

**DOCUMENTARY FEATURE FILM *IN ORGANIC WE TRUST*  
PREMIERES AT SAN FRANCISCO INDEPENDENT FILM FESTIVAL**

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

As Americans become increasingly concerned with making meal 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.

R. Kiplin Pastor’s documentary feature film [\*In Organic We Trust\*](#) will challenge the notion that organic is the answer in the film’s world premiere at the upcoming [2012 San Francisco Independent Film Festival](#). Public screenings will take place February 12<sup>th</sup> and February 23<sup>rd</sup>.

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 \$28+ billion organic industry and digs deep with health, food, and agriculture experts such as NYU professor, Marion Nestle, and former Rodale Institute CEO, Tim LaSalle, 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 U.S. Department of Agriculture’s certification process and large corporations have compromised this philosophy.

“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. For his first documentary feature, Kip combined traditional narrative and documentary filmmaking techniques with a light, fast-moving crew to craft a visually beautiful and compelling film that travels across the U.S.

Please see below for screening times and visit [www.inorganicwetrust.org](http://www.inorganicwetrust.org) for more information.

**SF INDIE FEST:**

February 12, 2:45 pm

Roxie Theater

San Francisco, CA

February 23, 7:15 pm

Roxie Theater

San Francisco, CA

**ENVIRONMENTAL FILM FESTIVAL:**

March 16, 8:00pm

Carnegie Institution for Science

NW, Washington, DC

March 23, 6:30pm

THEARC

SE, Washington, DC

**MEDIA CONTACTS:**

Annika Ihnat

Pasture Pictures, Inc.

Office: 202.271.1811

Email: [info@InOrganicWeTrust.Org](mailto:info@InOrganicWeTrust.Org)