



THE STORY OF COOPERATIVES IN AMERICA  
OUTREACH & DISTRIBUTION PLAN

# Food For Change

## Outreach & Distribution Plan (ODP)

### Overview

Together, 126 co-operatives in 36 states (including 50 [Principal Sponsors](#)) supported the making of *Food For Change*, a documentary film about the important role that food co-ops play in our nation's food system. They entrusted award-winning filmmaker Steve Alves to tell their story by following three of the seven Cooperative Principles: provide education and training about cooperatives; join with other co-ops to strengthen the cooperative movement; and work for the sustainable development of communities.

Seven years in the making, the film was completed in May 2014 and shipped to co-ops that sponsored the project. Since then 46 more co-ops have acquired the film by contributing to the Outreach & Distribution Plan (ODP). To date there have been over 200 screenings in 34 states, with an estimated audience of 5,000. The story of cooperatives in America is available to help co-ops:

- energize co-op members and staff;
- educate the general public about how cooperatives build a better world socially, economically, and environmentally;
- strengthen and expand membership; and
- increase the visibility and power of cooperatives across the country.

This ODP provides information about the targeted audiences for *Food For Change* and what resources are needed to reach each audience. Many co-op leaders recognize the opportunity *Food For Change* presents to distinguish cooperatives as authentic values-based businesses. They also know that it takes time, money, and human capital to produce and distribute a documentary film on this scale.

A budget of \$150,000 is needed to realize the goals of the ODP (see page 10 for budget details). The first phase requires \$50,000 to organize and promote screening across the country during National Co-op Month, October 2016. If this goal is reached by August 15<sup>th</sup>, we will have the funds needed to for a promotional campaign leading up to the October screenings. If the total ODP budget is reached by October 31<sup>th</sup>, we will make the film available for free, via on-line streaming for eighteen months.

**Please [complete this form](#) to demonstrate your support by committing to host a screening and/or making a contribution to the *Food for Change Co-op Month Screening Campaign*.**

Goals of the Outreach & Distribution Plan include:

- 30 high profile theatrical screenings with congressional representatives or other civic leaders in attendance during National Co-op Month, October 2016
- 20 additional October screenings in cities across the country
- a public relations and promotional campaign leading up to the screenings
- 100 community group screenings over the course of the next year
- 50 high schools, colleges, and universities using the film in their classrooms

## Audiences

### 1 - Co-op Members & the General Public

The first audience for *Food For Change* are the members and staff of every food co-op in the U.S., over a third of which funded the film's production (72% are National Co+op Grocers members). Estimated at 1.3 million<sup>1</sup>, this is the core audience with whom we will establish a network to educate the general public about how cooperatives build a better world socially, economically, and environmentally.

Co-ops that make contributions in line with the Outreach and Distribution Plan's Principal Sponsor level, will receive a proprietary streaming link and customized page to share with everyone in their community. The link will yield email addresses and zip codes from each viewer to assist co-ops with future marketing efforts. ODP Principal Sponsors will also receive the newest version of the film that includes a Spanish language translation and a how-to manual on creating a successful capital campaign and membership drive.

Our goal is 50 or more co-ops participating at this level, contributing \$250 to \$4,000. These funds will enable us to implement a promotional campaign leading up to the screening that will increase awareness of the important contributions food cooperatives bring to the U.S. food system.

The National Co-op Month screenings' budget will enable us to:

- produce a new trailer and 15-second spots announcing the October screenings
- organize 30 or more high-profile theatrical screenings in cities across the country with congressional representatives or other civic leaders in attendance
- hire a publicist to focus on election year issues & pitch stories about co-ops tied to economic and environmental issues using the screenings with congressional reps in attendance as one of the hooks
- write articles about film to include in co-op newsletters
- create a movie poster and other graphics for the October screenings
- arrange interviews with co-op leaders and filmmaker during National Co-op Month
- increase *Food For Change's* social media presence with focus on October screenings
- release clips from the film that have the potential to go viral

