



SEED: THE UNTOLD STORY

Impact Report

94% OF OUR SEED DIVERSITY HAS BEEN LOST

Filmmakers Taggart Siegel and Jon Betz of Collective Eye Films explored the profound impact that seed biodiversity loss has on the environment and societies worldwide in their documentary, ***SEED: The Untold Story***.

They set out to produce a film that would entertain, raise awareness, and inspire change among those who know little about this issue. Their goal was to galvanize a base of activists who could use the film as a tool to attract new advocates to their organizations and create lasting change in their communities.

SEED won 19 film festival awards and reached an estimated 2 million+ viewers through a powerful grassroots screening and impact campaign, a national broadcast on PBS's ***Independent Lens*** documentary strand and broadcasts in 14 countries around the world.

A two-year outreach campaign was instrumental in conveying this issue to new audiences and inspiring them to take action. This impact guide shares the results of this powerful social campaign.



“Seed is an urgent call to stand up to agribusiness.”

the village **VOICE**

Corn harvested in the Sierra Norte Mountains, North of Oaxaca. These corn varieties are in danger of disappearing.





***“SEED is not just the source of life.
It is the very foundation of our being.”***

—Vandana Shiva

ABOUT THE FILM

Worshipped and treasured since the dawn of humankind, few things on Earth are as miraculous and vital as seeds, but in the last century, 94% of our seed varieties have disappeared.

SEED: The Untold Story

follows passionate seed keepers intent on protecting our 12,000 year-old food legacy.

More than a cautionary tale of “man against nature,”

Vandana Shiva stands in the field outside of Navdanya’s seed bank in Dehradun, India.

SEED reveals the work of farmers, scientists, lawyers, and indigenous seed keepers who are fighting a David versus Goliath battle to defend the future of our food. In a story both harrowing and heartening, we meet a wide variety of reluctant heroes working to rekindle a lost connection to our most treasured resource.

***“The most essential,
illuminating and
enraging film since
Food, Inc.”***

—NYC Movie Guru

FEATURING

- Vandana Shiva
- Dr. Jane Goodall
- Andrew Kimbrell
- Winona LaDuke
- Raj Patel

EXECUTIVE PRODUCERS

- Marisa Tomei, Academy Award Winning Actress
- Marc Turtletaub (*Little Miss Sunshine*)
- Phil Fairclough (*Grizzly Man*, *Cave of Forgotten Dreams*)

A BATTLE FOR DIVERSITY

Seeds feed us, clothe us, and provide the raw materials for our everyday lives. In a very real sense, they are life itself. Yet in our modern world, these precious gifts of nature are in grave danger.

In less than a century of industrial agriculture, our once abundant seed diversity—painstakingly created by ancient farmers and gardeners over countless millennia—has been drastically winnowed down to a handful of mass-produced varieties.

Articles in the *New York Times* and other mainstream sources report the impending collapse of the world's supplies of bananas, oranges, coffee and coconuts—all due to a short sighted over-reliance on a single, fragile variety.

Today, seeds are increasingly private property held in corporate hands. Three companies control two thirds of the global seed supply and pesticides, reaping huge profits: the recently merged multinationals Monsanto/Bayer, DowDuPont, ChemChina/Syngenta.

Genetically modified crops (GMOs) engineered in their laboratories dominate farmers' fields and grocery stores in the United States and countries around the world.

A political battle to label genetically modified foods has been waged in states around the U.S. Indigenous communities, farmers, and seed savers continue to fight for seed sovereignty around the world.

A new generation of passionate young farmers is cropping up to shift the balance toward a more sustainable and sovereign seed paradigm.

As *SEED: The Untold Story* shows this David and Goliath battle is underway, and the stakes couldn't be higher.

“The film has inspired me to grow varieties other than the typical foods grown around here.”

—Vilma, Vallejo People's Garden, CA



“The screening was a blast!

The crowd loved the movie. The part about contamination from test fields in Hawaii is so important for us right now, when the government has approved GMOs for ‘investigation purposes only’.

—Javier, Seed Guardians Network of Ecuador



THE RIGHT MOMENT *SEED* was released during a “change moment” for the seed and sustainable food movements. The Svalbard “Doomsday” Global Seed Vault was recently built, the organic farming and anti-GMO movements were thriving, mega-mergers between biotech giants made international news, and seed libraries were sprouting up in public libraries around the country.

CAMPAIGN GOALS Our campaign goals for *SEED* were to increase awareness about this unknown issue through film screenings, and engage audiences to participate in their local communities by preserving and renewing seed diversity.

As opposed to promoting initiatives directed by the film team, we connected audiences with local organizations who work on these issues year in and year out. Focusing on these two goals allowed us to work with limited resources, develop partnerships with action-oriented groups and provide tools for these groups to screen and lead constructive conversations around the film.

COMMUNITY ENGAGEMENT We began the campaign by reaching out to over 3,000 organizations in the environmental, food, farming and sustainability movement that were located near theatrical screenings across the US and Canada. Over 350 groups actively campaigned for the film in conjunction with local events. Many tabled at screenings or hosted post-screening Q&As. Local organizations used *SEED* screenings to increase awareness about their work and to recruit new members to get involved.

“The movie captured our intellect, emotions, and desire to help in the seed initiatives described throughout...[SEED] is still on our minds and in our conversations today!”

—Jess, Lake County
Beekeepers Association, IL

“The students were all really shocked and inspired. Next season we want to integrate seed saving more with the college community, holding skillshare sessions.”

—Ella, Schumacher College, UK

PBS INDEPENDENT LENS BROADCAST



SEED premiered on **PBS Independent Lens** on April 17, just before Earth Day 2017. Nearly 1.5 million people across the country watched the broadcast and were introduced to the consequences of seed diversity loss and the impact of agribusiness on our seed and food future.

