

AT
PROD

present

LOVE MEAT ENDER



THE WORLD OF MEAT AS IT HAS NEVER BEEN SEEN BEFORE

LOVE MEATENDER

A Film by Manu Coeman

Scenario Serge Elleinstein
Yvan Beck

From a original idea from Yvan Beck

A coproduction AT-Production
R.T.B.F. (Télévision belge)

Executive producers Arnauld de Battice
Ives Swennen

Coproducer Wilbur Leguèbe (R.T.B.F.)

Associate producers Planète-Vie
Annick Lernoud (R.T.B.F.)

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Safety of the food chain and Environment

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www.dgcd.be



SYNOPSIS



How did meat become commonplace in our plates?

LoveMEATender questions the place of meat in our lives and the crazy surge that has made it a product “like any other”, subject to the rule of the lowest possible price. In 2050, there will be approximately 9 billion individuals on Earth and to supply us with meat will require 36 billion head of livestock. Is it reasonable to continue to think that every person can eat meat every day?

The exhaustion of natural resources, pollution, global warming; the earth is already paying the price for overproduction... The consequences for the human body are also manifold, from obesity to cancers, diabetes, heart disease and resistance to antibiotics. As for the animals, the main subjects, lowered to the rank of machines, they are no longer part of our world, even less so of our imagination.

This film is addressed to all audiences and raises life to the very heart of our plates thanks to a combination of filmed images, the destiny of a wonderful character, the Breton André Pochon, the use of animation, and music specially composed for the film by the singer Kris Dane.

OBJECTIVES OF THE FILM

- To place the consumption of meat in a historical and health perspective.
- To explain the differences between animal farming and “production”, between farm and industry.
- To address the broadest possible audience in such a way as to encourage them to become aware of the various impacts of animal production.
- To draw attention to the links between this industry and the modes of consumption that it has created and developed. (fast-food, bad quality, diseases...)
- To encourage our societies to fundamentally rethink the global meat industry and move towards a more respectful and integrated mode of farming.
- To initiate individual responsibility liable to guide consumption choices.

CAST AND CREW

Scénario	Serge Elleinstein and Yvan Beck From a original idea from Yvan Beck
A film by	Manu Coeman
Music	Kris Dane
Images	Sacha Wiernik David van Berg
Sound	Olivier Mortier
Editing	Gert Van Berckelaer
Head of production	Joseph Claes
Production's assistant	Louisa Labib
Production's secretary	Claire Sonck
A coproduction	AT-Production R.T.B.F. (Télévision belge)
Executive producers	Arnauld de Battice Ives Swennen
Coproducer	Wilbur Leguèbe (R.T.B.F.)
Associate producers	Planète-Vie Annick Lernoud (R.T.B.F.)

PARTICIPANTS LIST

By order of appearance, the following people are interviewed in the film

André POCHON	Retired Farmer
Lucienne STRIVAY	Anthropologist of the environment
<i>Sicco MANSHOLT</i>	<i>European Commissioner in 1968</i>
Yves BERGER	Interbev, France
Pierre RABHI	Agro-ecologist, philosopher and writer
Pierre WEILL	Agronomist and writer
Marcio ASTRINI	Greenpeace, Brazil
Moisés Jorge COSTA DA SILVA	Field-less Union, Brazil
Francisco DOS SANTOS	Field-less Union, Brazil
Dr Rajendra PACHAURI	Chairman of the IPCC Nobel price of Peace in 2007
Dr Olivier COUDRON	Scientific director of the SIIN (scientific Institute for a reasoned nutrition)
Dr Vandana SHIVA	Foundation for research for science, technology and ecology
Olivier DE SCHUTTER	Special reporter of UN for the right to the food
Moustapha DIOP	Head of Belleviande, Senegal
Dr Baba DIOUM	General coordinator of the CMAOC (conference of the Ministers for the agriculture of center and West Africa)
David WALTNER-TOEWS	Professor, Department of Population Medicine University of Guelph President of Borderless Veterinarian, Canada President, Network for Ecosystem Sustainability and Health
Sanjeev GUPTA	Chairman of Khushboo Feed Mills
Dr Jane GOODALL	President of Jane Goodall Institute UN Messenger of Peace

Florence BURGAT Philosopher
Head of Research at INRA
Jocelyne PORCHER Doctor of animal science
Jean-Pierre PASQUET Farmer
Marie-Françoise BRIZARD Farmer
Paul McCARTNEY Musician and ecologist

CONTACT

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