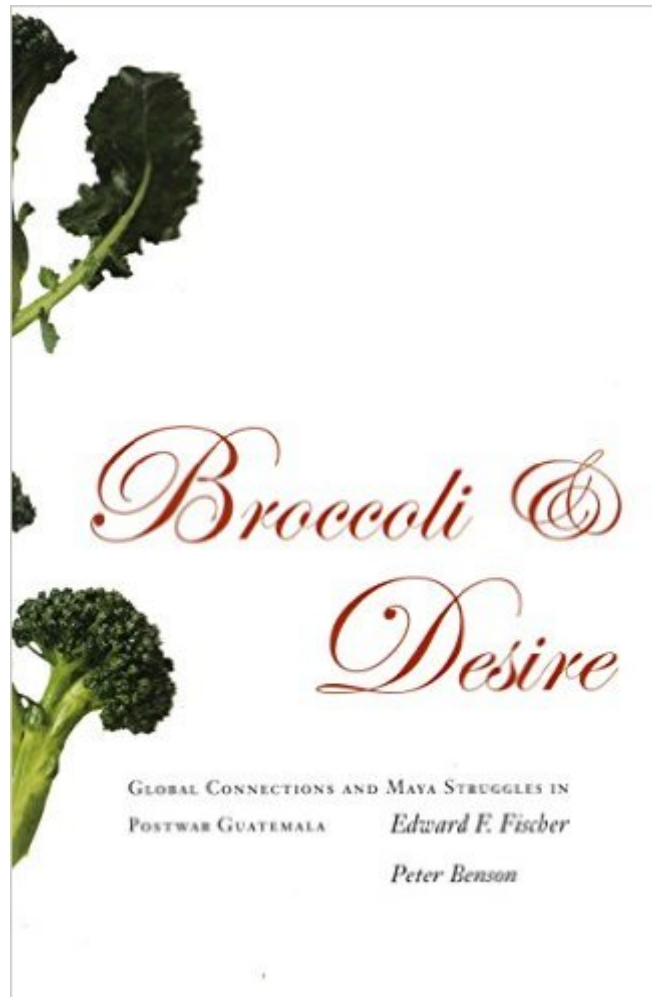


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Broccoli And Desire: Global Connections And Maya Struggles In Postwar Guatemala



Synopsis

This book takes a surprising look at the hidden world of broccoli, connecting American consumers concerned about their health and diet with Maya farmers concerned about holding onto their land and making a living. Compelling life stories and rich descriptions from ethnographic fieldwork among supermarket shoppers in Nashville, Tennessee and Maya farmers in highland Guatemala bring the commodity chain of this seemingly mundane product to life. For affluent Americans, broccoli fits into everyday concerns about eating right, being healthy, staying in shape, and valuing natural foods. For Maya farmers, this new export crop provides an opportunity to make a little extra money in difficult, often risky circumstances. Unbeknownst to each other, the American consumer and the Maya farmer are bound together in webs of desire and material production.

Book Information

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Customer Reviews

One of the best books I've read to understand the complexity and overlapping interactions in Guatemalan industry. Professor Fischer uses the Broccoli trade as a fascinating case study to shed light on larger trends in American consumption and other export products within Guatemala.

This is a great anthropology account of the interconnections between the United States and a third world country like Guatemala.

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