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## PBS Premiere: Documentary Captures Uncertainty of Family Farming From Drought To Daughter's Fourth Generation Plans For Future

**SAN FRANCISCO, CA., April 7, 2016** – How many harvests does David “Mas” Masumoto have left in him? *Changing Season: On The Masumoto Family Farm*, an award winning documentary from the Center for Asian American Media, explores family farming with a twist. The film premieres on PBS stations across the country in May during Asian Pacific American Heritage Month.

Mas is turning 60 and the physical rigors of an artisanal organic peach operation have taken a toll. Farming in California’s Central Valley has provided Mas with a lifetime of experiences, inspiring seven best selling books about a love of the land. Having left as a young man to attend college and experience the world outside, Mas returned to the farm to discover himself and celebrate a sense of place. Consumer culture is catching up with the slow food values that prize his heirloom varieties, affording Masumoto peaches a level of public adulation and modest financial success.

In the midst of a prolonged drought, Mas wonders what the future holds for the family business his grandparents started. It’s possible that the fourth generation to farm the land will be daughter Nikiko, who has returned to become what she calls “an apprentice farmer.” Nikiko’s mother, Marcy, brings in a critical second income working in the city while brother Korio leaves for college. Being a multi-generational Japanese American farming family in California’s conservative Central Valley, the Masumotos stand in the shadow of forced wartime dispossession and relocation of Japanese Americans.

Nikiko has inherited her family’s passion for justice and just as her father, she chooses to express it in organic farming but Nikiko faces many challenges. As a person of mixed race, some of her white relatives do not accept her. As a queer woman, she fears for safety in the rural community south of Fresno where she grew up. Her choice to farm means forsaking income and professional accomplishment as a performance artist and writer for toil and hard labor in the fields.

After his 60th birthday, Mas makes light of his mortality, but he faces a serious health issue and Nikiko tears up at the thought that her father may no longer walk the orchards with her. They watch with concern the falling water table under their farm and whether they’ll have to change crops—including their beloved peaches—in the future.

STORIES TO LIGHT

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*Changing Season: On The Masumoto Family Farm* received the Best Director Documentary Award at the Los Angeles Asian Pacific Film Festival and Best Feature Documentary at the Sacramento Asian Pacific Film Festival. Jim Choi is director and Chihiro Wimbush is the editor of the documentary. Don Young is the producer for CAAM, and Stephen Gong and David Hosley are co-executive producers. The documentary will be broadcast on public television stations across the country in May during Asian Pacific American Heritage Month. Please check local PBS station listings for airdates.

Mas and Nikiko Masumoto have written a companion volume to the documentary, titled *Changing Season: A Father, A Daughter, A Family Farm*. It addresses the transition to becoming a farmer in a series of essays and what it means to pass something on to a new generation. It will be available in June from Heyday Books:  
<https://heydaybooks.com/book/changing-season/>.

For more information about the documentary, and to order a DVD, visit:  
[caamedia.org/changing-season-on-the-masumoto-family-farm](http://caamedia.org/changing-season-on-the-masumoto-family-farm).

A screener for the documentary, and interviews with the filmmakers and subjects, are available upon request.

About the Center for Asian American Media (CAAM): A nonprofit organization headquartered in San Francisco, CAAM is dedicated to presenting stories that convey the richness and diversity of Asian American experiences to the broadest audience possible. CAAM funds, produces, distributes and exhibits works in film, television and digital media

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## About The Filmmakers

**Jim Choi (Director)** emigrated to the Washington D.C. area as a child. Being a 1.5 generation Korean American, his youth was spent witnessing the sacrifices immigrants make in order to adapt to a new country. He is intimately aware of the disenfranchisement experienced by those who are under represented and is dedicated to creating media that cultivates agency for those that do not have access to the levers of power.

As an alumnus of the Rhode Island School of Design, he has always brought a fine artist's perspective to story telling. Produced through the historic Kearny Street Workshop, he is one of the founding curators of the first multidisciplinary Asian American arts exposition, APature. Created to provide a venue for emerging artists from the Asian American community, it spawned other media endeavors like *Hyphen* magazine and the arts venue *Locus Arts*.

Choi's previously directed *Don't Lose Your Soul*, an intimate profile of Anthony Brown and Mark Izu, the founders of the Asian American Jazz Festival. A selection of the Los Angeles Asian Pacific Film Festival, it aired on KQED in San Francisco and was offered nationally on public television. He served as the Director of Photography on the IFP Gotham Audience Award winning *Jake Shimabukuro: Life On Four Strings*. His work on *Lost and Found: Legacy of USS Lagarto* garnered an Emmy nomination in the cinematography category.

**Chihiro Wimbush (Editor)** is an Oakland-based documentary and narrative filmmaker. Wimbush is a 2012 Sundance Creative Producing Institute Fellow and a 2011 Bay Area Video Coalition Media Maker Fellow. He has worked on a wide range of media projects around the world including baseball in Cambodia, AIDS orphans in South Africa, homeless bakers in Appalachia, students with disabilities in Guanzhou, China, and the dalits (untouchables) in India.

Wimbush has spent the past half-decade filming and editing a documentary feature on homeless shopping cart recyclers in West Oakland, California. This project has been supported by the Sundance Institute, California Council of Humanities, San Francisco Foundation, Pacific Pioneer Fund, and is a project of the San Francisco Film Society.

He has also worked in narrative film; as writer/director he created two short films, *Cross Fader* and *Double Features*, both of which played at numerous festivals across North America. Chihiro served as a production manager or as a producer for three narrative feature films for the Center for Asian American Media, working with directors Wayne Wang, Richard Wong, and HP Mendoza.

Before focusing on filmmaking, Chihiro was a musician as well as radio host and producer. He co-founded *APA Compass*, an Asian-American public affairs program and hosted the world music program, "Your Blue Room" for eight years, sharing music and interviews from an international array of musicians.

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