

THE MEATRIX
English Script
Reformatted May 2007

*The loading screen says "What is the Meatrix?"
We see a typical family farm, a few pigs chickens and cows. A farmer comes by and pours some food in the pig trough.*

FARMER
Here you go, Leo.

Leo the pig grunts happily. And begins to eat.

MOOPHEUS
Psst, Leo!

Leo looks up to see a shadowy cow in sunglasses and a trench coat standing next to the barn.

LEO
Who are you? How did you know my name?

MOOPHEUS
I'm 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 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 takes the red pill. They go through a crazy transition. And land in a huge bleak factory farm pig barn, pigs in gestation crates as far as the eye can see. Leo finds himself standing in one.

MOOPHEUS
Welcome to the real world.

LEO
Whoah! 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.

(MOOPHEUS brings LEO to a family farm, they stand as silhouettes in the foreground)

In the mid 20th 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.

Scary machine/robots come over the horizon, the sky becomes dark. Red computer screen point of view, crosshairs appear and take aim, we watch as the family farm becomes a factory farm. Bulleted talking points appear at the bottom of the screen, the first one is "animal cruelty".

Animals are packed as closely together as possible. Most never see sunlight, touch ground or get fresh air. Many can't even turn around.

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

("antibiotic resistant germs" appears at the bottom of the screen.)

LEO

Eeeuw! What's that smell?

MOOPHEUS *(muffled)*

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

("massive pollution" appears at the bottom of the screen.)

LEO

Well, it smells like shhhhh...

MOOPHEUS

And what is more, Factory Farming corporations have been destroying communities and mistreating their workers for decades. Since 1950, over 2 million small hog farms have disappeared. If they continue at this rate there'll be no real independent family farms left.

(We see a landscape with the robots crushing red farmhouses by "pooping" grey factories on them; the sky gets darker and darker.) ("destroyed communities" appears at the bottom of the screen.)

That is the Meatrix, Leo. The Lie we tell ourselves about where our food comes from.

MOOPHEUS

But it's not too late, there is a resistance.

(Moopheus is joined by another pig and a chicken. All wearing black overcoats and sunglasses.)

LEO

Count me in!

(Enraged Leo jumps up out of the crate and freezes in "bullet time" ala The Matrix.)

How do we stop them Moopheus?

MOOPHEUS (Addressing the user in the foreground)

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! There is a world of alternatives!

(He holds out his hoof with a large red pill in it.)

Click here and I'll show you what you can do to escape the Meatrix.