

IMPACT REPORT

"A tour de force. I hope it circulates very widely."

- Viewer comment

MEAT THE FUTURE

LizMars



A documentary Channel Original Production

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*Film images courtesy of LizMars Productions Inc.
Cultivated meat images courtesy of UPSIDE Foods.*

**“The documentary has
certainly worked to inspire by
creating a zeitgeist of
possibilities and hope
in the area.”**

– Josh Wilson, Forbes



MEET MEAT THE FUTURE

Imagine a world where real meat is a climate solution, without the need to harm animals. This is no longer science fiction; it is now within reach.

Meat the Future follows Dr. Uma Valeti, the visionary co-founder and CEO of UPSIDE Foods (previously Memphis Meats) as he and his team set out to make their dream a reality. From the San Francisco Bay Area to Valeti's hometown of Vijayawada, India, the film takes a personal, character-driven approach to explore one of the biggest ideas of the century.

Meat the Future is the world's first feature-length documentary about the birth of the cultivated meat industry. With unique access to one of the leading companies in the field during its early stages of development, the film is a deep dive into a new and innovative world filled with immense possibilities – and important questions.

MEET MEAT THE FUTURE



Dr. Jane Goodall, DBE
Founder, The Jane Goodall Institute
UN Messenger of Peace

"Meat the Future is an inside look into a technology that has the potential to revolutionize our relationship not only to animals and our planet, but ourselves."

- Dr. Nina Gheihman, Sustainable Food Initiative, University of California Berkeley

Narrated by Dr. Jane Goodall and featuring music by Moby, **Meat the Future** is an award-winning documentary that has been showcased at some of the world's most influential film festivals, is supported by the international documentary film industry, and is available worldwide.

MEET MEAT THE FUTURE

“Humanizes and makes the story of the product relatable and understandable. This is crucial to help combat fear and distrust.”

– Viewer comment

Since 2016, **Meat the Future’s** mission has been to ignite global awareness and discussion about an idea whose time has come: the innovation of real meat grown and harvested from animal cells, without the need to breed, raise, and slaughter animals.

Meat the Future is globally recognized as a timely, solution-focused environmental impact documentary. Our global outreach and distribution campaign, professional impact evaluation, and this report are a capstone showing how the film has reached, educated, and influenced many thousands of viewers around the globe.

As an educational companion to the film, this report is a contribution to the growing field of research in the cultivated meat and seafood space, and for the broader alternative protein movement. Concurrently, this impact report is a tool for the documentary film industry, and for changemakers and storytellers.



Director's Statement


In 2016, I was seeking an active, character-driven story about a potential solution to the various emergencies facing our planet and future. I read about the world's first meatball made from animal cells, without the need to breed, raise and slaughter billions of animals. The more I researched it, the more I realised that this novel innovation had the potential to radically address the issues I care deeply about – animals, planetary health, and justice.

After a meeting of minds with Dr. Uma Valeti, a Mayo Clinic-trained cardiologist from Vijayawada, India, based in the San Francisco Bay Area, I felt certain there was a film. In 2015, Uma took a risky, passion-driven career turn and co-founded the world's first startup focused on the commercial viability of meat grown from animal cells. I sought the unique behind-the-scenes access required to feature him and his small team in a documentary about the birth of this industry. They agreed, and over the next several years our lens was situated at the forefront of an uncertain yet historic and hopeful movement of change.

Chronicling an epic story in this way depends on the ability to witness evolving twists, turns, victories, breakthroughs, and challenges. And while we were given unprecedented access to some aspects of the company's operations, intellectual property concerns common to start-ups made it impossible to tell a fuller story. Despite limitations, the film team and I were able to document and craft a complex story told over time, one that humanises this topic through the eyes of early-stage pioneers at ground zero of the next agricultural revolution.

The industry continues to evolve at a rapid pace with private and public investments, breakthroughs, hopes and disappointments, and new language. What the future holds for cultivated meat is unclear, but I believe its journey into the world, as memorialised in *Meat the Future*, will stand the test of time.

— Liz Marshall,
Writer-Director-Producer
Meat the Future

An aerial photograph of a large industrial slaughterhouse facility. The facility consists of several long, narrow pens filled with a large number of dark-colored livestock, likely cattle or pigs. The pens are separated by metal railings and are situated within a large, multi-story building structure. In the background, a parking lot with several cars is visible. The overall scene depicts a large-scale industrial meat production operation.

“Has the potential to change the way Americans think about, consume, and make meat for years to come.”

