

NEW SOCIETY PUBLISHERS 2021

40 YEARS

Sustainability
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**Publishing Books
for a World of Change**



new society
PUBLISHERS

The Web of Meaning

Integrating Science and Traditional Wisdom
to Find Our Place in the Universe

Jeremy Lent

**A compelling foundation for a new story of interconnectedness,
showing how, as our civilization unravels, another world is possible.**

As our civilization careens toward a precipice of climate breakdown, ecological destruction, and gaping inequality, people are losing their existential moorings. Our dominant worldview of disconnection—

which tells us we are split between mind and body, separate from each other, and at odds with the natural world—has passed its expiration date.

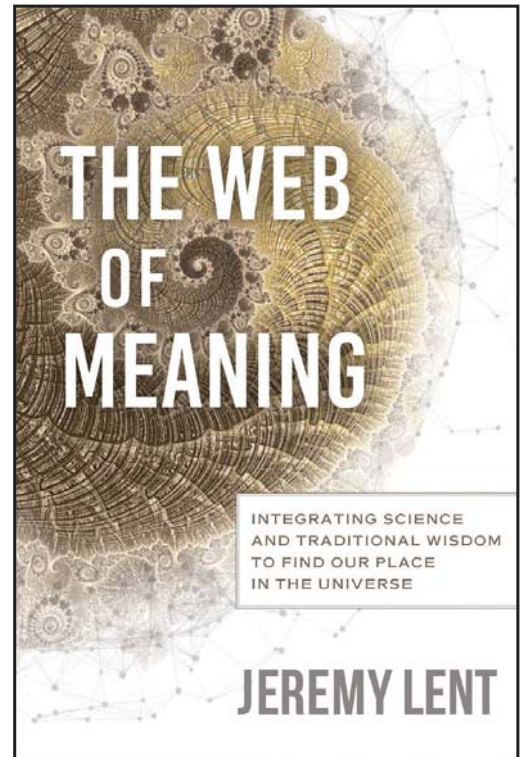
Yet another world *is* possible.

Award-winning author, Jeremy Lent, investigates humanity's age-old questions—Who am I? Why am I? How should I live?—from a fresh perspective, weaving together findings from modern systems thinking, evolutionary biology, and cognitive neuroscience with insights from Buddhism, Taoism, and Indigenous wisdom.

The result is a breathtaking accomplishment: a rich, coherent worldview based on a deep recognition of connectedness within ourselves, between each other, and with the entire natural world. It offers a compelling foundation for the new story that could enable humanity to thrive sustainably on a flourishing Earth.

The Web of Meaning is for everyone looking for deep and coherent answers to the crisis of civilization.

Jeremy Lent is the award-winning author of *The Patterning Instinct: A Cultural History of Humanity's Search for Meaning* and *Requiem of the Human Soul*. A former internet company CEO, he is founder of the non-profit Liology Institute dedicated to fostering an integrated, life-affirming worldview. He lives in Berkeley, California.



SOCIAL SCIENCE

June

6 x 9 | 464 pp

20 B&W illustrations

Trade Cloth US \$34.99

9780865719545 US

eBook available

Marketing Plans

- Print run 10,000 copies
- Co-op available
- Advance reader copies
- National advertising
- National print and online campaign
- Social media campaign
- Promotion through: www.jeremylent.com



SOCIAL SCIENCE

April

6 x 9 | 192 pp

Trade Paper US \$19.99

9780865719538 W* (excluding Canada)

eBook available

Marketing Plans

- Print run 10,000 copies
- Co-op available
- Advance reader copies
- National print and online campaign
- Social media campaign

Let's Talk Race

A Guide for White People

Fern L. Johnson and Marlene G. Fine

Real conversations about racism need to start now.

Let's Talk Race pulls no punches as it examines why white people struggle to talk about race, why we need to talk about race, and what obstacles preclude conversations that promote racial understanding and social action for racial equity.

