



SAVE THE SOIL,
SAVE THE WORLD.

NARRATED AND
EXECUTIVE PRODUCED BY
ROSARIO DAWSON

THE NEED TO GROW

A FILM BY ROB HERRING AND RYAN WIRICK



EARTH CONSCIOUS FILMS PRESENTS ROB HERRING & RYAN WIRICK "THE NEED TO GROW" NARRATED BY ROSARIO DAWSON CINEMATOGRAPHY BY ROB HERRING & RYAN WIRICK EDITOR RYAN WIRICK EXECUTIVE PRODUCERS ROSARIO DAWSON TANNER STEWART
RENEE FELICE SMITH & SJ MURRAY WRITTEN BY ROB HERRING PRODUCED BY JOHN TREFFRY & JAMES MITCHELL MUSIC BY C.A. GABRIEL ANIMATIONS BY SARAH WINTERS DIRECTED BY ROB HERRING & RYAN WIRICK THENEEDTOGROW.COM 4WT EARTH CONSCIOUS FILMS

A yellow John Deere tractor is shown from a low angle, moving through a field. The tractor is pulling a tillage implement, and dust is being kicked up. The scene is set at dusk or dawn, with a soft, warm light. The tractor's large rear wheel and the implement are prominent in the foreground. The background shows a line of trees under a clear sky.

“We have roughly 60 years of farmable topsoil left on this planet if we continue our current rate of soil degradation due to industrial agriculture.”

-TIME magazine

TIME

DIRECTORS' STATEMENT

The U.N. report “Wake Up Before It’s Too Late” recently stated that localizing and diversifying the food supply and increasing small organic farms was the key to fixing our food system; rather than relying on chemical-dependent, soil eroding, nutrient lacking, GMO monocultures. It seemed so obvious. Meanwhile, TIME magazine estimated that at our current rate of soil degradation, we only have roughly 60 years of farmable topsoil left on the planet.

We knew the public didn’t need another doomsday film insinuating it was too late to save our species. It’s not. So we set out looking for the untold stories of revolutionary people who are already creating the new food system, in harmony with nature.

As we began interviewing experts, it quickly became apparent how important soil health is to the future of the planet. Soil isn’t sexy, so is often overlooked as being nothing more than dirt. This couldn’t be further from the truth— there are more micro-organisms in a healthy tablespoon of soil than there are people on the planet! Healthy soil regulates not just the nutrients in a healthy food system, but healthy water, air, biodiversity and the ability to return atmospheric carbon pollution back into the Earth.

Like nothing else, healing soils truly addresses almost every other environmental issue - including climate change!

The film follows a mother and daughter activist, a renegade urban farmer, and an accomplished visionary inventor revolutionizing soil restoration.

It was important to us for these characters’ personal journeys to serve as a vehicle through which we could weave in a myriad of action steps on all scales. Audiences leave feeling hopeful and knowing exactly what solution they can participate in immediately - regardless of who they are, or where they live.

Shot over three and a half years, *The Need To GROW* is ultimately a story of underdog resilience. Each character overcomes a major setback, bringing viewers on a ride to not only learn about the astonishing issue of soil health - and the urgent problems of our food system overall - but to connect with characters who offer an inspiring example of what can be accomplished with perseverance and heart.

- Rob & Ryan

Directors/Producers of THE NEED TO GROW



Directors Rob Herring & Ryan Wirick with Executive Producer Rosario Dawson as she accepts the Environmental Voice Award for *The Need To GROW*.

THE NEED TO GROW *synopsis*

With an estimated 60 years of farmable soil left on Earth, **The Need To GROW** offers an intimate look into the hearts of activists and innovators in the food movement - an 8 year old girl challenges the ethics of a beloved organization - a renegade farmer struggles to keep his land as he revolutionizes resource efficient agriculture - and an accomplished visionary inventor faces catastrophe in the midst of developing a game-changing soil regeneration technology.

