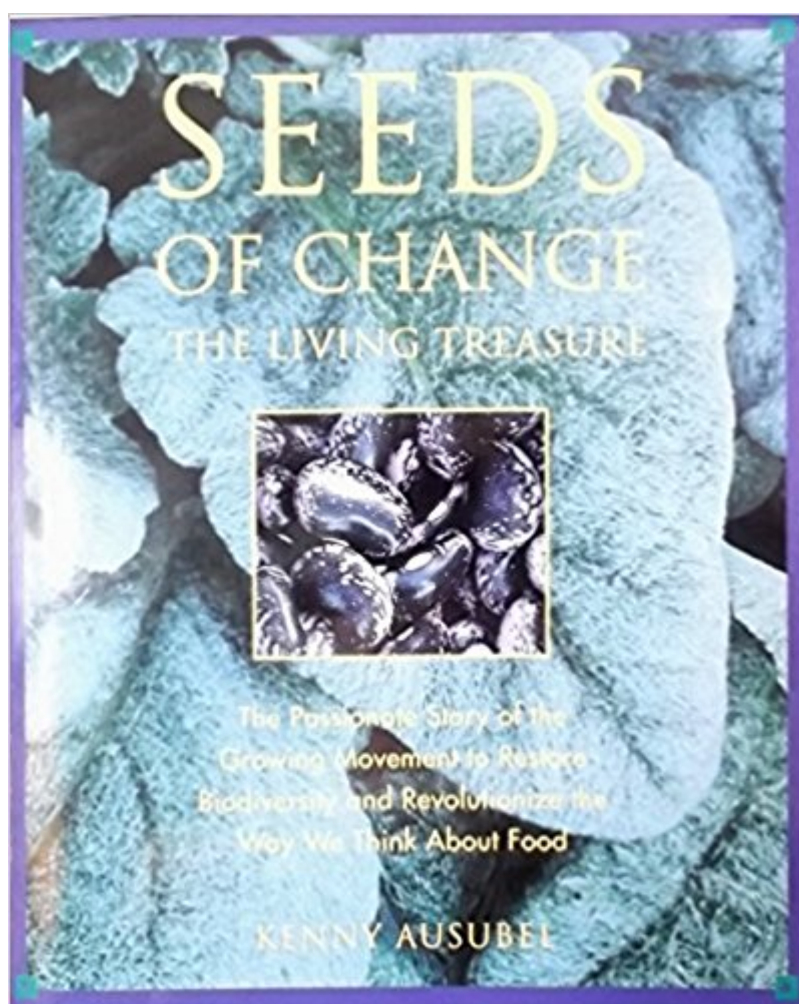


The book was found

Seeds Of Change: The Living Treasure : The Passionate Story Of The Growing Movement To Restore Biodiversity And Revolutionize The Way We Think About





Synopsis

Laments the trend toward biosimilarity and warns of its dangers, then outlines the efforts of Seeds of Change to preserve biodiversity through providing organic seeds, and lastly offers recipes that employ these better-tasting organic foods. 75,000 first printing. \$100,000 ad/promo.

Book Information

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Customer Reviews

Ausubel, who produces the Seeds of Change organic seed catalogue and who founded the company of the same name with his wife, Nina Simons, observes, "Variety is not only the spice of life, but the very staff of life." Arguing in favor of biodiversity and against the dangers posed to it--and to ourselves--by agribusiness, his book is part creed, part survey and part personal history as he seeks out like-minded organic gardeners, scientists, scholars and chefs (e.g., Alice Waters, who also contributes recipes) for testimonials in pursuit of large-scale change in the way food is grown and used. It is hard not to credit his basic points, but Ausubel's style is messianic in a way that may not convince, and his attentiveness to the virtues of his own business will strike some as self-serving. His tone is hopped-up, and his words are profuse: "Life is a living, pulsing, vibrating, plasmic mystery, a spontaneous improvisation linked through time by memory." Photos not seen by PW. \$100,000 ad/promo; author tour. Copyright 1993 Reed Business Information, Inc.

Filmmaker, writer, and entrepreneur Ausubel has written an engaging, informative, and often quite personal account of the founding and beginning years of Seeds of Change, a new company that

sells organically grown seeds to gardeners. Much more than a narrative of a seed company and its founders, this is really a story about biodiversity. Ausubel passionately believes that individual gardeners can play a vital role in saving uncommon yet meritorious varieties of fruits and vegetables, grains, flowers, and herbs. To that end, Seeds of Change offerings are traditional, nonhybrid varieties, meaning they will, unlike hybrids, breed true to the parents and can be harvested by gardeners and passed on from generation to generation. Although readers may not always agree with the author's wide-ranging views on American business and society, ecology, anthropology, nutrition, and other topics, this is a thought-provoking and timely book. Highly recommended for public and academic libraries.- William H. Wiese, Iowa State Univ. Lib., Ames
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Great food for thought! I never thought in-depth about heritage plants before I bought this, but it opened my eyes and gave me a new perspective on the environment, plants and gardening. Very inspirational and beautiful book.

Great book

This book was published in 1994, so I'd really like to see an update, as this book chronicles the motivation for founding Seeds of Change (the seed company) and the company's genesis. The company Seeds of Change has been purchased by M&M/Mars, so although their catalog remains similar, I wonder if they are still holding true to their ideals. This book has good information on the importance of preserving/reclaiming biodiversity through heirloom and open pollinated crops. We have lost diversity in our diets, and we are paying the price with our health. Chemical monoculture negatively affects the food value of our crops, and Seeds of Change was one of the first commercial enterprises to sound the call of alarm in the US.

I literally stumbled upon this book while "trapped" by a snowstorm. I'm a Master Gardener and I've purchased heirloom seeds from this company many times. I thought the book was going to be about how the company grew, and it is, but it is much more! In the discussions about loss of biodiversity and the dominance of mass production agriculture, I felt like I was being presented with a call to action. I'd considered vegetarianism off and on for some time (for nutritional reasons) and this book gave me the impetus to finally follow through. The information is presented in a straightforward manner, without inflammatory prose, and the authors have created an inspiring and motivational

book that I've found to be quite empowering.

Fascinating book describes the author's discovery of heirloom seeds and traditional farming methods. Though the book is written about starting a heirloom seed company -- it is really about food, farming, health, philosophy, big business, bio diversity, environment, nature, history, community, and what makes life worthwhile. Filled with stories and facts that make the topic come alive. Straightforward writing style makes it easy to share the author's passion for a more honest and natural way of life. Highly recommended for anyone of any age. Especially if you know little about heirloom seeds or traditional farming methods.

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