

A STORY OF RESTORATION, PERSEVERANCE, COMMUNITY AND FAITH

GAINING GROUND

BASED ON THE NEW YORK TIMES
BEST-SELLING MEMOIR



A man wearing a red baseball cap and a light-colored button-down shirt is shown in profile, looking out over a lush green field. He is standing next to a dark wooden structure, possibly a fence or gate. The background is filled with dense green trees and foliage under a bright sky.

LOGLINE:

Facing the loss of his seventh-generation farm in the mid-90s, Forrest Pritchard risks everything on an unproven sustainable method and becomes a pioneer of regenerative agriculture in this true story of soil, soul, and hope.



THE FILM

It's 1996. There's no "organic" section in grocery stores. No "farm-to-table" movement. No one's ever heard of "grass-fed beef." Enter Forrest Pritchard, a fresh college graduate with big dreams of becoming the next great American novelist, who returns home to find his family's seven-generation farm has earned a staggering \$18.16 after an entire season of harvest. The clock's ticking, and this farm—his family's legacy—is on the line.

But Forrest doesn't back down. Instead, he embarks on an epic journey, one filled with setbacks so wild, you won't believe they're true. Along the way, he crosses paths with unforgettable characters, discovers humor in the most unexpected places, and taps into an inner strength he never knew he had. With the guidance of legendary farmer Joel Salatin, Forrest's quest reveals the true power of reconnecting to the land.

Gaining Ground is not just a story about saving a farm—it's a story that shaped the future of sustainable farming. It's about perseverance, the spirit of innovation, and the American drive to overcome the odds. This is a film that will inspire audiences, unite them through a shared love of land and food, and show the incredible resilience of the human spirit.

THEMES

Gaining Ground is imbued with moments of grace, humor, and the realization that our greatest trials can lead to our most profound achievements. Pritchard's tale encourages us to look beyond the immediate to the eternal, highlighting the importance of nurturing not just the soil under our feet, but also the souls around us, in a shared quest for redemption and renewal.

BELOVED BOOK

Reviews from GoodReads.com

Community Reviews

 4.34



September 10, 2013

Wow! What a fun read. I can't recommend this book enough - everyone can enjoy it. It's a quick, easy read and you'll definitely learn something along the way.



February 12, 2019

Loved it! Great storytelling; about the beginning years of saving the family farm by moving from conventional to organic, at the beginning of the modern organic wave. Super funny characters (Muh muh muh) and well-told stories featuring wisdom, goats, sheep and hard work.



August 23, 2013

Farming - I just read a book about FARMING, and I could not put it down!! Started it on the airplane on the way home from a business trip and read it into the night. It is now 1:00 in the morning, and Forrest Pritchard, you cost me some shut-eye but it was worth every lost minute!



August 16, 2013

I love this farmer memoir because it's funny, accessible, and deeply touching. Forrest Pritchard writes directly from his heart, and the resulting chapters move from amusing to hilarious, heart-warming to heart-breaking, finally culminating in both triumph and tragedy. It's not just a good model for our food system, it's simply an amazing read!



February 24, 2021

This book had so much heart, and I also loved that it was laugh-out-loud funny in so many different parts. It was the kind of book I wanted to talk about with my husband and share my experience, and it was the kind of book that made me want to keep going with my miniature homestead dream and to also be better about supporting local farmers and ranchers.

THE MOVEMENT

Regenerative farming has become an urgent, global conversation with A-list celebrities, social media influencers, and Gen Z leading the charge. Consumers are more conscious of where their food comes from and the companies they support. This shift marks a deeper connection to the land and the future of agriculture.

But this isn't a political film—it's a compelling, feel-good story about a man desperate to save his family farm. With heart, fun characters, and hilarious anecdotes, it's a universally appealing narrative that just happens to address some of the most pressing issues of today.

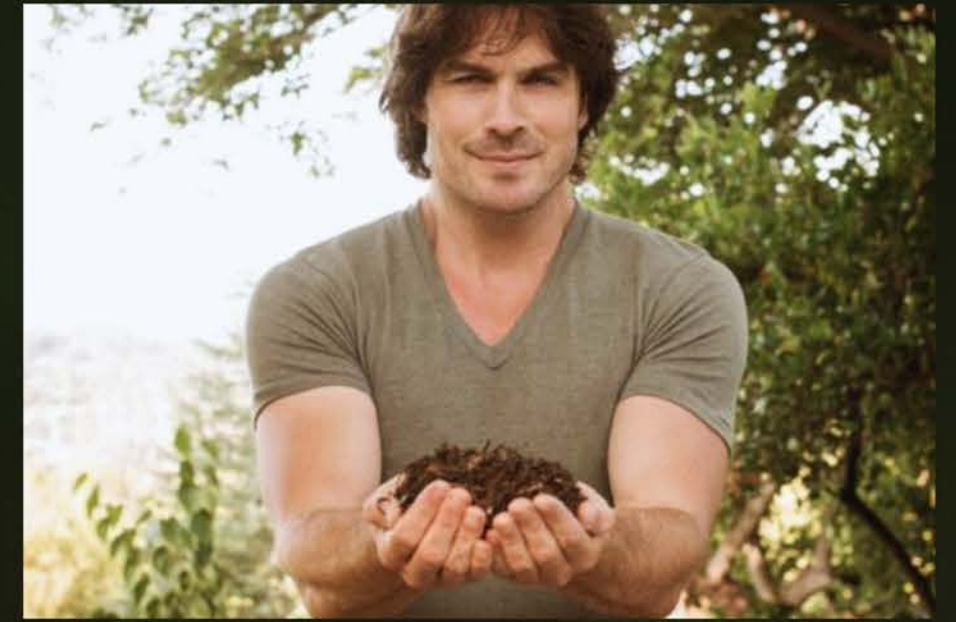


THE MOVEMENT

A 2014 survey found that 92% of consumers believe it's important to know where their food comes from.

