



## The Cow A Tribute Werner Lampert

<b>ISBN</b>	9783961711840
<b>Publisher</b>	teNeues Books
<b>Binding</b>	Hardback
<b>Territory</b>	World excluding Germany, Austria, Switzerland, Belgium, Netherlands
<b>Size</b>	298 mm x 203 mm
<b>Pages</b>	480 Pages
<b>Illustrations</b>	248 color
<b>Price</b>	£45.00

- Beautiful photographs of rare cattle breeds from Austria to India, Ethiopia to Colombia
- Comprehensive information on the habitats, descent, and characteristics of each cow breed
- A heartfelt passion project from organic entrepreneur Werner Lampert

*"These crisp, colour-soaked images are a labour of love that honours rare breeds such as the European bison and the Celtic longhorn, exploring pastures in Austria, Colombia, Ethiopia and beyond."* —**Sarah Barrell, National Geographic Traveller**

*"Lampert is a leading voice in this space, and The Cow is a glorious tribute to cows and humanity's relationship to them, featuring more than 480 photos of cows from around the world."* —**Joe McCarthy, Global Citizen**

"Whole eons of love will be necessary to recompense the animals for their services to us." With this quote from Christian Morgenstern, leading sustainability expert and organic entrepreneur Werner Lampert opens his illustrated book, **The Cow: A Tribute**, a project very dear to his heart.

Lampert developed a passion for cattle from an early age. Again and again, he was drawn to the pastures of his native Austria to admire these dignified, gentle animals and their calming effect. With its rich photography, this evocative book pays tribute to the soulfulness of cattle and the special bond between man and cow, much threatened in our age of industrial-scale farming.

Around the world, Lampert and his team of select photographers have tracked down the most beautiful, rare cattle, capturing them in their natural and often spectacular surroundings with empathy and respect. A touching testimony to a much-loved animal, the gorgeous images in **The Cow: A Tribute** are rounded out with profound, at times poetic, texts; informative facts and history about different cattle breeds; and entertaining anecdotes.

**Werner Lampert** is the leading sustainability expert in Austria. The organic pioneer has been working intensively in organic farming since the 1970s. Together with a team of experts, he specialises in the development, production, and marketing of sustainable organic products and consumer goods. He is also the author of three books and initiated the online magazine, *Sustainability. Rethink.*