

**DOCUMENTARY FEATURE FILM *IN ORGANIC WE TRUST*
TO SCREEN AT ENVIRONMENTAL FILM FESTIVAL IN D.C.**

***Film Raises Questions About Organic Industry:
Is It an Environmental Solution 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 “eco-friendly” halo of the USDA Organic label. R. Kiplin Pastor’s documentary feature film [*In Organic We Trust*](#) will challenge the notion that organic is the answer in the film’s East Coast premiere at the [20th Annual Environmental Film Festival](#) in Washington, D.C.

Free public screenings will take place March 16 and March 23, and will be followed by a Q&A session with director Kip Pastor Bernadine Prince of FRESHFARM Markets, and Jennifer Mampara, FoodPrints Coordinator at Watkins Elementary School, who are featured in the film. The filmmakers gathered footage and conducted interviews throughout the greater D.C. area, including at the U.S. Department of Agriculture, The Center for Food Safety, and the Natural Resources Defense Council.

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, agriculture, and environmental experts such as Tim LaSalle, former Rodale Institute CEO, and Jennifer Sass, Senior Scientist at Natural Resources Defense Council, 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, protecting soil health, and preserving the environment for future generations. *In Organic We Trust* takes a critical look at how the USDA’s certification process and large corporations have compromised this philosophy. More importantly, it shines a light on grassroots solutions all across America, such as FRESHFARM Markets’ FoodPrints program, a gardening, cooking, and nutrition education program for students at Watkins Elementary School in D.C.

“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.

ENVIRONMENTAL FILM FESTIVAL:

[March 16, 8:00pm](#) Carnegie Institution for Science, Elihu Root Auditorium NW, Washington, DC

[March 23, 6:30pm](#) Town Hall Education Arts & Recreation Campus (THEARC) SE, Washington, DC

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