The 2021 Old Farmer's Almanac Canadian Edition is available starting Tuesday, August 18! We're accepting interview requests now for anytime after that date. Our editors are available via phone, email, or video chat. • To streamline the interview process, we're providing sample questions and talking points related to The Old Farmer’s Almanac Canadian Edition and our 2021 edition. Feel free to use this information or any of our other press materials to craft questions as best suits your audience.

ABOUT THE OLD FARMER'S ALMANAC
• Published every year since 1792, making it the oldest continuously published periodical in North America.
• The 2021 Old Farmer’s Almanac is the 229th Edition. This is the 39th consecutive special Canadian Edition.
• 2.5 million copies of The Old Farmer's Almanac are printed and distributed each year.
• The Almanac is best known for its 80 percent-accurate weather forecasts as well as its tried-and-true information and advice on gardening, food, astronomy, and much more.
• The Old Farmer’s Almanac also produces a series of related titles, including most recently, the Vegetable Gardener’s Handbook (now in its second printing), The 2020 Garden Guide (its 26th year!), The Old Farmer’s Almanac for Kids (Vol. 8), and EXTRA!, its monthly digital magazine.

SAMPLE INTERVIEW QUESTIONS
1. How did The Old Farmer’s Almanac get its start? How does the Almanac continue to stay relevant?
2. When did the Almanac start production its Canadian Edition, and how does it differ from the book produced for the U.S.?
3. How does the Almanac predict the weather? How accurate are its forecasts?
4. What is the upcoming winter weather prediction from The 2021 Old Farmer’s Almanac Canadian Edition?
5. How does the Almanac select stories for each edition?
6. What trends does the Almanac predict for the coming year?
7. What is your favorite story from The 2021 Old Farmer’s Almanac Canadian Edition?
8. If someone is interested in starting to grow their own food, what is the Almanac’s best advice?
9. The Almanac isn’t just for farmers, but it always includes a section spotlighting modern farmers and showing how they evolve to remain independent and profitable. How have some of the farmers featured in this year’s edition utilized technology to make their farms more efficient and sustainable?
10. Staying healthy is on top of everyone’s mind these days—what tips are there in the 2021 edition to avoid colds, flus, and viruses?

REMEMBER, ALL OF OUR PRESS RELEASES, TALKING POINTS, AND FOUR-COLOR, READY-TO-PRINT JPG IMAGES OF COVERS AND WEATHER MAPS ARE AVAILABLE AT ALMANAC.CA/PRESS.

TO SCHEDULE AN INTERVIEW or request a digital or print copy of The 2021 Old Farmer’s Almanac, please contact Ginger Vaughan (ginger@quinnbrein.com) or Sam Jones (sam@quinnbrein.com) via email. In a pinch, you can also call Ginger at 360-620-9107.
TALKING ABOUT:

• “leather” made from pineapple leaves or healthier (120 minutes per week).

TIME.

change for lifestyle benefits, like paid time would accept a smaller paycheck in ex-

ECO-FRIENDLY FASHION

Social media accounts for FARM ANIMALS.

Collecting collars that New ways to care for PETS:

• Companies are traditional animal protein to plant-based to cell-based.”

PET TECH

PAWS-IBILITIES a dog’s vital signs to its vet growing in popularity. Pet owners are seeking hypoallergenic animal is ill –Susan Dankert, communications director, Industry Expert. Plus, he reports . . .

WHAT’S COOKING?

• onscreen games for dogs to play, with treats for prizes continuing to set new standards, while cities and communities are parks and pet-friendly Industry Expert. Plus, he reports . . .

GOING SOLO

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TALKING POINTS: TRENDS & FEATURED ARTICLES

Here are some highlights from our Trends section and featured stories. Feel free to use them to start or continue the conversation.

TRENDS THAT PEOPLE ARE TALKING ABOUT:

• Canadians have strong views on finance: 46 PERCENT say that major credit card debt would end a relationship, while 77 PERCENT would accept a smaller paycheck in exchange for lifestyle benefits, like paid time off and childcare.

• New ways to care for PETS: collars that transmit a dog’s vitals to the vet; cat litter that changes color if Kitty is sick.

• Doctors writing prescriptions for OUTDOOR TIME. Plus: the minimum amount of time people need to spend outdoors to feel healthier (120 minutes per week).

• Collecting ANTIQUE CAST IRON SKILLETS, factory-sealed video games, and anything related to space flight.

• Social media accounts for FARM ANIMALS.

• Wearing ECO-FRIENDLY FASHION such as “leather” made from pineapple leaves or t-shirts made from seaweed.

ACCEPT NO SUBSTITUTES!

There are other books out there that call themselves a “farmer’s almanac,” but The Old Farmer’s Almanac—with its familiar yellow cover—is the original and most popular in North America! Accept no substitutes:

BOOK AN INTERVIEW WITH AN EDITOR today by contacting Ginger Vaughan at ginger@quinnbrein.com!

Need more background information? Find lots of useful links about the Almanac at Almanac.ca/Press.

Daily Almanac wit and wisdom are available through Almanac.ca, Facebook, Pinterest, Instagram, and the Amazon Echo and Google Home voice assistants.

FEATURED ARTICLES:

• LOVE LESSONS FROM OLD VALENTINES: What Valentine notes from the past can reveal about romance today.

• FROM SEA TO RISING SEA: How rising sea levels could impact everyone, no matter where they live or work.

• CRAZY CRITTERS: Canadians love their (often outsized) creature attractions—a creepy pregnant spider, a shorebound squid, a giant goose, and many others are spread across the provinces. Go on a virtual tour of these landmarks and find out how to see them in person.

• WHEN PREDATORS COME CALLING: How to handle (or deter) visits by black bears, coyotes, raccoons, weasels, and raptors.

• HOW TO PICK A PET: Dog, cat, bird, or fish? Which is the right choice? The Almanac can help!

• A PUCKISH REPORT: the history of the humble hockey puck.

• HOW TO PREDICT THE WEATHER WITH A HOLE: Dig and then take the temperature of the soil—it’s that simple ... well, almost!

In a pinch, you can also call Ginger at 360-620-9107.