



Our Hen House Podcast: Transcript for Episode 655, Interview with Michael Bronner & Gloria Pancrazi

Mariann Sullivan: Welcome to Our Hen House, Gloria and Michael.

Michael Bronner: Thanks for having us here. This is exciting.

Gloria Pancrazi: Yeah. Thank you so much for having us!

Mariann: Well, having just watched the movie, I'm very excited to have you, because it is a tough movie to watch, I'm not gonna say it isn't, but it's so moving. And I actually managed by the end to feel very inspired and hopeful.

It took me on a road to get there, but I really did. And the film kind of starts with the orca. It ends up being a very complicated story, the orca are the center piece, but there's a lot more pieces and we're gonna get into all of that. But, Gloria, I'm wondering whether the trajectory of the film was actually your trajectory as well.

How did you first get involved? Was it because of the orca?

Gloria: Yeah, it very much followed my journey as I kind of went on this journey to understand how to protect them. And also very grateful that you liked the journey, but that you also felt inspired at the end, because that was a tricky bit to play with to make sure that people just didn't feel like there was nothing they can do to create change because there is. So I'm happy that resonated and yeah, I've always loved orcas ever since I was a kid. And when I found out this particular species, that I knew of since I was five years old, was facing extinction I wanted to protect them. And for me it was documentary films, but as my team started to talk to people on the ground and do the research we started to realize this was connected to salmon decline, to then a whole ecosystem decline, to indigenous rights issues. And so very much you couldn't

just tell the story about the orcas anymore and we found that what we wanted to do is tell that story to people. So they would also go on that journey.

Mariann: Yeah, well, you certainly did. I had no idea what I was getting into when I started the movie. There are a lot of pieces going on here.

Mike, how did you first get involved with this? And Dr. Bronner's does an enormous amount of philanthropy. I'm not even sure whether our listeners are aware of how much you're involved in. It's really extraordinary.

And I want to get to that towards the end of the interview, to really go into it. But let's start with this particular project. Why did you feel this film was such an important project to fund and what was your involvement?

Michael: Well, this project came to us via Gloria presenting this to our PR department.

And we often get films that come our way, asking us for support, but nothing has really intersected with so many things that we're passionate about. Indigenous rights, ocean conservation, renewable energy, and non-renewable energy, animal welfare... And when we watched this film, it wasn't just that they pulled all these pieces together over the plight of the orca, but they did it in such a gorgeous way. Which is a weird thing to say about a film that is so... that presents such a dire warning for humanity, but it was extremely evocative. It touched all these points that we care deeply about. You know, one thing too, is that, you know, my wife is from Canada. We have done so many activist campaigns here in the States where we take our label and we change it to advocate for access to psychedelic medicines, for fair minimum wage, for regenerative agriculture. But we had never done anything up in Canada. And so just the fact that this film was so urgent, that it crossed so many barriers, intersections with our philanthropy, and that it was aimed at a Canadian, as well as an American audience, but a Canadian audience meant that we didn't wanna pass this up.

And so when this was presented to me, I watched the film and it was a devastating critique. It was, you know, a beautiful representation of amazing habitat where the orcas are threatened. And the calls to action were concrete enough that we knew that if we actually put the weight of our company behind it, we could help Gloria and her team accomplish real change.

Mariann: Yeah, those are really, really good reasons. The fact that something could come of it is probably the most powerful of them. And you point out that

it covers so many different issues, but at the same time, they're all kind of the same issue. They're just different pieces. I was thinking of it all almost as like different pieces of a puzzle, all the way these things fit together.

But I guess since the film did, and since you did Gloria, we should start with the orca. And I admit to not knowing a lot, I usually think I know a lot about a lot of issues. You know, wildlife issues are not my particular area of expertise. And I didn't know there were all these different species of orca.

They all look pretty similar, but they are actually different species. So can you just start us off by telling us who the Southern Resident Orca are and what is happening to them?

Gloria: Absolutely, and you're so spot on with puzzle pieces. The amount of times we've said that in the making of this film being like, where does this puzzle piece go?

