

1. Record Nr.	UNINA9910814847203321
Autore	Cohen Shaul Ephraim <1961->
Titolo	Planting nature : trees and the manipulation of environmental stewardship in America // Shaul E. Cohen
Pubbl/distr/stampa	Berkeley : , : University of California Press, , 2004 ©2004
ISBN	9786612357084 1-282-35708-5 0-520-92991-8 1-59734-809-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xiii, 210 pages) : illustrations
Disciplina	333.75/152/0973
Soggetti	Afforestation - United States Afforestation - Environmental aspects - United States Afforestation - Government policy - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. 191-199) and index.
Nota di contenuto	Taking control of nature -- Planting patriotism, cultivating institutions -- The National Arbor Day Foundation: modifying the natural world -- American forests: planting the future -- Uncle Sam plants for you -- The greatest good -- Celebritrees.
Sommario/riassunto	Trees hold a powerful place in American constructions of what is good in nature and the environment. As we attempt to cope with environmental crises, trees are increasingly enlisted with great fervor as agents of our stewardship over nature. In this innovative and impassioned book, Shaul E. Cohen exposes the way that environmental stewardship is undermined through the manipulation of trees and the people who plant them by a partnership of big business, the government, and tree-planting groups. He reveals how positive associations and symbols that have been invested in trees are exploited by an interlocking network of government agencies, private timber companies, and nongovernmental organizations to subvert the power of people who think that they are building a better world. Planting Nature details the history of tree planting in the United States and the

rise of popular sentiment around trees, including the development of the Arbor Day holiday and tree-planting groups such as the National Arbor Day Foundation and American Forests. Drawing from internal papers, government publications, advertisements, and archival documents, Cohen illustrates how organizations promote tree planting as a way of shifting attention away from the causes of environmental problems to their symptoms, masking business-as-usual agendas. Ultimately, *Planting Nature* challenges the relationships between a "green" public, the organizations that promote their causes, and the "powers that be," providing a cautionary tale of cooperation and deception that cuts across the political spectrum.
