

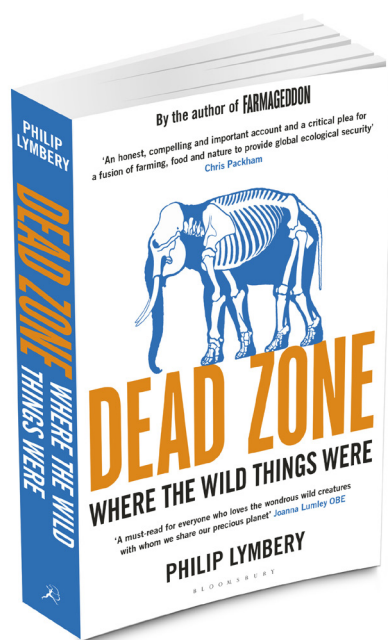
DEAD ZONE

WHERE THE WILD THINGS WERE

PHILIP LYMBERY

PUB DATE:	April 2017	PUBLISHER:	Bloomsbury
PRICE:	R330	FORMAT:	TPB
ISBN:	9781408868263	CATEGORY:	Non-fiction

A tour of some of the world's most iconic and endangered species, and what we can do to save them.



Dead Zone takes the reader on a journey around the world, travelling from the rainforests of the Amazon to the Midwest plains of America; the palm plantations of Sumatra to the volcanic diversity of Galapagos; the grasslands of England to the Malaysian jungle. In a global safari focussing on some of the world's most endangered species, it exposes a little known but key factor in their demise: the cheap meat on supermarket shelves. This sequel to *Farmageddon* lays bare the myths that prop up factory farming and shows what we can do to save the planet with healthy food.

Some may see intensive farming as a necessary evil. After all, we need to produce more food for a growing global population and are led to believe that squeezing animals into factory farms and growing crops in vast, chemical-soaked prairies, is efficient and leaves land free for wildlife – but this is far from the truth. With the limits of the planet's resources now seemingly within touching distance, awareness is growing about how the well-being of society depends on a thriving natural world. Through the lens of a dozen iconic and endangered species, *Dead Zone* examines the role of industrial farming in their plight and meets the people doing something about it.

Philip Lymbery is the CEO of leading international farm animal welfare organisation, [Compassion in World Farming](#), and a prominent commentator on the effects of industrial farming.

Compassion in World Farming was founded in 1967 by a British dairy farmer who became horrified at the development of intensive factory farming. Today Compassion is the leading farm animal welfare organisation dedicated to ending factory farming and achieving humane and sustainable food. It has well-known supporters such as Joanna Lumley OBE, founder of Forum for the Future Jonathon Porritt, Peter Egan, and Jane Goodall DBE.

Philip is available to write pieces.

Photographs and documentary coverage are available on request.

To request a review copy of DEAD ZONE or an interview with PHILIP LYMBERY (JHB: 10 – 12 July | CT: 13 – 14 July) please contact Jennifer Ball: jennifer.ball@jonathanball.co.za | 021 469 8941 | 071 870 6130



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The number of mammals, birds, reptiles, amphibians and fish has halved in the last 40 years driven by food production

Two-thirds of the world's 70 billion farm animals slaughtered each year for food are on factory farms

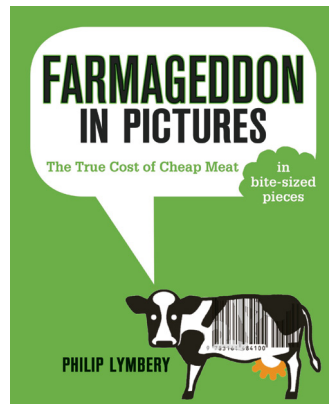
Forest half the size of the UK is cleared every year for farmland

70 per cent of the planet's fresh water is used for agriculture

At the current rate we will see the loss of a fifth of forests globally

World's soils have 60 harvests left while commercial fish stocks will have been decimated by 2048

Also available now!



The True Cost of Cheap Meat in bite-sized pieces
by Philip Lymbery

Bloomsbury | April 2017 | R285.00 | PB | 9781408873465

What are we eating?
Where does it come from?
And how much does it really cost?

Farmageddon in Pictures is the infographic edition of 2015's best-selling *Farmageddon* – delivered in handy, bite-sized pieces. Stuffed full of interesting infographics and facts, it asks all the important questions. Because what are the consequences of putting profits before people? Is the Farmageddon scenario – the death of our countryside, new diseases and billions of starving people – inevitable? Could there be a better way?

This is a fully illustrated title – extracts of images and infographics are available on request.

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