LET’S TALK!

The 2021 Old Farmer’s Almanac 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 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.
• 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 has it changed over its 229 years?
2. How does the Almanac predict the weather? How accurate are its forecasts?
3. What is the upcoming winter weather prediction from The 2021 Old Farmer’s Almanac?
4. How does the Almanac select stories for each edition?
5. What trends does the Almanac predict for the coming year?
6. What is your favorite story from The 2021 Old Farmer’s Almanac?
7. If someone is interested in starting to grow their own food, what is the Almanac’s best advice?
8. 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?
9. 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?
10. Who reads the Almanac? How does the Almanac continue to stay relevant?

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.
THE OLD FARMER'S ALMANAC

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:

• How much credit card debt would be enough to end a relationship ($12,615).
• Houseplants are everywhere: in dark corners, growing up walls, and in indoor hydroponic systems growing fresh fruit and vegetables.
• 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).
• Being more considerate with money; saying no to celebratory dinners or social obligations that strain finances and, instead, putting money toward things that bring real joy and fulfillment.
• 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.com/Press.

FEATURING ARTICLES:

• Small-space gardening 101: How to grow practically anything, almost anywhere.
• 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.
• Test your sky-q: From beginner to expert, a test to gauge knowledge of the universe.
• 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!
• The most practiced sport in the world: Hint—It's not what you think, and everyone has done it.
• How to predict the weather with a hole: Dig and then take the temperature of the soil—it's that simple ... well, almost!

2021 TRENDS

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

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