GOING ORGANIC!

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The Sostière farm in France's Loire-Atlantique region has long been a model of conventional agriculture. But to everyone's surprise, David and Xavier decided to "go organic", a process filmed over two years by filmmaker Patrice Gérard. After ten years, the two associates had been tired of the productivity pressure in traditional breeding...which required borrowing (and working) more and more without any guarantee of return on investment. Going organic requires courage and determination. Apart from a complete change of techniques, it also implies a "psychological upheaval" and changing the relationship between man and the animals.
Over the months, the metamorphosis operates and we see Xavier happily watching the little calves frolicking in the fields, giving them a name instead of a registration number!

THE PRESS:
"It's an uphill struggle: to get away from the productivist model requires to be able to unlearn and learn afresh..." (Pauline Vallée, Télérama 09/09/20)

AVAILABLE FOR VIEWING: Original French version only.

Categorie(s): Society & Human Interest, Science & Environment

Tag(s): Environment, Man and Nature, Biodiversity, rural/regional France, organic food

Producer(s): LES FILMS DU BALIBARI

Coproducer(s): LCP Asssemblée nationale, FRANCE 3 Pays de la Loire

Length: 1x52 / Format: One-off

Original version: French

Nationality: France, 2018

Rights: world

Support(s): HD file

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