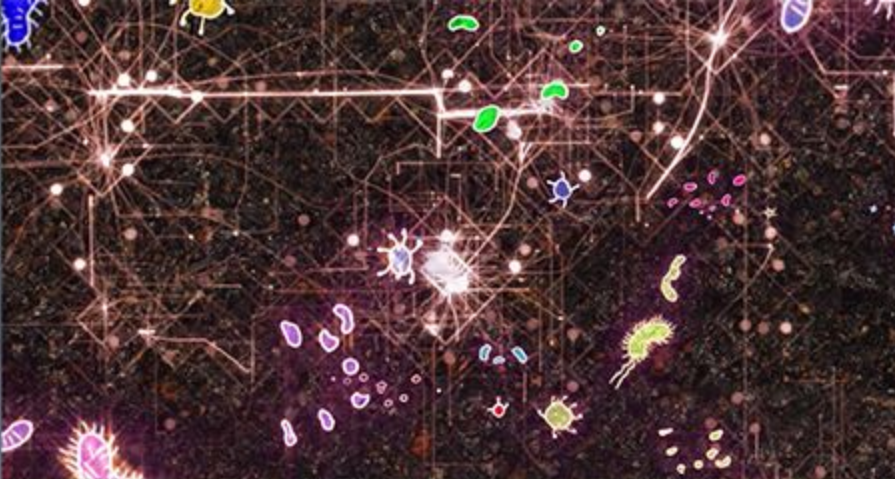
The Need To GROW delivers alarming evidence on the importance of healthy soil - revealing not only the potential of localized food production working with nature, but our opportunity as individuals to help regenerate our planet's dying soils and participate in the restoration of the Earth.

MILESTONES

- Winner - Best Documentary - Sonoma International Film Festival
- Winner - Best Documentary - Beaufort International Film Festival
- Winner - Best Documentary, Audience Award - Edmonton International Film Festival
- Winner - Best Environmental Film - Sedona International Film Festival
- Winner - Award of Excellence - Impact Docs Awards
- Winner - Environmental Voice Arts Award, Rosario Dawson - Society of Voice Arts and Sciences
- Winner - Roy W. Dean Grant - From The Heart Productions
- Successful Kickstarter Campaign for finishing funds

PROJECT STATUS

- Festival premiere in 2018
- Educational Distribution began Spring 2019 through Collective Eye - universities, libraries, community screenings around the world
- Sales Representation - Blood Sweat Honey



“Emotional, scientific, compassionate, inspiring, heart-wrenching—*The Need To GROW* is all of that. No human being on this planet should miss this film.”

-SOVAS, Society of Voice Arts and Sciences

“Soil health is a crisis that not enough people know about, even though it affects all other environmental issues. The stories are an inspiring example of resilience and solutions in a time when so much talk is focused on doom and gloom. This film needs to be seen.”

-Rosario Dawson, Executive Producer and Narrator

“Perhaps the best film on sustainability I have ever seen. Not only informational, but inspirational. A film all decision-makers, from city to private, should have to see.”

-Teddy Grouya, Founding Director, American Documentary Film Festival

“One of the year’s most challenging films.”
-Patch.com

“We’ve seen a lot of documentaries that just kind of raise an alarming issue, and they’re more about letting people know about awareness of a problem. Whereas *The Need To GROW* moved into Phase 2 of that, which is here are SOLUTIONS!”

-Rick Love, Sonoma TV

“Startling ... Why is this not front and center news? Herring and Wirick open us up to real people doing real things to help the world... The filmmakers reveal that the world is changing for the good as new generations of people place their own positive mark in the wake of the previous ones.”

-Newport Beach Indy

“Get inspired by ways to bring our soil back to life in *The Need To GROW*.”

-David Suzuki Foundation

“*The Need To GROW*... follows the journeys of a handful of innovators of solutions over a couple years and documents their struggles and victories as they work to bring their new technologies to the world...The film aims to showcase solutions on all scales so that virtually every viewer, no matter where they live...can be empowered with ideas and tools to start growing some percentage of their own food.”

-Valentina Valentini, GOOD Magazine

“I loved this movie...it was one of those environmental movies that gave me hope, like hey we can still save this planet.”

-Todd James, Global News

AUDIENCE REACTIONS

“The Need To GROW is an amazing documentary on a handful of people changing the world. From soil experts to a brilliant man closing the loop on accelerated bio fertilizer to a young lady changing the world with activism. Really inspiring! If you care about our food or the planet, you have to see this film!”

-Daniel Huber, Chef

“Such a wonderful, eye-opening documentary.”

-Joanne Marie

“*The Need To GROW* is a great film and I watch a lot of Netflix docs, so I should know! Informative, entertaining, interesting, and a call to action! 10/10 Would watch again!”

-Blake Lynch

“Brilliant and relevant.”

-Derek Marriott

“To say there is something in The Need To GROW that can LITERALLY save our planet and food supply and nutrient levels in the food we eat...well I am NOT joking. Everyone should see it and we need to get the right people pushing this!!!”

-Lesley Nygaard, Co-Founder of Ultimate Vitality

“Great job. I’ve always been looking at the food. I’ve learned today that soil is the important part. Amazing vision.”

-Eileen Girouard

“So inspiring to see the ingenuity that human spirit brings.”