Written by two specialists in race relations and parents of two adopted African American sons, the book provides unique insights and practical guidance richly illustrated with personal examples, anecdotes, and prompts for personal reflection and conversations about race.

Coverage includes:

- Seeing the varied forms of racism
- How we normalize and privilege whiteness
- Essential and often unknown elements of Black history that inform the present
- Racial disparities in education, health, criminal justice, and wealth
- Understanding racially-linked cultural differences
- How to find conversational partners and create safe spaces for conversations
- Conversational do's and don'ts.

Let's Talk Race is for all white people who want to face the challenges of talking about race and working towards equality.

Fern L. Johnson, PhD, is Senior Research Scholar and Professor Emerita at Clark University focusing on race and culture. As a white parent of African American sons, she co-authored *The Interracial Adoption Option*. She lives near Boston, Massachusetts.

Marlene G. Fine, PhD, is Professor Emerita at Simmons University focusing on cultural diversity and leadership. As a white parent of African American sons, she co-authored *The Interracial Adoption Option*. She lives near Boston, Massachusetts.

The Artisan Herbalist

Making Teas, Tinctures, and Oils at Home

Bevin Cohen

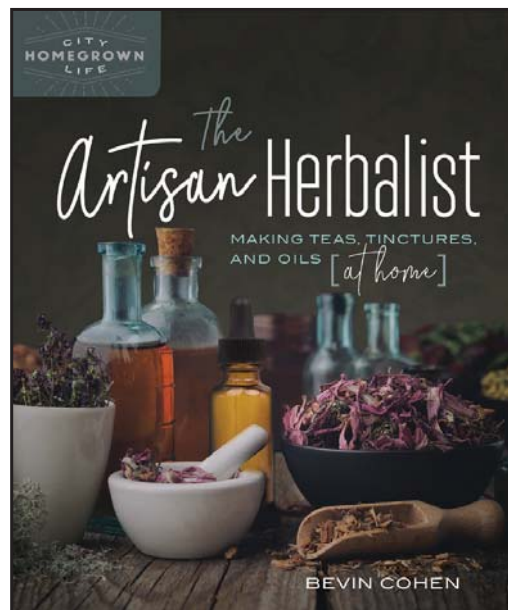
Start your journey as an artisan herbalist and take back control of your health and well-being the natural way.

From urban apartments to wild countryside, *The Artisan Herbalist* is an easy-to-use guide that teaches you how to identify, grow, harvest, forage, and craft herbal allies into an assortment of useful health and wellness products. Through storytelling and step-by-step instruction, *The Artisan Herbalist* covers:

- The uses and benefits of thirty-eight easy-to-find yet powerful herbs
- Harvesting from the wild, foraging in the city, and using store-bought herbs
- Growing herbs in small areas, balconies, and pots
- Principles, tips, techniques, and formulas to create teas and tinctures
- Infusing oils for the creation of salves, lotions, and balms
- Beneficial herb-based recipes
- Marketing and selling your products through a home-based business.

Whether you live in the city, suburbs, or countryside, take back control of your health and begin your journey toward independent self-care as a budding artisan herbalist.

Bevin Cohen is the owner of Small House Farm and an author, herbalist, gardener, seed saver, and educator. He offers workshops and lectures nationwide and serves on the boards of the International Herb Association, the Slow Food Ark of Taste Seed Bank, and the Community Seed Network. He lives in Sanford, Michigan.



HEALTH & FITNESS

April

Homegrown City Life

7½ x 9 | 144 pp

60 color illustrations

Trade Paper US \$24.99

9780865719583 W* (excluding Canada)

eBook available

Marketing Plans

- Co-op available
- Advance digital copies
- National print and online campaign
- Social media campaign
- Promotion through: www.smallhousefarm.com

