



Chelsea Green Publishing
Rights Catalog
Spring 2013

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Spring 2013 Titles

Growing Food in a Dry Land

Lessons from Desert Farmers on Adapting to Climate Uncertainty

How to harvest water and nutrients, select drought-tolerant plants, and create natural diversity

Gary Paul Nabhan

Book Description

Because climatic uncertainty has now become "the new normal," many farmers, gardeners and orchard-keepers in North America are desperately seeking ways to adapt their food production to become more resilient in the face of such "global weirding." This book draws upon the wisdom and technical knowledge from desert farming traditions all around the world to offer time-tried strategies for:

- building greater moisture-holding capacity and nutrients in soils;
- protecting fields from damaging winds, drought, and floods;
- harvesting water from uplands to use in rain gardens and terraces filled with perennial crops; and
- selecting fruits, nuts, succulents, and herbaceous perennials that are best suited to warmer, drier climates.

Gary Paul Nabhan is one of the world's experts on the agricultural traditions of arid lands. For this book he has visited indigenous and traditional farmers in the Gobi Desert, the Arabian Peninsula, the Sahara Desert, and Andalusia, as well as the Sonoran, Chihuahuan, and Painted deserts of North America, to learn firsthand their techniques and designs aimed at reducing heat and drought stress on orchards, fields, and dooryard gardens. This practical book is replete with detailed descriptions and diagrams of how to implement these desert-adapted practices in your own backyard, orchard, or farm.

Author Bio

Gary Nabhan is the W.K. Kellogg Endowed Chair in Sustainable Food Systems at the University of Arizona, as well as the permaculture designer and orchard-keeper of Almuniya de los Zopilotes Experimental Farm in Patagonia, Arizona. Widely acknowledged as a pioneer in the local-food movement and grassroots seed conservation, Nabhan was honored by *Utne Reader* in 2011 as one of twelve people making the world a better place to live. A recipient of a MacArthur Genius Award, his twenty-four books have been translated into six languages. He lives in southern Arizona.

Publication Date: 15 May 2013

Specs:

- 7 X 10
- 75,00 words
- 60 images, color throughout

Rights Held: World

The Greened House Effect

Renovating Your Home with Deep Energy Retrofits

Design and install highly efficient walls, roofs, basements, and whole-house systems

Jeff Wilson

Book Description

In an era of unstable energy prices and with the greater public awareness of environmental and resource limits, the issue of how we can make our existing homes more efficient and "greener" is becoming ever more critical. We need nothing short of a green revolution, and that revolution begins at home.

In *The Greened House Effect*, author Jeff Wilson brings his 25 years of construction experience and knowledge of home building to bear on making our existing houses cleaner, greener, and healthier, both for our families and for the planet. Think of the Deep Energy Retrofit (DER) as a "home makeover"—one that represents an investment, to be sure, but that saves money from the get-go by capturing the energy you "drop on the ground" every month, every year, through inefficiency, poor design, or simply living in a typical older home.

Using his own family's DER of their 1942 kit home as a prime example, Wilson weaves a readable narrative at a practical, hammer-and-nail level. He stitches together the solutions to our building and energy problems and demystifies them, making them seem possible for the average energy-conscious homeowner and the small contractor by offering the right set of information, skills, and materials.

More technical information is presented throughout in sidebars and graphs, and numerous color photos illustrate the process, as the author breaks the process down into its most important facets, including:

- Testing the energy efficiency of your home and learning where improvements need to be made.
- Issues of local building codes and regulations.
- Financing and paying for a DER.
- Major components of the DER, such as roofs, exterior walls, basements, and home systems.

Wilson's building experience, along with his lifelong passion for energy issues, all come together to form an inspirational, can-do approach to making our neighborhood, our community, our nation, and our world a better, greener place—one home at a time.

Author Bio

Jeff Wilson has 25 years experience in the building industry, both as a "pickup contractor" himself and as a television and radio host for various programs on networks including HGTV, diy, and PBS. In his career he has demonstrated and done everything from small-scale home construction projects to historic home renovations.

