

COCO FARM

COCO FERME

Original version: French/ English subtitles



Director: *Sébastien Gagné*

Release date (Quebec): *February 24, 2023*

Genre: *Comedy*

Country of origin: *Canada (Québec)*

Run Time : *89 minutes*

AGE APPROPRIATENESS



📅 2023

🎬 Comédie

CLASSEMENT DU FILM

FICHE TECHNIQUE

DISTRIBUTEURS

VERSIONS DU FILM



Motifs de classement

Inspiré du classique *Tirelire, combines et cie* (1992), qui mettait en scène deux préadolescents qui s'initiaient aux affaires, *Coco ferme* relance la série des *Contes pour tous*. Les enjeux contemporains liés à l'autonomie alimentaire, à l'agriculture biologique et locale et aux aléas des règles bureaucratiques servent ici de toile de fond à un récit célébrant la débrouillardise, la persévérance, l'amitié et la solidarité. Avec ses clins d'œil à l'univers créé par Rock Demers et au génie industriel québécois – illustré par le dialogue entre Max et son idole, Joseph-Armand Bombardier –, l'œuvre, qui ménage des pointes d'humour truculent, est conçue pour divertir à la fois petits et grands.



Date de classement

20 février 2023

SYNOPSIS

After his father faces financial struggles, twelve-year-old Max is forced to shut down the pawn shop he operates from his garage and move to a small country town. When Max discovers the world of small-scale farming, the young entrepreneur rallies the help of his cousin Charles, along with local youtuber Alice, to start an egg farming business in Charles's old decaying barn. The animal-friendly *Coco Farm* quickly becomes a major hit, but the three partners soon find themselves facing the harsh realities of an industry controlled by mega-d agribusinesses.

REVIEWS

While the film was beautiful and touching, even more beautiful was the crowd applauding and laughing heartily. "I liked it, I found it very moving. I think it's the first [live-action] Quebec children's film I've seen," said Benjamin Loyer after the screening.

*Translation of an excerpt of a review in **Le Devoir***

Like the other "Tales for All", "Coco Ferme" delivers several inspiring messages that warm the heart in these rather gloomy times. The value of friendship, pride in a job well done – Benoît Brière's line will send shivers down the spine of even the most jaded viewer – and faith in one's abilities, in life, are all themes that are skilfully explored, without ever falling into the trap of silliness or parish preaching. Current topics such as local production, respect for animals or the peasant revolution at a time when large retail chains are omnipresent allow the public of all ages to feel not only concerned, but also part of the issues presented.

*Translation of an excerpt of a review in **Le Journal de Montréal***

Coco Ferme is a modern entertainment in which twists and turns follow one another. Current topics such as animal welfare, local food and the return to the land are at the heart of the story. Anyone who has ever thought about leaving the city for the countryside will feel the call again to see the magnificent landscapes of the Eastern Townships in which the heroes evolve.

*Translation of an excerpt of a review in **La Presse***

DETAILS

LANGUAGE

In the context of pre-teen entrepreneurship, business vocabulary is commonplace. The characters talk about companies, profit margins, capital management, shareholders, the Federation, etc. They are not unaware of the difficulties that farmers are experiencing with unemployment and the mega markets that are crushing them.

Max, being good at mathematics, helps his cousin Charles with his homework in this subject so that he can help him with the business revenues.

The impact of social media and branding is highlighted to advance the Coco Ferme brand. Construction sites call for words about tools and equipment, screwing bolts for example. Tite-Bière's truck is called Ginette, which makes for some very funny moments.

On the practical side, Charles, Max's cousin, takes care of the chickens. 300 chickens is a lot of shit. He recalls the enormous amount of work they put in, but doesn't complain: "I like it; the hens are affectionate and sweet. He deplores the farming conditions of some farmers who shoot their chickens with hormones, for example.

It is thanks to his knowledge and sensitivity that Charles manages to convince the regulars of the "pub" to invest in the company.

Max and his father Eric exchange more emotional words. Max asks his father not to discourage him. He is distraught by his father's \$20,000 debts; it is his life that is ruined not his father's. Eric panics when he learns that his son has "borrowed" money, not understanding that Max has asked for an investment from shareholders.

In conclusion, the different facets of business initiation are interesting for both young entrepreneurs and the public.

The language of the film is suitable for all, focusing on the vocabulary of business in an agricultural environment.

VIOLENCE

There is no physical violence in the film. The movement of undisciplined chickens creates moments where Charles, for example, is seen trying to catch them as they flap their wings, cackle and fly around.

The arrival of the Federation's agent, the uncertainty of success attracting customers, Boivin's discouragement [one must join the masses] are sources of psychological tension while stimulating inventiveness.

NUDITY

Tite-Bière is drunk from drinking beer. Charles and Max take him home and by accident, when Tite-Bière bends over, he uncovers his backside. BRIEF IMAGE OF TITE-BIÈRE'S BARE BEHIND.

SEXUAL ACTIVITY

From their first meeting, Max and Alice like each other from they look at each other. At the end of the film, they get closer and are about to kiss when Charles interrupts them.

PSYCHOLOGICAL IMPACT / MESSAGES

Coco Ferme treats the young entrepreneurs with **respect** while highlighting mutual aid, friendship, and self-belief. "Current issues such as animal welfare, local food and the return to the land are at the heart of the story" (*La Presse*)

The film does not hide the **realities of peasant life**: "Bingo" and the pub represent two aspects of life. The first focuses on the few seniors in the village and the other brings together the unemployed, farmers, a wide range of villagers.

The **visual beauty** of *Coco Ferme* pays homage to Quebec and its Eastern Townships landscapes.

Warning: in the normal context of a pub people drink.

Tite-Bière is described as an **alcoholic**. The consequence of drinking too much beer is that he falls asleep, snores, doesn't move, and remains inactive.

The positive side is that thanks to Max and the opportunity he gives him, Tite-Bière becomes very useful and no longer drinks.

In the end, Charles confesses that there is **rum** in his glass of coke even though he is a minor and is not allowed to drink alcohol.

The film distills wisdom and an introduction to business

-Max's dad explains to him the principle of writing a novel

The protagonist refuses the call of adventure. The new adventure will be the cause of its metamorphosis. That's what the story is all about: the metamorphosis of the protagonist.

-Max's imaginary friend, Joseph-Armand Bombardier, guides the 12-year-old

Opportunity can lurk everywhere

Necessity is the mother of invention

Money is nice, but it's not the only reason to build a business.

-Mado, the kind waitress, succeeds in business because she sells comfort

-Alice introduces young entrepreneurs to the power of social media:

She talks about "branding"

-Max stops Titus Beer from drinking again

Thanks to Max's attention to Titus Beer and the opportunity he gives him to make himself useful,

PHOTOS DU FILM



The "Coco Ferme" team : Charles, Max, Tite-Bière, Alice and Lou



Coco Ferme Enterprise stars the hens & chickens, finds success with Alice's branding and the little farmhouses