-Angela Armstrong

“This documentary strikes a deep chord, it offers brilliant solutions to overcome the challenges of what is a broken food system...so compelling because we are shown how every time we eat, we can make an impact on our food system, how solutions can be found and already exist if we only care enough to see. It highlights the connection that food is medicine, and how healthy soil can be the foundation for a healthy planet. Great job in connecting all the dots – a poignant and hopeful documentary that everyone should see!”

-Katrin Themlitz, Founder of Sedona Community Farmers Market



THE VOICE OF THE NEED TO GROW



ROSARIO DAWSON

Executive Producer/Narrator

Rosario Dawson is an American actress, producer, singer, comic book writer, and political activist.

She has starred in films such as *Kids*, *Men in Black II*, *25th Hour*, *Rent*, *Sin City*, *Death Proof*, *Seven Pounds*, *Percy Jackson & the Olympians: The Lightning Thief*. Dawson has provided voice-over work for Disney and DC. She currently portrays Claire Temple in five of the Marvel/Netflix shows: *Daredevil*, *Jessica Jones*, *Luke Cage*, *Iron Fist*, and *The Defenders*.

Dawson is involved with many charitable organizations, including Lower East Side Girls Club, Global Cool, Conservation International, Doctors Without Borders, National Geographic Society, The Nature Conservancy, ONE Campaign, Operation USA, Oxfam, Amnesty International, International Rescue Committee, Voto Latino, StayClose.org, and Save The Children.

THE FILMMAKERS

RYAN WIRICK

Director/Producer/Cinematographer/Editor

Ryan Wirick is an award winning filmmaker and writer, as well as a film editor and cinematographer. Since becoming a father, Ryan has focused on film/video projects that highlight solutions to critical problems in the world, and the people behind those solutions. He Co-Founded Earth Conscious Films with Rob Herring, then Co-Directed/Produced and edited ECF's feature length, award winning doc, *The Need To GROW*. As a journalist, he was presented with an Orange County Press Club Award. Ryan graduated from Chapman University with an MFA in Creative Writing, an MA in English, and a BA in Philosophy. There he received the Tom Massey Award, the John Fowles Award for Creative Writing, and the William James Award in Philosophy.



ROB HERRING

Director/Producer/Cinematographer/Writer

Rob Herring is a graduate of Tisch School of the Arts at NYU where he received the Drama Award for Film & TV. He produced *The Relationtrip* (SXSW, Grand Jury Prize - Dallas International Film Festival) and Directed/Produced *Nothing In Los Angeles*, which received numerous Best Picture honors. Rob worked on the critically acclaimed *GMO OMG*, and is a Producer on the follow up to the world famous *Zeitgeist Trilogy*. He is a Certified Holistic Health Coach and as a musician, writes songs for health and eco activism. He headlined the Rock For Nature concert in Berlin for 25,000 people, and has been featured with groups like Mercola.com, Alliance For Natural Health, Food Revolution Network, Label GMOs.org and more.