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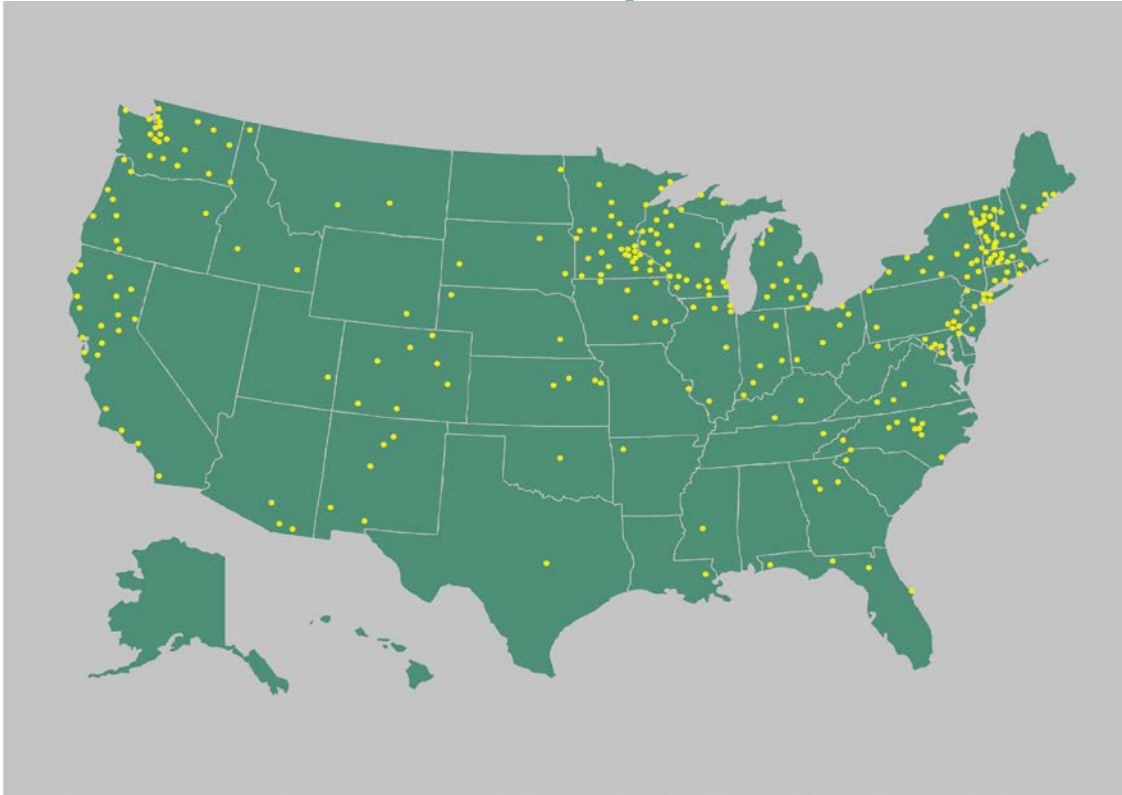
<sup>1</sup> <https://www.ncg.coop/about-us>

To show your support as a host for and/or contributor to the *Food for Change Co-op Month* screening events, please [complete this form](#).

## 2 - Community Groups

Positive word-of-mouth from the National Co-op Month screenings, plus new promotional materials will help us reach more groups in co-op communities. Co-op representatives will attend community screenings to talk about how their co-op addresses important health, environmental, and economic issues. The goal is 100 community screenings within a year.

### Locations of Food Coops in the U.S. 2016



## 3 - Educational Institutions

College, university, and high school students are the third audience for *Food For Change*. The film is currently used in twelve educational institutions. We aim to increase that to fifty by October 2017. To reach this goal we will:

- seek help from co-op board members with ties to educational institutions
- produce a study guide to accompany the film, and
- purchase mailing lists of media libraries and teachers of social sciences, history, economics, environmental studies, and other disciplines.

The film received a “highly recommended” review from Video Librarian, a leading academic media journal which will help us reach more educational institutions (full review is attached).