– *Maya Richard-Craven, Sierra Club*

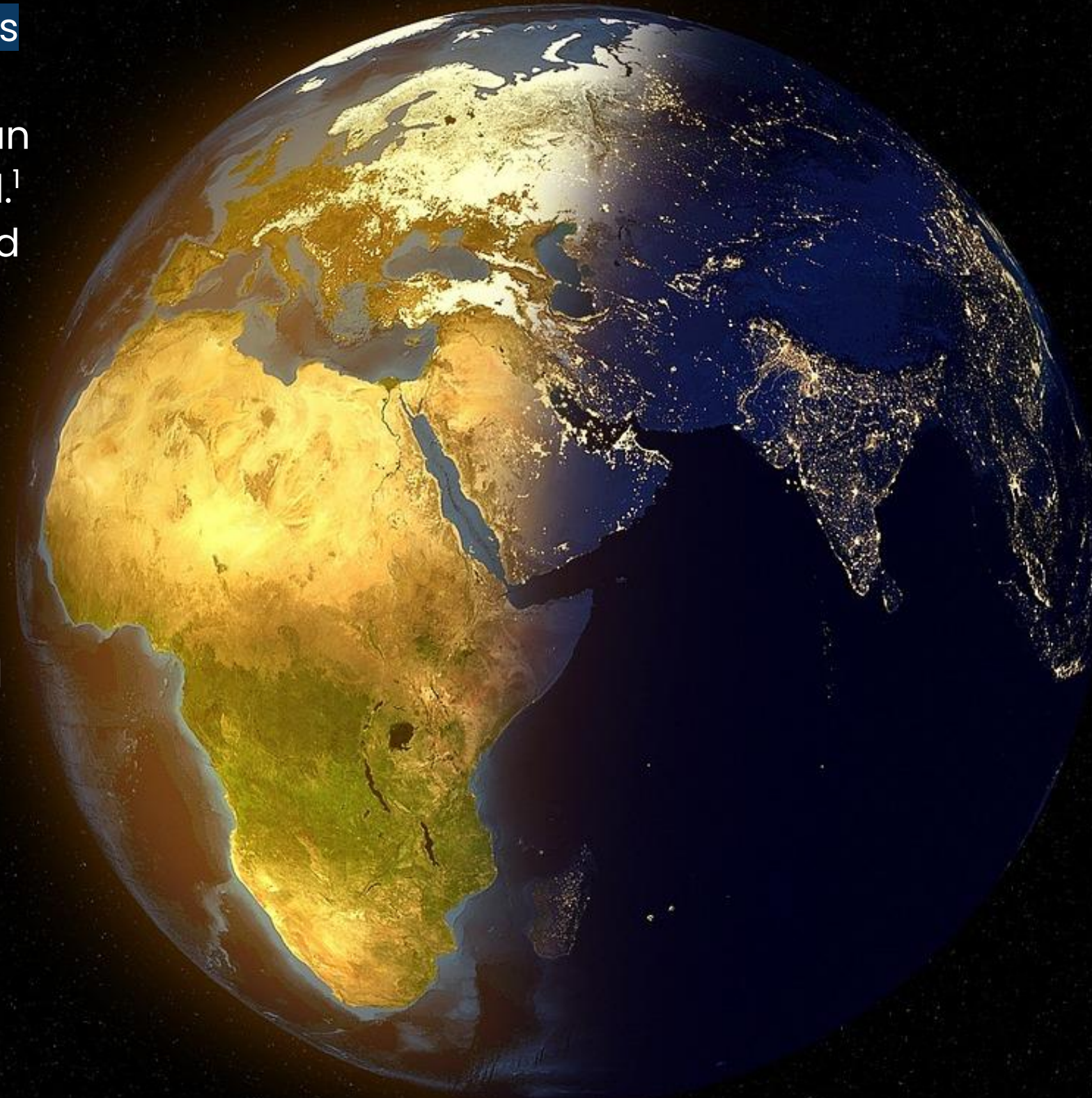


The Meat of the Problem

How do you efficiently and humanely feed eight billion people without destroying the planet? The conventional method of producing meat by raising and slaughtering animals is not the answer. In fact, it is a big part of the problem.

Our Climate

We are eating our way toward a climate disaster. Animal agriculture is responsible for nearly 19% of global greenhouse gas emissions, more than all forms of transportation combined.¹ It requires enormous amounts of land and water. In fact, nearly half of the world's land surface area is used for animal agriculture, and the waste from those farms is a leading cause of pollution.² For a planet in peril, solving the climate emergency means reducing, replacing, and eliminating conventionally produced meat and seafood from the menu.



Our Health

Breeding billions of farm animals and confining them in close quarters is a recipe for ongoing and future health pandemics. In fact, 75% of emerging infectious diseases – such as COVID-19 – are transmitted from animals to humans.³ In response, factory farms pump animals full of antibiotics, creating yet another public health emergency in the form of antibiotic resistance in humans.

Our planet's increasingly meat-centred diet is making us sick – and also preventing the cure.

“The environmental impact of animal agriculture is so enormous that alternatives like cultivated meat are just a necessary step towards surviving as a species.”

