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FRESH. Coming to a living room near you. **Watch. Talk. Eat. Grow.**

Why host a FRESH house party?

- A) Learning about innovative and inspiring leaders in the sustainable food movement is more fun with friends!
- B) You can watch, discuss, and take action together.
- C) Good food and good film are a perfect pair.

This guide will help you plan and execute a stellar home screening party. We've got your invitations covered, your post screening discussion questions and actions, your tips for hosting a green event, additional resources and links and much more.

all about the film

FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Each has witnessed the rapid transformation of our agriculture into an industrial model, and confronted the consequences: food contamination, environmental pollution, depletion of natural resources, and morbid obesity. Forging healthier, sustainable alternatives, they offer a practical vision for a future of our food and our planet.

Running time: 72 minutes

all about the director

Ana Joanes was born in Portugal and grew up in Switzerland. Following a travel-abroad program exploring the impact of globalization on the environment and culture, Ana came to the U.S. to study. After a BA in political science from Barnard college, Ana graduated from Columbia Law School, where she was awarded as a Stone Scholar and Human Rights Fellow. Before dedicating herself to filmmaking, Ana founded Reel Youth, Inc., a video production program for youth coming out of detention, and other under-served youth.

Let's Get This Party Started.

Invite your friends and family over to watch FRESH together. Here are eight steps for hosting a screening.

1. **Register** your event on our website. You can choose to keep your event private/unsearchable, but registering helps us keep accurate numbers of FRESH screenings. To register look under the Manage Your Events Menu on our website. Thanks!
2. **Invite your guests** via email, phone or listserv. Tweet about it (our hashtag is #freshthemovie), create a Facebook Event (& join our Facebook page), use Evite or MyPunchbowl to make an invitation and manage RSVPs in one place. Send out the movie trailer.
3. **Invite a guest speaker** to join your house party. Contact a local activist group working on good food issues; an Environmental Studies professor, a farmer, a chef, a local beekeeper - whoever you think will best suit your event.
4. **The FRESHer the snacks**, the better the party - be it local, organic, or seasonal. Think about a potluck! To cut down on waste, use reusable plates and cutlery and have a recycling bin visibly placed in your home.
5. **Introduce the film** using the film synopsis on page 1. Talk about why you wanted to host a screening. Look for recent food news to share with your guests - it shows the timeliness of the event!
6. **Discuss.** After the screening, allow at least 30 minutes for discussion. See pgs 3 & 4.
7. **Take Action.** Use the positive energy in the room to build a team to organize a public screening. Or, encourage folks to host their own house party!
8. **Thank You** for joining the FRESH movement. Now, help others get on board. The day after the screening, send a thank you e-card to your guests with links to FRESH's website. Remind people to sign up for FRESH's supporter list on the homepage.



“Food is the foundation, but it’s really about life.”

- Will Allen,
Founder of Growing Power

Keep in the loop!

FRESH is more than a movie. FRESH is building a movement!

- Sign up for our email list on our homepage: www.FRESHthemovie.com
- Become a Facebook Fan: www.facebook.com/freshthemovie
- Follow us on Twitter: hashtag #freshthemovie

Feeling re-FRESHed? Take Action!

Is your group up for making a change?

Get Involved

One way to enact change is to get involved with local organizations.

Where could you dedicate some of your time and energy to support the good food movement in your community? What do your children and their classmates eat at school? Is there a community garden growing? Are you interested in starting a local cooking club?

Eat with Purpose

The eater has power. Vote with your fork!

What are the good food options in your town? Is there a CSA group you can join? Have you ever asked your favorite restaurant where they source their ingredients? Is there a farm close enough to visit? Take a family outing!

Ruffle Feathers

You just joined a growing community of over 65,000 FRESH supporters. What do you want to do to change your community?

Do you know a zoning law or food policy issue that gets your goat? What can you do to organize and mobilize for change?

Consider purchasing a FRESH community screening license to raise funds for a local group, serve as a platform for a project your passionate about, or just inspire your community!

Collective Knowledge

Use this opportunity to share tips, ideas, and know-how.

Living a sustainable life isn't always easy. Share your tips about how to eat well on a budget, start a garden, or throw a dinner party.



"How we farm, and ultimately our food choices, are ethical questions. The first goal is to get people to appreciate that fact. FRESH does that."

-Joel Salatin, Polyface Farms

"Food is a gift. A gift is different than a commodity. "

-Norman Wirzba, scholar and author

Let's Talk.

After the credits roll, turn up the lights, grab a drink and get the conversation going. Here are 10 questions to start you off.

1. How do you feel? Which scenes were most memorable, powerful or surprising to you?
2. What are the risks and consequences of conventional agriculture – to the environment, to your health and to the community?
3. If a friend asked you, “why is organic food so expensive?” what would you say?
4. Why does Joel say we should respect the “design of nature”? What does this mean?
5. Michael Pollan talks about the cost of local and organic food costing more but says it is worth more too. Why is it worth more? What’s different about it?
6. Why does Diana Endicott say that \$10 can have a “huge economic impact”?
7. How is David Ball’s grocery store different from national chain grocery stores?
8. Is there a local version of Will Allen’s organization “Growing Power” in your community? If so, how can you support them?
9. If your legislative representative was here tonight, what would you ask them to do to further the good food movement on a policy level?
10. What are ways the you as a group can appeal to representatives about the policies you just discussed?

FRESH Web Resources

- ★Find resources related to **Faith and Food** on under the <Resources> tab on our home page.
- ★Check out FRESH’s Faith-specific study guides. <Resources>
- ★Let FRESH introduce you to other great films!
- ★Gift a FRESH t-shirt or tote. <FRESH merchandise>
- ★Sign up for our email list to receive the **latest news** on food policy issues <Under Call to Action>
- ★Showing FRESH in a **school setting**? Find educational materials the <Resource menu bar>
- ★Love to read about grandma’s cooking, recycling in the city, & your “Food Mile”? Read the **FRESH blog!**
- ★Interested in having FRESH’s Director speak at your event or university? See <Speaking Engagements>
- ★FRESH **Picks** for films, books & more...