

---JANE FONDA OPEN---

⌘0 FIRES, FLOODS¶
DISASTERS... THEY DOMINATE THE HEADLINES EVERYDAY.

⌘1 HIGHWAY SPLIT¶
NEWSCASTER 1
The earthquake, according to U-C Berkley, measured seven points on the Richter Scale.

⌘2 HURRICANE¶
NEWSCASTER 2
Right now the winds are still at hurricane force in Boca Raton.

⌘3 CRACKED EARTH, CATTLE,
FISH, LOCUST & LOGO¶
BUT SOME THREATS ARE INSIDIOUS...
AND WHILE PERHAPS MORE DANGEROUS, THEY DON'T MAKE THE FRONT PAGE.

⌘4 GRAPHIC OPEN¶

⌘5 JANE FONDA IN STUDIO¶
IT LACKS THE DRAMA OF A MASSIVE
FLOOD, OR A VIOLENT EARTHQUAKE... BUT IT COULD BE MUCH MORE DESTRUCTIVE.
I'M JANE FONDA.

WELCOME TO PEOPLE COUNT.
FOR MANY COUNTRIES, A FOOD CRISIS ISN'T A POSSIBILITY, IT'S A REALITY.
LAND IS BEING OVER-HARVESTED, OCEANS ARE BEING OVER-FISHED, AND GRAIN
STOCKS ARE AT THEIR LOWEST LEVEL IN
RECORDED HISTORY.

800 MILLION PEOPLE DON'T GET ENOUGH TO EAT... 200-MILLION OF THEM ARE
UNDER FIVE YEARS OLD.

THE PRESSURE FOR MORE FOOD WILL ESCALATE AS THE POPULATION SOARS
OVER THE COMING DECADES.

DESPITE THIS GRIM REALITY... THERE IS HOPE.
THE UNITED NATIONS' FOOD SUMMIT BRINGS TOGETHER HEADS OF STATE, FOR
THE FIRST TIME, TO DISCUSS FOOD SECURITY.

⌘6 UN FLAGS, OFFICIALS¶
THEY ARE STUDYING POTENTIAL SOLUTIONS... LIKE NEW WAYS TO CONTROL ⌘7
LOCUST ¶CROP-DAMAGING INSECTS, WITHOUT USING PESTICIDES THAT HARM THE
ENVIRONMENT.

⌘8 JANE FONDA IN STUDIO¶
THE USE OF NEW TECHNOLOGIES FOR FOOD PRODUCTION IS A COMPELLING IDEA.
THOUGH IT CAN HAVE HIGH START-UP COSTS FOR EQUIPMENT AND TRAINING... IT
OFFERS OPPORTUNITIES TO PEOPLE WHO OTHERWISE WOULD BE STRUGGLING.

⌘9 BARBARA PYLE SNAPPING PHOTOS¶
PHOTOJOURNALIST AND FILMMAKER BARBARA PYLE WENT ON LOCATION TO THE
ISLAND OF PUERTO RICO TO MEET SOME FARMERS WHO AREN'T AFRAID OF TACKLING
THESE NEW TECHNIQUES.

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---BARBARA PYLE TRACK---

⌘10 HYDROPONIC FARM¶
TECHNOLOGY IS RACING THROUGH RURAL PUERTO RICO... AND TURNING HEADS
OF LETTUCE INTO FIELDS OF DREAMS.

⌘11 SR. REYES HARVESTING LETTUCE¶

ANGEL LUIS REYES IS OPERATING AN EXTREMELY PROFITABLE FARM IN THE SMALL COMMUNITY OF CUBUY.

HE'S DOING IT BY TAKING HIS FARMING TECHNIQUES TO NEW HEIGHTS:

⌘12 DR. ANTONIA PANTOJA¶

DR. ANTONIA PANTOJA

We're trying to go for, what are the new techniques of doing things in the country. Instead of having oxen come over and plow in the old way, let's do hydroponics.

⌘13 SR. REYES HYDROPONIC FARM¶

Hydroponics is a system of growing vegetables and small fruits in water. It's done through pipes.

