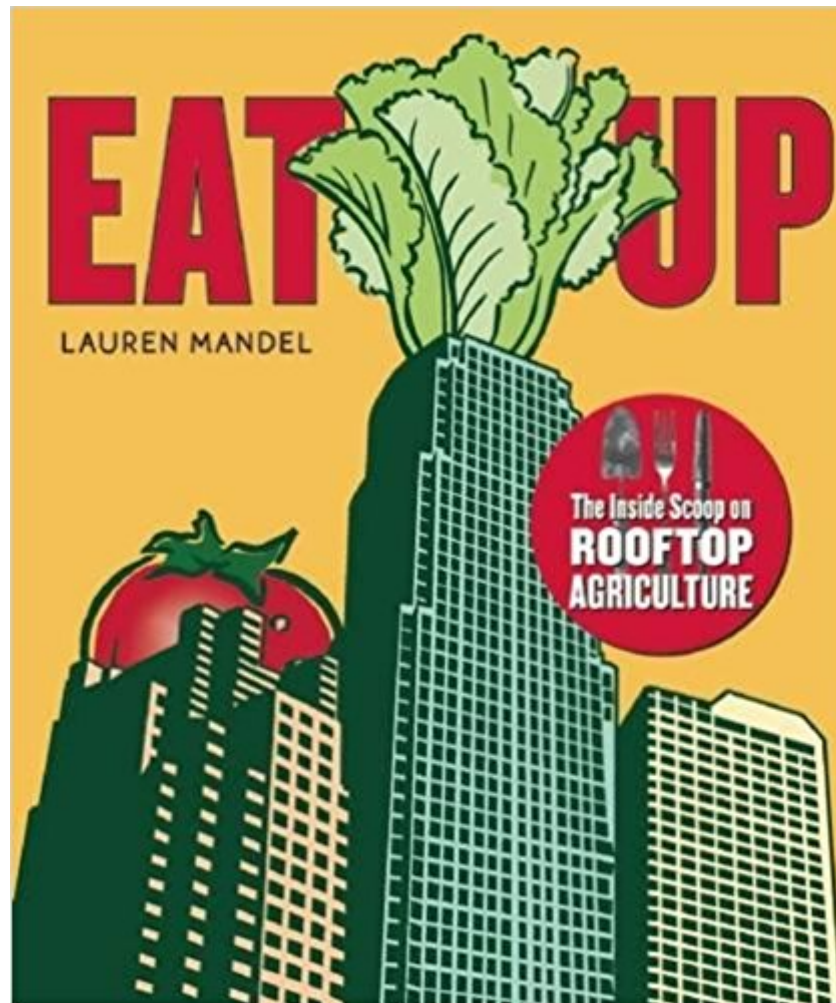




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EAT UP: The Inside Scoop On Rooftop Agriculture



Synopsis

Soaring prices and concerns about chemical-laden fruits and vegetables increasingly drive us to grow our own healthy food close to home. In cities, however, vanishing ground space and contaminated soils spur farmers, activists, and restaurateurs to look to the skyline for a solution. The hunger for local food has reached new heights, and rooftops can provide the space that cities need to bring fresh, organic produce to tables across North America. The first full-length book to focus entirely on rooftop agriculture, *Eat Up* views this growing movement through a practitioner's lens, explaining: Structural, access, and infrastructural considerations Zoning and building codes Proven growing techniques Business and marketing strategies This graphically rich guide provides inspiration and advice to aspiring growers through photographs of successful rooftop farms and gardens and interviews with industry professionals. Easy-to-use checklists and a decision tree are included to help gauge the viability of each unique rooftop opportunity. Essential reading for home gardeners, entrepreneurs, restaurateurs, policy makers, academics, and designers, *Eat Up* takes urban agriculture to a whole new level, proving that rooftop farming is not just pie in the sky—it is the future of urban food. Lauren Mandel holds a master's degree in landscape architecture from the University of Pennsylvania and a bachelor of arts degree in environmental science. She is a project manager and rooftop agriculture specialist at Roofmeadow, where she designs green roofs and oversees green roof and rooftop agriculture projects around the country.

