



ONE BOOK, ONE COMMUNITY OF MONROE COUNTY 2015

About the Book - Selection for 2015

The American Way of Eating: Undercover at Walmart, Applebee's, Farm Fields and the Dinner Table

Getting Americans to eat well is one of today's hottest social issues; it's at the forefront of Michelle Obama's agenda and widely covered in the media—from childhood obesity to store brands trying to make their food healthier. Yet most Americans still eat poorly, and award-winning journalist Tracie McMillan wanted to know why. So, in 2009 McMillan went to work undercover in our nation's food system alongside America's working poor, living and eating off her wages, to examine how we eat. McMillan worked on industrial farms in California, in a Walmart produce section outside Detroit, and at an Applebee's kitchen in New York City. Her vivid narrative brings readers along to grueling work places, introduces them to her coworkers, and takes them home to her kitchen, to see what kind of food she (and her coworkers) can afford to buy and prepare. With striking precision, McMillan also weaves in the story of how we got here, digging deep into labor, economics, politics, and social science to reveal new and surprising truths about how America's food is grown, sold, and prepared—and what it would take to change the system. Fascinating and timely, this ground breaking work examines why eating well in America—despite the expansion of farmer's markets and eat local movements—is limited to the privileged minority.



Who is Tracie McMillan?

A working-class transplant from rural Michigan, Brooklyn-based writer Tracie McMillan is the author of the New York Times best seller, *The American Way of Eating: Undercover at Walmart, Applebee's, Farm Fields and the Dinner Table*. Mixing immersive reporting, undercover investigative techniques and “moving first-person narrative” (*Wall Street Journal*), McMillan's book argues for thinking of fresh, healthy food as a public and social good—a stance that inspired *The New York Times* to call her “a voice the food world needs” and Rush Limbaugh to single her out as an “overeducated” “authoress” and “threat to liberty.” In 2013, *The American Way of Eating* was awarded the prestigious Sidney Hillman Prize for Book Journalism in recognition of her work's commitment to the public interest, and a Books for a Better Life Award, a publishing industry touchstone which recognizes excellence in books that carry uplifting messages. AWE was also named a finalist for a Goodreads Reader's Choice Award; an International Association of Culinary Professionals Food Matters award; an Investigative Reporters and Editors Award; and a James Beard Journalism Award (considered “the Oscars of the food world”).

One Book, One Community 2015 runs March 23 - April 18

Author Visit - April 15, 2015

McMillan will visit the Monroe County Community College (MCCC) Campus on April 15, 2015. She will be meeting with students during the day. Afternoon and evening events include a VIP reception hosted by the OBOC committee and a public book signing and author presentation to be held in the MCCC La-Z-Boy Meyer Theater. The discussion and book signing are free and open to the public.

What is One Book, One Community?

Each year, the *One Book, One Community (OBOC)* of Monroe County selection committee chooses a readily available and discussable book written by a major author. Monroe County residents are invited to read the same book and discuss it through a series of free programs each spring. OBOC events feature book discussions and free, county-wide community activities related to the themes raised by provocative and inspiring stories.

Donor/Sponsor Requests

The *One Book, One Community* project is looking for sponsors and reading partners for 2015. Sponsors will help offset costs associated with programming, school book purchases, and travel for our author visit. Reading partners would host book discussions within their group, business, church or school.

Contact Josh Myers, Executive Director of the Foundation at MCCC,
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