

## **THE GREATEST GIFT – FILM DETAILS**

### **REVISITING THE WORK OF DR. WESTON A. PRICE**

Dr. Weston A. Price's studies on indigenous peoples isolated from industrialized society have never been more relevant. He documented communities thriving on traditional foodways—people with radiant health, strong immunity, robust fertility and ease of childbirth. Yet, as industrialized foods infiltrated these cultures, their once-thriving populations began suffering from the same chronic illnesses plaguing the modern world, including infertility, difficult pregnancies and developmental disorders in children. This film retraces Dr. Price's footsteps in Africa and Switzerland, two regions where he studied the effects of traditional versus modern diets.

### **BRINGING THE STORY TO LIFE: THREE INTERWOVEN JOURNEYS**

This film does not follow a linear structure. Instead, it weaves together archival and modern footage, expert insights, testimonials and real-life stories that illustrate how the principles of the WAPF manifest in everyday life. These families' and individuals' journeys highlight the power of traditional foods, offering a compelling exploration of what it truly means to nourish ourselves, our children and future generations. Although we have not identified the actual people, we use fictitious names here to explain our plan.

### **THE YOUNG FAMILY: RAISING RADIANT, RESILIENT CHILDREN**

Nestled in rural America, the Young family represents a quiet revolution—one rooted in regenerative farming, wise traditions and a deep commitment to their children's well-being. Each day begins at dawn, milking cows, collecting eggs and preparing nutrient-dense meals: slow-cooked stews with pasture-raised meats, vegetables glistening with butter and home-fermented sauerkraut.

But the Youngs are more than farmers—they are guardians of a legacy. Even before their children were conceived, they prioritized fertility-supporting nutrition: grass-fed liver, raw dairy and bone broths. Their babies were welcomed with breast milk, then introduced to nutrient-dense first foods—soft-boiled egg yolks, homemade liver pâté and raw milk formula crafted from their own cows when needed.

The results are undeniable. These children stand in stark contrast to the growing health crisis among today's youth.

## **THE CITY DWELLER: REDISCOVERING NOURISHMENT AND HEALTH IN AN URBAN JUNGLE**

In a bustling Brooklyn neighborhood, a young woman embraces traditional nutrition in a modern setting. After years of chronic fatigue and digestive distress, she stumbles upon the WAPF and begins a profound transformation.

Each weekend, she navigates farmers' markets, searching for raw, whole-milk cultured dairy products, pasture-raised meats and fresh fruits. In her small apartment kitchen, she prepares slow-cooked stews, lathers her vegetables with butter and learns to incorporate organ meats into her diet. Despite the fast pace of city life, she finds ways to embrace change. Her journey is not without challenges, but she is devoted to the eleven dietary principles. Finding quality ingredients in an urban setting requires thoughtful planning.

## **THE HOPEFUL PARENTS: OVERCOMING INFERTILITY THROUGH TRADITIONAL NUTRITION**

Meet Clara and James—a couple whose journey to parenthood began with heartbreak. For years, they endured the crushing cycle of negative pregnancy tests and sterile doctor's offices. Diagnosed with "unexplained infertility," they became part of a growing crisis—1 in 6 couples now struggle to conceive. Processed foods, environmental toxins and nutrient deficiencies were silently working against them, yet conventional medicine offered little more than invasive procedures and expensive treatments. Then, they discovered the Weston A. Price Foundation.

## **THE POWER OF TESTIMONIALS**

To further reinforce our storytelling, we will feature powerful testimonials from families who have witnessed dramatic health improvements through a nutrient-dense diet.

## THE EXPERTS: GUARDIANS OF TRADITIONAL KNOWLEDGE

Throughout the film, we hear from carefully selected leaders in nutrition and holistic health—individuals whose work has reshaped our understanding of true well-being. Two of our many experts are:

### SALLY FALLON MORELL: LEADING THE RETURN TO TRADITIONAL WISDOM

Sally Fallon Morell—a force in the world of nutrition—stands at the forefront of a movement that is reshaping how we think about food, particularly in the realm of baby and child nutrition. As the founder and president of the WAPF and author of the groundbreaking *Nourishing Traditions*, Morell has dedicated her life to reviving the traditional wisdom that once sustained thriving generations.

### DR. TOM COWAN: THE REBEL THINKER IN MODERN MEDICINE

In the quiet of his book-lined study, founding board member of the WAPF, Dr. Tom Cowan, has spent many years challenging everything we've been told about health, disease and the human body. As one of the film's key experts, his role is to disrupt mainstream thinking, not by providing all the answers, but by inspiring viewers to question the very foundations of modern medicine. His approach encourages audiences to think deeply, critically and, most importantly, to do their own research as he points them in the right direction.