

IN ORGANIC WE TRU\$T



**CERTIFIED
ORGANIC**



- WINNER**
Golden Palm Award
MEXICO
INTERNATIONAL FILM FESTIVAL
2012
- OFFICIAL SELECTION
14th ANNUAL
SAN FRANCISCO INDEPENDENT
FILM FESTIVAL
2012
- OFFICIAL SELECTION
21st ANNUAL
HEARTLAND
FILM FESTIVAL
2012
- OFFICIAL SELECTION
26th ANNUAL
VERMONT INTERNATIONAL
FILM FESTIVAL
2012
- OFFICIAL SELECTION
36th ANNUAL
ATLANTA
FILM FESTIVAL
2012
- OFFICIAL SELECTION
12th ANNUAL
NEWPORT BEACH
FILM FESTIVAL
2012
- OFFICIAL SELECTION
31st ANNUAL
MINNEAPOLIS / ST. PAUL
INTERNATIONAL FILM FESTIVAL
2012
- OFFICIAL SELECTION
20th ANNUAL
ENVIRONMENTAL
FILM FESTIVAL
2012
- OFFICIAL SELECTION
13th ANNUAL
PLANET IN FOCUS
FILM FESTIVAL
2012
- OFFICIAL SELECTION
2nd ANNUAL
DOMINICAN REPUBLIC ENVIRONMENTAL
FILM FESTIVAL
2012
- OFFICIAL SELECTION
7th ANNUAL
TACOMA
FILM FESTIVAL
2012
- OFFICIAL SELECTION
5th ANNUAL
PROJECTING CHANGE
INTERNATIONAL FILM FESTIVAL
2012

THE STORY

SYNOPSIS

We can no longer stomach our food system. It's killing more and more Americans and costing billions in health-care. 78% of Americans eat organic food, because they think it's healthier. But is organic really better for us or just a marketing scam?

When corporations went into the business and "organic" became a brand, everything changed. The philosophy and the label grew apart. Can gummy bears or bananas flown halfway across the world truly be organic?

This film looks beyond organic for practical solutions for me and you. Local farmer's markets, school gardens, and urban farms are revolutionizing the way we eat.

LOGLINE

It's All About The Green



THE CAMPAIGN

This film will be used as a catalyst to spark fresh ideas and empower communities to build sustainable local food systems. We will launch three campaigns that identify problems in our food system and inspire community-based solutions. Each micro-campaign will include engaging media content, a relevant petition, article in the press, and ways to take action. With the help of national and local partners, we will inspire communities around the nation to revolutionize the way we grow and eat.

- 1 ORGANIC**
WHAT EXACTLY DOES IT MEAN?
- 2 URBAN FARMING & HEALTHY FOOD ACCESS**
HOW TO INCREASE ACCESS TO LOCAL, ORGANIC PRODUCE FOR LOW-INCOME URBAN RESIDENTS
- 3 SCHOOL GARDENS & EDIBLE EDUCATION**
HOW TO EDUCATE CHILDREN ABOUT WHERE FOOD COMES FROM AND PROMOTE HEALTHY EATING HABITS



THEATRICAL TOUR

In August 2012, we will launch a nationwide tour with screenings in six major cities. We will partner with local organizations to hold screenings, bring community members together to discuss timely local issues, and rally support for good food initiatives in these cities.

Washington, D.C.
San Diego, CA

New York City, NY
San Francisco/East Bay, CA

Aspen, CO
Los Angeles, CA

Dates TBA

FEATURED CAST



CRAIG MCNAMARA *_PRESIDENT_ CALIFORNIA STATE BOARD OF FOOD & AGRICULTURE*
Craig McNamara is the president and owner of Sierra Orchards, a diversified farming operation that produces primarily organic walnuts. He is also the Founder and President of the Center for Land-Based Learning, which educates youth about sustainable agriculture and develops leadership skills.

DR. MARION NESTLE *_PROFESSOR_ DEPT OF NUTRITION, FOOD STUDIES, & PUBLIC HEALTH,*
Marion Nestle is Paulette Goddard Professor in the Department of Nutrition, Food Studies, and Public Health and Professor of Sociology at New York University. She is the author of *Food Politics: How the Food Industry Influences Nutrition and Health* and *Safe Food: The Politics of Food Safety*, among other titles.



ROBERT "CHEF BOBO" SURLES *_EXECUTIVE CHEF_ THE CALHOUN SCHOOL*
Robert "Chef Bobo" Surles is the Executive Chef and Food Service Director for The Calhoun School on Manhattan's Upper West Side. A graduate of The French Culinary Institute, Chef Bobo is spearheading a revolution in school lunch programs, using nutritious foods with bold flavors.

