

goodpitch
VANCOUVER

FIRST WE EAT

GOOD PITCH VANCOUVER 2020

SUZANNE CROCKER

 docsociety  StoryMoney Impact



THE PITCH



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First We Eat

Suzanne: Hello everyone. My name is Suzanne Crocker. I am the director and the producer and the cinematographer and also, along with my family, the subject of the documentary *First We Eat*.

I live, and have raised my family, in Dawson City, Yukon and am grateful to be living within the traditional territory of the Tr'ondëk Hwëchin. Dawson is a tiny, remote community at 64 degrees north. And it's literally at the end of the road.

A few years ago, the only road into the Yukon was closed, by a landslide. Within 48 hours, supermarket shelves began to go bare. That was my wake-up call.

Trailer: <https://youtu.be/fjdAXQq9s-l>

Spoiler alert: Nobody got scurvy. My husband did lose 30 pounds in the first two months, but he was okay with that.

And we did it - we spent an entire year eating only food that could be hunted, fished, trapped, grown or foraged around Dawson City, Yukon! In the process, I became healthier than I had been in years. In fact, even though the year is long over, I continue to source and eat at least 95% local to my community.

In Dawson, our location and isolation accentuate our vulnerability. But even here, in big cities, grocery stores only stock three to five days' worth of food. If your grocery store shelves went empty, where would you find your food?

I strongly believe that one of our greatest resources, no matter where we live, are community knowledge holders - local farmers, Indigenous communities, foragers, and gardeners. And every community is unique.

I also believe that the way forward is to strengthen local food economies, in the North, across the country and around the world. When local food producers are supported by consumers, both big and small, we all benefit.

When we are truly connected to the food on our plate, we come to value, to respect and want to protect the people, the animals and the land that helped put it there.

I am looking for support for a grassroots campaign that will bring the film to communities, local food organizations, schools and conferences across North America.

THE PITCH



Suzanne: My goal is to use this film as a catalyst to inspire people to think about where their food comes from and to help people learn how to access local food in their own communities.

If you can contribute funding to support this campaign, please let me buy you dinner!

Or if you can roll up your sleeves and dig in to help with digital marketing, networking or providing air miles or accommodation assistance, that would be much appreciated.

If you or someone you know can help bring this film into schools or provide the funding or in-kind support to create a curriculum guide, I would be very grateful.

First We Eat is a celebration of local food, the land that provides it and the people who work hard to produce it. For those in the room who support local food, I hope you will make use of this film to add traction to the work you are doing:

- You could host a post-film panel discussion to create dialogue around the local food issues in your community.
- You could turn a screening of this film into a culinary event to showcase local food in your area – perhaps with a food to table chef, on a farm, in a restaurant, at a community feast. If you do, please invite me!

I would also like to print a small all-local cookbook to accompany screenings that includes photos and anecdotes. If you are able to provide support publishing such a cookbook, please let me know.

My ultimate goal is to use *First We Eat* to help strengthen local food economies, which, in turn, will make local food easier to access and affordable for all.

If you work for a company or organization that buys large amounts of food, catering companies, cafeteria managers, school lunch programs, I would love talk about how screening this film can become a meeting place between local food producers and food buyers.

Let's work together to use *First We Eat* to help create an incredible local food ecosystem.

ON THE DAY

Film participant Sylvia Frisch, Yukon Birch Syrup



WHO WAS AT THE TABLE?



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First We Eat

WHO WAS AT THE TABLE?

Buy Social Canada, Tori Williamson

Provide research, guides and tools on social procurement practices and offered services to on-board businesses and restaurants. Promote the film.

Vancouver Farmers Markets, Laura Smit

Access to local food procurement history and all their experience and knowledge, including the VFM Direct Project that worked as a vendor hub for Vancouver local food network.

Figure 1 Publishing, Tye Bridge

Consultation to discuss publishing the *First We Eat* cookbook.

Klippers Organic Acres, Kevin Klippenstein

Screen the film at the 100% local food restaurant Row Fourteen, and teach people how to grow and process local food on their farm.

Veria.ca, Annelise Larson

Pro bono work for market research and five hours of mentorship time. Outreach in Saskatoon, as well as a place to stay and connect with chefs.

