

# PUBLICATION: June 2011

## FOOD FOR THOUGHT

The rich and fat buy food from the bellies of the poor and starving. 25 000 people a day die from starvation whilst as many die of obesity-related conditions.

Has the world gone mad or is capitalism and its food system simply failing us?

We spend trillions on human healthcare and invest almost nothing in caring for the Earth on which we all depend.

We have a carbon neutralisation tax –do we need a population neutralisation tax as well?

Should we listen to those individuals who are passionate about the environment or the government and their scientific advisors? Remember that a lone amateur built the Ark, and a large group of professionals built the Titanic.

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**The Protein Crunch — Civilisation on the brink reveals the shocking truth of how we have abused the very ground we stand on, the water we drink and the seas that cover our planet.**

Water, land and sea combine to produce the food we eat. These natural resources have become critically degraded at a time when our expanding population needs them most: **WE MUST ACT NOW.**

This accessible, mass market bestseller offers radical new explanations, arguments and solutions to the way we live and treat our planet –

- ◆ **PART ONE – Elements of the Eco-Crunch**  
Water • Land • The Seas
- ◆ **PART TWO – At the Limits and Beyond.**  
Cities and Population Growth  
Animal Cities and the Agri-industry
- ◆ **PART THREE – The Protein Crunch:**  
less meets more = crunch time! Our options and choices

**The Protein Crunch** offers conditional hope for the future: and the condition is that certain actions are taken now rather than postponed. Hope without action is just a comforting illusion.

### **THE PROTEIN CRUNCH** **Civilisation on the Brink**

Jason Drew with David Lorimer  
Published by Print Matters Planet

**PUBLICATION DATE JUNE 2011**

softback 222 x 152mm 192 pages:

ISBN 978-0-9869976-2-4

e-book: 978-0-9869976-3-1

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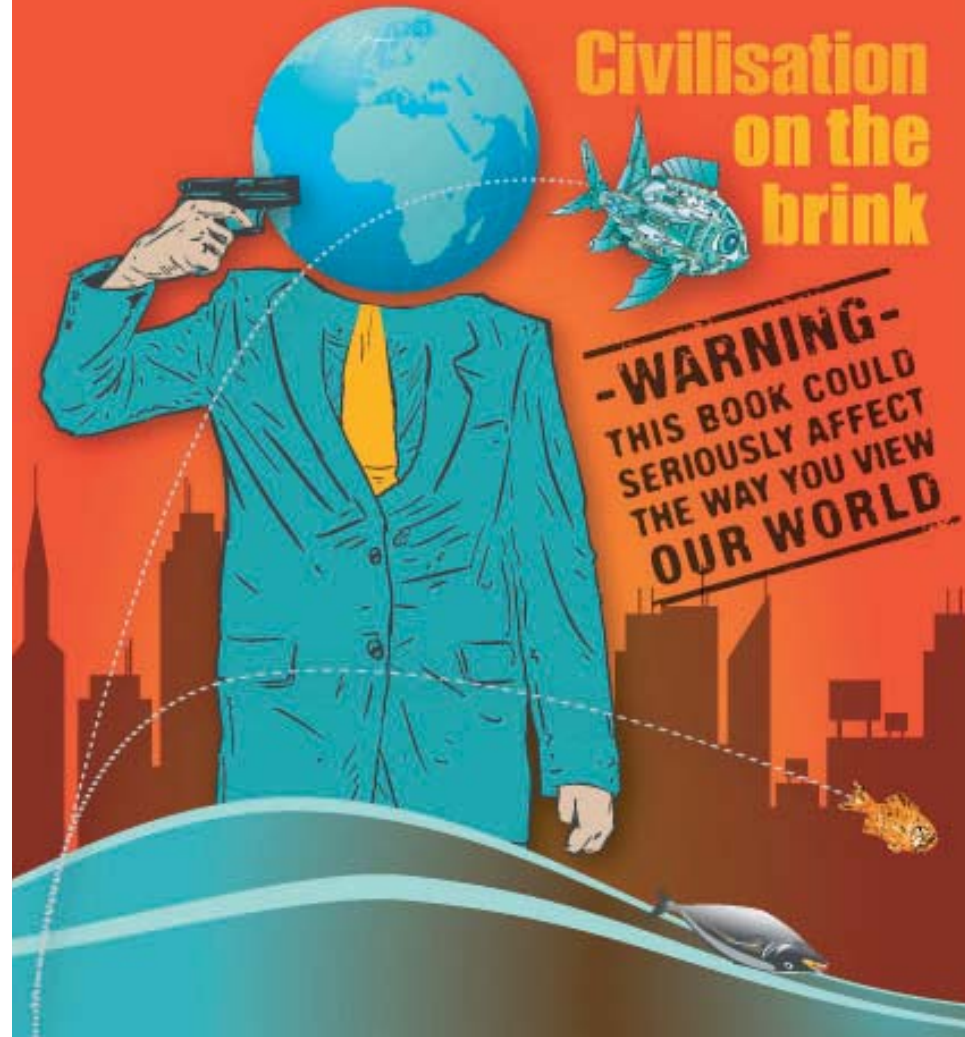
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INTERNATIONAL BESTSELLER

# The Protein Crunch

Jason Drew and David Lorimer



**JASON DREW** is an international business leader and serial entrepreneur turned environmentalist, author and public speaker.



**DAVID LORIMER** is a writer, lecturer, editor, philosopher, educationalist and Fellow of the International Futures Forum.

"...compelling, shockingly revealing and a great read ..."  
Readers' Forum  
Book Club

"The notion that capitalism is our chosen method of allocating starvation and death and that charity simply interrupts its efficiency is outrageous!"  
Anneke van Heen –  
Senior Economist

The one book on the environment everyone should read.

Robert Swan, MBE FRGS, Polar Explorer