WINNER hotdocs 2014 OUTSPOKEN. OUTSTANDING.

WINNER VIFF VANCOUVER INTERNATIONAL FILM FESTIVAL

Official Selection idfa 2014

WINNER CALGARY INTERNATIONAL FILM FESTIVAL 2014 OFFICIAL SELECTION

WINNER Edmonton International FILM FESTIVAL

OFFICIAL SELECTION CPH:DOX 2014

From the creators of The Clean Bin Project

JUST EAT IT.

A food waste story

PRESS KIT

FILM INFORMATION

"Lively, funny and thought provoking."
-Globe &Mail

FILMTITLE
Just Eat It: A Food Waste Story

LOGLINE
Where is your food going?

CONTACTINFO
Peg Leg Films
3076 Clark Dr
Vancouver, BC
778.321.3222

www.foodwastemovie.com
@JustEatItFilm

Jenny Rustemeyer, Producer
778.321.3222
foodwastemovie@gmail.com

TECHNICAL INFO
Running Time: 75 minutes
Exhibition Format - DVD, Blu-Ray
Aspect Ratio – 16:9
Shooting Format – HD 4:2:2 (Canon C300)
Color, English

BROADCAST & DISTRIBUTION

BROADCAST
Just Eat It will have its broadcast premiere on BC's Knowledge Network in November 2014.

COMMUNITY & FESTIVAL SCREENING INQUIRIES
Please contact foodwastemovie@gmail.com for public performance rights.

DISTRIBUTION
Canada
Jenny Rustemeyer, Peg Leg Films. peglegfilms@gmail.com

USA
Diana Holtzberg, Films Transit. diana@filmstransit.com

International
Jan Rofekamp, Films Transit. janrofekamp@filmstransit.com

"Fantastic."
9.6/10
– The Arts Guild

BRITISH COLUMBIA'S Knowledge Network:

CMF FMC
Canada Media Fund | Fonds des médias du Canada

AWARDS & FESTIVALS

"Hugely entertaining study of America's culture of excess ... will leave audiences gobsmacked."
-Variety

AWARDS

Emerging Canadian Filmmaker *Hot Docs*
Top 20 Audience Choice *Hot Docs*
VIFF Impact Award *VIFF*
People's Choice *CIFF*
Best Canadian Documentary *EIFF*
Runner Up Most Popular Documentary *VIFF*

FESTIVALS

Hot Docs 2014 (World Premiere)
IDFA 2014
CPH:DOX 2014
Vancouver International 2014
Calgary International 2014
Edmonton International 2014
Hollywood 2014

REVIEWS

Variety – "Hugely entertaining"

Globe and Mail – "smart, snappy documentary"

Digital Journal – "Compelling and inspiring."

The Arts Guild - "Fantastic....educational, entertaining, and potentially life-changing"

The Matinee - "Bright and vibrant."

SYNOPSIS

“Compelling and inspiring.”
- Digital Journal

"Bright and vibrant.”
– The Matinee

SHORT SYNOPSIS

Filmmakers and food lovers Jen and Grant dive into the issue of food waste from farm, through retail, all the way to the back of their own fridge. After catching a glimpse of the billions of dollars of good food that is tossed each year in North America, they pledge to quit grocery shopping and survive only on discarded food. What they find is truly shocking.

LONG SYNOPSIS

We all love food. As a society, we devour countless cooking shows, culinary magazines and foodie blogs. So how could we possibly be throwing nearly 50% of it in the trash?

Filmmakers and food lovers Jen and Grant dive into the issue of food waste from farm, through retail, all the way to the back of their own fridge. After catching a glimpse of the billions of dollars of good food that is tossed each year in North America, they pledge to quit grocery shopping cold turkey and survive only on foods that has been discarded. In a nation where one in ten people is food insecure, the images they capture of squandered groceries are both shocking and strangely compelling. But as Grant's addictive personality turns full tilt towards food rescue, the 'thrill of the find' has unexpected consequences.

