

BLUMA LAB, WITH VASSALLI, SARA CIRONE, UN ALTRO MONDO & METODO RQI
PRESENT

A DOCUMENTARY BY THOMAS TORELLI

2017



FOOD RELOVUTION

what we eat can make a difference

WITH

FRANCO BERRINO ~ T. COLIN CAMPBELL ~ THOMAS M. CAMPBELL
MARILÙ MENGONI ~ NOAM MOHR ~ FRANCES MOORE LAPPÉ
CARLO PETRINI ~ VANDANA SHIVA ~ PETER SINGER ~ JAMES WILDMAN

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Vassalli

SARACIRONE



RQI

Monica Bistoni

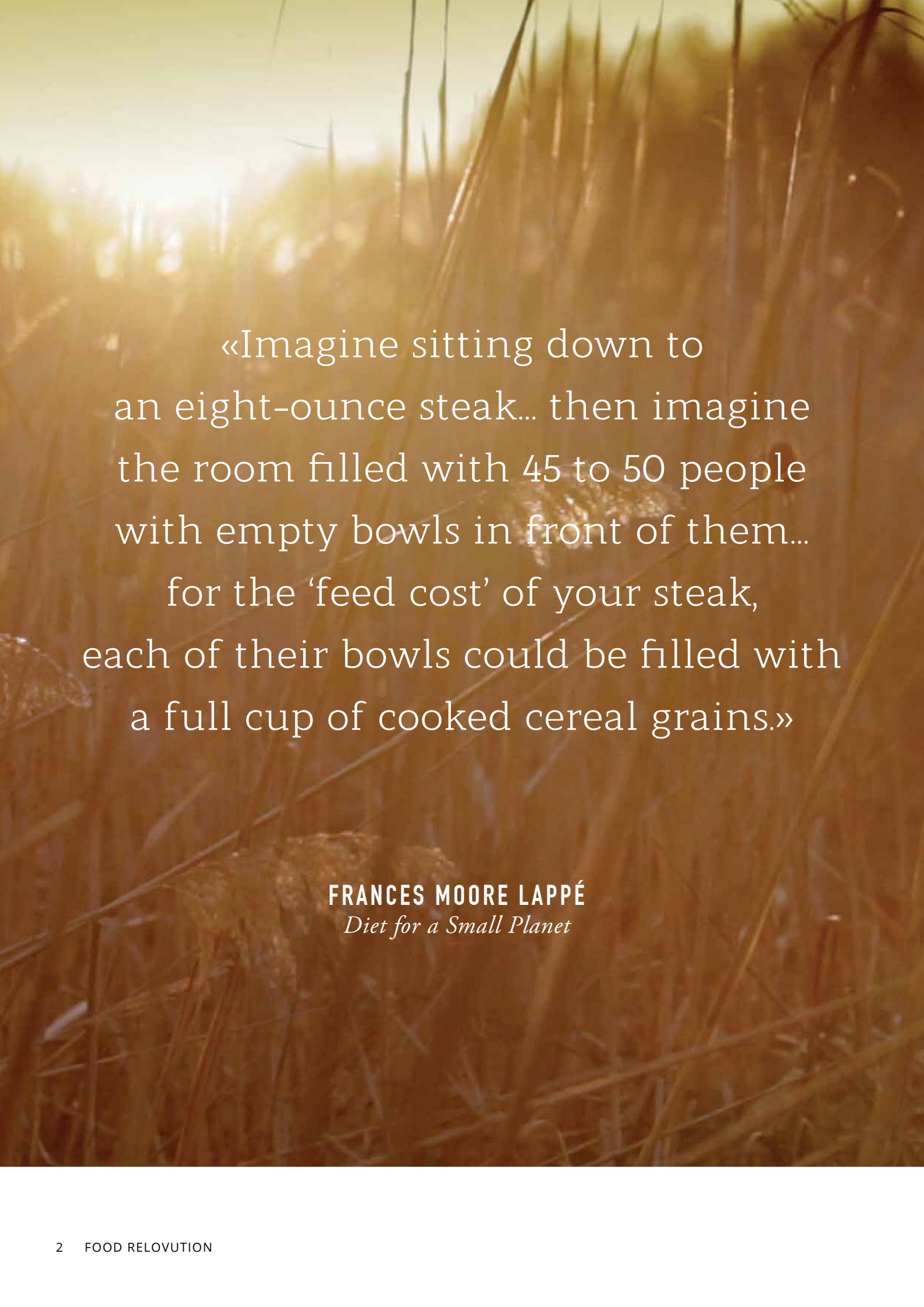


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«Imagine sitting down to an eight-ounce steak... then imagine the room filled with 45 to 50 people with empty bowls in front of them... for the ‘feed cost’ of your steak, each of their bowls could be filled with a full cup of cooked cereal grains.»