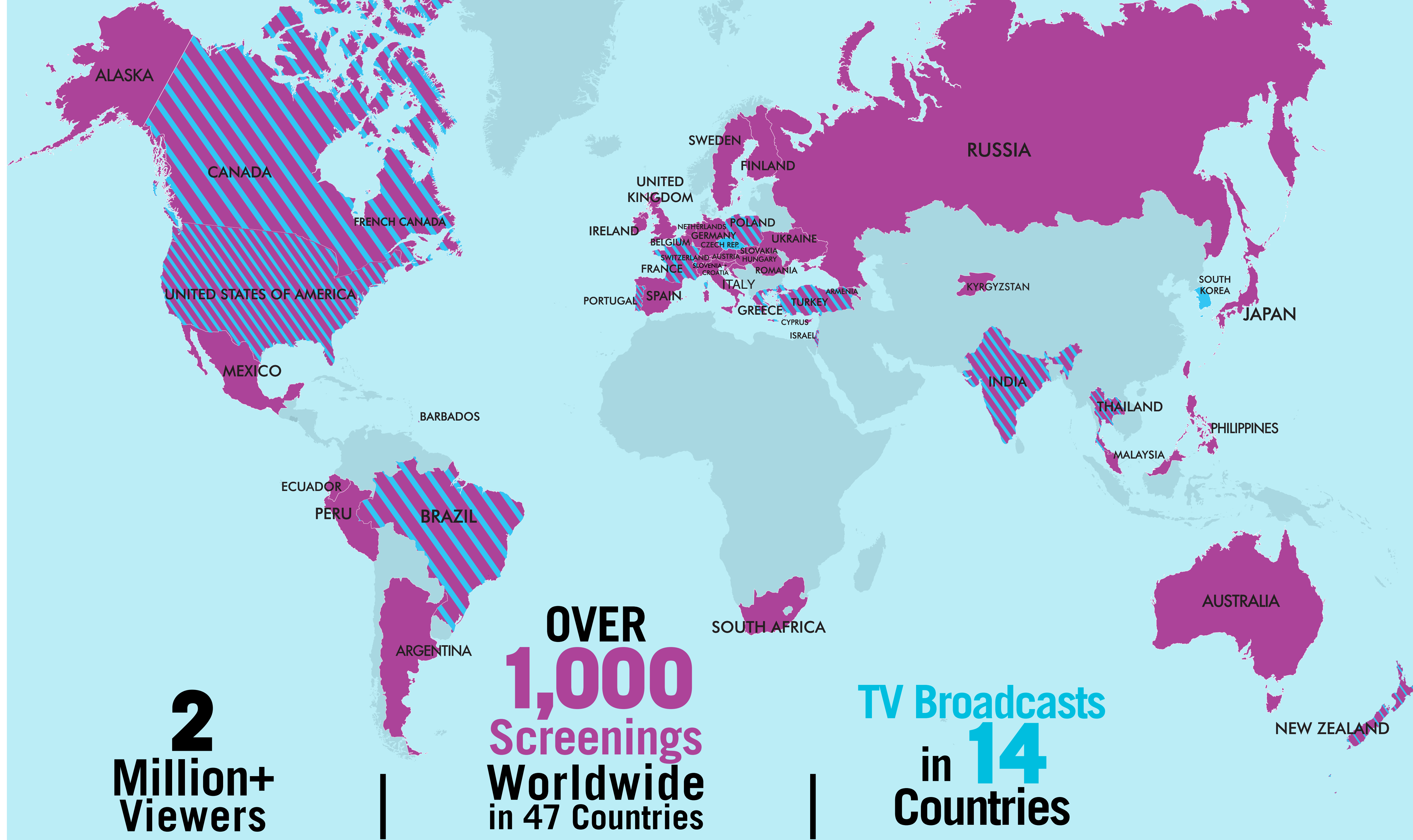
BY THE NUMBERS:
1,432,000 total television viewers.
Broadcast coverage in 98% of the US

