



Book Information

Meat: A Benign Extravagance

By Simon Fairlie

Meat: A Benign Extravagance is an exploration of the difficult environmental, ethical and health issues surrounding the human consumption of animal flesh. It lays out in detail the reasons why we must decrease the amount of meat we eat, both for the planet and for ourselves, and explores how different forms of agriculture shape our landscape and culture.

At the heart of this book, Simon Fairlie argues that society needs to reorientate itself back to the land, both physically and spiritually, and explains why an agriculture that can most readily achieve this is one that includes a measure of livestock farming.

This book is a masterpiece: original, challenging and brilliantly argued.

George Monbiot, Environmental and political activist, author and journalist

No-one has ever analysed the world's food and agriculture more astutely than Simon Fairlie - an original thinker and a true scholar.

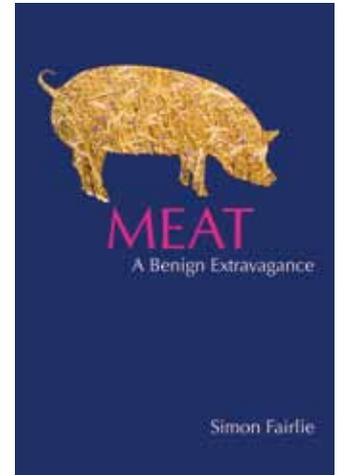
Colin Tudge, Biologist and author

Meat, animals and dairy have been in the firing line for so long that in some circles, the assumption is taken for granted that there is no case, ever, anywhere, to be made for the role of animals in farming, landcare or diet. This book by Simon Fairlie is a wonderful and challenging correction.

Tim Lang, Professor of Food Policy, City University London

KEY SALE POINT:

► An authoritative author writing about one of the key food and farming issues of the moment. This will grab the interest of the public and media alike and be seen as a major contribution to a debate that is sure to run and run.



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What people are saying about Meat: A Benign Extravagance

This book is a masterpiece: original, challenging and brilliantly argued. Simon Fairlie is a great thinker and a great writer. *Meat: A Benign Extravagance* is an abattoir for misleading claims and dodgy figures, on both sides of the argument. The meat-producing system Fairlie advocates differs sharply from the one now practised in the rich world: low energy, low waste, just, diverse, small-scale. But if we were to adopt it, we could eat meat, milk and eggs (albeit much less) with a clean conscience

George Monbiot, Environmental and political activist, author and journalist. Extended version from the Guardian (6 September 2012) available at <http://www.guardian.co.uk/commentisfree/2010/sep/06/meat-production-veganism-deforestation>

It's one of the most intelligent and well written books I've ever read on any ethical subject.

Lucy Siegle, The Observer, The One Show

I found Meat to be an all embracing experience and definitely in the top 5 books I have ever read. *William Edwards, [http://www.campaignforrealfarming.org/2011/02/\"meat-a-benign-extravagance\"/](http://www.campaignforrealfarming.org/2011/02/\)*

Important reading for vegans, environmentalists and the climate change lobby. Fairlie challenges received opinion on many matters classically close to green hearts, even seemingly innocuous ones such as tree-planting, whale-saving and conservation, but the fact that he is obviously 'one of us' makes it palatable if controversial. Read it. See what you think.

Cathy Ashley, Green World/The Green Party

An essential addition to the library for any of you who are closely following the meat-as-sustainable-food debate. Fairlie leaves no stone unturned in his research, uncovering the politics behind the computation of conversion ratios, government livestock eradication policies, whether or not we should be permitted to recycle food waste through omnivores, the role of livestock in addressing famine, the all-consuming carbon footprint debate, and much more.

<http://grassfedcooking.com/2011/meat-a-benign-extravagance/>

In essence, the book is a wake-up call for us to realise how disconnected we are from the land, and why it might be worth getting back to nature before we start planning our collective future. The real debate, his book recognises, is about how we produce food - a refreshing new take on the increasingly polarised debates about the role of animals in our food system.

<http://www.redpepper.org.uk/have-your-steak-and-eat-it/>

No-one has ever analysed the world's food and agriculture more astutely than Simon Fairlie – an original thinker and a true scholar. Here he shows that while meat is generally a luxury it is often the best option, and could always be turned to advantage – if only we did things properly; but this, with present economic policies and legal restrictions, is becoming less and less possible. Everyone should read this book – especially governments, and all campaigners.

Colin Tudge, biologist and author

As a vegan I approached this book rather warily on account of its title! But as I read it I abandoned my caution and found myself nodding in agreement at most, if not all, of its key points. This book is an immense academic work and Simon is to be heartily congratulated for his attention to detail and his knowledge. But I can only concur with his overall thesis and would urge anyone who has an interest in this subject to read the book.

<http://www.newforesttransition.org/index.php?/archives/650-Book-Review-Meat-a-benign-extravagance-by-Simon-Fairlie.html>

This is a tremendous and very timely book: the world's meat consumption is rapidly rising, leading to devastating environmental impacts as well as having long term health implications for societies everywhere. Simon Fairlie's book lays out the reasons why we must decrease the amount of meat we eat, both for the planet

and for ourselves. This brilliant book is essential reading for anyone who cares about food and the environment. *Rosie Boycott, Founder of Spare Rib and Virago Press, ex-editor of the Independent, Independent on Sunday, Daily Express and Esquire magazine, broadcaster, writer and campaigner and currently Food Advisor to the Mayor of London*

Fairlie's new book, *Meat: A Benign Extravagance*, is causing tremors throughout the world of the ecologically-minded. *The Daily Mail*. Read more: <http://www.dailymail.co.uk/femail/food/article-1316382/Carnivores-rejoice-Eating-meat-good-planet.html#ixzz15SAvZiu6>

The Ethicurean reviews *Meat*. <http://www.ethicurean.com/2011/01/31/meat-a-benign-extravagance/>

Blog review of *Meat*: <http://feedmelikeyoumeanit.blogspot.com/2011/01/meat-benign-extravagance-by-simon.html>

"I found this book a riveting read. As an academic who grapples with what land is for and what a sustainable diet might be, I assure you that this book is essential reading. Fairlie's beautifully written, practical yet erudite book covers the terrain that policymakers now realise needs to be addressed. Fairlie makes the case for 'not throwing the baby out with the bath water' or should that be 'don't demonise the animal before you know its function and value'?" *Tim Lang, Professor of Food Policy, City University London*

Meat: A Benign Extravagance lays into lazy arguments from all sides of the debate.
www.treehugger.com

A superbly researched book about the economics and environmental impact of meat production and consumption. A must read for everyone concerned with food and our environment.

Bill Brushes

The most balanced treatise I have read on land use. The book is impressive both for its sources and its sustained arguments, but also for the spicy titbits of information and stories that pepper it. Truly wonderful.

P.C. Adams

Simon Fairlie's *Meat: A Benign Extravagance* is the sanest book I have read on the subject of how the human race is going to feed itself in the years ahead.

Gene Logsdon, author of Holy Shit and The Contrary Farmer

ABOUT THE AUTHOR:



Simon Fairlie worked for 20 years variously as an agricultural labourer, vine-worker, shepherd, fisherman, builder and stonemason before being ensnared by the computer in 1990.

Simon was co-editor of *The Ecologist* magazine for four years, before joining a community farm in 1994 where he managed the cows, pigs and a working horse for ten years. He now runs Chapter 7, an organisation that provides planning advice to smallholders and other low income people in the countryside. Simon is also editor of *The Land* magazine, and earns a living by selling scythes. He is the author of *Low Impact Development: Planning and People in a Sustainable Countryside*.