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*From Alaska to Maine, in word and image,
farmers and ranchers share their lives and are
celebrated in a major photographic book*

American Farmer

THE HEART OF OUR COUNTRY

Photographs by Paul Mobley
Text by Katrina Fried
Preface by Willard Scott
Introduction by Michael Martin Murphey

THIRTEEN STATE AUTHOR TOUR FROM OCTOBER TO DECEMBER

“Paul Mobley has captured something about the American spirit and the people who have been living and working on the land. It’s a living spirit that is part of America’s future.”

—Joe Maley, director, Texas Farm Bureau

“Those outside of rural America need to see what is in this book. They need to read the mind-boggling interviews, insightfully conducted and written by Katrina Fried, of the farmers and ranchers photographed.”

—From the Introduction by Michael Martin Murphey



Interview available:

Both Katrina Fried and Paul Mobley will be available in New York. Paul Mobley will also travel to the following states in October, November and early December: Arizona, California, Colorado, Indiana, Illinois, Iowa, Kansas, Michigan, Missouri, Montana, New York, Ohio, Wyoming.

Michael Martin Murphey on tour in November and December to: Arizona, Colorado, Missouri, Nebraska, New Mexico, Oklahoma and Texas.

Please contact us for electronic images.



In the photographic spirit of Richard Avedon's *In the American West* comes Paul Mobley's **American Farmer: The Heart of Our Country** with stunning interviews by Katrina Fried (November; \$50.00; Welcome Books; ISBN 978-1-59962-047-3). Featuring more than 200 full-color and black-and-white portraits of farming families across the United States —from cattle ranchers to avocado growers—**American Farmer** tells the inspiring story of our heartland through the faces and voices of the people who live and work it.

When Mobley set out to capture the soul of our nation's farm communities four years ago, he encountered an enduring rural culture that remains rooted in the principles of tradition, family, integrity, and hard work. Aided by the American Farm Bureau Federation, he traveled more than 100,000 miles from Alaska to Maine and was welcomed time after time into the homes of farm families across the country. Visit after visit, Mobley came to know the independent farmer's spirit from both behind the lens and across the dinner table. Later, many talked with editor, Katrina Fried and graciously shared their personal histories and private thoughts, their memories and their hopes for the future.

The result is the first portrait collection of modern American farmers ever published. Images are accompanied by first-person narratives, told in the farmers' own words, that offer an intimate look inside the hardships and joys of a quickly disappearing way of life —one that once defined our national identity and now struggles to remain vital. From Walter Jackson, a 104-year-old Florida citrus farmer to Jane Bell, a eighth generation organic dairy farmer in Maine to





Jim Taber, a young single father of two raising Black Angus in Montana, Mobley's exquisite photographs reveal the true face of American farming and their words remind us what it means to live with simplicity, contentment, and decency in a world that so often forgets.

In his introductory essay, Willard Scott comments on the vital qualities of the American farmer and his poignant childhood memories. "The memories of those days on the farm are a part of who I am," says Scott, "and I consider that heritage to be priceless."



"Farmers stand for almost all the ideals that most of us in the world hold dear."

—from the preface by Willard Scott

"Paul Mobley's photographs convey a sense that his journey into the heart of America will never be over. His work will pass on this intuition to others, and perhaps they will be inspired to better understand the sacred connection between the food they consume and those who provide it."

—From the Introduction by Michael Martin Murphey



PAUL MOBLEY began his training as a photographer at Detroit's Center for Creative Studies, and continued in the New York studios of Annie Leibovitz and David Langley, where he apprenticed for many years before embarking on his own career. Mobley has successfully worked with a broad range of corporate, advertising, and editorial clients, including American Express, Sony, Citigroup, Ford, Compaq, *Gourmet* Max Factor, Chevrolet, Microsoft, and many others. Mobley lives in Michigan and New York City with his wife, Suzanne, and their two wonderful daughters, Camden and Paige.



KATRINA FRIED has edited, written, and produced numerous illustrated books, including most recently *On the Street: 1980-1990* and *The Fourth Wall* by Amy Arbus; *Animal House* by Catherine Ledner; *Red Carpet* by Frank Trapper; *Los Angeles* by Tim Street-Porter; *Wild Birds of the American Wetlands* by Rosalie Winard, and *The Oxford Project* (to be published in September). She lives and works in New York City.

MICHAEL MARTIN MURPHEY, one of America's most respected songwriters and performers, was inducted to the Western Music Hall of Fame in 2004. An icon for the American cowboy, Murphey grew up working on ranches in Arkansas and Texas, and continues to breed livestock, such as Texas Longhorns and American Quarter horses, through his Rocking 3M Ranching Co. He is deeply involved in issues important to America's farmers, and is co-founder of American Prairie Partners, which helps restore land to prairie with native grasses.

WILLARD SCOTT, famous for his work on NBC's *Today Show*, has won over Americans' hearts through his ebullient personality, good service and solid reporting. Be it fund-raisers, state fairs, parades, or civic events, Scott has shown Americans what it means to work hard and humbly. His ancestors settled in America in 1759 and every "Scott" in his family line has made his living by farming. He never forgets to wish centenarians a Happy Birthday when he reports on *Today Show*. A number of these are photographed in *American Farmer*.

**AMERICAN FARMER:
The Heart of Our Country**

Photographs by Paul Mobley
Text by Katrina Fried
Preface by Willard Scott
Introduction by Michael Martin Murphey
276 pages, 10 1/4" x 13"
More than 200 full-color and black-and-white photographs
October; \$50.00 hard cover
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