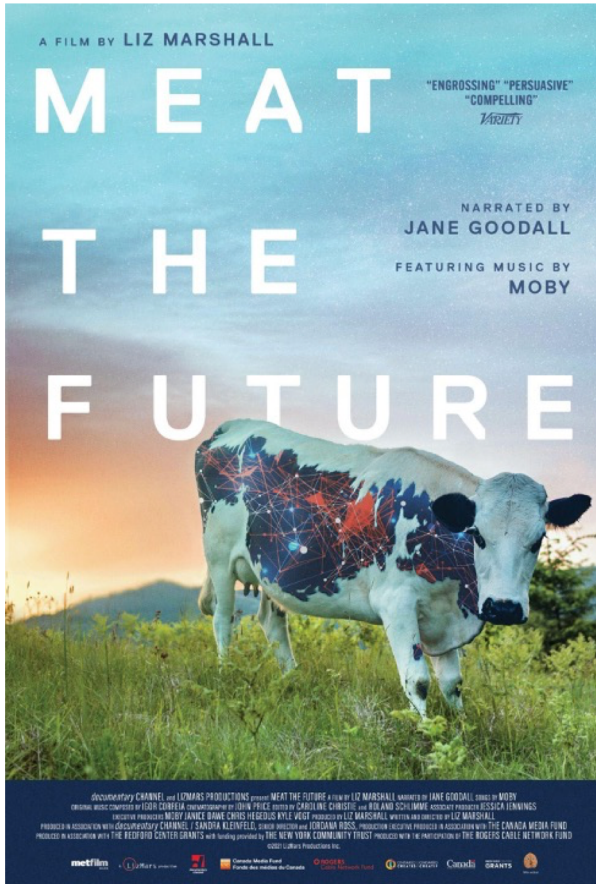


Falco Ink.

## Meat the Future Clipbook 2022

Opened April 5th, 2022 on digital platforms in the US and  
selected territories from Giant Pictures



## PRINT COVERAGE



**NEW YORK TIMES: April 8, 2022: "Meat the Future" by Lena Wilson**

*\*Please note, Mixed-Negative*

# The New York Times

**Tony Hawk: Until the Wheels Fall Off**  
 By Lena Wilson  
 2 hours 15 minutes. Watch on HBO platforms.

The professional skateboarder Tony Hawk is revered for his understating and unpretentious. He's organized over 100 skateboard trucks, according to "Tony Hawk: Until the Wheels Fall Off," a new documentary about his hobby, rise to fame. In interview footage in the movie, directed by Ivan Jones, Hawk also seems an amiable enough fellow.

For better or worse, "Until the Wheels Fall Off" does capture the real Tony Hawk when Jones and his crew film him skateboarding on ramps, indoor and outdoor, re-creating scenes for what can seem like an eternity and picking him off for every one he steps out.

Hawk, whose first feature was an unconvincingly satirical documentary in the late 1980s "I Am Trying to Break Your Heart," in 2002, used the same with segments of Hawk practicing and then shifts to a more conventional mode. He chronicles Hawk's 1976 California homeland and he left in with the so-called Bruce Springsteen, a cradle of skateboarding led by the sport's pioneer, Stacy Pevora (who has filmed documentary).

Contemporary interviews with Hawk's peers reveal a grizzled hawk recalling glory days and subsequent declines into obscurity. Hawk, now 55, went there, being a new one in an old job-making young man. The cessation of the X Games gave Hawk a resurgence, and he made the most of it. The movie does "do" refers.

More than a portrait of an individual athlete, the film develops into a timely, surprising portrait of competition. Although officially retired, Hawk can't stop his skating friends and rivals talk of being brought back into the sport. The phrase "until the wheels fall off" comes from Hawk but from the professional skateboarder (Bucky Muller).

While Hawk has depicted as a more responsible adult now than he ever been, Pevora (who may well believe the superior word is talking to about his retirement self-punishing). In fact, last month, on the set of HBO's "The Last Dance" he was when he missed the landing on a trick called the "Duck" — a "Nasty" move," he said on Instagram. [Click here](#)

**Viva Maslow**  
 By Lena Wilson  
 1 hour 38 minutes. In theaters.

The Norwegian conductor Christian Dadić had a reputation as a workaholic leading progressive symphonic groups like the Los Angeles Philharmonic. In a scene on the set of his rehearsal, he is square on his knees with each knee on the ground. And when the music starts, Dadić turns his head to his podium, a program that helps young composers, including his daughter, Marina, musicians develop professionally.

The documentary "Viva Maslow" follows Dadić, combining visual footage of him in rehearsal with interviews in which Dadić himself explains how rehearsal can help young people create a



The skateboarder Tony Hawk, left, with Ivan Jones, who photographed and directed the documentary, "Tony Hawk: Until the Wheels Fall Off."



Deda Olga, the director of the documentary "Return to Space."

that is depicting how Deda Olga and the Barba And dancers navigated a job where male gender dominance, the film does not look down on them, but instead looks at their humanity. And in so doing, the remarkable portrait of female friendship offers a poignant, emotional take on the lives of working-class women in urban Moscow today.

**La Mami**  
 By Lena Wilson  
 1 hour 21 minutes. In theaters.

In Cuba, Barba And, where we get to dance to the film, in the beautifully graphic Laura Herrera Garcia ("The Mami") interview as in the behind-the-scenes world of these dancers through the lens of their mother: Deda Olga. Like them, Deda Olga also used to spend her nights dancing for years, but after 45 years working various jobs at the cabinet to support her five children, she has settled into her post in the cloth.

There she explains the distribution of their paper with an iron fist, and she is in a supporting role, and she is in a supporting role. "We are only good for the night," she says, and she says, "We are only good for the night."

Can't she take a moment to allow the story to unfold as naturally as the film does? The film examines the stage of a world where science medication

**FILM REVIEWS**



Meat the Future

guitar for keyboards, decades ago, while Walter talks about moving to space. Waldman-Savoy's attitude can be summed up by a nuclear labhead film in one shot: "No Inbred People."

There's a slight wryness in seeing the grand of revealing motion and fast service. But this film professional enough that it makes sense into the present and future of our situation. **MOVIE GRADE: B-**

**Return to Space**  
 By Lena Wilson  
 2 hours 8 minutes. Watch on Netflix.

Given with graduate programs and sibling romance, "Return to Space," a strong documentary about America's first moon landing mission in 1969, could be easily regarded as a professional portrait for film student. This is not because the country's decision to attempt to design a reusable rocket in previous decades entirely in abstract terms, the tests and failures outlined by a host of all-male NASA's space shuttle program might have ended 11 years ago, but the need to limit our movements into the atmosphere (and onto the lunar surface) have taken years. Enter Mark, whose belief that humans will be a "multiplanet species" — and whose company was the first viable government contract to deliver rockets to NASA.

While the filmmakers, Elizabeth Cho Vandehey and Jimmy Cho, struggle to wring drama from weather clips and mission news covered around continents, we happen, ultimately enough, with the 2018 astronaut (Owen Henry and Ben Behrman) who will make the flight. Foreign value dates and NASA space center in a way that makes with story-eyed beauties than from their own interviews.

Mark's "Return to Space" is notable for its almost total lack of sympathy regarding the public-private collaboration, ignoring the real world in favor of the film's

Thankfully, Arnold — the director of "Fish Tank" and "American Honey" both films with a social realist bent — seems to have a higher regard to meet the same low but connected to these artists — see their previous, remarkable similarity — but by the experts based on enough money with which they are experienced, and he has an aggressive schedule that breaks down their bodies progressively. The best periods of freedom and respect in the form of open, generous Lenneth film, but for personal "meatiness" that he, it's all work and hardly any play moments.

**Meat the Future**

By Lena Wilson  
 1 hour 24 minutes. Available to rent or buy on Netflix.

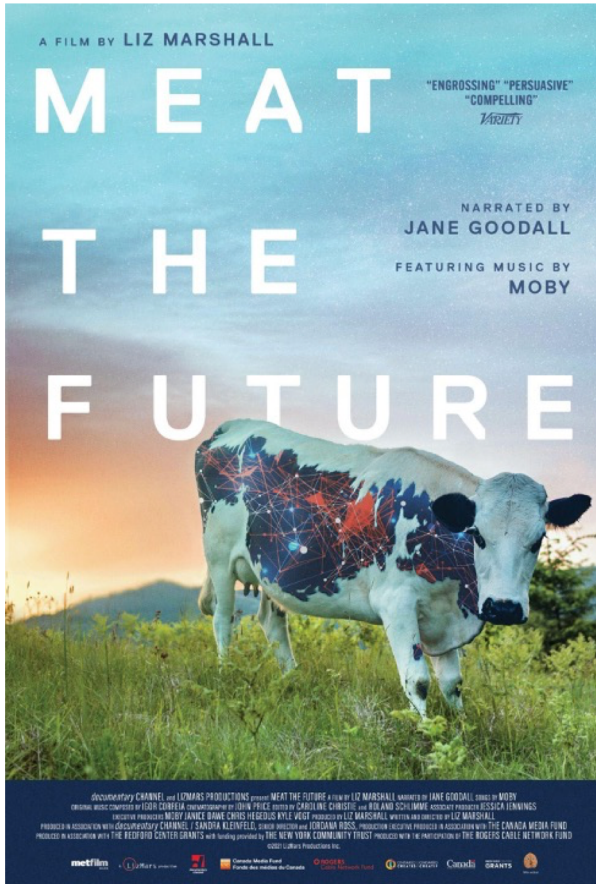
With drama we're about to deliver next year — like "The Dropout" and "The Undoing" — in the spotlight, it's hard to see a key level-based feature operate like it without normal. Yet that is the challenge of the new Food, a new company headed by a cartoonist, Chris Voss. By taking action out of the process of production, the company hopes to minimize all kinds of waste and be more sustainable. In her new documentary, "Meat the Future," the director, Liz Marshall, describes the process. Opening narration by Jane Goodall describes this "the most important revolution." But if you're not well-versed in bioprocessing or food regulation, it's a bit of a slog.

The film centers mainly on Voss's work to get the company, originally Memphis Meats, to be the first to produce the technology — off the ground. Upside advantage along with the technology, which works to grow real meat from animal cells, an early show has in some extent as the "meat more" movement. By stimulating industrial agriculture, "Meat the Future" explains, companies like Upside could significantly reduce deforestation, methane production, animal mistreatment and the spread of disease.

It's certainly compelling to think about a future where the United States is free from industrial agriculture, but the most interesting thing in other ways is the story, many people whose eyes glaze over at the mere mention of agricultural policy and scientific regulations, this straightforward film will be about as engaging as a corporate PowerPoint — with its graphics.

**LENA WILSON**

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## FEATURE / INTERVIEWS

E. W. SCRIPPS COMPANY "THE LIST": April 5, 2022: "Meat The Future: The Cultivated Movement" by Michael Dunn and Kristina Guerrero  
<https://www.thelisttv.com/the-list/meat-the-future-the-cultivated-movement/>



# Meat The Future: The Cultivated Movement



By: Mike Dunn | Kristina Guerrero  
Posted: 6:04 PM, Apr 5, 2022

Red meat, poultry, seafood, and now lab grown meat?! The food industry is expanding to include cultivated meat as an alternative option to conventional meat. We spoke with Liz Marshall, writer, director and producer of the food documentary, Meat the Future, to learn the science behind the cultivated meat movement.

**DGC PODCAST:** April 22, 2022: “Meat The Future | Liz Marshall & the End of Factory Farming” by Aubrey Arnason and Katia Café-Fébrissy  
<https://anchor.fm/dgcpodcast/episodes/Meat-The-Future--Liz-Marshall--the-End-of-Factory-Farming-e1hgda1>



**THE DGC PODCAST**



**The DGC Podcast**  
By Directors Guild of Canada

The DGC Podcast is a platform for filmmakers to discuss their craft. Every episode features a conversation between film industry peers breaking down the method and process behind their work. Diverse topics provide a look behind the camera, advice for veteran and aspiring filmmakers, and an examination of the social and cultural elements intersecting the industry.

The DGC Podcast is produced by the Directors Guild of Canada National Directors Division

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WHERE TO LISTEN





KCRW "GOOD FOOD" (LA): April 22, 2022: "Test-tube meat could be the sustainable and ethical way forward" by Evan Kleiman

<https://www.kcrw.com/culture/shows/good-food/regenerative-farming-cultivated-meat-fermented-mexican-beverages/liz-marshall-lab-future-documentary>



GOOD FOOD

## Test-tube meat could be the sustainable and ethical way forward

Hosted by Evan Kleiman · Apr. 22, 2022

FOOD & DRINK



Since the unveiling of a laboratory-produced meatball in 2016, UPSIDE Foods created the world's first lab-grown chicken filet and duck à l'orange.

Photo courtesy of Giant Pictures.

Roughly 45-50% of the world's land surface area is dominated by animal agriculture, according to filmmaker Liz Marshall. The impact on the biosphere includes deforestation and loss of indigenous land rights. She explains the biggest hurdle of creating cultured meat in a lab is scalability to produce for the masses — at affordable prices. In her documentary "Meat the Future," she follows UPSIDE Foods for five years, where former cardiologist Uma Valeti is leading the charge.

