

THE WORLD ACCORDING TO MONSANTO

Host a public showing of this blockbuster film



This enormously powerful film, *The World According to Monsanto* chronicles Monsanto's controversial past: A history that combines some of the most toxic products ever sold with misleading reports, pressure tactics, collusion, and attempted corruption. They now race to genetically engineer (and patent) the world's food supply, a frightening strategy which profoundly threatens our health, environment, and economy. Exposing secret documents with first-hand accounts by *victims, scientists, and politicians*, this widely praised film exposes why Monsanto has become the world's poster child for malignant corporate influence in government and technology.

Why Are We So Excited about Showing this Film?

Time and time again we have seen that the moments after a showing of *The World According to Monsanto* is the exact point when people are most ready to take action to stop GMOs. This film is the most motivating vehicle available today to drive energy and action to stop GE foods.

A public showing of this film is probably the best way to ignite the passion of concerned citizens in your area and enlist support around a local campaign. In under 2 hours, you will have a dedicated group of people ready to lead or support the Non-GMO movement in your area.

We recommend a free showing to the public, but you are welcome to charge money to cover costs and contribute to a local Non-GMO campaign, etc. You do

not need to seek permission to show this film as long as it is not a for-profit event.

The bonus material included with the Monsanto Movie are:

- *Your Milk on Drugs-Just say No* – a new 18 minute documentary on Monsanto's genetically engineered bovine growth hormone (rBGH or rBST) used on dairy cows.
- A 3 minute video *What Can We Do* on The Campaign for Healthier Eating in America, highlighting concrete steps that your audience can take to eliminate GMOs from the food supply.
- *Don't put that in Your Mouth* – a 73-minute audio CD on the health risks of GMOs.
- *GMO Health Risks* – a brochure on health risks of GMOs.

How to Create the Most Successful Film Showing Possible:

What to show:

1. Show *The World According to Monsanto*, followed by the 3 minute *What We Can Do* video included on this DVD. This call to action will quickly channel the energy of your viewers .
2. Show *Your Milk on Drugs – Just say No* (also on the DVD) before the Monsanto movie if it seems appropriate and time allows. That way if people come in late, they will not miss any of *The World According to Monsanto*. (You can preview this film at www.yourmilkondrugs.com)

What to have on hand during the showing:

The Institute for Responsible Technology highly recommends that you have these materials available to hand out as people enter the showing or placed on each chair before viewers arrive:

- One Health Risk Brochure for each person
- One Non-GMO Shopping Guide for each person
- Campaign sign up form
- One *Don't Put that in your Mouth* audio CD for each person (you can burn copies or order them in bulk, and you can charge (e.g.\$1) as well.
- One *GMO Take Action!* sheet for each person

And most important, we suggest you have:

- Several copies of *The World According to Monsanto* DVD at your showing.

Do recommend that viewers buy their own copy of *The World According to Monsanto* to hold their own house parties and to loan or give to influential people. With each movie sold we recommend also handing out the Institute's guide on how to best plan a successful movie showing.

- Other GMO books and DVDs, available in the Non-GMO Education Center.

If you need more materials for the number of people you expect to attend, order them from us or our distributors (see attached list).

Planning the Movie Showing:

1) Identify individuals who are already involved in anti-GMO activism who can help organize the event and follow up with action campaigns. Many natural food stores already have a non-GMO committee or are working with anti-GMO campaigners in the area. If you do not have contacts with local GMO activists, check with your local store or email **MARGHERITA@RESPONSIBLETECHNOLOGY.ORG** and she may be able to connect you.

- Select a skilled facilitator for the discussion, and use our Discussion Guide.

2) Consider refreshment alternatives with non-GM or organic food:

- A dinner, brunch, wine-tasting, non-GMO chocolate-tasting, tea party, etc. may be appropriate. See if a local natural food store wants to help or even co-sponsor the showing.

3) Publicity:

- Download an adjustable event announcement (pdf) that can be adapted easily for posters, advertisements, flyers, bag stuffers (small quarter page flyer) and a low resolution email invitation.
- You can also download a sample press release (where you can easily enter your information), movie review, and ad for your local paper, plus an announcement for your newsletter
- Download a sample formal-invitation to key influential individuals (local politicians, health care practitioners, educators, restaurateurs, food manufacturers, church leaders, etc.)
- Download a letter to local healthcare practitioners inviting them, and asking if they want to place flyers in their waiting rooms.
- Consider setting up a phone tree

4) Plan the timing of your event's schedule (see below):

5) Suggested Materials

- Sign up sheets (We've got a template for you that asks people about their level of interest in the GMO issue, if they would like more information on the Campaign for Healthier Eating in America, etc.)
- Clipboards and pens to be circulating with the sign-in and volunteer lists
- Copies of our audio CD *Don't Put that in Your Mouth*. This is an excellent tool to spread the word about GMOs. People can listen to them in their cars AND burn copies for their friends. You can also order them in bulk online. **Note:** Distributing the CDs in advance of the showing will also inspire more attendance.
- Name tags and markers if appropriate.

Additional Non-GMO educational material found in the Non-GMO Education Center are available through Nutri-books and Integral yoga, and are also offered through www.seedsofdeception.com (info@responsibletechnology.org) in bundles at below retail, so you can sell them as a fund-raiser.

Sample Scenario

1. Allow time for eating of refreshments, latecomers, sales of books and DVDs. (You may position the product table so that if people need to leave before the end of the evening, they can still buy products without disturbing the meeting.)
2. Welcome and Introductions. Give a short overview of the agenda, invite people to participate after the film, and mention the time you will wrap up the evening.
3. If you start early and have time, show the *Your Milk On Drugs* video (18 minutes) before the Monsanto movie. Showing the milk video before will allow people to come a bit late but still see the entire Monsanto film. *Your Milk on Drugs* can also be played as a stand-alone in another event, or in conjunction with a other videos.
4. Show *The World According to Monsanto* (1 hour and 49 minutes)
5. Be sure to show the 3 minute *What We Can Do*. This is the tool to help activate your viewers and guide the discussion into effective action.
6. Facilitate a discussion on action steps. See the document "Facilitating the discussion."
7. Have everyone sign the invitation to participate, which goes to us and can also be used by local organizers to get contact information. If not already handed out, distribute the GMO health risks brochure and Non-GMO shopping guide.

8. Wrap up with thanks to your volunteers and donors, as well as to the audience for coming. Announce follow-up meetings or other GMO film showings (using, for example, the other DVDs provided in the Non-GMO Education Center).

9. Have refreshments available and products for sale.

Your movie night offers benefits to everyone (but Monsanto)

- Consumers will feel empowered to eat healthier, non-GMO foods
- Natural food stores will gain loyal non-GMO buying customers.
- You can raise funds for further GMO education efforts.
- A critical mass of health-conscious shoppers around the US will reach a tipping point, driving GMOs out of the US food supply.

Your Campaign contact for questions about planning your event is

MARGHERITA PAGNI

MARGHERITA@RESPONSIBLETECHNOLOGY.ORG

Have fun and eat safe!