FRANCES MOORE LAPPÉ
Diet for a Small Planet

FOOD RELOVUTION

what we eat can make a difference

WRITTEN & DIRECTED BY

Thomas Torelli

PRODUCED BY

Bluma Lab

WITH

Franco Berrino

T. Colin Campbell

Thomas M. Campbell

Marilù Mengoni

Noam Mohr

Frances Moore Lappé

Carlo Petrini

Vandana Shiva

Peter Singer

James Wildman

Color | Documentary | 85 min. | HD | 1 .78:1 | Stereo | ITA | 2017
Original audio: Italian and English with subtitles in English.

LOGLINE

Everything we eat has a consequence.
Knowing it helps us understand what it might be.

SYNOPSIS

Every revolution starts from below, on its way to reaching the powers that be and shaking them up. If not, it gets lost amidst the echo of the roar that engendered it, amplifying the disquiet that led to its birth.

Every revolution is the result of reasoning, a degree of patience and of exasperation linked to the conditions in which it matures. At its root is the awareness that we are taking our destiny into our own hands with a view to reaching a potential wellbeing.

Humans are prepared to change their position, to review the things that are imposed upon them, to understand where the truth lies. And to find the best ways to seize it.

Every revolution should be carried out with love, a love destined mainly for one's own ideals.
Every revolution has consequences.
Everything we eat has a consequence.

The revolution concerning food is the consequence of the love that mankind has for itself, for other living beings, for the environment that surrounds it.

For the Earth.

Food is the basis of survival. Understanding the best way to feed oneself helps us to live better. And often for longer.

There is a need for us not simply to trust the food dogmas imposed by society, but to get to know what we eat, the only way that we can kickstart the revolution. A revolution carried out with love.

Food Relovution.

PROJECT DESCRIPTION

We are what we eat, the philosopher Feuerbach said as early as 1850. The body and the mind are interconnected, so food has an effect upon thought. And therefore upon being. Everything that we eat has a consequence for our body, but also for the environment in which we live. And food of animal origin, of course, has a consequence for other living things. Given that we are all interconnected with each other, but at the same time with everything that surrounds us, every item of food that finishes on our plate is the result of a series of events, of factors, of effects deriving from a choice that we have made. Being aware of some of the dynamics that govern the way we eat allows us to be responsible for our actions and, as a result, for our judgement.

The “meat culture” is the main source of damaging causes, an economic activity that has completely lost its original rural and family-oriented character, becoming a ruthless tool that brings suffering and violence for what, in other contexts, we call our animal friends. With it comes deforestation, loss of biodiversity, pollution, climate change, hunger in the world, harm for the health of mankind and, as a consequence, an increase in disease.

Without demonising meat-eaters, this film will look at the transformation that has occurred in food over the last century, in particular over the last forty years.

Man has turned the food industry, which is designed to provide sustenance for humans, into a utilitarian process with the sole objective of material gain. The bottom line is no longer to feed but rather to generate as much profit as possible.

Most of the food that passes through industry is harmful for mankind. Harmful over time. Some members of the scientific community have reached the conclusion that those who *control* the earth want people to become ill and to use medicine, in order for major pharmaceutical companies to sell their products. It has now become difficult to die peacefully of old age, with disease occurring in an ever-increasing proportion of the global population. And that’s just those who have access to food resources. The *others* are destined to die of hunger. All in the name of business.

Hunger and famine are not inevitable. According to the FAO, the amount of food currently being produced in the world could feed 12 billion people (double the actual population), yet more than 852 million still suffer from hunger and malnutrition. Every five seconds one child under the age of 5 dies from hunger or malnutrition-related disease. In a world “that is richer than ever before”, it is outrageous and unacceptable. There is an imbalance in the *system* that defies belief.

The animal protein industry is out of control, while the creation of intensive farming is the point at which the descent towards the abyss begun.

The approach is based on real and proven scientific facts and on the opinions of important figures in the world of medicine, the environment and the economy, and on actual figures, which will help to convey

just how much is wrong in a production line that causes the death of three hundred animals every second in the United States alone, but also the serious repercussions in terms of the environment, the economy, health and ethics.

Everything we eat has a consequence.

Knowing this helps us to reflect and to act with awareness, to understand the impact of our daily choices. As consumers we can avoid certain foods that are harmful on several levels, forcing producers to change their way of making food.

Choice is our most powerful weapon. Let us learn to use it. Only then can we make a contribution to changing the world.