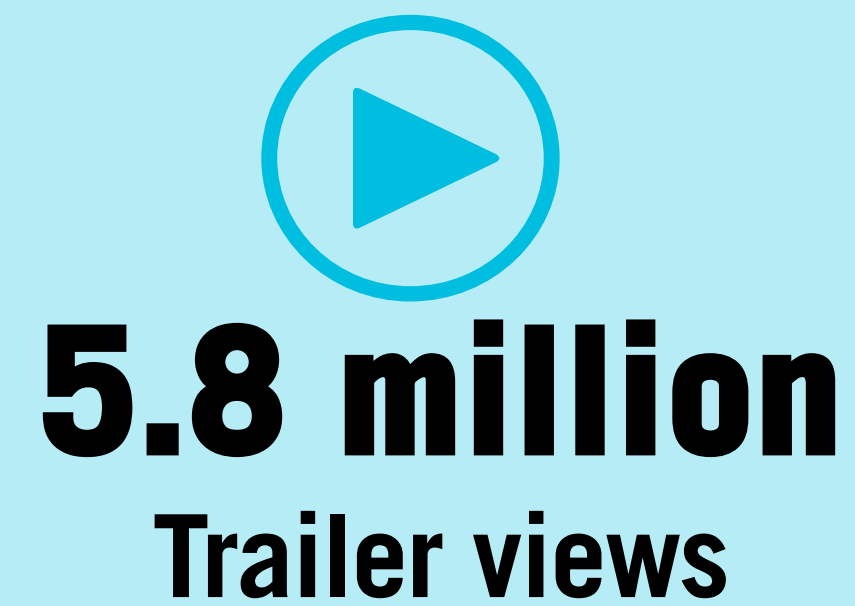
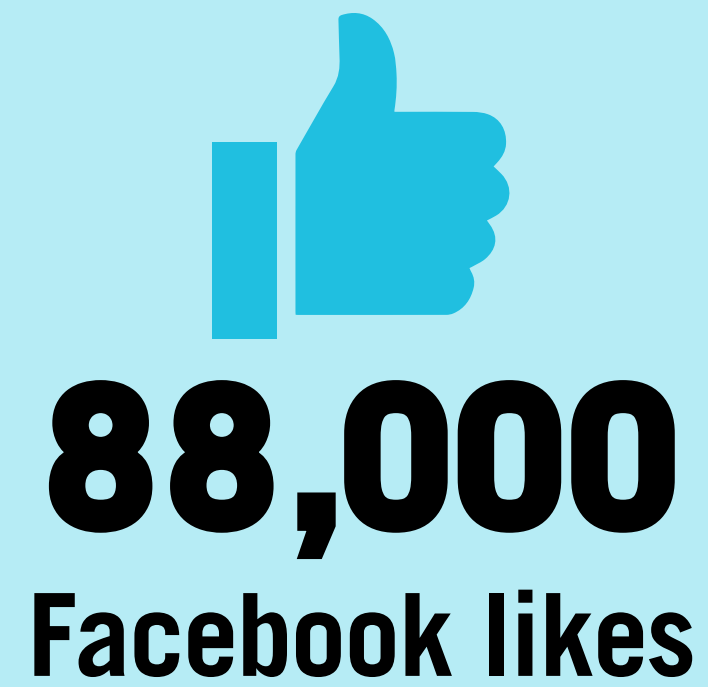
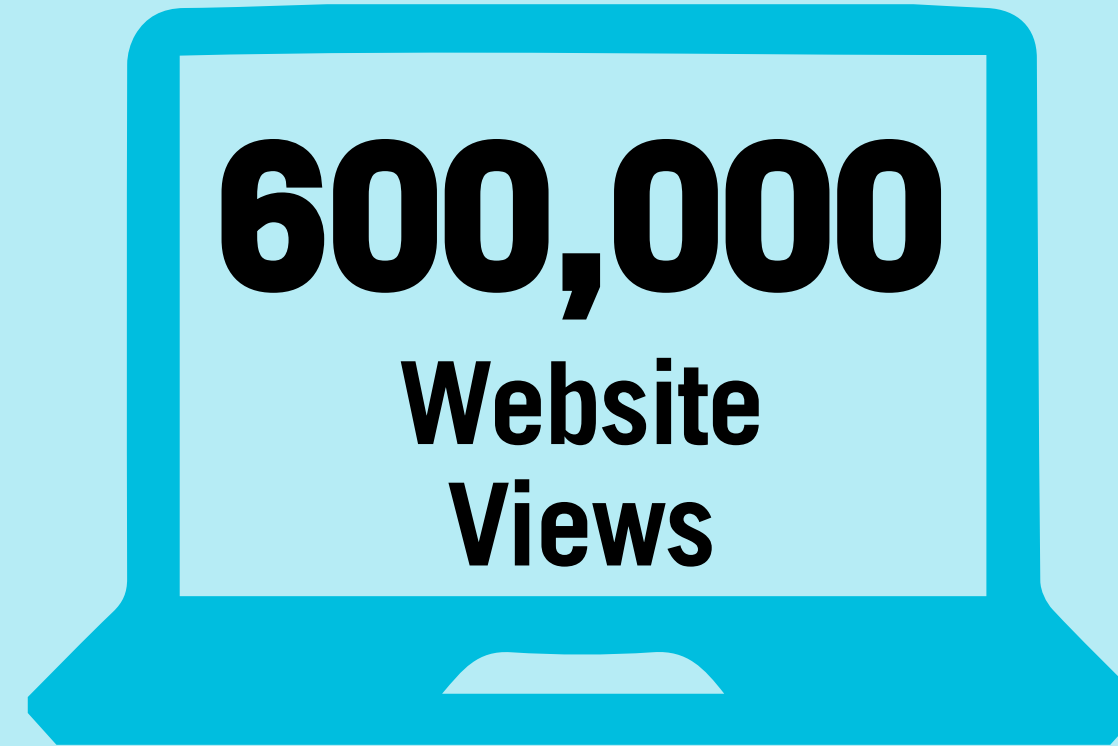
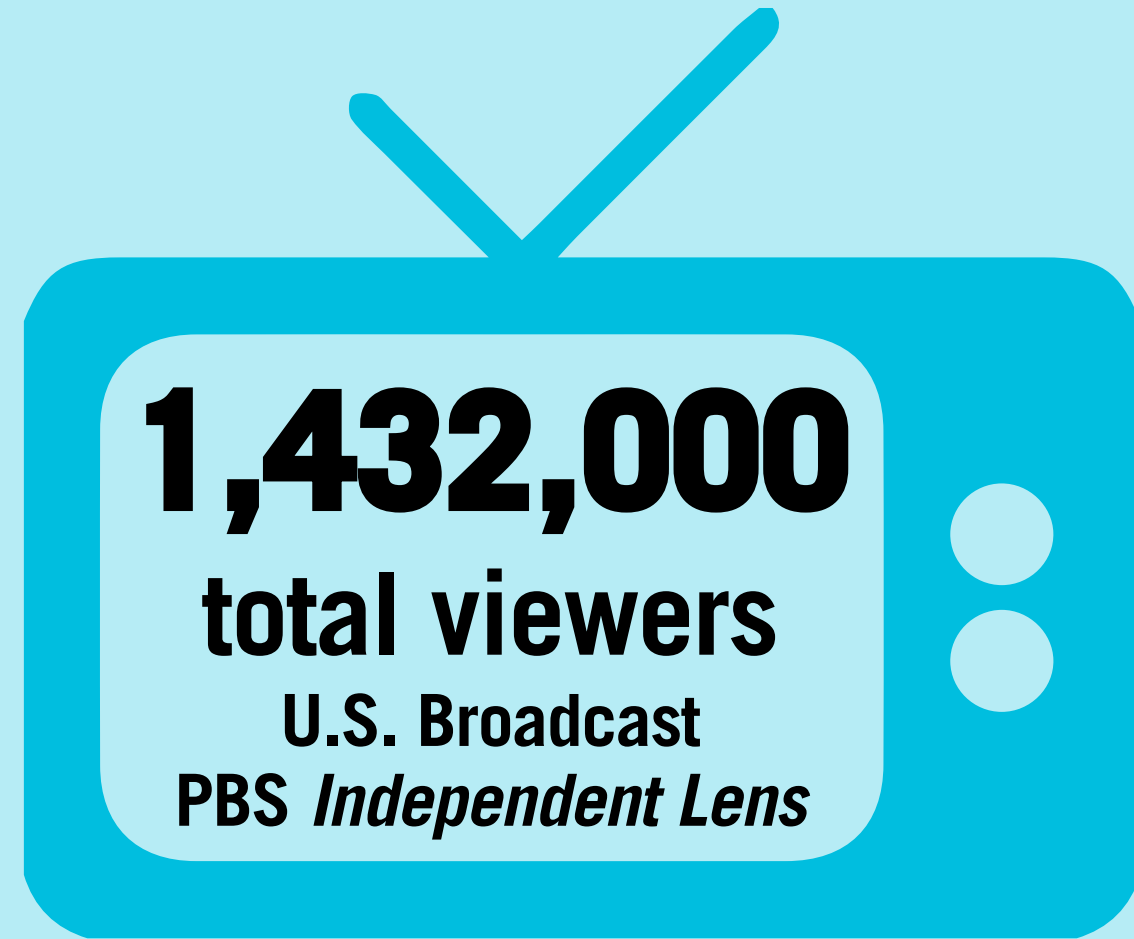
PRESS HIGHLIGHTS: Los Angeles Times, The New York Times, The Washington Post, The Boston Globe, Civil Eats, Alternet.



