

Food Film Festival Amsterdam expands festival program for 2012

The Food Film Festival reveals a larger festival program for its coming edition 16, 17 and 18 March at Studio/K in Amsterdam. This year the festival screens more than twenty new food films and documentaries, including two short film programs. Renowned and Michelin star rated Dutch chefs host exclusive cooking workshops inspired by the films. Furthermore, the program boasts debating events, an art and design program, a two-day farmer's market, a children's program and live music and club nights. Tim Lang closes the festival with a keynote speech.

The Food Film Festival shares the love for *good, clean and fair* food and raises critical questions about the current food system. The full festival program is available via www.foodfilmfestival.nl/en/. Tickets are sold online as of February 27th. The Food Film Festival Amsterdam is an initiative of the Youth Food Movement.

More than twenty featured films, documentaries and shorts

De documentary *Mugaritz B.S.O.* opens the festival on Friday. In the two-star restaurant Mugaritz, located in Spanish Basque Country, Chef Andoni Aduriz creates the most exquisite and deceptive dishes. As part of an extraordinary project, musician and filmmaker Felipe Ugarte creates a 'soundtrack' for them. More distinguishing top chefs from different continents are seen in the documentaries *A Matter of Taste* and *Jiro Dreams of Sushi*.

Other films that screen during the festival are *LoveMEATender*, *Alamar*, *Lemon Tree*, *The Chocolate Farmer*, *Raising Resistance*, *Seeds of Hunger*, *Toast* and *Lupe el de la Vaca*.

In the shorts program *Do It Yourself!* the festival presents films that focus on people organizing their own food off the grid and taking charge in the future of their food.

Exclusive cooking workshops hosted by extraordinary chefs

Last year the festival sold out its cooking workshops within several hours. Hence the festival presents more classes for its coming edition, which are inspired by the films.

Amongst others there are workshops such as *Sweet Dreams* a party workshop, a workshop learning to make Dutch sushi following the documentary *Sushi: the Global Catch*. And in the workshop *Mumbai Dabawalla* hosted by *Jean Beddington* people create their own Indian lunch tiffin as seen in the documentary *The Lunchbox Miracle*. The festival hopes people become more conscious about their daily food choices by increasing their knowledge about food production, preparation and by enjoying food.

Food debates and events

City folk and young farmers meet during *The Big Agricultural Debate*. Young food warriors ready to start a food revolution present themselves during the event *#FoodforChange*. During the talk show *FFF LIVE* people get a taste of all the flavors

the festival has to offer.

In the new art and design exhibition *Peas of Art* designers show their sometimes critical and activating perspective on the role of food in our modern society. In the *FFF Shop* and in the *JAVA Bookstore* there are several hand picked items and books specially made available for the festival.

In addition there is a two-day farmer's market, young top chef **Joris Bijdendijk** that works for the Pourcel brothers in Les Jardins des Sens runs the festival restaurant and there is live music and two club nights.

Youth Food Movement, The Netherlands

The Dutch Youth Food Movement (YFM) is a network that campaigns amongst young people to promote a good, clean and fair food system. That means that in the future our food is produced with respect for the environment, is traded for a fair price and above all is healthy and tastes well. The network consists of young consumers, chefs, farmers, producers, students and policy makers. The Dutch YFM was founded in 2009 based on the principles of Slow Food and is part of Slow Food's international movement.

The **Rabobank**, **Oxfam Novib** and Dutch food magazine **Delicious** sponsor the Food Film Festival Amsterdam.

For press, not for publication

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