Marshall describes the groundbreaking process of witnessing a team of scientists intent on creating cultured meat as "a big idea to a prototype to incredible research and development to a place where America's regulatory food agencies, the FDA and USDA, are working together to create a pathway to bring this to market."

Marshall says as a filmmaker, she is interested in stories that focus on solutions, rather than doom-and-gloom topics.



Uma Valeti decided to stop eating meat when he learned how it is processed and literally dreamed of it growing on trees. The former cardiologist leads the team at UPSIDE Foods in creating cultured meat. Photo courtesy of Giant Pictures.



The documentary "Meat the Future" follows a former cardiologist and his team working to create cultured proteins in a lab. Photo courtesy of Giant Pictures.

NPR “TALKING ANIMALS”: April 4, 2022: “Director of “Meat The Future” Doc Discusses Her Extended Foray Into the World of Cultivated Meat” by Duncan Strauss  
<https://www.wmnf.org/director-of-meat-the-future-doc-discusses-her-extended-foray-into-the-world-of-cultivated-meat/>



## Director of “Meat The Future” doc discusses her extended foray into the world of cultivated meat

April 4, 2022 by [Duncan Strauss](#) and filed under [Animals](#), [Film](#), [News and Public Affairs](#)



(Courtesy of Meat The Future)

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Liz Marshall—a documentary director whose latest film, “Meat The Future,” examines the realm of “cultivated meat,” generated in a lab setting, from animal cells, but these animals remain unharmed—explains in a recent “Talking Animals” interview the criteria she considers when deciding what topic or person will constitute her next movie.


More specifically, Marshall recounts how she started down the path of “Meat The Future,” starting in 2016 after seeing a report about Dr. Uma Valeti and colleagues producing the now-famous \$18,000 meatball—reflecting that they had mastered the technology to yield cultivated meat, but still faced a towering challenge: how to create far larger quantities of this meat, at far lower costs.

What she didn’t realize then, she concedes, is that chronicling Valeti’s quintessential quest and that of his company Memphis Meats (since re-branded Upside Foods) would represent a more than five-year journey for her, ongoing even now, as she beats the drum for “Meat The Future” becoming available on demand April 5 in the U.S.

She addresses the notable access that distinguishes her film, having carried the camera into important meetings, hearings and elsewhere you wouldn’t necessarily expect to see coverage. Speaking of flipping expectations, Marshall acknowledges that as “Meat The Future” unspools, some strange bedfellows emerge—for example, traditional meat producers like Cargill voice their support for Memphis Meats, while Cargill and Tyson Foods become investors. By contrast, representatives of cattle organizations convey a dim view of the whole enterprise, right down to objecting to the use of the word “meat.”

Tags: [Animals](#), [meat](#), [vegan](#)

**Q104.3 "SONSTEIN SUNDAY" (NY):** April 11, 2022: "Liz Marshall On The Food Of Our Future And Her Film "Meat The Future"" by Shelli Sonstein  
[https://www.youtube.com/watch?v=Tdoii\\_-5vVk](https://www.youtube.com/watch?v=Tdoii_-5vVk)




**LIZ MARSHALL** **SHELLI SONSTEIN**

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Liz Marshall On The Food Of Our Future And Her Film "Meat The Future"

53 views • Apr 11, 2022

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Liz Marshall has seen the future of food, documented in her digital film "Meat The Future", which centers on growing meat from cells, taken from real animals, without killing any animals.

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- ▶ Instagram: <https://www.instagram.com/q1043/>

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**OUR GREEN PLANET:** March 14, 2022: “Meat The Future: New Documentary Narrated by Jane Goodall About the Next Agricultural Revolution” by Hailey Kanowsky

<https://www.onegreenplanet.org/animalsandnature/meat-the-future-new-documentary-narrated-by-jane-goodall-about-the-next-agricultural-revolution/>

OneGreenPlanet

ANIMAL

## Meat The Future: New Documentary Narrated by Jane Goodall About the Next Agricultural Revolution

2 months ago

By Hailey Kanowsky

Get ready! A new vegan [documentary](#), Meat The Future, will release on April 5th, 2022. The film is narrated by Dr. Jane Goodall, world-renowned conservationist, primatologist, and anthropologist. It is executive-produced and will feature music from Moby.

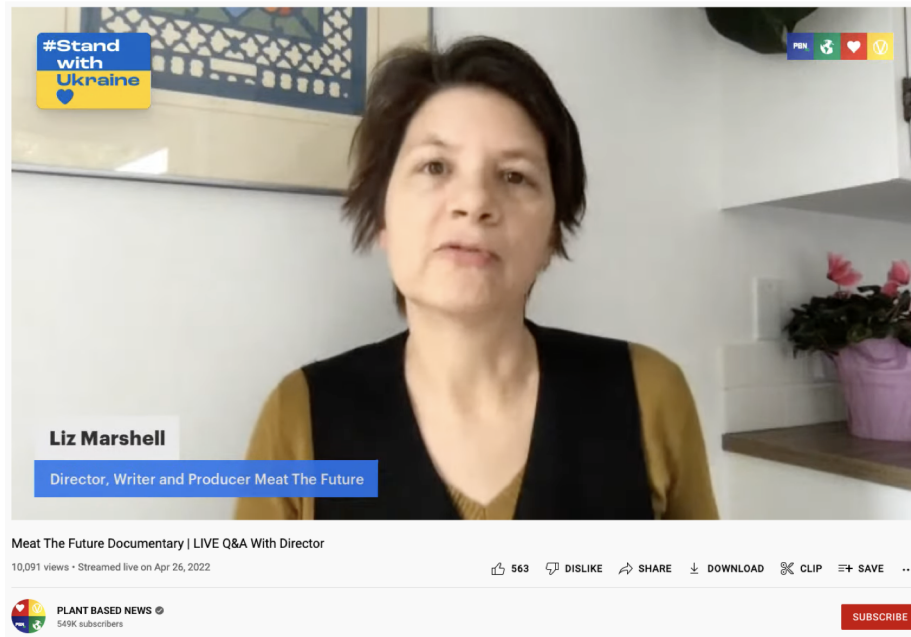


Meat The Future is a documentary about the next agricultural revolution and dives deep into the new world of cultivated and cell-based meat. The film features Dr. Uma Valeti, who says this has been his dream since he was a child. He wants to make a world where meat is produced sustainably and without the need to breed and slaughter millions of animals.



**PLANT BASED NEWS:** April 26, 2022: “Meat The Future Documentary | LIVE Q&A With Director” by Robbie Lockie

<https://www.youtube.com/watch?v=Xm18fSqq33c>



#Stand with Ukraine

**Liz Marshell**  
Director, Writer and Producer Meat The Future

Meat The Future Documentary | LIVE Q&A With Director  
10,091 views · Streamed live on Apr 26, 2022

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The next agricultural revolution is coming to your plate. Meat made from cells, without animal slaughter, will change how we think about food.

Meat the Future is a timely, character-driven documentary focusing largely on Dr. Uma Valeti, a former Mayo Clinic cardiologist, and the visionary CEO of Upside Foods (previously Memphis Meats), an American start-up company. Upside Foods is at the forefront of a new revolutionary industry.

**Music in this video**

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Writers **Richard Melville Hall**  
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## SIERRA MAGAZINE: April 7, 2022: ““Meat the Future” Takes Viewers to the Meat-Growing Lab” by Maya Richard-Craven

<https://www.sierraclub.org/sierra/meat-future-takes-viewers-meat-growing-lab>

**Sierra**  
THE MAGAZINE OF THE SIERRA CLUB



### “Meat the Future” Takes Viewers to the Meat-Growing Lab The new documentary reveals what it means to cultivate meat from animal cells

Photos courtesy of Giant Pictures

By Maya Richard-Craven | Apr 7 2022



According to the USDA, the average American consumed an estimated 144 pounds of meat in 2017. Although plant-based products have soared in popularity since hitting mainstream markets, it seems Americans are far from willing to give up meat entirely. Which is why a team of scientists at Upside Foods (formerly known as Memphis Meats) have set out to make cultivated meat the new norm.

In *Meat the Future*, streaming on most major platforms starting this week, we meet a team of scientists led by cardiac surgeon and regenerative medicine researcher Dr. Uma Valeti, as they sally forth on the quest to produce cultivated meat—typically referred to as “lab-grown,” “in vitro,” or “cell-cultured” meat—at an affordable cost. The 90-minute film, written and directed by Liz Marshall and narrated by none other than Dr. Jane Goodall, documents the hurdles scientists encounter in producing and introducing the world to meat made from animal cells in laboratories. Viewers witness as Valeti and his team face serious backlash from leaders in the cattle industry and the FDA itself for their attempts to revolutionize the way humans consume meat. The pressure is on as Valeti’s team entices more sponsors to support their operation underway at Upside Foods. The more interest they spark from investors, however, the more hurdles they encounter from leaders in the cattle industry.

“We are not asking you to change your consumer habits. We want you to keep eating the meat you’ve always been eating,” Dr. Eric Schulze, vice president of production and regulation at Upside Foods, tells viewers in the film. “The cultivation process can help address climate change issues so that we can produce food more sustainably, and hope we win on taste.”

Throughout the documentary, Valeti and Schulze field questions about the process through which they culture animal cells to make a product that tastes like meat sold in stores. What initially seems like it could be a monotonous educational documentary instead takes viewers on a wild ride through the nuts and bolts of meat production—and meat semantics. For instance, several subjects in the film discuss how the phrase “clean meat,” favored by the cultivated lab meat sector, suggests that meat produced out of slaughter houses is in some way dirty. This question sparks an ongoing debate between cattle industry leaders (who also have a history of opposing the application of words like “meat” and “beef” to lab-grown meat) and members of Valeti’s team. Viewers are also privy to the team’s struggles to make cultivated meat affordable and accessible to everyone—a long road, considering the first meatball they produced cost \$18,000 dollars. (By the end of the film, the price-per-pound of Upside Foods’ cultivated meat amounts to well below \$50 per pound.)

*Meat the Future* director Liz Marshall describes the documentary as “a story about the birth of an industry.” She told *Sierra*, “Our species, our human minds, and behaviors will adapt. Just in the same way we have adapted to other tremendous innovations that have transformed the world.”

Despite its science-heavy content, *Meat the Future* contains enough big ideas to sate viewers who aren’t necessarily steeped in animal or cell biology. It presents an alternative way of living—a way that doesn’t involve the killing of more than 100 million animals per year, a way of living that paves the way for an animal-free future where we still get to eat meat. This compelling film, in our opinion, has the potential to change the way Americans think about, consume, and make meat for years to come.



The film also touches on Valeti’s upbringing, attending a school in India where students were expected to produce their own food. Valeti describes how his motivation to produce what he calls “authentic meat” stemmed from seeing animals slaughtered firsthand as a child. In fact, Valeti claims he used to dream of meat growing from trees and that this is what inspired him to pursue the process of making cultivated meat (which he, for the record, prefers not to call “lab-grown meat”).

“We dig cells, whether it’s from a cow, a pig, or a chicken, and we pour them in rich nutrients. These cells grow and become meat tissue,” Valeti says in the film. Stressing that he and his team are “not cloning anything,” Valeti insists they are rather “growing these cells” to become muscle tissue. Scientists at Upside Foods perform punch biopsies, wherein a large needle is inserted into the animal and extracts a small cylinder of tissue. These small tissue samples do not harm the animals and produce hundreds of pounds of meat. One of the goals of Upside Foods is to eliminate any animal-derived product from the process as soon as possible. “We want to separate the animal from the meat-making,” Valeti states in the film. Cells are put into an artificial environment so they can grow and proliferate.

“We want to separate the animal from the meat-making.”

**SPECTRUM NEWS 1 (LA):** April 12, 2022: "A look inside the documentary 'Meat the Future'" by Sandie Ramirez

<https://spectrumnews1.com/ca/la-east/entertainment/2022/04/12/a-look-inside--meat-the-future-s--documentary>



**SPECTRUM NEWS (LA):** April 12, 2022: **“MEAT THE FUTURE’ Documents The Quest To Create Lab-Grown Meat”** by Melvin Robert and Giselle Fernandez  
<https://www.dropbox.com/s/nzhmq1fm65m71c/20220412%207AM%20GUEST%20LIZ%20MARSHALL.mp4?dl=0>



ENTERTAINMENT

### A look inside the documentary 'Meat the Future'

BY SANDIE RAMIREZ | EL SEGUNDO  
PUBLISHED 8:16 AM PT APRIL 12, 2022

EL SEGUNDO, Calif. — The director of “Meat the Future” joined “Your Morning” on Spectrum News to discuss the film’s take on creating sustainable meat products without killing animals.

Liz Marshall is an award-winning Canadian film director, writer and producer who has documented several impactful documentaries exploring the inhumanity and exploitation in the fashion, entertainment and food industries.



