



The War on Bugs

Will Allen

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Will Allen is an organic farming visionary. A true activist, entrepreneur, and expert, he understands the complexities of farming first hand and the impact that commercialization has had.

In the early nineteenth century as the American population grew rapidly, demands on crop output increased. Seeing an opportunity to play upon fears from market demand, chemical companies declared war on the vile, profit-sucking, output-wreaking, arch-nemesis of the average American farmer - bugs. With precision, pesticide manufacturers delivered a "shock and awe" media campaign, that can only be paralleled to the current blitzkrieg from today's pharmaceutical companies. Bugs were the threat to the American dream - and there was a cure available to every farmer available in spray, granule, dust, or systemic form that could be applied to your crops.

Will Allen's *War on Bugs* reveals how advertisers, editors, scientists, large scale farmers, government agencies, and even Dr. Seuss, colluded to convince farmers to use deadly chemicals, hormones, and genetically modified organisms (GMOs) in an effort to pad their wallets and control the American farm enterprise.

Utilizing dozens of original advertisements and promotions to illustrate the story, Allen details how consumers and activists have struggled against toxic food. Echoing the warnings of seminal works on the topic like, *The Jungle* by Upton Sinclair, *100,000 Guinea Pigs* by Arthur Kallet and F.J. Schlink, and *Silent Spring* by Rachel Carson, *The War on Bugs* shouts that the time to stop poisoning our food, water, air, and ourselves is now!

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In this era globalization it is important to someone to receive information. The information will make a professional understand the condition of the world. The healthiness of the world makes the information quicker to share. You can find a lot of sources to get information example: internet, paper, book, and soon. You can see that now, a lot of publisher which print many kinds of book. The particular book that recommended to you personally is The War on Bugs this reserve consist a lot of the information of the condition of this world now. This specific book was represented how can the world has grown up. The terminology styles that writer make usage of to explain it is easy to understand. Often the writer made some investigation when he makes this book. That's why this book ideal all of you.

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