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The Greenhorns Release 2013 New Farmer's Almanac & Audio Companion

INNOVATIVE PUBLICATION FOR FARMERS HARNESES SAIL FREIGHT, CSA'S, EVENTS &
ONLINE & TRADITIONAL RETAIL FOR UNIQUE DISTRIBUTION MODEL

New York, NY - The **Greenhorns** nonprofit organization is pleased to announce the national release of **The 2013 New Farmer's Almanac**, an anthology of essays, art, poetry, historical documents, and graphical data for contemporary farmers across America. Published as a follow-up to 2012's **Greenhorns: 50 Dispatches from the New Farmers' Movement** from Storey Publishing, the 2013 New Farmer's Almanac gleans inspiration from the past to help agrarians young and old realize a revived, re-mixed food system. It is the first in what will become a new annual tradition.

The 2013 New Farmer's Almanac is 336 pages and gathers the contributions of 120 artists, farmers, archivists, and agrarian luminaries. As one would expect from a publication following in the tradition of Franklin's "Poor Richard," The 2013 New Farmers Almanac brims with practical wisdom and gorgeously rendered "scattered counsels": parables and proverbs, poetry and song, moon and tidal cycles, astrological charts, and of course ample consideration of the year's weather -- useful for everyone to steer by.

Editor-in-chief and Greenhorns' Director Severine von Tschanner Fleming writes in her introductory essay: "A lot has changed for American agriculture since Ben Franklin wrote his almanac, and we wonder how much will change yet. With this almanac, we assert our voices as new agrarians. No matter what the weather holds, we seek life, liberty and the pursuit of happiness, and farming is the way to get there."

The Almanac sells for a suggested \$20 per copy and is being distributed in brick-and-mortar retailers, online through Etsy and Amazon, at Greenhorns events for young farmers including all **FarmHacks** events, and through CSA's (Community Supported Agriculture). It will receive extra distribution concentration via wind power along the Hudson River from

Lake Champlain all the way to Manhattan in September 2013 thanks to a partnership with the **Vermont Freight Sail Project**. The multiple channels of distribution and outreach for the Almanac, and the proliferation of public events associated with its launch over the course of the year, mark this publication as one that quite literally works towards the creation of a thriving public, and one which is actively collaborating on reimagined, regionalized economies.

Finally, the **2013 Greenhorns Audio Almanac** is the online companion to the 2013 New Farmer's Almanac. Readers of the book will be able to listen and browse through worksongs, policy podcasts, farmer music mixes, and tons of other free audio all year long at newfarmersalmanac.org.

For a review copy contact the Greenhorns at almanac@thegreenhorns.net

A PROJECT OF THE GREENHORNS:

Greenhorns is a six year-old grassroots organization that works to support new farmers in America. Our work is unconventional and various. We focus on event organizing, in-person networking, mixers, celebrations and workshops as well as the production of traditional and new media: radio, documentary film, blog, a book of essays, guidebooks, web-based tools. Our goal over the next generation is to retrofit the food system and to build a thriving agricultural economy, for healthy regions, healthy watersheds, and a healthy farm culture. We believe our movement can succeed with strong communication, solid business skills, sustainable farm practices and importantly, teamwork.

The Greenhorns has produced a **documentary film**, a popular **radio show**, a book of essays—**Greenhorns: 50 Dispatches from the New Farmers' Movement**, and hundreds of events for farmers across the country, including a **Seed Circus** and **Farm Hack**.