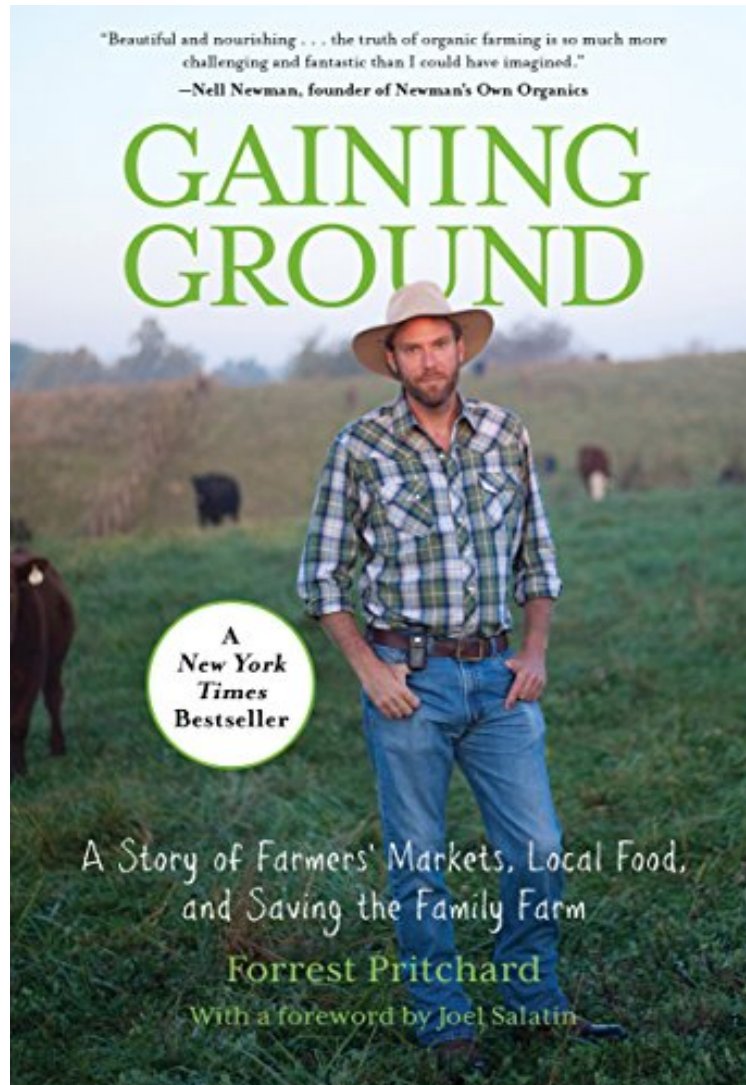


Gaining Ground: A Story Of Farmers' Markets, Local Food, And Saving The Family Farm

Forrest Pritchard

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Forrest Pritchard : Gaining Ground: A Story Of Farmers' Markets, Local Food, And Saving The Family Farm before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gaining Ground: A Story Of Farmers' Markets, Local Food, And Saving The Family Farm:

13 of 13 people found the following review helpful. I'm not a Farmer but loved this farming book By H. K. T. Mulvaney My motivation to read this book actually was through a one night stay at the family's bed and breakfast in

Berryville-Smithfield Farm B B. I loved the place, the matriarch(s), the story of the BB and it helped that we paid a visit to the country store which yielded tons of yummy meats. I couldn't wait to order the book when we returned home. It couldn't come soon enough. First off, I am a leisurely reader and a convenience shopper but have tried to become a better consumer as well as a reader with intent to learn. The book is wonderfully entertaining with his trials and tribulations, references to things that lure those city folk from his generation such as myself-like the Jams shorts purchase with his earnings, all the while allowing me an "inside" view as to how important sustainable and organic farming is, and how hard it is! I really appreciate even more so of every bite of livestock I have eaten. I have also told pretty much everyone I know to read the book. It's real, it's laugh out loud funny, it's life.³ of 3 people found the following review helpful. AWESOME! MUST READ!By Nathan BalesThis book is excellent! Should be required reading in every school in the country! Forrest's writing style grabbed me from the first page and kept me hooked right to the end of the book. As a master gardener and someone who has been doing organic gardening for over 40 years, I really enjoyed this book!¹⁵ of 15 people found the following review helpful. A heartfelt and funny book about saving a family farmBy Diana RobertsA lovely book, full of heart. It was so well-written, too. I laughed out loud so many times, and even teared up during one section. I am in awe of farmers this book really gets to the soul of what it takes to run a family farm. Highly recommended.

One fateful day in 1996, after discovering that five freight cars' worth of glittering corn have reaped a tiny profit of \$18.16, young Forrest Pritchard vows to save his family's farm. What ensues--through hilarious encounters with all manner of livestock and colorful local characters--is a crash course in sustainable agriculture. Pritchard's biggest ally is his renegade father, who initially questions his son's career choice and rejects organic foods for sugary mainstream fare. But just when the farm starts to turn heads at local farmers' markets, his father's health takes a turn for the worse. With poetry and humor, this inspiring memoir tugs on the heartstrings and feeds the soul long after the last page is turned.

From BooklistOnce on the brink of virtually disappearing only decades ago, the family farm has recently been enjoying a resurgence due to the popularity of organic livestock and produce. Disenchanted with a looming desk job and eager to save his family's multigenerational Shenandoah Valley farm, Pritchard celebrated his mid-1990s college graduation by rolling up his sleeves and brainstorming to find ways of keeping his parents' 400-plus acres of land from being portioned off to agribusinesses. This engaging first-person account is filled with gentle humor and colorful anecdotes about the false starts and pitfalls Pritchard faced before finally settling on raising grass-fed cattle and sheep. Desperate to improve on the tiny profits the farm was making selling corn, Pritchard tried marketing firewood, then chickens, then beef, running a gauntlet of sometimes comical challenges, including broken-down farm equipment and his father's attempt to sell frozen chickens from his D.C. office. Anyone who has been bit by the farming bug will find lessons aplenty here, while urban readers will enjoy a vicarious slice of farm life. --Carl Hays "Pritchard's engaging memoir opens with him, new English degree in hand, deciding to take over the family farm after fall harvest profits fail to materialize. What follows is a remarkable odyssey of food from farm to table; a classic against-all-odds narrative that will have readers changing their shopping habits. Pritchard is a born storyteller with a shrewd ability to make lively everything from his father's battle with a rogue pig to simple chores like selling firewood or bailing hay. His learned-the-hard-way experiences are thoroughly entertaining and non-farmers will absorb enough about raising livestock and tending land to broaden their expertise at the farmers' market and grocery store. He also addresses the politics involved in supporting local organic meat including issues of price, health, and the environment. By the end of his wonderful book, Pritchard lies in a field pondering his own slim margin of success from slowing things down in our fast paced world; a well-deserved moment of happiness for this important new spokesperson of the future of agriculture and poet of the earth."—Publishers Weekly (starred review)From the Inside FlapOne fateful day in 1996, upon discovering that five freight cars' worth of glittering corn have reaped a tiny profit of \$18.16, young Forrest Pritchard undertakes to save his family's farm. What ensues—through hilarious encounters with all manner of livestock and colorful local characters—is a crash course in sustainable agriculture. Pritchard's biggest ally is his renegade father, who initially questions his career choice and eschews organic foods for sugary mainstream fare; but just when the farm starts to turn heads at local markets, his father's health takes a turn for the worse. With poetry and humor, this timely memoir tugs on the heartstrings and feeds the soul long after the last page is turned.