

The Bullish Farmer | Synopsis

Short (181 words)

A Documentary on Sustainable Agriculture. Over a decade ago, John Ubaldo, aka “John Boy,” a successful Wall Street investment banker decided to call it quits. Distraught over the loss of his best friend in the 9/11 attack on the World Trade Center, John traded in his high finance career for 185 acres of land on the Battenkill River in Cambridge, NY, to live a quiet life as a small farmer. John wanted to farm the way it was done 100 years ago, raising a variety of livestock and crops. His only goal was to raise delicious and nutritious food for himself and his extended network of family and friends. But John’s dream of living an uncomplicated traditional agrarian life gets complicated when he comes up against Big Agriculture (Big Ag) and realizes that his methods are not in sync with today’s prevailing agricultural methods. John, the very private farmer, becomes a passionate and outspoken activist lobbying for GMO labeling, animal rights, the preservation of crop diversity and the reduction of chemical fertilizers to help preserve small farms and rural America.

Long (559 words)

A Documentary on Sustainable Agriculture. Over a decade ago, John Ubaldo, aka “John Boy,” a successful investment banker decided to call it quits. Distraught over the loss of his best friend in the 9/11 attack on the World Trade Center, John traded in his high finance career for 185 acres of land on the Battenkill River in Cambridge, NY, to live a quiet life as a small farmer. John wanted to farm in the way it had always been done, raising a variety of livestock and crops. His only goal was to raise food for himself and his extended network of family and friends who live predominantly in Bedford/Pound Ridge NY, three hours south of the farm. John wanted to provide his loved ones with good clean food that was both nutritious and delicious the way he remembered it from childhood.

Over time John acquired registered Berkshire pigs, Black Angus cattle, chickens, ducks, geese and turkeys, all of which he allowed to roam free in wooded groves and green pastures. With the overarching goal of producing the cleanest food possible, John set out to make sure that his animals were extremely well cared for, and that they lived an entirely stress free life. No antibiotics, hormones, heavy metals, poisons, growth promoters, pesticides, herbicides or genetically modified grains would ever be used on John Boy's Farm.

But John's dream of living an uncomplicated traditional agrarian life was not as simple as one might think. He soon realized that his goals were not at all in sync with the prevailing farming methods carried out in the United States today. For instance, when he first looked into sourcing feed for his Berkshire pigs he ran smack into the problem of genetically modified feed. But finding clean feed is no easy task since large globalist companies such as Monsanto, the leading producer of genetically engineered seed, basically control all of the commercial animal feed produced in the United States.

In search of clean feed, John turns to his neighbor Jim Larsen, the region's local pig expert, and together they work to create their own specialized feed. John and Larsen buck the widespread and accepted practice of planting GMO corn, alfalfa and soy and plant conventional corn instead. They grind the corn themselves, adding specially sourced vitamins, minerals and protein sources. When it comes to planting, John turns to the age-old practice of crop rotation, rather than mono-cropping, the common practice of industrial farming which relies heavily on pesticides and herbicides.

The more John comes up against "Big Ag," the more he realizes that his old fashioned farming method is the way the entire country needs to go. Simply put, industrial agriculture is not working. Not only are global food prices soaring, but also our agricultural methods and farm policies are wreaking havoc on our health and the planet. What's more, Big Ag's promise – to feed the world – is a fallacy. There are a billion undernourished people worldwide.

John, the very private farmer, becomes a passionate and outspoken activist lobbying for GMO labeling, animal rights, the preservation of crop diversity and the reduction of chemical fertilizers.

Today, John Boy's farm is a success and proof that we can feed people healthful food in a very responsible way or, as he says, "One farmer, one seed, one community at a time."