

WELL FED TOO

Sugar Rush presents a long waiting sequel on Well Fed the FILM



SUGAR
RUSH
FILM

INTRODUCTION

In 2016 Hidde and Karsten made their first documentary called Well Fed. The controversial movie explores the benefits of GMO's in food production. Since then a lot has happened and the two will revisit the changed world of gene editing in a broader perspective.

In a series of short episodes they will dive into the new realities around food production, healthcare, industrial materials and the legislation on CRISPR-cas9.



WHY THIS PITCH

As we speak, the film Paved Paradise is hitting the cinema's In 36 cities in The Netherlands. The playful documentary introduces a new sustainable narrative in food production: land sparing- the concept of concentrating our farming efforts on as little land as possible to save space for wild nature. The idea of land sparing is now slowly gaining momentum in the public and political debate.

This film wouldn't be possible without the bold move of the glasshouse industry in the Westland to finance independent filmmakers. Thirty companies, from small to big, raised 300.000 euro for Sugar Rush Film, and gave them their full trust that something valuable would come from this.

The result have awarded their trust: Paved Paradise has reached thousands of viewers, and the film has been covered by major newspapers and magazine in and outside the Netherlands, and was debated on national radio and tv. An international tour will follow this autumn, as well a deal with a VOD-platform like Netflix.

Now we ask the biotechnology sector to do the same!

The two sectors face similar problems: their message that innovation and technology are a force for good, is smothered by a narrative that sees them as the main driver in ecological collapse. Corporate communication can't fix this, as the messenger is deemed not trustworthy - only an independent message will be able to change minds

DELIVERABLES

Sugar Rush will produce 6 episodes (15-20 minutes) on how genetic modification and gene-editing help the world become a more sustainable and healthier place.



EPISODE !: AN INTRODUCTION
REVISITING WELL FED THE FILM

It has been 7 years since Karsten and Hidde visited Bangladesh to witness and film the introduction of the genetically modified eggplant, that drastically reduced pesticide use and increased yield. In the opening episode the two boys revisit the densely populated country: did more farmers take up the crops and how are they faring? How did the polarized discussion around new breeding techniques develop through the years? This episode sets the stage for the rest of the series and introduces new developments like CRISPR-cas9



EPISODE 2: HOW DO YOU SPELL PHYTOPHTERA?

HOW EUROPEAN AGRICULTURE SH/COULD BENEFIT FROM GENE EDITING.

Europeans love their potatoes, but they are a fragile bunch. Especially late blight, caused by the oomycete *Phytophthora* is wreaking havoc. Sequential spraying, burning - farmers use all the tools they have available to combat the disease. At Wageningen University, scientists are finding new ways. Using CRISPR, they repair ancient genes in the tuber, that once conferred resistance against the disease, but got broken through centuries of breeding. But does the crop stand a chance against the strict European rules?

EPISODE 3: CRISPR AGAINST PANDEMICS

GENE EDITING TO HELP THE POOREST COUNTRIES

Malaria is still killing over half a million people per year, mostly young children. In Burkina Faso, one the poorest and hardest hit country, a state-of-the-art and controversial technique is used to combat the disease: gene drives. Herewith a fast-spreading kill switch is introduced in the mosquito population that transmits the disease. The project has approval to start field trials, but at high level UN-conferences, European NGO's are fiercely trying to reverse this. Will they succeed in blocking the project?





EPISODE 4: CRISPR BEATS CANCER

BOOSTING YOUR IMMUNE SYSTEM WITH MUTATED CELLS

While new breeding techniques like CRISPR have a hard time catching on in food and agriculture, the first cancer patients have already been treated with CRISPR-adjusted immune cells. How is it possible that injecting yourself with edited cells is more easily accepted than eating crops with edited genes? What happens when a field is allowed to reap the benefits of new technology?

EPISODE 5: NEW FOOD WITH CRISPR

FERMENTING THE FUTURE

Our current food system is running on its last legs: It is major cause of climate change and the main culprit in the decline of our biodiversity. Our cravings for meat, especially from cattle is just too damaging. Ambitious start up however, are at the cusp of finding a revolutionary solution. Instead of macro-organism, they use micro-organism to produce our proteins and fats, thereby decimating the land and water footprint. Vested interest however try everything to stop the introduction of the novel to the marking. From kafkaësk bureaucracy to downright bans - the old system won't back out without a fight.

Episode 6: NEW MATERIALS WITH CRISPR NET ZERO INDUSTRY

The newest field that latches on to the CRISPR revolution is material science. With CRISPR, micro-organisms can be adjusted to produce biofuels or bioplastics. CRISPR can even be even used to make DNA into a nano building material. That would be the ultimate achievement with gene-editing? Building a city?

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BUDGET

Each episodes roughly costs 50.000.

We ask to invest in two stages

First 40.000 euro for the research and script phase in 2023

Followed by a second round to find an additional 260.000 in 2024

We hope you put the same trust in us as the glasshouse industry has. We will deliver.



SUGAR RUSH FILM