Portrait of Liz Marshall (Courtesy LizMars Productions)

Her films include “The Ghosts in Our Machine” (2018), “Melian Farm” (2013) and “Water on the Table” (2019).

“Meat the Future” looks for solutions to produce sustainable meat without breeding, raising and slaughtering animals. The documentary focuses on Dr. Uma Valeti, a cardiologist who co-founded Memphis Meats, formerly Upside Food.



Portrait of Dr. Uma Valeti (Courtesy LizMars Productions)

He explores cultivated meat products in response to the increasing demand for animal meat that he said will double in production by the year 2050.

“The vast majority of people around the world that still consume animal products... we need viable meats,” Marshall said.

The filmmaker believes the documentary’s advantage was that filming began in 2016 right at the beginning of the birth of cultivated meat products.

“To chronicle the birth of the cultivated meat industry over time, that’s really the strength of the film that we had that behind the scenes access when we were really just getting started,” Marshall said.

The narrator of the film is ethnologist Dr. Jane Goodall, famously known for her groundbreaking work of protecting wild chimpanzees from extinction, animal activism and her responses to environmental crises.



Portrait of Dr. Jane Goodall (Courtesy LizMars Productions)

Marshall said having a narrator who has been an iconic activist for 50 years gives the documentary an incredible voice.

“Her career and her stature in the world as a conservationist just speaks volumes,” she said.



Portrait of Richard Melville Hall ‘Moby’ (Courtesy LizMars Productions)

An executive producer on the team was Richard Melville Hall, famously known as “Moby.”

“Moby is such a committed vegan activist that sees the cultivated meat industry as another big solution to climate issues, the treatment of animals, as well as human health issues,” Marshall said.

Marshall originally wanted to create and direct the film “to focus on people that are game-changers and pioneers.”



Photo of “Meat the Future” film poster (Courtesy LizMars Productions)

“We don’t need doomed and gloomed stories, we need solution-focused stories,” Marshall said.

To watch the documentary, visit [meatthefuture.com](http://meatthefuture.com).



## VEGETARIAN TIMES: April 20, 2022: “‘Meat the Future’ Challenges Viewers to Think About the Evolution of Agriculture” by Sasha Weilbaker

<https://www.vegetariantimes.com/news/meat-the-future-documentary/>

VEGETARIAN  
— TIMES —



### ‘Meat the Future’ Challenges Viewers to Think About the Evolution of Agriculture

The Dr. Jane Goodall-narrated documentary follows a start-up attempting to bring cultivated meat to the mainstream

APRIL 20, 2022  
SASHA WEILBAKER

A new documentary, directed by award-winning Canadian filmmaker Liz Marshall and narrated by Dr. Jane Goodall, takes a deep dive into the future of food. *Meat the Future* focuses on Upside Foods, a ‘clean,’ cultivated meat brand, and examines how this type of protein grown from cells has the potential to change the future of the meat industry.

The documentary follows the CEO and co-founder of Upside Foods, Dr. Uma Valeti, from 2016 to 2022, documenting the company’s growth as the first clean meat startup in the world.

‘Clean meat,’ which has also been labeled ‘cultivated meat’ and even ‘pure meat,’ is “meat produced by cultivating cells directly,” according to the Good Food Institute. This means that stem cells were collected from an animal and grown into muscle tissue, creating a product that mimics the flavor and texture of meat while eliminating the ethical questions and environmental effects of traditional animal agriculture. Upside Foods has been a leader in the space, and the documentary follows the company’s CEO and co-founder, Dr. Uma Valeti, from 2016 to 2022. Marshall describes the film as capturing “the birth of an industry.”

Marshall previously turned her lens on the meat industry in her documentary *The Ghosts in Our Machine*. After that film came out in 2013, she says she was “looking to follow a solution” for the future of agriculture for her next project. That’s when she came across Upside Foods, known then as Memphis Meats. “[Memphis Meats] just seemed like a fascinating and exciting and immersive possibility to follow as it developed,” Marshall recalls.

“Everything comes together in this issue,” including “animals, humans, and the environment,” Marshall says. “The whole world is not going vegetarian or vegan. So we need solutions to the current conventional methods of meat-making. And [clean meat] seems like the future.”

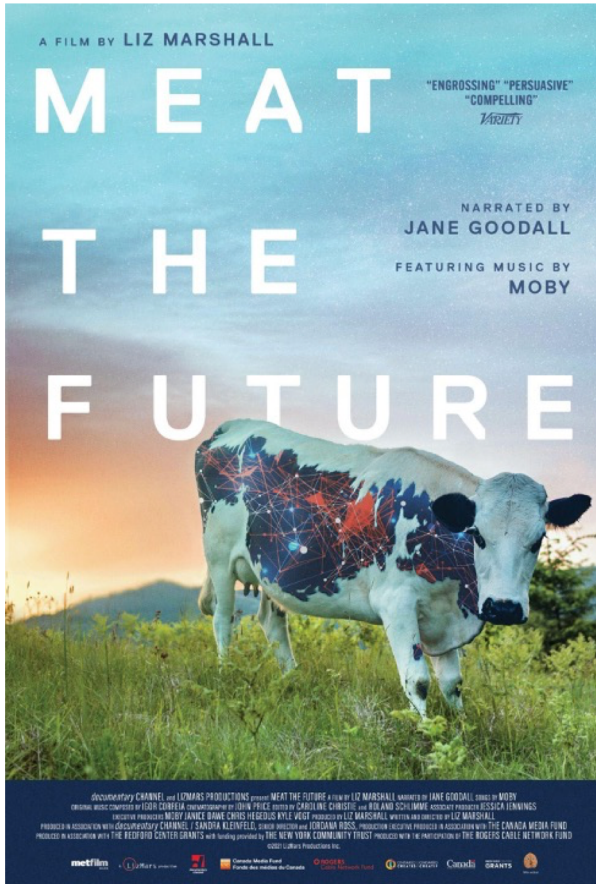
Marshall became familiar with clean meat from Dutch scientist Mark Post’s prototyping of the hamburger in 2013. When she saw that Upside Foods had unveiled the world’s first cultivated meatball, then called the cultured meatball, in early 2016, she reached out to Dr. Uma Valeti to learn more. A “light bulb immediately went off” Marshall recalls. She saw the possibility of clean meat becoming a large part of the global solution to the future of agriculture, and wanted to explore the possibility of Upside Foods being the subject of her next project.

A cardiologist by training, Valeti had moved his family from Minnesota to the Bay Area in order to co-found Upside Foods. “Centering the story around Uma made sense to me, because he had taken this enormous risk,” Marshall says. “He’s not a salesman, he’s a genuine person who is really motivated by this dream that he has, to be part of transforming the food system.”

When Marshall went out to secure funding to get the documentary made, things didn’t immediately go her way. There was skepticism about investing in following a small company attempting to break into a new industry. “It was a really hard film to pitch, because the funders didn’t know if it was a risk to them, as so many startups evaporate,” Marshall says.

So, she says, she “went on her own instinct” for many months – but eventually the compelling story of a “journey of following the start of such a groundbreaking industry” persuaded potential funders to commit. *Meat the Future* was ultimately funded by Documentary Channel, Canada Media Fund, Ontario Creates, the Canadian Broadcasting Corporation, and The Redford Center. Kyle Vogt, co-founder of Twitch, and Moby, who also provides music for the film, are among the executive producers.

Now that the project is out in the world, Marshall said that she views as a tool to educate the public about the possibilities of lab-created meat protein. It “doesn’t tell people what to think, it opens people’s minds to a new way of thinking and seeing,” she says. Upon watching the film, the director hopes viewers see that “we need to hope, we need to imagine, and we need tools to move us forward.”



# REVIEWS

**48 Hills:** April 4, 2022: “Screen Grabs: Hot, wet, and Greek” by Dennis Harvey

<https://48hills.org/2022/04/screen-grabs-hot-wet-and-greek/>

*\*Please note, Mixed-Positive*

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Independent San Francisco news + culture



#### **Meat the Future**

If those two fiction features make it look like humanity is just one big dogfight, everybody tearing the flesh from everybody else, Liz Marshall's documentary seeks to render our carnivorousness less rancorous. As narrator Jane Goodall notes at the beginning here, "Let's face it, conventional animal agriculture is wreaking havoc. It occupies nearly half the world's land, produces huge amounts of greenhouse gases, and is a potential breeding ground for health pandemics like COVID-19." Also, meat consumption is expected to double by the year 2050, as the resources it depends on shrink. Clearly, an alternative is called for. But we all know that much of the world (and especially US) population has a "cold dead hands" attitude towards the notion of giving the stuff up to go veg.

Meet Dr. Uma Valeti, an Indian emigre turned Bay Area resident whose company (recently rebranded from Memphis Meats to Upside Foods) is developing means of producing "real meat" without livestock being harmed, fed, factory-raised, or indeed needed at all—this substance is grown from cells, not birthed from an animal. Purportedly it tastes just like the kind that requires slaughtering, not to mention myriad other "resource intensive" practices. Could this be our kinder, gentler, more environmentally friendly culinary future? Not if organizations like the US Cattlemen's Association can help it—we see their reps, fearful of competition, accuse this "cultured meat" of "riding the coattails of beef" and other absurd objections.

But most likely nothing will stop this "next agricultural revolution" from happening, at least once it becomes affordable. (At the current still-early stage, it is estimated that such "clean meat" would retail near \$50/lb.) More a sort of feature-length infomercial than a critical analysis, sweetened by some tracks by executive producer Moby, *Meat the Future* does not conceal its enthusiasm for this foodstuff horizon. But then by the end, the viewer is pretty likely to feel the same way. Giant Pictures is releasing the film to Digital platforms on Tues/5.

**ALLIANCE OF WOMEN FILM JOURNALISTS: March 31, 2022: "MEAT THE FUTURE" by Valerie Kalfrin**

<https://awfj.org/blog/2022/03/31/meat-the-future-review-by-valerie-kalfrin/>

*\*Please note, Mixed-Positive*



**Reviews**

### MEAT THE FUTURE – Review by Valerie Kalfrin

March 31, 2022 • Valerie Kalfrin • Dr. Uma Valeti, Jane Goodall, Liz Marshall, Meat the Future, Memphis Meats

The average person shopping for groceries doesn't give a lot of thought to where our food comes from—but we should, notes the documentary *Meat the Future*. As one scientist says, feeding everyone in San Francisco a burger each week would take about 240,000 pounds of meat, roughly the size of a blue whale.

Conventional agriculture can't keep pace with human hunger, it seems, with forecasts predicting our demand for meat will double by 2050. *Meat the Future* is as much a teaser to this problem as it is an introduction to a possible solution: lab-grown meat.

Known as clean meat or cultivated meat, this isn't a meat substitute, cloned meat, mystery meat, or "Frankenfood," as one person says. Rather, it's groundbreaking science that produces real beef, chicken, or pork from the original animals without killing them. As the pioneering company Memphis Meats explains, the science focuses on cell division instead of the reproductive process.

Director Liz Marshall (*The Ghosts in Our Machine*) uses minimal narration from noted environmentalist and UN Messenger of Peace Jane Goodall to outline the planet's food problem and this seemingly sci-fi solution. *Meat the Future* spends a good portion of its brisk running time explaining that this is, in fact, real meat with the same texture and taste, complete with closeups of dishes right out of a gourmet cooking show.

The film also acknowledges that the concept is quite a hurdle, a "real mind-blower," says one interviewer.

Fortunately, the film has as its compass Dr. Uma Valeti, a Mayo Clinic cardiologist turned co-founder of Memphis Meats. Valeti is relatable and genuine, describing how, as a child in India, he saw chickens slaughtered for a birthday party and gave up eating meat. Later, as a physician injecting stem cells into patients' hearts to regrow tissue, he wondered if the same technology could "grow" food, affecting billions of human and animal lives.

Valeti's project by 2017 wins over investors such as billionaires Bill Gates and Richard Branson, global agriculture company Cargill Inc., and Tyson Foods. The concept bumps heads with the US Cattlemen's Association, which cites consumer rights and food safety as reasons it doesn't want this cultured meat considered equal to the straight-from-the-farm stuff. Yet at least one cattle producer extends an olive branch to learn more about the process, and the USDA and FDA agree to tackle regulation.

*Meat the Future* focuses so much on Memphis Meats (and what to call its products) that viewers might be surprised later in the film to hear from similar companies, such as Finless Foods, which produces "cell-based bluefin tuna" without mercury and antibiotics. It also doesn't delve into the broader issues surrounding conventional agriculture. Headlines from news coverage highlight concerns about animal treatment and the effects of methane from such large farms on our climate. Brief drone shots of cow, pig, and chicken farms show their vast size, along with closeups of animals herded together; but viewers seeking a more intimate look at agriculture might check out Andrea Arnold's *Cow*.

Memphis Meats, rebranded as Upside Foods, hasn't yet brought its products to market, so the film doesn't have reactions from everyday shoppers. But the film features scientists who find beauty in their work, such as one who likens the twinkling muscle fibers of chicken cells trying to align under a microscope to Van Gogh's *Starry Night*. Music by musician and animal-rights activist Moby, an executive producer, papers over transitions of lab work, food tastings, and office scenes, observing, "We are all made of stars."

