WITH THE 2022 OLD FARMER’S ALMANAC,

THERE’S ALWAYS SOMETHING TO TALK ABOUT!

The 2022 Old Farmer’s Almanac is available beginning on August 31, 2021!
To schedule an interview or request a digital or print copy of The 2022 Old Farmer’s Almanac, please contact Ginger Vaughan at ginger@quinnbrein.com.

FIND THE LATEST PRESS MATERIALS FOR EVERYTHING ALMANAC—INCLUDING SUGGESTED QUESTIONS FOR USE DURING INTERVIEWS—AT ALMANAC.COM/MEDIA.
• GROWING TOGETHER: Our annual feature spotlights independent farmers from all walks of life, including one who is betting on eggplant after the turmoil of 2020. This tale joins dispatches from other small farmers, who are—among other things—making wine, raising cattle, tending bees, and growing big, bright sugarbushes!

• WHAT, THE HAIL? In recent years, there have been lots of news stories about gargantuan hail, but are these “watery meteors” actually getting bigger? We explore the cold reality, including the havoc that even pea-size hailstones can wreak.

• THE TOOTH, THE WHOLE TOOTH, AND NOTHING BUT THE TOOTH: We delve into the folklore and early science of teeth, from cradle to grave, putting the idea of “modern dentistry” into perspective!

• BEYOND THE BOARDS: In 1972, Canadian hockey’s superstars skated against their Soviet counterparts in eight games known as the Summit Series. The action on the ice was only half of the story—we reveal the behind-the-scenes espionage, high stakes deals, marital strife, and more that made the series one of a kind!

• THE STAR-SPANGLED SCHOOL PROJECT: Every schoolchild knows that the original American flag was created by Betsy Ross, but who designed the 50-star version? It turns out that this Old Glory started as a B-minus school assignment by a teenager in 1958.

2022 TRENDS FOR YOUR LIFE, HEALTH, WEALTH, AND MORE!

• EVERY EDITION of The Old Farmer’s Almanac includes notable trends for the coming year. Here are a few highlights:

• FORGET THE GYM—volunteer on a farm to get fit while helping out a small farmer! (On the Farm, page 6)

• GROCERY DELIVERY is becoming the norm, whether this means shipment in temperature-controlled boxes or purchases from mobile grocery trucks that are restocked after each neighborhood stop. (Good Eats, page 14)

• WITH 89.4 MILLION U.S. homes living with at least one pet, it’s no surprise that homes are becoming more pet-centric, with accoutrements like pet beds disguised as end tables and in-ground dog waste composting units. (Our Animal Friends, page 18)

• AS WORKING from home has become more common, stay tuned for mobile work vans complete with all of the trappings of the office, including a coffee machine. (Culture, page 28)

• “SECOND LIFE” is the biggest story in fashion: Clothing repurposed into other items, buyback programs, and secondhand retail are fast-growing segments of the industry. (Fashion, page 30)

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 and classic corner hole—is the original and most popular in North America!

BOOK AN INTERVIEW WITH AN EDITOR TODAY BY CONTACTING GINGER VAUGHAN AT GINGER@QUINNBREIN.COM!