Setting the Bar
A Craft Chocolate Origin Story
Sat-Sun: MAR 28-29, 2020
Ohio Fair Trade Network partners with the 44th annual Cleveland International Film Festival

Setting the Bar
intersection of food culture and sustainability

Growth of the global chocolate market has not improved the livelihoods of cacao farmers. Consequently, some farmers in Peru are abandoning cacao in favor of more immediately profitable but environmentally devastating crops like African Palm (for palm oil), soy or cattle.

The craft chocolate market could help to ensure that farmers get a fair share. A small group of social entrepreneurs are working with farmers in Peru to strengthen direct relationships and improve growing and fermentation practices. The hope is that direct relationships will result in an improvement for artisanal chocolatiers, farmers, and the environment: chocolatiers will have access to rare breeds, farmers will get paid directly, and improved biodiversity and sustainable practices will be supported.

Directed by: Tim Shephard. USA, MEXICO, AUSTRALIA 2019. 85 minutes.

SATURDAY 3:30pm at Near West Theatre (6702 Detroit Ave., Cleveland)
SUNDAY 3:20pm at Tower City Cinemas (Public Square, downtown)

TICKETS. For $1 off the regular ticket price, use the code OFTN
1– online: www.clevelandfilm.org/tickets
2– by phone: 1-877-304-FILM
3– in person: Film Festival Box Office in the Tower City Cinemas lobby

TIP: Many films at the 44th annual Cleveland International Film Festival (CIFF) will go on standby. Don’t wait until the day of the film to purchase your ticket. Make an early purchase for any CIFF film you’d like to see during the festival. Regular ticket price for non-CIFF members is $16. Students and seniors: $14. College students: films are free with valid ID, M-F 9am-3pm.