⌘14 DR. PANTOJA, SR. REYES AND WIFE¶

DR. ANTONIA PANTOJA IS A RETIRED ECONOMICS PROFESSOR.

SHE HELPED SENIOR REYES GET HIS BUSINESS OFF THE GROUND.

⌘15 SR. REYES¶

SENIOR REYES

She played an important part in everything we've done... getting the money, the ideas.

⌘16 DR. PANTOJA¶

DR. PANTOJA

How are you this morning? How's everybody?

⌘17 PRODUCIR SIGN¶

DR. PANTOJA RUNS "PRODUCIR"... AN ORGANIZATION DETERMINED TO IMPROVE THE QUALITY OF LIFE IN CUBUY, THROUGH BUSINESS DEVELOPMENT.

⌘18 DR. PANTOJA IN PRODUCIR OFFICE¶

ITS NAME MEANS "TO PRODUCE" IN SPANISH.

TOPPING ITS PRODUCTION AGENDA: JOBS AND AGRICULTURAL ADVANCEMENTS.

⌘19 REYES FARM ¶

THAT'S WHERE HYDROPONICS COME IN.

DR. PANTOJA

They grow a crop of lettuce in 33 ⌘20 DR. PANTOJA¶days. In the earth it will take you about 45 or more. And then you grow lettuce about that big, beautiful, lush, while from the earth you grow ⌘21 FARMERS HARVESTING LETTUCE IN SOIL¶them small and puny. And from the earth you have to wash them, while ⌘22 MRS. REYES FARMING¶these ones are clean. So you eliminate steps and you get a better product, fresher. It's a win-win proposition.

⌘23 DR. PANTOJA AND SENIOR REYES¶

SENIOR REYES WAS ONE OF DR. PANTOJA'S FIRST SUCCESS STORIES.

⌘24 SR. REYES ¶

DR. PANTOJA

Angel Luis was a construction worker. He used to say to us, 'I hate this kind of thing. What I like to do ⌘25 DR. PANTOJA¶is I like to work the land. I like to produce food. I'm a farmer.' So when we started the project, one day I said, ⌘26 DR. PANTOJA, SR. REYES & FAMILY¶'Hey, Angel Luis, you always wanted to get back to the farm.' 'Yeah.' 'Well, we have a class we're going to start. And it's a class to teach you how to farm without the back breaking of the plow and the ox.

So he came into the class.

⌘27 BARBARA INTV. SR. REYES¶

BARBARA

It's unusual for a man to go back to school and learn something new. Where did he get the courage to change jobs?

⌘28 REYES FAMILY FARMING¶

SENIOR REYES

I get the strength by the fact that I always wanted to be in agriculture. And I learned it way back in a different way. But this gave me a chance to go back to what I like best.

SENIOR REYES STARTED SMALL... HE GOT A START-UP LOAN FROM A CREDIT UNION, WHICH PRODUCIR HELPED TO BRING TO CUBUY. HIS FIRST PURCHASE: ONE TABLE OF LETTUCE.

DR. PANTOJA

One table would cost you \$4000.

From one table, you can get yourself 450-dollars.

With one table, he paid his loan, got another loan for another table. And he was our model for other people.

⌘29 DR. PANTOJA¶

He had enough money to support his family, quit his job downtown, and live from it.

⌘30 SR. REYES & FAMILY AT HOME¶

Instead of being a person that has been defeated, he became a person that was active, doing things.

SENIOR REYES

Before, I worked and worked and there was nothing left when it came to the pay. Now if everything goes well, I can save some money. So that much is new. I can have savings.

AND HE NEEDS THOSE SAVINGS!

SENIOR REYES IS PUTTING ALL SEVEN OF HIS CHILDREN THROUGH COLLEGE.

⌘31 BARBARA INTV. SR. REYES¶

BARBARA

Describe how your work makes you feel.

SENIOR REYES

I feel happy because I'm doing ⌘32 STILLS¶something for my family and for the whole community.

⌘33 DR. PANTOJA WALKING¶

COMMUNITY DEVELOPMENT IS NOTHING NEW TO DR. PANTOJA.

