

The Seattle Times

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Food & Wine



All You Can Eat

Seattle Times food writer Nancy Leson is on hiatus for the first half of 2012. Until she returns, Rebekah Denn will host the All You Can Eat blog.

Rebekah Denn stepping in for Nancy

Rebekah Denn is a James Beard award-winning food writer and former Seattle Post-Intelligencer restaurant critic. She can be reached at rebekahdenn@gmail.com or on Twitter at [@rebekahdenn](https://twitter.com/rebekahdenn)

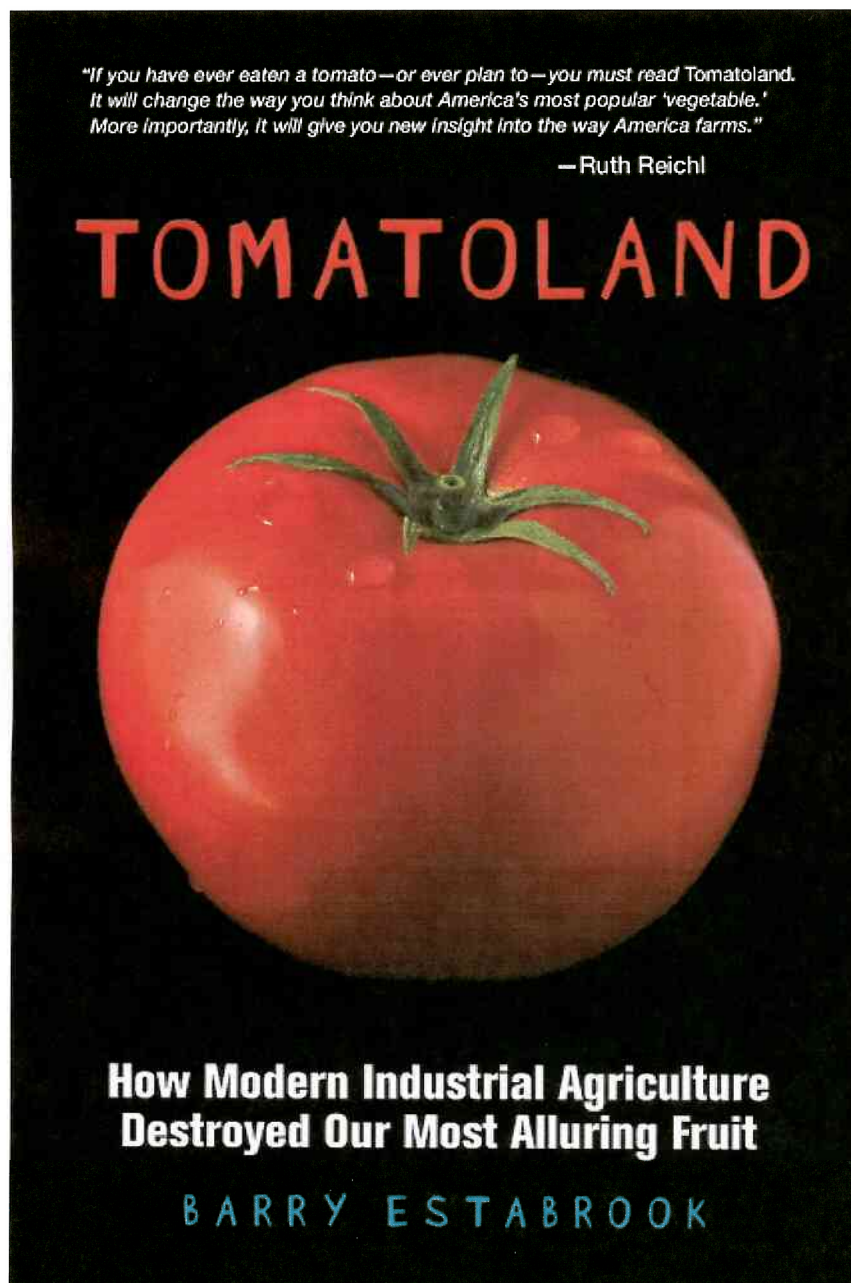


September 26, 2011 at 12:05 PM

"Tomatoland" author Barry Estabrook in Seattle

Posted by Nancy Leson

It's not easy being green. Unless you're a Florida tomato: a crop that accounts for one-third of the fresh tomatoes grown in the U.S. and 90 percent of the tomatoes sold nationwide throughout winter months. As James Beard Award-winning investigative journalist Barry Estabrook tells it in "Tomatoland: How Modern Industrial Agriculture Destroyed Our Most Alluring Fruit," the Florida tomato industry is ripe with agricultural-, environmental- and some very personal horrors that come at a cost none of us can afford. But the good news is he and others whose fine work he's chronicled are helping change that.