Publication Date: 5 June 2013

Specs:

- 8 X 10
- 85,000 words
- 70 images, color throughout

Rights Held: World

The Organic Grain Grower

Small-Scale, Holistic Grain Production for the Home and Market Producer

With information on nutrient density, building soil fertility, grinding grains for livestock, and more...

Jack Lazor
with a Foreword from **Eliot Coleman**

Book Description

The ultimate guide to growing organic grains on a small and ecological scale, *The Organic Grain Grower* is invaluable for both home-scale and commercial producers interested in expanding their resiliency and crop diversity through growing their own grains. Longtime farmer and organic pioneer Jack Lazor covers how to grow and store wheat, barley, oats, corn, dry beans, soybeans, pulse crops, oilseeds, grasses, nutrient-dense forages, and lesser-known cereals.

Including extensive information on:

- Considering your farm's scale and climate
- Understanding soil fertility and structure
- Planting your crop (including spring vs. fall cereals and preparing your soil)
- The growing and ripening process (reproductive, milk, hard-and-soft dough stages)
- The grain harvest
- Preparing grain for sale, storage, or end use (drying, cleaning seed, grain handling)
- Seed breeding and saving
- Machinery, infrastructure, and processing (both home-scale tools and larger farm equipment)
- Grinding grains for livestock rations (including how to put together a ration based on protein content) and sample rations for dairy cows, pigs, and chickens
- Processing grains for human consumption and more...

Never before has there been a guide to growing organic grains applicable both for the home-scale and professional farming scale. This will be a classic for decades to come and a crucial addition to any farmer's, homesteader's, gardener's, agronomist's, or seed-saver's library.

Author Bio

Jack Lazor is co-owner of Butterworks Farm in Westfield, VT, with his wife Anne, and co-founder of the Northern Grain Grower's Association. Jack has been growing organic grains in the mountains of Vermont's Northeast Kingdom since 1975 and is considered a leader in the movement for growing grains in cold climates. Lazor grows grains both for human consumption and for feed for their herd of Jersey cows. He is the recipient of many agricultural awards.

Publication Date: 1 August 2013

Specs:

- 8 X 10
- 275,000 words
- 16 page photo insert

Rights Held: World

Raising Dough

The Complete Guide to Financing a Socially Responsible Food Business

Elizabeth Ü

Book Description

More and more entrepreneurs are using food-based businesses to solve social and environmental problems—and yet the majority of them report that a lack of access to capital prevents them from launching, maintaining, or growing their ventures. *Raising Dough* is an unprecedented guide to the full range of financing options available to support sustainable food businesses.

Raising Dough provides valuable insights into the world of finance, including:

- descriptions of various capital options, including traditional debt and equity, government grant and loan programs, and cutting-edge models such as crowdfunding and community-based alternatives
- guiding questions to help determine which capital options are the most appropriate given the size, stage, entity type, growth plans, mission, and values of an enterprise
- case studies and testimonials highlighting the experiences of food system entrepreneurs who have been there before, including both success stories and cautionary tales
- referrals to sources of capital, financiers, investor networks, and other financial resources.

Written primarily for people managing socially responsible food businesses, the resources and tips covered in this book will benefit social entrepreneurs--and their investors--working in any sector.

Author Bio

Elizabeth Ü is executive director of Finance for Food, a nonprofit that educates food-system entrepreneurs in the United States about the full range of financing options available to support them. She is also a financing and strategy consultant with Cutting Edge Capital. Her passion is helping food-based business owners identify appropriate--and mission-aligned--financing opportunities based on their unique situations and values.

Elizabeth has extensive experience at the intersection of sustainable food systems and social finance. She previously served as manager of strategic development at RSF Social Finance, helping launch a loan fund to support high-impact, sustainable food ventures. She has served on staff at the Business Alliance for Local Living Economies (BALLE), and spent two years as program officer of Slow Money, then a project of Investors' Circle.