«*Let food be thy medicine and medicine be thy food.*»

HIPPOCRATES

ANCIENT GREEK PHYSICIAN (460-377 BC.)

LOVE YOURSELF

Loving oneself should be the common basis of existence. Sadly, modern society tends to ensure that this concept is overlooked. Knowledge and awareness of things that are often taken for granted can be considered a good start.

A report by the World Health Organization (WHO) claims that 90% of the seventeen million deaths caused every year by heart attacks could be avoided with a healthier diet. Better eating habits could also prevent illnesses such as heart disease, cancer, high blood pressure, diabetes, obesity and osteoporosis and would help to meet daily nutritional requirements for children and adolescents, assisting their normal growth. The conditions listed above are the so-called *diseases of affluence*, which affects people whose diet is high in fat and animal protein.

T. Colin Campbell (whose work has been continued by his son Thomas M. Campbell) is an American biochemist and nutritionist and the author of *The China Study*, at 27 years in the making the most complete study on diet, lifestyle and disease carried out on humans in the history of biomedical research, which was financed by Cornell University, the University of Oxford and by the Chinese Academy of Preventive Medicine. Franco Berrino is a doctor and oncologist, the author of studies aiming to demonstrate a correlation between serious health problems and diet. The views of both men are enlightening. Both insist that following a certain type of diet increases the chances of living a longer life and one less affected by certain types of (often fatal) diseases.

A study financed by the World Cancer Research Fund (WCRF) and the American Institute for Cancer Research proved scientifically that a diet rich in fruit and vegetables could prevent the risk of many types of cancers. This takes the investigation beyond the effects of meat by looking at the harmful effects of milk and dairy products. Man is the only mammal to drink milk beyond infancy and often, for the rest of his days. What's more, man takes on milk that does not belong to his own species. Contrary to what we have been led to believe, recent studies have shown that steady consumption of cow's milk throughout a human's lifetime weakens bones rather than strengthening them, increasing the release of calcium from the body and causing diseases such as osteoporosis.

Loving yourself carries another implicit message: love others. Eating meat is an ancient habit that we have left devoid of any connotation. It seems unthinkable but 82% of the planet's malnourished children live in areas that produce 70% of the food foraged by animals themselves destined to become food for affluent countries. While a child from a wealthy and developed society eats a hamburger and, in so doing, increases the risks linked to obesity, three more children die of hunger a few thousand kilometres away. It is no longer enough for us to examine our consciences. Now we must only act. If the full awareness of all can be considered utopian, even a small step, the first of many, can produce major results.

*«...it is my view that a vegetarian manner of living
by its purely physical effect on the human temperament,
would most beneficially influence the lot of mankind.»*

ALBERT EINSTEIN
PHYSICIST (1879-1955)

LOVE THE EARTH

Pollution, the impoverishment of natural resources, desertification, the depletion of the ozone layer, global warming and loss of biodiversity. Can a simple and apparently harmless eating habit really cause such incredible disasters?

The widely cited 2006 report by the FAO, *Livestock's Long Shadow*, estimates that 18% of annual worldwide greenhouse gases emissions are attributable to animal agriculture. To put this into context, this is a higher figure than the combined exhaust from all transportation, which incorporates travel by road, air, sea and rail. As many environmental groups have pointed out, the high consumption of meat that is considerably spreading as a lifestyle and status symbol in Western societies (and begins to involve those in Asia), has a higher cost than we might think. More recent analysis from the Worldwatch Institute, *Livestock and Climate Change*, finds that livestock and their byproducts actually account for at least 51% of annual worldwide greenhouse gases emissions.

The scientist Noam Mohr has this to say on the issue: “If India and China began to consume the same amount of meat as is consumed in the west, the system would collapse. This level of demand would no longer be sustainable. Today 30% of the surface of the earth is used to breed animals for food purposes, the equivalent of 70% of the world’s agricultural land. How would we cope with two billion more consumers?” The immediate future will not allow us to consume the levels of meat, fish, milk and eggs that we consume today, as there will not be enough resources on earth for this to happen.

A growing number of experts have written articles and made speeches about the way in which man is contributing to the destruction of the environment by simply ignoring the damage caused by the eating habits to which it has become accustomed.

Livestock consume more plant calories than they produce in the form of meat, milk and eggs. Easily accessible figures show that for every kilogram of meat deriving from an animal, fifteen kilograms of plant origin are needed. The economist Frances Moore Lappé, the author of *Diet for a small planet*, describes animals as *protein factories in reverse*, and has calculated that in a single year in the United States, 145 million tonnes of cereals and soybean were produced for farm animals, whose output in terms of meat, milk and eggs over the same period was 21 million tonnes. The difference would be enough for a full meal for six billion people for a year.

