

— THE MARVELOUS —

Dignity of Pigs

EXPLORING THE RELATIONSHIP BETWEEN OUR ECOLOGY AND OUR THEOLOGY.
WHAT DOES IT MEAN TO BE A GOOD AND FAITHFUL STEWARD OF THE EARTH?



SYNOPSIS

The *Marvelous Pigness of Pigs* is a feature documentary that draws from Joel Salatin's popular book and his decades of counter cultural farming at Polyface Farms, weaving together theology and ecology to propose that industrial farming isn't just cruel, it's both an ecological and spiritual failure. In a cultural moment defined by growing anxiety about food systems, climate, and corporate power, *The Marvelous Pigness of Pigs* offers something rare: a faith-rooted, hands in the soil vision for what ethical stewardship could look like for all of us, believer or not.

At its heart, the film is a moral reckoning: a question of whether we, as stewards of the earth, have an obligation to honor the natural qualities of every creature in our care — the pig's urge to root, and the cow's need to graze. Environmentalism has become politicized and most of the time we're addressing the wrong problem and asking the wrong questions. "How to feed the World?" has been perceived as the problem and we've long looked to technology for a solution. In the process, the spiritual has become detached from the physical. Our lives have been held in higher esteem than the creation we rely on, and so it is abused. But what if the creation of this Earth was the first incarnation? It's time we began rethinking our idea of subduing the earth. Stewardship is not domination but a co-laboring toward renewal, forgiveness, redemption, and abundance.

In addition to Joel Salatin, thought leaders such as Robin Wall Kimmerer, Paul Kingsnorth, and others will weigh in on the timeliness and relevance of considering these important questions. Their perspectives provide a diverse set of voices that build a robust and unifying argument in favor of reconnecting our faith & food while fulfilling our shared responsibility to be caretakers of our home and all of its inhabitants.



VOICES



JOEL SALATIN

Joel Salatin is the beating heart of this documentary — a man who has spent decades doing what most people only theorize about. As co-owner of Polyface Farm and author of the book this film draws its title from, Salatin brings rare credibility: he's not an academic commenting on food systems from a distance, he's a farmer with dirt under his fingernails who has built a living, breathing counter-argument to industrial agriculture. Deeply religious yet impossible to pigeonhole, he translates complex ecological ideas with passion and humor that makes audiences lean in rather than tune out.



ROBIN WALL KIMMERER

Robin Wall Kimmerer speaks from a tradition that never severed the relationship between the physical and the sacred. As a botanist and member of the Citizen Potawatomi Nation, her work on reciprocity — the idea that the land gives and we are obligated to give back — deepens the film's argument in a way no other voice could.



PAUL KINGS NORTH

Paul Kingsnorth - is an English writer who lives in the west of Ireland. He is a former deputy editor of *The Ecologist* and a co-founder of the Dark Mountain Project. He followed environmentalism all the way to its spiritual roots and came out transformed. His journey from secular activist to someone grappling seriously with faith and myth mirrors the arc this film invites its audience to take — and gives voice to the conviction that our ecological crisis is ultimately a failure of the soul.

ADDITIONAL VOICES



RAIN WILSON

Rain co-founded Soul Pancake, wrote the book *Soul Boom: Why We Need a Spiritual Revolution*, and has spent years making the case that our ecological crisis is inseparable from a spiritual one — including co-founding Climate Basecamp and speaking openly about conscious eating and our relationship to the Earth. He embodies the film's central argument from a place of genuine conviction, not celebrity endorsement. And his famous beet-farming alter ego makes him an irresistible, disarming entry point for audiences who might not otherwise lean in.



ZACH GALIFIANAKIS

Zach is a part-time resident of a largely self-sufficient island in British Columbia and the owner of a 60-acre farm at the foot of North Carolina's Appalachian Mountains. He named it Farmageddon. He's not always the most knowledgeable farmer — he's been known to beat himself up for his ignorance of the apparent basics — but he's genuinely enthusiastic, and that honest, self-deprecating curiosity is exactly what makes him such a compelling conduit.



NICK OFFERMAN

A staunch advocate for conservation, responsible land stewardship, and sustainable agriculture, Offerman is also the narrator of three of Wendell Berry's audiobooks and owns and operates Offerman Woodshop, where he and a small collective of woodworkers handcraft everything from spoons to furniture to canoes. Berry and Salatin are cut from the same cloth — agrarian prophets warning against the spiritual and ecological costs of industrial consumer culture — and Offerman has spent years as Berry's most prominent evangelist in popular culture.

WHY THIS DOC MATTERS

America is in the middle of a full-blown crisis of trust in its food system. Egg prices have shattered records. Bird flu has decimated industrial poultry operations. Ozempic and the weight-loss revolution have forced a national conversation about what we've been eating and why. RFK Jr.'s "Make America Healthy Again" movement has put seed oils, ultra-processed food, and factory farming on the front page of mainstream consciousness - and into the halls of Washington. For the first time in a generation, the industrial food complex is not just being questioned by fringe activists — it's being questioned by everyone, from evangelical homeschool families to granola west coasters to suburban moms reading ingredient labels for the first time. Into that moment steps the world's most famous farmer, Joel Salatin — a man who has made healing the land and our food systems his life's work.