– Viewer comment

Our Humanity

Much like our beloved dogs and cats, the animals that we breed and butcher for food are intelligent, emotional, and curious beings. Yet we slaughter more than 70 billion land animals every year – and countless more fishes and aquatic animals – and these staggering numbers continue to increase year over year.⁴

Humans have an immense moral responsibility to minimise the harm we are causing with our food choices.

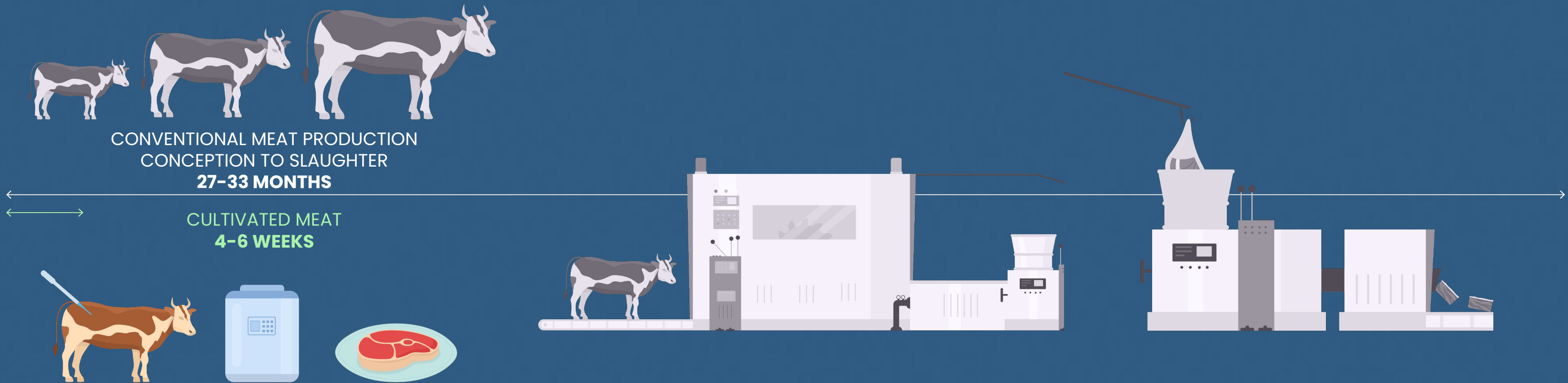
Our Future

There is currently no way to adequately and equitably feed future generations. By 2050 there will be 10 billion people living on planet Earth. The process of raising animals for food takes up nearly 80% of global agricultural land, yet produces less than 20% of the world's supply of calories.⁵ Meanwhile, wealthy countries seek to maintain the status quo at the expense of people going hungry in lower- and middle-income countries.

Is Cultivated Meat a Viable Solution?

Imagine a world where real meat is produced sustainably without the need to breed, raise, and slaughter animals. This is the anticipated potential of cultivated meat, a new type of food science that grows meat directly from animal cells.

What is Cultivated Meat?



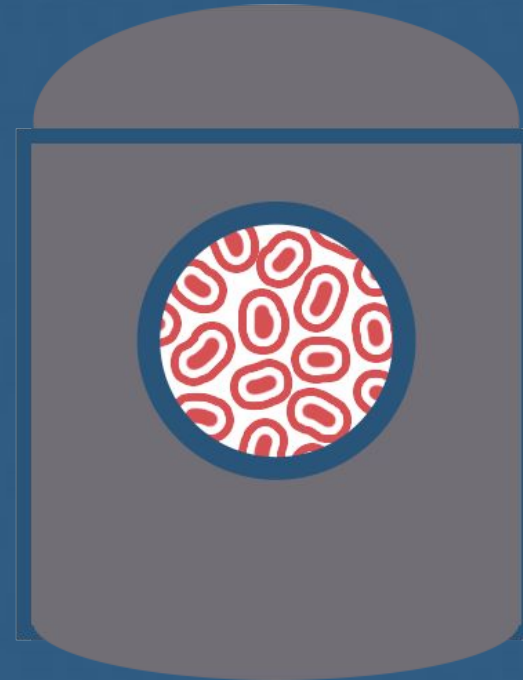
Cultivated Meat may be produced **95%** faster than traditional meat.