To this, the world-renowned Indian environmental leader and thinker Vandana Shiva adds that: “Around 70% of the soybean and rain produced in the world is used to feed livestock, and 75% of the planet’s drinking water is used to irrigate their fields”.

So the infernal production line begins. The production of a single hamburger requires the destruction of six square metres of forest to be transformed into grazing land and the destruction of around 75 kilos of living organisms. A kilo of meat from intensively farmed cattle is responsible for the erosion of around 35 kilos of superficial ground surface.

How can mankind tolerate all this?

Can we still believe that meat consumption is just a harmless social norm and a paradigm for the global population? As the promoters of *Meatless Monday*, refraining from eating animal protein for just one day a week would significantly benefit the planet. The production of a kilo of meat requires at least 16,000 litres of water. In the Netherlands, for example, figures showed that if every Dutch citizen were to refrain from eating meat for a single day per week over a period of one year, a total of 3.2 megatonnes of CO₂ would be saved, the equivalent of one million fewer cars on the roads for a year.

A more traditional eating model and one not based exclusively upon the consumption of meat and other animal foods is the path to be taken. Giving up our hamburgers for one evening a week is already a sacrifice worth taking.



Our calf, shot on location in Italy



Butcher shop, shot on location in New York City

«If slaughterhouses had glass walls, everyone would be a vegetarian.»

LEO TOLSTOY

RUSSIAN NOVELIST AND MORAL PHILOSOPHER (1828-1910)

LOVE ANIMALS

So we ask ourselves – how can it be that man, in spite of all this, persists in eating meat and fails to change his eating model? As we have seen, there are important economic factors driving the food industry and man is pushed towards consumption of animal products because modern society has been led to believe that they create wellbeing and that they are a vital part of a healthy diet. We could meet our daily requirements of protein, vitamins and energy simply by eating legumes, grains, seeds, fruit and vegetables. But instead we eat animals. And not even the idea of disgust, of resistance, of shame and of remorse tied up in the killing of another living thing for the sole purpose of satisfying one's greed can do the trick. Although such ethical concerns do still exist, we get round the moral issue of this practice by eating foods derived from animals that others kill for us or, as is often the case, that are butchered and dismembered mechanically, reducing the animal to a number, a simple part of a machine that aims only to maximize profit.

The Australian moral philosopher Peter Singer talked to us about *speciesism*, that is the attribution of different value and moral status to individuals according to the species to which they belong. In his book *Animal Liberation*, Singer questions one of the certainties of western society. “Who says that animals don't suffer and have feelings like us humans?” It is this concept that must drive us to abandon meat as food and free the animals from the pain and humiliation they suffer in the course of their brief existence. This means promoting a culture and a lifestyle based on peaceful coexistence and on the respect of all living things – the only evolutionary process that will allow human beings to survive. As the philosopher Jeremy Bentham said: “What is it that should trace the insuperable line? The question is not Can they reason? nor Can they talk? but Can they suffer?”

According to FAO figures, 56 billion animals destined to become food are killed in the world each year. This does not take into account fish and crustaceans, for which figures cannot be estimated but can only be measured in tonnes. Our project is based on figures, events and scientific evidence. Our aim is to shed light on information that is available to anyone but that is too often hidden, ignored, or not easily accessible.

“We must become the change we want to see in the world,” as Gandhi said. Where to begin? Starting with ourselves, with small, simple life actions every day. Actions based on coherence, awareness and the love that is born from respect for Life. Awareness is the first step towards revolution, a radical change that can improve people. And, as a result, the world in which we live. No one can replace our personal commitment, we must assume our responsibility. We can change things if we really want. One person at a time, one day at a time, one choice at a time. As Obama once said: “Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek.”

DIRECTOR'S STATEMENT

Food Relovution is the result of the meeting of two words, awareness and love, which were also key to my previous film, "Another World". The themes that rouse my feelings, my passions, my thirst for knowledge, are the same but they manifest themselves in different issues. The fact that everything and everyone is interconnected means that every action becomes necessary in the balance of the circumstances that generate it and in the consequences that the action itself generates.

The film intends to provide necessary tools to those who are used to eating meat without worrying about the consequences. There is no pervading judgement, rather a desire to stimulate reflection, to unmask habits and to achieve tangible results. Even loving just one of the three categories explored (yourself, the environment and animals) brings an improvement. Not only a personal one. We need to debunk the myth that the behaviour of an individual has no effect on the whole. Each drop stirs the sea. And all behaviour is important in the end result.

