

FOOD FIGHT

Revolution never tasted so good.



FOOD FIGHT (60' OR 90')

GENRE: DOCUMENTARY / FOOD / HEALTH

FOOD FIGHT is an award-winning film about how American agricultural policy and food culture developed in the 20th century, and how the California food movement rebelled against big agribusiness to launch the local organic food movement.

When we walk into a supermarket, we assume that we have the widest possible choice of healthy foods. But in fact, over the course of the 20th century, our food system was co-opted by corporate forces whose interests do not lie in providing the public with fresh, healthy, sustainably-produced food. Fortunately for America, an alternative emerged from the counter-culture of California in the late 1960s and early 1970s, where a group of political anti-corporate protesters--led by Alice Waters--voiced their dissent by creating a food chain outside of the conventional system. The unintended result was the birth of a vital local-sustainable-organic food movement that brought back taste and variety to our tables.

FOOD FIGHT is a fascinating look at how American agricultural policy and food culture developed in the 20th century, and how the California food movement has created a counter-revolution against big agribusiness.

"Chefs are social reformers in America right now."

-Michael Pollan

Skillfully using archival footage interspersed with expert interviews (Michael Pollan, Alice Waters, Wolfgang Puck) FOOD FIGHT tells the story of food; what is wrong and what is right with current trends in our food supply system.

Importantly, the film advocates a future of healthy food in an uplifting, positive, empowering way. Unlike other food documentaries currently in the marketplace that show a depressing, horrific, and food-hating future, FOOD FIGHT asks the audience to make a change in favor of good-tasting, healthy food grown locally as a step to a better lifestyle for individuals, families, and communities.

The takeaway for the viewing audience is a powerful, enjoyable, and ultimately sustainable message about what can be good about healthy food in our future.

