

*We are, for the first time in our history, at the unenviable moment when our unhealthy diet and lack of education surrounding our food supply have combined to foment the perfect storm that is taking us toward extinction. If we do not change what we feed our children and teach them about their food supply and the symbiotic relationship between a healthy planet, healthy food and healthy bodies - this path will become a reality. **What's On Your Plate?** will provide a first step in our education, which just might curb this trajectory and possibly save our children.*

-Ann Cooper, **Lunch Lessons: Changing the Way We Feed Our Children**

Aubin Pictures Presents



What's On Your Plate?



A film by Catherine Gund
with Sadie Hope-Gund and Safiyah Riddle



Official Selection of the Berlin International Film Festival, Culinary Program

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What's On Your Plate?



About the Film

What's On Your Plate? is a witty and provocative documentary about kids and food politics. Over the course of one year, the film follows two eleven-year-old African-American city kids as they explore their place in the food chain. Sadie and Safiyah talk to food activists, farmers, and storekeepers, as they address questions regarding the origin of the food they eat, how it's cultivated, and how many miles it travels from farm to fork. Sadie and Safiyah visit supermarkets, fast food chains, and school lunchrooms. But they also check out innovative sustainable food system practices by going to farms, greenmarkets, and community supported agriculture (CSA) programs. They discover that these options have a number of positive effects: they are good for the environment, help struggling farmers survive, and provide affordable, locally grown food to communities, especially lower-income urban families. The film culminates with a delicious local meal cooked by the girls and friends they have made along the way. Sadie and Safiyah formulate sophisticated and compassionate opinions about urban sustainability, and by doing so inspire hope and active engagement in others.

Director's Statement



“Eat your vegetables.” I sound just like my mother when I say it and I’m sure my four kids will one day sound like me. Home is the first and foremost place we learn about food. So I figure the more my kids know about why it’s important to eat well, the more likely they are to do the right thing. As my daughter Sadie makes more of her own decisions about what to eat, when, where, and with whom, I ask myself more questions about what she knows, what she chooses, what is best for her, and why she puts so much sugar on her oatmeal.

I’m making “What’s On Your Plate?” with Sadie because the time is now for parents and children to learn the real deal about the weakest links in our food chain. Most of our food is so processed that we can’t pronounce the long list of ingredients. On average, our food is trucked over 1,500 miles before we bite into it. And seeds are engineered to die out after one season in order to ensure corporate control of the food chain. In this environment, how can any of us feel a harmonious, life-affirming connection to what we eat?

Kids need to know the full benefits of local food: more energy-efficient production, more prosperous farmers, healthier communities, longer lasting and better tasting fruits and veggies. Kids need to know that their food doesn’t only come from the supermarket or the factory, but from nearby farms, trees and the ground. Adults need to be empowered to share this information with the next generation. My family is caught in the urban food web, and we do what we can to be better consumers. We’ve joined a CSA (Community Supported Agriculture). We shop at farmers markets. We compost with the help of a few thousand worms right in the comfort of our own apartment. Yet it isn’t enough. Our friend John is the same age as I am – 42 years old – and he had a heart attack over Christmas. Roger just found out he has type II diabetes like Maureen. And Scot struggles with high cholesterol, just like Sadie. What could have helped them avoid these life-threatening experiences? What changes can they make now? What can we do as a community to stop these epidemics? My goal with “What’s On Your Plate?” is to address the shortcomings of our awareness about the relationships between food, its origins and our quality of life.

These days, when I tell my kids to eat their veggies, I also have to tell them that I am willing to fight for their opportunity to do so. This film represents a part of that work.