HER ACCOMPLISHMENTS IN ECONOMIC DEVELOPMENT ARE WELL KNOWN IN THE STATES.

AFTER YEARS OF WORKING AS A PROFESSOR AT SAN DIEGO STATE UNIVERSITY...

SHE PLANNED A QUIET RETIREMENT IN HER HOMELAND OF PUERTO RICO.

BUT PEACE AND QUIET ISN'T WHAT SHE GOT.

⌘34 BARBARA INTV. DR. PANTOJA¶

BARBARA

What happened?

DR. PANTOJA

The community found out we had moved here. When they learned that we used to teach economic development, ⌘35 PEOPLE OF CUBUY¶they said, 'Oh, we have an unemployment problem here. Why don't you teach us how to get people employed?'

And the retirement went out the window.

⌘36 DR. PANTOJA WALKING¶

We said, 'Well, we won't work with you unless there's a committee that works with us.' And they turned around ⌘37 DR. PANTOJA¶right there, boom, boom, boom and gave us a committee.

⌘38 PRODUCIR MEETING¶

We started to meet and tried to hammer out what could be done.
We got some people, trained some people how to go around doing questionnaires and gathering information from people -- a needs assessment.

AND DR. PANTOJA SOON FOUND OUT THE NEEDS HERE ARE SUBSTANTIAL.

DR. PANTOJA
⌘39 DR. PANTOJA¶

When we came here, people didn't produce anything, see. This is a community where you have 85 percent of the population lives on some kind of check that arrives in the mail -- completely dependent community.

And this is what the United States has done with Puerto Rico. You send these dependency checks and you rob people of their knowledge that they can use their hands and they can work.
⌘40 PUERTO RICO SIGN¶

BARBARA

Why was there such high unemployment?

DR. PANTOJA

There's nothing to do here. There's no economy. There are no ⌘41 LITTLE BOY¶ stores.
There's nothing to produce anything.

⌘42 DR. PANTOJA¶

In order to help people, it's like they used to say, 'Don't give them a fish. Teach them how to fish.' In order to help people, you've got to give them the tools for the standing up on their own two feet and being able to do things without you.

⌘43 HYDROPONIC BOOK¶

PRODUCIR GAVE THEM THE TOOLS, BY OFFERING CLASSES IN HYDROPONICS AND BY BUILDING THIS PLAZA.

⌘44 PLAZA TAINA¶

PLAZA TAINA PROVIDES THE PEOPLE OF CUBUY WITH SOMETHING THEY NEVER HAD BEFORE: A BUSINESS CENTER, AND ALL THE SERVICES THAT GO WITH THOSE BUSINESSES.

⌘45 DR. PANTOJA¶

DR. PANTOJA

You bring businesses in and you offer them services. And you offer them the services at a low price -- lower than the market. And you offer them space at a low price. And you ⌘46 PEOPLE TRAINING¶ offer them training. You bring them new skills and connections.

While they're in that process with us, they're being incubated.

⌘47 DR. PANTOJA¶

What an incubator does is it helps a number of poor people establish a business because they're incubated, see, like chickens. When you have chickens, you have eggs and they hatch in the incubator. They're protected. They have the proper warmth. They have the proper environment. You take care so they don't get sick until they are chickens who can fly and go off. Same with the businesses, see?

⌘48 PLAZA TAINA SCENES¶

We don't want to make a town out of this. This is the country, and we want it to be a country... but with services. And with the kinds of things that people need to live decent lives.

We're making Plaza Taina a place in a community where all the businesses will be housed.

⌘49 PRODUCIR MEETINGS¶

ALTHOUGH FARMERS, LIKE SENIOR REYES, ARE NOT PART OF THE PLAZA... THEY ARE STILL PART OF THE INCUBATOR.

DR. PANTOJA

The relationship of the farmers to Producir is through the business incubator.

We will help them get loans. We will help them get contracts. We will help them with typing letters for them and doing all the services that the incubator gives its members.

What do they give Producir? They pay a fee for being a member of the incubator. And it's their business.

≈50 BUSINESSES¶

THAT'S HOW PRODUCIR KEEPS ITS DOORS OPEN.