Celebrities like Laura Dern, Gwyneth Paltrow, Mark Ruffalo, Chris Hemsworth, Mark Wahlberg, Tim McGraw, Ian Somerhalder, and many others advocate for sustainability, both in the health food space and for environmental causes.

Social media influencers like Kaleb Cooper (2.8MM followers) and Matt Mathews (1.3MM followers) draw huge followings on Instagram, promoting and discussing modern sustainability practices in farming.



SIMILAR FILMS



PROSPECTIVE CAST

FORREST PRITCHARD

Forrest is the central character, deeply connected to the family farm and passionate about maintaining its traditions. He is determined, hardworking, and driven by a vision of sustainable farming. Forrest's interactions with others reveal his resilience and commitment to the land, despite the physical and emotional challenges he faces.



Tye Sheridan

PROSPECTIVE CAST

EDWARD PRITCHARD

FORREST'S FATHER



Jim Gaffigan

TRAVIS LAFLEUR

THE ECCENTRIC FARMHAND



J.K Simmons



Garret Dillahunt

PROSPECTIVE CAST

RUTH PRITCHARD

FORREST'S MOTHER

Laura Dern, who narrated the documentary *Common Ground*, is deeply passionate about regenerative agriculture. Her strong commitment to the subject could make her an excellent fit for the role and may inspire her to take on this film.



Laura Dern

PROSPECTIVE CAST



Mark Ruffalo

JOEL SALATIN

THE MENTOR

Salatin is the legendary farmer and pioneer of sustainable agriculture who guides Forrest. Since Salatin only appears in two scenes, we can attract a busy actor like Ruffalo, whose passion for environmental causes would bring authenticity and depth to the role.

PROSPECTIVE CAST

BETSY

PROTECTIVE OLDER SISTER



Beanie Feldstein

NANCY

FORREST'S GIRLFRIEND/WIFE



Jennifer Prezioso

Jennifer Prezioso, indie actress from Boston and NYC local theater scene, BFA Boston University, owner of deceased grandfather's 100 year-old butcher shop in NYC.

THE TEAM



Adam Kleyweg

PRODUCER

With 25 years of business and investment experience, Adam is focused on creating compelling films while stewarding every dollar.



Maggie Hartmans

WRITER/PRODUCER

Maggie has over 15 years of experience in the film industry as an award-winning writer, producer, and director, creating films that uplift and encourage audiences. Her latest film, *Worth The Wait*, features an all-star ensemble cast, including Lana Condor, Andrew Koji, Elodie Yung, and Sung Kang. Through her production company, Farsighted Creative, Maggie has produced numerous films that center on ethical, sustainable, and empathy-driven storytelling.



Brittany Hart

PRODUCER

As the other half of Farsighted Creative, Brittany Hart is a filmmaker and producer who develops impactful documentary and narrative films. Her work focuses on thought-provoking storytelling, from social and environmental issues to personal narratives, including the award winning film, *A Good Neighbor*. Brittany aims to create films that challenge perspectives, inspire change, and foster deeper understanding.

FILMING PLAN



With full support from Forrest Pritchard, Joel Salatin, and the Barryville, VA community, we are excited to film on location at the actual Smith-Meadows farm.

Filming at the real farm enhances the authenticity of the project and aligns with our goal of fostering a sense of community. It also brings a unique spotlight to the farm itself, adding significant value to the film.

Additionally, the Virginia location allows us to capture key scenes at iconic places like the Barryville and Arlington Farmer's Markets, both of which play crucial roles in the story.

For interior shots, virtual production, and other scenes not requiring on-location filming, we will also utilize TriVision Studios in Northern Virginia, about 2.5 hours from Barryville.

FINANCES

TOTAL BUDGET

The total all in budget to develop, produce, execute and deliver the finished film is \$4MM (usd).

REGIONAL TAX INCENTIVE - 15% qualified spending


The conservative net regional tax credit based on qualified spend and shooting in Virginia is \$375,000 (USD).

TIMELINE

From the point of greenlight, the production requires 6 weeks of pre-production, 6 weeks of principal photography and 20 weeks of post-production to deliver a finished product. This heavily depends on seasons due to the nature of filming on a farm. If greenlit past spring, production will have to wait until the next calendar year to film.

ROI & WATERFALL

After Investors recoup 120% of the principal, equity sharing ensues. Ownership is split 47.5%/47.5% between Investors (on a pro rata basis) and Producers, with 5% of profits going to an agricultural charity. Any 3rd party back-end participants (i.e. Talent) come from the Producer's 47.5%

A person is standing in a field of young green plants, possibly corn, at sunset. The sun is low on the horizon, creating a warm, golden glow. The person's legs are visible in the center of the frame, silhouetted against the bright light. The field stretches out to the horizon under a clear sky.

Invest in *Gaining Ground* and be part of a project that inspires change, educates on sustainable practices, and tells a story of triumph over adversity. Together, we can make a difference in how stories of sustainability are told and how honoring the past can shape a more beautiful future.

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