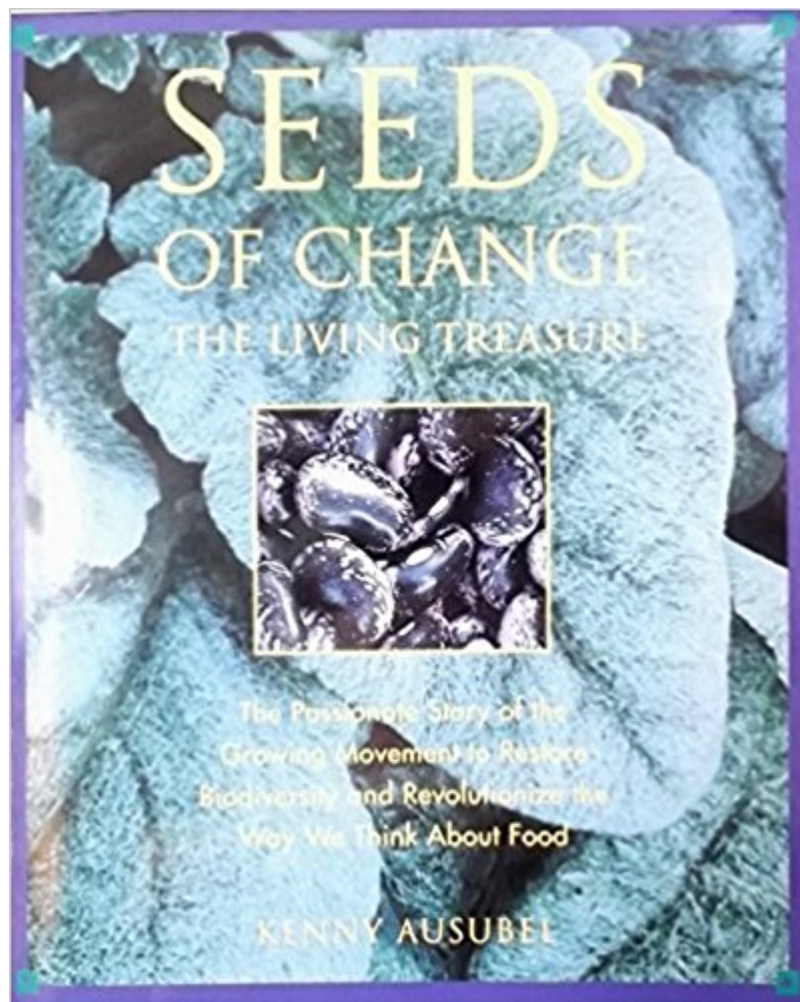




The book was found

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

Paperback: 232 pages

Publisher: Harpercollins; 1st paperback ed edition (January 1994)

Language: English

ISBN-10: 0062500082

ISBN-13: 978-0062500083

Product Dimensions: 0.8 x 7.5 x 9.2 inches

Shipping Weight: 1 pounds

Average Customer Review: 4.8 out of 5 stars 5 customer reviews

Best Sellers Rank: #1,909,913 in Books (See Top 100 in Books) #40 in Books > Crafts, Hobbies & Home > Gardening & Landscape Design > By Technique > Propagation & Cultivation #354 in Books > Science & Math > Agricultural Sciences > Agronomy #373 in Books > Science & Math > Agricultural Sciences > Crop Science

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
Copyright 1994 Reed Business Information, Inc.

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.

[Download to continue reading...](#)

Seeds of Change: The Living Treasure : The Passionate Story of the Growing Movement to Restore Biodiversity and Revolutionize the Way We Think About Minecraft Seeds: Ultimate Minecraft Seeds you must Use: Best Minecraft Seeds Worlds You Must See (Unofficial Minecraft Seeds Guide) Growing Marijuana: Box Set - Growing Marijuana For Beginners & Advanced Marijuana Growing Techniques (Growing Marijuana, Marijuana Growing, Growing Marijuana Indoors) Ultimate Seeds Handbook for Minecraft: The Best Minecraft Seeds That You Must Know! (Seeds for PC and Mac, Xbox 360, Pocket Edition) Movement Matters: Essays on Movement Science, Movement Ecology, and the Nature of Movement Minecraft Seeds: Top 25 Seeds for Minecraft 1.10 - Unofficial Guide Featuring Seeds You Must Try Out For Yourself (sorted into 5 categories with a bonus gift inside) - GREAT CHRISTMAS GIFT Growing Marijuana: Marijuana Growing Tips and Tricks to Get Big Yields For Beginners! (Growing Marijuana For Beginners, Growing Marijuana Indoors & Outdoors, Growing Marijuana Tips and Tricks) Growing Mushrooms for Profit: The Definitive Step-By-Step Guide to Growing Mushrooms at Home for Profit (Growing Mushrooms for Profit, Growing Mushrooms ... Mushrooms, Growing Oyster Mushrooms) Weed: The Ultimate Quick Guide To Growing Great Marijuana (How To Grow Your Own Weed, Growing Marijuana for Beginners, Big Buds, High Yields, Growing Marijuana Indoors, Weed Growing Book 1) Growing Marijuana: Big Buds, Growing Marijuana In Soil For Beginners (Growing Marijuana, Marijuana Cultivation, Marijuana Growing, Medical Marijuana, Marijuana Horticulture) Do You Think What You Think You Think?: The Ultimate Philosophical Handbook Growing Hope: Sowing the Seeds of Positive Change in Your Life and the World Change the Story, Change the Future: A Living Economy for a Living Earth Amish Time of Change (Amish Seeds of Change Book 3) Amish Courage to Change (Amish Seeds of Change Book 2) The Independent Farmstead: Growing Soil, Biodiversity, and Nutrient-Dense Food with Grassfed Animals and Intensive Pasture Management The Ultimate

Seeds Handbook: Top 50 Seeds for PC and Pocket Edition Broke: The Plan to Restore Our Trust,
Truth and Treasure The Living Landscape: Designing for Beauty and Biodiversity in the Home
Garden Move Your DNA: Restore Your Health Through Natural Movement Expanded Edition

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)