Featuring interviews with author, activist and TED lecturer Tristram Stuart, food waste expert Dana Gunders, and acclaimed author Jonathan Bloom, Just Eat It looks at our systemic obsession with expiry dates, perfect produce and portion sizes, and reveals the core of this seemingly insignificant issue that is having devastating consequences around the globe. Just Eat It brings farmers, retailers, inspiring organizations, and consumers to the table in a cinematic story that is equal parts education and delicious entertainment.

Food waste is right under our noses. And it's a seemingly insignificant problem that is having shockingly massive global impacts.

BIOS

Grant Baldwin, Director/Editor/Cinematographer and Subject, *Peg Leg Films*

Grant started his career composing music for film and television, creating the score for a number of productions, and securing placements in productions such as Damages, Limitless, and Sacred Planet IMAX. After working closely with filmmakers, moving from music to being behind the camera was a natural progression. He shot, directed, edited, and scored the feature documentary *The Clean Bin Project* in 2010. He currently works as a cinematographer, editor, and director on various commercial and independent projects, and *Just Eat It* is his second feature documentary.

Jenny Rustemeyer, Producer and Subject, *Peg Leg Films*

Jen is a writer, producer, and grassroots community builder. She produced and was the subject of the 2010 film *The Clean Bin Project* which won 10 festival awards. She has organized hundreds of public events and film screenings, built an eco-mined online community of thousands using social media, managed a 30-city film tour across Canada by bicycle, and spoken globally on sustainability issues. *Just Eat It* is her second feature documentary.

Melanie Wood, Executive Producer, *Stranger Productions*

Melanie's previous award-winning films; 0.com, A Stranger In Our Home, School of Secrets, and Liberia '77 not only reflect the pulse of the times but the voices of those who've gone unheard. She's also produced Carbon Hunters for CBC and BBC Worldwide, and Foncie's Photos for Knowledge Network. Melanie believes in making films that tell fascinating, truthful stories you'll want to talk about over dinner tonight, tomorrow, and next year.

Dana Gunders, Project Scientist, Food and Agriculture, *Natural Resources Defense Council*, (San Francisco)

Dana leads NRDC's work on reducing food waste and is the author of a widely distributed report "Wasted: How America is Losing Up to 40% of Its Food from Farm to Fork to Landfill." switchboard.nrdc.org/blogs/dgunders

Jonathan Bloom, Journalist & Author (North Carolina)

Jonathan writes about why we waste food, why it matters and what we can do about it. He is the author if the book *American Wasteland* and writes the blog www.wastedfood.com.

Tristram Stuart, Author and Activist (London, UK)

Tristram is the winner of the international environmental award, The Sophie Prize 2011, for his fight against food waste. He is the author of the book *Waste: Uncovering the Global Food Scandal* and the founder of Feeding the 5000. www.tristramstuart.co.uk

CREDITS

"Eye-opening."
– Sean Kelly on Movies

Director:	Grant Baldwin
Producer:	Jenny Rustemeyer
Executive Producer:	Melanie Wood
Director of Photography:	Grant Baldwin
Editor:	Grant Baldwin
Composer:	Grant Baldwin
Writer:	Jenny Rustemeyer
	Grant Baldwin
Additional Camera by:	Jenny Rustemeyer
Additional Music from:	Jon and Roy, Phontaine, Simple Minds
Featuring Interviews with:	Tristram Stuart
	Dana Gunders
	Jonathan Bloom
	Ken March
	Bob Combs
	Janet Combs
	Cameron Anderson
	Harold McClarty
	Chris Holland
	Dana Hauser
	Delany Zayac
	Daniel Miller

PREVIOUS WORK

THE CLEAN BIN PROJECT (2010)

Peg Leg Films. Grant Baldwin, Director. Jen Rustemeyer, Producer.

Is it possible to live completely waste free? Partners Jen and Grant go head to head in a competition to see who can swear off consumerism and produce the least garbage in an entire year. Their light-hearted competition is set against a darker examination of the problem of waste in Western society.

Winner of 10 festival awards including Best Canadian Documentary (Projecting Change Film Festival), Audience Choice (Reel Earth Film Festival, New Zealand), Best Environmental Film (Bend Film Festival), and Grand Prize Best of Show (Filmshift Festival). Currently distributed by Mongrel Media and The Video Project