



FINAL IMPACT REPORT

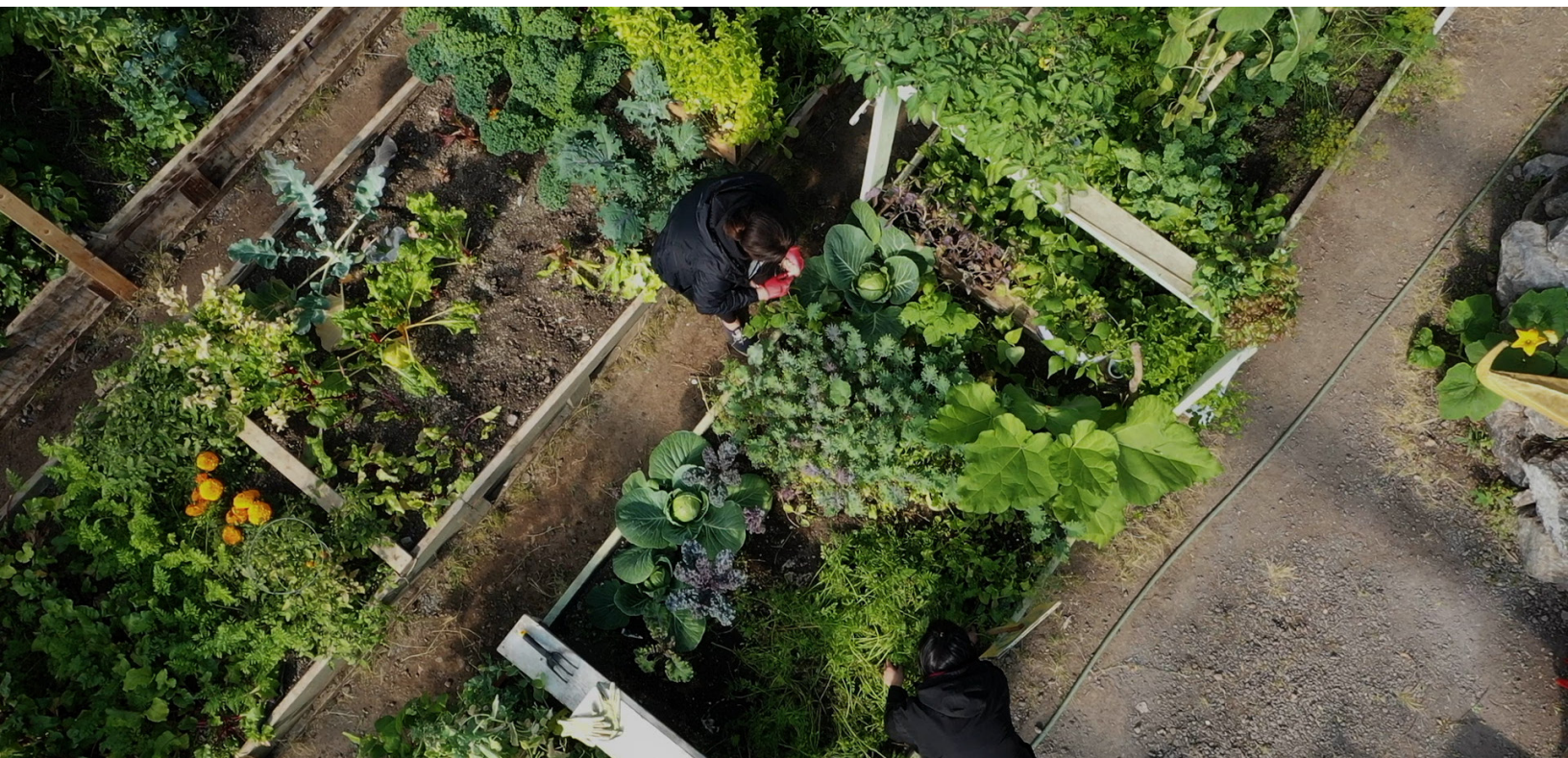
March 2020-2022

Vision Statement

By amplifying the voices and work of young, racialized and marginalized food activists, *Food for the Rest of Us* will help inspire and strengthen the global food justice movement.