#### 4 - Influential People

We will seek out opinion leaders who advocate for the cooperative business model. Consumer advocate, lawyer, and author Ralph Nader, a long-time promoter of co-ops, uses *Food For Change* in his presentations. Nader refers to filmmaker Steve Alves as “the nation’s leading expert on food co-ops.” He has invited Alves to address his audiences in-person and on his radio program. Jim Hightower, Francis Moore Lappé, Marjorie Kelly, and Tom Philpott are other champions of cooperatives who we are also asking for assistance in the form of quotes, website links, plugs, and ties to their networks.

#### 5 - Low Income Neighborhoods

*Food For Change* is already being used as an organizing tool in economically distressed areas, particularly among communities of color, where residents are trying to revitalize neighborhoods by organizing food cooperatives. We plan to expand this and are currently organizing screenings in Holyoke and Springfield, Massachusetts in coordination with Latino and African American urban agriculture groups. A new Spanish language version of the film will be used in Holyoke. Previous screenings, sponsored by the Black Community Food Security Network in Detroit, drew 150 people who especially appreciated the film’s historical perspective. Another community, the Long Beach Grocery Cooperative, in Long Beach, California, hosted a screening on October, 2015, to engage residents in the creation of a cooperatively-owned food store:

<https://www.youtube.com/watch?v=B96TyWFvy0k&app=desktop>

#### Summary

The support of over a hundred food co-ops across the country demonstrates the commitment made to tell this story. The job is now half done. This plan completes the mission by putting the film to use, educating and inspiring more people about one of the nation’s best kept secrets: Cooperatives. US residents will learn, during a presidential election year, that their country is not completely in the hands of the few. There is another way—one mentioned by one of the candidates. During the past year we’ve learned that there is a large constituency hungry for a better vision of the future. Now is the time to seize this rare opportunity and tell more people the story of cooperatives in America.

Please [complete this form](#) to demonstrate your support by committing to host a screening and/or making a contribution to the *Food for Change Co-op Month Screening Campaign*.

## Crew

**Steve Alves, Producer/Director, Outreach Strategist, [steve@foodforchange.coop](mailto:steve@foodforchange.coop)**, is an award-winning documentary filmmaker who graduated from the University of Southern California's School of Cinematic Arts. After working in Hollywood and New York City as a film editor for ten years, he moved to western Massachusetts to work with Ken Burns' company Florentine Films before starting his own documentary company, Home Planet Pictures in 1987. His 1989 production *Life After High School* won best educational film at the Chicago Film Festival. Since 1997 Alves has produced and directed seven films about New England and what it means to live local. His 2001 production, *Together in Time* won a CINE Golden Eagle, Best Short Documentary at the International Family Film Festival, and a Gold Award from WorldFest-Houston. *Talking to the Wall: The Story of an American Bargain* won several environmental awards and was featured in over a dozen film festivals. Alves is also the recipient of the 2015 Austin Miller Cooperative Hero Award, given by the River Valley Market.

**Jamila Medley, Outreach Manager, [jamila@foodforchange.coop](mailto:jamila@foodforchange.coop)** was introduced to cooperatives at Mariposa Food Co-op in Philadelphia, PA where she was Membership & Marketing Manager and Organizational Development Coordinator (2012-2015). Her career has spanned 20 years of service in mission-driven organizations where Jamila has designed and implemented marketing and outreach/education programs serving diverse communities, stewarded groups through organizational development processes, and strengthened co-ops as democratic workplaces. Jamila holds a M.S. in Organizational Dynamics from the University of Pennsylvania and serves on the Boards of Directors for the Philadelphia Area Cooperative Alliance and the Media Mobilizing Project.

