

FOOD MAKERS

THE FUTURE OF NUTRITION



*A journey around the world to find
out how food is changing*

Directed by Enrica Cavalli | Written by Nick Difino
Producer Future Food Institute

Synopsis

We live in an ever-growing society. What we eat and how we produce our food affects all life on this planet. Who is acting on change? Who is pushing the boundaries of food science and technology? Who and how are they making our planet a better place to live?

This documentary is a trip around the world in search of answers.

"Even though we had planned way ahead, once on-site, things started changing and time was running short. We spent many nights rough editing and preparing for the following shooting. Many of these scenes were shot in unusual settings, without good lighting or proper sound. This is what you get when you shoot on the road while being on the other side of the world."

Previous projections / official selections:

SF DESIGN WEEK - June 2018 - Premier @ Airbnb

BOSTON INTERNATIONAL FOOD FILM FESTIVAL (BIFF) - September 2019 - @Regal Cinema Fenway Stadium13, www.foodfilm.org

Learn more

VISIT OUR DOCUMENTARY WEBSITE

WATCH THE TRIP SUM UP

VISIT OUR PAGES

foodmakersdocumentary.com

youtu.be/4tCqI5OrfkQ

  @FfoodInstitute  /futurefoodinstitute

Stills



KIDS	225	BORRELPLANK	GR	17
SWEET			KL	11
JUICE	3-4			
HOMEMADE ICETEА	275			

RESCUED FOOD

0|2|2|8|7|6|1

KG



Credits

DIRECTOR: Enrica Cavalli

AUTHOR: Nicola (Nick) Difino

PRODUCER: Future Food Institute

PROJECT COORDINATORS: Chiara Cecchini, Sara Roversi

VIDEO EDITING: Enrica Cavalli

MEDIA TEAM: Nicola (Nick) Difino, Enrica Cavalli, Alessandro Roversi, Simona Grande, Jennibeth Paglinawan, Andrea Franceschino, Chhavi Jatwani, Rita Goralska, Denis Admiraal

GRAPHICS: Andy Davis, Dario Valeri, Chhavi Jatwani

VOICE OVER: Nicola (Nick) Difino

RECORDING STUDIO: Marileda Maggi

AUDIO DESIGNER: Iacopo Vannini, Enrica Cavalli

Music:

Epic song by Yuri Shishlov

Eminence Landscapes song by Ian Post

Indie Inspiration song by Anuch

Continent song by ANBR

Puddles song by Stanley Gurvich

Howling at the Moon song by Tomer Katz ft. VIGZ

My Own Back - No Lead Vocals song by Katrina Stone

Golden Days song by Paper Planes

Welcome to My City song by Anton Vlasov

Kalimbo song by Ethan Rank

Clockwork song by Hans Johnson

Driving song by Michael Shynes

Don't Wake Me Up song by Josh Leake

Sugar - Instrumental Version song by Katrina Stone

Over Easy - Instrumental Version song by Low Light

With Mind Open Wide song by PaBlikMM

Folk Americana song by Codemusic

Lo-Fi Fashion Hip-Hop song by raspberrymusic

Credits

Students:

Amr Helm, Asha Yoganandan, Beatriz Jacoste Lozano, Chhavi Jatwani, Elisa Barison Gagnani, Jennibeth Paglinawan, Matteo Pugliese, Nebeyu Esubalew, Rita Goralska, Selma Abualia, Shirley Kaston, Simona Grande, Tess Pereira, Yhosemar Mendez

Interviewed People:

Carmelo Presicce, Learning Researcher @ MIT Media Lab - Boston;
Rebecca Chesney, Research Director, Foresight & Innovation at Institute For The Future - San Francisco;
Eric Sun, Founding Program Director at Bits X Bites – Shanghai;
Matteo Vignoli, Co-Founder at Future Food Institute – Italy;
Greg Robinson, Ultraviolet - Head of Research – Shanghai;
Loes Huisman, Assistant Operations Manager at InStock – Amsterdam;
Dylan Bondy, Founder at Imperfect Produce - San Francisco;
Daniel Kurzrock, Chief Grain Officer and Co-Founder at ReGrained - San Francisco;
Abi Ramanan, CEO and Cofounder at Impact Vision - San Francisco;
Aylon Steinhart, Business Innovation Specialist at The Good Food Institute - San Francisco;
Mark Post, Professor of Vascular Physiology at Maastricht University - Netherland;
Patrick Brown, CEO and Founder, Impossible Foods - San Francisco;
Jean - Xavier Guinard, Director at Sensolab UC DAVIS - California;
Joseph Puglisi, Founder at Beyond Meat - Professor at Stanford University;
Monica Martinez, Founder at Don Bugito- San Francisco;
Jan English Lueck, Professor of Anthropology at San Jose State University;
Michiel Bakker, Director at Google Food Program;
Cathryn Couch, Executive Director at Ceres Community Project - San Francisco ;
Ralph Eradus, Directeur Operations at Maison Van Den Boer - Netherland;
Greg Drescher, Vice President at Culinary Institute of America - California;
Peter Klosse, Gastronomic Inspirer of the Academy for Gastronomy;
David Rosenberg, CEO of Aerofarms - New Jersey;
Ritz Stephen, CEO at Green Bronx Machine - New Jersey;
Peggy Liu, CEO at JUCCCE - Shanghai;
Valentino di Benedetto, Founder of Archetipo - Italy;