Book Information

Paperback: 280 pages

Publisher: New Society Publishers (May 14, 2013)

Language: English

ISBN-10: 0865717354

ISBN-13: 978-0865717350

Product Dimensions: 7.4 x 0.8 x 8.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 4 customer reviews

Best Sellers Rank: #887,797 in Books (See Top 100 in Books) #158 in [Books > Crafts, Hobbies & Home > Gardening & Landscape Design > By Technique > Urban](#) #424 in [Books > Arts & Photography > Architecture > Sustainability & Green Design](#) #475 in [Books > Textbooks > Engineering > Environmental Engineering](#)

Customer Reviews

A smart, comprehensive guide for ambitious beginners, written by a woman with extensive expertise in her rooftop field. If we're going to see gardening spread atop our skylines, it'll be led by farmers with Ms. Mandel's book in their backpack ...This guide suits all cities, roofs and styles of farming: once read, you can no longer ignore the possibilities above us. Green thumbs up!---Annie Novak, Co-Founder and farmer, Eagle Street Rooftop Farm

Ms. Mandel offers a practical introduction to the exciting potential as well as the challenges associated with rooftop agriculture. EAT UP is a must read for designers, urban planners and agriculturalists who are thinking seriously about how our cities can accommodate the pressing needs of the 21st century. This book offers useful case studies of successful projects which serve a wide range of values, including building community, promoting social justice, and bolstering public health.---Charlie Miller, President, Roofmeadow

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FROM ROOF TO TABLE – URBAN FOOD HAS REACHED NEW HEIGHTS

Rooftops may be America's greatest unused resource and Ms. Mandel's book gives an exciting, but realistic assessment of the opportunities and challenges involved with turning these forgotten spaces into productive suppliers of food. --- Stacy Bare, Sierra Club, Mission Outdoors Director

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The hunger for local food has reached new heights, and rooftops can provide the space that cities need to bring fresh, organic produce to tables across North America. Whether you are a home gardener, restaurateur, entrepreneur or policy-maker, EAT UP will give you the tools you need to turn your dreams of rooftop farms and gardens into reality.

As the first full-length book to focus entirely on rooftop agriculture, EAT UP provides inspiration and advice to aspiring growers, as well as easy-to-use checklists and a decision tree to help gauge the viability of each unique rooftop

opportunity. This graphically-rich guide views the burgeoning rooftop agricultural movement through a practitioner's lens with useful tips related to:

- Structural, access and infrastructural considerations
- Zoning and building codes
- Proven growing techniques
- Business and marketing strategies.

 EAT UP takes urban agriculture to a whole new level, proving that rooftop farming is not just pie in the sky – it is the future of urban food. Anyone interested in bringing the benefits of a localized food system to cities will gain from EAT UP's clear and concise information on how to capture the relatively untapped potential presented by urban rooftops.

--- Beth McKellips, Cornell Cooperative Extension, Director of Agricultural Economic Development; an inspirational look at the future of food gardening in cities. This book will expand your notions of where gardening is possible and just how much food you really can grow right at home.

--- David Greenberg, Growing Gardens, Executive Director

Lauren Mandel holds a Master of Landscape Architecture from the University of Pennsylvania and a Bachelor of Arts in Environmental Science. She is a Project Manager and Rooftop Agriculture Specialist at Roofmeadow, where she designs green roofs and oversees green roof and rooftop agriculture projects throughout North America.

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Best book on the subject I have encountered.

This book is perfect for anyone who wants to bring farm fresh food to their own roof. If you have a small family or want to start a farm, this book has it all! Superbly written with excellent pictures, it is accessible to everyone from the novice to the farmer with expertise. This book is fantastic!

This is a great book for gardeners of all levels looking to start a rooftop garden. Love the profiles of different gardens across the country. Well researched and well written!

Comprehensively researched and beautifully laid out, this book is an excellent guide for anyone interested in rooftop agriculture and how we feed our urban communities. Can't recommend it highly enough!

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