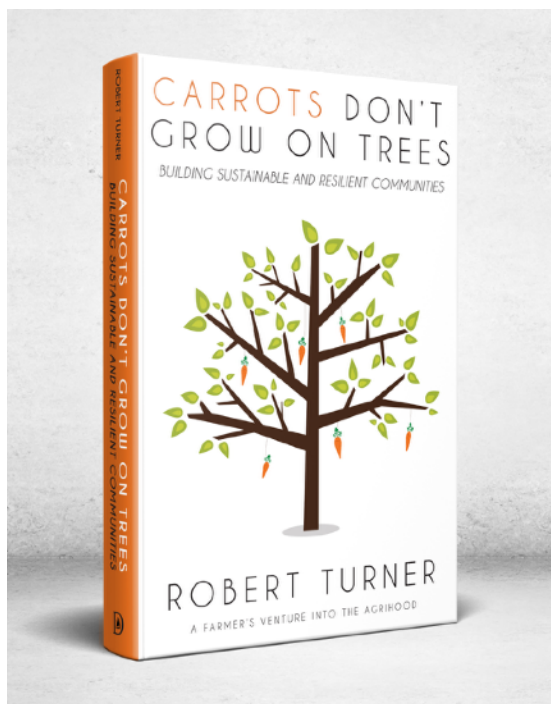


Press Kit: New for Spring 2019 from Discovery Books

CARROTS DON'T GROW ON TREES:

Building Sustainable and Resilient Communities



“Great Writing! This story must be told.”

-Wiley Cash, NY Times Bestselling Author

“Insightful and important. The future of local food and the ‘eat your view’ movement.”

-Jason Frye, Author, Travel / Lifestyle Writer and Food Critic

“A unique and engaging perspective on food system solutions to the most challenging issues of our time.”

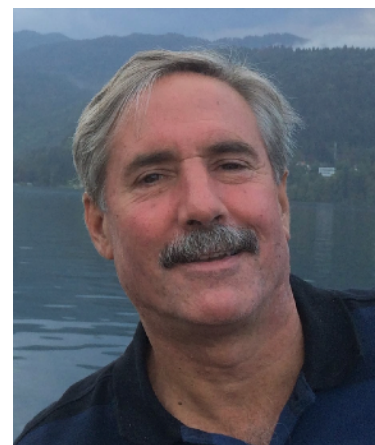
-Laura Lengnick, Resilience Scientist and Author

Twelve years after Michael Pollan first opened our eyes to the modern problems of the industrial food complex, organic farmer and successful businessman Robert Turner explores what has changed in our food culture and how the current ‘grow local’ and ‘farm to table’ movement is now determining where and how we live.

In *Carrots Don't Grow on Trees* an organic farm takes center stage in a new kind of agriculturally-based community where residents gain closer connections to healthy food and the farmers who grow it. Turner wasn't trying to build Utopia; the community he envisions is the next logical step for the ‘eat your view’ movement that has already changed restaurant menus around the world. Turner takes a no-nonsense business approach to saving small farms and protecting our local farming capacity while preserving the important knowledge of growing food for future generations.

About the Author:

Robert Turner is a writer for regional food and lifestyle magazines, an entrepreneur, and the founder of multiple businesses in such diverse industries as manufacturing, licensing, publishing and real estate development. Now the owner of an organic farm and the Executive Director of the Creekside Farm Education Center, Turner is a dedicated advocate for small farms and farmers and sustainable food production. He lives on an organic farm with his wife Kara in the mountains of Western North Carolina.



Social Media

Website: <https://www.eatyourview.com>

Website: <https://www.creeksidefarmwc.com>

Instagram: <http://www.instagram.com/EatYourView>

Facebook: <https://www.facebook.com/EatYourView>

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Marketing Plan

A national "Eat Your View" educational campaign beginning with the web site www.eatyourview.com is intended to increase awareness and make the slogan as popular and well-known in the United States as it is in Europe. The Creekside Farm Education Center is a hub for scientists, researchers, educators and activists, all focused on the importance of local food production, capacity and infrastructure in order to build food security, sovereignty and community resiliency. Turner has been an outspoken advocate for local food and farmers and gives regular talks to food groups on the subject.



QUOTES:

"The average vegetable in your grocery store travels 1500 miles to get there. That's the distance from New York City to Dallas. Twenty percent (20%) of the food that Americans eat now comes from a foreign country. That's one out of every five bites that you take."

"Just 10 multi-national food corporations control most of the brands that you know and buy in the grocery store. About 140 people sit on the boards of those companies and determine what we'll all be having for dinner tonight."

"Twenty percent (20%) of our children now clinically obese, and 40% of our kids overweight (and 70% of adults are also overweight), and the rapid rise of diabetes and heart disease is creating a health care crisis in our nation. This is the first time in history that we can accurately predict that a younger generation will have a shorter lifespan than their parents."

"The organic, farm to table, "eat your view" movement has gone from niche to mainstream and changed restaurant menus across the country and around the world."

"Rather than bringing food to where the people are, save the 1,500 miles and bring the people to where the food is. In fact, plant them right in the middle of it with the tomatoes and onions."

"This is where the local food movement is going, and it's called the agricultural neighborhood, or agrihood. Why bring the farm to the table when you can bring the table to the farm?"

Recent Press on the Agrihood:

"The newest trend in millennial living...Harkening back to simpler days" -NBC Nightly News

"Farm to table living takes root!" -New York Times

"Moving next to the farm... Heaven on earth"
-CBS Sunday Morning

"Farm living, and you don't have to get your hands dirty"
-The Wall Street Journal

"Why you should move to an Agrihood...hyperlocal produce" -Forbes Magazine