The Filmmakers

Directed by Catherine Gund
Producers Catherine Gund, Tanya Selvaratnam
Co-Producers Sadie Rain Hope-Gund, Safiyah Kai Riddle
Associate Producers Nell Marantz, Heather Greene
Editor Nancy C. Kennedy
Animation Hubbub Inc., Emily Hubley, Jeremiah Dickey
Music Adam Crystal

Advisory Council

Kate Adamick
Dan Barber
Ann Cooper
John Johnson
Van Jones
Jonathan Kevles
Anna Lappé
Katrina T. Monzón
Raj Patel, Ph.D.
Michael Pollan
Rob Saken, M.D.
Anna Deavere Smith
Bryant Terry
Aaron Woolf

Catherine Gund, Producer/Director, the founder of Aubin Pictures, is an Emmy Award-nominated producer, director, writer and organizer. Her media work – which focuses on arts and culture, HIV/AIDS and reproductive health, and other social justice issues – has screened around the world in festivals and theaters, on PBS and the Sundance Channel, at community-based organizations, universities, and museums. As a filmmaker who has worked in all aspects of production for 20 years, her interest is in telling stories and finding the details that educate and inspire.

Gund's productions include *Motherland Afghanistan* (AFI Fest Official Selection; PBS broadcast); *A Touch of Greatness* (Best Documentary Award, Hamptons Film Festival, Ohio Film Festival, and Denver International Film Festival; PBS broadcast; Emmy nomination); *Making Grace* (theatrical release); *On Hostile Ground* (Sundance Channel broadcast); *Hallelujah! Ron Athey: A Story of Deliverance* (Best Documentary Award, Chicago Underground Film Festival; theatrical release); *When Democracy Works*; *Positive: Life with HIV* (PBS broadcast); and *Keep Your Laws Off My Body*; as well as work with the collectives DIVA TV (co-founder) and Paper Tiger Television. She co-founded the Third Wave Foundation and was on the founding board of Working Films and Reality Dance Company. She has served on the advisory council for MediaRights.org and the NewFest, and as a consultant for the Robeson Fund.

Tanya Selvaratnam, Producer, was born in Sri Lanka and raised in Long Beach, CA. She is a producer, writer, actor, and activist based in New York, NY and Cambridge, MA. Most recently, in addition to WHAT'S ON YOUR PLATE?, Tanya produced Chiara Clemente's OUR CITY DREAMS (Hamptons and Locarno Film Festivals; Film Forum premiere on February 4, 2009; Sundance Channel, spring 2009) and was the Artist Liaison for the "30 Americans" exhibition at the Rubell Family Collection. Other film productions include Jed Weintrob's ON_LINE (Sundance and Berlin Film Festivals; theatrical/cable television release) and THE F WORD (Tribeca Film Festival; IFC broadcast), and Gabri Christa's DOMINO (Black Filmmakers Foundation Lab). As a theater artist, Tanya has toured the world with The Wooster Group, The Builders Association and Jay Scheib; and been a resident fellow at Yaddo, Blue Mountain Center, Voice & Vision Theater, and the Institute on Arts and Civic Dialogue. As an activist, she has worked with the Ms. Foundation, United Nations, World Health Organization, Third Wave Foundation, Groundswell Community Mural Project, and Artists for Tsunami Relief.

Sadie Rain Hope-Gund, Co-Producer, loves to read, travel and eat ice cream. She is in the 7th grade at the Manhattan Academy of Technology / PS126 in Chinatown, NYC and lives in Soho with her three little brothers, Kofi, Rio and Tenzin. She is a vegetarian and has genetically-linked high cholesterol which she controls through diet. Her favorite sports are fencing and figure skating.

Safiyah Kai Russell Riddle, Co-Producer, is a very active New Yorker, mainly because she loves every sport, but soccer is by far her favorite. Safiyah has been a vegetarian "since the womb" (as she puts it) along with all of the other people in her family: mom, dad, older sister Aida, and younger brother Sankofa. Safiyah attends Manhattan Academy of Technology and is in the 7th grade. She loves to read, write, draw, and hang out with friends.

Nell Marantz, Associate Producer, has an M.S. Ed from Bank Street College of Education. She taught for 5 years in New York City, working with children from diverse backgrounds and with a wide range of abilities and special needs. She brings her knowledge of education and development to her work at Aubin Pictures, as she strives to make documentaries accessible and educational to a wide audience.