Impact Objectives

- Recognize and honour the work of food justice and food sovereignty activists from racialized and marginalized communities who are creating positive systemic change in their communities
- Inspire new members of racialized and marginalized communities to challenge dominant and oppressive food regimes, connect the act of growing food with reclaiming power, and consider joining the movement
- Help build a global network of food activists facilitating knowledge exchange and building solidarity
- Equip racialized, marginalized and remote communities with practical tips, resources, and case studies to start their own farm/greenhouse/planting and harvesting initiatives



Highlights

- Participated in Good Pitch Vancouver Lab and developed an impact vision and strategy for the film and forged early relationships with community stakeholder groups.
- Created self-distribution system on film website and accepted community and educational screening requests.
- North America media attention thanks to publicist Nicola Pender.
- Dustin Milligan joined as an Executive Producer.
- Personalized and community e-bulletin outreach to 400 stakeholders.
- Organized 35+ community screenings with organizations working in food justice.
- Cultivated partnerships with national organizations: Food Secure Canada, Food Banks Canada, National Farmers Union, Community Food Centres Canada and Farm to Cafeteria Canada.
- Since re-opening, top selling event at Hot Docs Ted Rogers Cinema for World Food Day screening. Filmmakers Tiffany and Caroline participated in post-screening conversation moderated by Samira Moyeddin (host of CBC podcast *Unforked*) and with Moe Pramanick from FoodShare and Fatin Chowdhury from Black Creek Community Farm.
- Recording of talkback
- Filmmakers Caroline and Tiffany under consideration as guests on Samira Moyeddin's CBC podcast *Unforked*.
- Secured US distribution and impact partner, Collective Eye, who are now handling US community and worldwide educational screenings, outreach and fulfillment.
- Mentored two Impact Coordinators from under-represented communities.
- The film will screen in Inuvik, Fort Smith, Hay River and Fort Simpson as part of the Yellowknife International Film Festival Road Tour.



Where the Film Screened

- **World Premiere:** DOXA | May 2021
- **International Premiere:** Hawai'i International Film Festival | November 2021
- **Local Premiere:** Toronto Food Film Festival | October 2021
- **Theatrical Premiere:** Hot Docs | World Food Day Screening | October 16, 2021
- **Hot Docs at Home** - exclusive two month streaming window



Additional Festivals

- Yellowknife International Film Festival
- American Indian Film Festival (US)
- Hawai'i International Film Festival (US)
- Available Light Film Festival
- KDocsFF
- Belleville Downtown DocFest
- ReFrame Festival
- Transitions Film Festival (Australian Premiere)
- Skabmagovat Indigenous Film Festival (Finland Premiere)
- DisOrient Asian American Film Festival (US)
- World Community Film Festival
- Princeton Environmental Film Festival (US)

Future broadcasters: Northwestel and APTN



Community Impact

To date, hosted 35+ screenings with community partners in the food justice space, including major national umbrella organizations: **Food Secure Canada**, **Farm to Cafeteria Canada**, **Food Banks Canada**, **National Farmers Union** and **Community Food Centres Canada**.



These larger partnerships generated ripple effects:

- Food Secure Canada prompted the creation of French subtitles
- Farm to Cafeteria Canada staff screening became a larger screening with 100 members of their Edible Education Community of Practice group
- Both Food Banks Canada and Community Food Centres Canada went from a single head office screening license to the purchase of a multiple screening license offering the film to their regional chapters/national networks, inviting the filmmakers to participate in five discussions.

Partnered with **FoodShare Toronto** for Hot Docs **World Food Day** screening and raised awareness and some funding for their new Right to Food Campaign calling on the City to update the Toronto Food Charter and realize our right to food. Screening also amplified the voices of BIPOC food advocates in Toronto.



35+

Community Screening Partners



Survey Says

In relation to the impact goals, organizations provided feedback on how their screenings accomplished the following:

- ✓ **91%** Recognized and honoured the work of food justice and food sovereignty activists from racialized and marginalized communities who are creating positive systemic change in their communities.
- ✓ **82%** Helped strengthen a network of food activists facilitating knowledge exchange and solidarity.
- ✓ **50%** Equipped racialized, marginalized and remote communities with practical tips, resources, and case studies to start their own farm/greenhouse/planting and harvesting initiatives.



