

It's all about the **GREEN**



IN ORGANIC WE TRU\$T

SCREENING TOOLKIT

WELCOME

Welcome to the *In Organic We Trust* screening toolkit. This guide will help you plan and host a community screening that engages your audience and inspires them to participate in your local food movement.



ABOUT THE FILM

We can no longer stomach our food system. 78% of Americans eat some organic food, because they think it's healthier. Is organic really better for us, or just a marketing scam? When corporations went into the business and "organic" became a brand, everything changed. The philosophy and label grew apart. This film looks beyond organic for practical solutions for you and me. Local farmer's markets, school gardens, and urban farms are revolutionizing the way we eat.



Change is happening from the soil up. Get involved!



ABOUT THE CAMPAIGN

We want this film to inspire your community to engage with and contribute to local and sustainable agriculture efforts. This starts with education about organic food and the solutions we can help implement to improve public health, increase food security, and reverse environmental degradation. Some of the issues we feature include:



- **ORGANIC:** What exactly does it mean?
- **URBAN FARMING & HEALTHY FOOD ACCESS:** How to increase access to local, organic produce for low-income urban residents
- **SCHOOL GARDENS & EDIBLE EDUCATION:** How to educate children about where food comes from and promote healthy eating habits



STEP ONE: THE EVENT

First thing's first, nail down a date and venue for your screening and get public screenings rights for *In Organic We Trust* by securing the appropriate screening license from our store: inorganicwetrust.org/store_new.

CHECKLIST

- Invite guests** by sending emails, creating a Facebook event, sending out an Evite, including the event in your newsletter, and/or putting up posters & fliers. Contact us to add your event to our screening calendar.
- Recruit** partner organizations to help facilitate and promote the screening. Some examples are: your local Slow Food chapter, environmental organizations, farmer's markets, community and school gardens, urban farming groups, sustainable agriculture organizations, and student groups.
- Download** our press kit, poster, and photos at inorganicwetrust.org/press_materials. Use these materials to promote your screening online or create a flyer. Before the screening, print out several email sign-up sheets (found at the end of this packet) to pass around at the event.
- Contact** local press to let them know about your event. Submit an event listing on local news websites and blogs, or pitch a story to the lifestyle, arts/entertainment, and food reporters.
- Do a test run** of your DVD to make sure all these parts work properly: TV, DVD player, cables, projector, audio, size of the image, screen, and the DVD itself.
- Invite experts** for a 30-minute Q&A or panel discussion after your screening. Be ambitious and don't be afraid to invite influential leaders and decision makers! If you are interested in having Director/Producer, Kip Pastor, speak at your event, please contact us.
- Make it a party!** Ask local restaurants and markets that offer sustainable food to donate snacks or hors d'oeuvres for the event. You can find them at localharvest.org, eatwellguide.org, or realttimefarms.com. For smaller gatherings or home screenings, consider organizing a potluck.
- Green it Up!** Lower the carbon footprint of your event by avoiding single-use disposable products. Check out our Greening your Screening list at the end of this packet. Patagonia Sur (patagoniasur.com) also offers carbon off-sets for purchase.
- Create a call to action.** Feel free to use the ideas listed in step 3 and refer your audience members to the Take Action page of our website (inorganicwetrust.org/take_action).

STEP TWO: THE BIG DAY

Now that you're ready for the big day, here are some tips for taking your screening to the next level

- Make it personal.** Before the film starts, introduce yourself to the audience and briefly explain what inspired you to host a community screening.
- Collect emails.** Pass around clipboards with email sign-up sheets during the Q&A/discussion. Then, scan and email them to info@inorganicwetrust.org or mail them to Pasture Pictures, P.O. Box 642696, Los Angeles, CA 90064, so we can grow our movement!
- Spark a conversation.** Use the following discussion questions, or create your own, to start a conversation about sustainable food in your community.
- Plant the seed.** Send your guests home with simple ideas for taking action and changing their own habits! We got some suggestions- keep reading!