If life is the basis for everything, food is the essential condition for it to prosper and flourish. Being aware that everything we eat has a consequence deriving from several factors is the first step towards protecting our bodies and the planet.

The idea of this film came after the birth of my daughter Isabel. We can live by following the customs of the society in which we have grown up, but the gift of life that we are able to give comes with a great responsibility, which can raise questions about the things we have always known or taken for granted. This leads to a fundamental question. How will I raise my daughter and what kind of world will she have to live in? In a time such as this, even doing our grocery shopping with a sense of awareness, knowing what we are buying and what we are eating is the first fundamental step towards a better world. Because the world changes if the people in it change first, beginning with the smallest everyday gestures.

It's possible to think big.
You just need to want to.

Thomas Torelli

*«Treat the earth well! It was not given to you by your parents,
it was loaned to you by your children.»*

MASAI NOMADIC SHEPHERDS

KENYA

FEATURING INTERVIEWS WITH

FRANCO BERRINO

Franco Berrino MD, PhD in pathology, epidemiologist, director of the Department of Preventive and Predictive Medicine, Fondazione IRCCS Istituto Nazionale dei Tumori, Milan (Italy).

Author of hundreds of scientific publications, he was one of the few Italian researchers called to collaborate in the *Food, nutrition, physical activity and the prevention of cancer*, published in 2007 by the World Cancer Research Fund. Particularly significant are his projects for the development of the Italian cancer registries (Lombardy Cancer Registry), the European project on the survival of patients with cancer in different countries (*Survival of cancer patients in Europe. The EURO CARE study*, published by the World Health Organization, CONCORD), and the study on dietary intervention trials for the prevention of breast cancer (DIANA projects), a collaboration between the National Cancer Institute and the European Institute of Oncology in Milan. He is a firm believer in the utility of a “correct” diet to prevent the occurrence of cancer, thesis often illustrated in his books and frequent articles in major Italian newspapers.

T. COLIN CAMPBELL

For more than forty years, Dr. T. Colin Campbell has been at the forefront of nutrition research. His legacy, the China Project, is the most comprehensive study of health and nutrition ever conducted. Dr. Campbell is a professor Emeritus at Cornell University and is most well-known for co-authoring the best-selling book *The China Study* with his son, Thomas Campbell, MD. In addition to his long and outstanding career as an author, scientific researcher, and Cornell professor, Dr. Campbell has been featured in several documentary films. He is the founder of the T. Colin Campbell Center for Nutrition Studies and the online internationally-recognized Plant-Based Nutrition Certificate offered by the T. Colin Campbell Center for Nutrition Studies in partnership with eCornell. He currently serves as the Chairman of the Board.

Campbell has conducted original research both in laboratory experiments and in large-scale human studies; received over 70 grant-years of peer-reviewed research funding (mostly with NIH), has served on several grant review panels of multiple funding agencies, and has authored over 300 research papers. Campbell has served on many national and international expert committees with mandates to develop food and health policy positions and is the recipient of several awards, both in research and in citizenship.

He was trained at Cornell University (M.S., Ph.D.) and MIT (Research Associate) in nutrition, biochemistry and toxicology. T. Colin Campbell spent 10 years on the faculty of Virginia Tech’s Department of Biochemistry and Nutrition before returning to Cornell in 1975 where he presently holds his Endowed Chair as the Jacob Gould Schurman Professor Emeritus of Nutritional Biochemistry in the Division of Nutritional Sciences.

THOMAS M. CAMPBELL

In addition to being medical director of the T. Colin Campbell Center for Nutrition Studies, Dr. Campbell co-founder and clinical director of the University of Rochester Program for Nutrition in Medicine. The UR Program for Nutrition in Medicine is a groundbreaking, clinically-oriented approach to prevention and treatment through diet and lifestyle changes. A board certified family physician, he also sees patients part time in an traditional primary care practice in Rochester, NY.

Thomas is the author of *The Campbell Plan, The Simple Way to Lose Weight and Reverse Illness, Using The China Study's Whole-Food, Plant-Based Diet*. This follows on the heels of his co-authoring, with his father T. Colin Campbell, PhD, *The China Study, The Most Comprehensive Study of Nutrition Ever Conducted and The Startling Implications for Diet, Weight-Loss, and Long-Term Health*.

MARILÙ MENGONI

Marilù Mengoni is a Biologist/Nutritionist with degrees in Biology from the Università degli Studi di Siena and later in Psychology from the Università degli Studi di Urbino. She is a council member of A.M.I.K. (Italian Medical Association Kousmine), member of the Scientific Committee of the Italian Vegan Association and professor at the School of Naturopathy CNM in Padova.

