



Food 
Synergy

PRESS KIT &

SCREENING GUIDE



Table of **CONTENTS**

- 03** Synopsis
- 04** Film Crew
- 06** Meet Our Heroes
- 08** Behind The Scenes
- 10** Screening Guide
- 19** Join Us



SYNOPSIS

“Respect for food is respect for life, who we are, and what we do”

—Thomas Keller

In a world where food waste is the third largest contributor of CO2 globally and is sadly all too often ignored, innovative people will show the economic, social, and environmental benefits of what can happen when it is addressed.

63% of the food Canadians throw away could have been eaten. For the average Canadian household that amounts to **140 kilograms of wasted food per year**. Our intention with the project “Food Synergy” is to both raise awareness of the economic and environmental problems that food waste causes and to showcase real-world examples of businesses and people taking proactive measures to curb food waste in each of the **7 levels of the food chain**. From farm to table we will delve into the life cycle of food, illustrating the systemic flaws that lead to so much food being wasted in Canada and the world.

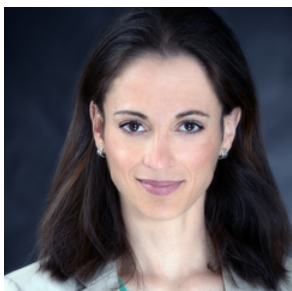
Our project is one of hope. We are seeking to go beyond citing numbers and references. We want to inspire people of all ages and demographics to take action in their daily lives to make sure food waste becomes a thing of the past. Real people are showing **it can be done** and we want to educate and inspire audiences to do the same.

Aesthetically we do so by employing a **mixed-media approach**. From beautiful cinematography, interviews, animation, and original music scores, “Food Synergy” will be an entertaining way to learn more about the food supply chain and food loss/waste prevention actions.

In essence, we want to bring the most comprehensive account of the food chain cycle to audiences in a way that highlights the very real situation we face worldwide when it comes to the scale of food loss and waste. But, more importantly, we want to inspire people to **become food heroes** like our protagonists and realize that with often simple and concrete actions, each of us can effect positive climate solutions here and now.

FILM CREW

Introducing our passionate team behind Food Synergy, dedicated to capturing sustainable food practices and addressing food waste through innovative storytelling. Learn more about us at <https://www.foodsynergymovie.ca/about-us>.



Vivian DAVIDSON • Director/Producer

Coming from a diverse cultural background. With roles as an actress, activist, and athlete, she integrates her passions for activism and filmmaking. As a producer and storyteller, she delves into a wide range of subjects, including history, arts/culture, social impact, and the environment, driven by a mission to leave a lasting positive impact on the world and inspire others to do the same.



Ben LIEGEY • Producer

Expertise in Food waste prevention, sustainable food systems, and Climate Change. He has over 10 years of experience consulting with food industries from hospitality to tourism and retail and is the Founder and CEO of BetterTable. A pioneer in testing the Food Loss & Waste Standard in 2016, Ben also chairs the Food Waste Working Group for Metro Vancouver and is part of the National Zero Waste Council.



Grace LOEPPKY • Cinematographer

She has sparked many new connections with other down-to-earth and passionate creatives in the independent filmmaking community. Since then she has cultivated invaluable knowledge of scene breakdown and camera movement from her work as a dolly op on local Vancouver union IATSE 891 and MOW shows. Likewise, her key grip experience has informed her expertise in lighting.



Luke STRAHM • Cinematographer

Luke is a passionate creator of the visual arts with everything from on-set production to delivery of the final product. Strahm is either working as DoP on commercials, music videos, short films, and documentaries, editing, color grading, or creating motion graphics at the desk. His experience in other film departments has helped develop his versatility and keen eye for detail.

