

New thinking about what we're eating

Fresh

A film by ana Sofia joanes



HopeDance FiLMs
presents



Fresh



*with Foodie Goodies, Literature,
Conversation, Connections ... and more...*

**New thinking about what we're eating...
Celebrating our growing local food system...
Discovering the roots of taste & flavor & nutrition in
our FOOD!**

**Tuesday, July 28, in Goleta
6pm for goodie foodies; 7pm the FiLM**

Suggested Donation ... \$5 - \$10

Goleta Valley Community Center (5679 Hollister Ave.)



and....Santa Barbara Soap Company, Refugio Gardens, Island Seed & Feed, Eire Heart Herbs ...



Will Allen of Growing Power in FRESH



Michael Pollan in FRESH



Joel Salatin: Salad Bar Beef, You Can Farm, Holy Cows & Hog Heaven

Fresh celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Among several main characters, FRESH features urban farmer and activist, **Will Allen**, the recipient of MacArthur's 2008 Genius Award; sustainable farmer and entrepreneur, **Joel Salatin**, made famous by **Michael Pollan's** book, the Omnivore's Dilemma; and supermarket owner, **David Ball**, challenging our Wal-Mart dominated economy.

From their website:

FRESH is a call to action; it means to inspire its viewers to positive change, not scare them into a terrified complacency. We will bring together farmers, activists, chefs, and policy-makers, all working to create a more healthy, tasty, and sustainable future. Please join us, not just as part of an audience, but as part of a movement to better our food system, and to bring about a new vision, a new paradigm, a new reality, one that works for everyone.

HopeDance FiLMs: 434-3950