Credits

Food Innovation Global Mission

Sponsors:

Amadori, Barilla, Cantine Riunite, CIR Food, COOP, Fiere di Parma, Tetrapak, UP Group, You Can Group.

Institutional Partners:

Comune di Reggio Emilia, Confindustria, Fondazione Cassa Di Risparmio di Reggio Emilia, Fondazione E35, Giovani Imprenditori Federalimentare, Intesa San Paolo, LegaCoop, Reggio Emilia, Innovazione, Regione Emilia Romagna, Regione Puglia.

Knowledge Partners:

Areté, Bits @x Bite, CREA, Epoca, Food Inspiration Magazine, Google Food Lab, Institute For The Future, Kyoto Design Lab, Reggio Children, Taste Summit, Tongji University, West True Venture.

Media Partners:

Aska News, Cucina Mancina, I Love Italian Food, Food Tank, Food Tech Connect, The Food Rush.

About The Documentary

We live in an ever-growing society. What we eat and how we produce our food affects all life on this planet. More than 795 million people suffer from hunger and over 1 billion are obese or overweight. Globally, we waste over 1/3 of the food we are producing.

We need a better food system, a more democratic international food policy. The world as we know needs a change that can be fostered through food education.

To discover and study how the food of the future will be, fifteen students of the Food Innovation Program in Reggio Emilia have traveled across ten countries to meet people and institutions who are real Food Heroes.

A group of five people - made up of a writer, a director and three students who acted as photojournalists/interviewers, followed the students throughout the trip and documented the people who are shaping the future of our food system, creating a unique documentary.



About The Documentary



Think Different

The future is also a matter of thought. Thinking differently helps improve daily actions. Designers of products, nanotechnology, data visualization experts and researchers work side by side to invent and reinvent the world of food, in which human beings experiment and can be helped by technology.

We explored this topic through four large institutions' eyes, one of them being IFTF's Food Futures Lab in Palo Alto, which identifies and catalyzes innovations with the potential to reinvent our global food system.



Waste to Taste

What are the possible solutions to reinvent the way wasted food is currently created and repurposed? There are new start-ups and restaurants that turn waste into new appealing concepts: InStock in Amsterdam, for example, produces tasty meals with food that otherwise would go to waste.

Imperfect Produce in San Francisco sells vegetables and fruits that supermarkets refuse to sell because they are not aesthetically pleasing.

About The Documentary



Alternative Proteins

How can you have a fair protein intake and not impact the environment and ethics? Eating eggs without chickens, eating burgers without beef and eating insects at your local restaurant.

From the first in-vitro burger of Professor Mark Post at the University of Maastricht to the large-scale distribution of Impossible Food and Beyond Meat in San Francisco, the first studies and developments are already revolutionizing the way we eat.



Food care

Hospitals, universities and large companies are devoting more attention and research towards the food they offer to their patients and employees every day. Finally, the hospitality industry is understanding that creating better food choices and quality is fostering better performance.

Michael Bakker, the creator of the Google Food Program, explains how he transformed Google canteens. Jan English Lueck, professor of Anthropology at the University of San José, explains how knowledge, technology and the use of data are changing the way we eat. Consumers are always looking for deeper relationships between eaten food and health impact.

About The Documentary



Edu-farming

More than 50% of the world's population lives in urban areas.

This figure is expected to reach 66% by 2050. The main challenge is how to provide healthy food for all in a sustainable way.

Indoor agriculture, vertical gardens, and hydroponics are just some of the possible technologies used in various ways around the world to meet these challenges.

Green Bronx Machine uses urban agriculture as a tool to educate students towards healthier habits, transforming fragmented communities into inclusive and thriving neighborhoods.

Creative Team



Author Nicola (Nick) Difino

Born in 1967 in Italy where he trained in hospitality management and professional chef. In 1990 decides to move to London and then around the world working in adult education, marketing, advertising and PR related to food and tourism. As first Italian food-hacker, Nick has led several food-hackathons cooperating with major disruptive organizations worldwide including Future Food Institute and Barilla Center Food Nutrition Foundation.

He is a show-host and author of various broadcasters including Gambero Rosso Channel. He writes about food and innovation for the national Italian newspaper La Repubblica and is advisor for Quillera, the hotel management recruiting agency.

