



2014 FILM SCREENING GUIDE

foodday.org

Dear Food Day Leader,

We are excited that you will be hosting a film screening in celebration of Food Day, October 24th. We hope this guide will help you figure out which film(s) to show, as well as suggest what to do after your screening. Ideally, the conversation will not end after your event, but get people involved in solving serious food-related problems.

This list of recommended films generally support Food Day's goals. Some of the films may focus on one Food Day goal, while others target many of the Food Day goals. Several film distributors are providing special discounts for Food Day screenings, which is noted under the respective film. In addition to films intended for group viewings, we have also included a list of PSAs, TV segments, and other videos, which—while some are serious—are mostly fun!

Good luck and thanks for joining us!

The Food Day Team



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FILM SCREENING GUIDE TABLE OF CONTENTS

Film screening locations	4
Ideas for film screenings	4
Recommended Films.....	5
Other Films.....	13
Recommended Videos	15
Television Segments	16
PSAs-Videos-Commercials	17

About Food Day:

Food Day inspires Americans to change their diets and our food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies. October 24 is a day to resolve to make changes in our own diets and to take action to solve food-related problems in our communities at the local, state, and national level. In 2014, Food Day will have a special focus on food access and justice for food and farm workers.

FILM SCREENING LOCATIONS

Food Day film screenings can be as small or large as you want, depending on what is feasible for you as a Food Day organizer. Obviously, the larger the venue and space, the more people you will be able to expose to the messages presented in the films.

If you haven't done so already, reach out to potential film screening locations to see if it would be feasible to use their facility for your Food Day event. In your telephone, e-mail, or in-person request, make sure you include Food Day materials to give to the facility manager so he or she can learn more about your event. Those materials are on the resources page of Food Day's website.

Recommended locations:

- Community centers
- School/college cafeterias, classrooms, or auditoriums
- Places of worship (e.g., churches, synagogues, mosques)
- Private homes
- Fitness facilities, outdoor/park facilities
- Coffee shops
- Office lunchrooms/conference rooms

Things to consider when choosing a film screening location:

- Is there a fee to use the facility?
- What is the ideal time for the screening?
- Are food and beverages allowed in the facility (if you wanted to serve healthy snacks during the film)?
- What are the parking arrangements?
- Will the film be shown using a projector, a large television, etc.?
- Does the facility have its own technology division to assist with the set-up of the film?

IDEAS FOR FILM SCREENINGS

We hope that the film screenings will launch conversations about food and food policies and inspire individuals to make personal changes in their diets. Below are some recommendations for the film screening, keeping in mind the population viewing the film, including size and age.

- Pre-film and/or post-film group discussions: Organize a brief discussion at the beginning of the film to get individuals thinking about their preconceived notions on the film topic. At the conclusion of the film, get viewers to discuss their ideas about the film. Be prepared with a list of questions to guide the discussion.
- Organize a petition: Depending on the issue presented in the film, organize a petition to send to your local representative or mayor or governor urging action on the respective topic.
- Provide healthy snacks: Serving healthy and/or locally grown snacks is a great way to reinforce the topics presented in the films. For example, while showing a film about local agriculture, you can serve apple slices from locally grown apples.
- Post-screening healthy eating challenges: Initiate a healthy diet challenge in which participants can make the charge to "Eat Real," "Mostly Plants," and "Not Too Much."

RECOMMENDED FILMS

A Place at the Table (2012)

Directors: Kristi Jacobson and Lori Silverbush
Total duration: 84 min

A Place at the Table gives viewers an eye-opening and—at times—chilling look into the state of hunger in America, where one in four children don't know where their next meal will come from. The issue of hunger is explored through the harrowing stories of three Americans impacted by food insecurity, including a second-grader in Mississippi whose health problems are exacerbated by a lack of nutritious food. This powerful documentary will forever change how you think of the hungry and impoverished in the country.

To find out more about the film for your Food Day showing, go to www.magpictures.com/aplaceatthetable/.

The Apple Pushers (2011)

Director: Mary Mazzio
Executive Producer: Laurie M. Tisch Illumination Fund
Producers: Mary Mazzio, Christine Vachon, & Tom Scott
Total duration: 71 min

The Apple Pushers is a documentary narrated by actor Edward Norton that follows the inspiring stories of five immigrant pushcart vendors who have joined a unique New York City initiative to increase the availability of fresh fruits and vegetables in food deserts. The film tells their remarkable stories while chronicling the issues of food deserts, immigration, and entry-level entrepreneurship.

For more information on screening The Apple Pushers at your Food Day event, go to www.applepushers.com or contact office@50eggs.com.

Cafeteria Man (2011)

Director: Richard Chisolm
Producers: Richard Chisolm, Sheila Kinkade
Total duration: 65 min

Cafeteria Man chronicles the ambitious effort of social activists and citizens coming together to 'green' the school diet of Baltimore city's public schools. Take the inspiring journey with Tony Geraci, the food-service director for the city's public schools, as he leads the charge to replace pre-plated, processed foods with locally-grown, freshly-prepared, healthy meals.

To screen Cafeteria Man at your Food Day event, download the video for just \$4.99 at <http://ykr.be/15fm47z3fk>.