EMMY NOMINATED
FOR
OUTSTANDING
NATURE DOCUMENTARY

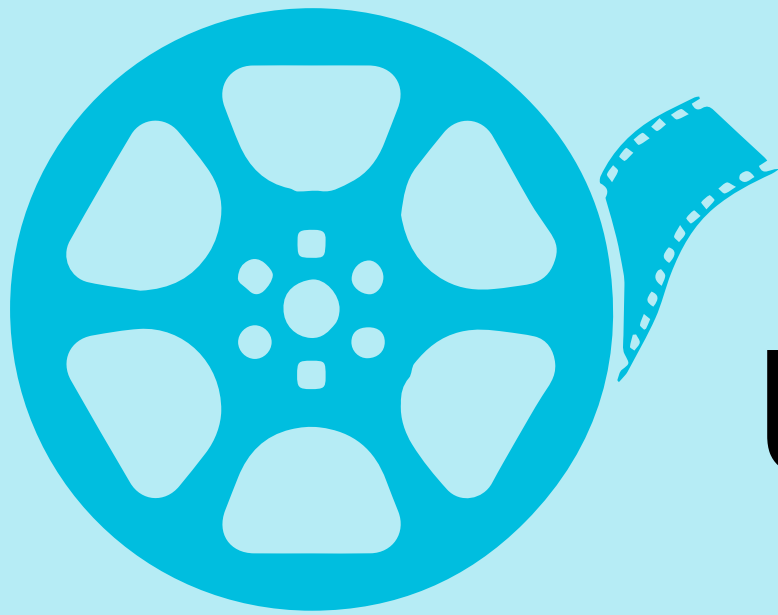
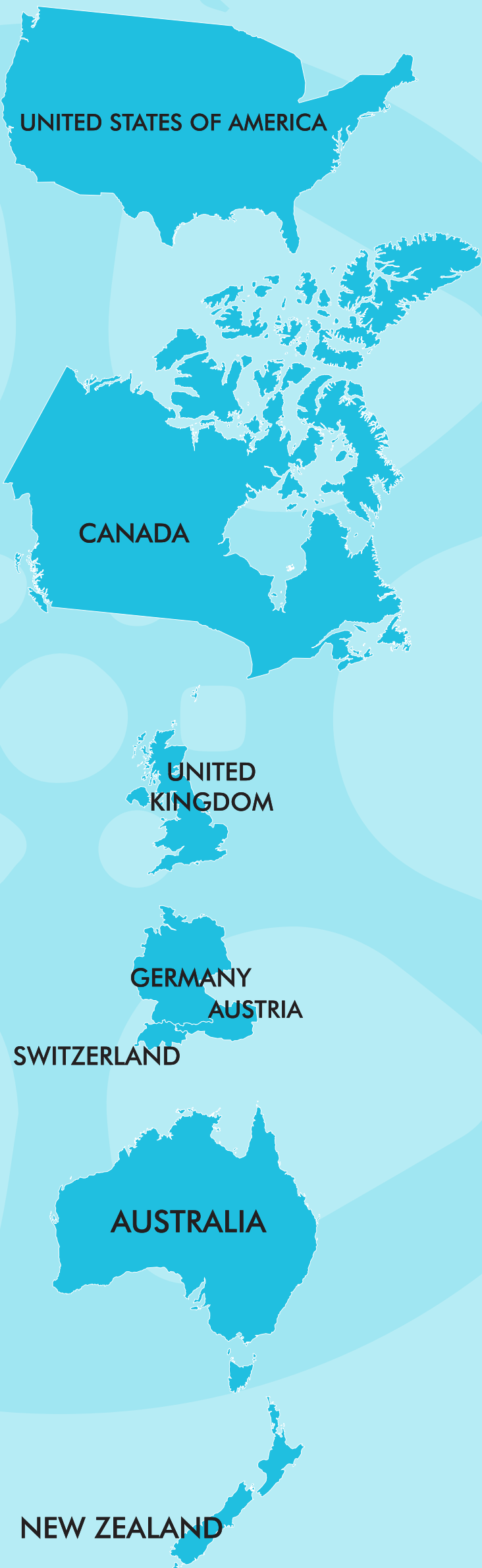






THEATRICAL RELEASE IN 8 COUNTRIES

Impact: By the Numbers



150
U.S. Theatrical Screenings



80
Film Festivals



18
Festival Awards



92% Fresh
Rotten Tomatoes®

“At the end of the evening there were hugs of friendship between different types of farmers who had never met before. I felt very happy about the level of communication between members of groups that are sometimes at odds, and hope that occurrence introduces a seed of change.”

—Catherine, Pepin Community Education, WI





In fall 2017 we embarked on the **Seed the Change** campaign, including a 55-page educational discussion guide. We reached out to hundreds of campus groups, youth organizations, and indigenous communities. Screenings were supported through July 2018.

It was important for us to bring the film to key communities regardless of their ability to afford a screening license. The Bertha Foundation and Kalliopeia Foundation helped make this happen by supporting our **Seed the Change** campaign, which brought **SEED: The Untold Story** to youth, students, and indigenous communities for free-admission screenings.

GOALS:

- Support college campus groups, youth organizations, and indigenous communities in their food, seed, environmental, or indigenous rights efforts.
- Inspire people to save and plant seeds, protect the environment, and support local and organic farms.
- Spur dialog and action around seed diversity and ownership, indigenous rights, and pesticide use.

“Everyone loved the documentary! The children were shouting out names of vegetables as they appeared! It was a lot of fun!”

—Meredith, Cultiva Ciudad, Mexico City



Activities at a **Seed the Change** screening in Mexico City

Seed the Change IMPACT

90 Screenings



42 International screenings

22 Screenings in Spanish



32 Universities

11 K-12 schools

3 District-wide K-12 programs

3 Seed schools



19 All ages
community education

13 Indigenous
communities and tribes

13 Youth organizations

“The post-screening discussion was [high school] student led, and absolutely amazing.”

—Tim, High School Teacher, PA

docacademy



SEED: The Untold Story

Biology

Students will use data to draw conclusions about GMOs, pesticides, and ethical issues surrounding seed conservation and food justice.

SEED was among the 6 films chosen for Doc Society’s Doc Academy pilot program, which creates curriculums to teach in U.S. high schools alongside selected film clips from notable award-winning documentaries.

TESTIMONIALS

“Many of the attendees had only a superficial knowledge of the global aspects of the onslaught against heirloom seeds. One immediate decision was to hold a seed-exchange event in a few weeks time.”

—Roland, Nature Protection Society of Sweden

“I’m so grateful for this educational opportunity. The film is beautiful and inspiring and wonderful. I cannot wait to share this with our community. THANK YOU for helping make it happen.”

—Tracy, Classroom in Bloom, WA

“Many audience members said they were grateful a documentary like this was shown and the event helped us outreach for our organization. The discussion guide is a great resource that I will continue to use.”

—Rachel, STEAMgrown Gardens Denton, University of North Texas

“Thank you so dearly from the bottom of my heart for creating your documentary... It touched my heart and changed my life so deeply and is the reason I now work for an organic, open pollinated heirloom seed company.”

—Katrina, Australia



“**SEED** is so intelligent and well-paced, audiences will enjoy the education, which is offered clearly, beautifully. I will use it as an excellent teaching tool in the coming years.”

—Carol, Ph.D. Adjunct Faculty, CUNY

“LOVED this film. Moved me to tears a few times.”

—Marie, Eden’s Organic, TX

“Thank you for making such an educating and inspiring film. Your film has inspired me into action. I will only be using open pollinated seed and trying to find heirloom varieties. I’ve also read about Navdanya and I am thinking of going to volunteer there next year.”

