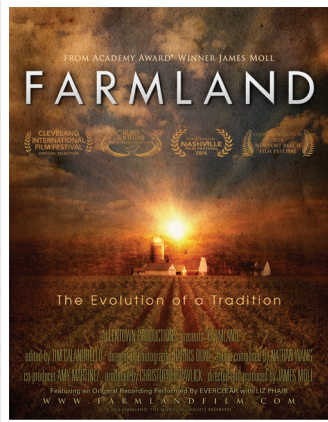


A FILM BY JAMES MOLL

FARMLAND



The Evolution of a Tradition



About FARMLAND

FARMLAND, from award-winning director, James Moll, takes an intimate look at the lives of farmers and ranchers in their '20s, all of whom are now responsible for running their farming business. Made with generous support of USFRA, the film allows audiences to step inside the world of farming for a first-hand glimpse into the high-risk/high-reward lives of farmers and ranchers.

For more information, visit www.farmlandfilm.com.

Follow *FARMLAND* Film on [Facebook](#)  or [@farmlandfilm](#) on Twitter .

Available on Various Platforms for Purchase and Digital Download



Director James Moll, Allentown Productions

James Moll's work as a documentary filmmaker has earned him an Oscar®, two Emmys® and a Grammy®. Moll has directed and produced such films as "Foo Fighters: Back and Forth" about the 16-year career of the rock band Foo Fighters; the sports adventure "Running the Sahara," executive produced by Matt Damon; "Inheritance," about the daughter of a Nazi concentration camp commander; and "The Last Days", executive produced by Steven Spielberg, which won an Academy Award®.

Established in 2001 by Moll, Allentown Productions is a Los Angeles-based film and television production company specializing in non-fiction entertainment.



NOW AVAILABLE: FARMLAND Curriculum Guide!

USFRA is partnering with Discovery Education, the leading provider of digital content and professional development for K-12 classrooms, to create and distribute a curriculum guide about the film, agriculture and food production to high schools nationwide. This curriculum is now available and is created to:

- Raise awareness for *FARMLAND* and curriculum guide materials with high school educators in large, urban cores.
- Spark conversations about agriculture, including food production issues, among urban high school students.
- Be accessible to every high school student and teacher in the U.S.



ALSO AVAILABLE: FARMLAND Community Toolkits

Interested in screening the film? *FARMLAND* Community Toolkits are available for purchase at farmlandfilm.com. Community Toolkits include a copy of the film, licensing rights to screen the film, talking points, *FARMLAND* merchandise; everything you need to host your very own screening! Visit farmlandfilm.com and click "Host a Screening."





Discovering FARMLAND

The U.S. Farmers and Ranchers Alliance® (USFRA) announced on November 12, 2015 the launch of an all-new educational initiative designed to provide high school students a first-hand glimpse into modern agriculture. Created in conjunction with Discovery Education, the leading provider of digital content and professional development for K-12 classrooms, *Discovering FARMLAND* offers interactive resources that allow teachers and students to experience the industry through the eyes of six young farmers and ranchers, all while learning about food production's connection to science, economics, technology and sustainability.

HIGH SCHOOL CURRICULUM

Discovering FARMLAND provides high school students, educators and parents with standards-aligned lesson plans and interactive activities that explore concepts critical to modern agriculture, such as sustainability, technology, and science. Designed by Discovery Education's curriculum experts, these resources aim to stimulate thoughtful conversations between educators and students about key issues including: innovative use of technology on farms and how it has transformed the industry, challenges farmers face such as weather and growing conditions, common stereotypes around farmers and ranchers, and market supply and demand. Additionally, *FARMLAND* will be integrated into Discovery Education Streaming Plus™, a comprehensive digital library containing more than 200,000 learning assets aligned to state and national curriculum standards.

"Discovery Education is proud to partner with the U.S. Farmers & Ranchers Alliance to provide students across the country, especially urban youth, this unique learning opportunity," said Lori McFarling, Senior Vice President of Discovery Education. "The engaging resources available in *Discovering FARMLAND* will transport students to farms across America, and connect science, technology and entrepreneurship skills to real-world careers and practices in today's modern agriculture industry."

The *Discovering FARMLAND* materials are available for viewing and download at www.DiscoveringFarmland.com.

LESSONS			
<p>FARMING AS AN INDUSTRY</p> <p>Students will examine how agriculture has evolved into today's modern farming and ranching industry. They will analyze data to construct explanations around environmental dependencies in agriculture, and investigate how agricultural products are developed in the U.S.</p> <p>LESSON PLAN PDF ACTIVITY PDF</p>	<p>EDUCATED CONSUMERS</p> <p>Students will investigate case studies that highlight media influence of agricultural demand and the impact on farmers and ranchers. They will establish a common understanding of the term "trend" to examine how foods become popular and who decides this, if anyone, and how different groups of people respond.</p> <p>LESSON PLAN PDF ACTIVITY PDF</p>	<p>BREAKING DOWN STEREOTYPES</p> <p>Using strategies such as mind mapping, questioning, and group discussion, students will explore common stereotypes around farmers and ranchers. Students will compare traditional ideas of farmers and ranchers with real-world modern examples.</p> <p>LESSON PLAN PDF ACTIVITY PDF</p>	<p>CHALLENGES IN FARMING AND RANCHING</p> <p>Students consider the challenge that farmers and ranchers face and the impact of those challenges on the availability of food, the financial well-being of farms and ranches, and the ways in which new technology can enhance agricultural practices.</p> <p>LESSON PLAN PDF ACTIVITY PDF</p>