

Fresh Food is the foundation of a happy, healthy and productive life. So why would anyone think humanity can survive by leaving the basic building blocks of good living behind?

Adam Tugwell | 25 February 2024



There is nothing in life that everyone shares the same need for, whilst having such individual, specific or idiosyncratic approaches to, as food and what we eat.

Minded that to be healthy, we should all have access to at least 2 *nutritious* meals per day, it is amazing that so many of us think so little about the food that we eat. Where it comes from. What it consists of. And whether the food we are eating is actually benefiting or harming us, *despite the fact that eating continues to be a socially shared activity, and what we put in our mouths is just as important as the air that we breathe.*

The lack of interest or ‘taking food for granted’ of those who aren’t really thinking about the food that they eat, regrettably makes the issues that surround food and how it can be used to further the interests of those who *are* aware of that disconnect, very easy to exploit.

In times like those we are experiencing and with the very uncertain future that we currently have, this means we are quite literally in a situation where food cannot only be used to control us. Food can also be used as a way to hurt us both physically and emotionally, whilst Food Security and access to the supply of food is and can continue to become less safe, as it is progressively taken away from us as consumers and from the people who grow and produce it.

Food Complacency

On the face of it, too many of us are happy to accept the idea that if we have eaten and therefore, we are not hungry, it doesn’t matter what we actually eat.

Take that one step forward again. Many have an increasingly restricted choice about what they eat, because the priority of what they eat isn’t based on a decision between what might be on offer. It is based solely upon what the person or family can afford.

Whilst there are many who would happily debate the questions of whether food is a fundamental right or whether food is a public good, the fact is that we are only in a position where we can even have such a debate or that it is possible for these questions to exist, because there are other cultural, legal, ethical and many other manmade ‘rights’ that place some of us in a position where we can control what anyone or indeed any living thing on the planet can have access to.

Meanwhile, the questions that we should be asking *but are not* is whether it is right and proper within any part of Food Production and the supply chains around food, that any parts of it can or should be privately owned, and where they are, what those interests should allow them to do to food and how we access it.

The absence of ethics in profit-driven Food Production and Supply

Food is a basic requirement for life that we all share. Yet the processes, issues of ownership and what food can be used to achieve for anyone with the power to do so, have now become all that food is really about.

The entire food supply now revolves a global system that quickly moved way beyond improved methods for feeding larger numbers of people and became all about the money that can be made by those who are in control instead.

The creation of large food chains, where so little can be seen has meant that the real truths that have increasingly underpinned all parts of food production for so long can easily be hidden.

When so much of the food chain processes has been hidden and maximised for the profit that it can provide to vested interests, the next step for those who are driven by greed is to then manipulate and change the content of food so that every bit of profit that it contains from every ingredient that can be added, can then be exploited and profited from just the same.

Food in its most basic or natural forms is the healthiest for all of us that it is possible for it to be

Whilst basic processes such as milling, pasteurisation, cheesemaking, baking, hanging, smoking and all those things that are ancestors have been doing to store, preserve and create meals from basic, natural ingredients have done for centuries, it stands to reason that adding anything to food that isn't readily available to us in some natural or hand-processed way, isn't going to help anyone who eats it, because our digestion is designed to work naturally with foods that we eat in natural forms.

It's an equation that doesn't require us to understand science for us to make sense of. Because it really is common sense that we all eat food in its most basic or unadulterated forms.

The Taste Trap

Before reaching any conclusions, it's also important to understand the role that sugar and salt, and more recently, anything that appears to improve the taste or feeling that we have from eating food that contains it has had, and the genuine *take-away* that we should be having from it.

It is thought that sugar was first recognised for its sweet properties around 8000 years ago. However, sugar didn't come to Western attention until the time of The Crusades in the 11th century, and even then was a luxury until at least [the 16th century](#) when the first industrialised sugar processing began.

Although it ultimately comes from natural source, Sugar must be processed to be used in the way that we use it as a food ingredient and in the refined forms that we add it to drinks like coffee and tea.