Heather Greene, Associate Producer, specializes in Television, Live Events, and both Documentary and Feature Film. She recently co-produced a documentary feature "Of All The Things" that premiered at the 2008 SXSW Film Festival and won Audience Awards from Sarasota, Nantucket, and Palm Beach International Film Festivals. It is also in competition at the AFI Fest 2008. Her first narrative feature as a co-producer was "The Favor," which was released in 2007. Heather is a Senior Associate Producer for "How's Your News?", a new television series about a group of adult news correspondents with mental and physical disabilities. She has also produced Vice Magazine's "Guide to Travel" featuring unique profiles of many countries including Bulgaria, Lebanon and Brazil. She has worked extensively on events for contemporary art gallery Deitch Projects and the Tribeca Film Festival. In addition to her film pursuits, Heather and her husband run Mama's Food Shop, a restaurant in New York's East Village. She lives in New York City.

Nancy C. Kennedy, Editor, is a New York based editor who has edited several award-winning films including Sundance Grand Jury winner *Why We Fight* (2005), *For The Bible Tells Me So*, *Thank You and Goodnight* and *Riding the Rails*. She has also co-directed and edited several independent documentaries, most recently, *Who Does She Think She Is*, (2007), *Bluegrass Journey*, (2004), and *Who's On First* (baseball

comes to Greece) and is currently producing and directing a film about feminism, *She's Beautiful When She's Angry*. Her many editing credits include work at all the major networks on television series such as Great Performances, American Experience, Wide Angle, American Masters, National Geographic Specials, among others.

Emily Hubley, Animation, has made short animated films for thirty years and provided animation to television, fictional and documentary films for over a decade. She recently completed her first feature film *THE TOE TACTIC* (2008), which has screened several film festivals including South by Southwest, New Directors/New Films and the San Francisco International Film Festival. She is a 2004 Annenberg Film Fellow, named by the Sundance Institute, and attended their 2002 Screenwriters' and 2003 Filmmakers' Labs. Ms. Hubley created artwork and animation for John Cameron Mitchell's *HEDWIG AND THE ANGRY INCH* (2001). With Jeremiah Dickey, she provided inserts for documentaries including *THE BOY IN THE BUBBLE* (2006) and *EVERYTHING'S COOL* (2007). Emily also worked at The Hubley Studio, Inc. on Faith Hubley's films from 1977 to 2001. She lives in Maplewood, New Jersey.

Jeremiah Dickey, Animation, has been creating fine animation for television and film since 1997, working both independently & in cahoots with several NYC studios, including Moxie Firecracker Films, Bill Plympton Studio, Stretch Films, Transistor Studios, and others. Since 2001 he has frequently collaborated with filmmaker/ animator Emily Hubley, creating animation for many documentaries and films, most recently including Ms. Hubley's debut feature *The Toe Tactic* (2008), on which he also served as Associate Producer. Jeremiah lives and works in Brooklyn, New York, with his wife and dog.

Adam Crystal, Composer, was born and raised in Northern California. He began music school at age 12, and after graduating from Interlochen Center for the Arts he earned degrees in violin and music business from Syracuse University and studied at the Royal Conservatory of Music in Prague, CZ. Adam has lived and worked in New York City as a musician and composer since 1998. Some of his more recent projects include extensive work and touring with the band Fischerspooner (Capitol Records). In addition Adam actively scores music for both television, film, advertising, dance, and video art.

Kate Adamick, Advisory Council Member, is the director of the Orfaea Fund's s'Cool Food Initiative in Santa Barbara, California.

Dan Barber, Advisory Council Member, is the chef and co-owner of Blue Hill restaurant in New York City.

Chef Ann Cooper, Advisory Council Member, is the director of nutrition services for the Berkeley Unified School District (BUSD) and author of the book is "Lunch Lessons: Changing the Way We Feed Our Children" (Harper Collins, Sept. 2006).

