



MILKED

WHITE LIES IN DAIRY LAND

AHIMSA FILMS PRESENTS "MILKED" A FILM BY AMY TAYLOR EXECUTIVE PRODUCERS KEEGAN KUHN SUZY AMIS CAMERON PETER EASTWOOD JAINE RAO
SAILESH RAO CO-PRODUCERS A.U.M. FILMS AMY TAYLOR CHRIS HURIWAI MUSIC BY XTRUE NATUREX DIRECTOR OF PHOTOGRAPHY AMY TAYLOR
EDITED BY AMY TAYLOR DEBBIE MATTHEWS ANNIE COLLINS DIRECTED BY AMY TAYLOR

WWW.MILKED.FILM

A dramatic landscape featuring a long, straight road that stretches from the bottom left towards the horizon. The road is flanked by green grass and leads into a vast, flat field. The sky is filled with heavy, dark, and textured clouds, creating a somber and powerful atmosphere. The overall scene is captured in a wide-angle shot, emphasizing the expanse of the landscape.

**“A POWERFUL WAKE-UP CALL THAT THE
WORLD IS GETTING MILKED”**

James Cameron

MILKED

WHITE LIES IN DAIRY LAND

DATE OF COMPLETION: October 2021

RUNNING TIME: 90 minutes

MEDIA ENQUIRIES

tamar@thepublicgood.co.nz

WEBSITE

www.milked.film

TRAILER

<https://youtu.be/nYouBQHWJTE>



TAGLINE

White Lies in Dairy Land

LOGLINE

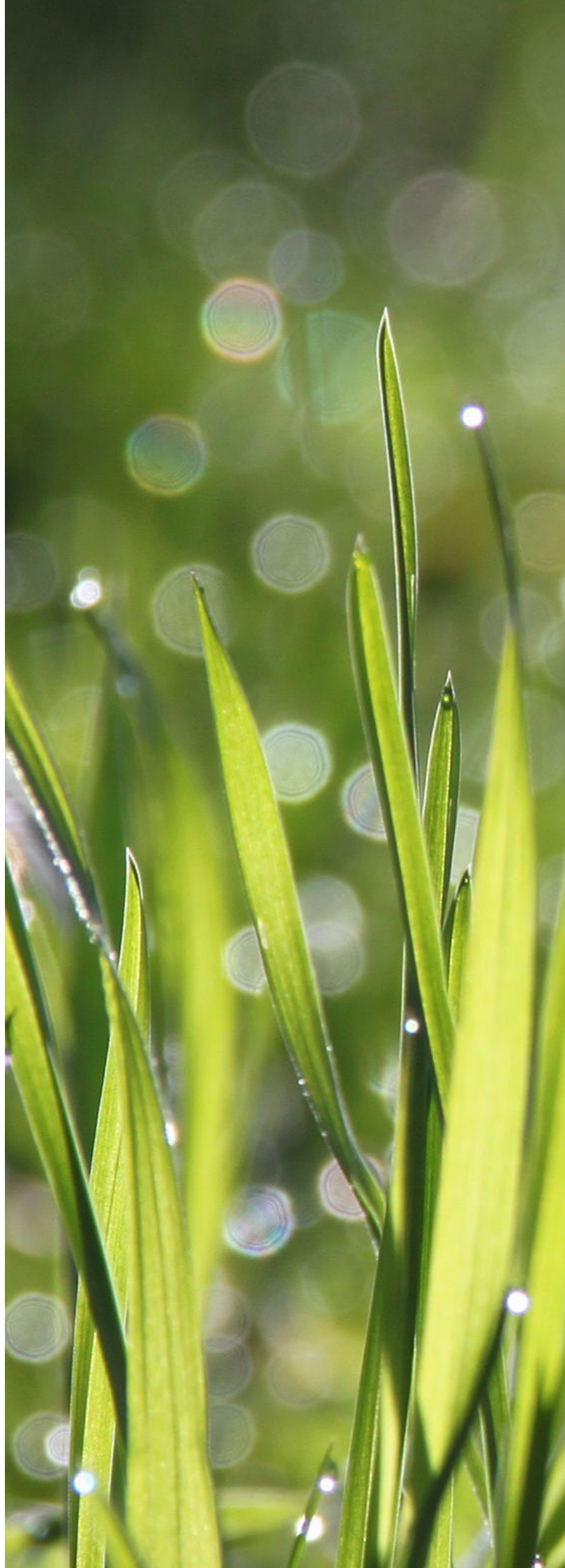
A young activist goes deep into dairy land where he takes on the giants of New Zealand's most powerful industry, and reveals how the sacred cash-cow industry has been milked dry. His journey exposes not only the sustainability crisis and the dangerous denial of impending agricultural disruption, but also what New Zealand and other countries can do to change their fate.

