
The imagined California organic farm in the United States, with its long-haired socially and environmentally progressive owners laboring on small scale, self sufficient, and agro-ecologically regenerative fields has been completely shattered. In Agrarian Dreams: The Paradox of Organic Farming in California, Julie Guthman repositions the organic agricultural movement as no longer driven by the ideological buzzwords of local and sustainable, but as simply another sector of agricultural production undergoing industrialization as a result of larger socio-economic forces. Informed by research spanning half a decade and conditioned by her own pronounced nostalgic and progressive ideologies, Guthman delineates the historical and contemporary trends firmly amalgamating the sector into the trajectory of conventional agriculture. The production of organic agricultural commodities in California has now been almost fully appropriated by larger agro-business concerns, and Guthman's book provides an apropos, theoretically driven exploration of the reasons underpinning this manifestation for the more academic minded reader.

In principle, Guthman links the reformulation of the organic agricultural industry in California, both in its initial formation and contemporary expression, to the cultural intricacies attributable to a specific place. More specifically, throughout the late 1950s and 60's, New Left countercultural movements emerged from and/or were transitioned to the California landscape. It is within this context that sustainable agriculture, representing the back-to-the land movement, emerged as a force in the American imagination. Nonetheless, these roots of sustainable agriculture were not planted in a barren cultural landscape void of preexisting ethos. Rather, Guthman argues they were situated firmly within the larger trends and structural constraints of the conventional agricultural history of California, ultimately later engulfed by the same 'search for value' in production increasingly spawned by escalating land values.

Despite its noble beginnings, changes in consumer demand resulting from the gourmet and health movements quickly imbued new market value to organically produced commodities. In a highly competitive marketplace, conventional agricultural firms were shown to have slowly acquired the more lucrative segments of the organic production and distribution chains in efforts to appropriate this value. Likewise, these larger-sized, profit driven firms were able to manipulate the conditions of the nascent regulatory environment to gain distinct competitive advantages. As the largest financial contributors to certification agencies, larger farms yielded significant influence over institutional mandates, while simultaneously establishing consumer trust by certifying to organic standards. Importantly to the trajectory of sustainable agriculture, a lack of commitment to ideals by these new industrial players resulted in a disintegration of the ideological underpinnings of the sustainable agriculture movement. Composting and direct marketing were each shown to have given way to import substitution and continual rotations of cash crops rooted in permissible organic legislation. Likewise, the social relations of production prevalent in conventional agriculture have remained intact in the new, certified organic agroindustrial complex.

As a result, sustainable agriculture has occurred a massive restructuring in ideals, markets and players under the legislated organic label(s). As more organic product has become commercially available, the previously inflated price premiums have also subsequently declined. Smaller growers retaining their ideology have seen their niche markets disintegrate. Now firmly embedded in an agricultural system they sought to avoid/replace, such growers seek new forms of valuation for their crops, often shifting production to commodities difficult to grow on larger scales (e.g. heirloom tomatoes). Likewise, the more ideological of the small growers have sought new forms of regulation to add unique...
value to their products (e.g. biodynamic certification). Guthman poignantly argues that as smaller idealistic growers continue to seek a premium through intensification and valorization, they are ironically further contributing to the trends of late 20th century California agriculture.

Guthman ends her study with the call-to-arms characteristic of the disenfranchised, yet privileged idealist. Her previously donned and unbiased mask of academic distancing is removed to reveal a weak argument for the reinvigorated sustainable agricultural movement based partially in CSA and subscription farming. While it is true that such farms seek “to decommodify food and land”, in so far as they retain more value by marketing directly, on the ground questions as to their ideological application remain. In many ways this concluding argument does not follow from or solve the problems posed by previous chapters in the book.

First, subscription farms are notoriously difficult to operate, with high client turnover following bad crop years and extensive labor requirements necessary to produce the diverse boxes demanded by contributing consumers. Next, subscription farms must also be situated spatially proximate to larger urban environments to access a consumer base wealthy enough to support their operations. In a high value land environment such as described in California, this appears cost prohibitive. Likewise, subscription farms do not provide a blueprint for the distribution of healthy food to the economically challenged, a stated ideal attributed to early sustainable agriculture. The urban poor have neither the financial wherewithal to purchase the expensive boxes on offer nor the ability to bear the associated risk. The fact remains that the support of ‘idealist’ farming as exemplified by CSAs remains firmly in the realm of the privileged. In this vane, a reexamination of the realities of the consumer market is in order, particularly as most consumers rarely purchase organically certified products for idealistic reasons, but rather for personal health. Most CSA and subscription farms serve only to fill this consumer driven desire, and as such comprise no formidable plan for a massive divergence from the status quo.

With criticisms of a weak conclusion aside, a novel such as *Agrarian Dreams* is long overdue. While considerable numbers of idealistically motivated sustainable farmers remain in the American countryside, their production is blanched in comparison with industrial organic operations. This investigation of the California organic landscape provides the first of hopefully many such explorations helping consumers understand the true origins of their sustenance. Perhaps quixotically, it may even help to transform California agriculture in more ecological, social and economically sustainable directions.

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This monumental work of Prof. Aharon Keller- man, personal mobilities, explains the characteristics of personal mobilities as one of the staple phenomena in modern society. Before developing modern technologies, it seems that personal mobilities were restricted only within the spatial expansion by simple mobilities, i.e. initial transportation systems. But the rapid changes of contemporary phenomena, e.g. the advent of telecommunication and new transportation systems, are giving us many chances, which are not only spatial expansion but also the time. Therefore the main story of this new product is based on the integration of horizontal (spatial expansion) and vertical (time expansion) mobilities in the postmodernity era and suggests its synthetic opinion from a geographical perspective.

All over this book, the author reinterprets personal mobilities as a postmodernity meaning, which was outlined by an associated discussion of physical and virtual mobilities, and applies this notion to the interesting dichotomy, physical and virtual spaces. To quote his opinion, personal mobilities constitute self-propelled movements and physical mobilities extended by technologies. Personal mobilities further include virtual mobilities through fixed and mobile telephones and the Internet. On the basis of this background, this book is organized into seven the-