



## **PROJECT OVERVIEW**

“Food First” is a feature documentary about the evolving food movement in Indianapolis/Central Indiana from filmmaker Hannah Myers Lindgren of Deliberate Media in Noblesville, Ind. The project germinated after Hannah graduated from Ball State University in 2013, when she suddenly realized she was in complete control of what she put into her body and where she spent her money. After spending most of her freshman year in and out of the hospital and doctors’ offices with various ailments, she was diagnosed as gluten and dairy intolerant in May 2010. Because she worked and lived in the residence halls, she had little control over her diet.

In March 2014, a chance encounter with WISH-TV personality Chef Wendell Fowler led to Hannah learning about plans for a new restaurant: Ezra’s Enlightened Cafe, the first raw/vegan restaurant in Indianapolis. After meeting Ezra’s owner, Audrey Barron, Hannah decided to follow the restaurant’s story and see where it led her. One person’s story led to another and another, and eventually the full scope of “Food First” was revealed: the food system in Indianapolis is a giant web of people, organizations, and businesses. Through the filming, Hannah learned about food and its impact on the body, our communities, and their economies.

The majority of filming took place March-September 2014 and March-July 2015, during which time Hannah’s team conducted more than 20 interviews and 50 additional shoots. The film has been in post-production since August 2015, which has included story writing, editing, graphics creation, promotion, and planning.

On July 18, 2014, Deliberate Media successfully completed a Kickstarter campaign for \$3,200 with 39 total backers. This initial funding allowed for such costs as promotional materials and contract video and audio help. Since then the film has been entirely self-funded by Deliberate Media, which focuses on telling short stories through video for a variety of clients. To finish the film, a private fundraising effort is planned for late March 2016. This funding will be used for audio editing, graphics creation, promotional materials, and screening costs.

Hannah hopes “Food First” will serve as a springboard for conversation about the food movement in Indianapolis and how to continue to propel this movement forward.

Through partnerships with organizations and businesses like Tyner Pond Farm, Indy Food Council, Eskenazi Health and Chef’s Night Off Indy, the film will be screened at various locations in June, July and August 2016. Each screening will be followed by community conversation on one or two topics touched on in the film. A panel of experts will discuss the scope of those topics beyond what the film covers and engage in conversation with the audience to answer questions and promote change. Distribution beyond these screenings is TBD.

## **PROJECT TIMELINE**

- Started filming March 2014
- Kickstarter campaign July 2014
- Initial filming completed July 2015
- Editing and post-production August 2015-May 2016
- Community Conversation screenings June-August 2016

## SYNOPSIS

**LONG:** Attitudes about food are changing nationally. People are becoming selective about where they get their food, taking a stand against mass food production and working together to solve food access issues. Farmers' markets, alternative food stores and expanded restaurant choices are popping up everywhere. "Food First" looks at how this movement is impacting Indianapolis, Indiana - a city that, like many others, is just starting to experience this change. By exploring different facets of the food movement happening in this community - growing quality food, supporting local, access and education - viewers discover why healthy, fresh, local food is quickly becoming a priority in people's lives. This is Indy's Food Story - where we've been, where we are and where we're going.

**MEDIUM:** "Food First" looks at how the nationwide food movement is impacting Indianapolis, Indiana. By exploring different facets of the food movement happening in this community - growing quality food, supporting local, access and education - viewers discover why healthy, fresh, local food is quickly becoming a priority in people's lives. This is Indy's Food Story - where we've been, where we are and where we're going.

**SHORT:** "Food First" looks at how growing quality food, supporting local, and increasing access and education are impacting Indianapolis, Indiana. This is Indy's Food Story - where we've been, where we are and where we're going.

## FEATURED INDIVIDUALS

- Allie McFee - Women's Health Educator, Writer, Chef
- Amandula Anderson - Executive Director, United Northeast Community Development Corp.
- Audrey Barron - Owner, Ezra's Enlightened Cafe
- Chris Baggott - CEO, Tyner Pond Farm
- Dr. Lisa Harris - CEO, Eskenazi Health
- Laura Henderson - Founder & Executive Director, Growing Places Indy
- Maria Smietana - Market Master, Farm to Fork Market at Normandy Farms
- Matt Ewer - CEO, Green BEAN Delivery
- Nathan Roberts - Indy Food Co-op
- Rachel White - Sky Farmer, Eskenazi Health
- RJ Wall - Founder, Chef's Night Off Indy
- Ronak Shah - 7th Grade Science Teacher
- Rudy Nehrling - President, Good Earth Natural Food Co.
- Tedd Grain - Deputy Director, Indianapolis Local Initiatives Support Corporation
- Twon Schroeder - Producer Manager, Pogue's Run Grocer
- Tyler Henderson - Farm Manager, Growing Places Indy
- Chef Wendell Fowler - Author, Presenter, WISH-TV Personality

## FEATURED ORGANIZATIONS & BUSINESSES

- Eskenazi Health Sky Farm
- Ezra's Enlightened Cafe
- Good Earth Natural Foods
- Green BEAN Delivery
- Growing Places Indy
- Good Earth Natural Food Co.
- Pogue's Run Grocer
- Tyner Pond Farm

## FULL CREW LIST

- Directed & Produced by:
  - Hannah Myers Lindgren
- Production Assistance by:
  - Casey Ferguson
  - Jackie Jones
  - Victoria Disque
- Videography by:
  - Hannah Myers Lindgren
- Additional Videography by:
  - Casey Ferguson
  - Grayson Marsh
  - Joseph Warner
  - Paul Weller
  - Victoria Disque
- Sound Assistance by:
  - Casey Ferguson
  - Colleen Rocap
  - Heather Bronge
  - Victoria Disque
- Editing by:
  - Hannah Myers Lindgren
  - Victoria Disque
- Sound Editing by:
  - Felicia Keen
- Motion Graphics by:
  - Israel Horton
- Music by:
  - Bigfoot Yancey
  - Mike Angel
  - More TBA

## DIRECTOR/PRODUCER BIO

**Hannah Myers Lindgren** started Deliberate Media in June 2013 after graduating from Ball State University. She began producing short videos for a variety of clients, including non-profits, advocacy groups, community organizations and tourism bureaus, and soon found her "niche" in *intentional storytelling*. Hannah particularly enjoys helping clients figure out how to create emotion through video. Hannah became interested in video after producing a short documentary about her grandfather in a high school communications class and went on to pursue film and television studies at Ball State University. Her interest in culture and storytelling led her to also earn a minor in anthropology. Hannah's interest in the health food community stems from a health journey that began six years ago, when she started getting incredibly ill. After years of visits to various doctors, she's finally on the track back to health, mostly due to changes she's made in her diet.



*Full resolution photos available upon request: [hannah@deliberatemediallc.com](mailto:hannah@deliberatemediallc.com)*