KPU Institute for Sustainable Food, Caroline Chiu

Economic and business writing, screening of film (with other universities) at conference of 300 sustainable food experts. Share farm education program curriculum and provide a tour of the Kwantlen Polytechnic University farm. Connect with Indigenous groups that have worked with KPU for years.

Vancouver Food Policy Council / Researcher at UBC, Kelsey Timler

Host screenings across community centres and sell tickets to fundraise for impact campaign. Create a calendar of what to produce and harvest, and when, in combination with a screening. Help get film and local food into prisons and other marginalized populations, as well as film screenings in federal prisons.

BC Farmers' Markets, Heather O'Hara

Share with network of 145 members across province, over 4,000 vendors, 100+ NGOs through coupon program. Additionally, promote on social media and within network.

AUDIENCE MICROPHONE



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SELECTED AUDIENCE & REMOTE PLEDGES

Highbury Foundation and Peter A. Allard, Ashley Sangha
\$2,500

Fresh Roots Urban Farm Society, Alexa Pitoulis
School screenings and connect to the national school food network.

Stories First Productions, Leena Minifie
Probono impact producing consulting services.

Postal Audio, Chris McIntosh
Audio mixing or design services.

Screenings

- Row Fourteen restaurant by Chef Derek Gray
- Futurpreneur by Joanne Norris
- Abundance Community Farm by Amir Niroumand
- Cedar Isle Farm by Yoshi Sugiyama
- Public Health Association of BC and Farm to School Program by Richard Han
- Belcarra municipality and School District 43 by Mayor Neil Belenkie
- Society Promoting Environmental Conservation by Kate Menzies
- University of British Columbia by Melanie Kuxdorf
- Nada Grocery Store by Naomi Ryan

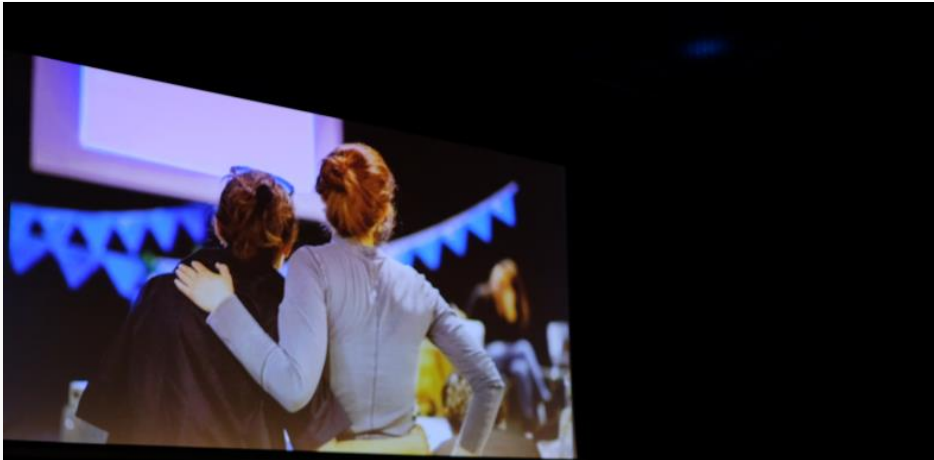
Individual pledges

- Donation of \$1,000 and a screening at the Norman Rothstein Theatre
- Donation of \$1,000
- Donation of \$500 towards a writer and five hours of copy editing
- Connect you to broadcasting network, \$500 to other needs, and people who have concerns with food security
- Connect with network, ten hotel nights across Canada and food photography for cookbook
- Pro bono time for marketing, communications, copy writing
- Donation of \$50

Harrowsmith Magazine & Radio, Wayne MacPhail
Interview Suzanne for future episode of Harrowsmith Radio.

100-Mile Diet, author J.B. MacKinnon
Work to build Suzanne's film and related projects into the local plans that are developing to mark *The 100-Mile Diet's* 15th anniversary this year.

ON THE DAY



CONTACT



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THE FILM TEAM

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First We Eat

STORY MONEY IMPACT

STORY MONEY IMPACT

SMI is the Canadian producer of Good Pitch.

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DOC SOCIETY

Doc Society is the founding organization of Good Pitch.

www.docsgociety.org

www.goodpitch.org

SOCIAL MEDIA

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