End of the Line (2009)

Director: Rupert Murray
Producers: Claire Lewis and George Duffield. An Arcane Pictures, Calm Productions, Dartmouth Films Production
Total duration: 82 min

End of the Line examines the devastating effect that overfishing has had on the world's fish populations arguing for the drastic action that must be taken to reverse these trends. Filmed across the world for over two years—from the Straits of Gibraltar to the coasts of Senegal and Alaska to the Tokyo fish market—this documentary features eye-opening

accounts from top scientists, indigenous fishermen, and fisheries enforcement officials to serve as a wake-up call to the world.

For more information on screening End of the Line at your Food Day event, go to <http://www.bullfrogfilms.com/catalog/eol.html>. Special flat rate for Food Day applies. Fundraising through ticket sales is permitted. For more information on the film, go to <http://endoftheline.com/>.

Fed Up (2014)

Directors: Stephanie Soechtig
Producers: Katie Couric, Laurie David
Total duration: 92 min

Everything we've been told about food and exercise for the past 30 years is dead wrong. Fed Up is the film the food industry doesn't want you to see. From Katie Couric, Laurie David (Oscar winning producer of An Inconvenient Truth), and director Stephanie Soechtig, Fed Up will change the way you eat forever.

For more information on screening Fed Up at your Food Day event, go to www.fedupmovie.com or contact info@fedupmovie.com. Educational and promotional materials are available and a special discounted rate for Food Day applies.

Food Chains (2014)

Director: Sanjay Rawal
Producers: Eva Longoria, Eric Schlosser, Smriti Keshari, Hamilton Fish
Total duration: 83 min

Food Chains exposes the brutal conditions that farm workers face daily to get food to our tables. But far from being a depressing expose of exploitation and misery, we reveal the forces behind that exploitation through the narrative of an intrepid group of tomato pickers in Florida, the Coalition of Immokalee Workers who are battling the \$5 trillion dollar global supermarket industry—and winning!

Their story is one of hope and promise for the triumph of morality over corporate greed—to ensure a dignified life for farm workers and a more humane, transparent food chain. This film reveals the human cost in our food supply and the complicity of the supermarket industry.

Find out more about the film and what you can do to get involved here: <http://www.foodchainsfilm.com/>.

Food Fight (2012)

Director & Producer: Christopher Taylor
Total duration: 83 min

Our food is lower in taste and lower in nutrition than it was in 1960, and is directly contributing to obesity and disease in America. Food Fight highlights the lies and deceptive culture created by big agribusiness, and gives a history of American agricultural policy and food culture to show how we got here in the first place. The documentary is called Food Fight for a reason, and tells the story of how the counter-revolution was started in California, including the role of well-known activist Alice Waters.

To learn more about the film, go to <http://www.foodfightthedoc.com/>.

Food Forward (2012)

Director & Producers: Greg Roden, Stett Holbrook, Brian Greene, and David Lindstrom

Total duration: 26 min

Food Forward is a documentary series that highlights the efforts of food rebels across the United States—chefs, scientists, farmers, fishermen, teachers, and others—working to create a healthier food system. The first episode in the series, “Urban Agriculture Across America”, focuses on the real people who are creating viable alternatives to how we grow food and feed ourselves. This episode aired nationally across the PBS network last spring, and continues to premiere in select markets.

For more information on the program go to <http://foodforwardtv.com/>. To receive a free DVD of Food Forward to screen at your Food Day event contact the filmmakers via their website (<http://foodforwardtv.com/contact/>) or call 510-926-7626. The full episode is also available to stream at www.pbs.org/foodforward.

Food Patriots (2014)

Director: Jeff Spitz

Producers: Jeff Spitz and Jennifer Amdur Spitz/Groundswell Educational Films

Total Duration: 74 min

Touched by their son’s battle with a food-borne superbug, filmmakers Jeff and Jennifer Spitz chronicle their family’s struggle to raise chickens, grow food, and transform into Food Patriots. Food Patriots features urban farmers, organic entrepreneurs, food activists, chefs, 8th graders, high schoolers, college athletes, and most surprisingly, a conventional farm family that grows corn and soy while raising thousands of hogs in confinement. Is the food system too flawed to fix? This film shows how one family learns to grow together, challenge the status quo, and make small incremental changes in the way they eat and think about food. By turns funny, inspiring, and hopeful this story sparks lively discussions about consumer choices, market forces, community building, and social change.

Visit www.foodpatriots.com to find updates showing how even a small 10% shift away from fast, processed foods toward fresh, local, or organic choices leads to a big impact. A 10% change is a starting point for anyone. Special Food Day Screening kits are now available for colleges, schools, businesses, faith groups, and communities. Food Patriots is upbeat, non-threatening, and engages people in dialogue without judging them. Prices start at just \$75. Grants are available for events reaching low-income and underserved youth. If you are interested in hosting a screening for Food Day, visit <http://www.foodpatriots.com/screenings/>.

Food Stamped (2010)

Directors & Producers: Shira and Yoav Potash

Total duration: 62 min

Food Stamped documents a young couple as they attempt to eat a healthy, well-balanced diet on a food stamp budget. Through their adventures, they consult with Members of Congress, food justice organizations, nutrition experts, and people living on food stamps to shed light on America’s broken food system.