**Marcia Day, Outreach Assistant, [marcia@foodforchange.coop](mailto:marcia@foodforchange.coop)** has worked on *Food For Change* for several years during the film's production as a researcher and production assistant. She now oversees social media outreach activities and facilitates grant submissions. She brings over 16 years of external funding experience from her position as Grant and Contract Administrator at the University of Massachusetts Amherst. She holds a B.A. in economics and women's studies and a Master of Public Policy and Administration degree from the University of Massachusetts Amherst. "

## Consultants

**Peter Broderick** has developed and implemented distribution strategies for over 900 films including: *Food, Inc.*, *Forks Over Knives*, *Fed Up*, *Hungry For Change*, and *Food Matters*. Former President of Next Wave Films, he is one of the most influential advocates of digital moviemaking whose present focus is on the current transformation in independent film distribution, giving keynote speeches and presentations internationally. He works directly with filmmakers to create customized distribution plans, emphasizing filmmaker independence through hybrid distribution models.

**Caitlin Boyle** is a pioneer of grassroots distribution for independent films. She works with filmmakers to design national screening and audience outreach initiatives. Caitlin founded the company Film Sprout to bring tactical support to independent filmmakers seeking to create robust platforms for social change. Boyle has worked with dozens of award-winning feature documentaries including *The Invisible War*, *Dirt! The Movie*, and *Vanishing of the Bees*.

### Case Studies of Successful Screenings

- The Detroit Black Community Food Security Network showed *Food For Change* on July 12, 2014, to a crowd of 150 and immediately signed up sixteen new members after the show, raising \$3,200 for their start-up co-op.
- Prairie Roots Food Co-op in Fargo, North Dakota showed an early version of *Food for Change* on November 3, 2013 to 100 people in their historic theatre as part of their membership drive. Eight people joined the co-op immediately after the screening. They have since shown the film at a local church, in their public library and on cable access TV. Membership has grown steadily from around 200 to over 720 since they started using the film.
- River Valley Market in Northampton, MA, with help from the Franklin Community Co-op and the Cummington Creamery, hosted a high-profile screening on February 1, 2014 as the kickoff event of a \$2 million capital campaign. They reached their goal in four months and signed up many new members. The event was also a fundraiser for the Amherst Food Co-op which raised over \$1,867 for the start-up.



## Reactions to Food For Change

“Having co-op members with a strong understanding of the history and role of food co-ops will only serve to make our co-op stronger.”

– Kaye Kirsch, *Prairie Roots Food Co-op, Fargo SD*

“*Food For Change* does a remarkable job of peeling back the layers of co-ops in the United States since the 1930s. It’s a movie that shows how current global issues can be tackled locally using the time-tested principles of cooperation.”

– Allan Reetz, *Communications Director, Hanover Consumer Cooperative Society*

“Thank you for making such an excellent movie and resource to help us be successful. It really helped to solidify why we are all volunteering to make our co-op such an important initiative for our community.”

– Doug Close, *Food Shed Co-op, Woodstock, IL*

“We hosted a very successful screening to about 150 people in our community, and were able to sign up 16 members on that day.”

– Malik Yakini, *Detroit Black Food Security Network, MI*

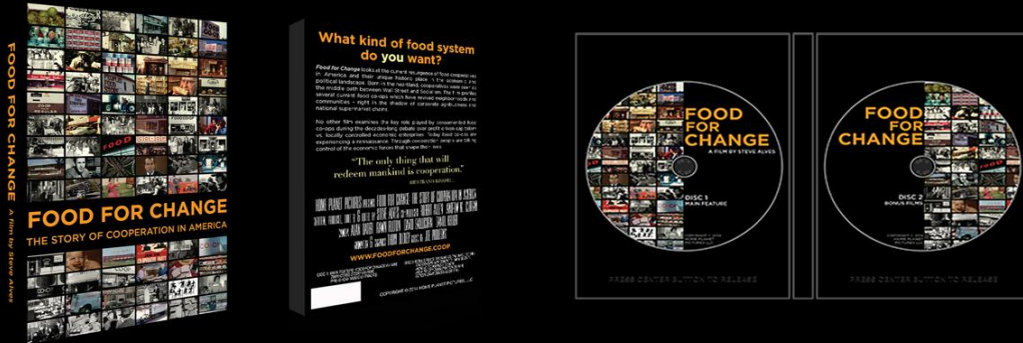
### **Food for Change** ★★★1/2

(2014) 2 discs. 84 min. Home Planet Pictures ([www.foodforchange.coop](http://www.foodforchange.coop)). PPR. Closed captioned.

