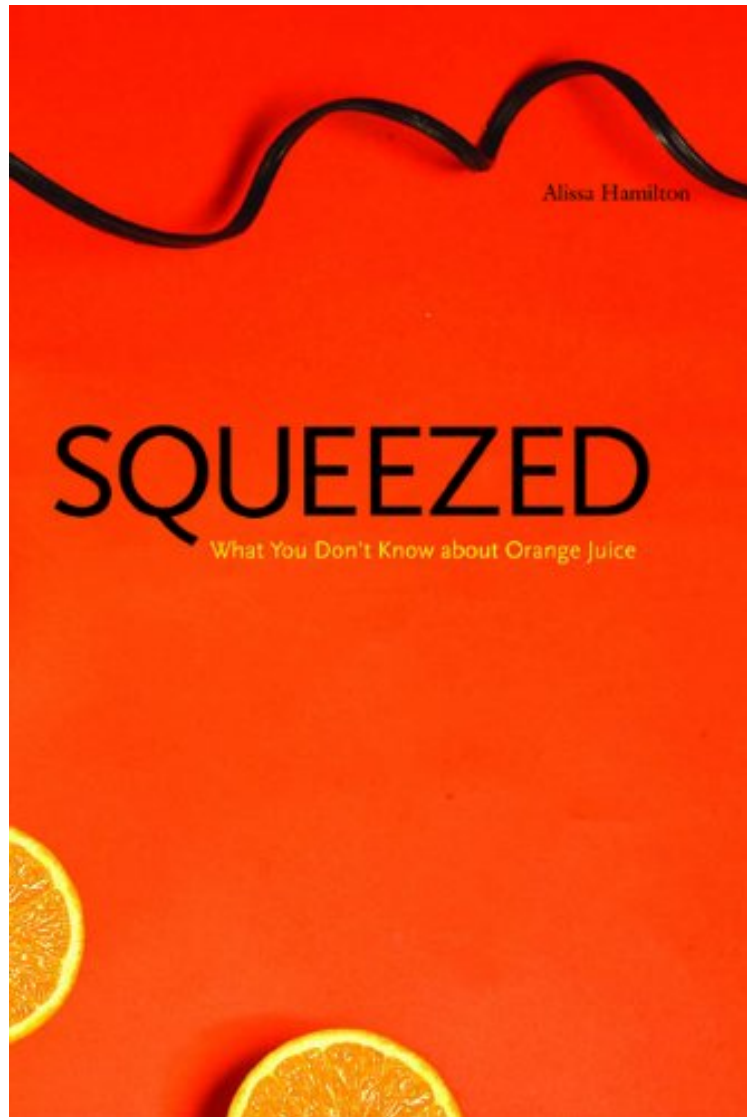


[Download] Squeezed: What You Don't Know About Orange Juice (Yale Agrarian Studies Series)

Squeezed: What You Don't Know About Orange Juice (Yale Agrarian Studies Series)

Alissa Hamilton

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Alissa Hamilton : Squeezed: What You Don't Know About Orange Juice (Yale Agrarian Studies Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Squeezed: What You Don't Know About Orange Juice (Yale Agrarian Studies Series):

7 of 7 people found the following review helpful. Informative but repetitive By ArtI love OJ, but never really thought about how it was made. Armed with the information in this book, I am going to be a better consumer. The one fault with this book is it is quite repetitive. Information from the 1961 Standards of Identity hearings is repeated, sometimes

several times. 2 of 2 people found the following review helpful. It was a good read. By K. Jensen Incredible amount of research went into the writing of this book. It was a good read. 7 of 8 people found the following review helpful. Interesting review of the Juice industry By Mary This book was interesting to read and provides a side of the juice industry that is not shown on the television ads! I enjoy reading books about all aspects of our food culture and environment. If that is not your thing you might not enjoy this book. If you believe that everyone needs to drink orange juice everyday you might be in for some surprises. As with any non-fiction book the reader should keep an open mind and perhaps be willing to do some follow up reading to get a different view.

Close to three quarters of U.S. households buy orange juice. Its popularity crosses class, cultural, racial, and regional divides. Why do so many of us drink orange juice? How did it turn from a luxury into a staple in just a few years? More important, how is it that we don't know the real reasons behind OJ's popularity or understand the processes by which the juice is produced? In this enlightening book, Alissa Hamilton explores the hidden history of orange juice. She looks at the early forces that propelled orange juice to prominence, including a surplus of oranges that plagued Florida during most of the twentieth century and the army's need to provide vitamin C to troops overseas during World War II. She tells the stories of the FDA's decision in the early 1960s to standardize orange juice, and the juice equivalent of the cola wars that followed between Coca-Cola (which owns Minute Maid) and Pepsi (which owns Tropicana). Of particular interest to OJ drinkers will be the revelation that most orange juice comes from Brazil, not Florida, and that even "not from concentrate" orange juice is heated, stripped of flavor, stored for up to a year, and then re-flavored before it is packaged and sold. The book concludes with a thought-provoking discussion of why consumers have the right to know how their food is produced.

Behind the wholesome facade industry has created for orange juice is Alissa Hamilton's remarkable story of corporate power, marketing, trade and labor issues, and shrinking biodiversity. This story needs telling. — Kelly D. Brownell, Ph.D., Yale University, co-author of *Food Fight: The Inside Story of The Food Industry, America's Obesity Crisis, and What We Can Do About It*