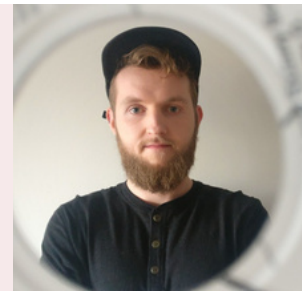
Hayley SAWATZKY • Editor

She has worked on dozens of short films and TV shows, many of which have won acclaimed awards. Inspired by her community of fellow filmmakers, she aims to highlight the ineffable qualities of humanity through her work. She has worked on several independent films both on set and in post and endeavors to bring a script to life as vividly and accurately as possible.



Doryan HEIJNEN • Sound

Having a passion for discovering music and digging into its stories, Doryan has applied his enthusiasm for audio and turned it into a way to tell his own by means of recording and editing audio in the world of film and television. His goal is to positively impact people with audio work, whether that be from a film project he has worked on or a music track he has produced.



Andrew WALES • Sound

He is a freelance boom operator and sound mixer. He has worked on set for several short films and three feature films as a location sound recordist. He also works remotely from home as a sound designer, lending his name to MOWs and short films as a dialogue editor, ADR recordist, and background/ambience editor.



Nina LEE • Sound

She has experience in production and post-production sound. She focuses on the message of the story and strives to capture an emotional response from the viewers, this has led her to find work in short films, MOWs, and commercials as a production sound mixer. She has a deep love for movies and enjoys working closely with other creative professionals to craft compelling stories.



Alex SCHENKE & Nikola TANASKOVIC • Post-production Editors

Alex and Nikola, friends since high school and graduates of Capilano University's Motion Picture Arts program, joined forces to launch Kill Screen, a Vancouver-based post-production startup in early 2021. Specializing in a wide array of services, Kill Screen offers comprehensive post-production solutions, from editorial work to visual effects (VFX).



MEET OUR HEROES

In a world where the food waste problem can seem overwhelming, these heroes, armed with passion, expertise, and innovative solutions, remind us that change is possible. From biologists to engineers to farmers, activists, entrepreneurs, educators, and volunteers, they are pioneering groundbreaking initiatives to tackle food waste at every level of the food supply chain. Find out more about our food heroes at <https://www.foodsynergymovie.ca/services-9>.



Ben Liegey
Founder and CEO at
[BetterTable](#)



Simone MacIsaac
Farmer and Owner at
[Rootdown Organic Farms](#)



Adrienne Uy
COO and CFO
at [SPUD](#)



Helena McShane
Communications &
Sustainability Manager
at [SPUD](#)



Marc Wandler
Co-Founder and CEO
of [Susgrainable](#)
Health Foods Inc.



Drema & Moses
They help families
throughout British
Columbia fighting
food waste



Kunal Dinghe
Dual Property Executive
Chef at [JW Marriott Parg
Vancouver & THE
DOUGLAS](#)



Aart Schuurman
CEO of [Goodly Foods](#)
(Cooking With
Potential)



Sang Le
Co-Founder of [Peko
Produce](#), Canada's first
online grocery for
"peculiar" goods



Michael Levenston
Executive Director and
a founding member of
[City Farmer Society](#)



Lori Nikkel
CEO of [Second Harvest](#),
Canada's largest food
rescue organization



Karen Barnaby
Experienced Product
Development Chef
Consultant and Author
at [Goodly Foods](#)



Dr. Tammara Soma
Assistant Professor & the Research Director and Co-Founder of the [Food Systems Lab](#)



Dana Gunders
[ReFed's](#) Executive Director



Andrew Marr
Director of Solid Waste Planning at [Metro Vancouver](#)



Jack Froese
Chair of the [National Zero Waste Council](#) and the [Township of Langley](#) Mayor



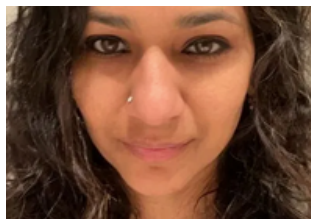
Claire Livia Lassam
Associate Editor for [Edible Vancouver](#) & Owner of [Livia Sweets](#)



Tristan Jagger
Founder and Board Chair of [Vancouver Food Runners](#)



Jessica Regan
CEO & Co-Founder of [FoodMesh](#)