ONCE THE BUSINESSES ARE ON THEIR OWN FEET, THEY GIVE BACK TO PRODUCIR.

ALTHOUGH SOME OF PRODUCIR'S FUNDING DOES COME FROM PRIVATE DONATIONS.... ITS PRIMARY SUPPORTERS ARE ITS OWN MEMBERS.

DR. PANTOJA BELIEVES ITS A WINNING FORMULA.

DR. PANTOJA

≈51 DR. PANTOJA¶

The idea was that you start something and it goes. And you go on to do something else. And to leave people with enough knowledge and enough power to grab ahold of it, and it keeps on growing.

≈52 SR. REYES & SON LUIS¶

IT'S DEFINITELY GROWING IN THE REYES FAMILY.

THEIR OLDEST SON IS LUIS.

≈53 LUIS & WIFE

LUIS AT COMPUTER¶

LUIS LAUNCHED HIS OWN LETTUCE BUSINESS, AFTER GETTING A DEGREE IN ECONOMICS.

≈54 LUIS AT HIS FARM¶

NOW LUIS AND HIS WIFE, MARLENE, OPERATE THE BIGGEST HYDROPONICS FARM IN THE AREA.

≈55 LUIS¶

LUIS

I'm only 27 years old, but when I was 24, Producir asked me to get involved with the organization. Since then, I've become a member of the board. In fact, I'm the treasurer of the board of directors. They've always supported me and helped me out in all of my endeavors here and they've given me all the technical assistance I've needed to get my business up and running.

BARBARA

Is your life better now because of hydroponics?

LUIS

≈56 STILLS¶

Yes. Much better. I started with nothing. Now look at all that I have.

We have more and more people here going back to agricultural enterprises. I feel that it's much more efficient to grow hydroponically than it is to grow ≈57 BARBARA SNAPS PHOTOS, STILLS¶in the earth. It's a better system. It's more useful in this country.

≈58 LUIS DRILLING PIPE¶

HYDROPONICS IS A SOUND WAY OF PRODUCING FOOD THAT DOESN'T NEED LAND... AND IT CAN GO ON FOREVER.

≈59 BARBARA & REYES FAMILY AT FARM¶

BARBARA

We finished drilling the holes and now we're going to install it.

Cut this cap, glue it on, and drill the holes.

You cut pieces like this to make the holders for that.

What Luis is doing is putting seeds into styrofoam. It's the first stage in growing lettuce hydroponically. When it gets to be this big... they take it and plant it into the tubes.

So you just break it, huh?

MARLENE

Yes. Good.

BARBARA

Like so?

MARLENE

OK... then you put one in the hole.

BARBARA

You put one in the hole.

MARLENE

Yes... the whole table.

BARBARA

Another one in the hole, another one in the hole, another one in the hole.

Ooooooh!

⌘60 STILL

IVAN TEACHING HYDROPONICS¶

LUIS'S BROTHER, IVAN, IS ALSO INTRIGUED WITH THE BUSINESS.

HE TEACHES HYDROPONICS.

⌘61 IVAN PAINTING

IVAN PLAYING FLUTE

IVAN PAINTING LOGO¶

BUT IVAN'S REAL LOVE IS HIS ART AND MUSIC.

IVAN LENDS HIS SKILLS TO THE FAMILY BUSINESS... DESIGNING AND PAINTING THEIR HYDROPONIC LOGOS.

⌘62 LUIS TALKING TO FARMER¶

THE REYES FAMILY HAS HELPED OTHERS IN CUBUY GET HOOKED ON HYDROPONICS.

TOGETHER, THESE FARMERS HAVE FORMED A COOPERATIVE.

DR PANTOJA

Now people are beginning to see ⌘63 DR. PANTOJA¶that, 'OK, I can do hydroponics... and I am a technician. I'm a farmer that's a scientist, you see? Because with hydroponics, you have to test the water and you mix the nutrients.

BARBARA

So they're seeing themselves in a new way.

DR. PANTOJA

Yes, in a new way.

BARBARA

They have pride now.

DR. PANTOJA

Yes. And that is wonderful to see that.

