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BOOK INFORMATION SHEET (01.24.20)

Author (as it should appear on the book): Scott Jost

Title: *Shenandoah Valley Apples*

Subtitle: NONE

Contributors: with an introduction by Scott Hamilton Suter and oral histories by twenty-seven Shenandoah Valley apple growers

Partner: None (This is a distributed title. The book was originally published by Columbia College Chicago Press in 2013, which officially shut down its press around the time this book was released. So it was essentially dead on arrival. It has been declared out of print, but the author retains 500 copies which are now available for distribution by GFT Publishing with a new GFT ISBN.)

Book pages: 144

Number and type of illustrations: 87 color photographs by the author and four black-and-white historic photographs

Trim size: 12.0" x 10.0" landscape

List price: \$35.00

Discount: trade

ISBN (book): 978-1-938086-74-8

ISBNs (electronic): n/a

Edition: Cloth/PLC

E-book? no

Interactive e-book? no

Jacket: no

Edition size: 225

Publication date: 1 February 2020

Advances due: Already sent 2 copies to Casemate.

To warehouse: By 31 January 2020

Printed in: Singapore

Distributor: Casemate/IPM

Bookstore categories (list three): Photography/Virginia History/Agriculture

Audience: A regional audience—from North Carolina to Maryland, Pennsylvania and upstate New York and New England—for those who love and live in and visit the beautiful Shenandoah Valley and also those who love apples and the history of apple growing.

Selling points (list three): (1) This is the only photo/text book on the history of apple growing in the Shenandoah Valley; (2) all aspects of the Shenandoah Valley—including its famous apple industry—are of interest to local and regional readers; (3) it's a beautiful book with memorable oral histories by those who are part of this history.

Tagline: The first photo-text book ever published on the history of Shenandoah Valley apples.

Description of the work:

Through oral histories and gorgeous color photographs of and memorable oral histories about apple orchards and workplaces in the Shenandoah Valley and Blue Ridge regions of Virginia, *Shenandoah Valley Apples* explores the history, current conditions, and possible future of apple growing in the Shenandoah Valley and Blue Ridge regions of Virginia. The book explores questions such as: What was apple growing like in early Virginia agriculture? How has the apple industry changed over time? What are the greatest challenges currently faced by growers? What are the most satisfying aspects of work in the apple industry? What are the greatest hopes of apple growers for the future?

Shenandoah Valley Apples relays a historical and cultural legacy exemplified by relationships between people and the land in an economy that has been regional, national, and international in nature. Through commentaries by apple growers, we learn of the constant economic pressures of international trade and encroaching development that are changing the apple industry with unprecedented severity and speed. At the same time, we read proud stories of adaptation, perseverance, and success. *Shenandoah Valley Apples* preserves the legacy of one of Virginia's most important and rapidly disappearing cultural landscapes: It also raises awareness of and concern for broader issues that affect not only apple growing agriculture but land use in general.

The photographs and oral histories included in *Shenandoah Valley Apples* were made throughout the Shenandoah Valley and Blue Ridge country in Virginia. The commentaries featured are those of first- through fifth-generation apple growers. The orchards that were photographed range from a nine-acre roadside operation and mid-sized orchards on diversified family farms to some of the nation's largest commercial orchards.

Blurbs:

“With remarkably beautiful photographs and comprehensively researched texts *Shenandoah Valley Apples* by Scott Jost offers an in-depth look at the agrarian culture of apple-growing. Scott Jost's sensitive and masterfully constructed photographs of orchards take the viewer on a wonderful journey of discovery in the landscapes created by this time-honored tradition.”

—John Ganis, Professor Emeritus and author of *America's Endangered Coasts*

“Scott Jost’s book, *Shenandoah Valley Apples*, is brutally beautiful. His images carefully capture the color and character of this important industry and the remarkable people who continue in it today, but also the pathos of loss, as development, global forces, and shifting markets have literally uprooted the arboreal way of life that thrived in this region for over two centuries. I suspect many people will buy this book as a coffee-table piece—its images hauntingly juxtapose beauty and desolation, loss and hope—but it is also an important historical record, providing a significant look into this unique part of the Shenandoah Valley’s agrarian history.”
—Mark Metzler Sawin, Professor of History and Director of University Honors, Eastern Mennonite University

About the Author:

Scott Jost is Professor of Art and Art Department Chair at Bridgewater College whose photographs have been exhibited widely in the mid-Atlantic region and nationally. He is the author of *Shenandoah Valley Apples* (Columbia College Chicago Press, 2013) and *Blacks Run: An American Stream* (Center for American Places, 1999) and was the contributing photographer to *The Great Valley Road of Virginia: Shenandoah Landscapes from Prehistory to the Present* (University of Virginia Press, in association with the Center for the Study of American Places, 2010). His latest book, *Confluence: Rivers and Streams in the Chesapeake Bay Watershed* is expected from George F. Thompson Publishing in Fall 2021.

About the Contributor:

Scott Hamilton Suter is Professor of English and American Studies and Director of the Margaret Grattan Weaver Institute for Regional Culture at Bridgewater College. He is the author of *Shenandoah Valley Folklife* (University Press of Mississippi, 1999) and the forthcoming *A Potter’s Progress: Emanuel Suter and the Business of Craft* (University of Tennessee Press, 2020).