So I love that you said that, but the Southern Resident Orcas are a subspecies of orcas. And I forget right on the top of my head, I wanna say 10 subspecies around the world. I hope I'm not saying the wrong number right now. And they exist in all oceans, all around the world. This particular species lives in the Pacific Northwest on the west coast of Canada and the US, particularly in the Salish Sea, which is British Columbia and Washington.

They only eat fish, mostly salmon, which is something that a lot of people don't know. You know, orca have that media portrayal in the public eye of being, you know, killer whales, they eat cute little seals and they are so scary and da da, and as a person who grew up loving them, it's so interesting. The truth behind that and is they are incredibly intelligent beings, incredibly caring beings, the way they care for each other throughout their life.

They spend their whole life with their families. They really, truly celebrate and grieve together. They have a whole part of their brain dedicated to empathy that we humans do not have. How you feel about your friends and your family is how they feel about their family.

A new birth happens, they celebrate that. There's a super pod that happens all the orcas come together and breach and it's amazing. And if you see it, it just feels like a celebration. And then if an orca dies, same, they come together, they grieve together. You might have heard of J 35 who carried her dead calf for 17 days. And when she was too tired to carry her calf, her family members would come and carry her for her until she was ready to finally let go.

It's a heartbreaking story, but it really does show you just how deeply those family ties are, and it's less a scientific part of it, but it's so important to talk about that. When you talk about these orcas and there's only 74 of them left and they're facing all of these threats that we go about in the film.

And as you said, we realize that it's much more than just orcas we're losing, it's an entire ecosystem. And we really played with that CO-extinction. So when you lose a species, you lose much more than one species.

Mariann: The title of the movie is perfect and I have heard, I heard news stories in the zeitgeist about the orca who carried her dead baby for a long time.

But one thing that struck me hearing about it in the movie is, it seemed like that was not typical. It was an unusual event. And you mentioned a couple of times, or other people mentioned within the movie that there was just this sense that she was telling us something, whether consciously or unconsciously, it was almost a message.

Is that something that you felt and that people involved in this issue felt?

Gloria: Yeah. So it is something that orcas can do and have done. So I think a year before J 31, Tsuchi, also lost her calf and carried her calf, but this was an unprecedented amount. So we had never seen an orca carry a calf for THAT long.

And that's what, you know, if an orca carries a calf for one day, doesn't make worldwide news. But if an orca carries a calf for 17 days, it makes worldwide news. So that's where it got so much attention. Now, that being said, there was something that happened that summer, that there was a lot of attention on these whales and it was really hard to not see it as a cry for help.

As you know, a lot of people said that I almost like, "look at what you're doing. My kid died and it's your fault, but it's also your responsibility to fix it." So I think a lot of people felt that.

Mariann: Yeah, it's hard not to. So like, as we said at the beginning, there's a lot of different interconnected pieces to this puzzle.

And it starts out being about the orca and it's all about the orca throughout. But the first piece of the puzzle that you really start to confront is the Trans Mountain pipeline and its impact on this area and what is happening to the orca.

I mean, you're noticing that things are happening to the orca and this is the first piece that you discuss of why it may be.

And I guess we could talk about what's happening to the orca, though most of it seems pretty simple. They just don't have enough to eat, but what is the Trans Mountain pipeline and what is the impact of it on why these animals are starting to starve to death?

Gloria: So, yeah. How is the Trans Mountain pipeline expansion project, long name, affecting the orcas? It's really, again, this story is just so many...like death by a thousand cuts. There's not one. And all the reasons why these orcas are suffering, they're all intertwined. So, first things first, the trans mountain pipeline expansion project would increase the amount of tanker traffic in the orcas home.

More tankers, more oil tankers. Now these orcas, they echolocate to find food and noise disturbance, particularly from big ships like tankers, come in the way of that. So imagine there's already a lack of salmon. These orcas are trying to feed themselves, feed their families, survive, and all of a sudden it's harder to find the little amount of fish that exists in the water.

On top of that, like I said, they're incredibly social. And just like all of us, they need to interact with one another and socialize. And when there's noise disturbance, it also comes in the way of that. It also adds stress. It could change their behaviors. Let's say they're hunting or reproducing, big oil tanker comes through, they might change their behavior. So we're impacting them in all those ways.

