

# Fresh

New thinking about what we're eating



## story

**FRESH** celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Forging healthier, sustainable alternatives, they offer a practical vision of our food and our planet's future. **FRESH** addresses an ethos that has been sweeping the nation and is a call to action America has been waiting for.

## characters

Among several main characters, **FRESH** features:

**Will Allen** - 6ft 7" former professional basketball player Will Allen is now one of the most influential leaders of the food security & urban farming movement. His farm and not-for-profit, Growing Power, have trained and inspired people in every corner of the US to start growing food sustainably. This man and his organization go beyond growing food. They provide a platform for people to share knowledge and form relationships in order to develop alternatives to the industrial food system.



**Joel Salatin** - world-famous sustainable farmer and entrepreneur, made famous by **Michael Pollan** (also in the movie) - author of *The Omnivore's Dilemma*. Joel Salatin writes in his website that he is "in the redemption business: healing the land, healing the food, healing the economy, and healing the culture." By closely observing nature, Joel created a rotational grazing system that not only allows the land to heal but also allows the animals to behave the way they were meant to - as in expressing their "chicken-ness" or "pig-ness", as Joel would say.



**David Ball** -supermarket owner, challenging our Wal-Mart dominated economy. With the rise of Wal-Mart and other big chains, David Ball saw his family-run supermarket dying, along with a once-thriving local farm community. So he reinvented his business, partnering with area farmers to sell locally-grown food and specialty food products at an affordable price. His plan has brought the local economy back to life.



## reason

**FRESH** recaptures our sense of agency and makes us believe that our individual actions in fact do matter. Throughout the film we encounter the most inspiring people, ideas, and initiatives around the US. And thus, **FRESH** showcases real people first and foremost, connecting audiences not with facts and figures or apocalyptic policy analysis, but with personal stories of change.

## producer

Ana Joanes is a Swiss-born documentary filmmaker whose work addresses pressing social issues through character-driven narratives. After traveling internationally to study the environmental and cultural impacts of globalization, she graduated from Columbia Law School in May 2000, awarded as a Stone Scholar and Human Rights Fellow. Thereafter, Ana created Reel Youth, a video production program for youth coming out of detention. In 2003, Ana and her friend Andrew Unger produced *Generation Meds*, a documentary exploring our fears and misgivings about mental illness and medication. **FRESH** is Ana's second feature documentary.

