

blackrabbit images presents

THE END OF MEAT

A film by Marc Pierschel

95 min. | Germany | 2017

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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?

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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
- 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.
ttd – 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
Facebook: facebook.com/theendofmeat
Instagram: instagram.com/theendofmeat
Twitter: twitter.com/TheEndofMeat
Trailer: vimeo.com/230758670
Handle: @theendofmeat
Hashtag: #endofmeat

Where to watch: bit.ly/watchTEOM

Stills, poster and headshot: bit.ly/TEOM_stills

US premiere photos: bit.ly/2xsGdjE