STEP THREE: AFTER THE SCREENING

Now that your audience members are inspired and engaged, you have a great opportunity to get them to take action on the most important issues facing our nation and your community. Create a list and pass it out at your event, or refer your audience to the *In Organic We Trust* website. Here are some ideas to get you started:



ACTION 1: GET INFORMED AND EDUCATE OTHERS

- **Follow us** on Facebook and Twitter for news and updates
- **Check out** our resources (on pg.7) and share with your friends
- **Talk to your friends and neighbors** about this film and share your knowledge about organic, local, and sustainable food

ACTION 2: DO IT YOURSELF

- **Grow your own food** (the National Gardening Association has great tips) and donate what you can't eat to a local food bank

- **Vote with your fork.** Spend your food dollars at local farmer's markets, food producers, and sustainable restaurants
- **Cook at home** more often

ACTION 3: JOIN THE COMMUNITY

- **Volunteer** at a community garden, school garden, or your local farmer's market
- **Get involved** with your local Slow Food chapter or other sustainable food organization
- **Get to know** your local farmers. Most of them are very passionate about what they do and are happy to answer your questions about their farming practices

ACTION 4: GET POLITICAL

- **Sign the petitions** on InOrganicWeTrust.org
- **Form a parent group** to push for changes in your child's school lunch program. The Center for Science in the Public Interest has a great toolkit on their website (cspinet.org)
- **Attend a meeting** of your local food policy council

GREENING YOUR SCREENING

6 WAYS TO LOWER THE CARBON FOOTPRINT OF YOUR EVENT



1. If you're providing food, make sure it is locally sourced, chemical-free, and minimally packaged. Invite your guests to bring the same.
2. Limit the use of single-use disposable products at your event. One way to encourage guests to bring their own cups, plates, and utensils is to get the venue to give a discount to folks who bring their own. If you must provide disposable products, make sure it's not styrofoam!
3. Go paperless and share digitally! Use online social networks, email, and text to invite your guests.
4. Turn off all of the lights during the screening.
5. Encourage people to walk, bike, carpool, or take public transportation to the screening.
6. Donate, recycle and reuse leftover materials. Make sure that there's a recycling bin clearly labeled and in plain view.

DISCUSSION QUESTIONS

1. What did you learn from the film that surprised you?
2. Did the film inspire you to make personal changes related to shopping or eating choices?
3. What positive things are happening in this community around local, sustainably produced food? Where is there room for improvement, and how can community members help?
4. Do low-income community members have access to healthy food? How can we make healthy food affordable for everyone?
5. What local farms, markets, and businesses should community members support to promote sustainability?
6. Does local legislation support or discourage urban farming? What policies are needed to make growing within the city feasible?
7. What is the quality/nutritional value of school lunches served to children in this community? What can parents do to fight for healthier meals?
8. Are there school gardens in this community? What can parents do to help build school gardens and get food/nutrition education included in the curriculum?

RESOURCES



- **Center for Science in the Public Interest (www.cspi.org)**
A consumer advocacy organization that conducts research and advocacy programs in health and nutrition
- **Civil Eats (www.civileats.com)**
A great place to get your daily dose of sustainable food news
- **Community Food Security Coalition (www.foodsecurity.org)**
A nonprofit dedicated to building strong, sustainable, local and regional food systems that ensure access to affordable, nutritious, and culturally appropriate food for all people at all times
- **The Cornucopia Institute (www.cornucopia.org)**
The Cornucopia Institute's reports and scorecards help consumers identify the best producers of eggs, dairy, cereal, meat alternatives, and soy
- **Eat Well Guide (www.eatwellguide.org)**
Find local, sustainable, organic food near you
- **Environmental Working Group (www.ewg.org)**
EWG's research exposes threats to your health and the environment, bringing to light the unsettling facts you have a right to know
- **Farm Aid (www.farmaid.org)**
Farm Aid works to keep family farmers on their land, producing fresh, healthy food for everyone.
- **Food Corps (www.foodcorps.org)**
Leaders delivering nutrition education, building school gardens, and connecting farms to schools
- **Food Politics (www.foodpolitics.org)**
Nutrition and food politics guru Marion Nestle's daily blog
- **Grist (www.grist.org)**
Environmental news and commentary
- **Growing Power (www.growingpower.org)**
A nonprofit and land trust that helps people grow, process, market, and distribute food in a sustainable manner
- **Local Harvest (www.localharvest.org)**
Find farmer's markets, family farms, and other sources of sustainably grown food in your area
- **Real Time Farms (www.realtimefarms.com)**
Understand where your food comes from and find farms, farmer's markets, and restaurants serving up sustainable food in your area
- **Roots of Change (www.rootsofchange.org)**
A network of leaders and institutions working to build a sustainable food system in California by 2030
- **Slow Food USA (www.slowfoodusa.org)**
Supporting good, clean and fair food for everyone
- **Sustainable Table (www.sustainabletable.org)**
Educates consumers on food-related issues and works to build community through food

IN ORGANIC WE TRUST
Email List Sign-Up

Sign up to learn what you can do to get involved,
and to receive screening info, news, and discounts.

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