

Contact: Lara Simpson, Publicist
(617) 252-5202 / lara.simpson@perseusbooks.com

Wildly Affordable Organic

Eat Fabulous Food, Get Healthy, and Save the Planet—All on \$5.00 a Day or Less

By Linda Watson

In 2007, politicians and activists took the “Food Stamp Challenge:” live on a budget of one dollar per meal for one week. When Linda Watson, an activist and home cook following the challenge, noticed that many participants were buying cheap, unhealthy snacks instead of their nutritious counterparts, she wondered how hard it would be to maintain a healthy diet on a food stamp budget. Turning thoughts into action, Watson and her husband began their own small budget challenge: eat healthy on three dollars a day. When they realized they were both sleeping better, feeling more alert, losing weight, and even making less trash, a spontaneous experiment became a way of life.

In *Wildly Affordable Organic: Eat Fabulous Food, Get Healthy, and Save the Planet—All on \$5 a Day or Less*, Watson reveals the secrets she discovered for eating healthy, organic food on a budget. She shares essential tips for making a shopping plan, finding the best ingredients, and building meals around seasonal foods. Sample menus and recipes are broken down into the green plan (most organic ingredients) and the thrifty plan (most savings) to cater to a variety of needs, and Watson provides straightforward tables to make comparing food options and making menus a snap. With the busy home cook in mind, she also offers three ways to cook: one recipe at a time, in 20-minute sessions to make most of your food from scratch, or in longer sessions to make meals for the whole week.

In addition to offering 100 deliciously affordable recipes from breakfast to dessert (Better Blueberry Pancakes, Whisk Sandwich Bread, Harvest Lasagna, Feel-Good Peach Cobbler), *Wildly Affordable Organic* helps readers:

- Learn when to insist on organic and when it’s OK to cut costs
- Make the most of freezer space by cooking in large batches for homemade frozen dinners, and freezing seasonal fruits and vegetables to enjoy later in the year
- Shop smart—watch the unit price (not the package price), save on seasonal foods, and not pay extra for packaging
- Use leftovers and prepare dishes simultaneously to save time and reduce waste

Part cookbook and part shopper’s guide, *Wildly Affordable Organic* gives readers the tools they need to eat well and reduce their impact on the environment—without spending top dollar.

Linda Watson is the founder of the popular Cook for Good website and newsletter. She teaches cooking classes and speaks nationwide at Whole Foodsfood co-ops, and conferences, shares cooking secrets in e-books and videos, and has been a guest chef at the Durham Farmer’s Market (*Bon Appétit*’s “foodiest town in America”). She and her family live in Raleigh, North Carolina.

June 1, 2011 \$16.95 Paperback Cooking 256 Pages ISBN: 978-0-7382-1468-9