

Generic Book Proposal: Nevada Agriculture: Past and Present

NB: I will provide anyone with a summary proposal tailored to their press or organization upon request.

1. Book description:

The Silver State's farm and ranch operations would be explored in *Nevada Agriculture: Past and Present*. My title would look at where agriculture has been, where it is now, and where it is going. Often overlooked in a state where gambling, mining, and manufacturing play leading roles, Nevada's agrarian economy is a growing bustle of industry, with its overall impact on the State estimated at \$4.4 billion.

Acting as an agricultural field guide, important farming principles and practices would be discussed at the beginning of the book, describing such things as hay making, irrigation, and planting. A county by county survey of agriculture would follow, reporting on current crops and conditions, with facts and photographs for each producing area within each county. Statistics would be accurate and reliable but the book would not be a scholarly monograph. The agricultural history of each region would be told with colorful vignettes. In the instance of Clark County's history, for example, such tales would include the story of a failed shrimp farm, an Indian band's effort to grow hothouse tomatoes, and how pomegranates came to be the prize fruit of Logandale. (Please see the sample chapter.)

My strong interest in agriculture and my experience as a freelance writer qualifies me to write this book. I have a long work history in ornamental horticulture. I've raised nursery crops and have done irrigation troubleshooting and repair in the urban landscape. I've done revegetation work, I know how to string barbed wire and I can operate a tractor. Ask me about PWP and what a high ET day is.

My research skills and history writing are excellent, enough for national magazines and an appearance on the History Channel. I've done newspaper reporting and feel comfortable asking questions. My last three magazine articles were all about Nevada localities. I take my own photographs and while writing this book I would always keep in mind the contributions made by first peoples.

Writing portfolio here:

<http://thomasfarleyblog.com>

2. Target audience:

A lay audience. The general public. History buffs, eco-tourists, foodies, FFA students, and anyone interested in exploring Nevada would all be candidates to read this book. Every public library in the Great Basin might want a copy.

3. Analysis of competing books:

No competing books. The somewhat confusingly titled *Golden Years of Agriculture in Nevada*, published in 1989, is in fact a history of the Nevada School of Agriculture and not a county by county survey. Accomplishments of the School are traced but there is no attempt to describe Nevada's agriculture as a whole. There are no other recent books on Nevada ag.

The closest book to what I envision is *Agricultural Nevada* by C.A. Norcross. Written in 1911 by Nevada's Commissioner of Industry, Agriculture and Irrigation, this short title was printed by Sunset magazine's Homeseekers' Bureau in San Francisco. It introduced Nevada to potential settlers by describing the land, weather, crops, and key watersheds. It's a 99 cent Kindle download.

A county by county economic analysis of Nevada agriculture exists in pdf. form. Produced by Nevada's Department of Agriculture in 2015, it presents a county by county economic survey with no farming history or any breakdown of individual areas. No discussion of practices. An important document but a purely statistical treatment of ag: <http://agri.nv.gov/uploadedFiles/agrinvgov/Content/About/2015-report-NELIS.pdf>

4. List of courses possibly using the book as a text:

None contemplated. I see this as a library book in schools, not as a text book.

5. Manuscript previously published?

No.

6. Length of book as a word count:

75,000. Numerous figures and images. The exact number depends on how many I am allowed. My Clark County sample chapter has 11 photographs and illustrations. There are 16 counties and one independent city in Nevada. 125 total images may be a ball park estimate for a book sized 8.5 x 11. Probably 200 pages.

7. Time to complete the manuscript?

One year from an invitation to submit a manuscript.

8. Last Notes

I've set up a website for the book. The site is in its infancy but I have video there to support the Clark County sample chapter: <http://NevadaAg.com>. The website could be used as a hub for readers of the book as well as a way to promote it.

My .pdf sample chapter is not meant to imply I will design a book for a publishing house that already does that; I am merely putting in photographs to illustrate the text and provide a proof of concept.

Thanks in advance,

A handwritten signature in cursive script that reads "Thomas Farley". The signature is written in black ink and has a fluid, connected style.

Thomas Farley
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