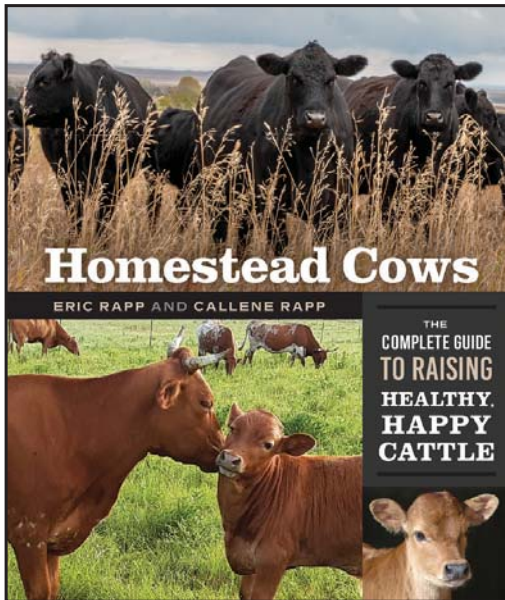


Homestead Cows

The Complete Guide to Raising Healthy, Happy Cattle

Callene and Eric Rapp

Every farm needs a cow—open the gates!



TECHNOLOGY & ENGINEERING
June

7½ x 8¾ | 172 pp

20 B&W illustrations

Trade Paper US \$24.99

9780865719477 W* (excluding Canada)

eBook available

Marketing Plans

- Co-op available
- Advance digital copies
- National print and online campaign
- Social media campaign
- Promotion through: www.rareharebarn.com

With an approach built around investing for the long term, *Homestead Cows* prepares homesteaders and small farmers to open the farm gate to cattle, whether a single milk cow or a small beef herd.

Homestead Cows covers the A to Z of husbandry:

- Cow history, biology, diet, and nutrition
- Understanding what you want, what's involved, and creating a plan
- Selecting breeds and determining herd size
- Housing and facilities, transportation, and equipment
- Financial management and the dollars and cents of cows
- Breeding and reproduction
- Cow health and happiness, including safety, handling, and good husbandry
- Processing, products, and cooking.

Cattle are the most productive, versatile, and low-input sources of food and revenue on the farm and can help regenerate and build soil. The secret to success is excellent management, and *Homestead Cows* distills decades of hard-won, practical knowledge into an essential guide to successful small-scale cattle farming for every homesteader and farmer.

Since 2005, **Eric and Callene Rapp** have owned and operated the award-winning Rare Hare Barn, the largest heritage-breed meat-rabbit enterprise in the United States. Callene is also a regular contributor to *Grit Magazine*. They live and farm in Leon, Kansas.

Also Available



Raising Rabbits For Meat

Callene and Eric Rapp

Trade Paper US \$24.99

9780865718890 W* (excluding Canada)

eBook available

Profitable Homestead Pigs

Raising Happy Pigs for Food or Market

John Moody

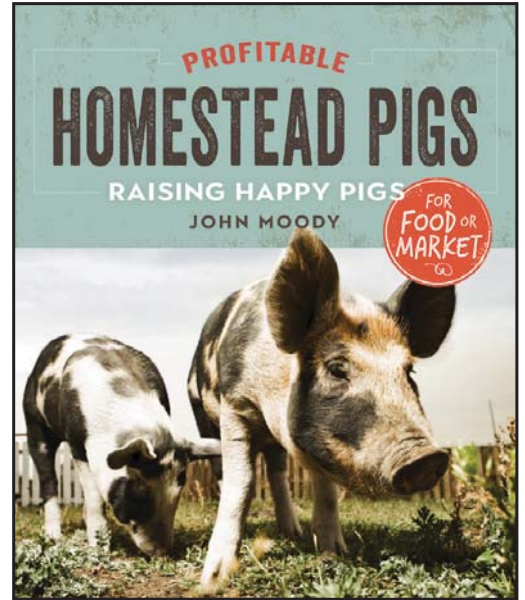
Combine pork chops with profit and bring home the bacon the frugal way!

