

2014 Florida Film Festival

April 4-13, 2014

John Rife

Owner/Founder of East End Market

John is native of Winter Park and a passionate supporter of the small businesses and food entrepreneurs that are making the area a vibrant and tasty place to live. He is the owner of East End Market, a neighborhood market and food hub in the Audubon Park Garden District of Orlando, Florida. The two-story structure is home to a dozen merchants, a large event space, a demonstration kitchen, an incubator kitchen, offices, retail shops, a full-time, award-winning caterer, and a world-class restaurant.

My Pick



After Winter, Spring

As an urban farmer and someone always seeking to reconnect with traditional ways of doing things, the trailer for *After Winter, Spring* captured my attention. With many innovations happening in agriculture it is always a balancing act between more efficient methods of farming and doing right by the planet. *After Winter, Spring* drops the viewer right into the middle of this age old debate. With beautiful imagery and poignant narration, the film makes it clear that the caring for field and fowl are really issues of the heart and staying connected to the land is vital to our understanding of what it means to be human.