To request a copy of the Food Stamped film, e-mail yoav@foodstamped.com. Also, for more information on the film, go to <http://www.foodstamped.com/>.

Forks Over Knives (2011)

Director: Lee Fulkerson
Producer: John Corry
Total duration: 90 min

Forks Over Knives asks the question “why, despite having the most advanced medical technology in the world, are Americans sicker than ever?” A shocking two out of three Americans are overweight or obese. This compelling film introduces us to the pioneering researchers Dr. T. Colin Campbell and Dr. Caldwell Esselstyn. We follow their journey as Campbell and Esselstyn go on to conduct several groundbreaking studies, one of which is the famous “China study,” which remains one of the most comprehensive studies on health and diet. Their research led them to an earthshaking conclusion: most of the degenerative diseases plaguing Americans can be prevented—and in many cases, reversed—by adopting a whole-food plant-based diet. But can food really be medicine? Forks Over Knives puts it to the test, by following real patients who attempt to treat their chronic diseases with the diet recommended by Campbell and Esselstyn.

To find out more and access the film for your Food Day showing, go to www.forksoverknives.com/.

Fresh (2009)

Director & Producer: Ana Sofia Joanes
Total duration: 72 min

Fresh is a documentary featuring food revolutionaries such as Will Allen, Joel Salatin, and Michael Pollan which celebrates the farmers, thinkers, and business people across America who are re-inventing our food system. The film offers a practical vision for the future of our food and our planet.

For more information on screening Fresh at your Food Day event, go to: <http://www.freshthemovie.com/food-day/>. Use the promotion code FreshFoodDay to receive a special 20% off Food Day discount on community screening options.

Growing Cities (2013)

Directors: Dan Susman and Andrew Monbouquette
Total duration: 58 mins

From rooftop farmers to backyard beekeepers, Americans are growing food like never before. Growing Cities tells the inspiring stories of these intrepid urban farmers, innovators, and everyday city-dwellers who are challenging the way this country grows and distributes its food. From those growing food in backyards to make ends meet to educators teaching kids to eat healthier, viewers discover urban farmers are harvesting a whole lot more than simply good food.

To host a Food Day screening visit: www.growingcitiesmovie.com/screenings. Or you can email mandy@growingcitiesmovie.com with any questions. Mention you're part of a Food Day event and receive a 25% discount. Join more than 200 communities who've already shown the film!

Hungry for Change (2012)

Directors: James Colquhoun, Laurentine ten Bosch
Total duration: 89 min

This documentary exposes the seedy truth behind how the multibillion dollar weight loss and food industries keep you coming back for more. Not back for more food, but for “food-like products” designed to entice and addict. Its creators hope to inspire viewers to free themselves from the traps of “diets,” by eating the Real Food that our bodies need. The film features interviews with leading medical experts and best-selling authors on health and diet.

To find out more and see the film, go to www.hungryforchange.tv/.

The Greenhorns (2011)

Director: Severine von Tscharner Fleming
Producers: Severine von Tscharner Fleming, Laura Hanna
Total duration: 46 min

The Greenhorns is the story of film director, Severine von Tscharner Fleming’s three-year scouting adventure into the changing landscape of American agriculture. Through her journey, she follows the movement of fellow young farmers making a strong case for recruiting younger generations back into farming and reversing the crisis of attrition in American agriculture.

For more information on the film and screening The Greenhorns at your Food Day event, go to <http://www.thegreenhorns.net/category/media/documentary/>. E-mail Ines Chapela at inessenni@gmail.com or call 510-693-2126 and mention your Food Day event to receive a special \$75 flat rate price discount for group screenings.

The Harvest (2010)

Director: U. Roberto Romano
Producers: Shine Global, Eva Longoria
Total duration: 80 min

Every year there are more than 400,000 American children who are torn away from their friends, schools, and homes to pick the food we all eat. From the Producers of the Academy-Award® nominated film WAR/DANCE and Executive Producer Eva Longoria, this award-winning documentary provides an intimate glimpse into the lives of these children who struggle to dream while working 12 to 14 hours a day, 7 days a week to feed America.

Details at: <http://store.cinematlibrestore.com/ppr-harvest-uni.html>.

In Organic We Trust (2012)

Director: Kip Pastor
Producers: Kip Pastor, Emma Fletcher
Total duration: 81 min

In Organic We Trust is an eye-opening food documentary that follows Director/Producer Kip Pastor on a personal journey to answer commonly asked questions about organic food: What exactly is organic? Is it really better, or just a marketing scam? The film digs deep with farmers, organic certifiers, scientists, and organic critics to explore the content beneath the label and the truth behind the marketing. It takes a balanced approach to clear up misconceptions about organic food while highlighting practical solutions that are transforming the way we grow and eat with local farmer’s markets, school gardens, and

urban farms leading the way.

For more information on screening In Organic We Trust at your Food Day event, go to: <http://www.inorganicwetrust.org/store>. For a discount of 15% off community screenings or 55% off the price of the DVD, go to <http://www.inorganicwetrust.org/discounted>.