Not to mention what happens if there's an oil spill that would decimate the population. Now there's a whole other part to the story is that this increases carbon emissions. It contributes to the climate crisis.

Mariann: No, it is unbelievable that the reason we're doing this is to dig up more oil. Just what we need.

Gloria: There you go. There you go. And among many other things, of course the climate crisis is impacting these orcas, but it particularly impacts the salmon that are a very temperature sensitive species. So with warming waters, the salmon don't survive. And so it's all connected to that. It's also actually being built through rivers that salmon spawn in, I mean, any angle you look at it and of course it's being built through unceded land without indigenous consent. So it's just, any way you look at it this pipeline is awful and shouldn't be built. And

the Canadian government bought it so it's incredibly hard to stop it because they're very, very invested in carrying it through.

Mariann: Mike, do you wanna add anything to that? Is this an issue that you've been passionate about for a while?

Michael: Well, I mean, the intersection that Gloria talks about there is exactly why we're passionate about it, right? It is the carbon emissions leading to climate change. It's the trespassing on indigenous territories without their consent. It's the effect on the environment, especially with all these gas spills and other leakages that are happening that always seem to happen, right? No matter how many assurances we get from gas companies. It's the effect on the animals because of the rising temperatures. We are big proponents, of course, of a renewable economy and renewable energy and we have a company that is a hundred percent powered by renewable energy and we plan to be completely climate positive by 2025.

And you're talking about a pipeline that not only is transporting oil, but it's actually getting that oil from fracking, which is a full host of... I mean, that's oil drilling times a hundred, maybe times a thousand-from the tar sands in the interior of Canada. And so the fact that we hopefully can generate some, even more opposition to this pipeline, through the plight of the orcas, not to use the orcas for anything else other than just to save them themselves, is an opportunity, hopefully, to shine even more light on this issue.

Mariann: Yeah, no, I hear you and I don't think it's exploitation of the orca to demonstrate to people that they are suffering because of this. And, well, I don't wanna get into a whole discussion because we could spend the entire time talking about the Trans Mountain pipeline, but does what happened with Keystone XL, that it was stopped? Does that give any hope to the idea that this pipeline might...that there is hope for it to be stopped?

Gloria: I think so, that definitely gives me hope. And I also look at the fight, like fighting to stop it, and they're not backing down. And I find hope in the film and hope in that, you know, we can bring this to more people, get people more involved.

We're developing this whole impact campaign to get people to not just watch the film, but then take action. So there's hope and there's nothing but having hope that we have to stop it. So, yeah.

Mariann: Yeah. Hope is hard to hang onto but you've got to, or something akin to it anyway.

One of the points that really comes across in this movie is the need, and you have both just mentioned, is the need for indigenous leadership in this fight. Can you explain the role of the indigenous people of this area and why it is so crucial to follow their leadership?

Gloria: I got into the film already knowing that indigenous voices were important, but that understanding deepened by a million times, making it any issue we covered in the film, it's connected to indigenous rights.

So whether it's the pipeline being built through unceded land, fish farms operating on unceded land without the nation's consent, dams being built, removing indigenous people from their land and then violating treaty rights. Just everywhere you look, you see that. And they're the first people to be impacted by these things.

People like the 'Namgis Nation who is suffering from lack of salmon now. And they're seeing this impact mentally and physically and all of their wellbeing in their nation. So you're seeing that, but then also they're the ones on the front lines, you know, taking action. And a lot of the times activism and conservation work is led by white settlers that maybe don't understand that. And we need to amplify the indigenous voices who are at the forefront of these battles, because that's how we're gonna create the change. So it can't be hovering on the activism, we have to work together.

Mariann: You also brought up the term unceded land. Can you tell people what that means and why this is unceded land?

Gloria: Yeah. So unceded land is that...so in BC there's actually, there was never any treaties signed. The land was never ceded, it was never passed on by any treaties or any other ways to the Canadian government. So it's not Canada, it's First Nations land.

