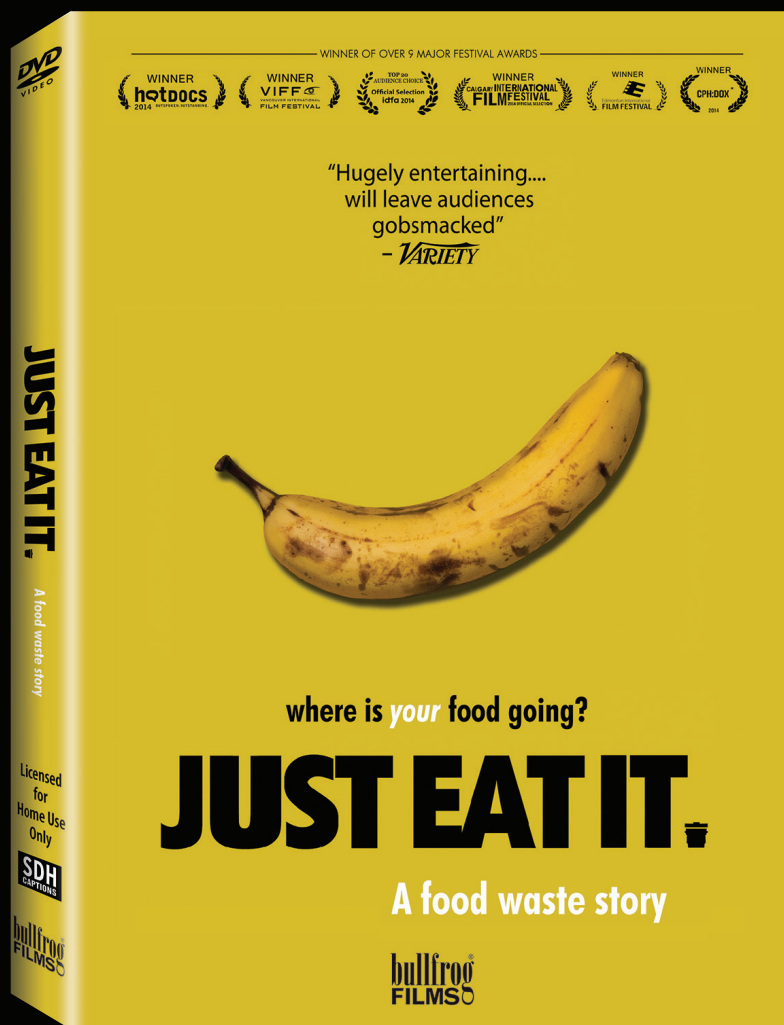


NEW FROM bullfrogfilms®



We all love food. As a society, we devour countless cooking shows, culinary magazines and foodie blogs. So how could we possibly be throwing nearly 50% of it in the trash?

Filmmakers and food lovers Jen and Grant dive into the issue of waste from farms, through retail, all the way to the back of their own fridge. After catching a glimpse of the billions of dollars of good food that is tossed each year in North America, they pledge to quit grocery shopping cold turkey and survive only on foods that would otherwise be thrown away.

JUST EAT IT brings farmers, retailers, inspiring organizations, and consumers to the table in a cinematic story that is equal parts education and delicious entertainment.

SPECIAL FEATURES

• 50min educational version • SDH Captions • Spanish subtitles

- Festival Favorite!
- Best Documentary, Best Documentary Director, Best Documentary Musical Score, Audience Award, CPH:DOX
- People's Choice Award, Calgary International Film Festival
- Best Canadian Documentary, Edmonton International Film Festival
- Television premiere: MSNBC

"SMART AND SNAPPY!"

– THE GLOBE AND MAIL

"REVEALS THE CORE OF A SEEMINGLY INSIGNIFICANT ISSUE THAT IS HAVING DEVASTATING EFFECTS AROUND THE WORLD."

– DIGITAL JOURNAL



"FUN, INSPIRING, INSIGHTFUL, AND IT WINDS YOU UP TO GET READY TO DO SOMETHING."

– WE GOT THIS COVERED

"TAKES VIEWERS DOWN A VERY STRANGE RABBIT HOLE EXPOSING A SIDE OF THE NORTH AMERICAN ECONOMY FEW EVER SEE."

– THE STRANGER



JUST EAT IT

A film by Grant Baldwin • From Bullfrog Films
2015 • 73 min • Color • Not Rated

UPC # 1-94154-54832-4 • SRP: \$24.98

PRE-BOOK 11/8/16 - STREET 12/6/16

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