Sugar in its modified or rather in its changed form is highly addictive. And if you understand the role that excess sugar plays in health-related conditions such as diabetes and obesity, it is also much easier to see the relationship that exists between

eating any kind of food or ingredient that doesn't resemble its original or natural form, and the impact that it can have on the human body.

The body is effectively tricked by unnatural ingredients and responds in what often end up being very destructive ways when those harmful ingredients are consumed regularly or in quantities that are simply too much for the very clever system that our bodies have to deal with.

In these modified forms, these *artificial* ingredients are no better than being a poison that becomes more and more dangerous in its cumulative forms.

In respect of the ingredients that are added to foods to enhance the taste and hide many other ingredients within processed foods and the UPFs that we wouldn't otherwise consider eating, the line in the Savage Garden hit song 'Affirmation' – "[junk food tastes so good, because it's bad for you](#)" is absolutely correct.

We are being conned into eating foods that we shouldn't, so that those who make *and sell* them can continue to make a profit – with the true cost always being at the expense of our own health and wellbeing.

Whether we like it or not; whether we believe we have a choice of what we eat or not, as a nation, the UK is addicted to foods that are actually harming and, in some respects, killing us.

The people who are pushing us in this direction and want us to become even more reliant on manufactured food, rather than the fresh food that can only come from a local garden, field or farm, are very happy to exploit that addiction so that they can keep benefitting. Whilst the whole process is doing each of us and the whole of the UK more and more harm.

[The Ethics of Food are about Taste all the same](#)

The odd thing about taste is that it manifests as both a physical sensation and also in the way that we think. *That's how addictions generally work, after all.*

So, when anyone becomes obsessed by a particular way of eating, *because of the way that they think*, the rules of addiction – and the need to force others to join us in that same addiction *so that they can share that particular form of guilt*, inevitably also play out, *no matter how clever or compelling their arguments might be.*

When people are at peace with their eating habits or indeed anything else that defines them as the person or the individual that they are, they will not experience any need to force their own approach into the lives of anyone else, no matter what the habits of those other people are, or indeed, what it might be that they eat.

It really shouldn't matter what anyone else eats. The only thing that we should all be concerned with is that each and every one of us has access to natural, healthy and fresh

food in an adequate quantity from which we can then exercise any health-related, ethical or other form of choice that doesn't impact upon the choices of anyone else.

The Food Hangover is just one way we know that the food we eat isn't good for us

Whilst few who drink alcohol would relate their drinking habits to being an addiction at any level, it is unlikely that anyone who has ever had more than a few sips and done so on a regular basis, hasn't had a hangover at some point afterwards. Before they find themselves back in a place where they feel physically the same as they did previously.

Headaches, sickness, insomnia, feeling 'groggy or lethargic' or generally not feeling anything like ourselves, are typical post-alcohol reactions that we class as hangovers – *because we have been drinking ethanol, which is a poison.*

When we have been eating foods that are processed and are filled with many additives and manufactured ingredients, the results for any of us taking note, can be similar *if not exactly the same.*

Food that is natural or in forms that we can recognise in their original form when we eat them very rarely make us feel unwell. Unless we eat too much of them, or they haven't been prepared in a way that removes any bacteria or anything else that can harm our bodies in some way.

The direction of UK Farming and Food Production is all about a greed-driven reliance upon manufactured food

It is at this point that it is time to recognise just how important the problem that UK Farmers are facing really is, *for us all.*

There isn't some great conspiracy at work in the way that conspiracy theorists are increasingly presenting it.

However, there are people who for one reason or another have gained significant power and responsibility over the lives of others. They see it as being imperative that the whole world is changed so that everyone behaves in ways that they have decided that the world can sustain, which at the same time will *coincidentally* ensure that those same elites can continue making obscene profits, being quite literally 'baked in'.

Everyone making money out of the masses eating manipulated ingredients that will cause increasing levels of health problems and in all probability lead to early deaths, isn't worried about the nutritional value of the food that people eat.