Mariann: There's a legal argument there. I mean, even when there are treaties, generally they were very unfairly gotten. You could make an argument that they're not valid, but there wasn't even a treaty here. Like there was nothing.

So, a lot of times the point was made that when this land, particularly by the indigenous people in the film and there are quite a number of them, that when the land was occupied exclusively by indigenous people for many, many, many

years and generations, things stayed in balance. And now they're completely out of whack and everything is dying. And you know, this is an obvious story, it's not like this isn't something we don't hear all the time. But do you think it's particularly important to emphasize that, as a way to bring indigenous voices to the forefront, show that they pulled this off. They pulled living on Earth off and we're just not doing it.

Michael: I think so, yeah, absolutely. I mean, I think that we are looking at a lot of extractive industries right now that don't have the more holistic picture of how we're going to take care of the spaceship we're on, spaceship earth as my grandfather would call it, in order for it to be ceded down to future generations.

And you know that understanding the indigenous people had, right? That they were borrowing the land from their descendants. And so we're looking at salmon industries, we're looking at climate change mitigation with carbon sequestration...And these are all areas in which the indigenous tribes have a lot of knowledge based off of many generations of environmental stewardship that we need to listen to and we need to learn from, and not just kind of roll over in order to line our own pocket.

Mariann: Yeah, another area where this is having impact, and another one that you mentioned is...you know, our audience is vegan, passionate vegans, and they're not into eating fish period, but it is really important to differentiate between the way indigenous people have always fished for salmon and what's going on now. So can you tell us a little bit about the salmon farms? And our listeners may not eat salmon, but we see it in supermarket all the time and on menus and it's everywhere. There's just salmon, salmon, salmon.

I think when I was a kid, which was a very long time ago, salmon was a really specialty item. It was not common. It was a very special food. Now it's just everywhere. So where does all this salmon come from? Particularly in this area, it's from these farms. Can you talk about them a little?

Gloria: Yeah, I'll start with very basic information to understand these fish farms, right? So they were actually started as a way to help the salmon from overfishing the wild stocks. And people were actually kind of hopeful about them at the beginning. It was like, "Hey, instead of fishing the wild salmon, we're gonna have fish here and we're gonna be able to farm it and it's gonna be great." But again, there was a lot of not listening to indigenous knowledge or to local knowledge about where to put these farms and how to operate them.

And they put a lot of fish in these pens right in salmon migration roots. And if you read, there's an amazing book by Alexander Morton, who's in the film, called *Not On My Watch* and she explains everything about the fish farms and the fight that's been going on to remove them and it's so interesting.

The companies came and were like, "Where should we not put these fish farms?" And there was a bunch of spots that they put down, where did the companies put the fish farms? Exactly on those spots. So, anyway, so what happens is there's way too many fish, Atlantic salmon, not Pacific salmon into these pens. And it's an environment that creates a lot of diseases that are then spread into the ocean because it's in the salmon migration roots in these areas that they did not recommend because there's a lot of currents. Et cetera, et cetera.

So this is spreading, especially PRV, piscine orthoreovirus, a disease that makes Chinook salmon's heart cells explode. It also fosters sea lice, which is...usually a little amount isn't that big a deal, but on the little salmon that pass by, if they get too many of the sea lice on them, it actually eats them. So it's killing baby salmon.

So all of these different ways that the fish farms are killing wild salmon. And it's just interesting to see that there is a connection between overfishing and fish farms. And there's also a lot of mislabeling happening in superstores. So a lot of people are like, "oh, if I stop eating farm salmon, does that work? Should I eat wild salmon?" And I know again, a lot of you listening don't eat salmon, so kudos on you for doing that. It's just that the issue's really big. And I definitely agree with what you said of salmon. I also used to see it as something that was very special, like for holidays, and there's not so much of that left.

And I think a really important thing is to change the way we see salmon, people see fish as this very...you know, like people might see orcas with a lot of love and compassion, right? But if you look at a little fish, people don't see that. And so I think reconnecting people with salmon is a key thing and we try and do that in the film by meeting Eiko Jones, who swims with these salmon all the time. And you can see the beauty in these fish that are so resilient. And they travel so many miles just to make it back home and they feed this entire coast.

