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The Secret Financial Life of Food: From Commodities Markets to Supermarkets

By Kara Newman

Columbia University Press, United States, 2014. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. One morning while reading Barron s, Kara Newman took note of a casual bit of advice offered by famed commodities trader Jim Rogers. Buy breakfast, he told investors, referring to the increasing value of pork belly and frozen orange juice futures. The statement inspired Newman to take a closer look at agricultural commodities, from the iconic pork belly to the obscure peppercorn and nutmeg. The results of her investigation, recorded in this fascinating history, show how contracts listed on the Chicago Mercantile Exchange can read like a menu and how market behavior can dictate global economic and culinary practice. The Secret Financial Life of Food reveals the economic pathways that connect food to consumer, unlocking the mysteries behind culinary trends, grocery pricing, and restaurant dining. Newman travels back to the markets of ancient Rome and medieval Europe, where vendors first distinguished between spot sales and sales for delivery. She retraces the storied spice routes of Asia and recounts the spice craze that prompted Christopher Columbus s journey to North America, linking these developments to modern-day India s bustling peppercorn...



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