



June 15, 2009

'Food, Inc.' to have special screening in Monterey

On Friday, Pesticide Watch welcomes investigative journalist, bestselling author and co-producer of the highly anticipated documentary Food, Inc., Eric Schlosser, to a special opening-night screening at the Osio Cinemas in downtown Monterey.

A reception featuring local & organic food and wine will begin at 6pm, followed by the screening at 7pm, as well as a panel discussion after the film.

Pesticide Watch writes: "Food, Inc., lifts the veil off our nation's food industry, exposing the highly mechanized underbelly that's been hidden from the American consumer with the consent of the US Department of Agriculture and Food and Drug Administration. A handful of corporations that often put profit ahead of consumer health, the livelihood of the American farmer, the safety of workers and our own environment now control our nation's food supply. Food, Inc. reveals surprising -- and often shocking truths -- about what we eat, how it's produced, who we have become as a nation and where we are headed."

The event host, Pesticide Watch Education Fund, is an environmental & public health non-profit whose mission is to support community-led activism that is aimed at reducing the use of pesticides, while increasing food security. The group says Monterey County has one of the highest rates of pesticide use in the state of California and issues more restricted-use permits for toxic chemicals than any other county. It is also the home to a number of the largest industrialized agri-businesses in the country, which grow crops such as strawberries and wine grapes. Pesticide Watch Education Fund works side-by-side with communities to prevent pesticide pollution, support local farming and build healthy communities.

Reception guests will be invited to meet with local farmers and taste fresh, local and organic produce and wine they grow. Serendipity Farms, Heller Estate Organic Vineyards, Big Sur Bakery, Whole Foods Market Monterey and additional local organic farmers will provide food, wine and beverages for the reception. After the film, moviegoers will be invited to participate in a discussion of the film. Led by Pesticide Watch Education Fund, attendees will hear from producer Eric Schlosser about his experience making the film and the real stories of members of the Monterey Bay organic farming community who are farming the new American dream- clean, green and pesticide-free.

Other guest panel members include Serendipity Farm owner Jamie Collins, Deputy Director of ALBA farmers Gary Peterson, and farmer's market/community organizer Grace Dominguez with Everyone's Harvest.

WHERE: Osio Cinemas, 350 Alvarado Street, Monterey

WHEN: 6-7pm Reception; 7-8:45pm "Food, Inc." Film; 9-9:30pm Panel

WHO: Eric Schlosser, "Food, Inc." Producer; Gary Peterson ALBA farmers; Jamie Collins, Serendipity Farm; Grace Dominguez, Everyone's Harvest; Elsa Dooling, Pesticide Watch Education Fund community organizer.