Cultivated Meat Production Process



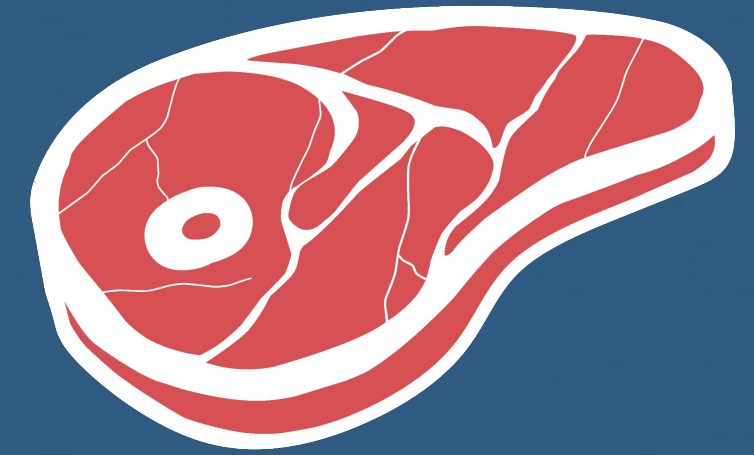
Biopsy

Start with a small sample of cells from an animal.



Cultivation in Nutrient-Rich Environment

Place in a nutrient-rich environment that allows it to grow.



Meat

Enjoy your meat. Bon appétit!

The cultivated meat and seafood production process begins by taking a small biopsy from a living animal who is otherwise unharmed. The cells obtained during the biopsy are then grown in special cultivators called "bioreactors" in a food production facility.



Similar to what happens inside an animal's body, the animal cells are kept in an oxygen-rich medium made up of basic nutrients and supplemented with proteins and other growth factors. The cells can be grown to produce a wide variety of commonly known meats – from cows, chickens, pigs, etc. – which are then prepared and packaged into final products.



As of 2022, the industry's preferred term for this new food innovation is "cultivated meat," which includes the innovations of cell-based beef, pork, poultry, fish, and seafood. In the past, the industry (and its critics) has used other terms such as "clean meat," "cultured meat," "cell-based meat," "cellular meat," "lab-grown meat," and "in-vitro meat."

Anticipated Benefits



A switch from conventional to cultivated beef could reduce emissions by 74% or more.

By growing meat directly from animal cells at scale, cultivated meat has the potential to lessen or even eliminate problems associated with conventional meat production.

Tackling Climate Change: Cultivated meat and seafood will use significantly less land and water resources and will reduce agriculture-related pollution.⁶ Cultivated meat production is not expected to produce greenhouse gas emissions or contribute to acidification of land and water, soil degradation, or deforestation.⁷ According to one estimate, a switch from conventional to cultivated beef could reduce emissions by 74% or more.⁸

Protecting Public Health: Cultivated meat and seafood production could help prevent future health pandemics like COVID-19, and decrease foodborne illness and bacterial pathogens like Salmonella, E-coli, and Listeria. It could also minimise antibiotic resistance resulting from the overuse of antibiotics in animals raised for slaughter, which are used to prevent viruses from spreading between animals.⁹