This ambitious documentary from filmmaker Steve Alves traces the history of food cooperatives in the United States, from the 19th century to the present day, noting how their popularity has waxed and waned along with shifts in the political climate. Widely prevalent during the Depression, food co-ops were assailed in later decades as socialist enterprises that didn’t pay their fair share of taxes. Co-ops were again popular in the 1960s and ’70s but lost traction until recent years, as the fallout of economic recession has led to a resurgence, with dozens of new ventures opening and hundreds more being developed. Alves zeroes in on the travails of his hometown store in Massachusetts, but historic and contemporary footage, expert interviews, and archival stills offer a broader context for his comments, which position the co-op movement within a frame of democratic values that are being expressed through an economic enterprise. DVD extras on a second disc include a series of bonus films (among them an encapsulation of the situation in Minnesota, which has more food co-ops than any other state, and another on how Alves’s community fought off Walmart), and historical filmstrips, such as “Citizen Dave Douglas,” a 1954 screed that huffily insists that co-ops pay “their share of taxes” like other U.S. businesses—a charge that seems ridiculous today in the wake of Wall Street skullduggery and off-shore tax havens. A fine documentary on a timely subject, this is highly recommended. Aud: C, P. (*F. Gardner*)  
Video Librarian, March 2015:



# FOOD FOR CHANGE TWO DVD SET



## Two Disc Set Includes:

### Disc 1:

- **Food for Change, feature film (82 mins)**
- **Food For Change: The Twin Cities Story**  
United Nations' International Year of Cooperatives award-winning short film (15 mins)
- **Pre-Show Music by**  
Midnight Swerve Jazz Trio

### Disc 2:

- **Talking to the Wall:**  
Steve Alves' award-winning documentary about the history of chain stores and one town's battle with the world's largest retailer (57 mins)
- **The Co-ops are Comin'** (archival film)
- **Here Is Tomorrow** (archival film)
- **How To Get Cooperation** (archival film)
- **Citizen Dave Douglas** (archival film)

## Outreach & Distribution Plan Budget

### PERSONNEL

Outreach & Distribution Strategist, 18 mos @ \$3000	54,000
Outreach Manager, 18 mos @ \$2400	38,400
Outreach Assistants 8 mos @ \$1500	12,000
Public Relations, consultants, writers, 100 hrs @ \$60	6,000
<b>Subtotal</b>	<b>110,400</b>

### OFFICE

Research materials	600
Rent, 18 mos @ \$400	7,200
Supplies, DVDs, Blu-rays	1,840
<b>Subtotal</b>	<b>9,640</b>

### TRAVEL

Car: 1,400 miles @ .55/mile	770
Air: 3 RT @ \$600	1,800
Parking	300
Lodging, 14 days @ \$120	1,680
Meals, 20 days @ \$35/day	700
Cab fare, car rental	500
<b>Subtotal</b>	<b>5,750</b>

### PROMOTION

Promotional materials: flyers, cards, posters, FB ads	1,400
Mailing lists	5,000
Animation & Graphics 50 hrs @ \$50/hr	2,500
Editor, promotion materials, 4 wks @ \$1500/wk	6,000
Websites, 24 months @ \$40	960
Festival fees	150
Freight	1,500
<b>Subtotal</b>	<b>17,510</b>

### OTHER

Legal fees	1,600
Foreign translations: Spanish & Italian	2,600
Limited Liability Corporation state fee, 2 yrs @ \$500	1,000
Fiscal Agent, PVMA @1%	1,500
<b>Subtotal</b>	<b>6,700</b>