While it's not a full-course meal, *Meat the Future* offers intriguing food for thought.



**BAY FLICKS:** April 5, 2022: “Dinner from the petri dish may be coming with Meat the Future” by Lincoln Spector

<https://bayflicks.net/2022/04/05/dinner-from-the-petri-dish-may-be-coming-with-meat-the-future/>

*\*Please note, Mixed*

## Bayflicks

### Dinner from the petri dish may be coming with Meat the Future

APRIL 5, 2022 – LINCOLN SPECTOR

D+ Documentary

Directed by Liz Marshall

A Bay Area tech startup called Upside Food is working to help the environment and end animal cruelty. They take tissue from living animals (cows, chicken, ducks and others), and grow the meat in test tubes and petri dishes. Few living animals are involved, and none are slaughtered. For various reasons, this food is not yet for sale.



I'm probably the right audience member for this documentary. As a vegetarian for more than 50 years, I'm not big on fake meats. When I try a new veggie burger, the last thing I want to hear is that it tastes like "the real thing." But if the products advertised here are as bad as this movie, a hell of a lot of cows are going to meet their maker.

I always have problems reviewing documentaries with strong, social messages. Do I like or hate the film because I agree with its point, or because it's a well-made doc? In this case, I agree with much of what director Liz Marshall is trying to say. According to EcoWatch, 57% of greenhouse gasses come from animal agriculture. Too bad the film doesn't work.

*Meat the Future* focuses on one Bay Area startup called Upside Foods (formerly Memphis Meats), turning this documentary into a feature-length commercial. You might catch a short glance of other companies making meat the same way, but the filmmakers always cut away to Upside Food.



As in any commercial for food, you'd expect to see people eating and enjoying delicious treats. Of course, these testers loved the food – it's always breaded and deep fried – almost everything tastes great that way. Also, why didn't they ask a professional chef to test their "meats"? Is the Bay Area suffering a drought of good cooks?

The film's poster advertises that its "narrated by Jane Goodall." She talks for about five minutes at the beginning and another five minutes at the end. That's not a narration, it's a prologue and an epilogue.



I suspect that when clean meat arrives on the store shelves, I'll probably try it, and I likely won't care for it. But anything that can shrink the animal agriculture business, the better.

*Meat the Future* will be streaming on digital platforms Tuesday, April 5.

EYE FOR FILM: April 4, 2022: "Meat The Future" by Jennie Kermode

<https://www.eyeforfilm.co.uk/review/meat-the-future-2020-film-review-by-jennie-kermode>

\*Please note, 3.5 out of 5 rating



## Meat The Future

★★★★☆

Reviewed by: **Jennie Kermode**



"The sort of documentary which may well increase in value with the passing of time." | Photo: courtesy of Falco Ink

[Tweet](#)

It's an idea which has been around for decades: what if we could enjoy all the flavour and nutritional benefit of meat without having to kill animals? For a long time it wasn't taken very seriously. The idea of lab-grown meat was off-putting to a lot of people, and there were technical problems: whilst cells could be cultured in paper-thin layers, distributing nutrients through a more substantial cellular structure was extremely difficult. Dr Uma Valeti was one of the people who managed to solve the latter problem, moving into the field from cardiology because he realised that, if he got it right, it would give him the opportunity to save a lot more lives. This documentary examines why, and looks at subsequent efforts to bring the product to market.

It's often said that the best thing one can do, at a personal level, to tackle global warming, is to become vegan. Whilst one might add qualifiers to that – soy is the latest cash crop for which rainforests are being burned – at its most basic level, it's pretty well evidenced. As Valeti points out, there are 70 billion farm animals in the world, and together they produce 14.5% of greenhouse gas emissions. By contrast, meat produced without animals creates very little pollution and can be grown in a lot less space, reducing the pressure on wild environments and potentially making way for rewilding. But as with every major change we might make to tackle our current crisis, there are vested interests at stake. Legal battles play out over the right to call it meat, and efforts are made to have it declared unsafe.

As well as following the ins and outs of these legal cases, the relationship between the developers and established businesses which take an ethics-centred approach to farming, and the compromises which inevitably have to be reached, this documentary looks at the practicalities of getting public-facing businesses and members of the public to change their habits. If it is to make a meaningful difference, this cannot be a luxury product. It has to be cheaper than traditional meat products and at least as appealing to the eyes and tongue. A considerable investment is needed to scale up production enough to make this viable – but, of course, if that can be achieved, it has massive market potential. The key lies in getting enough momentum behind it.



With this in mind, it's understandable if some people see this documentary as just another marketing tool, and it sticks closely to the company line, but it's far from a vapid piece of advertising: there's plenty going on here to hold the viewer's interest. Director Liz Marshall also has the skill to make the meat look delicious, and if you have the least bit of carnivorous inclination, you would be well advised to fill up before you start watching in order to avoid getting distracted by hunger. At the time of filming, beef is the prime focus, but pork, chicken and duck have all been tested and it's simply a matter of time until they can be brought to scale.

Moving between the lab, the boardroom, a planned production space and assorted interview locations, Marshall does her best to keep it visually interesting and succeeds rather better than you might expect. Valeti is a major asset, his intelligence clear, his enthusiasm shining through, and it's largely thanks to this that the film is able to communicate just what a game changer these products could be. It's the sort of documentary which may well increase in value with the passing of time if the food revolution happens as Valeti predicts, giving viewers the chance to explore a key phase in its history. At present a lot remains to be seen, but this is a good place for newcomers to the subject to begin.

Reviewed on: 04 Apr 2022

**FILM LEAF:** April 4, 2022: "LIZ MARSHALL: MEAT THE FUTURE (2020)" by Chris Knipp  
[http://www.filmleaf.net/showthread.php?5146-MEAT-THE-FUTURE-\(Liz-Marshall-2020\)](http://www.filmleaf.net/showthread.php?5146-MEAT-THE-FUTURE-(Liz-Marshall-2020))

*\*Please note, Positive*

filmleaf

MEAT THE FUTURE (Liz Marshall 2020)

## LIZ MARSHALL: MEAT THE FUTURE (2020)



UMA VALETI (RIGHT) AT A MEMPHIS MEATS TASTING

*Is meat grown from cells the next agricultural revolution?*

The production of livestock for human food consumption, i.e. modern day industrial animal agriculture, is a major cause of the degradation of earth's environment. It takes up half the world's land mass and creates more pollution than land transportation. As the world population grows more numerous and in some cases richer, more people eat meat. So here the first focus is on a scheme to "grow" meat from "animal cells" in a lab or "farm" that will not produce the dangerous greenhouse gasses, carbon dioxide, methane. We meet an Indian-born cardiologist from Minnesota and trained at the Mayo Clinic called Uma Valeti, the main focus of this film, who is a co-founder of Memphis Meats (later renamed Upside Foods), initially armed with \$3+ million from a Silicon Valley venture capital group to start research and production. We hear the voiceover of Jane Goodall (which briefly bookends the film), we see Uma Valeti doing an online interview in the company's still empty headquarters in San Francisco, and we see a pan with something sizzling in it described as the first cooked meatball not from an animal. The interviewer says: "I'd like to be an investor... Because I have a feeling this may be one of the biggest ideas in the history of the world."

Extravagant? Maybe. But this is no pipe dream. Companies to produce meat grown from animal cells are springing up all over the world. In 2020, Valeti's company had raised \$186 million toward getting his firm's Bay Area-based plant under way.

What about the fact that meat may not be the best thing for you anyway? Or supposing you don't care, and like to eat meat - what does this synthesized or "grown" meat taste like? Isn't it going to taste different, funny? (Tastings shown here indicate otherwise.) Will I be able to understand this process? While a deal of screen time is devoted to explaining, it is a bit too technical to make clear in this film. Not lab-grown, cloned or in vitro, Valeti explains, this meat is grown using tissue-engineering techniques similar to those used in regenerative medicine, something he experienced injecting stem cells during heart surgery. (He says he imagines as a cardiologist he might save 2,000 lives in his career. With this new vocation, he envisions a far wider influence.)

Much remains unknown. A positive hint, though: producing meat away from animals in controlled situations will avoid the kind of contamination that led to the global COVID pandemic. Equally or more important from a moral standpoint, switching to "clean meat" would steer away humans from the global food industry's current massive scale animal cruelty and overfishing the ocean.

We hear from young, enthusiastic members of Valeti's early company, who are shown to have swelled their numbers by six months after the first filmed segments. Valeti is the co-founder with Nicholas Genovese, who is Chief Science Officer.

But Genovese, as a late 2021 article in the food journal *The Counter* reported, was fired from the company at that time, and his scientific team, known as Blue Sky, all resigned shortly thereafter. This seems somewhat of a mystery, and came just at the time of a company breakthrough, the Nov 4, 2021 opening of a development plant in Emeryville, California in a former supermarket space. But, *The Counter* explains, factory grown meat (1) is not legal to sell in the US and (2) may remain too costly to produce on a large commercial scale. The film boasts that the first beef meatball cost \$18,000 to produce. This article appeared after the completion of Marshall's film. There are ways that this film feels hasty - even promotional.

It's predicted, the film tells us, that by 2050 the global demand for meat will double. Meeting such a demand by raising livestock is not feasible. Is meeting it feasible by "growing" meat from animal cells? It doesn't yet look like it, though this film, focused on one of several factors "clean meat" companies and on its founder Valeti, is a nice calling card, an enthusiastic blurb about this new possibility.

A May 2020 *Variety* review by Guy Lodge speaks highly of this film's brisk, "persuasive" presentation, but points out that it gets a bit bogged down at times in explanatory material. Another review argues that too much time is wasted in the "personal" focus on Uma Valeti. Indeed this film's scope isn't as wide as it seems to think. While Valeti's eyes are on the world's nutritional needs, no one can know what will happen to worldwide meat production, how it can be scaled back to sustainability while "clean meat" takes over. We have seen here that the US commercial meat industry is eager to nip the "clean meat" wave in the bud. And a lot of precious time is spent following Valeti to conferences and meetings motivating others and promoting his company.

Other companies, notably the big meat and poultry conglomerates Tyson and Cargill, have gotten involved in the "clean meat" movement and invested in Valeti's company. A venture capitalist official says Valeti, several years along, had lately been getting offered more money than he wanted to accept.

In documentary considerations of the many problems of increasing world population and resulting impossible demand, it is rarely mentioned that what's primarily needed is to radically curb population growth. Yet overpopulation can logically be seen - much though some theorists reject or disregard this - as the single primary cause of most of the world's current and ever more dire future problems. I keep asking why this essential element is so often overlooked. Is the issue too obvious to notice?

I can't find online any articles about Upside Foods since November 2021.

*Meat the Future*, 84 mins., debuted in Hot Docs Canada May 7, 2020, was shown in the Melbourne doc fest Jun. 30, 2020. It opens Apr. 5, 2022 on digital platforms in the US and selected territories from Giant Pictures.

Last edited by Chris Knipp; 04-04-2022 at 09:01 PM.

## GOLDEN GLOBES: April 14, 2022: “Docs: “Meat the Future” Points Viewers Toward Next Great Agricultural Revolution” by Brent Simon

<https://www.goldenglobes.com/articles/docs-meat-future-points-viewers-toward-next-great-agricultural-revolution>

\*Please note, Positive



### Toward Next Great Agricultural Revolution



Brent Simon, April 14, 2022

Documentaries Meat The Future



Truly big ideas — advances that overturn hundreds if not thousands of years of conventional thinking — are in general notoriously difficult to distill in nonfiction reportage, even for an audience who might be receptive to the change they offer. But director Liz Marshall's *Meat the Future*, executive produced by Moby and celebrated filmmaker Chris Hegedus, among others, does just that.

A timely documentary about the next agricultural revolution, it arrives not wrapped in the cloak of a swaggering polemic but presented instead as a straightforward, solution-oriented work. It's the rare nonfiction film that, in telling the story of a group of people's own passion project, feels less like an amplification device for their zealotry and more like a well-crafted yet still easily digestible research paper, scrupulously balanced between ordered facts and personal appeal. In taking that approach, it demystifies a potentially hot-button topic, pointing a way forward that might allow humankind to slip the looming noose of ever-expanding industrial farming as Earth's population tops eight billion and pushes far beyond.

Narrated by Dr. Jane Goodall, and available now on digital platforms from Giant Pictures, *Meat the Future* serves up a character-driven look at the game-changing world of “clean” meat. What is that one might ask? Meat grown directly from animal cells, eliminating the need to breed, raise and slaughter animals. Unfolding over the course of five years, the movie takes as its central subject Dr. Uma Valeti, the visionary CEO of start-up company Upside Foods (previously Memphis Meats).

