



**“PRODUCERS KIP ANDERSEN AND KEEGAN KUHN HAVE TEAMED UP TO DO WHAT BLACKFISH IS CURRENTLY DOING TO SEA WORLD...”**

James McWilliams, Author and Writer

# COWSPIRACY

THE SUSTAINABILITY SECRET

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## PROJECT FACTS

Title:	Cowspiracy: The Sustainability Secret
Genre:	Documentary
Run Time:	Approximately 90 minutes
Director:	Kip Andersen, Keegan Kuhn
Original Format:	HD video
Status of Film:	Post-production
Produced by:	AUM Films, First Spark Media
DVD Release:	TBA
Web:	<a href="http://cowspiracy.com">cowspiracy.com</a>

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## SHORT SYNOPSIS

*COWSPIRACY: The Sustainability Secret* is a groundbreaking feature-length environmental documentary following an intrepid filmmaker as he uncovers the most destructive industry facing the planet today – and investigates why the world's leading environmental organizations are too afraid to talk about it. As eye-opening as *Blackfish* and as inspiring as *An Inconvenient Truth*, this shocking yet humorous documentary reveals the absolutely devastating environmental impact large-scale factory farming has on our planet.

## LONG SYNOPSIS

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*Cowspiracy: The Sustainability Secret* is a groundbreaking feature-length environmental documentary following intrepid filmmaker Kip Andersen as he uncovers the most destructive industry facing the planet today – and investigates why the world's leading environmental organizations are too afraid to talk about it.

Animal agriculture is the leading cause of deforestation, water consumption and pollution, is responsible for more greenhouse gases than the transportation industry, and is a primary driver of rainforest destruction, species extinction, habitat loss, topsoil erosion, ocean "dead zones," and virtually every other environmental ill. Yet it goes on, almost entirely unchallenged.

As Andersen approaches leaders in the environmental movement, he increasingly uncovers what appears to be an intentional refusal to discuss the issue of animal agriculture, while industry whistleblowers and watchdogs warn him of the risks to his freedom and even his life if he dares to persist.

As eye-opening as *Blackfish* and as inspiring as *An Inconvenient Truth*, this shocking yet humorous documentary reveals the absolutely devastating environmental impact large-scale factory farming has on our planet, and offers a path to global sustainability for a growing population.



## ABOUT THE FILMMAKERS

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**Kip Andersen**'s environmental awakening came as a result of *An Inconvenient Truth*. After seeing the film, he began to recycle religiously, turn off lights constantly, shower infrequently, and ride a bike instead of driving. Andersen believed he was doing everything he could to help the planet by following the guidelines of national and international environmental organizations, but his life took a different direction when he found out animal agriculture is the leading cause of environmental destruction. He is the founder of Animals United Movement, a pending 501 (c)3 focused on creating films and media promoting sustainability, compassion, and peace for all of Earth's inhabitants. Also a serial entrepreneur, he has built more than a dozen businesses. He is a graduate of Cal Poly San Luis Obispo school of business and has called San Francisco home for more than a decade.

**Keegan Kuhn** is a videographer, award-winning documentary filmmaker, and professional musician living in the east bay of San Francisco. He has worked with nonprofit organizations and been involved in social justice movements for virtually his entire life. As a filmmaker, he helps organizations reach an ever-greater community of supporters with the highest possible quality films and videos. His film career has taken him as far as the remote interior of Alaska to document modern homesteaders, to the high deserts of the American west filming the nation's remaining wild horses, to rural agricultural communities and dirty urban streets. He is motivated by a deep desire to shed light on untold stories of the most downtrodden in our society, and to raise to awareness through greater visibility of social justice issues.

## ABOUT THE PRODUCTION COMPANIES

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**AUM Films** is a fledgling nonprofit founded by Kip Andersen to develop films and other media projects promoting sustainability, compassion, and peace for all of Earth's inhabitants. *Cowspiracy: The Sustainability Secret* is its first production. **First Spark Media** is a production company focused on creating videos and films about social justice issues in order to create a more just and peaceful world. It produces digital media/film for non-profit organizations, foundations, activists and conscientious businesses to better communicate their campaigns, missions and goals. First Spark Media recognizes the struggles that organizations and activists must face on a daily basis in their efforts to effect positive change in the world. First Spark Media has produced films and other media for organizations including the Universal Compassion Foundation, American Wild Horse Preservation Campaign, The Organization of Labor Assistance, LGBT Compassion, and Animal Place sanctuary.

## FEATURING THE EXPERTISE OF

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### **Dr. Richard Oppenlander**

Author of the groundbreaking book *Food Choice and Sustainability*, Dr. Oppenlander is a consultant and researcher whose award-winning book *Comfortably Unaware*, has been endorsed as a “must read” by Ellen DeGeneres, Dr. Jane Goodall, and Dr. Neal Barnard, among many others. Dr. Oppenlander is a much sought-after lecturer, has been a keynote speaker for several conferences and events, and has presented lectures and workshops at numerous universities and corporations. Dr. Oppenlander also serves as an advisor to municipalities in the U.S. and to world hunger projects that are designing programs from his model of multidimensional sustainability.

