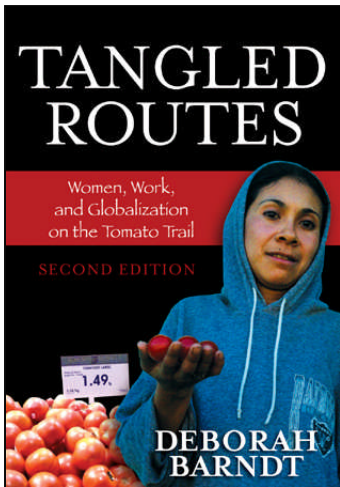


## Tangled Routes, Second Edition

*Women, Work, and Globalization on the Tomato Trail*

By Deborah Barndt



*Praise for the first edition:*

*"Who could believe that the story of a tomato's northward journey could reveal the true heart of corporate globalization? Women, that's who. Women whose toil speeds the journey and whose stories leap off the page to touch our hearts and our consciousness. Deborah Barndt's Tangled Routes is a wonderful and important book."*—**Maude Barlow**

*"With Tangled Routes, Deborah Barndt pioneers a method for demystifying the technologies of globalization with an extraordinarily well-crafted and lively ethnography of the transnational tomato chain. Along the way, we encounter not only the women working the fields, factories, and fast-food outlets but also the variety of survival practices and resistances that constitute 'globalization from below.' These compelling stories counterpoint the spatial and social abstractions of the genetically engineered corporate tomato, its neoliberal trade regime, and its flexible workplaces. Barndt's coherent framing of a series of situational accounts models an understanding of the underside of*

*globalization that is instructive, empowering, and richly textured."*—**Philip McMichael, Cornell University**

Where does our food come from? Whose hands have planted, cultivated, picked, packed, processed, transported, scanned, sold, sliced, and cooked it? What production practices have transformed it from seed to fruit, from fresh to processed form? Who decides what is grown and how? What are the effects of those decisions on our health and the health of the planet?

*Tangled Routes* tackles these fascinating questions and demystifies globalization by tracing the long journey of a corporate tomato from a Mexican field to a Canadian fast-food restaurant. Through an interdisciplinary lens, Deborah Barndt examines the dynamic relationships between production and consumption, work and technology, biodiversity and cultural diversity, and health and environment. A globalization-from-above perspective is reflected in the corporate agendas of a Mexican agribusiness, the U.S.-based McDonald's chain, and Canadian-based Loblaws supermarkets. The women workers on the front line of these businesses offer a humanized globalization-from-below perspective, while yet another "globalization" is revealed through examples of resistance and local alternatives.

This revised and updated edition highlights developments since the turn of the millennium, in particular the deepening economic integration of the NAFTA countries as well as the growing questioning of NAFTA's consequences and the crafting of alternatives built on foundations of sustainability and justice.

About the Author

**Deborah Barndt** is professor of environmental studies at York University in Toronto. A photographer and activist, she has worked with social justice movements in Canada, the United States, and Central America for over forty years.

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