The externalized costs of conventional animal agriculture are many. They include taking up nearly half the world's land, producing harmful greenhouse gases, and also providing a breeding ground for species-jumping health pandemics. While it may sound like science-fiction, the notion of cultivating beef and poultry directly from animal cells to consumable meat in four to six weeks is actually very much of the moment. And once scale is achieved, making the price per pound competitive with (and even lower than) that of conventionally raised and slaughtered livestock and other animals, the potential ramifications for the environment are enormous. Research indicates that clean beef is estimated to reduce land use by more than 95 percent, nutrient pollution by 94 percent, and climate change emissions by somewhere between 74 and 87 percent.

Privately held Upside Foods wants to be at the forefront of this change, and viewers here get to track them from financing (early strategic investors include Bill Gates and Richard Branson, but also such meat industry heavy hitters as Tyson and Cargill) through the construction of a 1,625-square-meter production plant in Berkeley, California.

*Meat the Future* includes a couple of interviewees, including Bruce Friedrich, the co-founder and executive director of The Good Food Institute. But mostly it unfolds at a remove, showing several scenes of other journalists interviewing Dr. Valeti. In debunking myths and misconceptions (by the way, this is not cloning; cells grow and become meat muscle tissue), the movie works less to try actively to change thinking than simply to give viewers the proper vocabulary and tools to discuss the issue.

Canadian-born Marshall (*The Ghosts in Our Machine*) is an award-winning filmmaker whose work focuses largely on environmental and social justice issues. Working here with editors Caroline Christie and Roland Schlimme, she eschews a chronological tack when approaching the history of cell-grown meat. This results in a movie that sometimes struggles a little to provide a clear arc of scientific progress surrounding the topic, as when it introduces Ira Van Eelen, the daughter of the so-called grandfather of clean meat, around 40 minutes into the film.



Scene from *Meat the Future* (2020)

It also might bore or frustrate some viewers that *Meat the Future* eventually pivots into a discussion about naming and other regulatory hurdles that stand in the way of market entry. But this argument about nomenclature is actually very important — the use of the word “clean” results in a consumer engagement rate of more than 20-plus-percent over the word “cultured,” and even much higher when compared to other pejorative languages. It reflects a societal (and especially American) preoccupation with branding, and to ignore this charged cultural battleground is to ignore the outsized degree to which descriptions so frequently derail and hijack sensible, workable solutions which would help fast-track social progress and inarguably benefit humankind.

What *Meat the Future* gets so very right, though, is its selection of subject. In hitching her movie to Valeti, a Mayo Clinic-trained cardiologist who walked away from that field to pursue his dream of helping even more people, Marshall has a highly relatable protagonist. This fact, combined with its overall embrace of educating rather than merely proselytizing, makes the film enormously persuasive, in a very even-keeled, rational manner. It's a reminder that using markets and food technology to help creatively solve the biggest problems facing humankind shouldn't be an inherently political issue.



**IRISH FILM CRITIC:** April 22, 2022: “MOVIE REVIEW: CULTURED MEAT MAY VERY WELL BE THE SAVIOR OF OUR PLANET AND US IN “MEAT THE FUTURE” by Mildred Austin

<https://www.irishfilmcritic.com/movie-review-cultured-meat-may-very-well-be-the-savior-of-our-planet-and-us-in-meat-the-future/>

*\*Please note, 5 out of 5 stars*



**MOVIE REVIEW: CULTURED MEAT MAY VERY WELL BE THE SAVIOR OF OUR PLANET AND US IN “MEAT THE FUTURE”**

*\*This documentary is beautifully detailed and laid out. It explains why this science is important, if not critical, if we consumers wish to continue our meat-laden dietary habits.\**



by Mildred Austin

April 22, 2022



*Imagine a world where real meat is produced sustainably without breeding, raising, and slaughtering animals. This is no longer science fiction; it's now within reach.*

This 2020 Canadian documentary follows several amazing scientists bent on producing meat in the laboratory. It is their fierce determination to provide us with our longtime favorite food – meat in the form of chickens, beef, lamb, duck, and pork, but at the same time end the slaughter of thousands of animals, lower the amount of methane, reduce water and land used to accomplish that. While we are all well aware of plant-based “meat” in our groceries, appearing as hot dogs, hamburger patties, breakfast sausage, etc., “cultured” meat is probably foreign to many. The lead innovator in the fledgling company of scientists who set out to accomplish this is Dr. Uma Valeti. A native of India, Dr. Valeti, a cardiologist by training, could not shake the belief that edible meat could be “grown” from small brain stem tissue samples of appropriate cows, chickens, pigs, and ducks and brought into a lab. From these tiny tissue bits of cells, given the necessary components for growth and development, real meat could be grown that would taste exactly like the donor animal. Donor animals, unharmed, lives to donate another day! Valeti and his like-minded colleagues also tolled under a somewhat self-imposed timeline: by 2050, many scientists believe there won't be enough land or workers to produce the meat that the world demands.

Valeti has a very soft approach to selling this concept to would-be donors. At first, the small group of five is forced to work in cramped quarters, but eventually, Bill Gates climbs on board, and quickly many other heavy wallets join him, including (strangely enough) Tyson Chicken. Manufacturing expands, facilities become bigger, and tasting parties appear.

The development of the “new” meat or “clean” meat is not immediately smooth sailing, but eventually, the company can produce meat that samplers say they can't tell any difference from the “real” meat. As you can tell, it was difficult for the group to come up with a name for the newcomer. The “clean” meat runs about \$1,800 a pound to produce! That has now become the primary goal: provide tasty meat that satisfies consumers but is easy to produce and competitively priced.

This documentary is beautifully detailed and laid out. It explains why this science is important. If not critical, if we consumers wish to continue our meat-laden dietary habits. Of course, the same could be accomplished if we all became vegans, though that might be even a harder sell for American diners. I have to say, I'm not as much of a meat-eater now as I was when I was younger. I told a friend once, “Every time I look at a steak, I think about the poor cow.” He responded, “Every time I look at a cow, I think about a steak.”

On the other hand, there is something creepy about cooking and eating chicken produced in a lab from just cells. And, what would happen to Wings, a football snack classic? Or any favorite meat that should be cooked bone-in, say, short ribs or BBQ ribs?

I don't expect this group will have met their lower cost goal in my lifetime. Then there's always the problem of short-sighted folks who think it will never happen. My two hopes for Valeti and his Young Lions (no pun intended) is that it will happen because I see the need. I just hope it all comes together before there is a terrible meat shortage. Prices would rise exponentially, and there would be long lines and short tempers, which is never a good thing!

Now available on Digital and On-Demand



**NEW YORK TIMES:** April 5, 2022: “‘Meat the Future’ Review: The Growth of a ‘Clean Meat’ Start-Up” by Lena Wilson  
<https://www.nytimes.com/2022/04/05/movies/meat-the-future-review.html>

*\*Please note, Mixed-Negative*

## The New York Times ‘Meat the Future’ Review: The Growth of a ‘Clean Meat’ Start-Up

In her new film, the documentarian Liz Marshall depicts the rise of Upside Foods, a company that produces meat from animal cells.

 Give this article  



Uma Valeti, the leader of Upside Foods, who is taking animals out of the process of meat production, in the documentary from Liz Marshall. Giant Pictures

By **Lena Wilson**  
April 5, 2022

**Meat the Future** Directed by Liz Marshall | Documentary | 1h 24m

**FIND TICKETS**

When you purchase a ticket for an independently reviewed film through our site, we earn an affiliate commission.

With drama series about defective start-ups — like “[The Dropout](#)” and “[WeCrashed](#)” — in the spotlight, it’s weird to see a Bay Area-based biotech operation take off without turmoil. Yet that is the ultimate goal of [Upside Foods](#), a new company headed by a cardiologist, Uma Valeti. By taking animals out of the process of meat production, the company hopes to minimize all kinds of strife to humans and livestock alike. In her new documentary, “Meat the Future,” the director Liz Marshall detachedly depicts Upside’s rise, starting in 2016. Opening narration by Jane Goodall describes this as “the next agricultural revolution.” But if you’re not well-versed in bioengineering or food regulation, it’s a bit of a slog.



The film centers mainly on Valeti as he works to get Upside — originally Memphis Meats, as it’s called throughout the documentary — off the ground. Upside advances along with its technology, which seeks to grow real meat from animal cells, an endeavor known in some circles as the “clean meat movement.” By eliminating industrial agriculture, “Meat the Future” explains, [companies like Upside](#) could significantly reduce deforestation, methane production, animal mistreatment and the spread of disease.

It’s certainly compelling to think about a future where the United States is free from industrial agriculture, but that fantasy is the most interesting thing on offer here. For the many, many people whose eyes glaze over at the mere mention of agricultural policy and scientific technicalities, this straightforward film will be about as engaging as a corporate PowerPoint — with no graphics.

**Meat the Future**

Not rated. Running time: 1 hour 24 minutes. Available to rent or buy on [Apple TV](#), [Google Play](#) and other streaming platforms and pay TV operators.

**Meat the Future**

**FIND TICKETS**

When you purchase a ticket for an independently reviewed film through our site, we earn an affiliate commission.

**Director** Liz Marshall

**Writer** Liz Marshall

**Stars** Jane Goodall, Isha Datar, Bruce Friedrich, Eric Schulze, Morgan Rease

**Running Time** 1h 24m

**Genre** Documentary

**IMDb**

Movie data powered by IMDb.com

Lena Wilson is a project manager at The New York Times and a freelance writer covering film, TV, technology and lesbian culture. [@lenalwilson](#)

**THE PLAYLIST:** April 7, 2022: **“‘Meat The Future’ Review: More Glorified Advertisement Than Deep Dive Into The Clean-Meat Movement”** by Christian Gallichio  
<https://theplaylist.net/meat-the-future-review-more-glorified-advertisement-than-deep-dive-into-the-clean-meat-movement-20220407/>

*\*Please note, ‘C’ rating*

# THE PLAYLIST



## ‘Meat The Future’ Review: More Glorified Advertisement Than Deep Dive Into The Clean-Meat Movement

▲ Christian Gallichio © April 7, 2022 4:05 pm □ News, Reviews

Featuring one of the more eye-rolling puns in recent memory, Liz Marshall's clean-meat documentary **“Meat the Future”** plays out both as a swift introduction to the growing industry of cultivated meat and a feature-length advertisement for Upside Foods (formerly Memphis Meats) and its founder/CEO **Dr. Uma Valeti**. Despite such a compelling subject, the film is ultimately more interested in championing Valeti's start-up than turning a critical eye on the practicalities, or lack thereof, of clean-meat production. This **Jane Goodall**-narrated, **Moby**-produced doc is too often embedded within Valeti's point of view, unwilling to zoom out and show the larger clean-meat movement and the roadblocks that come with such a call to radically rethink our food supply.

Beginning in 2016 as Valeti, a former Mayo Clinic cardiologist, attempts to bootstrap his company, Marshall's film — through Goodall's narration — succinctly introduces the movement towards clean meat, or meat derived from animal cells. As meat consumption rapidly grows, with predictions doubling by 2050, Valeti's company feels that it can offset growing production with their clean meat. The film begins as Valeti and his company create and cook an animal-free meatball. From there, Memphis Meats attracted investors including Bill Gates, Richard Branson, Cargill, and even Tyson foods, leading to an influx of cash and almost meteoric expansion as the company moved into creating clean chicken, beef, and even duck.

“Meat the Future” is almost wholly attached to Memphis Meats, and Valeti. Introducing the venture capitalists, scientists, and cooks who help run the company, Marshall moves from year to year as they perfect their growth process, and slowly get their price-per-pound — an indicator of how affordable this type of product is for consumers — down. The film takes a few detours, rapidly exploring the relationship between meat consumption, wealth inequality, and climate change within the span of a few minutes, before jumping back to Memphis. Further, Goodall's narration hammers home the central thesis that our consumption practices are unsustainable, but even her voice-over disappears after the first few minutes.

Instead, Marshall is seemingly enamored with Valeti and his company. Such adulation isn't a bad thing, especially considering how compelling a presence Valeti is and the possibility for complete and total change within an ingrained industry. But it also limits the scope of film considerably. When Valeti shows up to a sustainable food conference, and we are finally introduced to others within the field — including discussions about the so-called ‘father of clean-meat’ Mark Post — one wonders why we aren't given proper historical background into cultured-meat production. “Meat the Future” is less about the clean-meat movement and more about how a single company is attempting to act as a disrupter to the food industry.

Despite beginning in 2016, if you haven't heard of Valeti, or his now-named Upside Foods, that wouldn't exactly be surprising, as clean-meat is still not sold within the United States. Despite the mass amounts of money put into Upside Foods, the price per pound is still unaffordable. Questions of when, or even if, clean-meat can ever come to market — and solve the production issues this documentary brings up — are important, but almost wholly ignored by “Meat the Future.” Instead of diving into the granular issues that come with such change, we are given platitudes about how this industry can forever alter our food supply chain, without a critical eye towards how that change can come about.

