

**DOCUMENTARY FEATURE FILM *IN ORGANIC WE TRUST* TO SCREEN
IN DIRECTOR'S HOMETOWN AT ATLANTA FILM FESTIVAL**

***Film Raises Questions About Organic Industry:
Is It A Food Revolution Or Corporate PR Gimmick?***

As Americans become increasingly concerned with making food choices that promote personal and environmental health, food manufacturers and retailers are clamoring to align themselves with the health halo of the "USDA Organic" label.

Raised in Atlanta, director R. Kiplin Pastor created the documentary feature film [*In Organic We Trust*](#) to challenge the notion that organic is the answer to our public health and environmental problems. A public screening will take place at the [36th Annual Atlanta Film Festival](#) on March 30.

73% of Americans eat organic food, because they think it's healthier for them and better for the planet. *In Organic We Trust* examines the \$30 billion organic industry and digs deep with health, food, and agriculture experts such as Dr. Marion Nestle, NYU Professor of Nutrition, and Tim LaSalle, former Rodale Institute CEO, to find out: Is organic really the solution, or just a marketing scam?

"We can no longer stomach our food system," says filmmaker R. Kiplin Pastor. "When 'organic' became a brand, the philosophy and the label grew apart. Can processed gummy bears or bananas flown halfway across the world truly be organic?"

Organic farming was founded on the philosophy of mimicking nature's patterns and growing food in a manner that protects the environment and sustains human health. *In Organic We Trust* takes a critical look at how the USDA's certification process and large corporations have compromised this philosophy. More importantly, the film shines a light on grassroots solutions all across America, including farmer's markets, school gardens, and urban farming.

"Food connects every socioeconomic, political, and environmental issue with something we all do daily – eat," elaborates Pastor. "This film looks beyond the organic label to offer the viewer practical, inspiring solutions for simultaneously transforming personal health, communities, and the food system."

In Organic We Trust is written and directed by award-winning filmmaker R. Kiplin Pastor and produced by filmmaking team Emma Fletcher and R. Kiplin Pastor. The film was edited by award-winning editors John-Michael Powell and Yoni Reiss.

Please see below for screening times and visit www.inorganicwetrust.org for more information.

ATLANTA FILM FESTIVAL:

[March 30, 5:15pm](#) Landmark Midtown Art Cinema, Atlanta, GA

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