<b>Total Outreach &amp; Distributuion Budget</b>	<b>150,000</b>
<b>Amount Received from Contributions &amp; Sales</b>	<b>62,180</b>
<b>Remaining Balance</b>	<b>87,820</b>

## Screenings & Streaming Budget (part of ODP)

### PERSONNEL

Screenings & Streaming Strategist, 6 mos @ \$3000	18,000
Outreach Manager, 6 mos @ \$2400	14,400
Outreach Assistants, 6 mos @ \$1500	9,000
Public Relations, consultants, writers, 80 hrs @ \$60	4,800
<b>Subtotal</b>	<b>46,200</b>

### OFFICE

Research materials	400
Rent, 6 mos @ \$400	2,400
Supplies, DVDs, Blu-rays	830
<b>Subtotal</b>	<b>3,630</b>

### TRAVEL

Car: 1400 miles @ .55/mile	770
Air: 3 RT @ \$600	1,800
Parking	300
Lodging, 14 days @ \$120	1,680
Meals, 20 days @ \$35/day	700
Cab fare, car rental	500
<b>Subtotal</b>	<b>5,750</b>

### PROMOTION

Promotional materials: flyers, cards, posters, FB ads	1,200
Animation & Graphics 50 hrs @ \$50/hr	2,500
Editor, promotion materials, 4 wks @ \$1500/wk	6,000
Websites, 6 months @ \$40	240
Freight	800
<b>Subtotal</b>	<b>10,740</b>

### OTHER

Legal fees	1,000
Fiscal Agent, PVMA @1%	680
<b>Subtotal</b>	<b>1,680</b>

<b>Total Screening &amp; Streaming Budget</b>	<b>68,000</b>
<b>Amount Received from Contributions &amp; Sales</b>	<b>20,180</b>
<b>Remaining Balance</b>	<b>47,820</b>

## Direct Contributions to Outreach & Distribution Plan

<b>Name</b>	<b>City</b>	<b>State</b>	<b>Amount</b>
Anonymous			5,000
Cabot Creamery Co-op	Waitsfield	VT	2,000
Central Co-op	Seattle	WA	1,600
C.E. Pugh	North Liberty	IA	100
CHS Foundation	Grove Heights	MN	5,000
Community Food Co-op	Bellingham	WA	750
Ever'man Cooperative Grocery & Café	Pensacola	FL	1,750
Food Shed Co-op	Woodstock	IL	250
Frontier Natural Products Co-op	Norway	IA	10,000
Massachusetts Foundation for the Humanities	Northampton	MA	5,000
New Leaf Market	Tallahassee	FL	950
Rainbow Natural Grocery Co-op	Jackson	MS	100
River Valley Market (co-op hero award)	Northampton	MA	500
Three Rivers Market	Knoxville	TN	4,000
Wheatsville Co-op	Austin	TX	1,500
		<b>Subtotal</b>	<b>38,500</b>

## Proceeds from DVD Sales & Screenings

<b>Name</b>	<b>City</b>	<b>State</b>	<b>Amount</b>
Action Library Media Services	Long Beach	CA	295
Adams State University	Alamosa	CO	60
Alberta Co-op Grocery	Portland	OR	250
All Things Food	Bryan	OH	500
Ambassador Education Solutions	Melville	NY	295
Woven Dreams Anacortes Co-op	Anacortes	WA	250
Arms Library	Shelburne Falls	MA	90
Astoria Co-op Grocery	Astoria	OR	250
Bearded Apple	Iron River	MI	150
Brian Larson	St. Paul	MN	60
Canyon Co-op	Nampa	ID	250
Cape Fear Academy	Wilmington	NC	250
Center for Algonquin Culture	Rosendale	NY	250
Chatham Food Co-op	Chatham	NY	100
Circular Congregational Church	Charleston	SC	250
Clair Chang (for 2 schools)	Greenfield	MA	590
Clipper City Co-op	Manitowoc	WI	250
Common Capital	Holyoke	MA	150
Concordia University	Montréal	CAN	350
Conscious Living Project	Jackson	MS	150
Creative CO-OP	Salt Point	NY	250
Dailey Groceries	Athens	GA	500