### **Michael Pollan**

Michael Pollan is the author of four *New York Times* bestsellers (*Food Rules: An Eater's Manual*, *In Defense of Food: An Eater's Manifesto*, *The Omnivore's Dilemma: A Natural History of Four Meals*, and *The Botany of Desire: A Plant's-Eye View of the World*). *The Omnivore's Dilemma* was named one of the ten best books of 2006 by both the *New York Times* and the *Washington Post*. Pollan was named to the 2010 *Time* 100, the magazine's annual list of the world's 100 most influential people. In 2009 *Newsweek* named him one of the top 10 “New Thought Leaders.”

### **Dr. Will Tuttle**

Dr. Will Tuttle is an award-winning speaker, educator, author, musician, and author of *The World Peace Diet*, called one of the most important books of the 21<sup>st</sup> century. Dr. Tuttle presents about 150 events yearly at conferences, retreats, and progressive churches and centers throughout North America. In his lectures, workshops, and trainings based on *The World Peace Diet*, he addresses veganism, spirituality, effective activism, and personal development. A former Zen monk, Dr. Tuttle has a master's in humanities and a PhD in philosophy of education.

### **Howard Lyman**

A former Montana cattle rancher, Howard Lyman is a world-renowned public speaker, author, and animal advocate. Best known for being sued by the National Cattlemen's Beef Association for speaking about “mad cow” disease on the Oprah Winfrey Show, he is the founder of Voice for a Viable Future and the subject of two documentary films, *Mad Cowboy* and *Peaceable Kingdom: The Journey Home*.

**Will Potter**

Will Potter is an award-winning independent journalist and TED Fellow based in Washington, D.C. who focuses on the animal rights and environmental movements, and civil liberties post-9/11. His reporting and commentary have been featured in the world's top media outlets, including the *Washington Post*, NPR, *Rolling Stone*, *El Pais*, and *Le Monde*. He has testified before the U.S. Congress about his reporting, as the only witness opposing the Animal Enterprise Terrorism Act. He is the author of *Green Is the New Red*, an exposé of the FBI's use of fear and intimidation to silence dissent in the animal and environmental movements.

**Will Anderson**

In 1978, Will Anderson founded Greenpeace Alaska in Anchorage, and shortly thereafter, was appointed to the national board of directors of Greenpeace USA. Since then, he has had a long career in campaign management in both the environmental and animal welfare sectors for a number of organizations including Earth Island Institute and the Progressive Animal Welfare Society. He has worked with state and federal agencies, scientists, political representatives and NGOs, and continues to consult for numerous national organizations to protect marine animals and wildlife, and defend the land and oceans against industrial destruction.

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**WITH APPEARANCES BY**

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**Michael Besancon**

A 41-year veteran of the natural foods industry, Michael Besancon is the former senior global vice president of purchasing, distribution and communications for Whole Foods Market.

**Michael Klaper, MD**

Dr. Michael Klaper has more than 40 years of clinical experience, and practices preventative and nutrition-based medicine. He is the director of the non-profit Institute of Nutrition Education and Research and a member of the Nutrition Task Force of the American Medical Student Association.

**David Robinson Simon**

David Robinson Simon is an attorney, advocate for sustainable consumption, and author of the book *Meatonomics* about the economics of animal agriculture.

**Dr. Kirk R. Smith**

Dr. Kirk R. Smith is a professor in the School of Public Health at University of California, Berkeley, where he is the director of the university's Global Health and Environment Program.

## ALSO FEATURING

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### **Amazon Watch**

Leila Salazar-Lopez, program director

### **American Wild Horse Preservation Campaign**

Deniz Bolbol, communications director

### **Animal Agriculture Alliance**

Emily Meredith, communications director

### **Animal Place**

Marji Beach, education director  
Dr. Greg Litus, horticulturist  
David Phinney, animal care manager

### **Beyond Meat**

Ethan Brown, founder and CEO

### **Bivalve Dairy**

John Taylor, co-owner

### **California Department of Water Resources**

Kamyar Guivetchi, division manager

### **Clover Stornetta Farms**

Marcus Benedetti, president and CEO

### **Earthworks Urban Farm**

Shane Bernardo, outreach coordinator

### **Ecology Action**

John Jeavons, founder

### **Food & Water Watch**

Wenonah Hauter, executive director

### **Food Empowerment Project**

Lauren Ornelas, executive director

### **Hampton Creek Foods**

Josh Tetrick, founder and CEO

### **Markegard Family Grass-Fed**

Erik and Doniga Markegard, owners/operators

### **NRDC**

Ann Notthoff, California director

### **Oceana**

Geoffrey Shester, California program director

### **Omega Creamery**

John Schindler, founder

### **Pacific Institute**

Heather Cooley, director, water program

### **Rainforest Action Network**

Lindsey Allen, executive director

### **Sea Shepherd Conservation Society**

Lisa Agabian, director of media relations and communications  
Susan Hartland, administrative director

### **Sierra Club**

Bruce Hamilton, deputy executive director

### **Surfrider**

Chad Nelsen, environmental director

### **The Sustainability Institute at Molloy College**

Demosthenes Maratos, communications director

## MEDIA CONTACT

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