What Marshall is less interested in is explaining the challenges that come with a movement towards cultivated meat. The film shows the cattle-ranching and meat-packing industry lobbying against labeling this type of cultivated food as ‘meat,’ a distinction that Valeti, and his team, aggressively push against with the FDA and USDA. While this is an understandable semantic argument, the film also reduces ranchers to people who are unwilling or unable to see the possibilities of scientific innovation. When a rancher gets up to speak at a co-sponsored FDA/USDA meeting, pleading for some type of middle ground — or even an explanation about how cultured meat works — the film, and its protagonists, falls back on us vs. them distinctions.

The growth of the clean-meat industry and its possibilities are fascinating, as ethical questions about the distinctions between animal-derived meat and cultured-meat can, and should, be discussed. Further, what Upside Foods is attempting is nothing less than a complete and total disruption of a deep-rooted system. Unfortunately, as its title implies, “Meat the Future” is more glorified advertisement than deep-dive into the clean-meat movement. [C]



SIX WORD REVIEWS: April 5, 2022: "Meat The Future" by Neil Turitz

<https://www.instagram.com/p/Cb9uXxxOYzv/>

*\*Please note, Positive*



6wordreviews

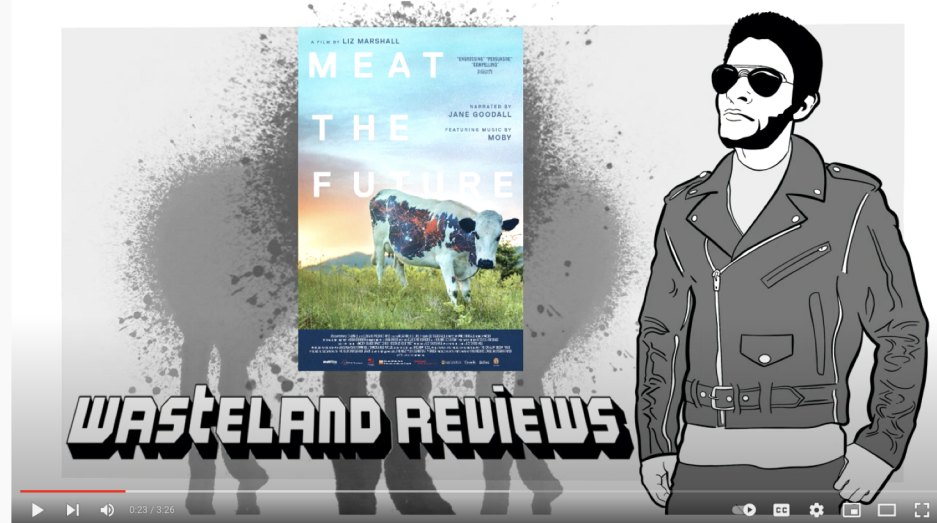




**WASTELAND REVIEWER:** April 4, 2022: “Meat the Future (2022) - Wasteland Film Review” by Shane Conto

<https://www.youtube.com/watch?v=Jl8tGx72CgY>

*\*Please note, Positive*



The video player shows a thumbnail for the review. The thumbnail features a central movie poster for 'Meat the Future' with a cow in a field. To the right is a stylized illustration of a man in a leather jacket and sunglasses. The text 'WASTELAND REVIEWS' is prominently displayed at the bottom of the thumbnail. The video player interface includes a progress bar at 0:23 / 3:26 and standard YouTube controls.

**Meat the Future (2022) - Wasteland Film Review**

18 views • Apr 3, 2022

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**The Wasteland Reviewer**  
775 subscribers

**My Wasteland Review of Meat the Future**  
Directed by Liz Marshall  
Starring: Jane Goodall

**VOD April 5th**  
**Synopsis:** Imagine a world where real meat is produced sustainably without the need to breed, raise and slaughter animals. This is no longer science fiction, it's now within reach. At the forefront of this urgent frontier is Mayo Clinic trained cardiologist Dr. Uma Valeti, the co-founder and CEO of Upside Foods (previously Memphis Meats), the leading start-up of the "cultivated" meat revolution. From the world's first meatball which cost \$18,000 per pound to the first chicken fillet and duck a lorange for half the cost, the film follows Valeti and his team over five years as the cost of production plummets, and consumers' eye the imminent birth of this timely industry. Exploring a game-changing solution, Meat the Future is narrated by Jane Goodall and features music by Moby.

SHOW LESS

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CNN NEWSOURCE: April 5, 2022: "Hollywood Minute: 'Star Trek: Strange New Worlds'" by David Daniel

<https://www.cnn.com/videos/entertainment/2022/04/05/hollywood-minute-star-trek-strange-new-worlds.cnn>

*\*Please note, coverage of the film begins at 0:27*

CNN entertainment



## Hollywood Minute: 'Star Trek: Strange New Worlds'

A new 'Trek' series shows us the Enterprise before Kirk, and a documentary looks at making meat without killing animals Source: CNN

**ALLIANCE OF WOMEN FILM JOURNALISTS:** April 3, 2022: "Opening April 5 – 11, 2022" by Margaret Barton-Fumo  
<https://awfj.org/blog/2022/04/03/opening-april-5-11-2022-margaret-barton-fumo-reports/>



**OPENING THIS WEEK**  
**MOVIES BY AND ABOUT WOMEN**

Lists

Opening April 5 – 11, 2022 – Margaret Barton-Fumo reports

April 3, 2022 Margaret Barton-Fumo female centric films, female directed films, opening films

Lists

Opening April 5 – 11, 2022 – Margaret Barton-Fumo reports

April 3, 2022 Margaret Barton-Fumo female centric films, female directed films, opening films

The Alliance of Women Film Journalists highlights movies made by and about women. With a vigilant eye toward current releases, we maintain an interactive record of films that are pertinent to our interests. Be they female-made or female-centric productions, they are films that represent a wide range of women's stories and present complex female characters. As such, they are movies that will most likely be reviewed on AWFJ.org and will qualify for consideration for our annual EDA Awards, celebrating exceptional women working in film behind and in front of the camera. Our members are feature writers, columnists and regular contributors to a variety of media outlets and many of us publish regularly on the festival circuit. Our critical voices are widespread and diverse. We invite you to join us in tracking weekly releases of particular interest. And we welcome information about new films that will help us to keep our records updated and our critics alert. Below is a concise list of new releases set for the week of 5 – 11 that are of particular interest. Film titles highlighted in red have links to full reviews.

Tuesday, April 5

- **Lioness: The Nicola Adams Story** – Gravitas Ventures (VOD) – UK – Documentary written and directed by Helena Coan about Nicola Adams OBE, the double Olympic and WBO female boxing champion, and the first woman to ever represent England in boxing.
- **Meat the Future** – Giant Pictures (Cinemas, VOD) – Canada – Documentary written and directed by Liz Marshall. A profile of Silicon Valley based Upside Foods (formerly Memphis Meats), which grows meat from meat cells. Narrated by Jane Goodall.

**DOC NYC:** April 8, 2022: "Weekend Watch: LA MAMI, TONY HAWK: UNTIL THE WHEELS FALL OFF, COW" by Staff  
<https://mailchi.mp/docnyc.net/weekendwatch-2022-04-08?e=8fbbabf1fa>

*\*Please note, this was sent as an email blast to subscribers*



Our weekly newsletter of documentary recommendations.

## NEW RELEASES



### **ALASKAN NETS**

dir. Jeff Harasimowicz

"An incredibly complex and layered expression of a lived experience that is equally haunting and dynamic."

—Carson Timar, *ButteredPopcorn*

[Watch via VOD](#)



### **MEAT THE FUTURE**

dir. Liz Marshall

"*Meat the Future* is a substance-over-style doc that manages the rare trick of being at once dry and rather engrossing."

—Guy Lodge, *Variety*

[Watch via VOD](#)



ENTERTAINMENT WEEKLY.COM: April 5, 2022: "What to Watch podcast: An anniversary party goes awry on This Is Us" by EW Staff

<https://ew.com/what-to-watch-podcast/this-is-us-season-6-episode-11/>



HOME / WHAT TO WATCH PODCAST EPISODES

# What to Watch podcast: An anniversary party goes awry on *This Is Us*

Plus, a new Tony Hawk documentary rolls onto HBO and *The Daily Show's* Ronny Chieng headlines a new Netflix comedy special.

By **EW Staff** | April 05, 2022 at 09:49 AM EDT

## What to Watch on Tuesday, April 5

### Streaming

*The Girl From Plainville* – [Hulu](#)

*Ronny Chieng: Speakeasy* (comedy special) – [Netflix](#)

*The Croods: Family Tree* (season premiere) – [Peacock/Hulu](#)

### Movies

*Meat the Future* (doc) – Digital

*Bull* – Digital/VOD

**THE GOOD MEN PROJECT:** March 14, 2022: “New Documentary Follows Trailblazing CEO Making Meat Without Animals” by Stephanie Peron  
<https://goodmenproject.com/featured-content/new-documentary-follows-trailblazing-ceo-making-meat-without-animals/>

## THE GOOD MEN PROJECT®

The conversation no one else is having.®

[Home](#) / [Featured Content](#) / [New Documentary Follows Trailblazing CEO Making Meat Without Animals](#)

### New Documentary Follows Trailblazing CEO Making Meat Without Animals

Meat the Future is inscribed and is directed by the cherished moviemaker is Liza Marshall.

March 14, 2022 by Stephanie Peron [Leave a Comment](#)



A new, fresh film is out called *Meat the Future*. The film follows Uma Valeti and Dr. Uma Valeti's crew while they present customers to a fresh method of creating food. It also looks at mass production, lab-grown meats and research in the science literature.

*Meat the Future* is inscribed and is directed by the cherished moviemaker is Liza Marshall. *Meat the Future* is told by the unique Dr. Jane Goodall. Here is what Dr. Goodall says about the movie: "I'm excited about the documentary because it is solution-focused. The film proposes a way forward, to reduce methane, to reduce water and land use, to lessen the suffering of animals, and to prevent future viral outbreaks. I hope it sparks your imagination and inspires change."

Dr. Valeti is a Mayo Clinic-skilled cardiologist, and is the coauthor and is the boss is with [UPSIDE Foods](#). [UPSIDE Foods](#) was earlier recognized to be called Memphis Meats. UPSIDE Foods is a new lab-grown-meat company is concentrated on "growing the actual meats are straight from the animal cells by not needing to breed and to kill all of the farmed animals.

The lab-grown meats are made by nourishing the animal cells are with the

vitamins, minerals, salts, and the other nutrients so the cells cultivate into the portions of the meats. In the year of 2016, Memphis Meats made the planet's initial lab-grown meatballs are at \$18,000 and are at each pound. Meanwhile then, the business has made the initial chicken fillet and the duck a l'orange for the partial price and is dedicated to creating the lab-grown meats to be cheap to anybody who wants the lab-grown meats.

*Meat the Future* monitors Dr. Valeti and Dr. Valeti's crew for over five years while Dr. Valeti and Dr. Valeti's team reduce the price of the manufacture and present to customers the new technique for creating the foods. The movie clarifies the huge future has the welfares are in the lab-grown meats. The factory farming industries wastes one third of the world's ice-free terrestrial. The factory farming industries make 15 percent of the greenhouse gas emissions.

There is the study is showed by the moviemakers shows the lab-grown beef can decrease the terrestrial is wasted by more than 95 percent and lessen greenhouse gas emissions by 74 to 87 percent of those made by the factory farmers. The Executive producer, Moby, said, "It's about the remarkable development of cultivated meat, which can help us save the only home that we have in our fight against climate change."

If all of you are still starving to plunge into the world of lab-grown meats, *Meat the Future* will be presented on April 5, 2022 in the United States and in the nominated areas. There are also eight more films concentrated on factory farming industries' around the planet.

**GREEN MATTERS:** April 1, 2022: “New Doc 'Meat the Future' Chronicles the Lab-Grown Meat Industry's Revolution” by Sophie Hirsh  
<https://www.greenmatters.com/p/meat-the-future-documentary>

GREENMATTERS



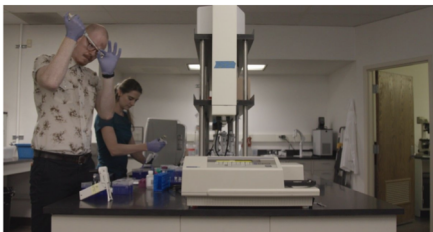
New Doc 'Meat the Future' Chronicles the Lab-Grown Meat Industry's Revolution

BY SOPHIE HIRSH  
APRIL 1, 2022, PUBLISHED 2:00 PM ET

"The fate of our planet may depend on a new food science that grows real meat directly from animal cells, without the need to breed, raise, and slaughter animals."

Dr. Jane Goodall declares this in the opening moments of the new documentary *Meat the Future*, which follows the journey of a growing lab-grown meat company, as its CEO and team work hard to bring the product to market.

Narrated by Dr. Goodall and featuring music by Moby, *Meat the Future* gives viewers a glimpse into how cultivated meat is made, and why it will be "the next agricultural revolution."



SOURCE: GIANT PICTURES

The documentary 'Meat the Future' shows how lab-grown meat could save the planet.

