



RELEASE MEDIA

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Sunshine Coast documentary producers cracking international market

Food Matters, a documentary about nutrition, health and wellbeing, produced by Sunshine Coast couple James Colquhoun and Laurentine ten Bosch, has just cracked 100,000 sales and is now airing in more than 30 countries worldwide.

The film, which was launched just 18 months ago, has been shown on Canal+, a French broadcaster who dubbed the film in French and broadcast the title through 27 countries, as well as Noga from Israel. It will premier on the Rialto Channel in New Zealand in February and has also been included in the in-flight entertainment on Singapore Airlines and Air New Zealand.

Food Matters, which operates from the University of the Sunshine Coast's Innovation Centre, is now also partnering with other filmmakers, distributing other nutrition, wellbeing and sustainable living films because of the demand for information in this area.

Producer and Director James Colquhoun said they developed the documentary after watching his father struggle with Chronic Fatigue, Depression and Anxiety.

"It was clear that the conventional 'drug based' approach was not working for him, as it doesn't for many people, and he needed a different angle of attack. We studied all that we could and encouraged him to read many books but it just wasn't getting through," James said.

"That was when we decided to create a film that offered a multi-media learning approach and delivered everything in a quick and concise fashion. After watching the footage he starting implementing healthier lifestyle changes straight away, and his health rebounded completely and he withdrew from all his other medications without any side effects," he said.

"What we learned throughout this journey was so astounding that we wanted to share it with others, so Food Matters was born."

Producer and Director Laurentine ten Bosch said the success of the film had been fantastic but that they had a busy year ahead with the film recently launched into the North American retail market.

"The film is now available in the US through Amazon, Barnes and Nobel, Borders, Blockbuster and NetFlix and we are excited that the film has made such a large

impact in North America and Canada as it had been one of our goals to see the film do well over there,” Laurentine said.

Innovation Centre entrepreneur-in-residence Nigel Hall said the success James and Laurentine and Food Matters had experienced could be just the beginning for them.

“They saw a need, learned new skills and created a product for which there is a strong demand,” Nigel said.

“Now through careful business planning, they are further developing that niche and branching out into the distribution of other similar products. This is just the type of entrepreneurial enterprises we encourage at the Innovation Centre.”

James said as first-time filmmakers making the documentary had been challenging. “It took 12 months from start to finish and far more money than expected,” he said.

“We were lucky to partner with the amazing Enzo Tedeschi, our co-producer and editor. Enzo filled the gaps in our experience with regards to the technical aspects of the post production while we provided the direction and held on for the ride!”

James said since releasing Food Matters interest in the film had continued to snowball.

“Just recently we had over 95,000 people visit our website in just one month, with more and more people subscribing to our free fortnightly newsletter, which offers all the latest news and tips on nutrition and natural healing.”

To find out more about Food Matters visit www.foodmatters.tv. For more information about the Innovation Centre Sunshine Coast visit www.innovation-centre.com.au.

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