**THE FOOD SYSTEM IS BROKEN.
OUR THEOLOGY IS MISGUIDED.
IT'S TIME WE WORK TO HEAL THEM BOTH.**





AUDIENCES WILL COME

This film sits at the intersection of several massive, proven audience bases:

Faith communities who believe care of creation is a biblical mandate and are hungry for content that speaks their language without condescension.

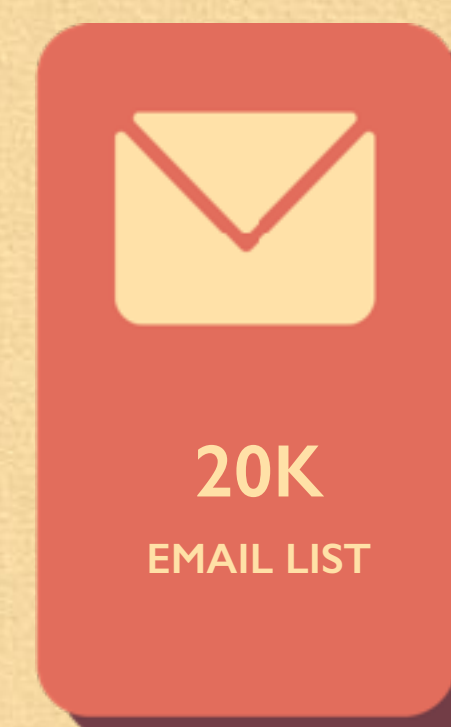
Food movement audiences energized by Food, Inc., Common Ground, and Forks Over Knives — a genre with a long track record of theatrical runs, church screenings, and massive streaming longevity.

Rural and agricultural communities who feel unseen by mainstream media and will show up for a film that treats farming as dignified, sacred work.

Health-conscious consumers newly radicalized by MAHA, food dye bans, and the raw milk debate who are connecting the dots between industrial farming and chronic disease.

Young evangelicals and Catholics increasingly drawn to agrarianism, homesteading, and a theology of embodied, creation-honoring living.

JOEL SALATIN'S FOLLOWING



TEAM



GABE MCCAULEY

Gabe is an Emmy-winning writer and storyteller driven by a singular purpose: to shape the culture of tomorrow through the power of film. As founder of lilDRAGON and Soul Feather Studios, Gabe has built a creative legacy across genres and formats, from network TV to indie film. He has directed nine seasons of national television, including the Emmy-winning docuseries Reconnecting Roots and the acclaimed Joey+Rory Show. His feature debut, Heaven Bound, showcased his voice in long-form storytelling. Gabe also hosts Reconnecting Roots, now in its fourth season on PBS.



JOEL MCAFEE

An Emmy and Dove Award-winning producer, Joel McAfee serves as a key creative force at lilDRAGON and Soul Feather Studios. Throughout his career, he has developed an extensive portfolio of television content, notably acting as the showrunner for the PBS docuseries Reconnecting Roots. His diverse production credits include The Joey & Rory Show, Tennessee Uncharted, Bare Feet with Mickela Mallozzi, and The Food Principle with Jim Kane. Additionally, Joel collaborates closely with Joel Salatin as the creative producer for the "Farm Like a Lunatic" YouTube channel and Masterclass series.



DAVID POAG

David Poag is a filmmaker driven by a simple but demanding principle: let the content drive the creative. His work is defined by candid photography, naturalistic lighting, and a deep commitment to documentary storytelling — finding the essence of a subject and trusting it to speak for itself. He has directed ADDY Award-winning campaigns for Goodwill and created content for brands like Patagonia, Vanderbilt, and PGI. A career that has taken him around the world has only sharpened his eye for the human story at the center of every frame.

PROPOSED DISTRIBUTION PLAN

- Phase 1: Film Festival Circuit
- Phase 2: Limited Theatrical Release (Fathom) + Private Licensing (Church/School Events)
- Phase 3: Licensing Deal to Streamer (Exclusive, 1 Year)
- Phase 4: Release on FLAL YouTube for Additional Revenue Stream (Non-exclusive)

COMPS

- Food Inc. / Budget: 1 Million / Box Office: 4.6 Million
- Biggest Little Farm / Budget: <1 Million / Box Office: 6.5 Million (Disney +)
- Common Ground / Box Office: \$265,959 (Amazon Prime)
- Riot and the Dance (Angel Studios)
- The Lunatic Farmer (Angel Studios)

**"OUR FOOD SYSTEM IS BROKEN. SO IS OUR THEOLOGY.
THE HOPE FOR HEALING BOTH MAY LIE IN REUNITING THEIR RELATIONSHIP."**