Profitable Homestead Pigs takes you on a journey deep into small-scale pig raising, showing cost-effective methods to produce sustainable, affordable, high-quality meat for your family or for profit. Filled with creative workarounds to radically reduce costs, from piglet to pork chop, it covers:

- Picking piglets, transport, housing, bedding, and safety
- Creative approaches to feeding and keeping hogs healthy and happy
- Butchering, pricing, products, marketing, and selling options
- A numbers-driven approach to sound financial decisions
- Financial analysis, tools, worksheets, and creative cost-saving solutions.

Whether you raise a few pigs for the fun of it and to feed your family or you are looking to add to your farm's bottom line, *Profitable Homestead Pigs* is the go-to guide to raising healthy, happy pigs humanely and frugally for a quality product and a reasonable profit.

John Moody is a homesteader, farmer, speaker, founder of Whole Life Services, and CEO of Steader, an online video-based learning platform. He is author of *The Frugal Homesteader*, *The Elderberry Book*, and *DIY Sourdough*. He farms and homesteads with his wife and their five children on thirty-five acres in Kentucky.



TECHNOLOGY & ENGINEERING

July

7 1/2 x 8 7/8 | 172 pp

70 B&W illustrations

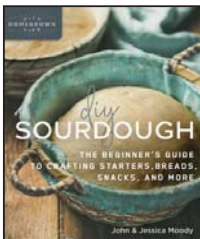
Trade Paper US \$24.99

9780865719491 W* (excluding Canada)

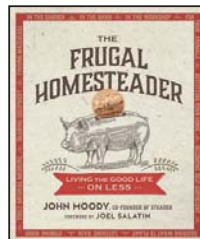
eBook available

Marketing Plans

- Co-op available
- Advance digital copies
- National print and online campaign
- Social media campaign
- Promotion through: steader.com



Also Available



DIY Sourdough
 The Beginner's Guide to Crafting Starters, Bread, Snacks, and More
 John and Jessica Moody
 Homegrown City Life
 Trade Paper US \$19.99
 9780865719200 W* (excluding Canada)

eBook available

The Frugal Homesteader
 A Living the Good Life on Less
 John Moody
 Trade Paper US \$24.99
 9780865718937 W* (excluding Canada)

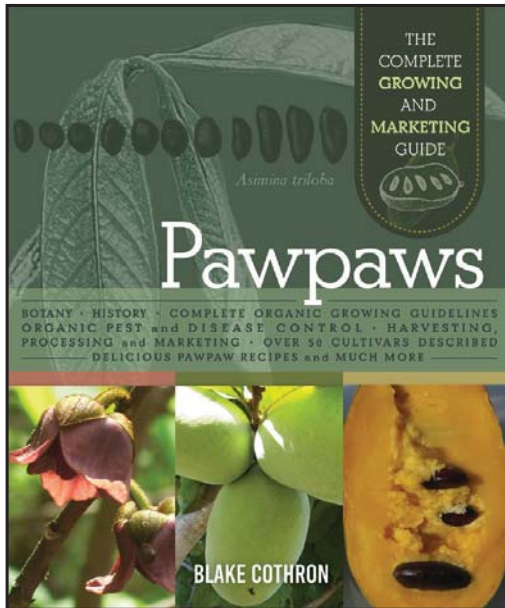
eBook available

Pawpaws

The Complete Growing and Marketing Guide

Blake Cothron

Discover a fresh new offering for your farm or orchard business.



Pawpaws is the first in-depth guide to small-scale commercial cultivation of pawpaws. Also known as Indiana bananas or hipster bananas, this almost forgotten fruit, native to North America, is making a huge comeback with foodies, chefs, craft brewers, and discerning fruit-lovers.

Written by, and for, the organic grower, coverage includes:

- Botany and the cultural history of pawpaws
- Orchard siting and planning
- Choosing the best-quality nursery trees
- Descriptions of over fifty cultivars
- Propagation and organic growing tips
- Pests and disease management
- Marketing and selling fresh pawpaws, seeds, and starts
- Processing and producing value-added products.

