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Film Screening of “The Future of Food” at Liberty Hall to Celebrate Films for Action’s One-Year Anniversary hosting film events in Lawrence

To celebrate Films for Action’s one-year anniversary hosting film screenings- on Monday, June 4th at 7pm – Films for Action will be screening the documentary “The Future of Food” at Liberty Hall . The screening is receiving support from The Farmer’s Market, The Casbah Market, and Central Soy Foods, with Local Burger and The Community Mercantile providing free food after the film. A \$2 admission will be used to fund future film screenings and our Public Access TV show.

Does Lawrence know where its food comes from?

Many people are surprised to find out that food companies in America are not required to label whether its food is Genetically Modified. Yet dozens of countries and cities around the world have banned all GMO foods from their food supply, enforcing much stricter rules on what many consider to be an unacceptable health risk that has not been proven safe.

Here in America the story is much different. There is largely no national public debate. GMO foods have crept into supermarket shelves without any consideration to long-term health and ecosystem consequences. The media has, as with many other important issues that matter, failed to inform the American people on this issue, preferring instead to keep us thoroughly up to date on (insert hot celebrities) love life, and the latest courtroom drama of the hour.

THE FUTURE OF FOOD addresses the hard facts that the mainstream media has so far ignored, offering an in-depth investigation into the disturbing truth behind the unlabeled, patented, genetically engineered foods that have quietly filled U.S. grocery store shelves for the past decade.

From the prairies of Saskatchewan, Canada to the fields of Oaxaca, Mexico, this film gives a voice to farmers whose lives and livelihoods have been severely impacted by this new technol-

ogy. These farmers comment on the many documented cases where GMOs have accidentally spread to non-GMO fields, penetrating and mixing with the natural crops- where after the small farmers are sued for patent infringement by large corporations that own the rights to the GMOs.

Shot on location in the U.S., Canada and Mexico, THE FUTURE OF FOOD examines the complex web of market and political forces that are changing what we eat as huge multinational corporations seek to control the world's food system. The film also explores alternatives to large-scale industrial agriculture, highlighting organic and sustainable agriculture as real solutions to the farm crisis today.

More information on the film can be found at: www.futureoffood.com

Films for Action – One year later

Films for Action hopes to provide an outlet to the news that isn't being covered elsewhere. Since it's inception last June, this has been our underlying goal. In addition to our efforts to educate the Lawrence public on a variety of important issues, from corporate harm, to 9/11, to Peak Oil, to the Iraq war, to our food safety and environment, the Films for Action project hopes to address one of the larger problems which effect all of these issues: the problem with the media.

Over the years, a growing number of people have become increasingly aware that the current information channels that exist today continually fail to inform people of the most vital matters that demand our attention. Mainstream news is sensationalized, watered down, slanted for profit, or all together ignored. Whether it concerns our food, the environment, energy security, media consolidation, or U.S. foreign policy, the information we need to become more engaged, participatory citizens within our community and country remain out of sight.

Research has shown that the public's concern and desire to engage with an issue can be directly correlated to the amount of coverage it gets on the evening news. If people are not properly informed, how can they act as engaged citizens of a democracy?

A healthy democracy was never meant to work without the participation of its citizens, and we cannot participate in positive ways if we are not properly informed. This was the original function of the media - to provide a free and open "marketplace for ideas". The media existed for the public good, and today's media system no longer serves the public. The media system today fails us in almost every way.

In recognition of this, Films for Action is working to reduce the Lawrence community's dependence on this failed media system by creating local alternatives. Through public screenings, public access TV, and the Internet, we're working to build a democratic, grass-roots media channel that provides more meaningful and reliable ways to stay informed on the issues that matter.

We believe an informed citizenry is the most effective step to creating a vibrant, healthy and beautiful society, and that ultimately is our end ward goal. Creating a public, democratic media is simply the first step.

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For more information about this film screening or the Films for Action project please contact Tim Hjersted by the contact info listed above.