

TOOLS FOR A WORLD OF CHANGE

SPRING 2025



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FALL 2024 UTP SPECIALS

UTP Frontlist Special

Special: 50+ frontlist titles

Discount: 45%

Code: 4FRN

Conditions: One order per code. Ends March 31, 2025.

Combinable across all Ampersand's participating UTP publishers.

UTP Backlist Special

Special: 50+ backlist titles

Discount: 47%

Code: BAC8

Conditions: One order per code. Starts January 1, 2025.

Ends December 31, 2025.

Combinable across all Ampersand's participating UTP publishers.

Feed Us with Trees

Nuts and the Future of Food

Elspeth Hay

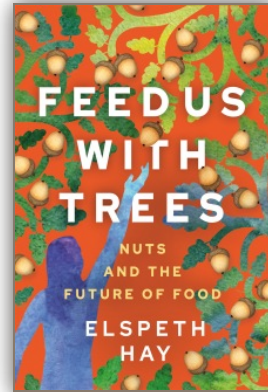
Publication date: July 2025

Sales Points

- **Established author platform** - Author is an independent writer and public radio host. She is the creator of the Local Food Report on local NPR that has aired weekly since 2008.
- **Author speaks regularly** - Will do tour of local farms and tie it in with her food show
- **Experienced writer** - Author has written articles and blogs with a focus on food since 2008.
- **Regional Interest** - Connections to many organizations, friends, and family across the US including; MA, ME, IA, WI, NH, NJ, PA, CA, NC, VT, VA. In Canada, some connections in the Toronto region.
- **International** - Kea Island, Greece (home of Marcie Mayer, an acorn ambassador and creator of the movement to eat acorns on Kea, who the author has been in conversation with). She has contacts in Bergell Valley, Switzerland which is home to the largest sweet chestnut forest in Europe, with a growing chestnut festival/cooperative. The author has an interest in Corsica, France, a long-standing chestnut economy, and would like to visit.

Marketing Plans

- Co-op available
- Galleys available
- National advertising, review and excerpts Google, Facebook, *Civil Eats*, *Yes! Magazine*, *Orion*, Foodtank, *Mother Earth News*
- Online/social media campaign
 - Facebook Live event and giveaway with author
 - Promotion on New Society Publishers social media platforms
 - Promotion via author's various social channels including Instagram
- Promotion of author at various speaking engagements
- Promotion through the author's website: elspethhay.com
- **Primary Audience:** Changemakers; people interested in climate activism, regenerative agriculture, agroforestry, local food and food security. Readers of *Braiding Sweetgrass* and *Finding the Mother Tree*



Imprint: New Society Publishers

Audience(s): Changemakers; people interested in climate activism, regenerative agriculture, agroforestry, local food and food security. Readers of *Braiding Sweetgrass* and *Finding the Mother Tree*

Product format: Paperback

Price: \$24.99

ISBN: 9780865719729

Extent: 288 pp

Pictures: 10 Halftones, black & white

Format: 6 x 9 in

BIC Code(s): JFCV, RNC, TVS, TVF

BISAC Code(s): SOC055000, NAT010000, SCI073000, SCI011000, TEC003070



About Feed Us with Trees

A new and ancient story about perennial nut trees, our ecological role as humans, and the future of food

All over the Northern Hemisphere, humans used to grow our staple foods on perennial nut trees such as oaks for acorns, chestnuts, and hazelnuts. *Feed Us with Trees* breaks down the stories trapping us in today's industrial food system and takes us on a fascinating journey rooted in the startling premise that our ancestors once produced their dietary mainstays—the flours, milks, and cooking oils still essential in today's pantries—by tending food forests or forest gardens.

NPR reporter Elspeth Hay digs deep to expose the dominant narrative that keeps us stuck on industrial monocultures, and pieces together the complex history of how we arrived at today's broken food system. Through interviews with dozens of nut growers, scientists, Indigenous knowledge-keepers, researchers, and food professionals, she shines a light on those working toward a brighter, more abundant future. It's a vision that prioritizes life, redefines wealth, and above all reminds us that as humans, we have a vital role as one of Earth's keystone species.

Hay's hopeful manifesto offers a new way of looking at modern, grain-based, annual agriculture. It will appeal to environmentalists, regenerative farmers, permaculture enthusiasts, agroforesters, locavores, and anyone hungry for a more holistic, nutrient-dense diet rooted in wild foods and ancient knowledge.

