

New thinking about what we're eating

Fresh

A film by ana Sofia joanes



Ripple Effect presents "FRESH" Produced and Directed by ana Sofia joanes
Editor **Mona Davis** Director of Photography **Valery Lyman** Music **David Majzlin**
Sound Design **Eric Milano** Mixing **Tom Paul** Poster Design **Seltzer Studio Graphics**



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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 for a future of our food and our planet. **FRESH** addresses an ethos that has been sweeping the nation and is a call to action America has been waiting for.

Among several main characters, **FRESH** features urban farmer and activist **Will Allen**, the recipient of MacArthur's 2008 Genius Award; sustainable farmer and entrepreneur **Joel Salatin**, made famous by **Michael Pollan**'s book *The Omnivore's Dilemma*; and supermarket owner **David Ball**, challenging our Walmart dominated economy.

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