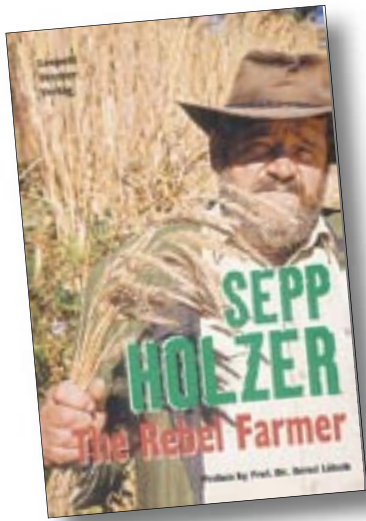


Press Release: **New Environmental Book** Autumn 2007



THE REBEL FARMER

by Sepp Holzer

The Rebel Farmer is the autobiography of Europe's most innovative farmer and permaculturist. Viewed by many as a 'kind of Crocodile Dundee of the Alps', Holzer has long been a leading figure in alternative farming and never fails to amaze agricultural scientists.

Holzer is an agricultural rebel who grows kiwis, oranges, and pumpkins on his mountain farm near Salzburg, Austria at an altitude of 1,500m above sea level. He harvests radishes in the middle of winter, and his corn grows in the forest.

In this richly illustrated book, Holzer describes not only the basic principles of his life and thinking, but also his endless struggle with public authorities that do everything in their power to prevent alternative forms of farming.

Holzer's farm, 'Krameterhof', in Austria has become a symbol for a new kind of farming. Thousands of visitors and students tour his farm every year. The media report regularly on his developments and innovations.

Holzer has developed his own form of permaculture. It is already the subject of scientific research and his approach was the subject of a project at the world Exposition, EXPO 2000, in Hanover. Using ecological relationships and cycles he lets nature work for him, and with minimal labour input – and without harming the environment – he achieves maximum economic success.

Holzer is a consultant to a large number of projects – including in Columbia and Brazil, where destroyed soils are being converted back into agricultural cropland with the aid of permaculture – Holzer shows that this concept can be applied in the most varied environmental conditions.

Permanent Publications is an award winning and leading publisher of sustainable living titles. Editor, Maddy Harland, was 'Specially Commended' at the Triodos Bank Women's Ethical Business Awards in 2007. She is available for further information on the book or any press or media opportunities about permaculture and sustainable living.

240 pages **Hardback** 70 photographs & illustrations
PRICE £19.95 [File: Environmental, Farming/Agriculture]

Available in the UK & Europe from:

Permanent Publications, The Sustainability Centre, East Meon, Hampshire GU32 1HR, UK

Tel: 01730 823 311 (contact Tony Rollinson for further details)

Email: tony@permaculture.co.uk Web: www.permaculture.co.uk