

blackrabbit images presents

# THE END OF MEAT

A film by Marc Pierschel

95 min. | Germany | 2017

Blackrabbit Images  
Steinfurter Str. 120  
48149 Muenster  
Germany  
office@blackrabbitimages.org  
+491630819789  
theendofmeat.com

## SYNOPSIS

### Logline

The End of Meat is a groundbreaking documentary film envisioning a future where meat consumption belongs to the past.

### Short Synopsis - 85 words

In The End of Meat, filmmaker Marc Pierschel embarks on a journey to discover what effect a post-meat world would have on the environment, the animals and ourselves. He meets Esther the Wonder Pig, who became an internet phenomenon; talks to pioneers leading the vegan movement in Germany; visits the first fully vegetarian city in India; witnesses rescued farm animals enjoying their newfound freedom; observes the future food innovators making meat and cheese without the animals, even harvesting "bacon" from the ocean, and much more.

### Long synopsis - 248 words

Although evidence of meat consumption's negative impact on the planet and on human health continue stacking up as animal welfare is on the decline, humanity's love affair with hamburgers, steaks, nuggets and chops just doesn't end.

In Germany, home of bratwurst and schnitzel, meat is an integral part of the diet. That is, until a few years ago, when perceptions somewhat evolved. Health concerns and meat scandals led to a public debate about the ethical implications of meat consumption and the rise of plant-based diets. Meat producers launched their own vegan products; 100% vegan supermarkets opened; and almost every food manufacturer was adding and labeling vegan options. Is this the beginning of the end of meat? Are we approaching a turning point in the human-animal relationship?

In The End of Meat, filmmaker Marc Pierschel embarks on a journey to discover what effect a post-meat world would have on the environment, the animals and ourselves. He meets Esther the Wonder Pig, who became an internet phenomenon; talks to pioneers leading the vegan movement in Germany; visits the first fully vegetarian city in India; witnesses rescued farm animals enjoying their newfound freedom; observes the future food innovators making meat and cheese without the animals, even harvesting "bacon" from the ocean, and much more.

The End of Meat reveals the hidden impact of meat consumption; explores the opportunities and benefits of a shift to a more compassionate diet; and raises critical questions about the future role of animals in our society.

# FESTIVALS & PRESS

## FESTIVALS

- Raindance Film Festival 2018, UK
- Santa Barbara International Film Festival 2018, US
- Another Way Film Festival 2018, Spain
- Bergen International Film Festival 2018, Norway
- Barcelona International Environmental Film Festival 2018, Spain
- Thessaloniki Documentary Festival 2018, Greece
- One World International Human Rights Documentary Film Festival 2018, Czech Republic
- San Francisco Jewish Film Festival 2018, US
- Cape's Animal Film Festival 2018, US
- Cosmic Cine Filmfestival 2018, Germany
- Fünf Seen Film Festival 2017, Germany
- Crossroads Festival für Dokumentarfilm und Diskurs 2017, Austria

## PRESS

*An evocative documentary about the consequences of meat consumption.*

ttt – titel, thesen, temperamente

*Without being 'preachy', The End of Meat shows in an impressive and entertaining way how unwise and cruel our meat consumption is.*

– 3sat

*In a wonderfully personal way, the film shows that animals are more than just commodities and how we can save our planet through meat alternatives.*

– Münchner Abendzeitung

*In addition to philosophical ideas, THE END OF MEAT presents its most convincing visual arguments without compromising: friendly interactions between the species and happy, charming animal individuals.*

- Indiekino Berlin

## FILMMAKER

Marc Pierschel was born in 1978 in Hildesheim, Germany. After studying sociology and cultural studies, he filmed **Edge – Perspectives on Drug Free Culture**, a documentary about the American youth subculture of straight edge.

In 2013, **Live and Let Live** followed – a documentary about the human-animal relationship and the history of the vegan movement. The film deals with the current debate on the morality of livestock farming and its impact on the environment and human health, and illuminates the essential perspectives in an impressive and emotionally subtle way. Half financed by crowdfunding, the film ran nationwide in cinemas as well as at film festivals in Germany, Italy and Austria. In 2014, the film was picked up by German distributor mindjazz pictures and in 2016 released worldwide on Netflix.



In the summer of 2015, Marc Pierschel accompanied the Berlin activist group Hard To Port on a two-week campaign against commercial whaling in Iceland. The resulting documentation, **184**, lends insight into the work of the activists, who are trying to document the brutal whale hunt off the coasts of Iceland.

In his new film **The End of Meat**, Pierschel continues the ideas and reflections from Live and Let Live and raises the question of a meatless world. Eighty percent financed through crowdfunding, the film was released in German cinemas by mindjazz pictures on September 14, 2017.