Read it, and weep.

This week, Estabrook travels to Seattle, where tomorrow, September 27, he'll speak at the UW Center for Urban Horticulture from 6 p.m. to 8:30 p.m.

There, he'll join Jeff Miller (owner of Willie's Greens organic farm), chef Lisa Nakamura (owner of Allium restaurant on Orcas Island) and Edmund La Macchia (Whole Foods' Global VP of procurement and perishables) to discuss "The Consumer's Conflict: The Cost of Fresh Picked Produce in the 21st Century" [ticket info here].

I'm halfway through "Tomatoland" and suggest you get your hands on a copy pronto. You'll never look at a commercially grown tomato the same way again, and chances are you'll be far more likely to find *these* local farmers market beauties ever-so-much more beautiful:



Hello, Gorgeous! [photo/Nancy Leson]



The Consumer's Conflict: Whole Foods Serves Up Provocative Discussions



[Whole Foods Market, Bellevue, WA.](#) by [Karlen](#). from the [Seattlest Flickr pool](#).

This spring, ubiquitous natural food retailer Whole Foods added advocacy to their wares, by introducing a sustainable food speakers series entitled The Consumer's Conflict.

The first several sessions were entertaining and informative, and were perfect fare for environmentally-minded citizens and foodies with a conscious. Together, they turned out at the Palace

Ballroom to learn about sustainable meat and seafood from the likes of the author of *Good Fish* Becky Selengut and the nationally-known *Salon* columnist Francis Lam.

Next up, Seattleites will have a chance to learn about all things related to produce on the right side of the environmental divide during an evening entitled "The Cost of Fresh Picked Produce in the 21st Century." On Sept. 27, this quarter's Consumer Conflict will take over the UW's verdant Center for Urban Horticulture from 6:00 p.m. until 8:30 p.m.

Barry Estabrook, James Beard Award-winning author of *Tomatoland: How Modern Industrial Agriculture Destroyed Our Most Alluring Fruit*, will hold court with Alliums' chef/owner Lisa Nakamura and farmer/owner Jeff Miller, of Willie Greens Farm, as they try to make sense of the surprisingly complexities of where our produce comes from, and how we should source it.

If past discussions are any indication you'll be in for an evening of thoughtful - but not overly earnest - conversation about what we put in our mouths. Tickets are a good deal at \$20, since they include appetizers plus a couple of beverages. You may get tickets [online](#).

Contact the [author](#) of this article or email tips@seattlest.com with further questions, comments or tips.

By [Jenise Silva](#) in [Arts & Events](#), [Food](#) on September 8, 2011 9:00 AM 0

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THE CONSUMER'S
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WHOLE FOODS MARKET

ABOUT

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March 26th, 2012 from 6 PM to 8:30 PM (PT)

A Revolution in the Lunch Line



Whole Foods Market Speaker Series - Featuring: Sarah Wu

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Upcoming Event Details

The Consumer's Conflict: A Revolution in the Lunch Line

Blogger, author and Chicago Public Schools employee Sarah Wu (a.k.a. Mrs. Q) joins a panel of noted changemakers to discuss the complexities involved with connecting kids with wholesome, healthy and fresh food at school. Hear from this provocative panel on how individuals and organizations are igniting change.

Monday, March 26th at 415 Westlake



[SeattleTallPopp](#): Craving meaningful conversations about food. 1st in a series: [#WFMPanel](#) on meat...a great beginning. Next up? Sustainable Seafood about 3 hours ago via web · [Reply](#) · [View Tweet](#)



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[Lovelylanvin](#): RT [@CuratorPR](#): What is the end goal? To give consumers the choice, to connect land to product, to eat deliberately, to give back to the community [#WFMPanel](#) about 13 hours ago via Twitter for iPhone · [Reply](#) · [View Tweet](#)

THE COME SPEAKER

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