



FOR IMMEDIATE RELEASE
November 21, 2008

NEWS RELEASE

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Martha Stewart to Interview Michigan Farmer, “Cousin” Don Hobson, on Tuesday

EAST LANSING, MICH, November 21, 2008 – “American Farmer: The Heart of Our Country” will be featured on the Martha Stewart Show on Tuesday, November 25, along with Michigan farmer, Richard “Cousin Don” Hobson, the book’s photographer, a Michigan native, Paul Mobley, and two other farmers from the book.

“American Farmer” features the faces and stories of farmers from all across America by photographer, Paul Mobley and editor, Katrina Fried. Four years, 100,000 miles over 35 states, 30,000 photos and more than 200 farms yielded this phenomenal work of portraits, quotes, anecdotes and memories that tell the story of the American farmer. From day to day tasks to values and tradition to family histories, this book shares the culture upon which this country was built and the people who continue to grow it.

Martha Stewart is featuring Paul Mobley, Cousin Don and farmers Alice Wiemers from Hondo, Texas and Aaron Bell and Carly DelSignore from Edmunds, Maine on Tuesday’s show to celebrate Thanksgiving with the farmers who grow our food, chat about “American Farmer” and share the joys and hardships of this remarkable lifestyle.

The book features 23 farmers from Michigan, including Cousin Don, who owns Hickory Hill Farm in Clifford, close to where Paul grew up. Together, they recently sold 180 copies of “American Farmer” during a book signing at the Birmingham Farmers Market, where Cousin Don is the market manager as well as a farmer and vendor.

“Hickory Hill Farm has been our family farm since 1888. My great-grandfather, grandfather and father all farmed before me,” said Cousin Don, who came back to the family farm 10 years ago after years of farming in Georgia. He farms with his brothers and sister, Steven, Jeff and Colleen, and you can find them during farmers market season at the Downtown Rochester Farmers Market, Birmingham Farmers Market and the Birch Run Farmers Market.

Get more about this great book, including an inside look at the story and photos, by visiting <http://welcomebooks.com/americanfarmer>. You can purchase the book there, including signed copies, for \$50, or you can call up Cousin Don yourself to get a copy directly from him.



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“It’s right on time, it’s easy to sell because it has my picture in it, and I’ll sign it myself,” said Cousin Don. Across his truck, which he’s using to deliver shipments of books across the state, he has lettered his motto, “Get Connected. Know a Farmer, Know Your Food.”

“If you see some old country boy going around selling “American Farmer” out of his truck, you’ll know it’s me,” he said. He also has listed on his new Web site, www.cousindon.com, upcoming events where he’ll be selling the book and doing book signings.

While the book is available from national franchises like Amazon.com, Borders and Barnes & Noble for \$50, Cousin Don encourages people to call him up instead and get a signed copy for the same price.

“You help me, and you help Michigan,” he said. Selling and supporting Michigan agriculture Michigan is what he does, and this book helps him to do that, he said. It’s his passion. In addition to selling at and managing farmers markets in his area, Cousin Don also sits on the Michigan Farmers Market Association board of directors and has been a member since it’s inception in April of 2006.

Don’t forget to tune in to the Martha Stewart Show on Tuesday, November 25 to see her chat with Cousin Don, Paul Mobley and farmers Alice Wiemers and Aaron Bell and Carly DelSignore. Visit www.marthastewart.com/the-martha-stewart-show to learn more or find your local show schedule.

“American Farmer” features photographs and an afterward by Paul Mobley, text by Katrina Fried, a preface by Willard Scott and an introduction by Michael Martin Murphey. It is published by Welcome Books.

To get your copy, contact Richard “Cousin Don” Hobson at 248-953-0722, cuzdon@gmail.com or 4725 Barnes Road, Clifford, MI 48727.

Learn more about how you can support Michigan agriculture and farmers markets at www.farmersmarkets.msu.edu or www.miffs.org.

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MIFMA was developed in 2006 to promote and grow farmers markets across the state and increase their visibility to both producers and consumers. This membership-based organization offers information, sharing and resources to farmers markets, farmers and vendors and friends of Michigan food and agriculture.

The MIFMA mission is to advance farmers markets to create a thriving marketplace for local food and farm products and to place farmers markets at the forefront of the local food movement, working to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support. To learn more, please visit www.farmersmarkets.msu.edu or call (517) 432-3381.