

THE MEATRIX® 10 Year Anniversary

(Sound of a dial-up modem over black.)

Title card — “2003”

VOICEOVER:

In 2003 the Internet was rocked by a parody so powerful, it sparked a food revolution.

Title card — “The Meatrix”

VOICEOVER:

More than a decade later, its message is more urgent than ever.

TITLE CARD — “THE MEATRIX: RELAUNCHED”

FARMER:

Here you go Leo.

MOOPHEUS:

Psst... Leo.

LEO:

Who are you? And how did you know my name?

MOOPHEUS:

I am Moopheus, and I know a lot about you. Have you heard of the Meatrix?

LEO:

The Meatrix?

MOOPHEUS:

Do you want to know what it is?

LEO:

OK.

MOOPHEUS:

The Meatrix is all around you Leo. It is the story we tell ourselves about where our meat and animal products come from. This family farm is a fantasy, Leo. Take the blue pill, and stay here in the fantasy. Take the red pill, and I'll show you the truth.

LEO:

(gulp)

MOOPHEUS:

Welcome to the real world.

LEO:

Wow! What is this horrible place?

MOOPHEUS:

This is a factory farm, Leo. Places like this are where most eggs, milk, and meat come from.

LEO:

How did this happen?

MOOPHEUS:

I'll show you. In the mid-twentieth century greedy agriculture corporations began modifying sustainable family farming to maximize their profits at great cost to both humans and animals. Factory farming was born. Animals are packed as closely together as possible. Most never see sunlight, touch ground or get fresh air. Many can't even turn around.

Text bullet – "Animal Cruelty"

MOOPHEUS:

These cruel conditions cause fights and disease amongst the animals. To fix this, the corporate machine began systematic mutilations. Practices such as de-beaking chickens, and they started adding a constant dosage of antibiotics to their feed just to keep these poor wretches alive. This overuse of antibiotics breeds super strains of resistant, disease-causing germs. Every day we get closer to an epidemic that cannot be stopped.

Text bullet – "Antibiotic Resistance"

LEO:

Ewww. What's that smell?

MOOPHEUS:

12 million pounds of excrement. This pollutes the air and groundwater. That's why communities near factory farms often suffer from high levels of related sicknesses.

Text bullet – "Massive Pollution"

LEO:

Well it smells like...

MOOPHEUS:

Ssssh. And what's more, factory farming corporations have been destroying communities and mistreating their workers for decades. Since 1950, over two million small hog farms have disappeared. If they continue at this rate, there will be no real independent family farms left.

Text bullet – "Destroyed Communities"

MOOPHEUS:

That is the Meatrix, Leo. The lie we tell ourselves about where our food comes from. But it's not too late, there is a resistance.

LEO:

Count me in. Eeyeahh! So how do we stop 'em Moopheus?

MOOPHEUS:

We are going to spread the word, but it's you, the consumer, who has the real power. Don't support the factory farming machine.

(Cut to the inside of a barn where a small theater has been set up. Leo, Moopheus and Chickity sit on a couch. We can see they've just watched the old Meatrix.)

LEO:

A lot has changed in 10 years, huh?

(Leo reading a People magazine with a picture of Keanu Reeves current day.)

MOOPHEUS: (Exasperated)

Yes! It has. Millions of people have woken up...

(Someone looking at the idealized package of hot dogs. Meatrix code overlays it. It changes into a horrible, factory farm label.)

HUMAN:

Ewww!

MOOPHEUS:

...and demanded change on their plates.

(We see people at farmers' market taking pictures with their smartphones and smiling. Someone is taking a picture with an arm around a farmer. Cut to an social media post with that photo and the text "This is where my food comes from! #WindyRidgeFarms")

MOOPHEUS:

Sustainable farms and new food choices are popping up all across the country.

LEO:

Oh, problem solved!

(He turns back to his magazine.)

(Moopheus grabs the magazine out of his hand.)

MOOPHEUS:

Not so fast.

LEO:

Awww.

MOOPHEUS:

The machine plods on. Even as the resistance has grown, so too have the factory farms.

(Image of world map. We see new squid-monsters popping up around the country and also the world – China, Eastern Europe, Brazil.)

MOOPHEUS:

And they're fighting back hard to uphold the illusion. They're pushing laws that would silence our right to expose them.

(One of the squids reaches its tentacles around the Capitol. Top comes off. Green code shockwave shoots out from the Capitol. Cut back to the theater. The wave comes through and seals their mouths. Leo struggles and shakes it off.)

LEO:

That does it! Let's tell everybody what they can do!

(Transition to Moopheus, Leo and Chickity standing in a grocery store. They address the camera.)

CHICKITY:

Don't support the factory farming machine; there's a world of alternatives.

LEO:

You can use the Eat Well Guide to find sustainable foods near you.

(Leo holds up a smartphone with EatWellGuide.org on it.)

CHICKITY:

And tell everyone you know! We now have the tools we need to expose the lie once and for all, (Chicken squawk).

(Chickity pulls out a giant set of mobile devices.)

MOOPHEUS:

Together, we can change our food future.

LEO:

The resistance needs you!

(Moopheus holds out the red pill.)

Ending title – "Join the Revolution. Take action and get the facts at SustainableTable.org / Find better food at EatWellGuide.org"