And I used to eat...salmon was my favorite food, I used to eat a lot of it and...

Mariann: You did not confess that, this is breaking news! *laughs*

Gloria: *laughs* This is breaking news. As soon as I started the film, I...well, before starting the film, I remember my boss when I was monitoring the orcas, she was like, "by the end of the summer, you're not gonna say that." Of course, she was right, by the end of the summer this was the first meat I stopped eating and so went on. But I think at the core of it was just loving salmon, realizing how amazing they are. So for anyone that might still be eating it, it's just like reconnect with the species and learn how amazing they are. And if you are not eating it, then share that with people, share your love and your passion for these animals because it does have an impact.

I will also say something Chief Ernest Alfred always says. He says if you're at a restaurant where they serve salmon, or if you're at a grocery store where they serve salmon, go talk to the manager and very kindly ask that they do not serve that anymore. Elena, who I co-directed the film with has done that before.

So, those are ways that you can take action and demand change even if you don't eat fish. Just do it kindly, of course.

Mariann: Yes. Well, we all try to be kind. Yeah, I think that story is so interesting because it does appeal to my vegan soul that they actually thought it was a good idea in the beginning to save the wild salmon by doing farmed salmon.

But that just doesn't work. Thinking up a more efficient way to get animals, it doesn't work. We just have to stop eating them because people will always exploit, they will always exploit.

Alright, salmon farms. So that's another piece of the puzzle. So the salmon are dying and so the orca are dying and then the ships are going by creating the noise. So that even if there were salmon, they can't find them.

Then there are other animals in the area too that are being really harshly affected. And one is the grizzly bears. And there's this point where you're, you and some other folks, are traipsing through the forest in an effort to find out what is happening to the grizzly bears.

There was an illusion to this in the film, but I just wondered, how scary was that? Because grizzly bears, I think of as like among the scariest animals. They're pretty dangerous, aren't they? *chuckles*

Gloria: *laughing* Mm-hmm...I'm laughing because it did not cross my mind, not even once.

Mariann: Well, are you from the east? You know, we have black bears here and they're scary, but they're not really that dangerous. Grizzly bears are dangerous.

Gloria: I am, I think I was just...I know grizzly bears are dangerous. In that moment, I was in California, I was living there at the time. We saw the news and it was just like, "we have to go film it." There was no, it was just like, "this is part of the story, we have to go film it now." And I remember I told my mom this and I was so excited about it, I was like, "mom, we're gonna go find emaciated grizzly bears and we're gonna film them." And mom was like, "really Gloria?" She always laughs about this. She's like, "do you remember that time you told me you went to go see emaciated grizzly bears?" *laughing*

Mariann: Yeah, not just grizzly bears but ones that are really, really hungry! *laughs* And I shouldn't be laughing because it's a tragedy how hungry they are.

Gloria: It's more funny that that didn't even cross my mind as a dangerous thing. And, you know, that speaks to just how amazing our team is and K'odi who led us, I always felt so safe.

Mariann: Yeah. That scene actually reminds me of...this just is kind of a filmmaker question, and this is something you alluded to as well, Michael, that the film manages to capture the incredible beauty of this area. I guess it's both British Columbia and state of Washington, there's filming in both of them, but you also show the devastation that has been visited upon it by showing the fish farms. I mean, the filming of the salmon from within the fish farms, as opposed to the filming of the salmon in the one river that is running wild, it's just such an unbelievable juxtaposition.

So as a filmmaker, how do you strategize doing that with the appropriate balance? Making the impact, but not just making people walk away from the film crying and feeling hopeless?

Gloria: It's something I'm continuing to learn, I'll tell you that. This was my first film and it was led by this really strong love and passion that I have for the orcas in this coast. And so I think that kind of was just always... I think I truly figured it out as I was making this film. And now I have this new understanding of like, okay, how do we make sure that we really do create that impact and not just tell a doom and gloom story? How do we bring in the solutions and the healing and the hope without also... it's such a tough balance between "it'll be okay, don't worry" and "we're doomed." How do you go between the two?