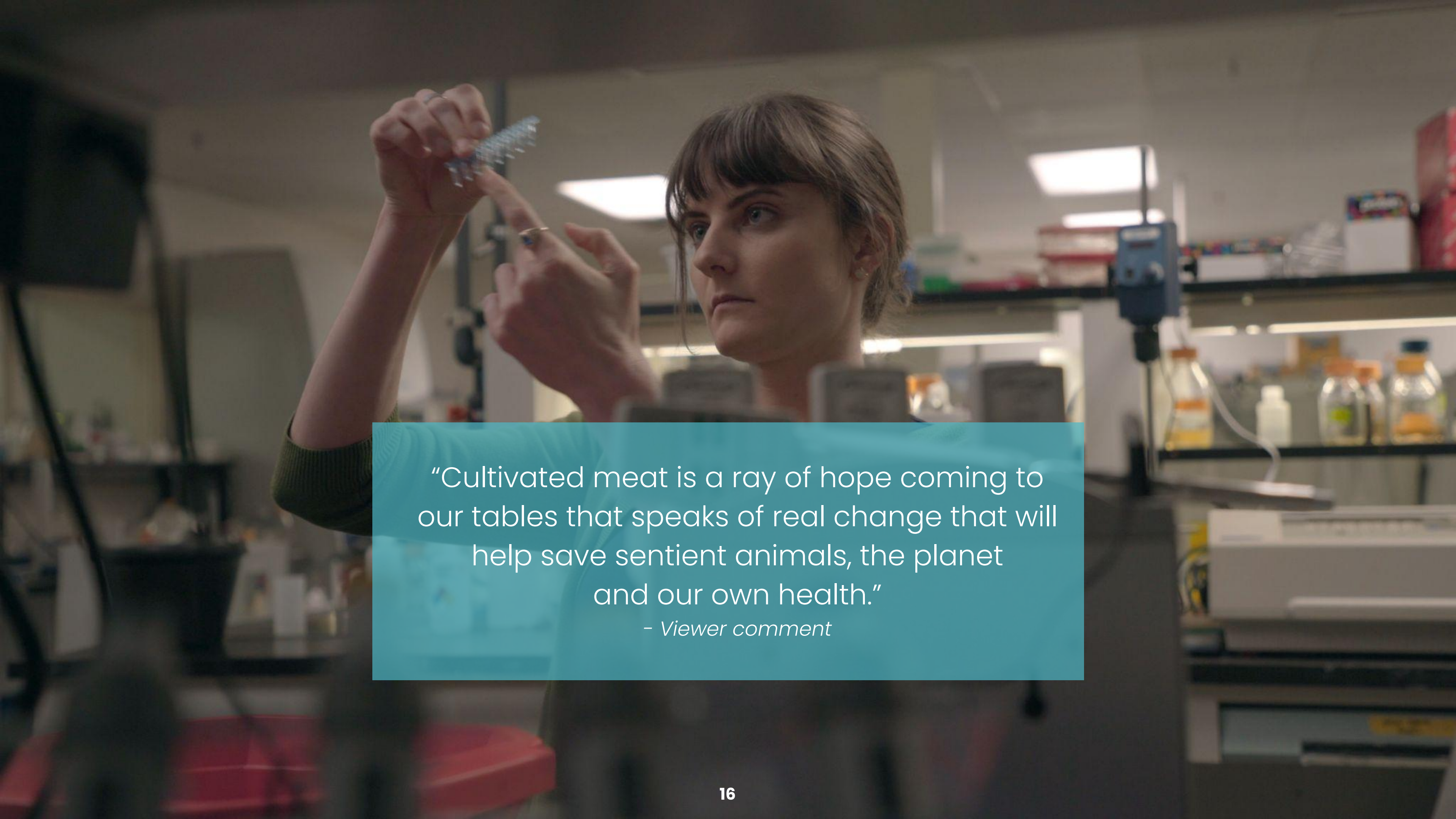
Anticipated Benefits

Minimising Harm to Animals: Cultivating meat and seafood directly from animal cells could eliminate the need to breed, raise, and slaughter billions of animals every year. Animals used by the industrial agriculture food system are subjected to constant confinement and welfare problems and we are rapidly depleting the world's oceans of all life.¹⁰ Cultivated meat could make all of that unnecessary.

Feeding a Growing World: With both population growth and increased standards of living, **global meat demand is expected to double by 2050**. Cultivated meat has the potential to revolutionise our food system for future generations, making the production process sustainable.^{11,12} When scaled up to be both affordable and accessible, cultivated meat could be an answer to feeding animal-based protein to the masses.

"This engaging and ambitious film provides a unique look at the history, potential, and future of cultivated meat. It is a must-watch for anyone who is interested in learning about or getting involved in the upcoming food revolution."

Matti Wilks, Assistant Professor in Psychology, University of Edinburgh



“Cultivated meat is a ray of hope coming to our tables that speaks of real change that will help save sentient animals, the planet and our own health.”

– *Viewer comment*



Challenges Ahead for Cultivated Meat

With any new scientific breakthrough, there are also immense challenges to overcome. The same is true for cultivated meat, even though – as **Meat the Future** shows – the pioneers in the field have already made tremendous strides in just a short period of time.

Advancing the Technology: Cultivated meat is a proven concept, with robust private and public support that has enabled research and development. But refining the technology and scaling it to commercial viability remains the next great hurdle. The reality of cultivated meat and seafood could go unfulfilled – or could take a much longer time to realise – if those challenges prove insurmountable for the industry. Developing an affordable, animal-free growth medium for cultivated cells, for example, is a major challenge for the sector.¹³

"Nature provides all our nutrition needs.
Why would we need "cultured" meat?"

– *Viewer comment*



Challenges Ahead for Cultivated Meat

THE LATEST

At the time of this report, in November 2022, UPSIDE Foods received momentous and record-setting news that its cultivated chicken has been approved by the U.S. Food and Drug Administration, stating that the product is safe for consumption.¹⁴ UPSIDE Foods will work with the U.S. Department of Agriculture's Food Safety and Inspection Service to secure the remaining approvals before it can be sold to consumers.

REGULATORY ISSUES

As a new food innovation, it is unclear how or when cultivated meat and seafood will be regulated in countries around the world. At the time of this report, just one country – Singapore – has approved cultivated meat for sale to consumers.¹⁵ In the U.S., cultivated meat companies are working closely with government officials and conventional meat stakeholders to establish a regulatory framework and pave a path to market.^{16,17}



Challenges Ahead for Cultivated Meat

CONSUMER ACCEPTANCE

As cultivated meat and seafood become available on the market in more places than just Singapore, the next major question is whether or not consumers will eat it. For some consumers, there is hesitancy around a product or process they perceive to be “unnatural.”¹⁸ But our survey results show that as people become more familiar with the concept of cultivated meat, they also become more accepting of it and willing to try it.

“I was in favour of cultured meat and now I am a very strong supporter of the need for these products in our marketplace.”

