Media Kit

A documentary series exploring the journey to restore food sovereignty



About

Imagine a world where every community has the power to grow its own food, where children know the story of the food they eat and where their food comes from, and where our relationship with the land is rooted in justice, respect, and belonging. This is the vision behind From Soil to Soul, a documentary series created by a diverse team of filmmakers, farmers, and environmental advocates determined to change the food system for good.

From Soil to Soul addresses the pressing need for food sovereignty amidst the risks of climate change, corporate dominance, and resource scarcity threatening our food systems. This series dives into the complexities of historical inequities, cultural heritage, and social injustices within food production, highlighting regenerative agriculture, indigenous foodways, food policies, and community-driven initiatives.

Purpose of This Document

The purpose of this document is to give our community the tools (language, photo, and video assets) to share their excitement and support for our docuseries and share our GoFundMe campaign far and wide!

💡 How can you help?

Feel free to copy and paste any of these elements below to share the news about From Soil To Soul and ourGoFundMe campaign via emails, newsletters, and social media.

Follow us on Social

- Instagram - instagram.com/fromsoiltosoul.film
- LinkedIn - linkedin.com/company/from-soil-to-soul

Share Links

- **Pilot episode trailer link**: From Soil to Soul: Los Angeles Trailer
- **GoFundMe**: gofundme.com/f/fund-from-soil-to-soul-a-food-sovereignty-movement
- **Website:** fromsoiltosoul.film
- **LinkTree**: linktr.ee/fromsoiltosoul.film

Visual Assets

- 🎞️Video Assets
- 🖼️Image Assets:
    - Film Poster
    - Social Graphics
    - Film Stills
    - Event Photos
    - Logo



Social Media Copy

🚨 Support the movement for food sovereignty! 🌱
"From Soil to Soul" is a documentary series that shares the stories of BIPOC farmers, food activists, and thought leaders working toward a more just, local, and regenerative food system. They're raising funds to continue their important work, and YOU can help!
💚 Donate here: GoFundMe - gofundme.com/f/fund-from-soil-to-soul-a-food-sovereignty-movement
📽️ Watch the pilot episode on food justice in LA and learn how you can make an impact: https://www.youtube.com/watch?v=7TU_zvG8KB0
@FromSoilToSoul.film @studiosaka.co #FoodSovereignty #FromSoilToSoul #BIPOCFarmers #RegenerativeAgriculture #SupportLocal

Tip: *Tag us at @FromSoilToSoul.film on Instagram and From Soil To Soul on Linkedin!*

Email Blurb

Subject line: 🌱Help Us Spread the Word! | "From Soil to Soul" Documentary Series

Dear [Name],

We would love your help to amplify the message of *"From Soil to Soul"*, an inspiring documentary series focused on food sovereignty, highlighting the stories of BIPOC (Black, Indigenous, and People of Color) farmers, food activists, and thought leaders.

The pilot episode, *"Food Justice in LA,"* has already sparked meaningful conversations, and they are now raising funds to produce the next episodes. By sharing the GoFundMe campaign and story with your network, you'll help bring attention to the vital work being done to advance food justice and sustainability.

Here's how you can help:

1. Share the GoFundMe campaign:

We're raising $50,000 to continue production of our 8 episode series, and every bit helps! Please check out and share our GoFundMe Link

2. Share on social media:

- **Instagram:** @fromsoiltosoul.film
- **LinkedIn:** From Soil to Soul

Here's a sample Instagram or LinkedIn blurb you can use:

🚨 *Support the movement for food sovereignty!* 🌱
"From Soil to Soul" is a documentary series that shares the stories of BIPOC farmers, food activists, and thought leaders working toward a more just, local, and regenerative food system. They're raising funds to continue their important work, and YOU can help!
💚 *Donate here: GoFundMe*
📽️ *Watch the pilot episode on food justice in LA and learn how you can make an impact: Trailer*
@FromSoilToSoul.film @studiosaka.co #FoodSovereignty #FromSoilToSoul #BIPOCFarmers #RegenerativeAgriculture #SupportLocal

Thank you for helping us bring these stories to a wider audience. Your support means the world to us and to the communities fighting for food justice.