King Corn (2007)

Director: Aaron Woolf

Producers: Aaron Woolf, Ian Cheney, Curt Ellis. A Co-Production of Mosaic Films Incorporated and the Independent Television Service (ITVS), with funding provided by the Corporation for Public Broadcasting

Total duration: 88 min

This beautifully produced film tells the story of how corn is grown and about its central role in the food supply. While some information about corn subsidies and high-fructose corn syrup is out of date or presented in a slanted way, the film is an excellent springboard for discussion with a knowledgeable leader.

If you are interested in screening King Corn at your Food Day event, go to <http://www.inorganicwetrust.org>. <http://www.bullfrogfilms.com/catalog/kcorn.html>. Special flat rate for Food Day applies. Fundraising through ticket sales is permitted. Also, for more information on the film, go to <http://www.kingcorn.net/>.

Lunch Hour (2013)

Director: James Costa

Total duration: 75 min

Lunch Hour examines America's National School Lunch Program which exposes children to unhealthy, but culturally accepted foods at a young age. Is this the root of the childhood obesity crisis? What is causing us to lust for these unhealthy foods? Have we unconsciously decided to ignore this situation and accept an unhealthy diet as the social norm? School officials, politicians, doctors, celebrity chefs, authors, and others share what they're doing to problem solve this predicament and help save the children of America. Additionally, a USA TODAY investigative journalist shares facts based on many in depth investigations done by the newspaper, where shocking information is revealed about what food grade our next generation is eating on a daily basis.

For more information on screening Lunch Hour at your Food Day event, go to: <http://www.tugg.com/titles/lunch-hour>.

Lunch Line (2012)

Directors: Ernie Park, Michael Graziano

Total duration: 63 min

Lunch Line follows six kids from one of the toughest neighborhoods in Chicago as they set out to fix school lunch. Through their journey, the powerful documentary takes a new look at the school lunch program by exploring its past, its current challenges, and its opportunities for the future.

For more information on screening Lunch Line at your Food Day event, e-mail Blandine Mercier-McGovern at bmercier@cinemaguild.com. In the subject heading, write Lunch Line Food Day screening to receive the 15% off Food Day discount for group screenings. Also, for more information on the film, go to <http://lunchlinefilm.com>.

Nourish: Food + Community (2009)

Director: Kirk Bergstrom

Producer: WorldLink

Total duration: 26 min for the feature; 24 min for short films

Hosted and narrated by actress Cameron Diaz, Nourish traces our relationship to food from a global perspective to personal action steps. The film reveals the many ways that food choices relate to our environment, our health, and our communities by illustrating connections to public health, biodiversity, climate change, and social justice. Contains a half-hour PBS special and 11 short films.

For more information on screening Nourish at your Food Day event, go to: <http://www.nourishlife.org/act/food-day/>.

Nourish Short Films (2011)

Director: Kirk Bergstrom

Producer: WorldLink

Total duration: 83 min

A companion to Nourish: Food + Community, this engaging collection of 54 short films explores such themes as Farm to Fork, Cooking and Eating, Food and Health, and Edible Education. Use these beautiful bite-sized videos to inspire meaningful change in your school, organization, or community. Features Michael Pollan, Bryant Terry, Anna Lappé, and other voices from the food movement.

For more information on screening Nourish at your Food Day event, go to: <http://www.nourishlife.org/act/food-day/>.

Pig Business (2009)

Director: Tracy Worcester

Producer: Tracy Worcester

Total duration: 57 min

Pig Business is an investigative documentary on the corporate takeover of pig farming. The film, updated in 2014, highlights the devastating impacts of industrial agriculture on the environment, local communities, small farmers, human health, and animal welfare.

For more information on the film and screening Pig Business at your Food Day event, go to: www.farmsnotfactories.org.

Planeat (2010)

Directors: Shelley Lee Davies, Or Shlomi

Producers: Shelley Lee Davies, Or Shlomi, Christopher Hird. A Studio at 58 and Dartmouth Films Production

Total duration: 87 min

Planeat is a documentary about the benefits to health and the environment of eating a vegan diet. This film would have the greatest impact if a knowledgeable nutrition expert helps lead a discussion after the film.

If you are interested in screening Planeat at your Food Day event, go to http://www.bullfrogcommunities.com/bc_food. Special flat rate for Food Day applies. Fundraising through ticket sales is permitted. For more information on the film, go to <http://planeat.tv/>.

Super Size Me (2004)

Director: Morgan Spurlock

Total duration: 100 min

Super Size Me documents filmmaker Morgan Spurlock's personal journey in exploring the consequences on his health of a diet of solely McDonald's food for one month. The film documents this lifestyle's drastic effects on physical and psychological well-being and explores the fast-food industry's influences on food choice.

For more information on hosting a screening of Super Size Me for Food Day, go to <http://www.swank.com/>. For more information about the film go to <http://morganspurlock.com/projects/>.

Urban Roots (2011)

Director: Mark Mac-Innis

Producers: Leila Conners, Mathew Schmid

Total duration: 93 min

Urban Roots is a compelling documentary that follows the urban farming phenomenon in Detroit. The film is both timely and inspiring as it speaks to a nation grappling with collapsed industrial towns and the need to forge a sustainable and prosperous future. In line with Food Day's support for sustainable agriculture, a portion of the proceeds for screening the film goes to establishing farms at schools.