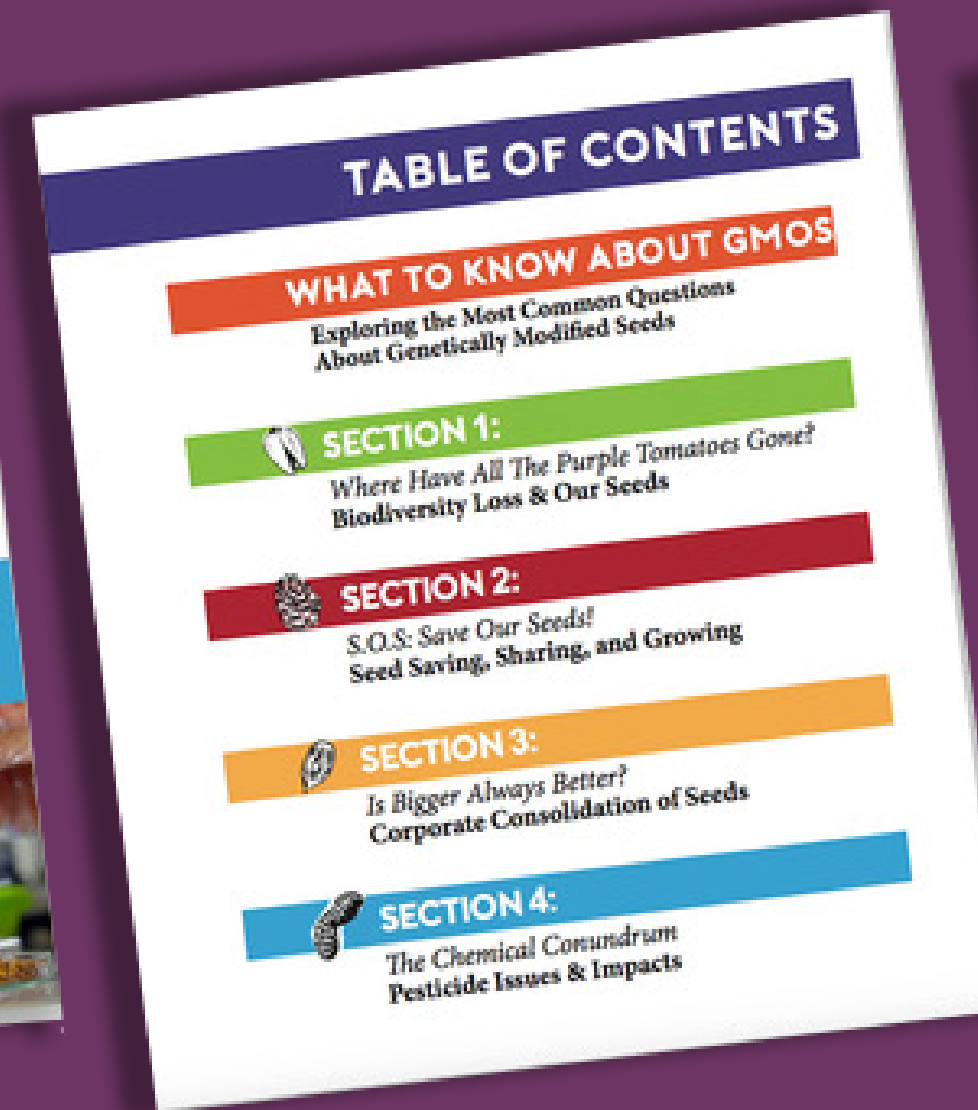
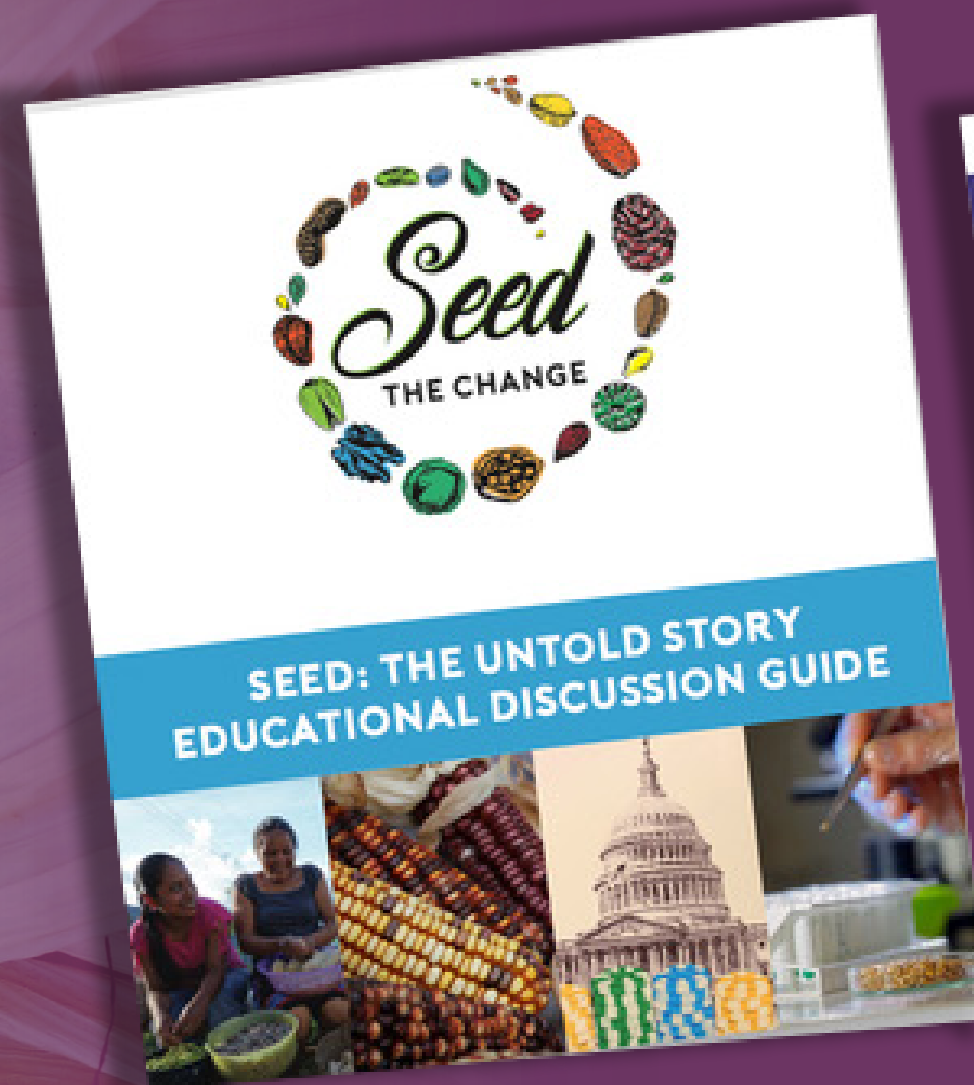
—Nicola, UK

“They were glued to the screen! Our discussion was charged and inspiring. We used the Discussion Guide for a conversation-to-action discussion.”

—Katrina, Saybrook University, CA

“The movement continues to build and the film (so beautifully done!) does a lot to help get that message out.”

—Mary, Oregonians for Safe Farms and Families



EDUCATIONAL DISCUSSION GUIDE

We worked with our partners at Rocky Mountain Seed Alliance to create a companion Educational Discussion Guide to foster dialog, delve deeper into the topics in the film, and inspire action. The guide is free and publicly available at seedthemovie.com/guide.

The guide is broken up into 5 main segments that can be used on their own, or combined.

- What to Know About GMOs addresses the common questions and myths about GMOs
- Biodiversity Loss & Our Seeds
- S.O.S: Save Our Seeds! Bringing back seed diversity
- Corporate Consolidation of Seeds
- Pesticide Issues & Impacts

“A gorgeously made film, put together with as much care as its subjects devote to saving the remaining varieties of seeds.”

