

MODIFIED

A FOOD LOVER'S JOURNEY INTO GMOs

"A DEEPLY MOVING
PERSONAL STORY"

- Joan Baxter

"ENLIGHTENING and
POWERFUL!"

- Jacques Pépin



In the award-winning documentary *Modified* (87 minutes | Canada | 2017), the filmmaker and her mother embark on a personal and poignant investigative journey to find out why genetically modified organisms (GMOs) are not labeled on food products in the United States and Canada, despite being labeled in 64 countries around the world.

Shot over a span of ten years, the film explores the impacts of genetically engineering our food, exposing the cozy relationship between the agribusiness industry and our governments. The film is anchored in the intimate story of the filmmaker's relationship to her mom, an organic gardener, seed saver, and food activist who battled cancer while the film's production was underway. Interweaving the personal and the political, the film uses family video archives, animations, and mouth-watering vignettes from the filmmaker's award-winning PBS cooking show to create a visual celebration of homegrown food and family legacy. The film debunks the myth that GMOs are needed to feed the world and makes a compelling plea for a more sustainable and transparent food system.

Winner of 11 festival awards:

- *Audience Choice Award* - Vermont International Film Festival 2018
- *Best Environmental Film* - Chagrin Documentary Film Festival 2018
- *Dr. Lamoureux Award for Excellence* - Rhode Island International Film Festival 2018
- *Best Film (Newcomer)* - Green Screen International Wildlife Film Festival (Germany) 2018
- *Best French Canadian Film Award* - Rendez-Vous Québec Cinéma 2018, Montreal
- *Audience Choice Award* - Festival international du cinéma des femmes Fort-Coulonge 2018
- *Audience Choice Award* - Lunenburg Doc Fest 2017
- *Audience Choice Award* - Festival international cinéma francophone Acadie (FICFA) 2017
- *Best East Coast Filmmaker* - Lunenburg Doc Fest 2017
- *Léonard-Forest Award for best East Coast feature* - FICFA 2017
- *Honorable Mention, Best Feature* - Devour the Food Film Fest 2017

Contact: modifieddocumentary@gmail.com
www.modifiedthefilm.com



“A very personal, tender, touching tribute, and a well-researched, enlightening and powerful documentary!” - Chef Jacques Pépin

“Aube Giroux strikes a beautiful balance between the personal and political with her debut feature film.” - The Coast Magazine

“A love story about cooking and gardening and the importance of regaining control over where our food comes from.” - Treehugger

“With such a weighty subject, it is a testament to Giroux’s deft story-telling that “Modified” is so compelling and compassionate, and that it can evoke such a range of emotions. For anyone who cares about what they put in their mouth – and I would like to think that is all of us – this film is a must-see. It is also beautiful beyond words.” - Joan Baxter, Medium

“Rekindles appreciation of what nourishes our experience as living beings on a living earth.” - The Organic and Non-GMO Report



Aube Giroux (writer, director, producer) is an award-winning documentary filmmaker, organic gardener, and food blogger. Aube is the creator of “Kitchen Vignettes”, an online farm-to-table cooking show on PBS which received the 2012 Saveur Magazine Best Food Blog Award and is a two-time James Beard Award nominee. Aube holds an MFA in Film Production from York University. *Modified* is her first feature-length documentary.

Camelia Frieberg (producer, executive producer) is a biodynamic farmer and an award-winning filmmaker, known for producing Atom Egoyan’s *Exotica* and Oscar-nominated *The Sweet Hereafter*.

Mike Munn (editor) is an award-winning film editor known for Sarah Polley’s Oscar-nominated *Stories We Tell*.

Contact: modifieddocumentary@gmail.com
www.modifiedthefilm.com

Official Selections include:

Santa Barbara International Film Festival 2018
Rhode Island International Film Festival 2018
St. Louis International Film Festival 2018
Sonoma International Film Festival 2018
Ashland Independent Film Festival 2018
Buffalo International Film Festival 2018
Vermont International Film Festival 2018
Maine International Film Festival 2018
Kew Gardens Festival of Cinema 2018
Reel East Texas Film Festival (2018)
Barcelona Human Rights Film Festival (Spain) 2018
Cinema Planeta - International Environmental Film Festival of Mexico 2018
Green Screen International Wildlife Film Festival (Germany) 2018
DOCUTAH International Documentary Film Festival 2018
Chagrin Documentary Film Festival 2018
Iowa Independent Film Festival 2018
Middlebury New Filmmakers Film Festival 2018
Atlanta DocuFest 2018
Bozcaada International Festival of Ecological Documentary (Turkey) 2018
Regina International Film Festival 2018
Victoria Film Festival 2018
Rendez-Vous Québec Cinéma 2018
Atlantic International Film Festival 2017
Lunenburg Doc Fest 2017
Planet in Focus International Film Festival 2017
Festival international du cinéma francophone en Acadie 2017



Director's Statement:

After living in Europe where GMOs are labeled on food products, I came home feeling frustrated that GMOs aren't clearly identified in North America. As my mom and I started to question why, it became obvious that our elected representatives were not representing their constituents' wishes since more than 80% of people want GMOs labeled. The more we looked into it, the more it seemed that industry was calling the shots when it came to policies around GMOs. I had always imagined the film would begin in my mom's garden where our shared love of food and cooking comes from, but after she was diagnosed with brain cancer two years into the film's production, the film unexpectedly became more personal and intimate than I had originally envisioned. It became a tribute to my mom and to her firm belief that we all have a right to know how our food is produced.

IN THEATRES: FALL 2018 | DVD & ONLINE: SPRING 2019

Educational Sales (US): screenings@collectiveeye.org
Educational Sales (Canada): booking@cinemapolitica.org

Contact: modifieddocumentary@gmail.com
www.modifiedthefilm.com