For more information on the film and hosting a screening for Food Day, go to <http://www.urbanrootsamerica.com/>.

Vanishing of the Bees (2009)

Directors: George Langworthy, Maryam Henein

Total duration: 87 min

Vanishing of the Bees takes a piercing investigative look at the economic, political, and ecological implications of the worldwide disappearance of the honeybee, a phenomenon known as "Colony Collapse Disorder." By celebrating the ancient and sacred connection between humans and the honeybee, the film illuminates the greater meaning of the relationship between humankind and Mother Earth.

If you are interested in hosting a screening of Vanishing of the Bees at your Food Day event, please contact info@vanishingbees.com. Also, for more information on the film, go to <http://www.vanishingbees.com/>.

What's On Your Plate? (2009)

Director: Catherine Gund

Producer: Tanya Selvaratnam

Total duration: 76 min

What's On Your Plate is an engaging and witty documentary following two multi-racial city kids as they investigate the food system in New York City and surrounding areas. Throughout the one year of filming, the two girls talk to food activists, farmers, storekeepers, their families, and the viewer, in their journey to discovering what's actually on their plates. This film is particularly suitable for child audiences.

For more information on screening *What's On Your Plate?* at your Food Day event, go to http://www.bullfrogcommunities.com/bc_food. A special flat rate for Food Day applies. Fundraising through ticket sales is permitted. For more information on the film, go to <http://www.whatsonyourplateproject.org/>.

What's Organic About Organic? (2011)

Director: Shelley Rogers

Producer: Shelley Rogers/Little Bean Productions

What's Organic About "Organic?" delves into the debates that arise when a grassroots agricultural movement evolves into a booming international market. As the film moves from farm fields to government meetings to industry trade shows, we see the hidden costs of conventional agriculture. We also see how our health, the health of our planet, and the agricultural needs of our society are all intimately connected. The film compels us to look forward, towards a new vision for our culture and encourages us to ask, "How can we eat with an ecological consciousness?"

Details at: <http://whatsorganicmovie.com/screen-green/>. Producer will provide free screening licenses to Food Day events (only postage required).

Weight of the Nation (2012)

Produced by HBO and Institute of Medicine (IOM)

Produced in association with the Centers for Disease Control and Prevention (CDC) and the National Institutes of Health (NIH), and in partnership with the Michael & Susan Dell Foundation and Kaiser Permanente.

Part 1: Consequences: 69 min

Part 2: Choices: 73 min

Part 3: Children in Crisis: 68 min

Part 4: Challenges: 68 min

Through case studies, interviews with our nation's leading experts, and individuals and their families struggling with obesity, this four-part documentary series takes an unflinching look at the severity of the obesity epidemic and its crippling effects on our health care system. The first film, *Consequences*, explores the serious health consequences of being overweight or obese. The second, *Choices*, reveals what science has shown about how to lose weight, maintain weight loss, and prevent weight gain. The third, *Children in Crisis*, documents the damage obesity is doing to our nation's children—tackling subjects from school lunches to the decline of physical education, the demise of school recess and the marketing of unhealthy food to children. The fourth film, *Challenges*, examines the major systemic driving forces causing the obesity epidemic in this country.

If you are interested in hosting a screening of all or segments of the *Weight of the Nation* documentary series, go to <http://theweightofthenation.hbo.com>. Each part of the series is available for free online.

OTHER FILMS

Fast Food Nation (2007)

Director: Richard Linklater

Total duration: 106 min

Inspired by author Eric Schlosser's *New York Times* best-seller of the same name, *Fast Food Nation* is a handsomely produced, Hollywood-style drama depicting (in almost cartoonish fashion) executives in the meatpacking and fast-food industries who care as little about the health of consumers as of the safety of their workers. This film is

unsuitable for school-aged children due to inappropriate language, sexual content, violence, and dismemberment of cattle.

For more information on the film, go to <http://www.foxsearchlight.com/fastfoodnation/>.

Food, Inc. (2008)

Director: Robert Kenner
Producers: Robert Kenner, Eric Schlosser
Total duration: 94 min

Food, Inc. is a popular documentary providing an unflattering picture of the corporate-controlled U.S. food industry. It features interviews with writer Eric Schlosser, writer Michael Pollan, and farmer Joel Salatin.

If you are interested in hosting a screening of Food, Inc. for Food Day, go to <http://www.swank.com/>. Also, for more information about the film, go to <http://www.foodincmovie.com/>. If you are showing the film to high school students, lesson plans are available in English and Spanish (<http://www.foodincmovie.com/spread-the-word.php>). A general community tool can also be found at <http://www.activevoice.net/ifc/resources.html>.

Hungry for Justice: Spotlight on the South (2013)

Director: Shelley Rogers
Producers: Little Bean Productions
Total duration: 20 min

Hungry for Justice tells the story of a local Florida farm, The Family Garden, and their commitment to focus on social justice issues for their workers by seeking the Food Justice Certification (FJC) and market label. FJC, a project of the Agricultural Justice Project, is unique as it is the only third party verification program to cover U.S. farmworkers and farmers, as well as other food system workers, that has included farmers and farm worker representatives in the development of the certification standards, the verification process, and in a consensus-style governance structure.

