



ROWDY GIRL: CONFESSIONS OF A VEGAN CATTLE RANCHER

BY RENEE KING-SONNEN
AVAILABLE ON JUNE 25

With raw honesty and vulnerability, *Rowdy Girl* illuminates the realities of animal agriculture through tracing the author's journey from a poor upbringing to life as the wife of a Texas cattle rancher. Unable to reconcile the cruel realities of her husband Tommy's business, Renee King-Sonnen begins to question some of society's most basic assumptions about the animals we eat and the food systems we uphold. These questions spark a profound transformation—and a determination to save the very cattle her husband's livelihood depends on. The couple's opposing worldviews lead to escalating conflict, pushing their marriage to the brink. Seeking support, King-Sonnen connects with online vegan communities and launches a secret Facebook diary.

The *Vegan Journal of a Cattle Rancher's Wife*. With a growing following, she rallies support for an ambitious plan: buy Tommy's herd, take over the ranch, and transform it into an animal sanctuary. The suspense peaks in December 2014, when Tommy agrees to sell her the cattle for \$30,000—if she can raise the funds before they're sent to slaughter.

More than a memoir, *Rowdy Girl* is a story of spiritual awakening and ethical transformation. It reveals the shared ground between ranchers and vegans—a commitment to compassion, tradition, and sustainability—while challenging the foundations of animal agriculture. Through her deeply personal journey, King-Sonnen invites readers to consider their own relationship with animals, the food they eat, and the possibility of living with greater compassion.

KEY SELLING POINTS

- A vegan activist emerges from the most unlikely place—a Texas cattle ranch.
- Provides rare insight into the emotional, economic, and cultural realities of ranch life.
- The book follows a high-stakes marital conflict between a cattle rancher and his vegan wife, making the ethical debate deeply personal.
- Instead of demonizing ranchers, the book highlights shared values between ranchers and vegans: stewardship of land, love for animals, family traditions, sustainability.
- The book invites readers to reflect on their own relationship with animals and food without preaching.
- Offers insight into practical ways to initiate a plant-based diet.

AUDIENCE

- Memoir readers
- Environmental and sustainability audiences
- Animal rights advocates
- People interested in ethical food systems
- Readers drawn to marriage and relationship stories
- Fans of spiritual awakening narratives
- Ranching families

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