MOBILIZE FOOD!



Wartime Inspiration for
Environmental Victory Today

ELEANOR BOYLE
FOREWORD BY TIM LANG

Eleanor Boyle

: about



ELEANOR BOYLE:

Author, journalist, and speaker who believes we will more effectively address the climate crisis by paying closer attention to what we eat and how it's produced.

Eleanor's new book ***Mobilize Food!: Wartime Inspiration for Environmental Victory Today*** reveals why our food choices and food systems are major factors both in war and in environmental crisis – and that just as food-system transformation was key in World War II, so it can be key in our quest to stabilize climate.

A long-time journalist and former college instructor in Vancouver, BC, Eleanor has a BA in psychology, PhD in neuroscience, and MSc in food policy.

- ◆ Speaking and writing for 25 years about how food systems can be healthy, sustainable, and fair
- ◆ Advocates conservation, moderation, and plant-rich eating over any single dietary label or approach
- ◆ Shows that changing the ways we produce and consume food will help improve climate and the environment, human health, hunger, and global conflict
- ◆ Thinks it's time we consider fair-shares rationing of highly climate-impactful foods, to more fairly distribute the burden of change
- ◆ Blogs at eleanorboyle.com, and wrote the book *High Steaks: Why and How to Eat Less Meat* (New Society, 2012)
- ◆ Connects with diverse audiences via podcasts, radio, television, conferences, activist organizations, and policy groups. Recent talks include Coventry University (UK)'s Future of Food Symposium, Canadian Association of Food Studies, Canadian Association of Physicians for the Environment, Vancouver City Council, Drawdown BC, and the Vancouver Food Policy Council
- ◆ Enjoys healthy living as well as eating, by participating in age-group triathlons and growing potatoes on her condo balcony

Eleanor Boyle

: some conversation starters

- ◆ You say the climate crisis is like a war. How so?
- ◆ What do you mean by 'mobilize food' and 'food system'?
- ◆ How does the way we eat contribute to climate change?
- ◆ Food creates 25% or so of human-caused greenhouse gas emissions. So why focus on food rather than transportation or energy?
- ◆ If food production adds to climate change, what do we do about it when billions of people need to eat?
- ◆ Are you suggesting a wartime food system where government tells us what to eat? I don't want that, and most people wouldn't.
- ◆ You say our food production today isn't sustainable. How can we fix it without starving ourselves or doubling our food budgets?
- ◆ One of your four lessons is that everyone can help create better food systems. But COVID protestors show us that some people don't believe science or government. What about those people who wouldn't cooperate?



- ◆ Most of us are attached to the way we eat. Would a sustainable food system force us to stop eating burgers and ice cream?
- ◆ Rationing of high-emissions foods sounds authoritarian and scary. Why do you promote that?
- ◆ How about insects and lab-grown meat – are these the foods of the future?
- ◆ You say that food programs helped Britain win the war. How could that be?
- ◆ Wasn't there under-the-table 'black market' activity in wartime, and people refusing to follow the rules? How would we avoid that?
- ◆ Wartime governments weren't interested in environments or sustainability. So where's the relevance to today?
- ◆ We're all concerned about international conflicts like the one in Ukraine. What's the food situation there, and how does your research apply?

Mobilize Food! Wartime Inspiration for Environmental Victory Today

...reveals the inspiring history of World War II food programs in Britain and uncovers stirring lessons for food systems today

Mobilize Food! : book contents

Introduction

How food issues got under my skin and why wartime Britain is relevant to today.

CHAPTER 1:

Storm Clouds Were Gathering

The threat to democracy and food security in 1930s Europe called for leadership and bold action.

CHAPTER 2:

A Full-Scale Wartime Food Mobilization

Visionary food-security programs were implemented, and millions of citizens rallied around them.

CHAPTER 3:

Victory is in the Kitchen

Did the food programs work? A look at whether they achieved their objectives and at what cost.

CHAPTER 4:

Connecting Food to Our Battles Today

Like war, our climate emergency involves food systems as both cause and effect. How can we mobilize food as a solution?

CHAPTER 5:

We Are Already Mobilizing Food

Change is happening: Activists and farmers, researchers and policy makers are transforming food systems for climate, justice, and public health.