As founder and president of PH8, a non-profit organization that focuses on Food Care for cancer patients, Nick has developed communication strategies for the improvement of the quality of life of patients in the Italian health system.

Nick is also one of the six international Food Masters endowed of the 2018 Bologna Award – City of Food Master 2018 for being distinguished and innovative in his communication skills. His latest docufilm as author and protagonist "Alla Salute" (Bottoms Up) directed by Brunella Filì - now showing on LaEffe SKY135 - won both the 2018 Lifetales Award and the Audience Award at the Biografilm Festival International Celebration of Lives, as well as the Human Rights Film Festival and HotDocs 2019 as Best Film in the section "Made in Italy".

Nick is an esteemed populariser of food cultures, restaurant consultant, speaker and art-director in several productions and festivals worldwide.

Creative Team



Director Enrica Cavalli

Enrica Cavalli is a director and video producer, she has her own company and collaborates with various companies and institutions in San Francisco.

She has spent the last two years as a Video Producer and Editor for The Future Food Institute (FFI), a nonprofit that promotes a more sustainable future of food.

"One foot in: stories of expat women in America" is her first documentary, as an advocate of gender equality, she believes that all women have the right to live in a world where men and women are treated the same. By raising awareness, she wants to encourage change in immigration policy to offer migrant women more opportunities for development in the United States. For the rights of visa spouses, she is a member of the UN Women San Francisco Chapter and has done videos of their events: HeforShe and the Global Voices Film Festival.

She holds a Bachelor's Degree in Cinema, Television, and Multimedia Production (Ca' Foscari University of Venice, Italy), Masters Degree in Digital Audio and Video Editing (La Sapienza University of Rome, Italy), a Masters Degree in Digital Marketing & Social Media strategy (Italy).

Creative Team



Producer Chiara Cecchini

Chiara Cecchini is Future Food US Director, managing international research projects as well as US business relations. She has a MSc in International Management (ICN Business School, France), a MSc in International Relations (MGIMO University, Moscow), and a MSc in Food Innovation (UniMoRe, Italy).

Based in California, she is also a Research Scholar at Food Science and Technology at UC Davis, working on building the first comprehensive Internet of Food to enable food care through food systems semantics. She is a selected member of Barilla Center Food Nutrition Foundation, Unleash, a global innovation lab organised by the UN, as well as a Research Affiliate at Institute For The Future. She writes for The Spoon, Food Tank and Make. She is part of Sandbox San Francisco (US) and Global Shapers Sunyani (Ghana).

Two years ago she founded a company in Italy, Feat, providing wellness focused software to corporations.

Creative Team



Producer Sara Roversi

Sara is an experienced entrepreneur, thought leader and disrupter in food ecosystem.

She works with globally recognised high-profile think tanks on setting the agenda for the sustainable food industry. She's often a sparring partner of key decision makers in business and government institutions. For the last 10 years, Sara's focused on inspiring and empowering creative and responsible food entrepreneurs through educational programs and disruptive innovation experiences.

She is also a director of Future Food Institute – a non-profit organisation with a mission to take creative and responsible food entrepreneurs to the next level of achievement through education, research projects and disruptive innovation experiences (as hackathon) - and You Can Group – founded in 2003, a group of 30 companies (with over 200 bright and dynamic individuals) focused on digital, design & food. Sara wears many hats in her career – entrepreneur, business founder, strategist, educator, director and leader.

Organisation's Profile



FUTURE
FOOD
INSTITUTE

The Future Food Institute is an Italian-based non-profit with global horizons that aims to build a more equitable world through enlightening a world-class breed of innovators, boosting entrepreneurial potential and improving agri-food expertise and tradition.

Its impact in a big scale is calculated on 4 main assets:

Culture

We are holders of a unique heritage and have a responsibility to preserve it, maintain it, improve it and spread it. innovation must be grounded and rooted into a local history. future food institute aims to bring innovation, while keeping strong basis on our unique food heritage.

Business

The food industry is deeply changing, and we can imagine different scenarios. part of our mission is to be a beacon in paving the way for food innovators through the food world, in every direction, from product to process innovation, analyzing all the related impacts on local economic growth and job creation. the food industry is deeply changing, and there are we can imagine different scenarios.

Community

To eat is a physical need and a great excuse to come together! who you eat with has always been important in the social lives of people all over the world. even what you eat has social implications. food and social interaction are deeply entwined in the human psyche, a fact which we tend to ignore in our daily lives. transformation is the key characteristic that makes food a highly challenging innovation field. ffi wants to be a guide through the food world, in every direction, from product to process innovation, analyzing all the related impacts on local economic growth and job creation.

Environment

A future of growth, both in good ways (more technology in the agricultural system, and attention towards health and diets) and in bad ways (exploitation of the soil, more health diseases connected to food consumption).

But also a future of collapse, considering how climate change is influencing crops' growth or how many people in the world are still starving.