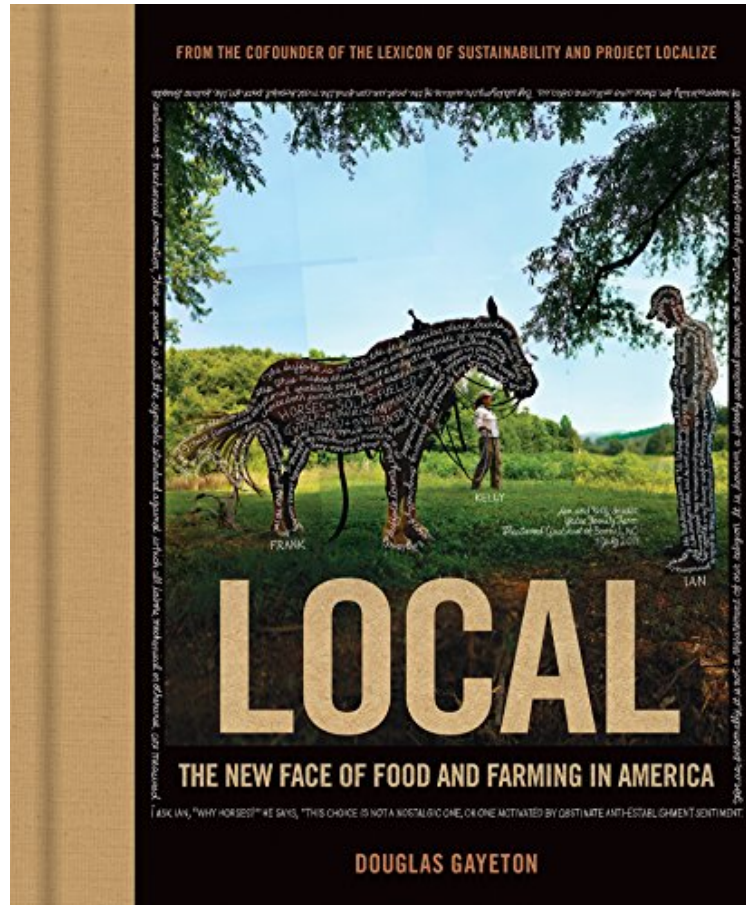


(Mobile book) Local: The New Face of Food and Farming in America

Local: The New Face of Food and Farming in America

Douglas Gayeton

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Douglas Gayeton : Local: The New Face of Food and Farming in America before purchasing it in order to gauge whether or not it would be worth my time, and all praised Local: The New Face of Food and Farming in America:

0 of 0 people found the following review helpful. Power of Words: Describing new possibilitiesBy Tom PetersonWith words we can create new ways to do things. We can help people see more clearly. We can spread a good practice. Give people choices that will determine the future.How can vocabulary change behavior? Douglas Gayeton's book Local is about new ways of farming in America. But it's just as much about the power of words, of naming. A new practice starts somewhere. It's then shared among neighbors, at conferences, in blogs or books. The concept begins to take root in more and more people's minds. Someone along the way gives it a name that sticks. Slow food, cage-free eggs, fallen fruit, foodshed, food miles. The idea of being a locavore, or eating locally, often spreads once the term—and its implications—is understood. Says Gayeton:"We live in a world of finite resources. Changing how we consume these precious resources—safeguarding them for future generations—will require not only changing our behavior, but even learning a new language."It all begins with words. By learning the words of this new language—the lexicon—you can start the conversation, even embrace ideas that had previously seemed foreign or irrelevant to your daily life. If you start by learning what the term

food miles means, for example, the transformation begins."0 of 0 people found the following review helpful. Five StarsBy Vincent D. Liberty Sr.Good education0 of 0 people found the following review helpful. Great!By matt and tjGreat gift and chock full of cool people and happenings in current ag world!

Combining stunning visuals with insights and a lexicon of more than 200 agricultural terms explained by today's thought leaders, *Local* showcases and explores one of the most popular environmental trends: rebuilding local food movements. When Douglas Gayeton took his young daughter to see the salmon run—a favorite pastime growing up in Northern California—he was devastated to find that a combination of urban sprawl, land mismanagement, and pollution had decimated the fish population. The discovery set Gayeton on a journey in search of sustainable solutions. He traveled the country, photographing and learning the new language of sustainability from today's foremost practitioners in food and farming, including Alice Waters, Wes Jackson, Carl Safina, Temple Grandin, Paul Stamets, Patrick Holden, Barton Seaver, Vandana Shiva, Dr. Elaine Ingham, and Joel Salatin, as well as everyday farmers, fishermen, and dairy producers. *Local: The New Face of Food and Farming* blends their insights with stunning collage-like information artworks and Gayeton's Lexicon of Sustainability, which defines and de-mystifies hundreds of terms like "food miles," "locavore," "organic," "grassfed," and "antibiotic free." In doing so, Gayeton helps people understand what they mean for their lives. He also includes "eco tips" and other information on how the sustainable movement affects us all every day. *Local: The New Face of Food and Farming in America* educates, engages, and inspires people to pay closer attention to how they eat, what they buy, and where their responsibility begins for creating a healthier, safer food system in America.