SYNOPSIS

MILKED is a topical feature documentary that exposes the whitewash of New Zealand's multi-billion-dollar dairy industry. Young activist Chris Huriwai travels around the country searching for the truth about how this source of national pride has become the nation's biggest threat. It's rapidly gone from a land with no cows to being the biggest exporter of dairy in the world, but the industry seems to be failing in every way possible.

Featuring interviews with high-profile contributors such as Dr Jane Goodall, environmentalist and former actress Suzy Amis Cameron, and *Cowspiracy* co-director, Keegan Kuhn, *MILKED* reveals the behind-the-scenes reality of the kiwi dairy farming fairy-tale. It uncovers alarming information about the impacts of the industry on the environment and health, leading up to the discovery that we're on the edge of the biggest global disruption of food and agriculture in history.

An impactful global story told with a local eye, the film also points to what New Zealand and other countries can do to change their fate.



“A MUST-WATCH EXPOSÉ INTO A SHOCKING WHITE LIE WE HAVE ALL BELIEVED FOR TOO LONG”

Ali Tabrizi, Director of Netflix Original *Seaspiracy*





RELEASE DATE

MILKED is premiering on October 31st 2021 as part of the New Zealand International Film Festival, and screening throughout Aotearoa in November 2021

www.nziff.co.nz



**“THE INDUSTRY, WHICH IS ALREADY
BALANCING ON A KNIFE EDGE, IS
PREDICTED TO COLLAPSE BY 2030”**

Rethinkx.com/food-and-agriculture



PERSONAL STATEMENT FROM DIRECTOR AMY TAYLOR

I've been involved with environmental and animal advocacy for most of my life, so making *MILKED* has been a natural extension of that. In 2018 I directed *The Cube of Truth*, a short film about Chris Huriwai and his life as an animal rights activist. We talked about working together on a feature documentary, but it took another few months for an idea to take shape. Chris had posted some dairy-related content on social media that re-inspired me, and in mid 2019 we both committed to this project.

We originally planned to investigate the environmental and health impacts of all animal agriculture in Aotearoa, but once we got further into researching, it was obvious that dairy was the story to tell. And with dairy giant Fonterra inviting Chris to meet with them and then backing out, we became even more curious about what was going on.

We'd both seen *Cowspiracy*, and agreed that our film had to be entertaining but also based on solid science. My background is science communication and wildlife filmmaking, and we knew the challenge would be conveying important information but also telling a story.





We figured that, in *Cowspiracy*-style, we could make a documentary with me as the one-person film crew following Chris on a journey uncovering the truth. But what we uncovered was even more shocking than what we could have imagined. It's clear that this is a subject many people are concerned about, and along the way we had a huge amount of support for this project. Ending up with Keegan Kuhn (Co-director of *Cowspiracy*) as an Executive Producer was a fortuitous twist of fate, and having Suzy Amis Cameron involved as an Executive Producer has also been an incredible outcome, helping validate how important the message is, and amplifying the impact of the film.

With each interview, we understood more clearly just how alarming and wide-reaching the impacts of the dairy industry were, despite our country's claim to be the world's best dairy producers. But we also felt hopeful learning about the alternatives and solutions - how farmers can transition away from animal agriculture, and how through the simple act of what we choose to eat, we can create a more positive future for people, the planet, and the animals we share it with. We can't sustainably produce enough animal protein to feed the world's growing population, and it's time to wake up to that truth and focus on a new way forward.

PERSONAL STATEMENT FROM EXECUTIVE PRODUCER SUZY AMIS CAMERON

I am honoured to be part of *MILKED* and the urgent and important message for the world to hear. Our only hope is to help farmers find solutions to transition away from dairy and meat farming. Better for our land and better for our bodies.

