

The Meatrix

*The loading screen says "What is the Meatrix?" On a background of glowing matrix-like characters (dollar signs and animal icons)
We see a typical family farm, a few pigs chickens and cows. A farmer comes by and pours some food in the pig trough.*

"Qu'est-ce que la Meatrix?" (meat = viande!)

FARMER
Here you go, Leo.

Tiens, Léo.

Leo the pig grunts happily. And begins to eat.

MOOPHEUS
Psst, Leo!

Psst, Léo!

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?

Qui es-tu? Comment connais-tu mon nom?

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

Je m'appelle Meuhphéus , et je sais beaucoup de choses sur toi. As-tu entendu parler de la Meatrix?

LEO
The Meatrix?

La Meatrix?

MOOPHEUS
Do you want to know what it is?

Tu veux savoir ce que c'est?

LEO
OK.

D'accord.

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.

La Meatrix est tout autour de toi, Léo. C'est l'histoire que nous nous racontons à propos des endroits d'où proviennent la viande et les produits animaux. Cette ferme familiale est une illusion, Léo. Prends la pilule bleue si tu veux rester dans l'illusion, et prend la rouge si veux connaître la vérité.

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.

Bienvenue dans le monde réel.

LEO
Whoah! What is this horrible place?

Whoah! Quel est cet horrible endroit?

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

C'est une ferme industrielle, Léo. La plupart des œufs, du lait et de la viande viennent d'endroit comme celui-ci.

LEO
How did this happen?

Comment est-ce arrivé?

MOOPHEUS
I'll show you.

Je vais te montrer.

(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.

Au milieu du 20^e siècle, d'avidés grandes firmes agricoles commencèrent à modifier les exploitations familiales pour maximiser leurs profits au détriment des êtres humains et des animaux. Ce fut la naissance de l'élevage industriel.

Scary machine/robots come over the horizon, the sky becomes dark. Red computer screen POV, profit read-outs and 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".

"cruauté envers les animaux"

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

Les animaux sont parqués le plus étroitement possible. La plupart ne peuvent jamais voir la lumière, toucher la terre, respirer l'air frais. Beaucoup ne peuvent même pas se retourner.

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 can't be stopped.

Ces conditions cruelles provoquent bagarres et maladies parmi les animaux. Pour arranger ça, les corporations commencèrent à avoir recours à des mutilations systématiques, comme de sectionner le bec des poulets, et à ajouter des antibiotiques à la nourriture des animaux, juste pour maintenir ces pauvres malheureux en vie. Cette surconsommation d'antibiotiques engendre l'apparition de types de microbes particulièrement résistants et dangereux. Chaque jour, nous nous rapprochons d'une

épidémie que nous ne pourrions stopper.

(“antibiotic resistant germs” appears at the bottom of the screen)

" microbes résistant aux antibiotiques "

LEO

Eeeuw! What’s that smell?

Eeeuw! Quelle est cette odeur?

MOOPHEUS

(muffled) 12 million pounds of excrement!

Plus de 5000 tonnes d'excréments!

This pollutes the air and ground water. That’s why communities near factory farms often suffer from high levels of related sicknesses.

Cela pollue l'air et s'infiltré dans l'eau. Voilà pourquoi on relève un taux élevé de maladies chez les populations à proximité de ces exploitations.

(“massive pollution” appears at the bottom of the screen)

"pollution massive"

LEO

Well, it smells like shhhhh...

Ça sent vraiment la m....

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.

Et pire encore, les sociétés d’élevage industriel détruisent des communautés et maltraitent leurs ouvriers depuis des dizaines d’années. Depuis 1950, plus de 2 millions de petites fermes d’élevage de cochons ont disparu. Si elles continuent à cette vitesse, il ne restera aucune ferme familiale indépendante.

(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)

"communautés détruites"

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

Voilà ce qu'est la Meatrix, Léo. Le mensonge sur la provenance de notre nourriture.

MOOPHEUS

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

Mais ce n’est pas trop tard, il y a une résistance.

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

LEO

Count me in

Comptez sur moi

(Enraged Leo jumps up out of the crate and freezes in "bullet time" ala the matrix)
How do we stop them Moopheus?

Comment pouvons-nous les stopper Meuhpheus?

MOOPHEUS

(Address 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!

Nous allons propager l'information. Mais c'est vous, les consommateurs, qui avez le réel pouvoir ! Ne soutenez pas la machine de l'élevage industriel! Il y a un monde d'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.

Cliquez ici et je vous montrerai ce que vous pouvez faire pour échapper à la Meatrix.