About the author(s)

Elspeth Hay is a writer, public radio host, and creator of the *Local Food Report*, a weekly feature that has aired on CAI, the Cape & Islands NPR Station, since 2008. Deeply immersed in her own local food system, she writes and reports for print, radio, and online media with a focus on food and the environment. Elspeth's work has been featured in the Boston Globe, NPR's *Kitchen Window*, *Heated with Mark Bittman*, *The Provincetown Independent*, and numerous other publications. Through her conversations with growers, harvesters, processors, cooks, policy makers, Indigenous knowledge-keepers, scientists, researchers, and visionaries, she aims to rebuild our cultural store of culinary knowledge—and to reconnect us with the people, places, and ideas that feed us. Elspeth lives with her family on Cape Cod, MA.

Mulberries in the Rain

Growing Permaculture Plants for Food and Friendship

Ryan Blosser, Trevor Piersol

Publication date: May 2025

Sales Points

- **Unique approach:** based on relationships to plants rather than simply plant identification
- **Experienced author team:** creative writing, practical experience, on-the-ground expertise
- **Fun, enjoyable read:** accessible writing and information for the beginner, including Food Forest Cheat sheet and simplified Plant Guild Framework
- **Prominent endorsers:** Joel Salatin, Daniel Firth Griffith, and Doniga Markegard

Marketing Plans

- Co-op available
- Galleys available
- National advertising, print campaign and excerpts:
 - Google, Facebook, *Mother Earth News*, *Hobby Farm*, *Growing for Market*, *Permaculture Design Magazine*, *ACRES USA*
- Online/Social media campaign
 - Facebook Live event and giveaway with author
 - Outreach to market gardening, permaculture, and homesteading organizations, groups, and websites.
 - Promotion via New Society Publishers social media platforms
- Promotion on author's website: Shenandoahpermaculture.com



Imprint: New Society Publishers

Audience(s): Permaculture enthusiasts and practitioners looking to enhance projects, learn about social permaculture, and integrate mental health. | Gardeners aiming to improve garden ecology, reduce maintenance through biodiverse planting, and connect gardening with broader ecological and social systems.

Product format: Paperback

Price: \$29.99

ISBN: 9781774060032

Extent: 216 pp

Pictures: 32 Illustrations, colour

Format: 7.5 x 9 in

BIC Code(s): WMQL, PST, WMQN, WM

BISAC Code(s): GAR014000, SCI073000, NAT051000, GAR002000



About *Mulberries in the Rain*

Connecting with plants—a guide to belonging, ecological resilience, and permaculture design

The plants in our world not only nourish and sustain us, they also root us within our human and ecological communities. *Mulberries in the Rain* explores these vital connections, combining evocative storytelling with detailed crop profiles and permaculture design tools to mentor and inspire you.

Central to permaculture is the art of creating beneficial relationships – crafting inherently regenerative food systems modeled on nature. As growers, we tend to interpret this idea literally—think companion planting, edible ecosystems, and food forests. Where do social relations and community building fit in?

Authors and permaculture experts Ryan Blosser and Trevor Piersol:

- Demystify plant guilds, showing how to create biodiverse, low-maintenance ecological systems
- Integrate tried and tested permaculture frameworks such as the Scale of Permanence and the Ecology of Self with tools from economics, mental health, and other disciplines
- Provide cultivation primers for permaculture plants classified according to function, identifying outstanding anchor plants, nitrogen fixers, barrier plants, beneficial attractors, and dynamic accumulators
- Use plant narratives to illustrate how our inner landscapes are inextricably intertwined with the way we show up in the world.

This unique, beautifully illustrated handbook breaks new ground in social permaculture while providing a deep hands-on dive into creating thriving foodscapes. Required reading for anyone who seeks a deeper connection to people and place and a more resilient future.

About the author(s)

Ryan Blosser is a farmer, educator, permaculture designer, writer, and mental health professional. He is co-founder of the Shenandoah Permaculture Institute and owner/operator of Dancing Star Farm. In addition, he holds a teaching license in the State of Virginia and earned an MA and Ed.S. in clinical mental health counseling from James Madison University. Ryan served as Executive Director of Project GROWS, an educational non-profit farm dedicated to growing healthy communities. He also taught permaculture design and gardening in Staunton Public Schools before accepting a position with Waynesboro School, where he directs the continued development of the Waynesboro Education Farm. The intersection of his twin passions for growing food and helping people fuels his unique perspective on building community health and resilience