

April 22, 2010

Thank you for your interest in *Farmer Jane: Women Changing the Way We Eat* (Gibbs Smith, \$15.99, PB w/flaps, ISBN: 978-1-4236-0562-1, May 2010) by **Temra Costa**.

Costa was intrigued by the number of women engaged in food and farming through her professional career as a sustainable food and farming advocate with the Community Alliance with Family Farmers (CAFF), in California. With a thirty percent increase in women farm operators from 2002 – 2007, along with increases in women-owned businesses and involvement in government, the feminine voice in food and farming is starting to be heard. *Farmer Jane* is a compelling and empowering look at how communities, businesses and homes can be enriched by the sustainable food movement. Enlightened by the lessons and trials of women farmers, chefs, advocates and educators, *Farmer Jane* gives information and support to anyone wishing to become involved.

Please feel free to call or email me with any questions. I would be happy to provide text and images from the book and arrange an author interview. More information about the book, the author, and the women featured in *Farmer Jane* can be viewed on the official *Farmer Jane* website at www.farmerjane.org.

For wholesale orders, please contact: Kim Eddy, Inside Sales Coordinator, at 801.927.2147 or via email at keddy@gibbs-smith.com.

Warm regards,

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FOR IMMEDIATE RELEASE

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What do women have to do with what America eats? Everything.

With a hands-on guide for the sustainable food movement

May 2010 – Proving that we all can have an impact *Farmer Jane: Women Changing the Way We Eat* (Gibbs Smith, \$15.99, PB w/flaps, ISBN: 978-1-4236-0562-1, May 2010) by **Temra Costa**, will change the way you view your relationship with food.

Farmer Jane is a compelling work about the decision-making power women have with what their families eat, the thousands of new farms women are starting, and their jobs at numerous organizations and businesses promoting a sustainable food agenda. As farmers, chefs, educators and activists, women are changing the way we eat and farm.

Farmer Jane profiles thirty women in the sustainable food industry, describing their agriculture business models and illustrating the amazing changes they are making in how we connect with food. These advocates for creating a more holistic and nurturing food and agriculture system also answer questions on starting a community-supported agriculture (CSA) program, how to get involved in policy at local and national levels, and how to address the different types of renewable energy and finance them.

With women increasingly owning their own farms and businesses and taking an active part in their community and governments, *Farmer Jane* is the ideal companion for exploring the modern opportunities in the sustainable food movement.

Temra Costa got her feet wet by working for the Community Alliance with Family Farmers (CAFF) in California from 2003-2009 through the programs of Farm to School and Buy Fresh Buy Local that started in the Sacramento Valley and took her around the entire state. She currently writes and lives in the East Bay, and co-hosts a radio show with filmmaker Deborah Koons Garcia on Green960 (www.greenmorning.org) that discusses none other than the challenges and solutions to our food system.

Over the past 40 years, Gibbs Smith has been specializing in beautifully illustrated lifestyle books covering topics such as interior design, architecture, cooking, children's, home, green/sustainable and many more.

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