To learn more about the film, go to <http://www.foginfo.org/hungry-for-justice-spotlight-on-the-south-campaign/>.

Truck Farm (2011)

Director: Ian Cheney
Producers: Ian Cheney, Curt Ellis
Music: Simon Beins and The Truck Fishermen Three
Duration: 48 min

Truck Farm is a whimsical, musical documentary about the wild world of urban agriculture, as told through the journey of a 1986 Dodge pickup that has been transformed into a mobile garden. Through the truck's urban adventures, the future of agriculture is called into question, and the truck must come to terms with the realities of feeding a hungry world.

For more information about the film, go to www.truck-farm.com and go to <http://www.bullfrogfilms.com/catalog/tfarm.html> to learn more about screening Truck Farm at your Food Day event. Special flat rate for Food Day applies. Fundraising through ticket sales is permitted.

RECOMMENDED VIDEOS

This list of recommended food-related videos include some serious, mostly funny, and others that are just plain odd. Public service announcements (PSAs) and other short videos are also included.

A Pig's Tail

A Pig's Tail is a poignant creation from The Humane Society of the United States and Academy Award-winning Aardman Studios. This animated film takes you on a journey with a little pig, Ginger, born on a factory farm. Ginger has a dream of the "old farm," a place where a pig can be a pig, and a farmer can be a farmer. This film serves as a compelling introduction to the plight of animals on factory farms, and can be a great tool in starting a conversation on more humane alternatives—alternatives that serve pig, and farmer.

To watch A Pig's Tail and find out more, go to www.humanesociety.org/about/departments/faith/a-pigs-tail.html.

Food MythBusters Movies

After more than twelve years on the road, talking about food with farmers and scientists, educators and activists, teachers and students, Anna Lappé realized that there was a need for a project that could spread the real story of our food, debunking persistent myths about sustainable food and farming. That's just what these movies do!

Food MythBusters is a project of bestselling author Anna Lappé, Corporate Accountability International, and more than a dozen sustainable food and farming organizations. To learn more about the movies, go to <http://foodmyths.org/films/>.

Know Your Food

Lexicon of Sustainability's short film series introduces viewers to the terms and principles that enable them to be more responsible, sustainably-minded consumers. For this series, they've worked closely with hundreds of thought leaders from every aspect of our food system to explain the real cost of cheap food and have discovered solutions to such challenges as food waste and seafood fraud. Filmmakers Douglas Gayeton and Laura Howard-Gayeton have turned their pioneering method of mixing hand-written text with photo collage into a stunning collection of short films that mix animation by Pier Giorgio Provenzano with live action interviews with food producers from across the country.

The Know Your Food shorts are a RUMPLEFARM production, presented by ITVS and the Corporation for Public Broadcasting. Watch them here: <http://www.lexiconofsustainability.com/short-films/#>.

Losing Ground

The EWG produced the short film, Losing Ground, with Atlas Films that provides stark images illustrating how federal farm subsidies and ethanol mandates, piled on top of skyrocketing crop prices are supporting an intensive monoculture that kneecaps any hope for a more resilient and diverse food and farm system.

To view Losing Ground and to learn more information, go to www.ewg.org/losingground/.

The Real Bears

The Center for Science in the Public Interest has set out to debunk the manipulative marketing of Coca Cola, which touts their sugar-laden beverages as a life-affirming source of happiness. The reality? Soda and other sugary drinks are the single largest source of extra calories in the American diet, and studies have shown a direct relationship between soda consumption and an increase in obesity and diet-related diseases. The Real Bears is a touching story of a polar bear family's struggle with obesity and health problems related to their heavy soda intake. This short film packs a lot of punch in its four short minutes, and features an original song, Sugar, by acclaimed singer Jason Mraz.

To meet the Real Bears and watch the film, go to www.therealbears.org.

TELEVISION SEGMENTS

The Colbert Report

- Colbert interviews the head of the American Meat Institute in a don't-miss video.
<http://eater.com/archives/2010/08/18/stephen-colbert-meat-lobbyist.php>
- Jonathan Safran Foer promotes a vegetarian diet (and his book) on the Colbert Report.
<http://www.foodsafetynews.com/2010/02/colbert-discusses-foodborne-illness-factory-farms/#.U6SOP5RdVZQ>
- Cereal, foot-long cheeseburger, Ecobot III.
<http://thecolbertreport.cc.com/videos/i9hga3/thought-for-food---cereal--foot-long-cheeseburger---ecobot-iii>
- Mentally ill advertisers and German cupcakes.
<http://thecolbertreport.cc.com/videos/l0qwni/thought-for-food---mentally-ill-advertisers--german-cupcakes>
- KFC & cancer awareness.
<http://thecolbertreport.cc.com/videos/yqd68y/tip-wag---scientists---kfc>
- Hot dog eating contest, Kentucky tuna & grilled cheeseburger melt.
<http://thecolbertreport.cc.com/videos/2vaaww/thought-for-food---kentucky-tuna---grilled-cheese-burger-melt>
- Four Loko ban, gun-shot victim eats a sandwich before going to the hospital, USDA partners with Domino's to promote cheese.
<http://thecolbertreport.cc.com/videos/6x0tmp/thought-for-food---c-zurrre--medal-of-hunger-winner---cheesercize>
- Corn diapers, junk food is as addictive as heroin, Jamie Oliver's Food Revolution.
<http://thecolbertreport.cc.com/videos/dx0lyr/thought-for-food---corn-diapers--fatty-foods---jamie-oliver>
- Colbert spoofs PepsiCo, Doritos, and 7-Eleven.
<http://thecolbertreport.cc.com/videos/nhx7bu/thought-for-food---fruit-pouch--doritos-ad---super-big-gulp>
- Colbert gives Martha Stewart a cooking lesson.
http://www.huffingtonpost.com/2010/11/11/martha-stewart-colbert_n_782241.html
- Colbert discusses the serious issue of migrant farm workers with Rep. Zoe Lofgren.
<http://thecolbertreport.cc.com/videos/xr7q4y/fallback-position---migrant-worker-pt-1>

