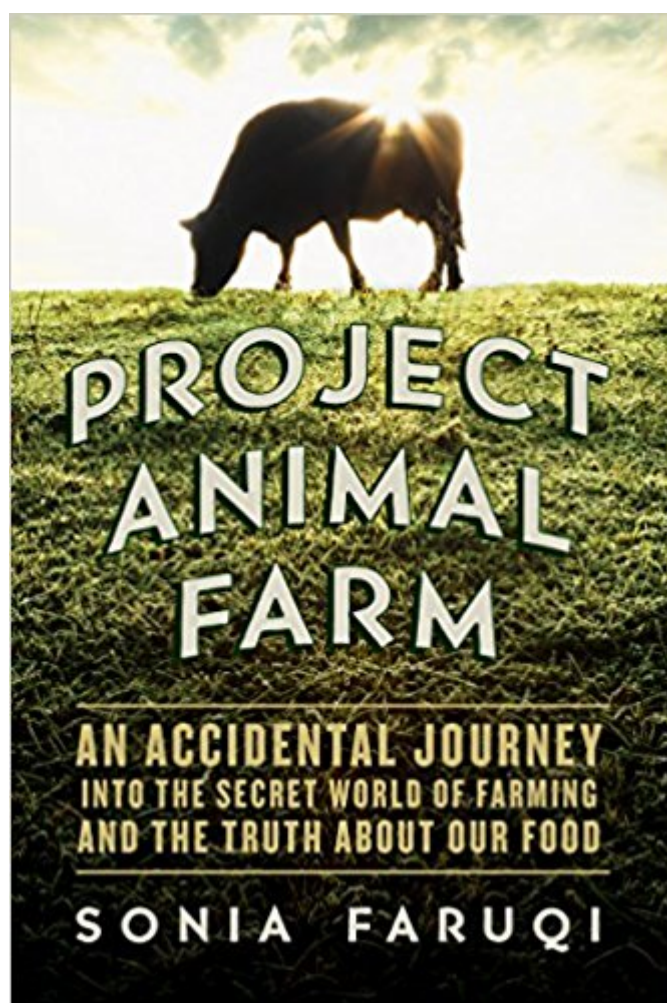


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Project Animal Farm: An Accidental Journey Into The Secret World Of Farming And The Truth About Our Food



Synopsis

Born out of a global expedition fearlessly undertaken by a young woman, *Project Animal Farm* offers a riveting and revealing look at what truly happens behind farm doors. Sonia Faruqi, an Ivy League graduate and investment banker, had no idea that the night she arrived at the doorstep of a dairy farm would mark the beginning of a journey that would ultimately wind all the way around the world. Instead of turning away from the animal cruelty she came to witness, Sonia made the most courageous decision of her life: a commitment to change things. Driven by impulsive will and searing passion, Sonia left behind everything she knew and loved to search the planet for solutions to benefit animals, human health, and the environment. Over the course of living with farmers, hitchhiking with strangers, and risking her life, she developed surprising insights and solutions—both about the food industry and herself. Lively and heartfelt, Sonia takes readers on an unforgettable adventure from top-secret egg warehouses in Canada to dairy feedlots in the United States, from farm offices in Mexico to lush pastures in Belize, from flocks of village chickens in Indonesia to factory farms in Malaysia. Revelatory in scope, *Project Animal Farm* illuminates a hidden world that plays a part in all of our lives.

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Customer Reviews

I grew up (and still live) in a small farming town in New England, but it took me a long time to realize that the food filling the grocery store comes from a quite different system from the small beef and dairy farms of my family and friends. This book is a fascinating, briskly-reported travelogue of

industrial farms (organic and otherwise) around the world. Crucially for the reader, the vivid and sometimes distressing descriptions are leavened by the author's humor, her breath-of-fresh-air visits to large-scale grass-based farms, and--most of all--by her perceptive, three-dimensional, warm portraits of all the humans involved. (Surprisingly to me, one of my strongest memories after putting down the book was the isolation and loneliness of many of the factory farm workers she met.) As I read *Project Animal Farm*, I was repeatedly grateful to the author for investigating this world--in all its literal darkness, Orwellian doublespeak, dehumanization, counterproductive efficiency, and well-founded terror of both disease and journalism. It is unsettling to realize how much this world underpins our own. But in a subject that can be swamped in emotion, I also was grateful for Faruqi's calm, questioning, candid approach and for her business savvy. I see that among these reviewers is one who is concerned that reviewers report their connection to the author, if any. I read the first five chapters in draft form because I am on a list of professional writers at my college willing to mentor younger writers. I had no connection to the author, but was transfixed by these chapters. (Subsequently, I am glad to say, I have met her and told her of my admiration.) My final word on this book: I find it hard to believe there's a more readable overview of industrial meat and dairy out there.

For the sake of perspective, I grew up on a small ranch in Southern Colorado. As a child, I sold eggs from chickens that I raised, owned and raised dozens of piglets, and helped out with a small herd of Black Angus cattle. I had first hand experience in all of the operations from birth to slaughter. I expected this book to be a PETA inspired hit piece, demanding that everyone convert to vegetarianism, or risk global collapse. I was pleasantly surprised to find that *Project Animal Farm* presents the most balanced account of global food production realities that I have ever read. Sonia Faruqi's travels around the globe are recounted in wonderful and often heart breaking detail. There were times that I had to stop reading, because the accounts of corporate agricultural practices were simply too difficult to address. I know from experience, however, that these accounts are true, since I have maintained my association with farmers and ranchers of all types throughout my career as an attorney. The things that I appreciated the most, are the fact that the author didn't attempt to demonize the individuals who participate in what many would deem reprehensible actions, and the fact that she posed actionable solutions for addressing the issues that she raised. Unlike many authors, she was able to maintain her ability to recognize human faults, without scathing judgment while still championing the cause of humane treatment for the animals that contribute to our food supply. If you haven't hunted or witnessed the physical reality of slaughtering and butchering

livestock, I urge you to read this book so that you can make informed decisions about fast food and global agribusiness. You can make a difference by being mindful of where you spend your food dollars, and by demanding that the businesses you buy from treat their livestock humanely.

Great read, highly recommended! The book was funny, enlightening and easy to read. Project Animal Farm is the story of a young woman's foray into the secretive world of animal farming. Sonia describes her decision to leave the lucrative and sexy field of investment banking to go investigate the practice of modern day agriculture. In many ways, she reminds me of myself – an urban professional woman who is increasingly concerned about the quality of food that we eat. However, she makes the brave decision to quit her job and make friends with farmers and their families all around the world and understand how animals are raised. In many instances, she puts her own life in danger and encounters many uncomfortable situations. What I liked most about the book was that it was mostly an objective view of farming, filled with factual descriptions of her findings and experiences. Sonia describes the good and bad of her investigations and refrains from casting her own biases in the book. The last chapter is the only place where she writes about her opinions and suggestions for improving the ethical treatment of farm animals. This book is a must-read for anyone who is remotely interested in learning about the important topic of food.

My husband and I enjoyed reading this engaging and informative book about animal farms around the world. Faruqi is a gifted writer. She has authored a complex work, recounting her personal narrative, intimate stories of the people who work at animal farms, and problems with animal farms that she identifies through her global investigation and thorough research. Her work has made me think hard about the farming industry and its treatment of animals, possible solutions, and the choices I make as a consumer.

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