## FILMS

- Edge – Perspectives on Drug Free Culture (2009)
- Live and Let Live (2013)
- 184 (2016)
- The End of Meat (2017)

## CAST

### USA

Dr. David Nibert - Sociologist  
Timothy Pachirat - Political Scientist  
Dr. Michael Klaper - Physician  
Dr. Brian Machovina - Ecologist  
Prof. Bill Ripple - Ecologist  
Isha Datar - New Harvest  
Ryan Bethencourt - IndieBio  
Alex Lorestani - Geltor  
Ben Rupert - Real Vegan Cheese  
Jason Ball - Research Chef  
Prof. Chuck Toombs - Professor of Marketing  
Prof. Chris Langdon - Marine Biologist  
Steven Wise - Nonhuman Rights Project  
Mariann Sullivan - Professor of Animal Law  
Prof. Jennifer Wolch - Professor of Urban Planning  
Gene Baur - Farm Sanctuary  
Jenny Brown - Woodstock Farm Sanctuary

### CANADA

Steve, Derek & Esther - Activists & Wonderpig  
Will Kymlicka - Political Scientist  
Sue Donaldson - Author  
Camille Labchuk - Animal Justice Canada  
Jo-Anne McArthur - Photojournalist  
Anita Krajnc - Toronto Pig Save

### GERMANY

Hilal Sezgin - Author  
Marcel Sebastian - Sociologist  
Jan Bredack - Veganz  
Bernd Drosihn - Tofutown  
Sebastian Joy - ProVeg  
Hartmut Kiewert - Artist  
Birgit und Johannes - Erdlingshof

### UNITED KINGDOM

Laura Wellesley - Chatham House  
Dr. Marco Springmann - Oxford Martin School  
Mark Eaton - FRIEND Farmed Animal Rescue

### NETHERLANDS

Mark Post - Professor of Physiology  
Marta Zaraska - Journalistin

### INDIA

Arpan Sharma - FIAPO  
Amruta Ubale - Animal Equality India  
Shweta Sood - FIAPO  
Virag Sagar Maharaj - Jain Monk  
Pramoda Chitrabhanu - Jain Scholar

## FAQ

### **1. How did the idea for The End of Meat come about?**

During the interviews for my previous documentary Live and Let Live I always asked the question if and how our relationship with farmed animals will change in the years to come. I got really fascinating answers that I could not use in the film, so I thought about turning this vision into its own documentary. While previous documentaries on this subject mostly focused on the negative implications of animal consumption, I wanted to highlight the positive aspects of a post-meat world.

### **2. Compared to other documentaries on this subject you've avoided scenes of cruelty and abuse – was this a deliberate decision?**

I think that undercover footage from factory farms and slaughterhouses is important and necessary, but at the same time there are already documentaries or clips where you can witness the extent of animal suffering that goes on behind closed doors. I felt that the stories in the film are more powerful and speak for themselves, so this footage wasn't necessary.

### **3. What was your biggest challenge making this film?**

The biggest challenge was probably making this film work on a very minimal budget. Since we did not get any traditional funding to make the film, we crowdfunded around 80 % via Indiegogo which resulted in a total budget of 70.000 €. With a total number of 62 interviews in 7 countries we mostly worked with a team of just two or three people. It was challenging, but we made it work.

### **4. During your research for the film – was there anything that surprised you?**

For the future food segment I intensively researched the biotech innovations and companies working on creating animal products that won't come from animals. Before I had no idea that a product like cultured meat (or clean meat) could really have the potential to significantly reduce traditional meat consumption and its devastating effects on the environment, the animals and ourselves.

### **5. Where was the film released previously and when can we see the film?**

The film had its world premiere in Berlin on August 27, 2017, followed by the first The End of Meat conference. The theatrical release in Germany on September 14, 2017 and in Austria on January 19, 2018 were followed by the DVD and VOD release on March 23, 2018. On September 4, 2018 the film will be released as VOD via iTunes in the U.S. and Canada by Gravitas Ventures. The film will likewise premiere in New York City on August 28, in Los Angeles on August 30 and in Toronto on September 2. We are currently working on premiere screenings in other countries and a global VOD release through Vimeo.

# THE END OF MEAT

## LINKS

**Official Site:** [theendofmeat.com/en.html](http://theendofmeat.com/en.html)  
**Facebook:** [facebook.com/theendofmeat](https://facebook.com/theendofmeat)  
**Instagram:** [instagram.com/theendofmeat](https://instagram.com/theendofmeat)  
**Twitter:** [twitter.com/TheEndofMeat](https://twitter.com/TheEndofMeat)  
**Trailer:** [vimeo.com/230758670](https://vimeo.com/230758670)  
**Handle:** @theendofmeat  
**Hashtag:** #endofmeat

**Where to watch:** [theendofmeat.com/en/watch.html](http://theendofmeat.com/en/watch.html)

**Stills, poster and headshot:** [bit.ly/TEOM\\_stills](http://bit.ly/TEOM_stills)

**US premiere photos:** [bit.ly/2xsGdjE](http://bit.ly/2xsGdjE)