

goodpitch
VANCOUVER

FOOD FOR THE REST OF US

GOOD PITCH VANCOUVER 2020

CAROLINE COX, TIFFANY AYALIK

 docsociety  StoryMoney Impact

THE PITCH



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Food For the Rest of Us

Caroline: It is our right as humans to be in direct relationship with the land and have access to healthy food.

My name is Caroline Cox. I'm the Director and Producer of the film *Food for the Rest of Us*. I made this film in collaboration with Tiffany Ayalik.

Tiffany: Hello, I am a producer and writer. We're from the Northwest Territories, an area in Canada that experiences incredible food insecurity, exorbitant grocery prices and inaccessibility to land for food production. In some places in the Arctic, a jug of orange juice is \$20 and there is no local produce available.

Caroline: I became inspired by this connection to land and food when I was living off the grid, seven hours outside of Yellowknife. Being in relation to seasonal food sources sparked the concept for *Wild Kitchen*, a TV show hosted by Tiffany. This tiny spark of an idea in the high Arctic grew into an international community with followers across the globe. Through this community, we realized we were not alone in our desire to create change through food.

Tiffany: It became clear that young, racialized and marginalized people around the world are fighting with the very same barriers. Barriers like racism, colonialism and capitalism separate us from our food and its production, and keep us dependent on others for our survival.

But people are fighting back.

Caroline: *Food for the Rest of Us* heads to the frontlines of five communities, from the Arctic to the American midwest to an island in the Pacific, and we learn about radical activism through farming and harvesting.

Trailer: <https://youtu.be/OpObSBPLjxc>

This isn't just about farming – it's about survival. Quality of life is directly tied to mental health, physical health and access to food. In Kansas City, for example, food deserts and lack of access to healthy food have contributed to the lowest life expectancy for black men in America. In the Canadian Arctic, quality of life contributes to a staggering suicide rate.

THE PITCH



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Caroline (continued): In the poorest region of Hawaii, where Ma'o Organic Farm is located, the youth working on the farm have been studied and show a significantly lower risk of developing type 2 diabetes, which affects an alarming 13% of the population.

Despite these struggles, we are incredibly inspired by the hard work and endeavouring spirit of the people we met.

Tiffany: Our impact campaign is called "Plant a Seed, Grow a Movement" and here is how you can help us inspire change:

- Apart from wide festival screenings, we want to take this film to rural, inner-city, and high priority audiences who do not have access to film festivals. Local food communities want this film to help uplift their movements. We want screenings to be accompanied by someone from the film and a local liaison to hold workshops.
- We need support with flights, accommodations, projectors, screens, and speakers' fees to honour the work of the participants of the film that will enable audiences to engage deeply with its messages and goals. To hand out at screenings, we would like to create "Plant a Seed, Grow a Movement" seed packets to encourage radical acts of guerilla gardening. We are looking for support to create these packets and have them contain ethically sourced seeds.
- We are looking for people to sponsor screenings for communities who might otherwise find the cost of hosting an event a barrier.
- We are seeking support to create a social media campaign and build our digital platform to engage young, Indigenous, black, people of colour, LGBTQ2+ folks, and allies to engage with the film, learn about food justice, and connect with mentors who are already on the frontlines of the food movement. To support our digital campaign, we would like to create "How to" videos to give specific skill sets to people who want to be more connected to their food.

Caroline: For some, the ability to grow your own food is a luxury, but now people who have been historically pushed to the sidelines are leading us forward and using food to make the world a better place for all of us.

Thank you so much, and don't forget to support your local farmers!

ON THE DAY



WHO WAS AT THE TABLE?



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WHO WAS AT THE TABLE?

Inspirit Foundation, Chris Lee

\$20,000 to their impact campaign and strategic introductions to some east coast organizations, as well as Seed Change, which has global reach.

Fresh Roots Urban Farm Society, Alexa Pitoulis

Engage youth in their SOYL programs and have them work on the impact campaign.

Food Stash Foundation, Julia Hunter

Pledge to collaborate with all the food or other organizations in the room to screen the film and come together to engage their audiences. Also, help with an event where food waste that has been turned into fine dining can be highlighted.

Vancouver Neighborhood Food Networks, Sarah Kim

Pledge to coordinate around access to film and screenings, as well as provide a venue.

Story Money Impact, Sue Biely

Host a fundraiser chef-off and introduce to connections at Salt Spring Island seed swap.

Abundance Community Farm Society, Amir Niroumand

Host a screening at the farm and share footage from the farm that can be used for the how-to videos.

Nada Grocery Store, Naomi Ryan

Collaborate on screening at their zero-waste grocery store. Offer the space to facilitate workshops.

Public Health Association of BC, Farm to School BC, Richard Han

Bring film to rural communities and cross promote with social media. Will support reaching wide audiences with messages focused on public health.

AUDIENCE MICROPHONE



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AUDIENCE PLEDGES

PricewaterhouseCooper, Laura Plant

\$3,000 in matched donations from PwC, and a personal \$3,000 from Laura.

Cedar Isle Farm, Yoshi Sugiyama

Provide seeds and insight on seed saving practices on farms.

CanadaHelps, Tamara Rahmani

Feature the film in their April 22nd marketing email for Earth Day.

Canadian Media Producers Association - BC Producers Branch, Liz Shorten

Free CMPA membership, providing access to resources, peers and mentors.

Vancouver Food Policy Network, Kelsey Timler

Policy support and screening collaboration, and connect to youth on northern Vancouver Island.

Stories First Productions, Leena Minifie

\$1,500 in-kind of impact producing support.

The Circle on Philanthropy and Aboriginal Peoples in Canada, Kris Archie

Introduce to settler philanthropic people, Indigenous Youth Partnership Project, Director in Ontario for collaboration, screening for membership at June 2021 All My Relations Gathering.

Row Fourteen, Derek Gray

Similkameen Valley chef connections, seed donation, and party for screening.

Individual pledges

- Donation of \$3,000 by Leonard Schein
- Donation of \$1,000 by Hilary Pada
- Donation of \$350 by Andrea Nemtin
- Donation of \$250 by Mark Jacobs
- Donation of \$50 from Anthony Swan
- Donation of \$50 from Julia Hunter

VIDEO PLEDGES

Linnaea Farms, Tamara McPhail and Adam Schick

Provide seeds and education, and their ten person farmhouse for a gathering, as well as support through their registered charity.

ON THE DAY



CONTACT



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THE FILM TEAM

CAROLINE COX

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TIFFANY AYALIK

Writer and producer

Food For the Rest of Us

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STORY MONEY IMPACT

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DOC SOCIETY

Doc Society is the founding organization of Good Pitch.

www.docsgociety.org

www.goodpitch.org

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