EVERYDAY HEROES

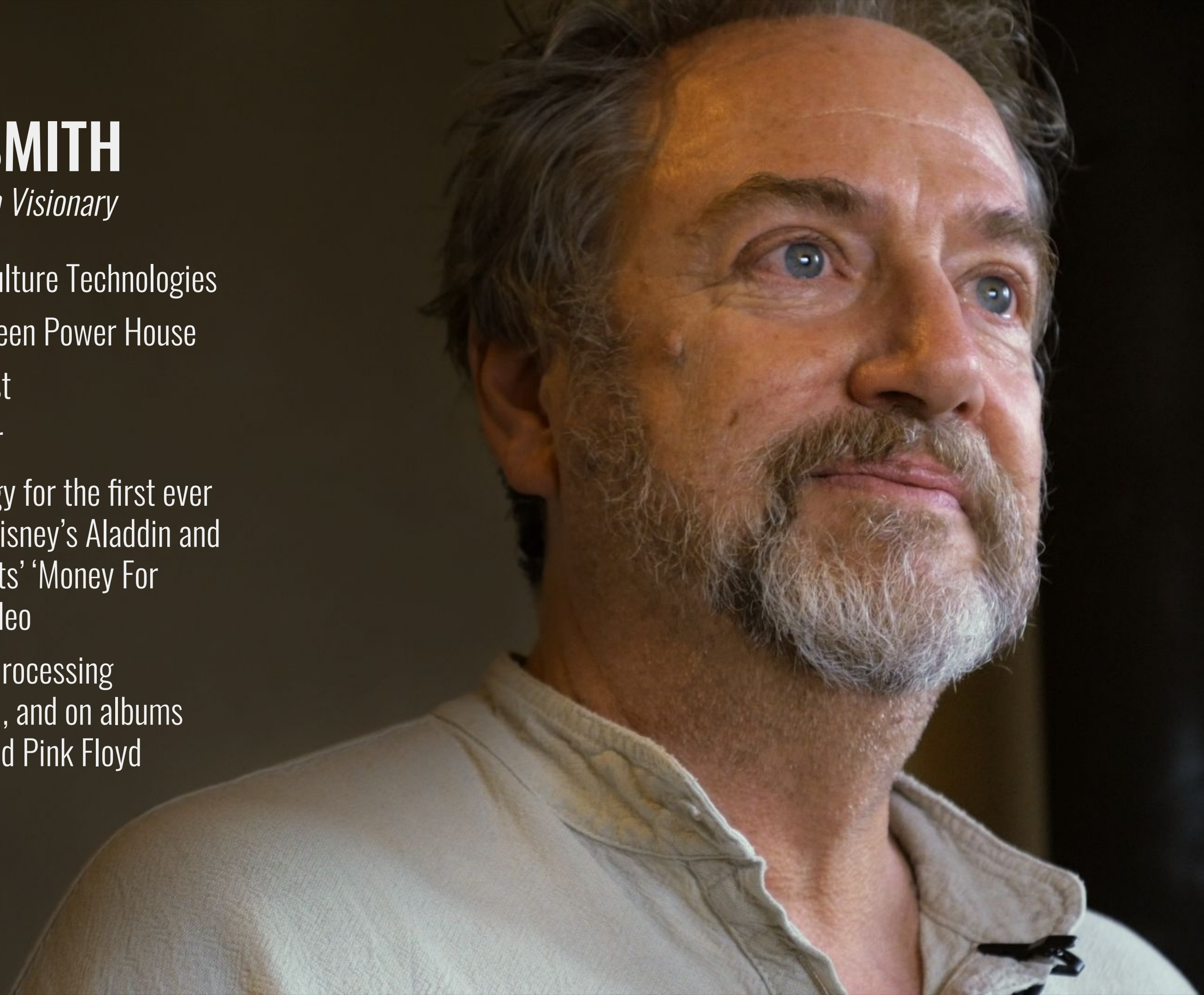


$$k_{\text{charon}} = 2.3 \text{ mW/Cm. deg}$$
$$P_2 - P_1 = \int_{T_1}^{T_2} \frac{\beta}{k} dT$$
$$dP = \frac{\beta dT}{k}$$
$$dT + \left(\frac{\partial P}{\partial V}\right) dV = 0$$
$$\left(\frac{\partial P}{\partial V}\right) = -kV$$
$$\left(\frac{\partial P}{\partial V}\right) = -\frac{1}{kV}$$
$$dP = -\frac{1}{kV} dV$$
$$dP = \frac{\beta dT}{k}$$

MICHAEL SMITH

The Soil Regeneration Visionary

- CEO Algae Aquaculture Technologies
- Inventor of the Green Power House
- Computer scientist
- Software engineer
- Created technology for the first ever 3D animation in Disney's Aladdin and historic Dire Straits' 'Money For Nothing' music video
- Developed audio processing technology for FBI, and on albums for The Beatles and Pink Floyd



MICHAEL'S SOLUTION: THE GREEN POWER HOUSE

- **In 4 days**, the 1/4 acre system accelerates a **soil regeneration** cycle which in nature takes **400+ years**
 - Generates enough off-grid energy to power **100 homes** (outperforming solar)
 - Runs entirely on **waste** that would otherwise end up in a landfill
 - Able to **sequester over 1 ton of carbon per day**



ALICIA SERRATOS

The Child Activist

- TEDx speaker at 7 years old
- Featured in numerous publications for her Change.org petition gaining 10s of thousands of signatures
- Formed Seed Library at her school and helped design, initiate, and build school garden



ALICIA'S SOLUTIONS: School Gardens, Seed Libraries, Petitions, Activism

- 93% of seeds have gone extinct between 1903 and 1993
- In last 10 years, school gardens in US public schools have more than doubled
- Alicia's petition efforts resulted in the first ever GMO free Girl Scout Cookie
- 80%+ of GMOs are glyphosate intensive farming – destructive to soil microbes and biodiversity - the opposite of farming to regenerate soil
- Glyphosate is a probable human carcinogen according to the World Health Organization





ERIK CUTTER

The Micro-farm Master

- Owner Alegria Fresh Farms, biochemist, chef
- Over 35 years experience growing superior nutrient-rich foods
- Pioneer in cost effective, organic, zero-waste urban regenerative agriculture
- Committed to enable urban environments with toxin-free, nutrient dense soils, to grow local food even over man-made surfaces

ERIK'S SOLUTIONS: Urban Regenerative Farming, Vertical Farming, Composting, Soxx System

- Only 3% of food waste is composted. 97% goes to landfill where it emits greenhouse gases.
- Alegria Farms grows 10,000 heads of lettuce on 1/10th of an acre and is powered entirely off-grid.
- The Soxx system grows food 2.5x faster using 70% less water and can be done over cement or man-made surfaces.