After my interview with Amy and Chris and experiencing their passion and dedication and seeing the final cut of *MILKED* I was hooked and keen to become involved. I want to help blast this message out to the world and get as many people as possible to see the film, as well as inspire as many people as possible to transition to a plant based lifestyle.

We are living in a time of climate change, with “50 year storms” every few years - floods, hurricanes, droughts, and raging fires. Animal agriculture is the second leading cause of greenhouse gases - more than all transportation combined. We must work together to find solutions and reduce our consumption of animal products. It’s time for real action! Animal agriculture is not only clogging our arteries and creating disease in our bodies, it is creating disease in our land, air and water. A plant based lifestyle can help us undo the damage to our bodies, and our planet.



“A TRULY EYE-OPENING INSIGHT INTO ONE OF THE MOST DESTRUCTIVE INDUSTRIES ON EARTH”

Alex Lockwood, BAFTA-winning director of *73 Cows*



PERSONAL STATEMENT FROM EXECUTIVE PRODUCER KEEGAN KUHN

It is an honor to be an Executive Producer on such a critically important film as *MILKED*, which exposes the true costs and reality of dairy, not only for the environment, but for our health and fellow animals.

MILKED tells a story that few have ever heard and which the dairy industry doesn't want told. *MILKED* picks up where *Cowspiracy* left off, but this time squarely focused on Aotearoa.

The fate of animals, our health and this planet are at stake and so I wanted to do everything I could to help promote this information. To be able to work with such talented filmmakers as they uncover an untold story is a true privilege.



Q&A WITH CHRIS HURIWAI

What is *MILKED* about?

MILKED is a film about New Zealand's largest, most powerful industry. It follows me as I uncover the truth behind industry propaganda, speaking with whistle-blowers, farmers, activists, scientific experts, politicians, industry advocates and those who seek an alternative future for Aotearoa New Zealand.

Why did you want to be involved in making this film?

Ko au te awa, ko te awa ko au ('I am the river, and the river is me'). It's simple. I was raised in the bush, in the heart of Ngāpuhi and I would swim in our local river every day. I consider having a connection to nature as the most important aspect of any individual's well-being. I recognised my responsibility as an individual who could act, to protect this important life-nourishing aspect of our existence which I could see was under threat.

What was the experience like making it?

Hopeful. I already knew a lot about the dairy industry and its trajectory before working on this project, but this project helped bring all the pieces together. Connections were being made for issues I thought were isolated from others. This experience was about recognising the urgency of these issues, but in a way that's provided a pathway for change.

Were there any major surprises for you?

The prevalence of myths. It's true that we prefer things that are convenient to us. Unfortunately, there are many aspects of this industry that aren't convenient, for anyone. The work that's gone into justifying injustice, greed and - frankly - immoral activity, the covering up, the excuses, was hard to accept at times.

What were the challenges?

The biggest challenge of this film was deciding which parts to leave out. The dairy industry is part of society's fabric more than many will assume. If we were to adequately disseminate all relevant information relating to the industry we'd need multiple sequels! It's clear there will be ongoing work to ensure this topic is discussed appropriately.

Is it a difficult film to watch?

There are confronting truths in the film regarding the very future of our country, which can be sobering and a lot to take in. But we've done our best to present these important issues in an engaging and solutions-based format.

Why should people see this film?

People need to see this film because the industry forces which seek to manipulate and control the narrative for their own benefit are incredibly powerful. They are driven by narrow, short-term profits for the few, instead of what we need - which is balanced, long-term sustainable equity for all.

KEY CREW BIOS

ACTIVIST, CO-PRODUCER CHRIS HURIWAI

(Ngāpuhi, Ngati Porou, Te tiawa)

Chris Huriwai is a vegan advocate and extreme sportsman. He was the Community Youth Champion for Kaikohe's Māori health organisation: Te Hau Ora O Ngāpuhi for 7 years between 2010-2017, where he taught physical education and mentored rangatahi (young people) from primary to high schools.

He's a back-to-back 3-time world champion for street unicycling and has recently moved home to Northland after working in Wellington at DCM, an organisation that assists rough sleepers and individuals who struggle to access sustainable housing.