Mariann: That's pretty much life these days, isn't it? *everyone laughs*

Gloria: Mm-hmm yeah. Yeah. I'm still learning how to do it. I'm glad that that resonated in *Coextinction* and I think that's it. It's not shying away from the hard truths or the hard or uncomfortable conversations or the heartbreak of it.

And it's also not overplaying that to fear people into taking action. No one ever takes action well when they're just really, really scared. I think, I mean, we do, but I've read a lot of interesting documents how fear based talks to get people to act is not the way to get to people to act so it's just an interesting side note.

But I guess then I love to share that story about the orcas and how they care for one another, because I think that's a way that people wanna take action afterwards. They really... You protect what you love... it's that, you know, amazing old saying.

Mariann: Yeah. I'm wondering, Michael, is that one of the things that you really look for when you're looking for a project to support something that will inspire people to act? I would assume it would be. Is that something that appealed to you about this?

Michael: Absolutely. Absolutely. We wanna support films that are gonna galvanize people in a positive way.

And there's always a negative side of any issue. A negative side, meaning the dark side, right? You have to show it. It's the reality we're trying to shy away from... or to get away from, we don't wanna shy away from it. We wanna constructively get away from it, but you have to show hope, right? And you have to show that by watching this film, understanding the issue that you can take an action that can have a cumulative effect with everybody else's actions to create real change.

And that was extremely important in supporting this film as well.

Mariann: Yeah. I think that one of the things that comes across about the film and addressing the question of hope, because I don't even use the word hope that much anymore, because it seems like too much to ask.

You kind of do it because you have to do it because what else are you gonna do with your life? Just let it all happen? So don't even worry about whether there's hope, just do the right thing.

But one of the things that came across is how much some of the people in this particular fight really care about each other. And I assume that's one of the things that keeps people going is that, it's not just that you're fighting, you're fighting together. Can you tell us a little bit about some of the people you met doing this and why they helped make it worthwhile to get involved in such a difficult issue?

Gloria: I love to talk about the community because, truly, so many wonderful people. And you know, when we're talking about hope, it's actually one of the thoughts that came into my mind. It's that a way for me to show the hope is to show what people are doing and there's so many people that didn't even make it into the film that are doing incredible things.

And it is the most inspiring thing. It is the thing that will keep me going always. Like seeing Will George, and he has received so much heartbreaking-ness and injustice, and yet he continues to fight with the most welcoming and loving energy.

This is maybe a bit of a spoiler, but I'm going to go for it. He actually was sent to jail for peacefully protesting-*quote/unquote*-on his unceded land of the Trans Mountain pipeline expansion project. And when he got out, he's out on bail right now, and when he got out, we were all checking in on him and he was like, you know what, obviously he's not okay, but he's okay. And he just continues to show up with that fire inside of him and checking in...one of the first things he said was checking in on ME because I was there in the courtroom when he got taken away. And I was just like, "You're checking in on me right now? You've just dealt with all this awfulness!"

So anyways, definitely there is a caring for one another and you do need that because it is incredibly demanding and heartbreaking work. There is a lot of burnout, we've all had it in the team. And if you're not there for each other in those moments, it can be really, really hard. But to have people that either get exactly what you're going through or understand parts of it and just are there for each other, it's the way to get through it. It's like the orcas, when J 35 wasn't doing okay, her family was checking in on her. And it's one thing I try and remember, the one way we'll protect these orcas is by acting the way they do, working together.

Mariann: Yeah, that's a beautiful sentiment. We haven't really reached all of the pieces of the puzzle and I think one of the pieces of the puzzle that people have heard of over the years, at least I have, is the impact of the dams on the salmon and thus on the orca and thus on the grizzly bears and everybody else.

I have to say, I've heard about it, I've read about it, but I never really saw film of these dams and the thought that any of these fish manage to make it upstream... any of them! I mean, I know most of them don't manage, but they have to go upstream to spawn. What they have to fight their way through is just mind boggling.

But at this point, and I think people may have heard of that issue, but you really emphasize the politics when talking about this particular issue and it was very frustrating. This was in Washington State, which probably has the most environmentally progressive governor in the US, which isn't perhaps saying all that much. Jay Inslee. But it was still like the whole episode was just frustration. Is that how you felt about the political process? Do you feel like there's any value in it at all?