A Food and Community Fellow of the Institute for Agriculture and Trade Policy, Elizabeth holds a BS in geography from McGill University and an MBA in sustainable management from Presidio Graduate School. She lives in San Francisco, California.

Publication Date: 8 July 2013

Specs:

- 6 X 9
- 90,000 words

Rights Held: World

Paradise Lot

Two Plant Geeks, One-Tenth of an Acre, and the Making of an Edible Garden Oasis in the City

Eric Toensmeier

Book Description

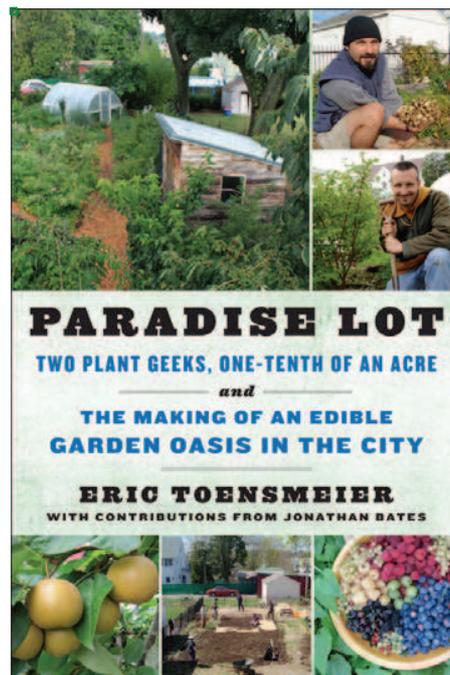
When Eric Toensmeier and Jonathan Bates moved into a duplex in a run-down part of Holyoke, Massachusetts, the tenth-of-an-acre lot was barren ground and bad soil, peppered with broken pieces of concrete, asphalt, and brick. The two friends got to work designing what would become not just another urban farm, but a “permaculture paradise” replete with perennial broccoli, paw paws, bananas, and moringa—all told, more than two hundred low-maintenance edible plants in an innovative food forest on a small city lot. The garden—intended to function like a natural ecosystem with the plants themselves providing most of the garden’s needs for fertility, pest control, and weed suppression—also features an edible water garden, a year-round unheated greenhouse, tropical crops, urban poultry, and even silkworms.

In telling the story of *Paradise Lot*, Toensmeier explains the principles and practices of permaculture, the choice of exotic and unusual food plants, the techniques of design and cultivation, and, of course, the adventures, mistakes, and do-overs in the process. Packed full of detailed, useful information about designing a highly productive permaculture garden, *Paradise Lot* is also a funny and charming story of two single guys, both plant nerds, with a wild plan: to realize the garden of their dreams and meet women to share it with. Amazingly, on both counts, they succeed.

Author Bio

Eric Toensmeier is the award-winning author of *Perennial Vegetables* and coauthor of *Edible Forest Gardens* (with Dave Jacke). He gives workshops on permaculture and edible landscaping around the world in English and Spanish, and until 2009, ran an urban-farm incubator project for Nuestras Raices. His garden, developed in collaboration with Jonathan Bates, is a backyard foraging paradise featuring more than two hundred useful perennial species on 1/10 acre. It includes a tropicalesque edible landscape, edible water garden, food forest, greenhouse, and intensive annual beds. Toensmeier’s writings and events are posted at www.perennialsolutions.org. He lives in Holyoke, Massachusetts.

Jonathan Bates runs Food Forest Farm (PermacultureNursery.com) a nursery specializing in educational services and useful/edible plant sales. Gardening for a decade, he’s a co-designer and healthy inhabitant of the low-maintenance, abundantly diverse Paradise Lot. With an MA degree in social ecology, he thrives on creating a better world with others.