John S. Johnson, Advisory Council Member, is a filmmaker and founder and Chairman of the Board of Directors of Eyebeam, a center for art and technology.

Van Jones, Advisory Council Member, is an eco-visionary, award-winning human rights attorney, author and powerhouse speaker.

Jonathan Kevles, Advisory Council Member, is based at the Clinton Foundation, where he is working on the Clinton Climate Initiative's Energy Efficient Building Retrofit Program.

Anna Lappé, Advisory Council Member, is a national bestselling author and sought-after public speaker, respected for her work on sustainability, food politics, globalization, and social change.

Katrina T. Monzón, Advisory Council Member, worked for several years as a Child Nutrition Advocate and Food Policy Analyst at Community Food Resource Center (now FoodChange, Inc., a subsidiary of the Food Bank for New York City) and she is now a teacher in New York City.

Raj Patel is a writer, activist and academic. His first book is “Stuffed and Starved: The Hidden Battle for the World Food System.”

Michael Pollan, Advisory Council Member, is the author of “In Defense of Food: An Eater's Manifesto,” “The Omnivore's Dilemma: A Natural History of Four Meals” and “The Botany of Desire: A Plant's-Eye View of the World.”

Anna Deavere Smith, Advisory Council Member, is an actor, playwright and university professor. She has received numerous honors for her work, including a Macarthur Genius Award and a Tony nomination, and is the founder of the Institute on Arts & Civic Dialogue.

Bryant Terry, Advisory Council Member, is an award-winning eco-chef, author, food justice activist and Food and Society Policy Fellow, a national program of the WK Kellogg and Fair Food Foundations.

Aaron Woolf, Advisory Council Member, is the director and producer of the critically acclaimed film, *King Corn*.

The Cast



Sadie and Safiyah



The Angel Family, Goshen, N.Y.



Elijah, John, and Caleb Wright



**Manhattan Borough President
Scott Stringer**



**Elizabeth J.E. Johnson, Latham Thomas,
Bryant Terry, Anna Lappé and
Ludie Minaya**



Idris Goodwin, Break Beat Poet and Teacher



Matt Carpenter, Science Teacher



**Chef Jorge Collazo and Eric Goldstein
NYC School Food Executives**



**Maritza Owens
Harvest Home Farmers Markets**



Roger Schulte



Maureen Cooke with her kids



**Alan Halko, Spring Hill Farm
Peninsula, OH**



**Richard Ball, Schoharie Valley Farms
Schoharie, NY**



**Dr. Rob Saken, Pediatrician
Soho Pediatrics**



**Kevin Walter and Sasha Schulman
Founders, Stanton Street CSA**



**Amy and Kevin Miceli
Ciao for Now Restaurant**



**Judith Foster and Jackie Vargas
Principal and Food Service Work, P.S. 363**

Press

Two Friends Investigate the Urban Food Chain, by Karen Loew, City Limits, August 11, 2008.

Link: http://www.citylimits.org/content/articles/viewarticle.cfm?article_id=3606

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TWO FRIENDS INVESTIGATE THE URBAN FOOD CHAIN

Several points of progress in the spread of healthy food are amplified in an upcoming documentary. > By Karen Loew



Safiyah Riddle, left, and Sadie Hope-Gund, right, pose after an interview with Eric Goldstein, far left, who is CEO of school support services for the city's Department of Education, and Jorge Collazo, executive chef of school food. *Photo courtesy of Aubin Pictures*

For those who have been paying attention to food politics in America over the past decade or so – whether advocating for tighter organic farming standards, protesting the lack of fresh, healthy food in lower-income areas, or absorbing eye-opening books and films like “Fast Food Nation” and “Super Size Me” – the universe of problems and solutions has attained a general clarity: The extraordinarily productive American food industry often produces and

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Media diet: Sadie and Safiyah hit the Greenmarket with Breyani Terry in their new food fight film.