“A wide range of scientific reports indicate that cultivated soils lost up to 75% of their organic matter during the twentieth century”

-United Nations



THE PRODUCTION TEAM



TANNER STEWART
Executive Producer

As CEO of Nutraponics and Stewart Farms, Tanner has immersed himself in the indoor vertical farming industry. He grew up in Miramichi, NB, inspired by his mother's advocacy for environmental and animal rights. As early as elementary school, he organized community clean ups and education on recycling and water conservation. Today Tanner is on a mission to bring local, fresh food to families everywhere.



SARAH-JANE MURRAY
Executive Producer

SJ Murray is an EMMY-nominated and award-winning writer and producer. By combining her expertise and experience in education, filmmaking and (social) entrepreneurship, SJ has emerged as one of the most connected producers and writers in independent film and media. Her work has played at major film festivals, and has been acquired by PBS, LinkTV, and Netflix.



RENÉE FELICE SMITH
Executive Producer

Renée Felice Smith is an actor/writer/director currently starring on CBS' NCIS: Los Angeles. She executive produced, co-wrote, co-directed and starred in The Relationtrip (SXSW premiere, Grand Jury Prize - Dallas International Film Festival). She won the SET Award for "Portrayal of a Female in Technology" at the NCWIT Summit on Women and IT.



JOHN TREFRY
Co-Producer

Originally from Alaska, John is passionate about using storytelling to affect positive change in the world, in particular for environmental causes. As an award-winning producer and CEO of 4WT Media, his films have competed and won at many prestigious film festivals including Tribeca, Edinburgh, Palm Springs and many others.



JAMES MITCHELL
Co-Producer

With a deep love of filmmaking originating in his native Australia, James is the Creative Director of 4WT Media and has produced impactful content for clients ranging from Netflix and Google, to Water.org and the Clinton Campaign. As a producer, his film Souls of Totality starring Tatiana Maslany is qualified for the Academy Awards.

THE FEATURED EXPERTS



Paul Stamets

*Mycologist, Author,
Bioremediation expert,
medical researcher*



Vandana Shiva

*Author, physicist,
activist and founder
of Navdanya*



David King

*Author, Founder of Seed
Library of LA,
Master-gardener*



Jeffrey Smith

*Author of Seeds of
Deception and director of
Genetic Roulette*



Rod Tyler

*President of US
Composting Council, CEO
Filtrexx International*



Douglas Gayeton

*Founder of The Lexicon of
Sustainability*



Kathy Kellogg-Johnson

*Director of Sustainability,
Kellogg Garden Products*



Larry Santoyo

*Founder of Permaculture
Academy of Los Angeles*



Robin Kelson

*Founder of Good
Seed Company*



AUDIENCE

- 93% of Americans favor labeling GMO food according to New York Times poll
- Organic is the fastest growing sector of US food industry.
- 42 million households in the US are growing food at home or in a community garden - the highest it's been in over a decade.
- Film is entirely Vegan friendly. No animal agriculture promoted in any way.



IMPACT OF THE FILM

- Put 'soil health' into pop culture as the most important environmental issue because of its regulatory potential with food, water, air, and climate change.
- Test audiences repeatedly leave inspired to grow some of their own food, or even ordering vertical grow systems or garden soxx on their phone before leaving the screening!
- Composting is a solution everyone can do - we can inspire more schools, of ces and cities to make this option more accessible.
- Inspire computer programmers and software designers to develop new tech which works with nature to create closed loop, regenerative systems.
- Screening for lawmakers - to increase soil biology awareness as a protection for all natural resources - as they shepherd in the future of farming.
- Empower parents to initiate school gardens in their child's schools - psychological and cultural ripple benefits.
- Demonstrate that petitions can make real change.
- Organic agriculture is conclusively linked to economic health. Counties with higher organic agriculture have higher median household income and lower poverty rates.



CONTACT

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www.TheNeedToGROW.com

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