Screening Partner Groups

Canada

- Nelson Community Food Centre
- Simon Fraser University Food Systems Lab
- Tofino Community Food Initiative
- Food First Newfoundland
- Government of Northwest Territories
- Eat Local Grey Bruce
- Kitchen Table Justice
- Food Stash Foundation
- Nada
- FarmFolk CityFolk
- Food Banks Canada
- Community Food Centres Canada
- Vancouver Neighbourhood Food Networks
- The Karma Project
- Fresh Roots
- Farm to Cafeteria Community of Practice
- Food Secure Canada
- National Farmers Union
- West Coast Coalition Against Racism
- School screening with Belleville Downtown DocFest
- University of Alberta
- Qajuqturvik Community Food Centre
- Tea Creek Enterprises*
- Abundance Community Farm*
- Northern Manitoba Food, Culture, and Community Collaborative*
- Toronto Youth Food Policy*

*Screening being planned

US

- US Food Sovereignty Alliance
- Piscataquis Regional Food Centre
- Puget Sound Environmental Rotary Club + Harvest Against Hunger
- Alaska Food Festival & Conference
- Oregon State University
- The New York Jewish Museum
- Seattle Area Plant Foragers
- Maine Organic Farmers and Gardeners Association
- Vermont Organic Farmers Conference
- Dairy Arts Center
- Princeton Public Library
- Sustainable Woodstock
- University District Food Bank

International

- Lancaster University's Matvit Conference on sustainable food sovereignty in the Faroe Islands

Testimonials

"The film gave us a boost of energy and motivation to continue working on food justice with people who are often ignored by mainstream society. It gave us hope to see stories of what can work and improve lives."

- Belinda Li, Director of Innovation / Research Associate, Simon Fraser University Food Systems Lab

"It was such a great conversation and the film was so beautifully made. Big congratulations to Tiffany & Caroline!"

- Moe Pramanick, FoodShare Toronto

"It was such a moving and inspiring film with middle fingers flying - I LOVED IT!"

- Samira Moyeddin, host of CBC podcast *Unforked*

"The discussion following the screening had us all meeting each other in deeper, personal conversations that are critical to building a movement. The determination of people to create their own paths to food sovereignty and to bring others along struck people. The combination of stories meant that everyone learned something."

- Heather Beach, National Farmers Union

"A very big thank you to Caroline and Tiffany for joining us. The discussion was great and a pleasure to lead. People really appreciated both the film and the panel, and I had a LOT of requests to view the recording from those who viewed the film but could not be there for the discussion. The ripple effect of those insights and discussions will be felt."

- Brooke van Mossel-Forrester, Community Food Centres Canada

Educational Sales

Canada

- Saint Mary's University
- University of British Columbia
- Brandon University
- North Island College
- York University
- Toronto Metropolitan University

10

Digital site licenses

5

DVD + digital site licenses

US

- University of Wisconsin-La Crosse
- Loyola University
- Vanderbilt University
- University of Connecticut
- California State University
- University of Vermont
- Duke University

322

Public and university libraries



Press

- Engaged Nicola Pender as the Publicist to garner mainstream and niche press attention and support the creation of an [electronic press kit](#).
- Onboarding of actor Dustin Milligan as Executive Producer received press attention.

17

Articles/Interviews

16

Press Mentions

Notable Press

[‘Schitt’s Creek’ Star Dustin Milligan Joins ‘Food For The Rest Of Us’](#)

- Deadline

[‘Food For The Rest Of Us’ examines farming food as activism](#)

- etalk

[Food for the Rest of Us explores radical activism through farming](#)

- Stir Vancouver

[Refocusing the lens: how Indigenous people are using documentaries to tell their own stories](#)

- CBC

[DOXA: Serving Up Some FOOD FOR THE REST OF US](#)