In 2006 she coined the label “Psicoalimentazione[®]” (Psychonutrition), a method which works on the connection between Mind, Body, Soul and focus on our belonging to “Gaia”, the Earth as a Living Being. She has been a guest on diverse TV shows and several magazines have featured her method: For Men, Starbene, F, Confidenze, Cucina Naturale, Crudo Style, Vivere Sostenibile, ELLE. She holds classes and seminars in Italy and abroad. She has written several books, including: *Psicoalimentazione, nutrire il corpo e la mente*, published by Laurum; *Dimagrisci con la Psicoalimentazione, Donne sOle, Cucina vegana e Metodo Kousmine, Esci di testa... entra nel cuore*, all published by Tecniche Nuove.

NOAM MOHR

Noam Mohr is a physicist at Queens College with degrees from Yale University and the University of Pennsylvania. He has worked on global warming campaigns for the U.S. Public Interest Research Group and EarthSave International, publishing a number of reports on climate change including *A New Global Warming Strategy, Flirting with Disaster, Pumping Up the Price, and Storm Warning*.

FRANCES MOORE LAPPÉ

Frances Moore Lappé is the author or co-author of 18 books including the three-million copy *Diet for a Small Planet*. Frances was named by *Gourmet Magazine* as one of 25 people (including Thomas Jefferson, Upton Sinclair, and Julia Child), whose work has changed the way America eats. Her most recent work, released in September 2011, is *EcoMind: Changing the Way We Think to Create the World We Want*, winner of a silver medal from the Independent Publisher Book Awards. Jane Goodall called the book “powerful and inspiring. She is the cofounder of three organizations, including Oakland based think tank Food First and, more recently, the Small Planet Institute which she leads with her daughter Anna Lappé.

In 1987 Frances received the Right Livelihood Award (considered an “Alternative Nobel”) “for revealing the political and economic causes of world hunger and how citizens can help to remedy them.” Her first book, *Diet for a Small Planet* is considered “the blueprint for eating with a small carbon footprint since long before the term was coined,” wrote J.M. Hirsch, Associated Press. In 2008 it was selected as one of 75 Books by Women Whose Words Have Changed the World by members of the Women’s National Book Association in observance of its 75th anniversary.

CARLO PETRINI

Carlo Petrini, President and Founder of the Slow Food Movement. He began writing about wine and food in 1977, and has contributed to hundreds of Italian periodicals and other publications around the world. In 1983, Petrini was instrumental in creating and developing the Italian non-profit food and wine association, Arcigola.

Growing increasingly frustrated by the industrialization of the food supply and the erosion of quality in the food he saw around him, Petrini began to forge alliances with friends and colleagues in and around the goals of bringing food back to its roots. In 1986 he founded Slow Food as a response to the opening of a McDonalds in Piazza di Spagna in Rome. He was elected president of the organization at its inception and every year since. Today the movement exists in over 50 countries and has over 80,000 members and supporters. Slow Food International is responsible for publishing periodicals, books, and guides that are read in many languages around the world. In 2004, Petrini conceived of a biennial conference called *Terra Madre*, for which 5,000 small-scale farmers, cooks and food experts gather in Torino to share knowledge and build connections. In addition, every year students from around the globe matriculate at the University of Gastronomic Sciences which Petrini founded in 2004, with campuses in the Italian regions of Piedmont and Emilia-Romagna.

Carlo is the recipient of many awards and honors, including the Communicator of the Year trophy of the International Wine and Spirit Competition in London, The Sicco Mansholt Prize from Holland, an honorary degree in Cultural Anthropology from the Istituto Universitario Suor Orsola Benincasa of Naples, an honorary degree from the University of New Hampshire, and the Eckart Witzigmann Science and Media Prize from Germany.

VANDANA SHIVA

Dr. Vandana Shiva trained as a Physicist at the University of Punjab, and completed her Ph.D. on the ‘Hidden Variables and Non-locality in Quantum Theory’ from the University of Western Ontario, Canada. She later shifted to inter-disciplinary research in science, technology and environmental policy, which she carried out at the Indian Institute of Science and the Indian Institute of Management in Bangalore, India. In 1982, she founded an independent institute – the Research Foundation for Science, Technology and Ecology in Dehra Dun – dedicated to high quality and independent research to address the most significant ecological and social issues of our times, working in close partnership with local communities

and social movements. In 1991 she founded *Navdanya*, a national movement to protect the diversity and integrity of living resources – especially native seed – and to promote organic farming and fair trade. For last two decades, Navdanya has worked with local communities and organisations, serving more than 500,000 men and women farmers. Navdanya’s efforts have resulted in the conservation of more than 3000 rice varieties from across India, and the organisation has established 60 seed banks in 16 states across the country. In 2004, Dr. Shiva started Bija Vidyapeeth, an international college for sustainable living in Doon Valley in collaboration with Schumacher College, U.K.

