

E-commerce business

<https://www.usmanbaba.com>
<http://matcofoods.com/page-basmati-rice>
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You are eating a frozen dinner, Pakistan— tikka masala chicken, with basmati rice. You heat it up in a white and blue bowl you bought from Pottery Barn, a decent size, meant for cereal (back when you used to eat it). You add spinach and broccoli to offset the carbs — nuke it — then eat at your desk while working, surfing, hand mindlessly shoving fork full into your mouth. Hot, kind of spicy. Tasty enough for a frozen meal. Until you stop. And stare down. What are you doing? What is this? A bowl. Made of what and how? Ceramic and I don't know. Where? In Thailand, at least the bottom of the bowl tells you so. It contains, rice... from where? Did it come from a paddy? (That would be weird.) How did it get to you, the broccoli, the spinach, the sauce, what is it made of, by what people, what machines? The chicken, where was it, whose farm, how old, did it know anything? (The chicken not the farm). How did it all get put together, who made the packaging and then delivered it to Trader Joes?

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