Publication Date: 4 March 2013

Specs:

- 6 X 9
- 67,000 words
- 8 page color insert

Rights Held: World

Good Morning, Beautiful Business

*The Unexpected Journey of an Activist
Entrepreneur and Local-Economy Pioneer*

From the founder of the White Dog Café

Judy Wicks

Book Description

It's not often that someone stumbles into entrepreneurship and ends up reviving a community and starting a national economic-reform movement. But that's what happened when, in 1983, Judy Wicks founded the White Dog Café on the first floor of her house on a row of Victorian brownstones in West Philadelphia. After helping to save her block from demolition, Judy grew what began as a tiny muffin shop into a 200-seat restaurant—one of the first to feature local, organic, and humane food. The restaurant blossomed into a regional hub for community, and a national powerhouse for modeling socially responsible business.

Good Morning, Beautiful Business is a memoir about the evolution of an entrepreneur who would not only change her neighborhood, but would also change her world—helping communities far and wide create local living economies that value people and place as much as commerce and that make communities not just interesting and diverse and prosperous, but also resilient.

Wicks recounts a girlhood coming of age in the sixties, a stint working in an Alaska Eskimo village in the seventies, her experience cofounding the first Free People store, her accidental entry into the world of restaurateering, the emergence of the celebrated White Dog Café, and her eventual role as an international leader and speaker in the local-living-economies movement

Her memoir traces the roots of her career—exploring what it takes to marry social change and commerce, and do business differently. Passionate, fun, and inspirational, *Good Morning, Beautiful Business* explores the way women, and men, can follow both mind and heart, do what's right, and do well by doing good.

Author Bio

A leader and speaker in the local-living-economies movement, Judy Wicks is former owner of the White Dog Café, acclaimed for its socially and environmentally responsible business practices. She is cofounder of the nationwide Business Alliance for Local Living Economies (BALLE), as well as founder of the Sustainable Business Network of Greater Philadelphia and Fair Food—both incubated at the White Dog Café Foundation and supported by the restaurant's profits. In 1970, Judy cofounded the original Free People's Store, now well known as Urban Outfitters. Her work has earned numerous awards, including the Women Chefs and Restaurateurs Lifetime Achievement Award, the International Association of Culinary Professionals Humanitarian Award, and the James Beard Foundation Humanitarian of the Year Award. She lives in Philadelphia.

Publication Date: 6 May 2013

Specs:

- 6 X 9
- 100,000 words
- color photo insert

Rights Held: World

Wild Fermentation

The Flavor, Nutrition, and Craft of Live-Culture Foods

Sandor Ellix Katz, author of the hit new book, *Art of Fermentation* with a Foreword from Sally Fallon

Over 100,000 copies sold domestically!

Book Description

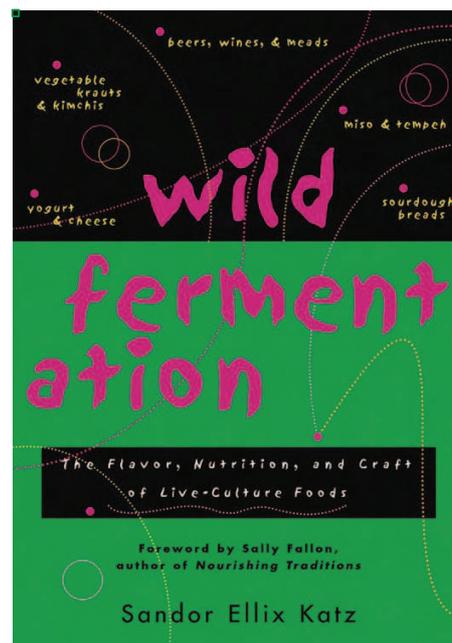
You've heard of Sandor Ellix Katz's amazing new book, *The Art of Fermentation*, now check out his first book, *Wild Fermentation*, the first cookbook to explore the culinary magic of fermentation, and one of our backlist best-sellers.

The flavors of fermentation are compelling and complex, quite literally alive. This book takes readers on a whirlwind trip through the wide world of fermentation, providing readers with basic and delicious recipes—some familiar, others exotic—that are easy to make at home.