Dr. Shiva combines sharp intellectual enquiry with courageous activism, and her work spans teaching at universities worldwide to working with peasants in rural India. Time Magazine identified Dr. Shiva as an environmental ‘hero’ in 2003, and Asia Week has called her one of the five most powerful communicators in Asia. In November 2010, Forbes Magazine identified Dr. Shiva as one of the Seven Most Powerful Women on the Globe.

PETER SINGER

Peter Singer is often described as the world’s most influential living philosopher. In 2005 Time magazine named him one of the 100 most influential people in the world, and in 2014 he was third on the Gottlieb Duttweiler Institute’s ranking of Global Thought Leaders. He is known especially for his work on the ethics of our treatment of animals, for his controversial critique of the sanctity of life ethics in bioethics, and for his writing on the obligations of the affluent to aid those living in extreme poverty. He first became well-known internationally after the publication of *Animal Liberation* in 1975. In 2011 Time included *Animal Liberation* on its “All-TIME” list of the 100 best nonfiction books published in English since the magazine began, in 1923. Singer has written, co-authored, edited or co-edited more than 40 books, including *Practical Ethics*, *The Expanding Circle*, *How Are We to Live?*, *Rethinking Life and Death*, *The Ethics of What We Eat* (with Jim Mason), *The Life You Can Save*, *The Point of View of the Universe* (with Katarzyna de Lazari-Radek), and, most recently, *The Most Good You Can Do*. His works have appeared in more than 30 languages.

Singer was born in Melbourne, Australia, in 1946, and educated at the University of Melbourne and the University of Oxford. After teaching in England, the United States and Australia, he has, since 1999, been Ira W. DeCamp Professor of Bioethics in the University Center for Human Values at Princeton University. Since 2005 he has combined that position with the position of Laureate Professor at the University of Melbourne, in the School of Historical and Philosophical Studies.

JAMES WILDMAN

James Wildman holds a Master’s degree in Humane Education from the Institute for Humane Education. He is the Humane Educator for the Animal Rights Foundation of Florida (ARFF). The goal of ARFF’s Humane Education program is to encourage a sense of personal responsibility toward animals and the planet, to empower young people to make conscious, compassionate choices, and to encourage critical thought. Since 2007, Wildman has given his talk “101 Reasons to Go Vegan” to over 50 high schools and universities in South Florida. His YouTube presentation of the same name has garnered over 1.957.082 views since it was first uploaded.



Interview with T. Colin Campbell in Durham, North Carolina



Interview with Noam Mohr in New York City



Screenshot animation



Interview with Vandana Shiva in Florence



Interview with Franco Berrino in Milan



Interview with Thomas M. Campbell in Rochester, NY



Interview with Frances Moore Lappé in New York



Interview with Carlo Petrini at the Università di Scienze Gastronomiche in Pollenzo



Factory farm, shot on location in Florida



Interview with Peter Singer at Yale University in New Haven, Connecticut



Interview with James Wildman at the Animal Rights Foundation in Florida



Interview with Marilù Mengoni in Rome

THE CREW



THOMAS TORELLI / DIRECTOR & WRITER

Thomas Torelli is a Rome based director and producer focused in particular on political and social themes. In 2006 he was executive producer and co-author on Franco Fracassi and Francesco Trento's feature documentary *ZERO: An Investigation into 9/11*, winner of the audience award at the Rome International FF 2007, winner of the Audience Award at the Festival Internacional de Cine Documental de la Ciudad de México in 2008 and distributed in more than 70 coun-

tries. As a producer Thomas was involved with Dario Baldi's *Pablo - The poet's lives* (AFI Film Festival Los Angeles 2005, Montreal FF 2006) Francesca Nava's *L'altro Messico - Il ritorno del Subcomandante Marcos*, Mario Balsamo's *Sognavo le nuvole colorate* (2008 Locarno FF). In 2009 he produced and directed *Sangue e Cemento*, nominated at the Nastri d'Argento for Best Documentary of the Year. In 2011, he co-edited and produced, supported by the Piedmont Film Commission, *The brat syndrome* by Alberto Coletta, a documentary about ADD.