CHAPTER 6:

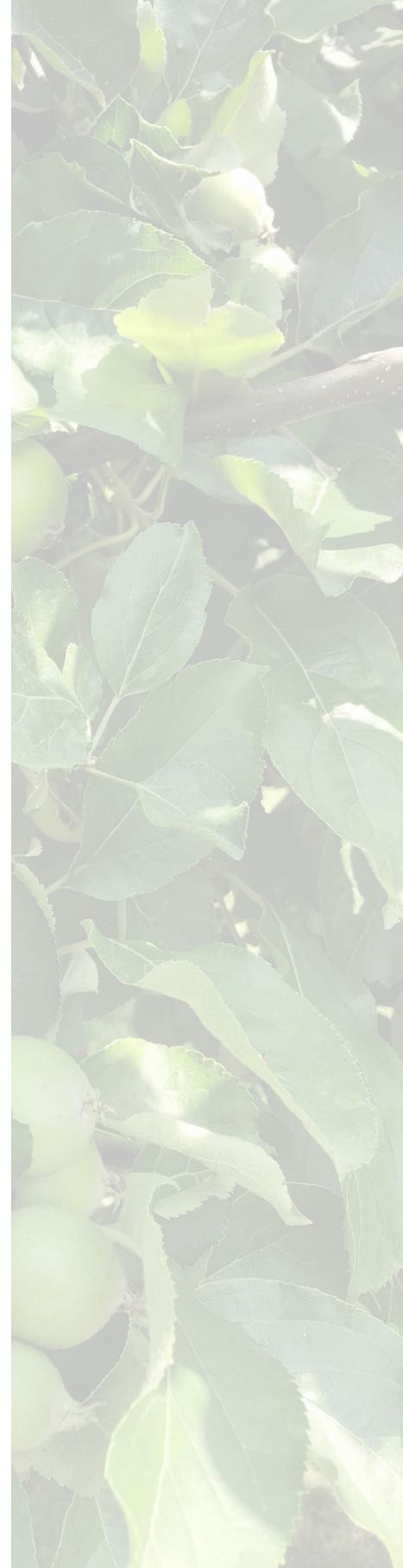
Lessons from British Citizens and the Ministry of Food

Four big lessons from wartime to achieve better food today.

CONCLUSION:

Let's Mobilize Food

Why and how we should start now to actualize the wartime motto 'Victory is in the Kitchen'.



Mobilize Food! : advance praise

“*Mobilize Food!* brings together an inspiring history with an urgent call to re-imagine food and agriculture systems and practices in the present. Chock-full of fascinating wartime history, it is a lovely reminder of how, with the right kind of leadership, the public can be rallied to dramatically rethink its diet and agricultural producers can quickly repurpose their activities.”

— **Seth Klein, Author of *A Good War: Mobilizing Canada for the Climate Emergency***

“A brilliant book that could not be more timely. Not only do lessons from WWII Britain teach us how to survive the coming disruption, they show us how to mitigate the crisis and improve the outlook.”

— **Tara Cullis, President, David Suzuki Foundation**

“Eleanor Boyle balances the beautiful and tragic human stories of wartime with analytical assessments of government interventions to assure Britons were nourished during World War II. She also shows how we have much to learn from this period if we want to create today a food system that focuses on health, equity, and sustainability.”

— **Rod MacRae, Associate Professor, Faculty of Environmental and Urban Change, York University**

“Eleanor Boyle has performed an immensely valuable service by reminding us of how quickly and dramatically we are capable of changing our relationship to food to avoid climate catastrophe.”

— **Andrew Simms, Co-director, New Weather Institute; Co-ordinator, Rapid Transition Alliance, UK**

“Eleanor Boyle’s distillation of wartime food lessons.... paints the picture of an effort that was imperfect but bold, and that was radical but do-able and with benefits for previously food insecure citizens during that time.”

— **Paul M. Taylor, Executive Director, FoodShare Toronto**

“So often hunger, diet-related illnesses, and agricultural crises seem insurmountable problems that only get worse each year. Eleanor Boyle’s *Mobilize Food!* reminds us that concrete do-able solutions are right in front of us. It is time for a Public Food System and a Ministry of Food!”

— **Debbie Field, Coordinator, Coalition for Healthy School Food (Canada)**

“Boyle argues that our modern war is against climate change, to which our current food production system contributes. ... Throughout, Boyle argues her points convincingly, and many will find a sense of hope in her ideas. An optimistic yet realistic look at the problems and possibilities of global food production.”