—Los Angeles Times

Pedro Ramirez sits next to his diverse hand-picked corn in the Sierra Norte Mountains of Oaxaca, Mexico.

DISTRIBUTION STRATEGY

SEED: The Untold Story was our third film in a period of 11 years about issues in sustainable agriculture. *The Real Dirt on Farmer John* (PBS Independent Lens) and *Queen of the Sun* (NYTimes Critics' Pick) taught us many lessons about hybrid release strategies and how to work with the environmental movement. We built a strong fan base with these films who were ready and willing to support and share **SEED**. Throughout production, this audience was on our minds and cheering us on in different ways.

Our email list grew to over 14,000. These fans, kickstarter supporters, funding partners and community groups spread the word about the film and became future community event hosts. Mid-production, we were selected to attend The Fledging Fund Outreach & Engagement Lab, which imparted many best-practices that were instrumental in our distribution

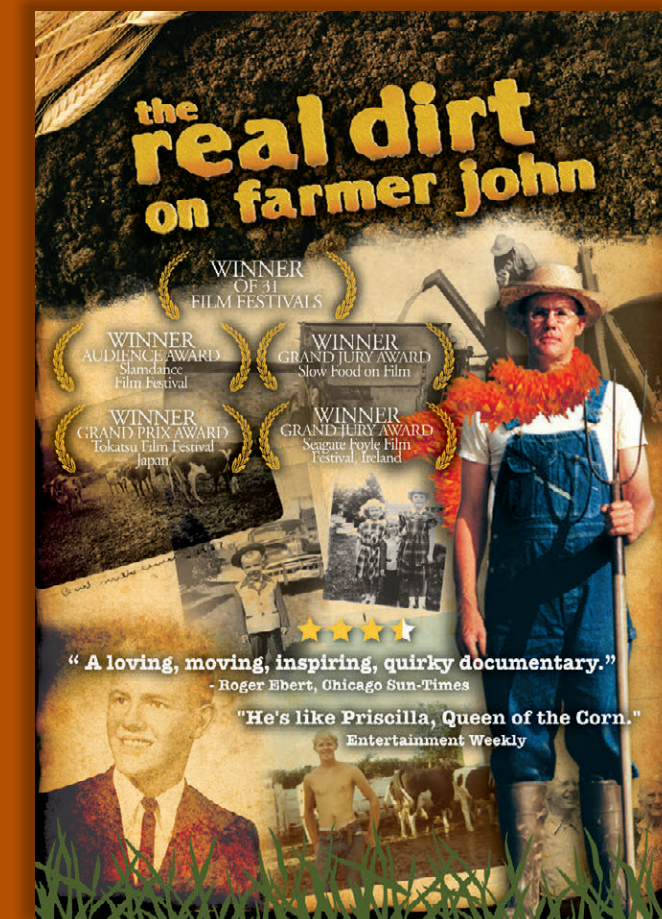
and impact strategy. Our initial release focused on the film festival circuit, winning awards and playing at notable festivals including Sheffield Doc/Fest and IDFA. Because of our hands-on approach with outreach for our previous films, we were at home building a community engagement and outreach team at Collective Eye Films. We booked, released and promoted the film in theaters over 9 months, focusing on each city—passionately stewarding audiences for every booking across 150+ cinemas.

Collective Eye's educational and non-theatrical distribution arm – which carries over 170 independent documentaries – handled educational sales, community screenings and the DVD and TVOD release. Cargo Films & Releasing managed

international broadcast sales. Our distribution began with festivals in Spring 2016 and culminated with a broadcast and consumer release on TVOD (iTunes, Amazon, Googleplay and others) and DVD by April 2017. Distribution extended internationally to numerous foreign television broadcasts, and theatrical releases.

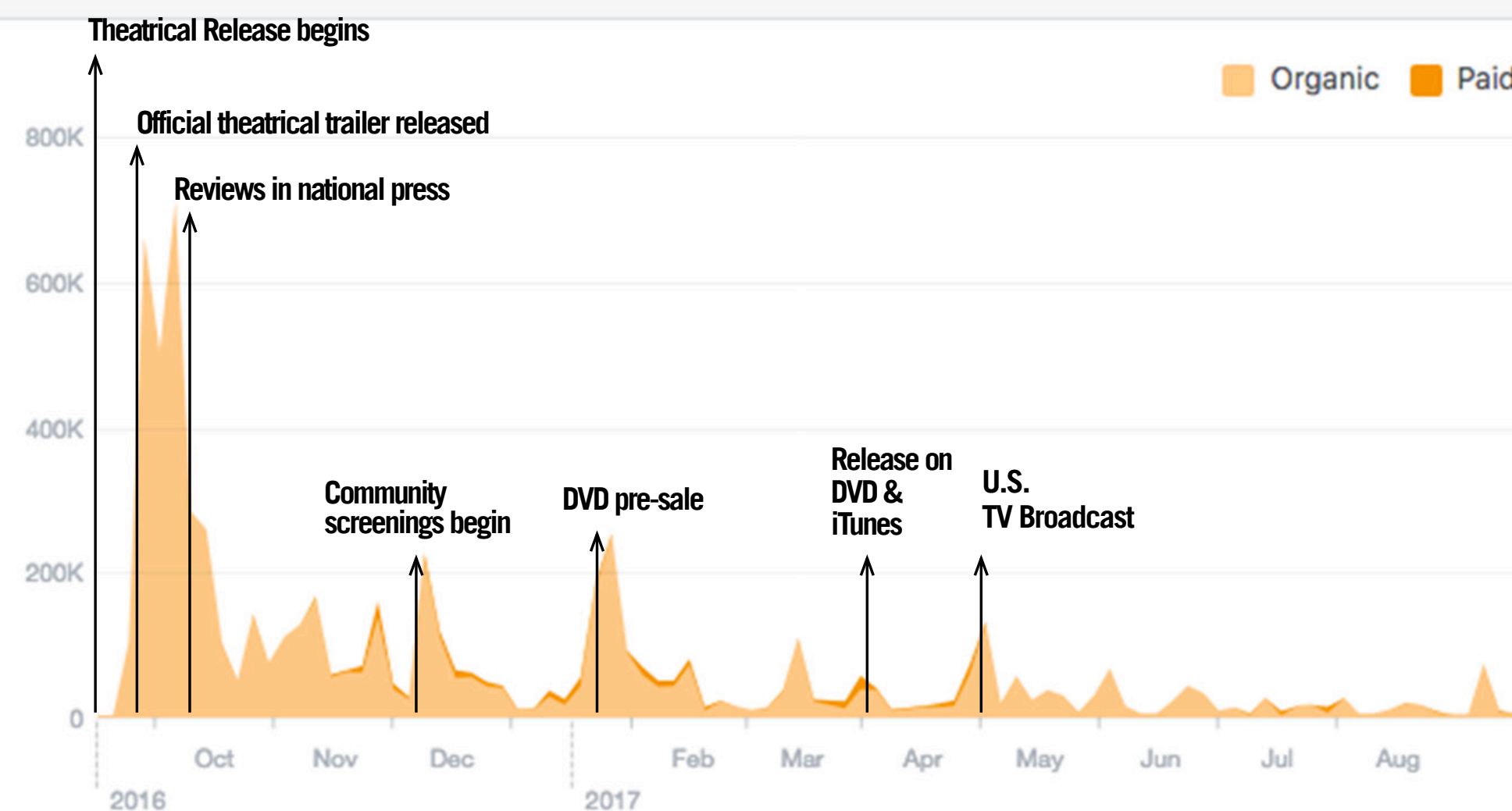


COLLECTIVE EYE FILMS



Post Reach

The number of people who had any posts from your Page enter their screen.