Azizah Rajwani
Volunteer for [Vancouver Food Runners](#)



Bronwyn Smyth
Volunteer at [City Farmer Society](#)



Clinton Bishop
Co-Founder and COO at [Susgrainable](#)



Sam Kashani
Country Manager at [Too Good To Go](#)



[Sustainabiliteens](#)
are parts of the movement to create a more just and sustainable world

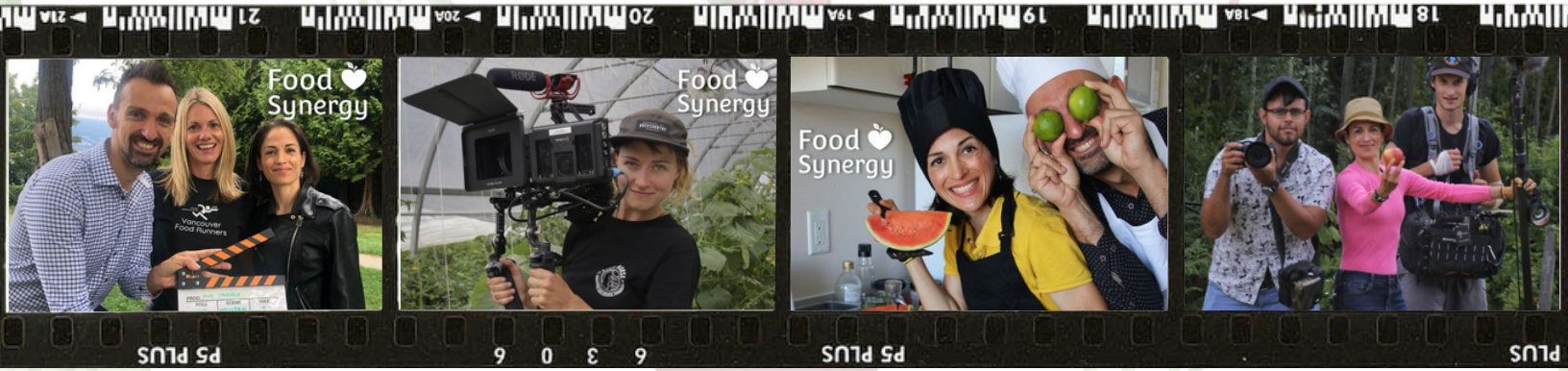


Ingrid Broussillon
Founder of [Criotttes Polyglottes](#) and a Vancouverite fighting food waste