⌘64 SR. REYES & WIFE HARVESTING LETTUCE¶

DR. PANTOJA AND THE HYDROPONIC FARMERS ARE ALWAYS THINKING AHEAD.

DR. PANTOJA

We hope to sell to our people in New York.

⌘65 DR. PANTOJA¶

At least for the moment we're ready to cover the island of Puerto Rico with lettuce, and we are almost there.

BARBARA

How does that make you feel?

DR. PANTOJA

Oh, God, that makes you feel -- makes me feel fantastic.

⌘66 BOY WITH COTTON CANDY & OTHER CUBUY RESIDENTS¶

THE PEOPLE OF CUBUY ARE GRATEFUL DR. PANTOJA IS LEADING THE WAY:

¶67 LUIS¶

LUIS

The Doctor is a person who came here to retire. We never gave her the ¶68 DR. PANTOJA IN COMMUNITY¶ opportunity to retire. She's worked here many, many years. She's gotten so involved in the community. She has always tackled every problem with us. She's helped organize this entire community.

¶69 SR. REYES¶

SENIOR REYES

Without her, we couldn't have done everything we've done.

BARBARA

What do you think about her?

SENIOR REYES

She's the best thing that ever could have come to Cubuy.

¶70 FESTIVAL¶

HIGH OPINIONS OF DR. PANTOJA ARE EASY TO FIND, INSIDE AND OUTSIDE OF PUERTO RICO.

¶71 GRAPHIC¶

SHE WON THE NATIONAL HISPANIC HERO AWARD IN 19-95.

¶72 DR. PANTOJA & PRESIDENT CLINTON¶

AND A SHORT TIME LATER, SHE JOINED AN ELITE CLUB... BECOMING ONE OF THESELECT FEW TO RECEIVE A PRESIDENTIAL MEDAL OF FREEDOM.

GOVERNMENT OFFICIAL

Today we honor Dr. Pantoja for her message of empowerment and her committed efforts to turn dreams into reality.

BARBARA

What is it that inspires you so much? What keeps you so motivated?

¶73 DR. PANTOJA¶

DR. PANTOJA

It's a way of life, OK? It's knowing that you're here and you have ¶74 STILLS¶ to do your piece and contribute to what's going on in the world. And if each and every one of us would do that, it would be a much better world.

¶75 DR. PANTOJA¶

I was saying the other day, 'Well, maybe I'm getting ready to die. If I die tomorrow, it's all right.' I've done so many things that are enjoyable and that I feel that I contributed my piece to the world that is putting ¶76 DR. PANTOJA IN SUNLIGHT¶ together all the pieces into one whole, which is the development of a community.

If we made the world, we can remake it.

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---JANE FONDA EPILOGUE---

¶77 JANE FONDA IN STUDIO¶

THAT'S WHAT IT'S ALL ABOUT - TAKING RESPONSIBILITY FOR OURSELVES AND THE WORLD WE LIVE IN.

IF YOU WANT TO HELP MAKE A DIFFERENCE, GRAB A PEN BECAUSE WE'LL TELL YOU HOW IN JUST A FEW MINUTES.

PEOPLE LIKE DR. PANTOJA AND THE REYES FAMILY SHOW HOW POWERFUL THE CONTRIBUTIONS OF INDIVIDUALS CAN BE.

BUT THEIR EFFORTS ARE STILL BEING OVERWHELMED BY A TIDE OF ENVIRONMENTAL NEGLIGENCE AND ABUSE.

ARE WE MAKING ANY PROGRESS?

WORLD LEADERS ARE LOOKING FOR AN ANSWER.

¶78 U-N EARTH SUMMIT¶

IN 1992, THEY ATTENDED THE EARTH SUMMIT IN RIO DE JANEIRO... AND NEGOTIATED AGENDA 21... A BLUEPRINT TO SAVE THE PLANET FOR THE 21ST CENTURY.

¶79 U-N FLAGS, OFFICIALS¶

ON THE FIFTH ANNIVERSARY OF THAT CONFERENCE... THEY AGAIN CONVENED... AND REVIEW WHAT ACTIONS HAVE BEEN TAKEN TO MAKE AGENDA 21 A REALITY.