In 2013 he finished *Another World*, presented at the 2014 RIFF - Rome Independent Film Festival and the Phoenix Film Festival receiving excellent public and critic's reviews. The feature was then invited to the Ischia Film Festival (Italy), Ariano Film Festival (Italy) and the Voices from the Waters International Traveling Film Festival (India). The film won the "Best Documentary Award" at the Clorofilla Film Festival, the official festival of Legambiente (Italy). It has recently won two awards at the the 27th edition of the Bienal Internacional de Cine Científico - BICC Ronda (Spain): the Public Choice Award "Diploma ASECIC / BICC 2014" and the "ASECIC Guillermo F. Zúñiga Trophy" to the Best Scientific Film.

FRANCESCO PENNICA / DIRECTOR OF PHOTOGRAPHY

Francesco attended film school at the DAMS – University of Bologna and at the Scuola Nazionale di Cinema – Centro Sperimentale di Cinematografia, where he graduated in 2004 as a Cinematographer under the guidance of Giuseppe Rotunno, AIC ASC. He completed his education by working as assistant operator and as camera operator for features, tv series and documentaries for several years. He is currently working as a Director of Photography for many music videos, commercials, fictional projects and documentaries. The documentary *148 Stefano, I mostri dell'inerzia*, which he photographed, won the Special Nastri d'Argento Award in 2012.

DONYE SACCO / EDITOR

Donye got her Master's Degree in Advertising at Accademia di Comunicazione in Milan and a Master's Degree in Directing at N.U.C.T. in Rome. She started her career in the business as first assistant director (for directors such as Giuseppe Gaudino, Isabella Sandri, Nicola De Rinaldo), second assistant director, and script girl (for Costanza Quatriglio).

Since 2003 she has worked as editor for features (*Taxi Lovers* – Best Edit Award, Busto Arsizio Film Festival), documentaries, commercials and short movies. She has been working as both director and editor for the tv show Screen Saver (Rai3) for four seasons now, as well as working as editor for Corrado Guzzanti (Recital, Aniene), Sabina Guzzanti (*Vilipendio, Franca la prima*), Emma Dante (*Emma Dante, Sud Costa Occidentale* – Best Edit AMC Award in 2012).

GABRIELA RAMIREZ / ART DIRECTOR, PRODUCTION ASSISTANT, COMMUNICATION & MARKETING

Gabriela is a Senior Graphic Designer and Art Director from Mexico. For over 15 years now she has been designing logos, brand identities, book covers, magazines, folders, flyers, posters, brochures, invitations and everything in between. She attended the The Art Institute of California, San Diego, where she received her BA in Graphic Design. She holds a Master in Content Design from the University of Florence. Once in Italy she also frequented the Master in Enogastronomic Communication at the University of Siena and got certified as Sommelier through the Associazione Italiana Sommelier. She lives and works in Rome, Italy.

CLAUDIA PALAZZI / ASSISTANT DIRECTOR, PRODUCTION ASSISTANT

Claudia is a sociologist and a filmmaker. In 2005 she directed two documentaries (*In Benito's Land. Predappio* and *Memories of Crespi d'Adda*), selected in various international festivals. Since 2006, she has supervised the scriptwriting of historical and news independent documentaries. Her work in the film industry also includes collaborations with Lucky Red Production Company and Janus International. In 2008 she started working with major Italian Production Companies and TV Channels (Endemol S.R.L., Zodiak Active, Current, Cult, Italia 1, Fox Channels and Sky 1) as an assistant director on several documentary series and fictional documentaries focused on modern society and culture: *Erotika Italiana*, *Business of Sex*, *Addiction*, *Gossip History*, *Italian Doomsday Preppers*, etc. In 2011 she co-directed her first full-length documentary *Jeans and Marto'* with Clio Sozzani.

CREDITS

Written and Directed by / **THOMAS TORELLI**
Produced by / **RICCARDO GATTO / BLUMA LAB SRL**
Co-producer / **THOMAS TORELLI**
Co-producer / **VASSALLI**
Co-producer / **SARA CIRONE GROUP**
Co-producer / **ANONYMOUS CONTRIBUTION**
Co-producer / **METODO RQI**
Associate Producer / **MONICA BASTONI**
Associate Producer / **DOMUS TUA DI RIZZA RAFFAELA**
Associate Producer / **ELISEUM**
Editor / **DONYE SACCO**
Director of Photography / **FRANCESCO PENNICA**
Illustrations & Animation / **MICHELE BERNARDI**
Original Music and Sound Edit / **GIULIO DEL PRATO**
Assistant Director / **CLAUDIA PALAZZI**
Production Assistant / **CLAUDIA PALAZZI**
Art Director, Communication & Marketing / **GABRIELA RAMIREZ**
Copywriter / **IGOR ARTIBANI**
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