



For Immediate Release

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Six-part TV Series on Vermont's Local Food Movement to Air on Vermont PBS Starting January 19, 2017

Colchester, Vt. – Jan. 10, 2017 – Vermont PBS and The Skinny Pancake are pleased to announce **The Local Motive**, a new, six-part television series that explores Vermont's Farm to Plate food system, the most comprehensive local food system plan in the country. **The Local Motive** will air on Vermont PBS starting Thursday, January 19, 2017.

The project is a collaboration between The Skinny Pancake, Vermont PBS and Jaime Williams of Von Dier Video Productions. Each 30-minute episode delves into one of six major aspects of the local food system: production, processing, distribution, institutional consumption, consumer consumption and waste. Featuring over 80 of Vermont's most notable local food leaders, **The Local Motive** is the most comprehensive documentation ever compiled of Vermont's localvore food system.

In celebration of the new series, The Skinny Pancake and Vermont PBS are hosting a screening of the first episode at the Film House at Main Street Landing in Burlington, followed by a launch party at the Skinny Pancake on January 19th also. Seats can be reserved at <https://www.eventbrite.com/e/the-local-motive-launch-party-tickets-30666913564>.

Benjy Adler, co-owner of The Skinny Pancake explains, "The Local Motive is a 2.0 look at our food system. In keeping with our social mission and commitment to local food sourcing, The Local Motive seeks to explore the challenges and bottlenecks present in Vermont's food system as well as the innovations emerging to make local food more affordable and accessible. In other words, this isn't about why we eat local, but rather *how* we can access and afford to eat more local food."

"Local food is the crown jewel of the Vermont small farm movement. We're happy to tell the story of farm fresh foods and how they find their way to our plates," said Holly Groschner, President and CEO of Vermont PBS. "Our collaboration with filmmakers Skinny Pancake Productions brings the local food system and its many intricacies to you, online and on air, courtesy of your public television station."

The Local Motive will air on Vermont PBS Thursdays at 7:00 p.m., starting January 19, 2017. Building on its broadcast and online release, the series hopes to stimulate local food conversations across the state.

The Local Motive is made possible with generous support from Ben & Jerry's, City Market, Gardener's Supply, Hanover Co-op Food Stores, Hickok & Boardman, Price Chopper, Sodexo, Vermont Community Foundation, Vermont Farm To Plate Network and VSECU.

Vermont PBS is Vermont’s statewide public media provider and visual storyteller, with a commitment to cultural enrichment and civic engagement. More information is available at vermontpbs.org.

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