"Conventional animal agriculture is wreaking havoc," Dr. Goodall tells viewers in the film's opening sequence, adding that the industry uses up **nearly half of the world's land**, emits massive amounts of greenhouse gases, and breeds diseases that can turn into pandemics. Not to mention, slaughtering animals for food is highly inefficient and cruel.

Many experts believe that perfecting lab-grown meat and bringing it to market will be key in putting an **end to the animal agriculture industry**. According to press materials shared with *Green Matters*, cell-based beef is estimated to reduce land use by over 95 percent, and climate change emissions by up to 87 percent.

*Meat the Future* profiles former Mayo Clinic cardiologist Dr. Uma Valeti, who is the CEO and co-founder of **Upside Foods** (formerly called Memphis Meats), one of the original meat-startups. The company is known for creating the **world's first lab-grown meatball** back in 2016.

The documentary chronicles the company's journey towards bringing the product to market over the past several years, and shows some of the push-back lab-grown meat producers have gotten.



Dr. Uma Valeti, CEO of Upside Foods.

SOURCE: GIANT PICTURES

"I started thinking about, if I practice cardiology for another 30 years, I would probably save 2,000 or 3,000 lives," Dr. Valeti says in the film, recalling his thought process a decade ago, when he left cardiology to start his company.

"But there's very little ... that even comes close to the level of impact of what [a cultivated meat company] could be," he added. "Impact on billions of human lives and trillions of animal lives, and it felt like it was not even close to the choice of me continuing in cardiology, even though it was enormously satisfying. I felt good about leaving cardiology and starting something that had a transformative impact."

Though the product is not yet on the market, Upside Foods continues to grow — in fact, investors include **Bill Gates**, **Richard Branson**, and **Leonardo DiCaprio**, as well as a few major meat companies, such as Tyson and Cargill.

How is lab-grown meat made?



SOURCE: GIANT PICTURES

As Dr. Valeti explains in the film, Upside Foods **makes cultivated meat** by first taking cells from animals. Then, they incubate the cells in a lab with nutrients; these cells then grow and multiply into muscle tissue, essentially becoming meat.

In the film, Danielle Desmet, Upside Foods' laboratory manager, likens the process to growing yeast for the beer-making process.

In addition to Dr. Valeti and Desmet, *Meat the Future* features a number of experts in the field, including several Upside Foods engineers and scientists, as well as a few doctors and authors in the space.

And as previously mentioned, *Meat the Future* is narrated by Dr. Jane Goodall. The legendary primatologist and environmentalist has spoken up about the destructive nature of the animal agriculture industry on many occasions; namely, throughout the pandemic, she has used her voice to highlight how humanity's disrespect towards the planet and animals has **caused both COVID-19 and the climate crisis**.

Musician and animal rights activist **Moby** executive produced *Meat the Future*, and also composed original music for the documentary. Moby is a longtime vegan, and constantly uses his platform to advocate for plant-based living.

And award-winning filmmaker Liz Marshall directed the film. "In 2016, I was looking to follow a solution-focused story, and came across the emergence of 'cellular agriculture.' After meeting Dr. Uma Valeti ... I felt certain there was a film," Marshall said in a statement.

"Over the next five years, our lens was situated at the forefront of a historic and hopeful movement of change," she added. "What the future holds for cultivated meat is unclear, but I believe its revolutionary journey into the world will stand the test of time."

How to watch 'Meat the Future':

*Meat the Future* will debut on April 5, 2022 on all major digital platforms. It is currently available for preorder on **Apple TV/iTunes** for \$9.99.

*Green Matters'* new book, **Green Living**, is the perfect guide to living an eco-friendly lifestyle for people at every stage of the process. You can order *Green Living* [here](#).

THE NEW YORK TIMES: April 8, 2022: "Watching: What to Watch This Weekend" by Margaret Lyons

<https://messaging-custom->

[newsletters.nytimes.com/template/oakv2?campaign\\_id=20&emc=edit\\_wg\\_20220408&instance\\_id=58038&nl=watching&productCode=WG&regi\\_id=48017333&segment\\_id=87963&te=1&uri=nyt%3A%2F%2Fnewsletter%2F62108d17-9c26-5e40-91b6-487b21a5dfb5&user\\_id=39bc93443854ada0798a77f27ce70c58](https://messaging-custom-newsletters.nytimes.com/template/oakv2?campaign_id=20&emc=edit_wg_20220408&instance_id=58038&nl=watching&productCode=WG&regi_id=48017333&segment_id=87963&te=1&uri=nyt%3A%2F%2Fnewsletter%2F62108d17-9c26-5e40-91b6-487b21a5dfb5&user_id=39bc93443854ada0798a77f27ce70c58)

\*Please note, this was sent as an email blast to subscribers

The New York Times

Watching

FOR SUBSCRIBERS | APRIL 8, 2022



By Margaret Lyons  
Television Critic

Dear Watchers,

I loved this [oral history in Mel magazine](#) of "Bobby Goes Nuts," one of the best episodes of "King of the Hill." *That's my purse! I don't know you!*

Have a dazzling weekend.

This weekend I have ... a half-hour, and I like sketch.



Ashley Nicole Black in a scene from "A Black Lady Sketch Show." Tina Thorpe/HBO

'A Black Lady Sketch Show'

**When to watch:** Friday at 11 p.m., on HBO.

Season 3 of "A Black Lady Sketch Show" debuts this weekend, and it's as silly and richly imagined as ever. The premiere includes fun cameos, a potential love interest for the recurring character Dr. Hadassah Olayinka Ali-Youngman and a riff on "Hidden Figures." A lot of contemporary sketch is synonymous with shaggy slap-dashedness, but "A Black Lady Sketch Show" has a lush and more realized aesthetic, which makes its segments dreamy and robust. If you liked "Baroness von Sketch Show," try this.

... a half-hour, and I'm looking toward the future.



Asif Mandvi hosts the American adaptation of "Would I Lie to You?" CW

'Would I Lie To You?'

**When to watch:** Saturday at 8:30 p.m., on the CW.

Prime-time Saturday nights on network TV are largely an abandoned wasteland of reruns and newsmagazine shows, which is our first sign that "Would I Lie to You?," hosted by Asif Mandvi, has ... oh, let's say room to grow. The series is based on my favorite British panel show, in which teams of comedians read out outrageous facts about themselves and the opposing team has to figure out if the claim is true or false — think zhuzhed-up "two truths and a lie."

In the three episodes made available for review, this adaptation does not capture the original's energy or playfulness. But I believe in its potential and in the general viability of adapting more panel shows, and I thus will continue to watch with hope in my heart.

... a few hours, and baseball is back.



Dave Stieb, seen here in 1998. Joe Gioia/Reuters

'Captain Ahab: The Story of Dave Stieb'

**When to watch:** Now, on YouTube.

The latest documentary series from Secret Base, which brought us such treasures as "A History of the Seattle Mariners" and "The Bob Emergency," traces the career of Dave Stieb, who pitched mostly for the Toronto Blue Jays in the 1980s and '90s. But this is not a standard, staid hagiography — it's a whimsical and discursive look at statistics, passion, fandom, culture in general and baseball culture in particular. "Ahab" blends analytical integrity and data visualization with goofball humor and an overall sense of pleasure. Three episodes are available now, and a fourth is nigh.

Your newly available weekend movies



From left, Dianna Agron and Dustin Hoffman in the family comedy-drama "As They Made Us," a film written and directed by Mayim Bialik. Quiver Distribution

In a slow week for new on-demand releases, no films quite rise to the level of a Critic's Pick. But our reviewers still find much to like about Mayim Bialik's directorial debut, "As They Made Us," a family drama starring Dustin Hoffman and Candice Bergen, and "Metal Lords," a Netflix coming-of-age comedy about bullied teenagers who work out their angst in a heavy metal band.

Unless otherwise noted, titles can generally be rented on the usual platforms, including Amazon, Apple TV, Google Play, Vudu and YouTube. SCOTT TOBIAS

'All the Old Knives' (Amazon Prime Video only)

While "All the Old Knives" keeps cleverly resetting the table it's laid out, it can't fundamentally alter the meal. — Ben Kenigsberg ([Read the full review here.](#))

'As They Made Us'

Even with veterans like [Dustin Hoffman] and [Candice Bergen], it's [the actress Dianna Agron's] film. She and [the director Mayim Bialik] make Abigail's filial loyalty as sympathetic as it is exasperating, and as rife with difficult truths about aging as it is understatistically hopeful about growing up. — Lisa Kennedy ([Read the full review here.](#))

'Cow'

Devoid of explanatory text and almost wordless, this feel-bad documentary takes a soberly immersive approach, with the cinematographer Magda Kowalczyk often using a hand-held camera to approximate a bovine point of view. — Beatrice Loayza ([Read the full review here.](#))

'Metal Lords' (Netflix only)

The movie shows a keen awareness of how nerdy, shy or bullied children are drawn to metal music for its brute power and the high caliber of expertise it demands. Conventional but genuine, "Metal Lords" comprehends the riot of adolescent emotions and the many ways teenagers manage them. — Natalia Winkelman ([Read the full review here.](#))

'Return to Space' (Netflix only)

Glowing with grandiose pronouncements and uplifting sentiment, "Return to Space," a druggy documentary about America's first manned spaceflight since 2011, could be easily repurposed as promotional material for Elon Musk's SpaceX. — Jeannette Catsoulis ([Read the full review here.](#))

Also newly available:

- "Ball"
- "Meet the Future"





**WOMEN AND HOLLYWOOD:** April 4, 2022: "April 2022 Preview" by Sarah Greenleaf

[https://womenandhollywood.substack.com/p/april-2022-preview?token=eyJ1c2VyX2lkIjo0OTQ3NDY5LCJwb3N0X2lkIjo1MTU5MDgzNSwiXyI6IjRod3hEliwiaWF0IjoxNjQ5MDk1Nzg3LCJleHAiOiE2NDkwOTkzODcsImZyY2I6IjB1Yi0yMjMxMjMiLCJzdWl0IiwiY3N0LXJlYWN0aW9uIn0.AbWty37M\\_tHgQggcdHG63BilWW1lOIJ47PAIhn7rK9IUF&sr](https://womenandhollywood.substack.com/p/april-2022-preview?token=eyJ1c2VyX2lkIjo0OTQ3NDY5LCJwb3N0X2lkIjo1MTU5MDgzNSwiXyI6IjRod3hEliwiaWF0IjoxNjQ5MDk1Nzg3LCJleHAiOiE2NDkwOTkzODcsImZyY2I6IjB1Yi0yMjMxMjMiLCJzdWl0IiwiY3N0LXJlYWN0aW9uIn0.AbWty37M_tHgQggcdHG63BilWW1lOIJ47PAIhn7rK9IUF&sr)

*\*Please note, this was sent as an email blast to subscribers*

### Women and Hollywood Newsletter

## April 2022 Preview

This month's women-made and women-centric films and television.

Apr 4 



"Petite Maman"

By Sarah Greenleaf

*All synopses are courtesy of press materials, unless otherwise noted.*

**April 5**

"Lioness: The Nicola Adams Story" (Documentary) – Directed by Helena Coan (Available on VOD)



"Lioness: The Nicola Adams Story"

At London 2012, Nicola Adams OBE became the first woman ever to win an Olympic Gold medal for boxing. In Rio 2016, with the nation cheering her on, she did it all over again. A Black, gay, working class girl from a council estate fighting in a sport which didn't accept women — how did Nicola overcome the odds stacked against her and make history?

**"Meat the Future" (Documentary) – Written and Directed by Liz Marshall (Available on VOD)**

A character driven, deep dive into the game changing world of "cultivated" meat, "Meat the Future" follows a visionary CEO, Dr. Uma Valeti, as he risks everything to make his dream a reality for us all. Imagine a world where real meat is produced sustainably without the need to breed, raise, and slaughter animals. This is no longer science fiction, it's now within reach. Hailed as one of the biggest ideas of the last century, cultivated meat is a food innovation that grows real meat from animal cells. Mayo Clinic-trained cardiologist Dr. Valeti is the co-founder and CEO of Upside Foods, the leading start-up of the cultivated meat revolution. From the world's first meatball which cost \$18,000 per pound to the first chicken filet and duck a l'orange for half the cost, the film follows Valeti and his team over five years as the cost of production plummets, and consumers' eye the imminent birth of this timely industry.

## WOMEN AND HOLLYWOOD: March 31, 2022: “April 2022 Film Preview” by Sarah Greenleaf

<https://womenandhollywood.com/april-2022-film-preview/>



BY Sarah Greenleaf March 31, 2022



As we slip into springtime in the Northern Hemisphere, we witness the world around us transforming. It's a time of metamorphosis, and April's film slate is full of titles engaging with this theme. Films across a variety of genres depict transitional periods in their protagonists' lives. We have a slew of coming-of-age titles to look forward to, centering on everyone from a supernatural, shape-shifting witch to an international pop sensation.