Aug. 2016:
20,000 Facebook
page likes.

Aug. 2017:
80,000 page likes.

SEED TIMELINE 1800's-2012 PRE-SEED

LATE 1800S

U.S. Government distributes over a billion seed packets.

1924

The government's free seed distribution program ends due to lobbying from the American Seed Trade Association (ASTA).

1970

Plant Variety Protection ACT (PVP) – Plant varieties can be patented, but not genes.

1980

Diamond v. Chakrabarty Supreme Court Case: “Anything under the sun made by man” can be patented, including genes.

1986

Coordinated Framework for Regulation of Biotechnology: No new laws can be created to regulate biotechnology products.

POLITICAL EVENTS

1975

Seed Savers Exchange, a preeminent network of grassroots seed savers, is formed by Kent and Diane Ott Whealy.

1983

Rural Advancement Foundation International (RAFI) reports: Over 90% of commercial seed varieties missing since 1903.

1994

The first GMO food, the Flavr Savr tomato, hits U.S. grocery store shelves. (It was only available until 1997.)

2011

Rebecca Newburn starts the Seed Library Social Network. Public seed libraries start springing up around the country.

2008

Svalbard Seed Vault opens in Norway.

WORLD EVENTS

August 2012

Production Begins

December 2012

First Kickstarter raises \$75,000

THE FILM & THE CAMPAIGN

PRE-SEED TIMELINE 1800’s-2012

2012-2014

Statewide GMO labeling ballot initiatives are defeated in costly races in California, Washington, Oregon, and Colorado.

July 2016

“DARK Act” (Deny Americans the Right to Know), preempts all state GMO labeling efforts and overturns Vermont’s labeling law.

POLITICAL EVENTS

Fall 2015

First seeds withdrawn from Svalbard, prompted by the war in Syria.

2017

Nearly 80% of processed foods in US supermarkets contain GMOs.

May 2017

Svalbard Floods. No seeds are lost, but need for multiple backups is evident.

Fall 2017

USDA Census of Agriculture finds that the proportion of farmers under 35 is increasing.

June 2018

Bayer-Monsanto merger closes. Bayer chooses to cease using the Monsanto name.

2018:

Three companies control 59% of the global seed supply, and 64% of pesticides: Monsanto/ Bayer, DowDuPont, ChemChina/Syngenta.

2018:

Over 500 public seed libraries in operation.

WORLD EVENTS

November 2013

Second Kickstarter raises \$85,000

May 2015

Post-Production Begins

March 2016

World premiere at D.C. Environmental Film Festival
First campaign partnership meeting

April - August 2016

Festival Screenings begin

June 2016

Wins Environmental Award at Sheffield Doc/Fest
Kalliopeia Foundation arranges partner summit in San Francisco.

September 2016 - April 2017

Theatrical release in US & Canada

December 2016

Community screenings begin

January 2017

Educational DVD release

March 2017

DVD & VOD release

April 2017

US Broadcast Premiere on PBS
“Independent Lens”

May 2017

Development begins for Seed the Change campaign.
Theatrical release in Australia, New Zealand and the U.K.

September 2017 - July 2018

Seed the Change free screenings

November 2017

55-page companion Educational Discussion Guide release

July 2018

SEED outreach reaches over 1,000 screening events around the world

October 2018

Theatrical release in Germany, Austria, Switzerland

THE FILM & THE CAMPAIGN

““ PRESS

““ Rare documentary from filmmakers who are not just capable but also in love with their craft...a wonder...””

the village
VOICE

““ [SEED] is a gorgeously made film, put together with as much care as it's subjects devote to saving the remaining varieties of seeds.””

Los Angeles Times

““ SEED: The Untold Story contains just enough gourmet touches to draw foodies into the audience alongside the usual environmentalist crowd... Engaging and polished...a handsome and nutrient-rich look at efforts to preserve food-system biodiversity.””

THE
Hollywood
REPORTER

““ The frightening beauty of **SEED** is the clarity with which it defines the mission of seed-savers – maintaining agricultural diversity for future generations, whatever the world they inherit; it's bluntly persuasive.””

FILM JOURNAL
INTERNATIONAL

““ Ingredients of a classic tale: A beautiful, yet vulnerable protagonist, murder and devastation, corrupt villains, unsung heroes and an unshakable hope.””

VUEWEEKLY

““ A superb documentary...visually stunning...A model of scientific insight, story-telling and cinematic panache that reminds us that the future of life under capitalism is guarded at best.””


-rec.arts.movie.reviews

““ This film takes what might seem like mundane subject matter and turns it into a political and social issue chock-full of characters who could be pulled from a Robinson Crusoe adventure book...a film that offers exquisite surprises.””

MISSOULA
Independent

””





ROCKY MOUNTAIN
SEED ALLIANCE

Local Seeds Local Food

RockyMountainSeeds.org

“Seed: The Untold Story has evolved into a pivotal tool for the Rocky Mountain Seed Alliance (RMSA). We even brought the film to the Philippines as part of our Seed School for over 50 local organic farmers. We also developed the Million Seed Savers Campaign as a result of our partnership with SEED.”

—Bill & Belle, Rocky Mountain Seed Alliance, ID

FUNDING

Outreach and distribution planning for ***SEED: The Untold Story*** began early. Two Kickstarter crowdfunding campaigns helped raise over \$160,000. Our email list from past films was instrumental in fundraising. Success, propelled by a viral trailer on the second campaign, led to the attention of multiple grant-making organizations. The campaign got the attention of Doc Society's "Good Pitch" event. We attended a live-pitch session, raising \$40,000.

In total, grantors and individual donors contributed \$500,000. We relied on film sales after the release to recoup the additional \$180,000 which remained in the production budget.

We networked with many like-minded groups to promote our fundraising campaigns. These groups helped us develop partnerships early with key players in the movement who

championed the film throughout its release. Many have long stood in the trenches defending seed diversity and seed sovereignty (the right for individuals and cultures to retain the rights to their seeds).

As the film neared release, we participated in the Fledgling Fund's Outreach & Engagement Lab. With help from the lab and our larger network, we found grantors and other key players who provided \$150,000 in outreach funding.

BUDGET:

PRODUCTION
\$680,000

OUTREACH
\$238,000

'Seed the Change'
campaign
\$35,000

Funding Provided by:

patagonia

THE FLEDGLING FUND
helping stories take flight

Kalliopeia
FOUNDATION

britdoc

SALVIA

hotdocs
OUTSPOKEN. OUTSTANDING.