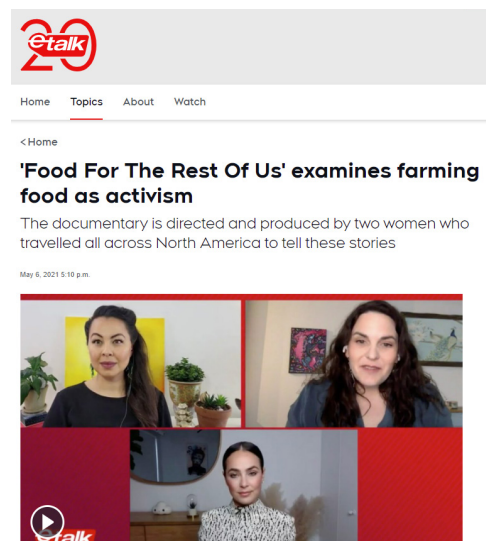
- Hollywood North Magazine

[N.W.T. filmmakers get \\$20K from Robert Redford’s environmental film production company](#)

- CBC

[Redford Center Funding a Record 22 Feature-Length Environmental Documentaries](#)

- The Hollywood Reporter



Online Engagement

Activated new **Food For The Rest of Us** film social media channels and strategy.

16,117

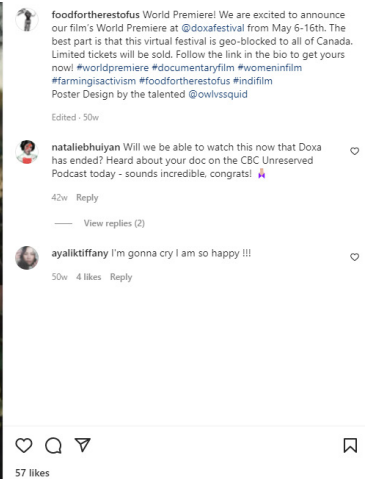
Facebook Page Likes

1,804

Instagram Followers

29,200

Trailer + Clip Views
Across all Platforms



Stakeholder Outreach + Community Newsletter

Generated outreach list of over 400 stakeholder groups in Canada and conducted outreach individually and via three community newsletters.

Stakeholders: academic and researchers, community gardens/centres, LGBTQ2+ outdoor programs, food justice/food security, food banks/rescue, anti-poverty, land rights, climate, farmers and farmers markets.

Film Website

Northwest Territories Web Developer, Mel Leonard, created film website, which launched for first festival. Updated throughout with screenings, festivals and press.

www.foodfortherestofus.org

Next Steps

- **Corporate screening strategy:** research + pitch 40 medium and large Canadian + US-owned food companies (ie. Loblaws, Earthbound Organics) to host staff screenings and discussions.
- International sales: Caroline exploring international sales at Sunnyside of the Doc in La Rochelle, France in June 2022



Credits

This Impact Report was prepared by

RING FIVE

IMPACT DOCS

Ring Five Impact Team – Canada

Jackie Garrow, Impact Producer
Brianna Girdler, Associate Impact Producer
Lynn Canney and Anson Tso, Outreach Coordinators
Mel Leonard, Web + Graphic Design
Alessandra Hechanova, Web + Graphic Design
Kimberly Quines, Research + Outreach

US Impact & Educational Lead

Kanani Koster, Impact + Acquisitions Manager, Collective Eye Films

Filmmaking Team

Caroline Cox, Director
Tiffany Ayalik and Caroline Cox, Writers
Dustin Milligan, Executive Producer
Stuart Hederson, Executive Producer, 90th Parallel Productions
Caroline Cox, Tiffany Ayalik, and Jerri Thrasher, Producers

Impact Work Generously Supported By



Good Pitch Vancouver Financial Donations

Amanda Froese, Anthony Swan, Becky Young, Belinda Li, Alces Technologies, Brian Hamilton, Esther Chetner, Harry Karlinsky, Heather Pritchard, Hilary Pada, Julia Hunter, Laura Plant, Leonard Schein, Loc Dao, Lolehawk Buker, Mark Busse, Mark Jacobs, Susanna Redekop, Tamo Campos, Tatiana Nemchin, Tracey Friesen, Yoo-Mi Lee, Yoshi Sugiyama, Working Group on Indigenous Food Sovereignty

Production Partners