Chris is the co-founder of the animal rights project Aotearoa Liberation League. He is passionate about te ao Māori and using veganism as a decolonial tool.



DIRECTOR / PRODUCER / DOP AMY TAYLOR

Amy Taylor studied environmental science and marine biology before completing a Postgraduate Diploma in Science Communication at the University of Otago. As an independent filmmaker, she is driven by the potential that storytelling has to open windows into different worlds, reveal the truth, and create positive change.

Amy has spent over 20 years working with non-profit organizations, helping to shine a spotlight on environmental and social justice issues.

Combining her love of the natural world with a creative skill set, she focuses on stories exploring connections between people and nature. Her first feature-length documentary, *Soul in the Sea*, premiered at NZIFF, won awards internationally, and was nominated at the prestigious Jackson Hole Wildlife film festival.

Amy is the owner of Ahimsa Films. She lives with her husband and son in the Coromandel Peninsula.



EXECUTIVE PRODUCER SUZY AMIS CAMERON

A noted environmental leader, business pioneer, mom of five and grandma, Suzy Amis Cameron is committed to caring for our wild, living Earth, with a focus on plant-based food to address climate change. She is the author of *The OMD Plan: Swap One Meal a Day to Save your Health and Save the Planet* (Simon & Schuster) and the founder of the OMD Movement, an advocacy group dedicated to transforming eating habits and expanding access to climate-friendly food for all.

In 2005, she founded MUSE School CA, with her sister, Rebecca Amis. MUSE is the first school in the US to be 100% solar powered, zero waste, and with a 100% organic, plant-based lunch program. Based on MUSE's values and curriculum, MUSE Global was launched in 2018 to franchise the school worldwide. As a solution to COVID-19 Suzy and her husband, James Cameron, founded MUSE Virtual, a new, holistic online learning platform responsive to the challenges of parents looking for innovative educational options for students in kindergarten through 12th grade.





Suzy is honoured to be a Global Visionary for UBS as she inspires leaders across the world to create impactful change for our planet. She also serves on the Board for LIVEKINDLY, whose focus is to be the change you want to see in the world through 13 humanity, and on the Mission Board for IMAGINE, which works with CEOs who are building their companies into beacons of sustainable business.

Additionally, Suzy is a founder of the plant-based ventures, Verdient Foods, Cameron Family Farms, Food Forest Organics and Plant Power Task Force, with her husband, James Cameron. In 2009, she launched Red Carpet Green Dress, a global sustainable fashion campaign showcasing environmentally responsible fashions in partnership with the Oscars.

Suzy is also an Executive Producer of *The Game Changers*, a documentary on world-class plant-based athletes. Formerly, as an actor, she was featured in more than 25 films, including *The Usual Suspects* and *Titanic*.