REEL FOOD

Squatting on a wooden stool at his kitchen counter, four-year-old Tenzin plucks green stems off cherry tomatoes, chops bell peppers, then uses a mortar and pestle to mash it all into a chunky salsa, asking a visitor, "Do you like it spicy?"

Meanwhile Tenzin's brothers, nine-year-old twins Kofi and Rio, show off the window boxes that line the southern end of the family's Grand Street loft: sugar lump tomatoes, rosemary, mint, oregano and edible nasturtium flowers. "Ooh! Can you get me one?" Tenzin calls out.

The children's mom, documentary filmmaker Catherine Gund, 42, says they love to cook. Her latest project, *What's On Your Plate?*, follows 11-year-old Sadie (the oldest of Gund's four children) and Sadie's best friend, Safiyah, on a colorful, kid-friendly journey as they interview farmers, school officials, chefs and activists to learn what's on their plates, how it got there and how to improve it. But this is no garden variety educational video; the film's advisory board includes movement heavyweights Dan Barber and Michael Pollan. And, although it takes place in New York, Gund says the crises it grapples with affect communities nationwide. At press time, *What's On Your Plate?* was in post-production.

Sadie and Safiyah, now 12, say making the movie opened their

eyes. Food "doesn't just come magically," explains Safiyah. In the film they visit the Angel family farm upstate; dig carrots with the Lower East Side Girls Club; compare calories in walnuts, marshmallows and Funyuns in their middle-school science class; and share a home-cooked feast of pasta, pesto, sautéed corn and homemade peach ice cream with activists and *Grub!* coauthors Anna Lappé and Breyani Terry.

"A film that looks at food through the eyes of young people is super exciting," says Lappé. It's also unique: Although it falls on the heels of food-fight films like *Super Size Me*, *The Future of Food*, *Fast Food Nation* and *The Real Dirt on Farmer John*, Gund says *What's On Your Plate?* is the first in the genre to focus on kids.

Scheduled for release this spring, the film will be accompanied by a nationwide campaign with podcasts and teacher tool kits, says Gund. She hopes it will inspire families to cook together and talk about food choices. Just such a conversation—about meat-averse classmates who thought pasta and pizza formed a balanced diet—helped inspire *What's On Your Plate?* The film was Sadie's idea, says Gund. "She wanted to call it *Vegetarians Gone Bad*." ●

asubpictures.com/woyp

Jaime Joyce is the education editor at TIME For Kids, TIME magazine's weekly classroom news edition.

Photograph: Catherine Gund

What's On Your Plate Mention in The Hollywood Reporter, February 6, 2009

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Berlin sidebar gives something to chew on

Culinary Cinema has more than fine dining on its mind
By Charles Mailes
Feb 6, 2009, 03:35 PM ET



More Berlinale coverage

BERLIN -- The third edition of the Culinary Cinema sidebar kicks off Sunday with a whole new concept. While the event still comprises a mouthwatering menu of gastro-themed movies, this one's spiced with more than a little food for thought.

Instead of the intimate evening screenings for about 180, followed by dinner, the opening film -- Robert Kenner's hard-hitting food industry exposé "Food, Inc." -- will unspool at 5 p.m. in the 1,500-seat Friedrichstadtpalast.

In a year when the main competition jury includes restaurateur and food writer Alice Waters, the high-profile opening underlines the Berlinale's commitment to promoting links between the world of cinema and the good food movement.

"The subject of food is not only for gourmets, but it is also a political subject, which makes it perfect for the Berlinale," said Thomas Struck, organizer of Culinary Cinema. "I think food and how it is produced is hotter than ever, as you can see by the number of documentaries on the topic."

Struck admits the large-scale opening goes against the grain of Culinary Cinema, an otherwise intimate event, but said the idea is to give a bigger platform to "Food, Inc." The screening will be followed by a discussion featuring Kenner and authors Eric Schlosser ("Fast Food Nation") and Michael Pollan ("The Omnivore's Dilemma"), who also are featured in the documentary.