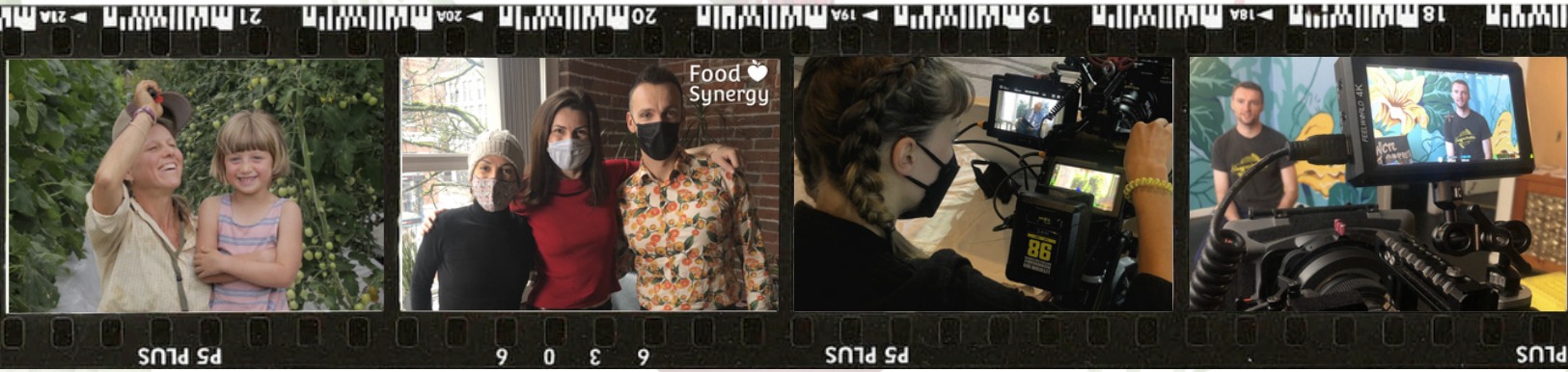


Tamiko Suzuki
Author/Writer and a Vancouverite fighting food waste

BEHIND THE SCENES



BEHIND THE SCENES



SCREENING GUIDE

Hosting a Screening

We believe **Food Synergy**'s comprehensive exploration of food waste solutions can spark transformative discussions. Film screenings are important platforms where communities gather to watch thought-provoking content and engage in meaningful discussion afterward. Hosting a screening can initiate dialogues among your target audience and the wider community about sustainable food practices.

JOIN US in leveraging the power of cinema to inspire action and deepen our understanding of food waste's environmental and social impacts. Let's explore how we can love food and fight waste for a healthier, more sustainable future.

How to become a screening ambassador

- Email us at info@foodsnergymovie.ca to host a screening
- Identify your audience and goals
- Decide your screening method
- Schedule a date, time, and venue
- Build your screening team and prepare event logistics
- Spread the word
- Run the event and have fun!
- Share your experience.



Planning Your Event

Identify your audience and goals

The first step is to identify your audience. Who do you want to reach? College students? Sustainable food lovers in your community? Zero waste enthusiasts? What is the goal of your screening? Are you a part of an organization or a student club that raises awareness about food waste issues? Are you an educator who wants to inform students about the problems this documentary addresses?

Consider inviting experts to speak at your screening. Our producers are happy to schedule their time to attend. To inquire about their availability, contact Mrs. Vivian Davidson at vivian@foodsnergymovie.ca. Alternatively, our local heroes may also be available to introduce the film, facilitate a post-screening conversation, or sit on a panel. Feel free to let us know your guest preferences so that we can help with liaison.

Send the discussion guide to potential speakers at your screening event. If you are leading the discussion, review the provided question ideas and activities to tailor them to your audience.

Also, consider widening your event's reach by partnering with campus or community groups advocating for sustainable food practices and environmental conservation. Collaborating with individuals who share your passion for addressing food waste can amplify your screening impact.

Here are some ideas for potential partners:

- Non-profits involved in food sovereignty, food security, food justice, food waste, environmental groups;
- Farmers Market Associations, local restaurants, grocery stores, local farmers, foragers, Community Garden Associations;
- Chefs and caterers in your area who pride themselves on sourcing;
- University/college departments such as Sustainability, Agriculture, Culinary Studies, Environmental Science, Education, or Geography faculties;
- Local culinary schools community or high school green teams.



Planning Your Event

Decide your screening method

In-person Screening

Choose a venue: Keep in mind your estimated audience size while searching for a venue. If you are on a college campus, check with your department or student activity office to see if they are willing to sign on as a co-sponsor of the event and/or help you reserve a room. If you are organizing the screening in your community, consider a room in your public library, community center, church hall, or co-working space. **Your venue should have the following equipment:**

- A projector that can connect to a computer;
- A strong wifi connection to stream a Vimeo link and/or facilitate guest speakers who might join virtually via Zoom or Skype;
- A screen (10 inches wide and above, or a large white wall);
- A good sound system for the audio to fill the room (we don't recommend small speakers or computer's internal speakers, especially in a larger space);
- If you are planning a panel discussion after the screening, have chairs and microphones available;
- If you are planning to celebrate local food at your venue, you may require kitchen facilities and/or eating utensils, and tables for appetizers.