- Flagship Panel Series attendee



“With its overall embrace of educating rather than merely proselytizing, the film (is) enormously persuasive (and presented) in a very even-keeled, rational manner.”

– Brent Simon, Golden Globe Awards

Making The Film (2016 – 2019)



In the following timeline we have identified and mapped out a synergistic relationship between the industry's growth and the development and production phases of the film, clearly illustrating the timeliness of **Meat the Future**. Making the film was a multi-year commitment spent behind-the-scenes, with a close-up view chronicling the early stage acceleration specific to one startup company, whereas the following timeline references growth for the entire sector. Below are the key milestones achieved during a three-year period.

Timeline

2016

\$6 million dollars invested in cultivated meat and seafood companies worldwide.¹⁹

Secured exclusive behind-the-scenes access to Uma Valeti and Memphis Meats (now called UPSIDE Foods).

Began filming *Meat the Future*.

2017

\$33 million dollars invested in cultivated meat and seafood companies.¹⁹

Canada's documentary Channel provided development funding for *Meat the Future*.

Continued filming *Meat the Future*.

2018

\$44 million dollars invested in cultivated meat and seafood companies.¹⁹

Canada's documentary Channel provided production funding for *Meat the Future*.

Continued filming *Meat the Future*.

Meat the Future was chosen to pitch international decision makers at the Hot Docs International Film Festival Forum.

The Redford Center awarded a grant to *Meat the Future* as part of its 2018/19 cohort, "Stories That Move."

2019

\$61 million dollars invested in cultivated meat and seafood companies.¹⁹

Doc Society and Exposure Labs chose *Meat the Future* to participate in the inaugural *Climate Story Lab* in New York City.

Completed filming *Meat the Future*.

Began post-production for *Meat the Future*.

Annual Investment in Cultivated Meat (2016–2021)



Source: GFI analysis of data from PitchBook.

Note: Data has not been reviewed by PitchBook analysts.

Invested capital Deal Count



Releasing The Film (2020 – 2022)

Meat the Future was released over a period of two years through high-profile film festivals, broadcast premieres, and Video On Demand, receiving worldwide press coverage and exposing millions of people to the concept of cultivated meat and seafood.

World Festival and Broadcast Premieres: In May 2020, while the COVID-19 pandemic was beginning to spread quickly and cause lockdowns globally, **Meat the Future** premiered at the virtual Hot Docs International Film Festival as a Special Presentation. Hot Docs is the largest documentary festival in North America and the film attracted global attention and a flurry of national press reviews, write-ups, and mentions despite the challenges of adapting to a virtual world. In partnership with Hot Docs, CBC aired **Meat the Future** for a national broadcast premiere spotlight called Hot Docs At Home. **Meat the Future** was picked up by London-based sales agent MetFilms.



Releasing The Film (2020 – 2022)

Global Exposure: From 2020 to 2022, **Meat the Future** screened at more than three dozen established global film festivals, winning three awards and seven nominations. Worldwide press coverage during 2020 included more than 40 interviews, 25 reviews, and multiple high-profile mentions, sparking global attention. In 2020 alone, the film was mentioned in publications with a combined readership of more than 195 million people.

“Uplifting, hopeful, energizing:
one of the most exciting
technological advances since
the industrial revolution.”

– Viewer comment

Releasing The Film (2020 – 2022)



Meat the Future aired on Canada's *documentary* Channel multiple times and was made available for streaming by CBC Gem. In 2021, **Meat the Future** was repackaged to include narration by Dr. Jane Goodall and music by Moby. In 2022, the film was released On Demand for U.S. and select international territories by Giant Pictures. Educational distributors Bullfrog Films and McIntyre Media released the film to schools, colleges, universities, and libraries. **Press coverage during 2022 for the U.S. territory included publications with a combined readership of more than 958 million people.**



“Meat the Future is optimistic, but along the way considers some of the cultural, scientific, and regulatory challenges that the industry still faces. There's no question that students will eat this film up!”
- Andrew Chignell, Princeton University

Releasing The Film (2020 – 2022)

FLAGSHIP PANEL SERIES

Thanks to generous support from VegFund, the campaign team produced and virtually hosted a public and free Flagship Panel Series featuring some of the world's top thought leaders. Attendees also received a ticket to watch **Meat the Future** in advance of its international release.

In the following timeline we show the parallel track between the industry's growth and proliferation and the release and distribution of **Meat the Future**, the world's first feature-length documentary about the birth of the cultivated meat industry. As verified through the findings from our impact evaluation, **Meat the Future** has played a key role in both amplifying the cultivated meat and seafood industry (specifically the story of UPSIDE Foods) and educating the public.

"I realized that this approach could have a huge positive impact to save the planet within a short enough time frame to address climate change."

