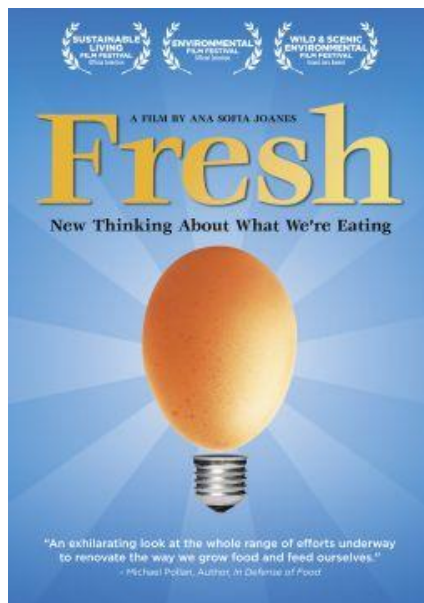


FOR IMMEDIATE RELEASE



**DISCOVER THE DOCUMENTARY THAT BECAME THE MOVEMENT:
"FRESH" RELEASES MARCH 13 ON VOD, DIGITAL AND DVD**

New Thinking About What We're Eating

"Casts a sympathetic eye on farmers under contract to the giants of agribusiness and acknowledges the challenge of transitioning to more sustainable methods."

- *The New York Times*

"If 'Food Inc.' was your wake up call, 'Fresh,' is your call to action. It shows the incredible creativity of individuals who are devoting their lives to producing food differently."

- *EcoSalon*

February 15, 2012 – In 2011, there were more than a dozen Salmonella and E. coli outbreaks, all caused by contaminated food. Year after year, these outbreaks are causing millions of illnesses and thousands of deaths and hospitalizations. Increasingly worried about the quality of their food, Americans have started looking for solutions. As a result, a movement has emerged that challenges our current system to pursue healthier and sustainable alternatives. **FRESH**, the underground documentary film that became a massive grassroots success, is the embodiment of this story.

FRESH, directed by Ana Sofia Joanes, challenges prevailing food production methods and provides a refreshingly hopeful and inspiring look at the changes taking place in our food system. The film explores the lives of amazing citizens who are redefining the way we eat and how we live, while addressing the challenges farmers face in producing good quality food in the most efficient way possible.

FRESH features captivating interviews with farmers and activists who are re-inventing our food system, including:

- **Michael Pollan** – Author of the best-selling book, *The Omnivore's Dilemma*. Pollan describes the problems of concentrating animals closely together, otherwise known as “factory farms.”
- **Joel Salatin** – Sustainable farmer and entrepreneur who was featured in Pollan's book. Salatin created a rotational grazing system that allows animals to behave in their natural state. As Salatin would say, let chickens express their “chickenness.”
- **Will Allen** – Recipient of MacArthur's 2008 Genius Award and recently named one of Time's 100 most influential people. An urban farmer and activist, Allen created Growing Power, a non-profit organization, that trains and inspires people to start growing food sustainably.
- **David Ball** – Owner of Good Natured Family Farms in the Kansas City metro area. He stocks his grocery store with locally produced products while challenging the discount superstore-dominated economy.
- **John Ikerd** – Economist and author. He grew up in a small dairy farm in Missouri and continues to speak on sustainability issues with an emphasis on economics and agriculture.
- **Russ Kremer** – A farmer in Missouri who fed his pigs daily doses of antibiotics and was later stabbed by one of his pig's tusks. After recovering from his antibiotic-resistant infection, he stopped using antibiotics on his farm.

The film won the Grand Jury Award at the 2010 Wild & Scenic Environmental Film Festival and was an official selection at the 2009 Environmental Film Festival, Sustainable Living Film Festival and the Newport Beach Film Festival. The film premiered theatrically in May 2009.

FRESH is directed and produced by Ana Sofia Joanes; edited by Mona Davis; photography directed by Valery Lyman; and music by David Majzlin. The DVD includes the theatrical trailer.

Pricing:	\$29.95 US
Runtime:	72 mins. + extras
Rating:	NR
Catalog #:	NNVG262780
Language:	English
Color:	Color
Audio Format:	Dolby Digital 2.0 Stereo
Genre:	Documentary

About Docurama Films

In 1999, **NEW VIDEO** launched **Docurama Films®** with the first feature documentary ever available on DVD: D.A. Pennebaker's *Bob Dylan: Dont Look Back*. Twelve years and 300 award-winning, highly-acclaimed titles later, Docurama continues to discover and release the greatest non-fiction films of our time while spreading the word about filmmakers who are taking the form to new heights. Docurama's catalog features topics including the performing and visual arts, history, politics, the environment, ethnic and gender interests, and all-time favorites including *The Wild Parrots of Telegraph Hill*, *Andy Goldsworthy: Rivers and Tides* and *King Corn*. Recent titles include the 2011 Oscar®-nominated film, *Gasland*, and the platform release of *Hell and Back Again*.

www.docuramafilms.com

About New Video

New Video is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming, video-on-demand, Blu-ray, DVD, and theatrical release. In 2011, New Video bowed Oscar®-nominated *Hell and Back Again* and South American blockbuster *Elite Squad: The Enemy Within* in US theaters. Through a new partnership with digital exhibitor Cinedigm Entertainment Group, New Video is poised to bring more independent films to theaters nationwide. New Video streamlines distribution and marketing for filmmakers and partners, bringing a wide variety of fresh content to new audiences. The company's library includes original TV series and movies from A+E® Home Entertainment, HISTORY™, and Lifetime®, unforgettable games and trophy sets from Major League Baseball®, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company®, and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. New Video is proud to distribute many Oscar®-nominated documentaries including *Gasland*, *Waste Land*, *Paradise Lost 3: Purgatory* and *Hell and Back Again*.

www.newvideo.com.

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For Box Art:

<http://www.newvideo.com/docurama/fresh/>