Black Comnty Food Security Network	Detroit	MI	500
Dill Pickle Food Co-op	Chicago	IL	500
Durango Natural Foods	Durango	CO	500
East Aurora Co-op Market	East Aurora	NY	250
Eastwood Market & Café	Eastwood	KY	250
FareShare Co-op	Norway	ME	150
First Congregational Parish Unitarian	Petersham	MA	150
Four Rivers Charter School	Greenfield	MA	250
Friendly City Food Cooperative	Harrisonburg	VA	500
Friends & Farmers Co-op	State College	PA	250
Garden City Food Co-op	St. Catharines	ON	500
Gardiner Food Co-op	Gardiner	ME	150
Granite City Grocery	Barre	VT	250
GrassRoots Cooperative	Anoka	MN	500
Great Basin Community Food Co-op	Reno	NV	150
Greenfield Community College	Greenfield	MA	295
Green Reel Collaborate	Wrentham	MA	100
Harmony Food Co-op	Bemidji	MN	250
Harvest Food Co-op	Cambridge	MA	500
Indiana Cooperative Development Ctr	Indainapolis	IN	500
International Peer Counseling Group	Northampton	MA	150
Karen Shtulman	Orange	MA	60
Katonah Food Co-op	Katonah	NY	250
Littleton Food Co-op	Littleton	NH	400
Long Beach Gocery Co-op	Long Beach	CA	250
Macomb Food Co-op	Macomb	IL	150
Main Market Co-op	Spokane	WA	250
Montavilla Food Co-op	Portland	OR	250
Mount Holyoke College	South Hadley	MA	295
Mount Saint Vincent University	Halifax	CAN	295
Natural Abundance	Aberdeen	SD	250
New Port Richey Library	New Port Richey	FL	150
North Country Co-op	Plattsburgh	NY	250
Northeast Organic Farmers Assoc	Barre	MA	150
Northern California Community Fund	San Francisco	CA	150
Orcas Food Co-op	Eastsound	WA	250
Old Creamery Co-op	Cummington	MA	250
Oshkosh Food Co-op	Oshkosh	WI	450
People's Food Co-op	Portland	OR	250
Phoenix Earth Food Co-op	Toledo	OH	250
Plainfield Co-op	Plainfield	VT	250
Plaza Classic Film Festival	El Paso	TX	250
Pothole Pictures	Shelburne Falls	MA	500

Portland Food Co-op	Portland	ME	150
Prairie Food Co-op	Lombard	IL	250
Quabbin Harvest	Orange	MA	150
Riverculture	Turners Falls	MA	150
Riverside Food Co-op	Riverside	CA	250
River Valley Market	Notrthampton	MA	100
Rocky Mountian Farmers Union	Denver	CO	100
Rutland Area Food Co-op	Rutland	VT	400
San Juan Island Food Co-op	Friendly Harbor	WA	250
Silver City Food Co-op	Silver City	NM	65
Silverton Food Co-op	Silverton	OR	250
Simmons College	Boston	MA	295
South Philly Food Co-op	Philedelphia	PA	150
Souhegan Transition Network	Wilton	NH	575
Stone Valley Comty Market	Poultney	VT	250
Sunderland Library	Sunderland	MA	150
Tacoma Food Co-op	Tacoma	WA	500
Tom Tolg	Greenfield	MA	120
Trillium Natural Foods	Mt. Horeb	WI	250
University of Colorado	Denver	CO	250
University of Massachusetts	Amherst	MA	250
Wasatch Cooperative Mkt	Salt Lake City	UT	250
Whole Earth Grocery	River Falls	WI	250
Wild Root Market	Racine	WI	150
Willits Grange	Willits	CA	150
Worcester State University	Worcester	MA	295
Ypsilanti Food Co-op	Ypsilanti	MI	250
		<b>Subtotal</b>	<b>23,680</b>
		<b>Total</b>	<b>62,180</b>