

# TOXIFICATION

## WHAT IS THE PRICE PAID BY THE FARMERS OF PUNJAB FOR THE RICE ON OUR PLATE?

This feature documentary tells the story of cash crop farming, physical and mental illness in the breadwinners of India.

*“The land is being killed”*

The north Indian state of Punjab was always known for its abundant water supply, lush fields and fertile soil, and was said to have produced enough food to feed the entire country during the Green Revolution. However, the overuse of chemicals introduced to enhance production has poisoned the health and livelihoods of Punjabi farmers. Drug abuse is at an all-time high and mental health an epidemic, with over 16,000 farmer suicides in a 15 year period.

*“Punjab is the biggest market for pesticide in Asia”*

The film can be seen as a global case study of how cash crop farming has impacted the lifestyles and health of farmers. Similar issues are affecting other communities worldwide including the UK, Middle East and Africa.

*“Toxification is a hard hitting documentary about the devastation caused by use of chemical fertilisers and pesticides...it is a must watch.”*

*Alina Mirza, Associate Festival Director UK Asian Film Festival*

*“Powerful, hard hitting, emotional. Punjabi harvests are celebrated the world over but the ugly truths of globalisation and mass production rear their heads in this documentary - their toxins infecting our earth, health, and the heart and soul of society.”*

*Harkirat K Assi, Creative Director, Punjab Arts and Broadcaster*

For press enquiries or private viewings please email [hello@toxification.com](mailto:hello@toxification.com)

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