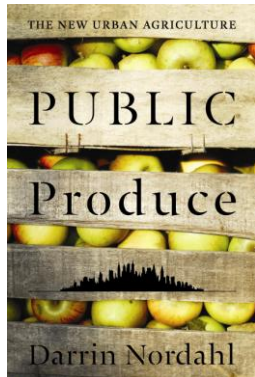




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PRESS RELEASE

PUBLIC PRODUCE: The New Urban Agriculture by Darrin Nordahl

"This vital book shows how growing food on public land can transform our civic landscape, sprouting the seeds of biodiversity, sustainability, and community."

—Alice Waters, Chez Panisse

WASHINGTON, D.C. (October 2009) — Food is a hot topic right now precisely because it should be: recent salmonella scares, obesity concerns, oil scarcity, agrochemical abundance, and soaring food costs are causing people to stop and think about one of our most basic human needs and rights. The conclusion they reach is clear. It's time to change the way we grow, distribute, and eat food.

In his new book, *Public Produce: The New Urban Agriculture* (Island Press Hardcover/Paperback, October 2009), city planner and designer Darrin Nordahl describes how—not just for those who can afford expensive organic produce and hormone-free meats and dairy products, but for everyone. He makes a uniquely contemporary case not for central government intervention, but for local government involvement in shaping food policy. In illustrating what Nordahl calls "municipal agriculture," this book tells the story of how elected officials, municipal planners, local policymakers, and public space designers are turning to the abundance of land under public control (parks, plazas, streets, city squares, parking lots, as well as the grounds around libraries, schools, government offices, and even jails) to grow food.

Nordahl profiles urban food growing efforts, demonstrating that there is both a need and a desire to supplement our existing food production methods outside the city with opportunities inside the city. Each of these efforts works in concert to make fresh produce more available to the public. But each does more, too: reinforcing a sense of place and building community;

nourishing the needy and providing economic assistance to entrepreneurs; promoting food literacy and good health; and allowing for “serendipitous sustenance.” There is much to be gained, Nordahl writes, in adding a bit of agrarianism into our urbanism.

Food plays a significant, if not defining, role in our environment, our economy, our national security, our social and cultural identities, and, of course, our health. *Public Produce* helps us to understand what we must do in order to restructure food policies to bring health and prosperity to all of our communities.

Darrin Nordahl is the city designer at the Davenport Design Center, formed in 2003 as a division of the Community & Economic Development Department of the City of Davenport, Iowa. He has taught planning at the University of California at Berkeley and is the author of *My Kind of Transit*.

Public Produce: The New Urban Agriculture

By Darrin Nordahl

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