- 👉 Waiters nauseated by F=food (with Stephen Colbert before he made it big).
<http://www.youtube.com/watch?v=Y3K7Qc6vW5Q>

Other Television Segments

- 👉 Funny Saturday Night Live fake food ads.
http://www.seattleweekly.com/voracious/2010/04/our_favorite_snl_fake_food_ads.php
- 👉 “Culinary expert” and “corporate chef” Marshall Efron explains why a commercial lemon cream pie is “better living through chemistry.” An oldie but goodie.
<http://www.youtube.com/watch?v=cHLPm5XHDPw&feature=related>
- 👉 Olive “expert” and “consumer reporter” Marshall Efron explains the labeling of olives. An oldie but goodie.
<http://www.youtube.com/watch?v=up-RvuljLmE&feature=related>
- 👉 I Love Lunch! The Musical. Fun!
<http://www.youtube.com/watch?v=xRKfZ0mGLaY&feature=channel>
- 👉 Grocery Store Musical. Fun!
<http://www.youtube.com/watch?v=WnY59mDJ1gg&feature=channel>
- 👉 Gagfilms has several short, funny, videos of eggs, marshmallows, other foods being tortured. Some are not for children.
http://www.youtube.com/watch?v=gctM6ibvC_0&feature=iv&annotation_id=annotation_842055
- 👉 South Park episode about not eating meat. Too vulgar for children.
<http://www.southparkstudios.com/full-episodes/s06e05-fun-with-veal>
- 👉 The problems with trans fat (from partially hydrogenated oil) are discussed in this 10-minute (six-year-old) video.
<http://www.youtube.com/watch?v=pp0nc4kY-tc>
- 👉 Video espousing science-based agricultural research (11 minutes; IFPRI told CSPI: free download for non-commercial purposes; other Millions Fed videos are on YouTube).
<http://www.youtube.com/watch?v=xHZqtIW1-l8&feature=youtu.be>

PSAS-VIDEOS-COMMERCIALS

Anti-obesity PSAs

- 👉 Georgia Department of Health childhood obesity commercial
<http://www.youtube.com/watch?v=OA8wmjSHcAw&feature=related>

Anti-soda PSAs

- 👉 New York City
<http://www.youtube.com/watch?v=-F4t8zL6F0c&feature=related>
<http://www.youtube.com/watch?v=62JMfv0tf3Q&feature=related>
<http://www.youtube.com/watch?v=hF8XnU4L33U&feature=related>
- 👉 Seattle/King County
<http://www.youtube.com/watch?v=6idXRO8Voas&feature=related>
- 👉 Lovely video on the high sugar content in a soft drink.
<http://www.youtube.com/watch?v=yKZ2ZqBYlrI&cNR=1>

CSPI TV

- One percent milk video.
<https://www.youtube.com/watch?v=Bjk0eAB0lFA>
- Heart health and milk commercial.
<https://www.youtube.com/watch?v=nTuqrNQDYPw>
- See other food-related videos at
<http://www.youtube.com/user/CSPITV>

Government-sponsored PSAs

- Cute (old) government-sponsored PSA about vitamins (Mulligan Stew).
<http://www.archives.gov/exhibits/whats-cooking/preview/kitchen-video.html>

Industry PSAs

- The soft drink industry sponsored widely broadcast ads opposing soda taxes.
<http://www.youtube.com/watch?v=NYrOxsWrss8&feature=related>
<http://www.youtube.com/watch?v=sxIwwrO2JYg&feature=related>

Junk Food Marketing

- Prevention Institute video urging to stop junk food marketing to children.
http://www.youtube.com/watch?v=ab9zbqHJ_p4
- 1-minute video showing the fierce marketing of junk foods to minority children.
<http://www.youtube.com/watch?v=TjVm9pqFsbo>

Physical Activity Promotion

- Cute Shrek pro-exercise PSA.
English: <http://www.youtube.com/watch?v=r-zEDbl04NY>
Spanish: <http://www.youtube.com/watch?v=cDpZwaB1PV8>