Warmly,

[Your Name]

Pilot Screening Launch Event:





On September 27, 2024, From Soil to Soul hosted a special screening of their pilot episode titled 'Food Justice in LA', a thought-provoking short film that delved into the heart of food justice and community-led food sovereignty initiatives in Los Angeles. The film highlighted the powerful stories of several changemakers in the LA food system.

Following the screening, a dynamic panel discussion featured some of the incredible individuals showcased in the film, including Dr. Sherridan Ross, founder of Compton Community Garden; Darin Imani Diggs, founder of Imani Gardens; Matthew Teutimez, tribal biologist of the Kizh Gabrieleño tribe; and Talia Dotson, regenerative designer and CEO of Akoben & Co. These leaders shared their insights on the vital work being done to advance food justice and sovereignty in Los Angeles, and encouraged attendees to participate in this transformative movement.

The event also offered attendees the chance to connect with local food activists, farmers, and policy advocates, while enjoying food provided by Patagonia Provisions. A seed swap, hosted by Shift Our Ways Collective and Black Thumb Farms, allowed guests to take home seeds to further cultivate their connection to food sovereignty.

More about From Soil To Soul

What - From Soil to Soul is an action-oriented documentary series. Through stories of Black, Indigenous, and People of Color farmers, thought leaders, regenerative practitioners, and food activists, we provide a road map to food sovereignty, rebuild the love and respect for our food and land, and activate leadership for systemic transformation. The series offers direct calls to action through which the viewers can engage with the grassroots organizations in this field through community partnerships.

Why - Our food system needs a transformation. In the United States, about 30-40% of the food supply is wasted each year, equating to approximately 60 million tons of food, worth over $218 billion (USDA). At the same time, approximately 47.4 million people in the United States lived in food-insecure households, which represents about 13.5% of the population as of 2023 (Feeding America). Subsequently, industrial agriculture contributes to approximately 11% of greenhouse gas emissions in this country.
Industrial agriculture has turned food production into a distant, invisible process for most consumers, leading to a lack of awareness about where their food comes from, how it's grown, and the environmental and social costs involved. The current model prioritizes efficiency and profitability over environmental health and equity, marginalizing smaller, sustainable farmers, particularly those from Black, Indigenous, and People of Color communities. These communities often have deep historical and cultural ties to the land, yet they face barriers to accessing land, resources, and market opportunities.

How - The documentary series, From Soil to Soul, explores critical issues in the food system — from food justice and farmer rights to food waste and regenerative agriculture—while empowering viewers to take action through targeted impact campaigns. The team has currently outlined a total of eight episodes for the series. Each episode focuses on a specific aspect of the food system and is designed to drive change by engaging key audiences, including consumers, policymakers, farmers, and healthcare professionals. By offering tangible solutions and resources, the series aims to inspire collective action toward food sovereignty, sustainability, and justice. The team plans to achieve their goals via targeted screenings for each episode with curated audiences who have decision making powers to enable the envisioned transformations we need for our food system.

Core Team -



Margaret To, climate designer and filmmaker based in California, originally from Hong Kong, who directs this series with a vision of community-centered storytelling.

LinkedIn



Ankur Shah, an environmental scientist and educator based in Alabama who brings scientific insights and personal experience in food sustainability to the project.
LinkedIn



Jahnavi Mange, a regenerative design strategist & systems thinker based in California, originally from India, who brings in her expertise in strategy, systems thinking, and connecting dots for collaborations, impact projects, and storytelling.
LinkedIn



Eldon Arena, a Filipino cinematographer and drone pilot based in California, whose visual storytelling expertise brings the heart of this series to life.
LinkedIn



Rachel Allen, a creative producer based in California whose film production expertise is enabling the professional production of our series.
LinkedIn

Thank you for supporting From Soil To Soul🌱💛!

Any questions regarding this Media Kit, please email contact@FromSoilToSoul.film