- Flagship Panel Series attendee

Timeline

2020

\$410 million dollars invested in cultivated meat and seafood companies.¹⁹

World Premiere at the Hot Docs Canadian International Documentary Festival.

Canadian Broadcast Premiere on CBC and *documentary* Channel.

Publicity garners 129 pieces of press coverage, 196M online readership, 972K estimated coverage views, and 12.5K social shares.

MetFilm Sales pitches the film internationally.

2020 – 2022

Featured on the international – and virtual – film festival circuit, with multiple events, question-and-answer sessions, awards, and nominations.

2021

\$1.4 billion dollars invested in cultivated meat and seafood companies.¹⁹

Film is repackaged for the U.S. and international market with Moby as an Executive Producer, Jane Goodall as Narrator, and featuring music by Moby.

2022

\$634 million dollars invested in cultivated meat and seafood companies during the first six months of 2022.²⁰

Produced a live-streamed virtual Flagship Panel Series featuring the film team and global experts, hosted by celebrity and journalist moderators.

Film is released digitally On Demand in the U.S. and select territories worldwide. Publicity garners coverage by major U.S. outlets including dozens of interviews, feature articles, reviews, and social media posts.

UPSIDE Foods receives a “No Questions” letter from the U.S. Food and Drug Administration indicating that the company’s cultivated chicken is safe to eat.

Completed the film’s Impact Evaluation and Report.

Press Coverage of The Film

Press coverage for **Meat the Future** included **178 prominent reviews**, mentions, and in-depth interviews with mainstream and grassroots media including *TIME Magazine*, *Variety*, *The New York Times*, *CNN*, the *Golden Globe Awards*, *Realscreen*, *VegNews*, the *Toronto Star*, and *ABC Australia*. The combined readership for all media outlets was nearly **a billion people**.

VegNews

VARIETY

ABC

realscreen™
the best in non-fiction

CNN

TIME

GOLDEN
GLOBE
AWARDS®

The New York Times

» TORONTO STAR «



VARIETY

"ENGROSSING."

"PERSUASIVE."

"COMPELLING"

VARIETY: Guy Lodge, 05.29.20

TIME

"CHARTS THE BIRTH OF A NEW
TECHNOLOGICAL INNOVATION...REDUCING
THE NEED FOR INDUSTRIAL AGRICULTURE
AND ENDING SLAUGHTER."

TIME: Aryn Baker, 04.05.22


Recognition for The Film

Following the film's World Premiere at the Hot Docs International Documentary Film Festival in May 2020, **Meat the Future** has been featured at more than 30 top-tier global film festivals, including several devoted to the topics of food, science, the future, and the environment. The film also received a number of prestigious awards and nominations, including at the Canadian Screen Awards, from the Melbourne International Documentary Film Festival, from the Cleveland International Film Festival, and the Inspiration Award from Filmocracy Fest.

"Meat The Future is a revolutionary eye-opener that could easily change the way consumers look at food forever, without losing their appetite."

- Seth Eelen, *into:screens*





“(An) informative and highly creative piece on how to make our world a better place for all of us.”