ABOUT THE TEAM



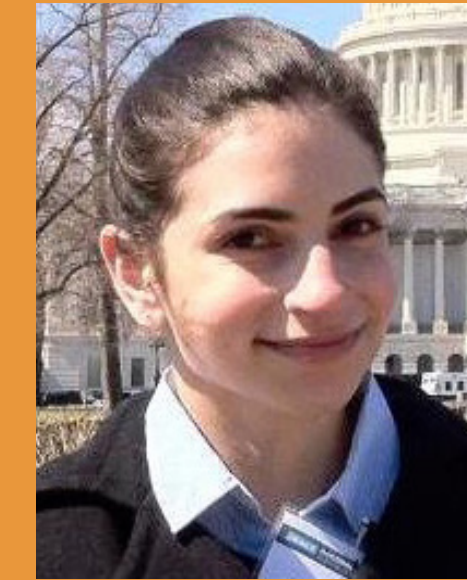
TAGGART SIEGEL Director / Producer

Taggart Siegel has produced and directed Emmy-nominated, award-winning documentaries including *SEED: The Untold Story*, *QUEEN OF THE SUN: What are the Bees Telling Us?* and *THE REAL DIRT ON FARMER JOHN* (ITVS, *Independent Lens*). These films received critical-acclaim during their theatrical release and garnered over 60 international awards. Siegel's previous PBS films include: *SPLIT HORN*, (ITVS, *Independent Lens*), *BETWEEN TWO WORLDS*, *BLUE COLLAR AND BUDDHA*, *HEART BROKEN IN HALF*, and producing the National Geographic film *DISENCHANTED FOREST* about orangutans in Borneo. Taggart is a Fledgling Outreach and Engagement Lab Fellow and a Doc Society's "Good Pitch" alum. He is the founder of Collective Eye Films, a non-profit media production and distribution organization based in Portland, Oregon.



JON BETZ Director / Producer

Jon is an Emmy-nominated, award winning independent documentary filmmaker. He is the director and producer of *SEED: The Untold Story* and the producer and editor for *QUEEN OF THE SUN: What Are the Bees Telling Us?* (2010). *QUEEN OF THE SUN* was critically-acclaimed during it's U.S. theatrical release and heralded by The New York Times as "Revelatory! A Critic's Pick" His also directed *MEMORIZE YOU SAW IT* (2008) which journals his experience as an aid worker living with former-child soldiers in Eastern Uganda. Betz is a Fledgling Outreach and Engagement Lab Fellow, a Doc Society's "Good Pitch" alum and a graduate from Rhode Island School of Design. He is the director of Collective Eye Films, a non-profit media production and distribution organization based in Portland, Oregon.



ROBYN GOTTLIEB Campaign Director

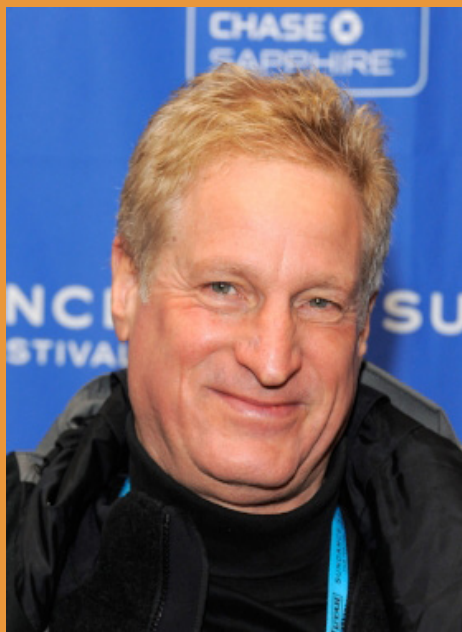
Robyn helped manage outreach, promotions, and partnerships for the U.S. theatrical release of *SEED: The Untold Story*. She and her team recruited over 400 organizations to participate in or host a *SEED* screening. Robyn implemented and helped design the grant-funded *Seed the Change* campaign, which brought the film to youth, students, and indigenous communities. Robyn holds degrees in Environmental Studies and Political Science from Portland State University. Her background is in political organizing, and before joining the *SEED* team, she worked on the campaign to label GMOs in Oregon. In addition to her work on *SEED*, Robyn manages local political campaigns in Portland, Oregon.

EXECUTIVE PRODUCERS



MARISA TOMEI

Marisa Tomei is an Academy-Award winning stage, film, and television actress with additional nominations for BAFTA, Golden Globe and Screen Actors Guild Awards. She is the founder of Seneca Falls Picture Company. Tomei is actively dedicated to humanitarian causes and hosted “reclaim REAL food” to bring attention to the importance of labeling our food.



MARC TURTLETAUB

Marc Turteltaub has been a producer for fourteen years through two production companies. In 2004, he co-founded Big Beach with Peter Saraf and has served as a producer on all of the company’s films including the Academy Award-winning *LITTLE MISS SUNSHINE*.

Turteltaub’s other credits with Big Beach include the documentary *LUCKY*, Phillip Seymour Hoffman’s directorial debut, *JACK GOES BOATING*, Sam Mendes’ *AWAY WE GO*, Christine Jeffs’ *SUNSHINE CLEANING*, John Crowley’s *IS ANYBODY THERE*, Ramin Bahrani’s *CHOP SHOP*, and Liev Schrieber’s *EVERYTHING IS ILLUMINATED*.



PHIL FAIRCLOUGH

Phil Fairclough was involved as executive producer and producer on several of Werner Herzog’s documentaries including the acclaimed *GRIZZLY MAN*, the Oscar nominated *ENCOUNTERS AT THE END OF THE WORLD* and *CAVE OF FORGOTTEN DREAMS*. Phil was a network executive at Discovery Channel, and EVP of Development and Production for NHNZ. Phil has held senior positions at the BBC and ITV – including the acclaimed BBC Natural History Unit where he was an executive producer and head of the commercial production unit.



STRATEGIC PARTNERS

-  **ROCKY MOUNTAIN
SEED ALLIANCE**

-  **CENTER FOR
FOOD SAFETY**

-  **USC CANADA**
HOW WE GROW OUR FOOD MATTERS
CULTIVER POUR L'AVENIR

-  **Navdanya**
international

-  **Gaia Foundation**

-  **Baker Creek Heirloom Seeds**

- **Organic Seed Alliance**
- **Pesticide Action Network North America**
- **Organic Consumers Association**
- **Four Bridges Permaculture Institute**
- **Scatterseed Project**
- **Seed Savers Exchange**
- **Kalliopeia Foundation**
- **The Fledgling Fund**
- **Institute for Responsible Technology**
- **Tesuque Pueblo**
- **Local Slow Food chapters**
- **Biodynamic Farming and Gardening Association**
- **Sierra Seeds**
- **Hawai'i SEED... and many more!**

To watch SEED or host a screening visit: **seedthemovie.com**