Virtual Screening

There are two ways for you to conduct a virtual screening:

1. **Simultaneous Viewing.** Schedule a specific date with a 2-3 hour viewing window for everyone to watch simultaneously, and optimize participation in a subsequent virtual discussion. You will receive a Vimeo downloadable link with a one-time usage license to show Food Synergy to your attendees right at the event.
2. **Flexible Viewing Window.** Provide a range of time options, such as 2-3 days (or up to a week) for viewers to watch the film before joining a virtual discussion on a specific date. This works best if your attendees need flexibility because of their work/life schedules. You will be given a secure single-streaming link and password that can be emailed to your attendees. The link will be valid over a certain time frame with a specific view limit.



Planning Your Event

Schedule a date and time

Pick a specific date and time that works for your audience. For smaller groups of audience, you can conduct a quick survey to find a time at which all or most of them can participate.

We suggest reserving the venue for **at least 3 hours** to allow adequate time for set-up, screening, discussion, and clean-up.

Build your screening team

Consider recruiting volunteers to support your event execution, especially for the in-person screening. Before the event, delegate tasks such as poster distribution, social media promotion, and material gathering.

On D-day, having a team is essential for the quality and success of your event. Team members can welcome attendees, manage traffic flow, provide technical support, capture event moments, and staff any tables you have set up.

Prepare event logistics

Create a to-do list for all tasks from big to small, as well as a checklist of the materials and facilities that your team needs to prepare.

Get ahead of time and keep updating it as you get closer to the screening day.



Spread the Word

Share your event online

Publish the screening details on your organization's website and/or social media accounts. Include venue, location, time, length of screening, and guest appearances. Post details about the event and Food Synergy on social media many times before the event. For more information about the film and additional photos, visit our website <https://www.foodsynergymovie.ca>.

Create a Facebook or LinkedIn event page for your screening

Invite your network, and ask others to share the event and invite their networks. Add us as a co-host so we can help promote it.

Email info@foodsynergymovie.ca with your confirmed event details and URLs so we can ensure that your event gets the most visibility possible.

Tag Food Synergy on social media platforms

- Facebook: [@Foodsynergymovie](#)
- Instagram: [@foodsynergymovie](#)
- LinkedIn: [@FOOD SYNERGY Movie](#)

Use hashtags to reach a larger audience



Screening Day

Running your event

Below is a sample agenda to guide the flow of your screening event. Adjust the start time accordingly and tailor the format for virtual screenings if applicable.

Sample Movie Screening Agenda

6:45 pm - **Doors Open** Attendees begin to arrive, sign in at the reception, and receive printed materials.

7:00 pm - **Event Start Time** Attendees continue to arrive and get settled.

7:05 pm - **Welcome Remarks** Introduce yourself, Food Synergy, and any other partner organizations.

Thank everyone for coming, and give a short introduction about the documentary. Mention that there will be a brief discussion afterward.

7:15 pm - **Screen Food Synergy** Estimated run time is 75 minutes.

8:30 pm - **Discussion about the film** This can take many forms (See page 16).

9:00 pm - **Closing Remarks** Thank everyone for coming again and talk about tangible ways for attendees to take action after being inspired by the film (See page 18).

**This is a great time to share information about local food sustainability initiatives and upcoming events in your area that folks can get involved with.*

9:10 pm - **Event End Time** Clean up and depart.

Tips for your event

- **Ensure everyone signs in and gives their email address.** This allows you to follow up with attendees after the event.
- **Keep an eye on the time.** Welcome remarks or film discussions can easily run over. Stay on schedule to ensure attendees don't miss any key parts.
- **Capture moments.** Document the event with photos and even videos. Share your media sources with us at info@foodsynergymovie.ca
- **Have fun.** You've put in great effort in planning this event - Enjoy yourself!



Post-Screening Discussion

Choose your approach to discussion

The post-screening discussion offers an opportunity for your audience members to reflect on the film and explore ways to contribute to the solutions. Here are some engagement ideas:

- **Guided discussion.** Designate a facilitator to pose a series of questions to the group, encouraging attendees to share their thoughts.
- **Panel discussion.** Invite 3-4 experts and/or local stakeholders to form a panel. Aim to have speakers from diverse perspectives on local food sustainability to provide comprehensive insights into the topic. Our filmmakers and local food heroes featured in Food Synergy are happy to join you!