— **Kirkus Indie Review Program, Kirkus Reviews**

“Both a history book and an environmental analysis, *Mobilize Food!* suggests a compelling way forward through the examples of the past... a provocative call to arms for sustainability.”

— **Matt Benzing, Foreword Clarion Reviews**

Eleanor Boyle : contact

Eleanor's previous media appearances include CBC, CTV, Global TV, and independent radio stations across Canada. Coverage of Eleanor's work and/or pieces written by Eleanor about these topics have appeared in *The Globe and Mail*, *The Vancouver Sun*, and more.

To book an interview or talk by Eleanor, or request a free media-review PDF copy of *Mobilize Food!* :

Email eleanor@eleanorboyle.com

Call 1.604.230.2561

Also find Eleanor at:



[@eleanorboyle](https://twitter.com/eleanorboyle)



[Eleanor Boyle](https://www.linkedin.com/in/eleanor-boyle-11111111)



[Blog: EleanorBoyle.com](http://EleanorBoyle.com)

High-res image of Eleanor Boyle at:

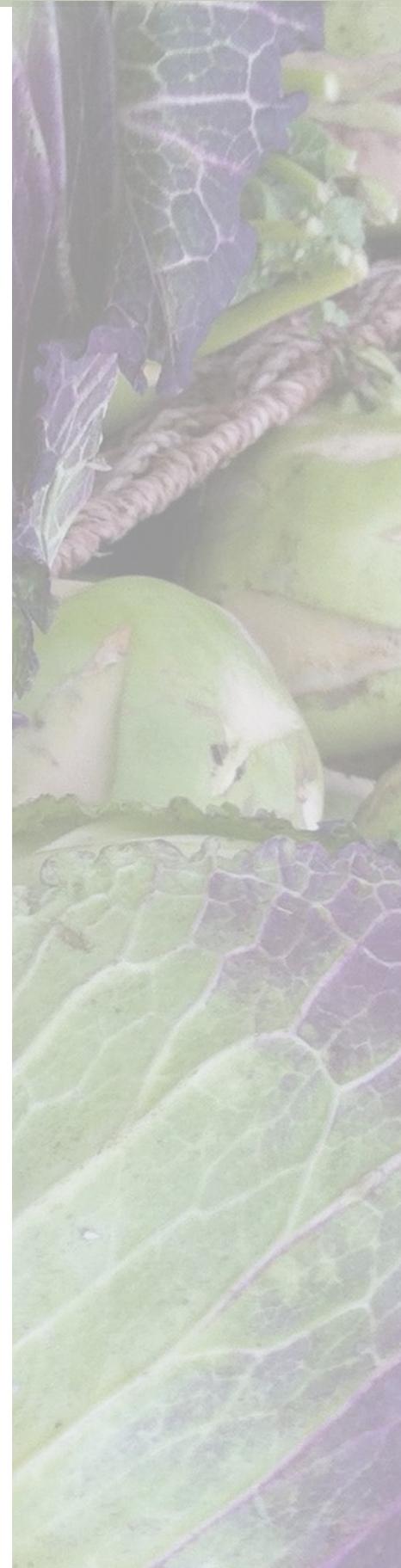
tinyurl.com/EleanorPhoto

Please credit Julie Doro Photography



For more media resources, including a link to this kit:

eleanorboyle.com/pages/media-resources



Details



Title: Mobilize Food!

Subtitle: Wartime Inspiration for Environmental Victory Today

Author: Eleanor Boyle

NON-FICTION

Categories: Science | SCI092000 Global Warming & Climate Change | SOC055000 Social Science / Agriculture & Food | POL067000 Political Science / Agriculture & Food Policy

294 pages | Black & White | 6 by 9 inches

Paperback ISBN 978-1-03-912366-3 \$19.99 USD

Hardcover ISBN 978-1-03-912367-0 \$32.99 USD

Print copies available from FriesenPress; wholesale available through Ingram; consignment available through author

eBook ISBN 978-1-03-912368-7 \$5.99 USD

eBook available from FriesenPress, Google Books, Amazon Kindle, Nook, Apple Books, iTunes, Kobo

FOR BULK-PURCHASE DISCOUNT INFORMATION, please contact eleanor@eleanorboyle.com