The book covers vegetable ferments such as sauerkraut, kimchi, and sour pickles; bean ferments including miso, tempeh, dosas, and idli; dairy ferments including yogurt, kefir, and basic cheesemaking (as well as vegan alternatives); sourdough bread-making; other grain fermentations from Cherokee, African, Japanese, and Russian traditions; extremely simple wine- and beer-making (as well as cider-, mead-, and champagne-making) techniques; and vinegar-making. With nearly 100 recipes, this is the most comprehensive and wide-ranging fermentation cookbook ever published.

Author Bio

Sandor Ellix Katz is a self-taught fermentation experimentalist. He wrote *Wild Fermentation: The Flavor, Nutrition, and Craft of Live-Culture Foods*—which *Newsweek* called "the fermenting bible"—in order to share the fermentation wisdom he had learned, and demystify home fermentation. Since the book's publication in 2003, Katz has taught hundreds of fermentation workshops across North America and beyond, taking on a role he describes as a "fermentation revivalist."



Publication Date: 1 July 2004

Specs:

- 7 X 10
- 208 pages
- 35 illustrations

Rights Held:

World

Rights Sold:

- **Spanish** (Alfaomega)
- **Korean** (Firforest)

Mastering Artisan Cheesemaking

The Ultimate Guide for Home-Scale and Market Producers

With detailed recipes for developing unique cheeses, quick reference charts for repeated use, detailed troubleshooting, and more...

Gianaclis Caldwell

Book Description

The key to becoming a successful artisan cheesemaker is to develop the intuition essential for problem solving, and developing unique styles of cheeses.

There are an increasing number of books on the market about making cheese, but none approach the intricacies of cheesemaking science alongside considerations for preparing each type of cheese variety in as much detail as *Mastering Artisan Cheesemaking*.

Acclaimed cheesemaker Gianaclis Caldwell has written the book she wishes existed when she was starting out. Every serious home-scale artisan cheesemaker—even those just beginning to experiment—will want this book as their bible to take them from their first quick mozzarella, to a French mimolette, and ultimately to designing their own unique cheeses.

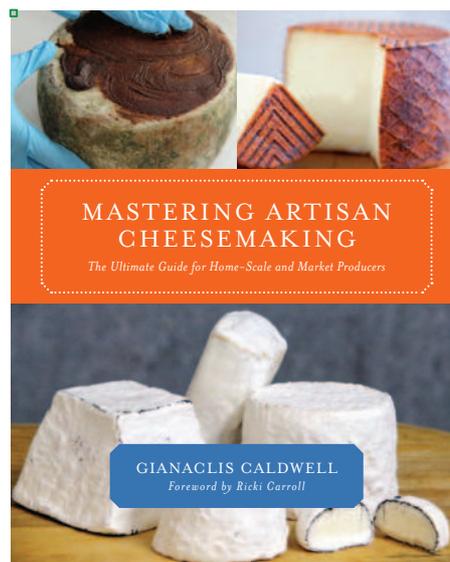
This comprehensive and user-friendly guide thoroughly explains the art and science that allow milk to be transformed into epicurean masterpieces. Caldwell offers a deep look at the history, science, culture, and art of making artisan cheese on a small scale, and includes detailed information on equipment and setting up a home-scale operation. *Mastering Artisan Cheesemaking* will also prove an invaluable resource for those with, or thinking of starting, a small-scale creamery.

Let Gianaclis Caldwell be your mentor, guide, and cheering section as you follow the pathway to a mastery of cheesemaking. For the avid home hobbyist, to the serious commercial artisan, *Mastering Artisan Cheesemaking* is an irreplaceable resource.

Author Bio

In her first book, *The Farmstead Creamery Advisor* (Chelsea Green, 2010), Gianaclis presented would-be farmer-cheesemakers with a thorough guide to building and running a small, on-farm cheese business.

Gianaclis has been teaching all levels of cheesemaking for years, as well as speaking and teaching about the business of farmstead cheese, both at her family's licensed cheese dairy, Pholia Farm, and other venues, including the American Dairy Goat Association annual convention, the American Cheese Society Conference, and the *Mother Earth News* Fairs.



Publication Date: 1 November 2012

Specs:

- 8 X 10
- 160,000 words
- 225 images, color throughout

Rights Held: World