Tips on leading your discussion

- **Prepare in advance.** Familiarize yourself with the key themes and messages of Food Synergy to facilitate an informed discussion.
- **Set the tone.** Create a welcoming and inclusive atmosphere where everyone feels comfortable sharing their thoughts and opinions.
- **Start with a simple question** such as, *“What stories from the film resonate with you the most?”*
- **Encourage active participation.** Prompt attendees to engage by asking open-ended questions, paying attention, and showing genuine interest in their answers to pose follow-up questions if applicable.
- **Acknowledge diverse viewpoints.** Foster a respectful dialogue among attendees, stimulate deeper discussions, and encourage critical thinking about the topic.
- **Inspire action.** Be sure to conclude the conversation by motivating attendees to take practical steps towards reducing food waste in their daily lives and communities.



Discussion Guide

Prompts for a short warm-up before watching

- Take the 3-minute [Food Print Quiz](#)
- **Word Cloud activity.** “Discuss what the term “Food Waste” means to you.” Using software such as Mentimeter for attendees to enter their keywords, then showcase the word cloud.

Question ideas for the discussion

- What stories from the film resonate with you the most?
- Were you surprised by any of the statistics or facts presented in the documentary? Which ones stood out to you the most?
- How did the film change your perception of the impact of food waste?
- Which heroes leave the most impression on you?
- Have you personally experienced any challenges or barriers in trying to reduce food waste in your own life? If so, what were they?
- Are there any other sustainable food initiatives in your community that you can share?
- How can we better educate and raise awareness about the issue of food waste in our communities?
- After watching Food Synergy, what commitments or actions are you personally inspired to take to reduce food waste in your own life and community?



After the Event

Ways for viewers to take action

1. Get involved with Food Synergy and our local partner organizations

- [Rootdown Organic Farms](#)
- [SPUD](#)
- [Susgrainable](#)
- [Goodly Foods](#)
- [Peko Produce](#)
- [City Farm Society](#)
- [Second Harvest](#)
- [Food Systems Lab](#)
- [ReFed](#)
- [Edible Vancouver](#)
- [Vancouver Food Runners](#)
- [FoodMesh](#)
- [BetterTable](#)
- [Too Good To Go](#)
- [Sustainabiliteens](#)

2. Learn more about food waste

- [Food Print](#)
- [ReFed - Food Waste](#)
- [Food Waste Index Report 2024](#)
- [FAO SDG Data Portal - Indicator 12.3.1 - Global Food Loss and Waste](#)

3. Become a sustainable food lover

- [Food Matters Action Kit](#)
- [Save Food, Save Money, Save the Planet Booklet](#)
- [Reduce Your FoodPrint 4-Week Challenge](#)

Share your event experience

Tell us how your screening went! We will send you a Screening Feedback Form to fill out and look forward to hearing your thoughts.

Share your experience with others, too. Post about it on your social media channels (be sure to tag us), and write about the screening on your blog. Use [#Foodsynergy](#) and [#FoodSynergyScreening](#) along with other related hashtags.

We would love to post about your event on the Food Synergy website and our social media networks!

JOIN US TO HELP MAKE A DIFFERENCE!

We truly appreciate your efforts to spread the word about food loss/waste prevention and sustainable food practices in your community by organizing a Food Synergy screening event!

We look forward to supporting you!

Don't hesitate to contact us at info@foodsnergymovie.ca

FOLLOW US on social media for more updates!

- Facebook: [@Foodsnergymovie](#)
- Instagram: [@foodsnergymovie](#)
- LinkedIn: [@FOOD SYNERGY Movie](#)
- YouTube: [Food Synergy Movie](#)

Credits

Design & Layout: Amy Tran

Content Creation: Amy Tran and Diana M. Bello

Special Thanks to:

- Other members of team CHANGE (Janessa Tse, Elijah Cerafica, & Christian Bolanos)
- Vivian Davidson - Director of Food Synergy
- Anja-Lina Wamser - Professor at Douglas College

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