The sometimes unpalatable truths on display in "Food, Inc." meant a shift away from the usual post-screening glitzy dinner. ("After the film it's very hard to eat," Struck concedes.) Instead, the assembled throng will be treated to a special bowl of vegetable stew prepared by Tim Raue, one of Berlin's most renowned chefs.

"It will be elegant but culinarily correct," Struck said. "Everyone will go home with something to chew on, in all senses. You know after a film like this why you want to eat better."

Beginning Monday evening, Culinary Cinema reverts to its familiar movie-and-dinner concept, with 7:30 p.m. screenings of food-themed films followed by a three-course meal prepared by some of Europe's finest chefs served in the sparkling surroundings of the Minor Tent. The screenings will be in the same place as last year, the theater under the Martin Gropius Bau, but the tent has been relocated from behind the building to across the street. Dinner is followed by a second movie around 11 p.m.

Monday's early movie is Venetian audience award winner "Mid-August Lunch" from Italian director Gianni Di Gregorio, which runs on a double bill with a meal from Luxembourg chef Les Linder. This is followed by the later screening of "Antique," a gay-themed South Korean comedy set around a pizzeria.

Tuesday features the world premiere of Spanish marriage-a-la-mode comedy "Mediterranean Diet" by Joaquin Oristrell, which segues into dinner from Kaja Keesberg of Berlin's hip V&U restaurant. This is followed by the bitter-sweet love story "Haiti Cherie" from Claudio del Puente.

On Wednesday, Bosnian harmer Aida Begić's tale of a war-torn village where only the women are left, "Snow" will be the main event, for which chef Hendrik Otto of Berlin's swank Vilm restaurant will prepare a complimentary repast. Ron Colby's film about an anti-walzing activist, "Private for the Sea," is the later screening.


Thursday is the turn of "Terra Madre" (Mother Earth), a documentary on the slow food movement from Italian veteran Ermanno Olmi, which will have its world premiere here as a Berlinale Special. Dinner, naturally, is Italian, with a gastro-themed spread from Hamburg-based Cornelia Piretto. The late show is Jean-Paul Jaud's documentary on children's role as eco-activists, "Our Children Will Accuse Us."

Staying with the kids theme, Friday will feature a children's screening of U.S. documentary "What's on Your Plate," directed by Catherine Gund, in conjunction with locals schools and a Berlin youth project.

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What's On Your Plate? Outreach Summit, Hosted by Manhattan Borough President Scott Stringer, Co-organized with Working Films, January 12, 2008.

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What's on Your Plate

Directors/ Producers:
Catherine Gund

Release Date: In production

Website:
aubinpictures.com/woyp

Have you ever taken a moment to stop and think about exactly what it is you eat? *What's on Your Plate* follows two New York City kids as they explore their place in the food chain. Working Films has partnered with filmmaker Catherine Gund of Aubin Pictures to host a strategy summit for *What's on Your Plate*. The summit will bring together non-profits, NGO's, and governmental agencies focused on increasing access to healthy and affordable food; reducing obesity; and connecting local farmers to schools and families. Together with our allies, we will create a film campaign for healthy, just and sustainable communities.

ABOUT THE FILM

What's on Your Plate is a witty and provocative documentary produced and directed by award-winning Catherine Gund about kids and food politics.

Filmed over the course of one year, the film follows two eleven-year-old African-American city kids as they explore their place in the food chain. Sadie and Safiyah take a close look at food systems in New York City and its surrounding areas. With the camera as their companion, the girls talk to each other, food activists, farmers, new friends, storekeepers, their families, and the viewer, in a quest to understand what's on all of our plates.

The girls address questions regarding the origin of the food they eat, how it's cultivated, how many miles it travels from the harvest to their plate, how it's prepared, who prepares it, and what is done afterwards with the packaging and leftovers. They visit the usual supermarkets, fast food chains, and school lunchrooms. But they also check into innovative sustainable food system practices by going to farms, greenmarkets, and

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