

Veg out with your very own gardening cookbook!



"Full-color close-up photos illustrate each phase of planting and preparing, while also depicting a bounty of fresh produce and delicious-looking dishes. Use this appealingly presented and user friendly guide as a classroom resource."

—Curriculum Connections, *School Library Journal*



mighty media

JUNIOR READERS

www.mightymediapress.com

Individuals
Trade Distributor

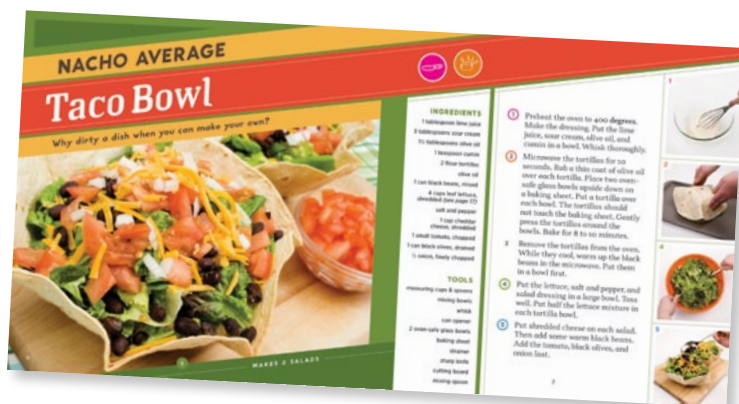
Available Date
Title
Author
ISBN
Specifications
Price
Publisher
Contact Info

Fill your plate with fresh, self-sustained produce that comes straight from your garden. Step-by-step planting, care and harvesting tips give the beginning gardener a good basic understanding of the growing process. Over 30 delicious recipes made with basil, carrots, green beans, leaf lettuce, potatoes, and tomatoes, come complete with step-by-step photos. You'll be bringing your homegrown foods to the table to share with others. Incorporating unique flavors and easy-to-grow produce, these simple recipes will have you asking for seconds!

Heavy-weight, high-quality cover and interior paper provide durable and sturdy construction for endless use by little hands.

Features include:

- ▶ Ingredients and tool lists
- ▶ Visual index of cooking terms
- ▶ Gardening tips and information
- ▶ Step-by-step instructions and photos
- ▶ Allergy & safety information



April 1, 2014

Garden to Table: A Kid's Guide to Planting, Growing, and Preparing Food
Katherine Hengel

978-1-938063-42-8 (tr) | 978-1-938063-43-5 (ebook)

Trade Paper, 8.5 x 8.5 inches, 144 pages
\$15.95

Mighty Media Junior Readers, an imprint of Mighty Media Press
Sammy Bosch, Marketing Director & Publicity
612.338.2075 x105, sammy@mightymedia.com

ORDER INFORMATION

Available from your local indie bookstore, chain, or Amazon

Publishers Group West/Perseus

800.788.3123, orderentry@perseusbooks.com

Also available from national wholesalers

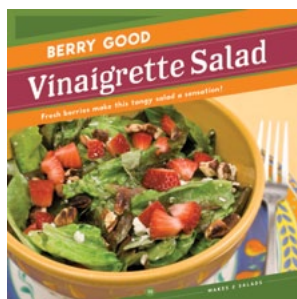
(Baker & Taylor, Ingram, Follett, or your favorite vendor)



Katherine Hengel works as a writer and editor in the San Francisco Bay area of California. A graduate of St Mary's College of California, she has worked as an editorial assistant, publications manager, and freelance writer. Currently her focus is on screenwriting, technical nonfiction writing for publication, and critique. She is the author of over 30 nonfiction books for children.

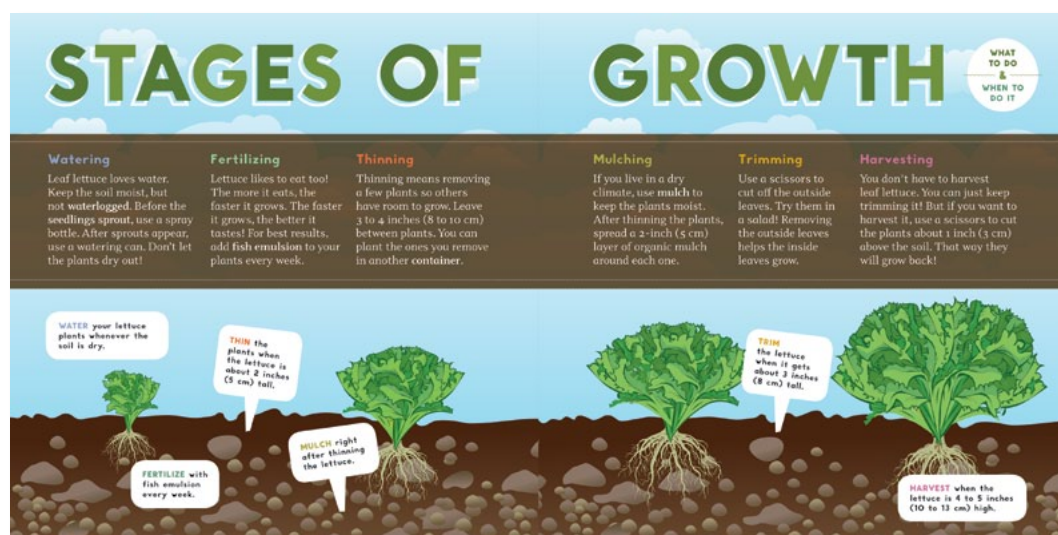
"Each recipe is illustrated with clear step-by-step photographs, and the finished dishes look appetizing. Parents, teachers, activity group leaders, and young gardeners and chefs will find plenty to read—and plant and cook—together."

—*Booklist*



mighty media JUNIOR READERS

www.mightymediapress.com



Marketing Information

Audience

- ▶ Children Ages 8 to 12
- ▶ Young Gardeners and Chefs
- ▶ Schools, Daycares, and Afterschool Programs
- ▶ Activity Groups and Cross-Curricular Programs (Girl Scouts, Boy Scouts, Environmental Clubs, Youth Groups, etc.)
- ▶ Cooking Schools/Programs
- ▶ Teachers, Parents, And Homeschoolers
- ▶ Farming and Organic Food Organizations

Industry Events

- ▶ IRA 2014
- ▶ PLA 2014
- ▶ Children's Book Week 2014
- ▶ ALA 2014
- ▶ Green Book Festival 2014
- ▶ Heartland Fall Forum 2014
- ▶ Twin Cities Book Festival 2014

Marketing Strategy

- ▶ **Release Date** March 2014
- ▶ **Author Events/Tours** across regional area of MN and CA bay area, with emphasis on food events at bookstores, libraries, and creative kid stores (additional opportunities at festivals and farmers markets)
- ▶ **Promotional Materials** to schools, clubs, cooking programs, and regional food events

Curriculum Standards Alignment

- ▶ **Meets Next Generation Standards for Science and the Environment**, introducing children to plant structures, their life cycles, and environmental impacts