Get ahead of the farming curve, diversify your orchard or food forest, and discover the commercial potential of America's almost forgotten native fruit with this comprehensive manual to small-scale commercial pawpaw production.

Blake Cothron owns Peaceful Heritage Nursery, a four-acre USDA Certified Organic research farm, orchard, and edible plant nursery. He shares his two decades of experience in organic agriculture and horticulture through magazine articles, public speaking engagements, and blogging. Blake lives with his wife and son in Kentucky.

Marketing Plans

- Co-op available
- Advance digital copies
- National print and online campaign
- Social media campaign
- Promotion through: www.peacefulheritage.com



Growing Conifers

The Complete Illustrated Gardening and Landscaping Guide

John J. Albers

David E. Perry

Evergreen your landscape with the beauty and benefits of conifers.

Growing Conifers is a beautifully photographed, comprehensive gardening guide for selecting and cultivating conifers. Coverage includes:

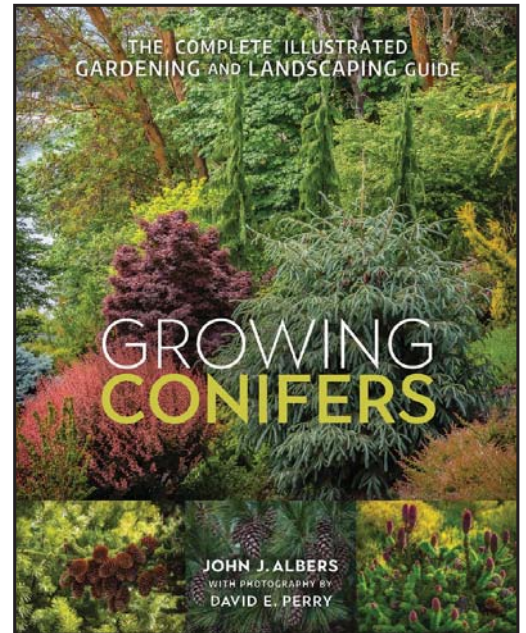
- Conifer taxonomy, classification, and geographic distribution
- Selecting conifers for size, shape, color, and texture
- Best practices for placement and planting of trees, shrubs, and groundcovers in urban and rural gardens
- Growing needs and low-input maintenance
- Building healthy soil, minimizing water stress, and integrated pest management
- Benefits of conifers including habitat, water and air quality, carbon sequestration, aesthetics, and food.

Conifers are often overlooked in gardening and landscaping in favor of deciduous trees and shrubs. Yet conifers come in a wide variety of shapes, sizes, and colors and offer tremendous aesthetic and ecological benefits for any garden.

Growing Conifers is an essential, comprehensive resource for gardeners and landscape professionals looking to develop beautiful, sustainable landscapes.

John J. Albers is an educator for the Washington State Nursery and Landscape Association, a certified sustainable landscape professional, a former Master Gardener, and the creator of Albers Vista Gardens, which contains 1,200 different plants. Author of *The Northwest Garden Manifesto*, he lives in Bremerton, Washington.

David E. Perry is a professional photographer who has photographed for books, including *The Northwest Garden Manifesto*, magazines, Fortune 500 reports, and national ad campaigns for over thirty-five years. He lives in Seattle, Washington.