Set for release on April 1, "You Won't Be Alone" sees a young girl transformed into a feral witch who experiences, for the first time, the beauty and mystery of the natural world. [Much like we do with each additional hour of sunlight!] In "Aline" (April 8), we follow a woman whose voice captures the hearts of audiences around the world and the man who does everything he can to make her a star. Inspired by the life of Celine Dion, the Cannes sensation spans decades in the life of a Canadian singer portrayed by the film's writer and director, Valérie Lemercier.

For those looking for a slice-of-life style coming-of-age story, Jessica Hester and Derek Schweickart's "Coast" (April 8) tells the story of a 16-year-old girl desperate to escape family drama. She finds a much-needed escape in music and her girlfriends, and begins to see the world through new eyes when she meets the singer of a band whose van breaks down in her town.

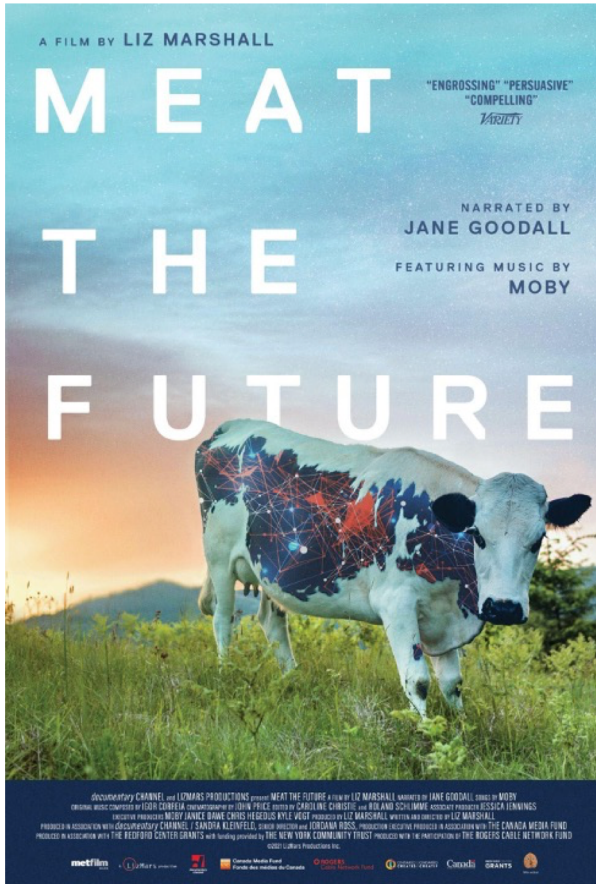
A rebellious teenager finds solace and comfort in sleight of hand magic in Kate Tsang's "Marvelous and the Black Hole" (April 22). If magical realism is more your speed, "Petite Maman," Céline Sciamma's follow-up to "Portrait of a Lady on Fire," is being released on the same day. The whimsical meditation on grief, friendship, and love sees a girl traveling back in time and befriend her mother as a child.

For those seeking a darker, sinister story about family, Hanna Bergholm's "Hatching" (April 29) takes creature feature to a whole new level while exploring the ways in which parental pressure can be toxic. Another eerie take on a coming-of-age story can be found in "We're All Going to the World's Fair" (April 15), Jane Schoenbrun's surreal exploration of a teenage girl's online habits and drive to be accepted and seen. As she takes on challengers in an online game, the lines between her virtual life and lived reality shift and blur until danger surrounds her on all fronts.

Here are the women-centric, women-directed, and women-written films debuting in April. All descriptions are from press materials unless otherwise noted.

### **"Meat the Future" (Documentary) – Written and Directed by Liz Marshall (Available on VOD)**

A character driven, deep dive into the game changing world of "cultivated" meat, "Meat the Future" follows a visionary CEO, Dr. Uma Valeti, as he risks everything to make his dream a reality for us all. Imagine a world where real meat is produced sustainably without the need to breed, raise, and slaughter animals. This is no longer science fiction, it's now within reach. Hailed as one of the biggest ideas of the last century, cultivated meat is a food innovation that grows real meat from animal cells. Mayo Clinic-trained cardiologist Dr. Valeti is the co-founder and CEO of Upside Foods, the leading start-up of the cultivated meat revolution. From the world's first meatball which cost \$18,000 per pound to the first chicken filet and duck a l'orange for half the cost, the film follows Valeti and his team over five years as the cost of production plummets, and consumers' eye the imminent birth of this timely industry.



## SOCIAL COVERAGE

**@CHANGENOW\_WORLD:** ChangeNOW shared their coverage with their 6K Twitter followers  
[https://twitter.com/ChangeNOW\\_world/status/1511403403460624385](https://twitter.com/ChangeNOW_world/status/1511403403460624385)



**ChangeNOW**  
@ChangeNOW\_world



Are you ready to Meat the Future? Released today, the documentary 🎬 narrated by Dr. Jane Goodall shines a light on a world where meat is produced sustainably 🌿 . Dr. Goodall will deliver the closing speech at [#ChangeNOW2022](#). [@Onegreenplanet](#) [@JaneGoodallInst](#) [bit.ly/3uXw3oF](https://bit.ly/3uXw3oF)



2:00 PM · Apr 5, 2022 · Meltwater Social

**@DGCTALENT:** DGC National shared their coverage with their 8.2K Twitter followers

<https://twitter.com/DGCTalent/status/1517526677194219520>



**DGC National**  
@DGCTalent

...

On [#EarthDay2022](#), hear DGC Director [@LizMarsFilm](#) discuss her documentary *Meat the Future* with filmmaker Shelly Saywell! Learn about Cultivated Meat and the possibility of putting an end to factory farming [@MTFFilm](#) [#TheDGCPodcast](#)  
[apple.co/393UFox](https://apple.co/393UFox)  
[anchor.fm/dgcpodcast](https://anchor.fm/dgcpodcast)



11:32 AM · Apr 22, 2022 · Twitter Web App



@THELISTSHOWTV: The List Show TV shared their interview with their 103K YouTube followers

<https://www.youtube.com/watch?v=2T5xOAoiFkQ>



Red meat, poultry, seafood, and now lab grown meat?! The food industry is expanding to include cultivated meat as an alternative option to conventional meat. We spoke with Liz Marshall, writer, director and producer of the food documentary, Meat the Future, to learn the science behind the cultivated meat movement.

THE LIST is a daily TV show that covers the hottest trends and topics in life hacks, pop culture, deals and gadgets to make your life a little easier. Tune in Monday-Friday to watch THE LIST.

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Meat The Future: The Cultivated Movement

93 views · Apr 5, 2022

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 The List Show TV ©  
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**@GOLDENLOBES:** Golden Globe Awards shared their review with their 1.3M Twitter followers

<https://twitter.com/goldenglobes/status/151542982497772544>



**Golden Globe Awards** ✓  
@goldenglobes



Director Liz Marshall's *Meat the Future* (@MTFFilm) is a timely documentary about the next agricultural revolution. Read more: [bit.ly/3uF7HBI](https://bit.ly/3uF7HBI)



4:40 PM · Apr 16, 2022 · Twitter Web App

13 Retweets 2 Quote Tweets 45 Likes

**@KBW\_VENTURES:** KBW Ventures shared the film with their 1.3K Twitter followers

[https://twitter.com/KBW\\_Ventures/status/1511611693230608386](https://twitter.com/KBW_Ventures/status/1511611693230608386)

 **KBW Ventures**  
@KBW\_Ventures

...

Join [@upsidefoods](#) in celebrating the international release of Liz Marshall's award-winning documentary. 'Meat The Future' follows UPSIDE Foods founder and CEO [@UmaValeti](#) through the world of cultivated meat. Watch it here: [bit.ly/3j63UGv](https://bit.ly/3j63UGv)



 UPSIDE Foods and 4 others

3:48 AM · Apr 6, 2022 · Twitter Web App

4 Retweets 12 Likes

@NYTIMESARTS: New York Times Arts shared their review with their 2.7M Twitter followers

<https://twitter.com/nytimesarts/status/1511464001674391554>



New York Times Arts 

@nytimesarts



In her new film “Meat the Future,” the documentarian Liz Marshall depicts the rise of Upside Foods, a company that produces meat from animal cells.



nytimes.com

‘Meat the Future’ Review: The Growth of a ‘Clean Meat’ St...  
In her new film, the documentarian Liz Marshall depicts the rise of Upside Foods, a company that produces meat from ...

6:01 PM · Apr 5, 2022 · SocialFlow

1 Retweet 3 Likes



@THEPLAYLISTNEWS: The Playlist shared their review with their 5.1K Twitter followers

<https://twitter.com/ThePlaylistNews/status/1512162829066928135>



**The Playlist**  
@ThePlaylistNews



'Meat The Future' Review: More Glorified Advertisement Than Deep Dive Into The Clean-Meat Movement [dlvr.it/SN9Kzd](https://dlvr.it/SN9Kzd)



4:18 PM · Apr 7, 2022 · dlvr.it

1 Retweet 2 Likes

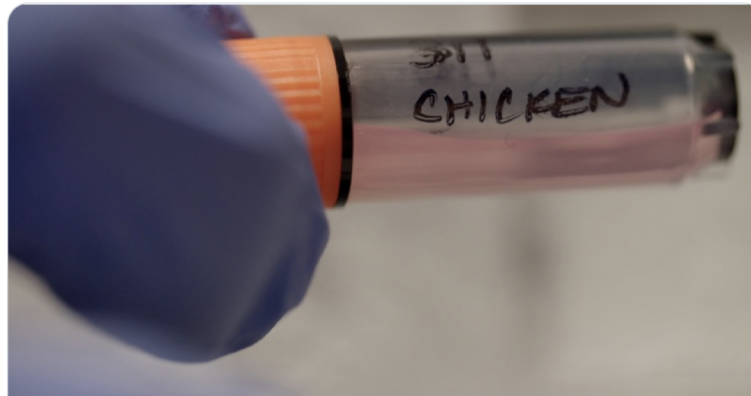
**@SIERRA\_MAGAZINE:** Sierra Magazine shared their coverage with their 73.7K Twitter followers  
[https://twitter.com/Sierra\\_Magazine/status/1512144435009761285](https://twitter.com/Sierra_Magazine/status/1512144435009761285)



**Sierra Magazine**  
@Sierra\_Magazine

...

In the documentary “Meat the Future” a team of scientists struggles to make cultivated meat affordable—a long road, considering the first meatball they produced cost \$18,000.

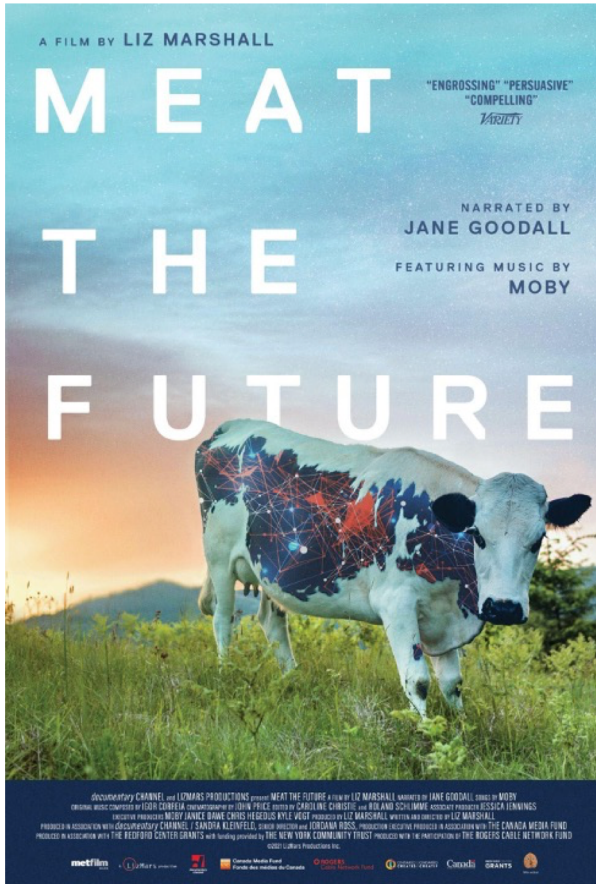


sierraclub.org

“Meat the Future” Takes Viewers to the Meat-Growing Lab

The new documentary reveals what it means to cultivate meat from animal cells

3:05 PM · Apr 7, 2022 · Hootsuite Inc.



PICK-UP

## Entertainment Weekly Pick-up

<https://www.yahoo.com/entertainment/watch-podcast-anniversary-party-goes-134912143.html>

<https://finance.yahoo.com/watch-podcast-anniversary-party-goes-134912143.html>

<https://www.yahoo.com/lifestyle/watch-podcast-anniversary-party-goes-134912143.html>

<https://news.yahoo.com/watch-podcast-anniversary-party-goes-134912143.html>

<https://www.yahoo.com/now/watch-podcast-anniversary-party-goes-134912143.html>

<https://sports.yahoo.com/watch-podcast-anniversary-party-goes-134912143.html>

## **Filmleaf Pick-up**

<https://www.chrisknipp.com/writing/viewtopic.php?f=1&t=4895>



## **The Playlist Pick-up**

<https://www.imdb.com/news/ni63589498>