

# **BIG BOYS GONE BANANAS!\***

## **Synopsis 1**

BIG BOYS GONE BANANAS!\* has been called a classic David Vs Goliath story - but it is more about freedom of speech and what happens to a documentary filmmaker when he goes up against a large corporation such as Dole Foods. How far will Dole go to shift the focus off of them and onto the filmmaker even after their own CEO has admitted wrong doing in a court of law and was captured on film. Media spin, PR scare tactics, dirty tricks, lawsuits, and corporate bullying come into play to try and destroy the filmmaker. But, it is the people who ultimately prevail, thus creating a cautionary tale and a real life-lesson learning experience.

## **Synopsis 2 -long**

What is a big corporation capable of in order to protect its brand? Swedish filmmaker Fredrik Gertten experienced this recently. His previous film BANANAS!\* recounts the lawsuit that 12 Nicaraguan plantation workers brought against the fruit giant Dole Food Company. The film was selected for competition by the Los Angeles Film Festival. Nothing wrong so far, right? But then Gertten gets a strange message: the festival removes BANANAS!\* from competition. Then a scathing article appears in the Los Angeles Business Journal about the film, and Gertten subsequently receives a letter from Dole's attorney threatening him with legal action. What follows is an unparalleled thriller that has Gertten capturing the entire process - from DOLE attacking the producers with a defamation lawsuit, bullying scaretactics, to media-control and PR-spin. This personal film reveals precisely how a multinational will stop at nothing to get its way - freedom of speech is at stake. As Dole's PR company puts it, "It is easier to cope with a bad conscience than a bad reputation".

## **Synopsis 3- ultra short**

First we made a film about banana workers claiming Dole Food Co made them sterile. Dole attacked and sued the filmmakers. Time for a new film and this time it's a classic horrifying David Vs Goliath story.

## **Synopsis – short**

This is the story about a small film production company against fruit giant Dole when the film BANANAS!\* was to be stopped at any cost. From lawsuits to bullying scaretactics and media control, altogether a dreadful eye-opener about what a big corporation will do in order to protect its brand.