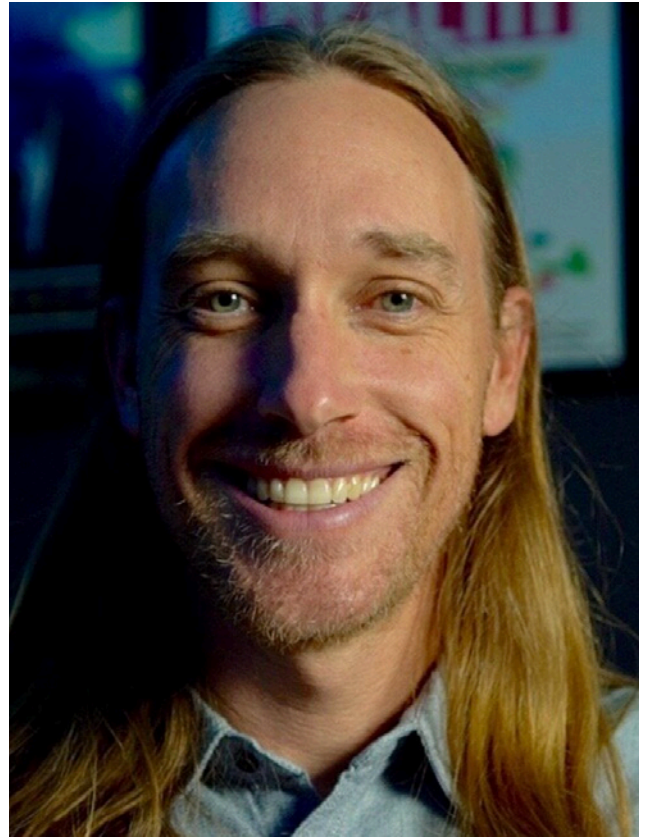
EXECUTIVE PRODUCER KEEGAN KUHN

Keegan Kuhn is the award-winning co-director of the highly-acclaimed documentary films *Cowspiracy: The Sustainability Secret*, executive produced for Netflix by Leonardo DiCaprio; *What The Health*, executive produced by Joaquin Phoenix; *Running For Good*, executive produced by James Cromwell; and *They're Trying To Kill Us*, executive produced by Billie Eilish and Chris Paul.

Kuhn is the owner and operator of First Spark Media, a digital film production company tailored to creating films for social justice.

Kuhn's skills as a director, producer, cinematographer, editor, animator and composer have been utilized in film subjects as diverse as modern Alaskan homesteading, gender inequality, animal rescues, Buddhism, endurance sports and environmental destruction. He is motivated by a deep desire to shed light on untold stories of the most downtrodden in society, and to raise awareness through greater visibility of social justice issues.

Kuhn is the owner of the camera accessory company First Spark Gear and creator of the educational music project xTrue Naturex. He lives with his partner, Shani, in Sedona, Arizona.





FEATURING INTERVIEWS WITH:

Dr Jane Goodall
Ethologist & Conservationist

Suzy Amis Cameron
Author, Environmental Advocate, OMD founder

Dr Mike Joy
Freshwater ecologist

Peter Fraser
Economist

Damien O'Connor
Minister of Agriculture

Rachel Stewart
Journalist and ex-Federated Farmers president

Dr Rosie Bosworth
Future food strategist

Tony Seba
RethinkX Co-Founder

Keegan Kuhn
Cowspiracy Co-Director

Dr Luke Wilson
GP

Dr Mark Craig
GP & Lifestyle Medicine Doctor

Gareth Hughes
Green Party Aotearoa NZ

Milan Ruka
River Ranger

Clare Buchanan
SIDDC (South Island Dairying Development Centre)

Sir Peter Gluckman
Former Chief Science Advisor

Matt Gibson
New Culture CEO

Danielle Appleton
Former Fonterra Business Specialist



John Tiatoa
Lake Omapere Trust

Colin Rameka
Lake Omapere Trust

Ani Martin
Lake Omapere Trust

Matt Johnson
Hemp Connect

Shukul Kachwalla
Nutritionist

Genevieve Toop
Greenpeace

Kevin Hague
Forest & Bird

Aaron Silcok & Sarah Gibson
Larrys Gold

Tom Welch
Dairy farmer & Cannock Harvest

Hans Kriek
Former SAFE Executive Director

Debbie Matthews
Farmwatch

Tara Jackson
NZ Anti-Vivisection Society

Glen Herud
Happy Cow Milk Co

Henk Smit
Dairy farmer

Jessica Strathdee
Ex-Dairy Farmer

Jackie Norman
Ex-Dairy Farmer

Daniel Eb
Agri-Communications Strategist

Chris Lewis
Federated Farmers Spokesperson



KEY CREDITS

DIRECTOR

Amy Taylor

PRODUCERS

Amy Taylor

Chris Huriwai

CO-PRODUCER

A.U.M. Films

EXECUTIVE PRODUCERS

Keegan Kuhn

Suzy Amis Cameron

Peter Eastwood

Jaine & Sailesh Rao

EDITORS

Amy Taylor

Debbie Matthews

POST PRODUCTION SUPERVISOR

Annie Collins

DOP

Amy Taylor

ADDITIONAL CAMERA OPERATOR

Thomas Corn

MOTION GRAPHICS DESIGN

Cameron Orr

ORIGINAL SCORE

xTrue Naturex

POST PRODUCTION

Images & Sound

LEGAL ADVISOR

Karen Soich Law

PUBLICITY CONSULTANT

The Public Good

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TANGLEWOOD
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Te Tumu Whakaata Taonga

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the New Zealand Film Commission***