The most important thing to all of them is ensuring that the masses can never make the argument that they are going hungry. In that way, no matter how bad the food may be for anyone, if its tasty and available, the elites *will always remain in control.*

Today, UK Farmers still have choices over what they grow and how they grow it. Even though many are tied into contracts that are ultimately controlled by a very small number of companies who control the food supply and whose longer-term profit-making interests will benefit if independent Farmers go out of business, *so that they can control even more of the food supply.*

Those with roles that are there to help, don't help anyone at all

The useful idiots that we now have in government and running policy and services across the public sector don't help matters at all.

Whilst very few can accept this truth at first glance, the reality is that decades of farm and food production related subsidies have only served to move more and more of the power that our Farmers and Food Producers once had towards the big companies that incentivise and control politicians.

Meanwhile, Agriculture has become more and more dependent upon the political lead. Whilst local infrastructure and everything that supports local and independent food production has been progressively destroyed, either legislatively or in direct physical form.

If we can accept this – and that's by no means an easy thing to do, we can also then accept that UK Farming and Food Production needs to go in the completely opposite direction, embracing much more traditional methods of food production and returning Farms, Farming and Food Production so that they are providing everyone with the basic, natural, healthy, nutritious and fresh forms of foods that we all actually need. For us all to have and benefit from this, means that Agriculture and growing food must be right at the heart of our communities once more.

Mindful eating

The battle to save natural food production in the UK (and in other areas of the world too), only exists today, because so many of us take for granted the lives that we have and the continued access to food and everything else that makes life seem so easy. All without being conscious of the real cost to us, or without recognising that we do have a choice.

Greedy profiteering companies only produce foods that can harm us on the scale that they do so, because we keep on buying and eating them, without ever giving any thought to anything that these companies and the people behind them are doing.

If we all began looking at the ingredients of foods and take note of where the food or where the ingredients actually come from, we would very quickly see the difference between 'natural' food that we can recognise *because it usually resembles its original form*, and everything else which doesn't look like or resemble anything that we could recognise in nature.

This is a very quick and effective way of being able to tell if eating *or drinking* anything, is likely to end up harming us in some way.

Changing the way we eat is how we keep our freedom to be who we are

The harsh truth that we all need to face:

The control of food is power and the power behind food is a way that those dependent on someone else's food supply be controlled.

Whilst the UK Farming and Food Producing communities now have a massive fight on their hands to regain control of their own destiny – *not least of all within that community*, the fact remains that we can all help change the direction of UK (and World) Food Production by changing the way that we approach the food that we eat.

By doing so, we will ultimately help ourselves.

The smallest steps are the biggest when it comes to change of this kind. And if we all start to do what we can to reject processed foods and UPFs wherever and in any way that we find them or that they come into our lives, the impact that we can collectively have upon the food chain and the way that food is produced would become meaningful in no time at all.

Changing the eating habits that we have is not easy for anyone. Not least of all, because our habits are the truth we have chosen to believe.

However, the truths that we believe about food today are not truths that we can call or should be prepared to accept as our own.

Good, healthy, nutritious, locally produced fresh food IS a public good and we all deserve to be able to access enough of it every day and at prices that we can all easily afford.

We can only make this possible if each and every one of us exercises what still remains of our freedom of choice to change the world for the better, one choice at a time.

Further Information

To explore more of Adam Tugwell's writing, including the online edition of this post, please visit:

www.adamtugwell.blog

Copyright Notice

Copyright ©2024-2026 Adam Tugwell

All rights reserved.

This publication reflects the personal experience, views, and opinions of the Author. No part of this work may be reproduced, stored in a retrieval system, transmitted, adapted, translated, or otherwise used in any form or by any means - electronic, mechanical, photocopying, recording, or otherwise - without prior written permission from the Author.

The Author asserts the moral right to be identified as the creator of this work and to object to any distortion or misrepresentation of it.
This work may be downloaded and stored for personal, non-commercial use only. Any unauthorised reproduction, plagiarism, or misattribution constitutes a violation of copyright.

The Author accepts no responsibility for, and makes no endorsement of, content accessed through external links, PDFs, digital platforms, organisations, or individuals referenced herein.

Readers remain solely responsible for evaluating the accuracy and suitability of all external material.

This copyright notice shall be governed by and construed in accordance with the laws of England and Wales.