GARDENING

May

8 x 10 | 224 pp

120 color illustrations

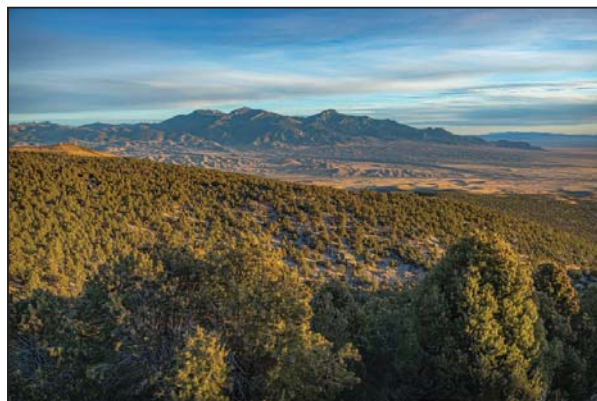
Trade Paper US \$39.99

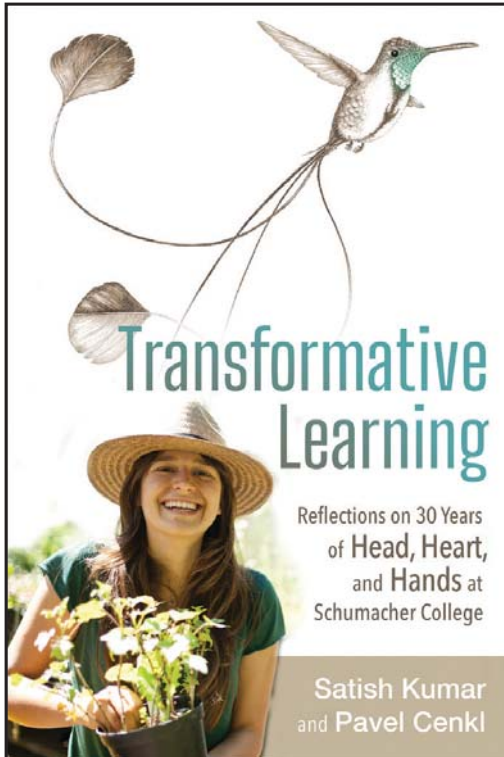
9780865719569 W* (excluding Canada)

eBook available

Marketing Plans

- Co-op available
- Advance digital copies
- National print and online campaign
- Social media campaign
- Promotion through: www.coniferkingdom.com





EDUCATION

April

6 x 9 | 280 pp

30 color and 20 B&W illustrations

Trade Paper US \$22.99

9780865719521 W* (excluding Canada)

eBook available

Marketing Plans

- Co-op available
- Advance digital copies
- National print and online campaign
- Social media campaign
- Promotion through:
www.schumachercollege.org.uk

Transformative Learning

Reflections on 30 Years of Head, Heart,
and Hands at Schumacher College

Edited by **Satish Kumar and Pavel Cenkl**

Education as if people and planet mattered.

In *Transformative Learning*, Satish Kumar reflects on the legacy of Schumacher College, a beacon of innovation that fosters an ecological-based, holistic model of higher education built around the college's unique "learn by doing," head, heart, and hands pedagogy.

Over fifty current and former instructors and alumni, including Vandana Shiva, David Orr, Kate Raworth, Fritjof Capra, Bill McKibben, Mary Evelyn Tucker, and Jonathon Porritt, paint a rich picture of education for human well-being and the ecological health of the planet.

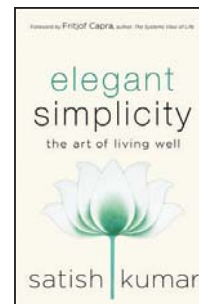
Contributions delve deeply into the nature of transformational learning and holistic education, present a wealth of alumni experiences of working toward an ecological society, and detail the expansion of the Schumacher model to Belgium, Brazil, India, Japan, and beyond.

The result is a rich tapestry of ideas and educational methods packed with insights and experience for practitioners and activists looking to build a just, ecological society.

Satish Kumar is a long-time peace and environment activist and former Jain monk. Editor of *Resurgence* magazine from 1973 to 2016, he founded Devon's Schumacher College and has authored several books, including *Elegant Simplicity*, and presented the BBC documentary *Earth Pilgrim*. He lives in Devon, UK.

Pavel Cenkl, PhD, is a former Dean of Sterling College, Vermont, researcher on ecologically minded curriculum development, environmental philosophy instructor, and avid endurance runner. He is Head of Schumacher College and lives in Devon, UK.

Also Available



Elegant Simplicity
The Art of Living Well
Satish Kumar

Paper over Board US \$19.99

9780865719101 W* (excluding Canada)

eBook available

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