Gloria: It was incredibly frustrating seeing the bureaucracy of it, the amount of studies that have been done with the same answer and solutions at the end and the amount of money spilled into there that just, they're not able to get past that.

And it is because of a lot of corruption, a lot of bureaucracy. So it's incredibly hard, incredibly frustrating. There is an update-so on July 11th, we're going to know...I should backtrack, Governor Inslee and Senator Maria Cantwell did a new draft report looking at the best ways to protect the salmon. Which is a report - I will say there's been so many studies of studies doing a study...

Mariann: Studies, studies, studies. Yeah, crazy. That's what comes across is your intense frustration with the fact that it's all talk, no action.

Gloria: This one does feel different, mostly because there's been pressure from people in Idaho, as well as Oregon, saying we want these dams breached.

So it does feel different this time. There's a public comment period until July 11th, and then we're gonna know the decision. If it's not the right decision, and everyone listening, go to Coextinction Film, the Instagram page, because we will have calls to action for you to take.

Yeah, it's frustrating. But again, kind of like for the pipeline, it's just, you have to keep going. And there's a saying, which is "just keep going and it's a crack in the dams." So, you might do one campaign, you might not breach them, but it creates a crack and then another campaign and it creates another crack until they're finally breached.

It's long standing and it will have to happen eventually. Hopefully we're able to make it happen sooner rather than later.

Mariann: So the film, I want to hear about what's gonna be happening with the film, I know it's already won a number of awards. And, Mike, perhaps you can tell us a little bit about plans for distribution and how Dr. Bronner's will be participating in promoting the film. It's not just promoting the film, it's promoting people doing something because of the film.

Michael: Absolutely. And that's something we're really excited about. One thing we are waiting for, and hopefully by the time this podcast comes out, we'll have more knowledge, is when the film will be released. Because we're hoping, and I know Gloria's hoping, that we're gonna get a really awesome streaming, VOD, big promotion from the distributor to really move this film into people's home so they can watch it, but we are waiting for that to happen. We have everything set up, we have labels and I know that your audience can't see it, but we have the special four ounce label that we're using to promote the film.

If you know our products, on the front instead of our normal messaging, it just has some pictures of orcas and it says “protect the orcas.” And if you read the text, you may know Dr. Bronner’s from the very spiritual, urgent message on each bottle that talks about uniting the human race and about breaking down religious barriers and barriers between races so that we can all come together as one and understand our common humanity. Well, that was the urgent message of my grandfather's time, born out of the fires of the Holocaust, where his parents were lost.

Now we are taking that same idea of using our soap as a vehicle for change by talking about all the issues in this film, right? Talking about the orcas, talking about the fact that there's only 73 of them...I believe now there's 74. Our labels are wrong, but in the good way. Talking about what people can do, such as take action to support indigenous sovereignty, break down these dams. All the reports that have come out for years and years and years. Seven volumes, I believe, of reports talk about the need to break down these dams. And yet the government of Washington continues to drag their feet, to say “we need more information.” Well, we are gonna drive people, even in Washington State. We have a Canadian campaign, but it's also gonna run in Washington state so that people can tear down these dams.

And then, of course, to stop these fossil fuel pipelines. And so you'll see this label on our 32 ounce soap, spread in every store in Canada. It's going to be bilingual and that's definitely something very difficult and different than what

we have to do here. And then we're gonna surround it with this social media campaign where we're going to be driving action on those different points.

And also, of course, driving viewership, we have these beautiful endcap designs. So you're gonna go into these stores and there's gonna be all this information about this film that everyone can see, can read about, watch, and take action. So we're super excited.

Mariann: Yeah. That is amazing. What an amazing project! Did you want to add something Gloria?

Gloria: I do. I just, Mike got to say the beginning about why he chose us and how stoked he is. And I just wanted to say just how amazing Dr. Bronner's is the fact that we get to bring this film to people with them. And this whole campaign that they have planned out is just absolutely incredible.