BERNADINE PRINCE *_CO-FOUNDER/CO-DIRECTOR_ FRESHFARM MARKETS*
Bernadine (Bernie) Prince is co-founder and co-director of FRESHFARM Markets, a nonprofit organization that started in 1997 with the Dupont Circle farmers' market in Washington, D.C. Today, FRESHFARM Markets operates eight producer-only farmers' markets, in Washington, DC and Maryland, working with 75 farmers who farm over 6,500 acres in the Chesapeake Bay watershed. FRESHFARM Markets runs the "Chef at Market" program at its farmer's markets and the "FoodPrints" program at Watkins Elementary School



ALBERTO GONZALEZ *_PRESIDENT/CEO_ GUST ORGANICS*
Alberto Gonzalez is the founder and CEO of GustOrganics, the first and only certified organic restaurant in New York and the world's first restaurant using 100% organic ingredients. In 2009, he was nominated for Ernst & Young's "Entrepreneur of the Year" award.



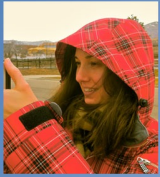
CREW

R. KIPLIN PASTOR _ DIRECTOR/PRODUCER CELL: 202.271.1811 EMAIL: kip@pasturepictures.com



Kip is an award-winning filmmaker. After graduating cum laude from the University of Pennsylvania, he worked at a major law firm in Washington, D.C., the Wildlife Conservation Society in Laos, as an international trade consultant in Mexico City, and as a production assistant in Maryland for the History Channel show *Digging for the Truth*. While earning his MFA in producing at the American Film Institute, Kip produced and wrote five short films, including an award-winning drama about foster care that has been screened at more than a dozen film festivals, *Life on Earth*. Kip is currently CEO at Pasture Pictures, Inc. and a founding member of Picture Garden, Inc. A dedicated storyteller committed to creating films that inspire change, Kip believes filmmaking is the most effective medium to disseminate big ideas. Avid cook, runner, and mountaineer.

EMMA FLETCHER _ PRODUCER CELL: 310.913.7790 EMAIL: efletcher5@gmail.com



Emma graduated cum laude from Tufts University in 2003 with a BA in International Relations and a minor in Mass Media and Communications. After working as Producer's Assistant on projects such as Tony Gilroy's *Duplicity* and Steven Soderbergh's *The Informant*, she left her job to join the Obama campaign, as Office Manager of the San Fernando Valley Headquarters. Emma later traveled to Thailand and Burma to shoot a short documentary about an orphanage for children saved from human trafficking. She is drawn to film because of its capacity to elicit positive change through the exploration and discussion of compelling ideas.

TODD BANHAZL _ CINEMATOGRAPHER



Todd Banhazl, a cinematographer currently based in Los Angeles and New York, received his Masters in Cinematography at the American Film Institute. His thesis film, *Patrol*, was a national finalist in the Student Academy Awards and was screened at Sundance Film Festival in 2010. Todd also shot *All About Dad*, which won the Audience Award at Cinequest 2008. He has also shot commercials and music videos for Paris Hilton, The Ting Tings, General Electric, AMC Network, Four Seasons Resorts, Toyota, and Cartoon Network's Adult Swim, among others.

JOHN MICHAEL POWELL _ EDITOR



John-Michael earned a B.S. in Radio-Television-Film from Texas Christian University. He spent two years as the Lead Editor for *National Banana*, where he cut with Jerry Zucker (*Airplane!*, *Ghost*, *First Knight*) on the TV series *Already in Progress*, as well as a series of PSAs featured on CNN called *Attack at the Pump*. In 2009, John-Michael cut the award-winning feature film *Obselidia*, which won the Alfred P. Sloan Prize and Excellence in Cinematography Prize at Sundance 2010, and was also nominated for two Independent Spirit Awards in 2011. He followed *Obselidia* up by cutting *The Brass Teapot* starring Michael Angarano and Juno Temple as well as the feature length rock & roll documentary *See Kid Go*.

ERIC JASPER _ COMPOSER



A Los Angeles native, Eric studied music composition at Stanford University, where he played trumpet with the symphony orchestra on tours to Carnegie Hall and the Sydney Opera House. He then attended the graduate film scoring program at USC's Thornton School of Music. In 2010, he was selected to participate in the prestigious ASCAP TV and Film Scoring Workshop with Richard Bellis. Eric has written music for documentaries, scripted films, online promotional media, TV advertising, and production music libraries. In 2009 and 2010, Eric scored and co-produced two documentaries about music in L.A. elementary schools and won LA Emmy awards for both. Eric's diverse musical background gives him the ability to merge genres and create a unique voice for his compositions.



PRESS

"calls into question corporate influence in the organic food industry"
-San Francisco Chronicle

"a relevant and revelatory documentary"
-The Orange County Register

"...jaunty first-person tour..."
-Washington Post

"Curious and fervent"
-Minnesota Monthly

"puts the power in the hands of the individual"
-Daily Californian

"a lesson worth repeating"
-Smells like Screen Spirit



The Washington Post



THE HUFFINGTON POST

San Francisco Chronicle



THE DAILY CALIFORNIAN
DAILYCAL.ORG



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