Reduce salt intake PSAs

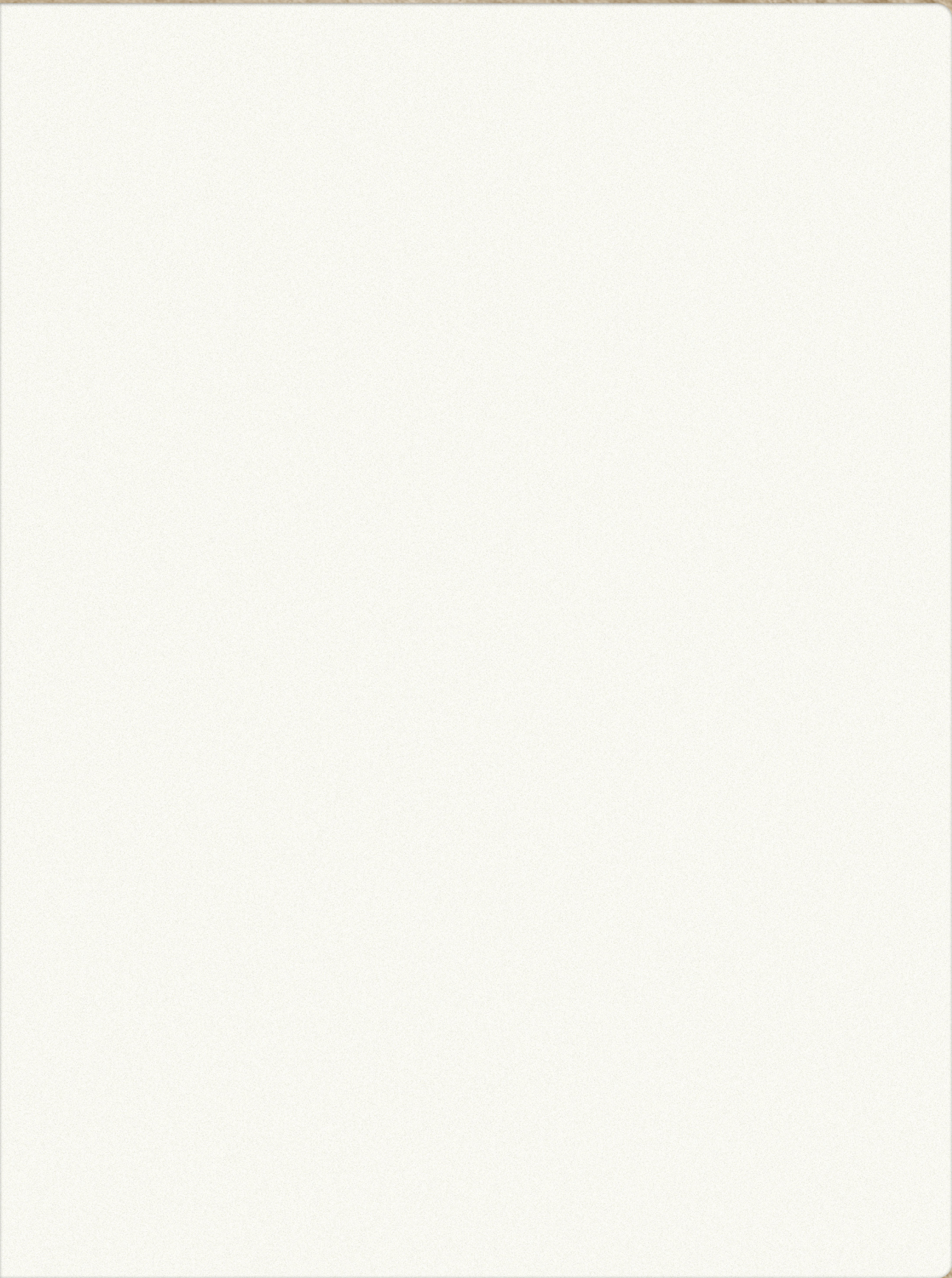
- The Los Angeles County Department of Public Health has five 1-minute PSAs encouraging people to choose foods lower in sodium.
<http://www.youtube.com/choosehealthla#p/u/0/zvAPmJESPxw>
- Salt, and why and how to avoid it, in this video from the Centers for Disease Control and Prevention.
http://www.youtube.com/watch?v=k-YIO5lg9-w&feature=results_video&playnext=1&list=PL4C37A5D0BF323D53

School Foods

- The food lobby goes to schools.
<http://vimeo.com/3352215>
- See other videos about school menus at
<http://schoolfoods.org/>
<http://schoolfoods.org/videos.html>
- A Let's Move 40-second spot encouraging schools to have salad bars (and kids to eat the veggies).
<http://www.thelunchbox.org/videos/lets-move-salad-bars-your-school>

Sesame Street

- See a variety of videos on the Food for Thought section of Sesame Street's website, including the 1-hr special on hunger.
<http://www.sesamestreet.org/parents/topicsandactivities/toolkits/food>





Food Day and CSPI

Food Day was created by the Center for Science in the Public Interest (CSPI) and grew with the support of hundreds of national partner groups. CSPI is a consumer-advocacy organization whose twin missions are to conduct innovative research and advocacy programs in health and nutrition, and to provide consumers with current, useful information about their health and well-being. Visit <http://www.cspinet.org> to learn more.



OCTOBER 24, 2014

www.foodday.org

Center for Science in the Public Interest