And I cannot wait for these soaps to be out. It is gonna be...can you imagine any person going out...I see it all the time, I go to grocery stores here and I see the Dr. Bronner's soap, and then that will have protect the orcas with all this information for people. It's gonna be incredible in terms of impact!

So we're very, very grateful and yeah, just wanted to say that.

Michael: And we know from experience, and this was the experience of my grandfather, he used to give unlabeled bottles of soap when he gave his speeches in Los Angeles. And he was talking of course about uniting the world and breaking down religious barriers and understanding our common humanity.

But people ended up coming for the soap and leaving, he noticed that. I mean, not everybody, but some people, because the soap was so good. So he put his message on the label specifically to trap them in the shower. Because if they took that label with them and then they went in the shower and you...

What are you gonna read? Are you gonna read your Ivory soap? I mean, that's it, Ivory soap! And so the message on the label will hopefully not just be absorbed there on the store shelves or in people's bags, but you know, there's something about being in a warm, hot shower where you're kind of alone with your thoughts, that messages resonate. And we hope to really change a lot of minds in that sacred space.

Mariann: And it's a hell of a soap, I have to.

So, Mike, a little bit broader than just this movie, I noticed in the press release that you're supporting this through what is called the All One International Initiative. Can you tell us what that is?

Michael: Sure. That's an initiative that was crafted together with our PR Director Ryan Fletcher that really tries to take the global mission and have local impact, right? Because I am responsible for the international sales of our soap. And we sell in over 50 countries and we are always trying to not just sell our soaps but actually spread our mission, spread purpose, right? Make positive change wherever our soap is sold. And in a way, our distributors are kind of like our family. We call them the All One International Family and they really buy into the purpose of Dr. Bronner's. When you talk to them, it's like you're talking to my brother or my sister, like, you're feeling the soap. But we found that while people around the world love what we do—we've been really big in legalizing industrial hemp, in decriminalizing psychedelics and other drugs, and raising the minimum wage. But oftentimes because our center is here in the states, it's got a very American focus.

And so what we try to do is, in a way, make activists out of our distributors and say, "Okay, what can you do? We have nine issue areas ranging from drug policy, community betterment, animal advocacy... What can you do in your country? What can you support? We'll set aside money for that. That you can support that would really move the needle and things that are maybe often ignored that really a small ripple can have real lasting effects."

And so we created All One Initiative and it's 1% of the previous sales to these countries, 1% of that goes into a reserve that funds all these different organizations. For example, in Singapore, you think of a really kind of restrictive, it's known for being a really restrictive society. We're doing a lot with that to promote LGBTQ rights and really kind of making a step there. In other countries, it's a lot about animal advocacy, and really not just promoting veganism, but like really diving into banning battery cages and promoting cage free farms.

And so in Canada, we have quite a few different organizations. We support, some of them involve the indigenous stewardship of river sheds and others include funding these projects like Wild Orca, which is actually even before we were partnering with *Coextinction*, was really promoting the education around how orcas fit in as an apex predator in the food chain. And without that being there at the top then essentially we all can perish, which ultimately was reflected in the movie *Coextinction*.

Mariann: Wow, you're doing so much. It's really, really extraordinary. And I'm so glad that one of the things you were doing was helping promote this movie. All right, so you don't have the streaming platform yet.

So how can people stay on top of what's going on? And hopefully you will have it by the time this airs, but tell us where people go to find out more about what's going on with the movie and when they'll be able to see it.

Gloria: I will say our most updated, like, if there's screening next to where you're you live, all of that, is our Instagram, so @CoextinctionFilmou. You can also go to CoextinctionFilm.com that will have also information, but because it's a website it's not as always updated. Or just not as...the Instagram is the most interesting place. And you'll also be able to see calls to actions there, which is really rad. For example, big calls to action at the moment to breach the dams.

Mariann: Perfect. So exciting and really an extraordinary movie. And I'm not going to tell people that it's the easiest movie to watch because some of it's tough, but it is very, very rewarding. By the time I was done, I was really, really glad I had watched it and it was extremely rewarding. So thank you so much for sharing it with us today.

Gloria: Thank you so much.