

FINAL



For Immediate Release

Indiecan Entertainment Acquires Feature Documentary *BUGS ON THE MENU* by filmmaker Ian Toews

Toronto, Canada – September 28, 2016 – Indiecan Entertainment has acquired the international distribution rights to 291 Film Company’s feature documentary ***BUGS ON THE MENU***, which contemplates a future where edible insects could help feed the world. The film was directed and shot by Ian Toews csc and produced by Mark Bradley and Toews. Shot on four continents over two years, the film explores the potential of insects as a ‘new’ superfood for this planet’s mushrooming human population.

The sound of crickets may not be pleasant to everyone, but it’s music to the ears of the entrepreneurs at Entomo Farms, where raising crickets is the basis of their rapidly expanding business. ***Bugs on the Menu*** follows Entomo Farm’s Goldin brothers, Darren, Jarrod and Ryan, who raise cricket protein for human consumption and have seen their farm grow tenfold in only 24 months. The surge of interest has been sparked by a 200-page UN report outlining the health and environmental benefits of insect protein and other nutrients. Released in 2013, the report has already been downloaded a whopping 7 million times. While an estimated 2 billion people eat bugs worldwide, it’s still not an accepted food in the West. With our human population projected to surpass 9 billion people by 2050, the time to consider alternate protein sources like insects is now.

Bugs on the Menu follows startup companies like Entomo Farms, as well as others working to bring edible insects to western cultures, like Salt Lake City’s Shark Tank-winning Chapul, Boston’s female-led insect chip company Six Foods (so-named because “six legs are better than four”), Austin’s Hult Prize-winning Aspire Food Group, Vancouver’s famed Indian restaurant Vij’s, and Seattle’s celebrity cook, The Bug Chef. These and other restaurateurs, cricket farmers, scholars, and scientists are part of a movement to normalize insect eating in the west as an alternative to accepted, but resource-intensive proteins like chicken, pork, and beef.

Travelling worldwide, ***Bugs on the Menu*** is a comprehensive examination of bug eating, observing cultures in South Africa, Mexico, and Cambodia where bugs are part of the traditional diet. Experts Dr. Arnold van Huis of The Netherlands (author of the UN report “Edible Insects”) and Washington D.C.’s Sonny Ramaswamy, of the United States Department of Agriculture, provide scientific analysis of this food industry revolution.

“Food security, by which I mean food scarcity, is arguably the most significant issue facing humanity,” says ***Bugs on the Menu***’s director/producer/DOP **Ian Toews**. “In the long run, it is only by looking for alternate sources of food will we humans be able to continue to survive on this planet.”

“I have been speaking with Ian and Mark for over two years about their film. I am excited to help them introduce the film to audiences around the world,” says Indiecan Entertainment’s Avi Federgreen.

The film’s recently-launched companion website, created by Toronto’s Emmy Award-winning Secret Location (www.bugsonthemenu.com), offers a fun, animated, visual way of learning about entomophagy (the human consumption of insects as food). The site includes animated statistics, and webisodes produced by 291 Film Company featuring a variety of acclaimed chefs preparing recipes with insect protein. Users are encouraged to try the recipes at home and share the results on their social media feed with the hashtag **#bugsonthemenu**, after learning the facts about bug eating.

Bugs on the Menu is an official selection at Cinéfest Sudbury (September 18), the Calgary International Film Festival (Green Carpet Gala Film, September 27), Environmental Film Festival Australia and tour (October 4, 14, 15, 21), Heartland Film Festival (October 26-29), and Devour! The Food Film Fest (November 2). The film premiered at NORTHWESTFEST in Edmonton earlier in 2016, where it was nominated for the Made in Canada Feature award. Patrons at upcoming festival screenings will be given an opportunity to sample insect-based foods, such as grasshopper pie popsicles, cricket ginger cookies, and savoury barbeque mealworms. The World/Canadian Broadcast Premiere of ***Bugs on the Menu*** is set for CBC’s *documentary* Channel, Tuesday, October 11 at 9 pm ET/6 pm PT with a repeat on Sunday, October 16 at 9 pm ET/10 pm PT.

Bugs on the Menu Links:

Trailer: <https://vimeo.com/162909921>

Website: <http://www.bugsonthemenu.com>

Press Kit & Photos: <http://bit.ly/2cXzpm8>

Twitter: www.twitter.com/bugsonthemenu

Facebook: www.facebook.com/bugsonthemenu

Instagram: www.instagram.com/bugsonthemenu

Indiecan Entertainment Links:

Website: <http://www.indiecanent.com>

Twitter: <http://www.twitter.com/indiecanent>

Facebook: <https://www.facebook.com/IndiecanEntertainment>

Bugs on the Menu is produced by 291 Film Company, in association with the *documentary* Channel, and with the participation of the TELUS Fund, the Bell Fund, the Canada Media Fund, Film Incentive BC and the Province of British Columbia, the Canadian Film or Video Production Tax Credit, Creative BC, and Rogers Telefund.

About 291 Film Company:

Gemini Award-winning 291 Film Company creates high production-value film and television programming that is broadcast and exhibited around the world. The primary focus of the Victoria, BC-based company is documentaries dealing with nature, art, and food.

INDIECAN ENTERTAINMENT focuses on independent, low-budget films. As a distributor, Avi Federgreen follows the same principle that earned him his reputation as a filmmaker; bringing audiences films they want to watch. INDIECAN’s vision is to not only support indie production but to encourage the viewing of quality indie films by audiences around the world.

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For more info, request screener for review purposes, set up an interview:

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