¶80 JANE FONDA IN STUDIO¶

WHAT EXACTLY ARE WE DOING TO CLEAN UP OUR ATMOSPHERE AND RIVERS, TO PROTECT OUR OCEANS AND FORESTS, AND TO STABILIZE POPULATION?

THE 179 COUNTRIES THAT NEGOTIATED AGENDA 21 AGREE THAT NO NATION CAN SOLVE THESE ISSUES ALONE.

THEY CALL FOR ALL COUNTRIES TO WORK TOGETHER IN GLOBAL PARTNERSHIP, TO BRING ABOUT SUBSTANTIAL AND PERMANENT CHANGE.

AGENDA 21 POINTS TO PROJECTS LIKE PRODUCING AS CRITICAL PIECES OF THE PUZZLE.

IF YOU WOULD LIKE MORE INFORMATION ABOUT PRODUCING....

WRITE TO US AT:

PEOPLE COUNT
TURNER ENVIRONMENTAL DIVISION
ONE CNN CENTER
ATLANTA, GEORGIA, U-S-A 3-0-3-4-8

OR YOU CAN E-MAIL US AT:
PEOPLE.COUNT@TURNER.COM

HYDROPONICS IS JUST ONE POSSIBILITY IN THE SEARCH FOR SUSTAINABLE FOOD PRODUCTION.

ANOTHER IS AQUACULTURE... FISH-FARMING.

¶81 FISH FARMS¶

OVER HALF OF ALL FRESHWATER FISH IS FARMED.

BESIDES PROVIDING A LIVELIHOOD FOR SMALL FARMERS... EXPERTS BELIEVE AQUACULTURE MAY BE THE ONLY WAY MANY POOR COMMUNITIES CAN MAINTAIN A HEALTHY DIET, BECAUSE THEY DEPEND ON FISH FOR PROTEIN.

THESE TECHNIQUES ARE A STEP IN THE RIGHT DIRECTION.

BUT WE STILL HAVE MANY MORE STEPS TO TAKE TO BOOST THE WORLD'S FOOD SUPPLY.

¶82 STILL¶

RIGHT NOW, ASIA IS HARDEST HIT...MORE PEOPLE ARE HUNGRY THERE THAN ANYWHERE ELSE.

BUT U-N STUDIES PROJECT BY THE YEAR 2010, ONE-HALF OF ALL THE UNDERNOURISHED IN THE WORLD WILL LIVE IN AFRICA.

¶83 JANE FONDA IN STUDIO¶

DELEGATES AT THE U-N FOOD SUMMIT SAY THE ANSWER IS MULTI-FACETED.

MORE RESEARCH IS NEEDED ON WAYS TO INCREASE CROP YIELDS, AND ON TREATMENTS FOR PLANT AND ANIMAL DISEASES.

FOOD DISTRIBUTION POLICIES MUST BE IMPROVED, AND ENVIRONMENTALLY-FRIENDLY FARMING SHOULD BE ENCOURAGED.

IF YOU WOULD LIKE MORE INFORMATION ON WAYS TO FOSTER SUSTAINABLE DEVELOPMENT... WRITE TO:

¶84 GRAPHIC¶

F-A-O
THE SUSTAINABLE DEVELOPMENT DEPARTMENT

VIALE DELLE TERME DI CARACALLA
0-0-1-0-0
ROME, ITALY

OR E-MAIL THEM AT:
FOOD-SUMMIT@FAO.ORG

⌘85 JANE FONDA IN STUDIO⌘

ALL OF OUR EFFORTS CAN MAKE A DIFFERENCE.

JUST LOOK AT DOCTOR PANTOJA AND THE REYES FAMILY... THEY'RE HELPING TO
REVITALIZE AN ENTIRE COMMUNITY.

I'M JANE FONDA.

THANK YOU FOR JOINING US ON OUR WORLDWIDE JOURNEY TO PROVE ONCE
AGAIN THAT THE ACTIONS OF ALL PEOPLE COUNT.

⌘86 CREDITS⌘