



SYNOPSIS 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 the future of our food and our planet. 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.

# FRESH

*The uplifting answer to Food Inc.'s burning questions*

- FRESH is a grassroots phenomenon, having screened over **4,000 times** worldwide, including 8 Whole Foods-sponsored screenings.
- A follow-up to hit documentaries *Food, Inc.*, *King Corn*, and *Super Size Me*, FRESH's positive message appeals to eco-enthusiasts and foodies alike.
- Endorsed by best-selling author **Michael Pollan** (*In Defense of Food*, *The Omnivore's Dilemma*): "An exhilarating look at the whole range of efforts underway to renovate the way we grow food and feed ourselves".
- Release timed for inclusion in Earth Day promotions and press.
- Marketing to tap into the film's large (and growing) grassroots fan base:
  - **21K Facebook fans**, with a **monthly growth rate of 10%**, as well as 3K Twitter followers
  - Cooperation from hundreds of partner organizations, such as Farm Aid and Homegrown.org, who collaborated to get **60K signatures** on FRESH-prompted petitions
  - Mailing list of **80K individuals** that comprise the FRESH community

## PRODUCT INFORMATION

DVD FEATURES: TK

SRP: \$29.95 U.S. \$34.95 CAN

FORMAT: DVD Single

PACKAGING: Single Amaray

LENGTH: Approx. 72 mins + extras

GENRE: Documentary

YEAR: 2009

LANGUAGE: English

COLOR: Color

WIDESCREEN: TK

AUDIO FORMAT: Stereo

UNITS PER CARTON: 30

CLIP: <http://blip.tv/freshthemovie/fresh-trailer-2033436>

## COMP TITLES



FOOD, INC.



KING CORN