



**ROTATING
PLANET**
Documentary Films

PRESS RELEASE

FOR IMMEDIATE RELEASE

OCTOBER 14, 2014

CANADIAN PREMIERE OF THE FAMILY FARM

at THE PLANET IN FOCUS FILM FESTIVAL

November 8th, 2014

www.planetinfocus.org

In its journey across the majestic Canadian countryside, ***The Family Farm*** explores the diverse agricultural pursuits of earnest farm families, and serves as a window into the small-scale food production process that modern day consumers have become estranged from. The film begins in Nova Scotia with egg farmer, Aaron Hiltz, who was confronted by the provincial egg board and asked to get rid of the majority of his flock. Hiltz's story highlights the issues many farmers face and the flaws associated with what he considers an outdated system. The Morgan farm crew of Quebec draw attention to another issue, land cost and inaccessibility, that many young, budding farmers encounter and discuss their proposed solutions to these problems.

On the other side of the country, organic farming pioneer, Raymond Loo discloses his dream of creating a chemical-free Prince Edward Island, full of clean, organic food and demonstrates how his farm serves as a stepping stone towards realizing this goal. The exploitative side of farming is also exposed through Manitoba farmer, Carlyle Jorgensen's retellings of his experience working with an oil company who dug a well on his prime farmland despite his disapproval. A season spent filming these farmers in addition to other families reveals the key role they play in sustaining traditional farm knowledge, promoting environmental stewardship and maintaining food security.

As 2014 marks the International Year of Family Farming, *The Family Farm* focuses on imbuing the importance of understanding where our food comes from and emphasizes the crucial role family farms play in ensuring the survival and well-being of local communities and environments.

Director/Producer - Ari A. Cohen of Rotating Planet Productions

Rotating Planet's founder and president, Ari A. Cohen, began his career in film fifteen years ago. Since then, this Gemini nominated producer has created more than a dozen award winning film and television works such as, *Falafelism* (food and politics), *The Uluit* (Inuit TV series), *The Jackie Washington Story*, *Too Colourful for the League* and *Being Osama*.

The Family Farm won the Minister of Agriculture Award at the Life Sciences Film Festival in Prague October 2014

Television Premiere- November 18, 2014 at 9pm EST on the Documentary Channel

Planet in Focus Film Festival **Art Gallery of Ontario - Jackman Hall**

Saturday, November 8th, 2014 - 10:30am

Devour! The Food Film Festival

Al Whittle Theatre – Nova Scotia

November 15th – 4pm

Contact Information

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The Family Farm trailer - www.thefamilyfarmer.com

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