YOUR WINTER SUPPLY HAS ONE SOURCE OF WATER. IT'S AT 27%.

THE FILM

The Green Desert is a public television documentary about the collapse of the Colorado River system and the American food supply that depends on it — available as a turnkey screening event for conferences, customer gatherings, and internal programs.

Ninety percent of the winter vegetables consumed in the United States are grown in three desert valleys on water delivered from the Colorado River. The film tells that story from the growers who farm it to the officials who allocate it. Directed by Leo Zahn. Broadcast nationally on public television via **NETA**. Video Librarian called it **"informative and thought-provoking."**

On camera: Pat Mulroy (Southern Nevada Water Authority) · Terry Fulp (Bureau of Reclamation) JB Hamby (Colorado River Commissioner for California) plus Imperial and Coachella Valley growers.

WHY THIS ROOM, WHY THIS YEAR

Lake Mead is **27% full**. Lake Powell is at **23%** — their lowest combined levels ever recorded.

- Federal operating rules adopted this summer permit reductions of **up to 40%** of the combined California, Arizona, and Nevada allotments.

- Roughly **three-quarters** of the water drawn from the river goes to agriculture.

Your sourcing map and the Colorado River are the same map.
Your teams see it as a line on a dashboard. This is what it looks like on the ground.

FORMATS

Available in **25-minute**, **56-minute**, and **85-minute** versions, plus short modules for internal use.

PACKAGES

SCREENING LICENSE — from $1,500
One event, up to 250 attendees. All versions, promotional kit, moderator guide

HOSTED SCREENING — $7,500
Everything above, plus the director attends to present and join your panel.
One year internal streaming. Post-event summary. Travel at cost.

ANNUAL PARTNERSHIP — from $25,000
Three events, underwriting credit on the annual update,
4K footage library licensed for your marketing, custom internal cut.

CONTACT

Leo Zahn · Mirage Films · (818) 398-1704 · leo@miragefilms.tv · greendesertfilm.com
Screener available on request.

WHAT YOUR AUDIENCE LEAVES WITH

How Colorado River water is physically delivered and legally allocated — the 1922 Compact, priority rights, the All-American Canal, Hoover and Glen Canyon

- What the shortage means for the American food supply, told through the growers living it rather than through statistics
- Context for the federal operating framework now being implemented across the Basin
- A shared reference point that makes the rest of your program land

SAMPLE RUN OF SHOW

0:00 Welcome and introduction — 4 min

0:04 Screening — 25-minute version

0:29 Moderated panel with the director — 15 min

0:44 Audience Q&A — 10 min

0:54 Close — reception follows

Adaptable to the 56-minute version for evening events, or to a screening-only format for conference tracks.

WHAT'S INCLUDED

Every license comes with a complete kit, so your team runs the event without building materials from scratch.

Promotion — email invitation template · key art in all formats · 3-minute sizzle reel · short and long description copy · social posts · printable poster · digital signage slides

Day of — event program template · run of show · moderator guide with prepared questions · speaker introduction · technical rider and AV checklist

After — attendee survey · post-event summary with attendance, survey results, and photographs for your reporting

ON CAMERA

Pat Mulroy — General Manager, Southern Nevada Water Authority and Las Vegas Valley Water District, 1989–2014. A principal architect of the SNWA.

Terry Fulp — Regional Director, Bureau of Reclamation, Lower Colorado. Thirty-one years at Reclamation, including drought contingency planning and binational agreements with Mexico.

JB Hamby — Colorado River Commissioner for California and Chairman of the Colorado River Board of California. Vice President, Imperial Irrigation District.

Patrick O'Toole — President, Family Farm Alliance, 2005–2024. Former member of the Wyoming House of Representatives. Cattle and sheep rancher on land his family has held since 1881.

Jack Vessey — Fourth-generation operator, Vessey & Company. More than 10,000 acres in the Imperial Valley.

Trevor Tagg — West-Gro Farms. A 3,000-acre forage operation in the Imperial Valley.

Anthony Bianco — Anthony Vineyards, Coachella Valley. Elected board member, Coachella Valley Water District.

George Tudor — Tudor Ranch. Third-generation table grapes, lemons, and dates in Mecca.

Also featuring Brad Lee, Belk Farms · Andrew Leimgruber Farms

REVIEWS

"The Green Desert keeps audiences thoroughly engaged and covers a lot of ground. Its intense presentation of environmental degradation makes for an informative and thought-provoking documentary." — **Video Librarian**

"It's an important film for the country to see." — **Bruce Fessier**

ABOUT THE DIRECTOR

Leo Zahn directed more than 600 national commercials across a thirty-year career, earning the International Cinema Advertising CLIO and the Creativity Award from British Art Direction Magazine. A member of the Directors Guild of America since 1988 and a graduate of the USC film school, he served on the Motion Picture Academy's Science and Technology Council in 2014. The Green Desert is his fourth feature documentary which he directed and photographed, including all of the drone aerials.

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