- Viewer comment

Measuring The Film's Impact

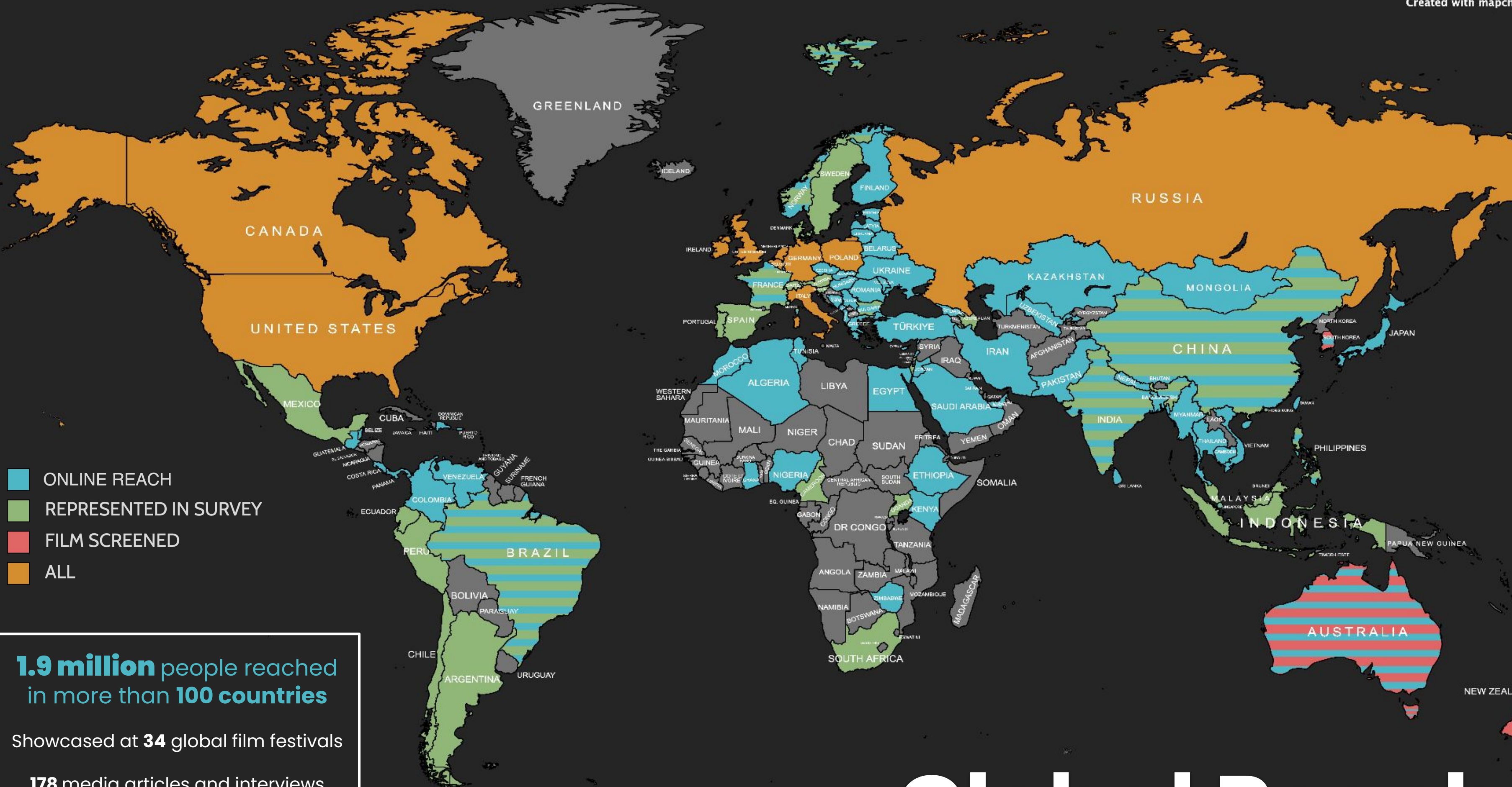
To increase the reach of **Meat the Future**, we produced a dedicated impact campaign starting with the film's release to Canadian viewers and at global film festivals in 2020. In 2021, the film was re-packaged with celebrity involvement and released internationally in April 2022. Finally, in the fall of 2022 we conducted an in-depth evaluation of the film's impact on viewers as the final stage, **completing a six-year journey since we began filming in 2016.**



Measuring The Film's Impact

Throughout all stages of the impact campaign, we closely tracked **Meat the Future's** reach and sought feedback from stakeholders and viewers. Working with Fever Content in 2022, we conducted a 10-week, multi-channel digital marketing campaign coinciding with the film's international release. This included an advertising campaign across Facebook, Instagram, and Twitter, bolstered by the film's far-reaching partners including celebrity musician Moby (the film's executive producer) and by the Jane Goodall Institute (Dr. Jane Goodall is the film's narrator).

In the fall of 2022, for the final phase of our impact campaign, we worked with Film & Campaign to host **Meat the Future** on the Eventive platform to make it available during a free evaluation period. Working with professional researchers at Cultivate Insights, we invited evaluation participants through social media and email newsletters and surveyed our participants to find out how the film impacted them.



1.9 million people reached
in more than **100 countries**

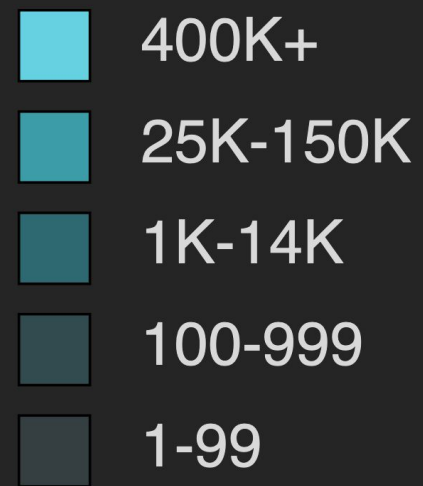
Showcased at **34** global film festivals

178 media articles and interviews

130,000 user engagements

Global Reach

Online Reach



Traffic By Country



Impact

Survey Results

To conclude a two-year impact campaign – and made possible by our generous funder, ProVeg International – we conducted a professional evaluation to measure the impact of **Meat the Future** on viewers. By surveying participants both before and after they watched the film, we were able to understand how the film influenced both their knowledge of and support for cultivated meat and seafood. Here is what we discovered:



100% of viewers told us they learned something new from watching *Meat the Future*



Increasing Knowledge

The film serves as an important educational tool, even for people who were already familiar with the concept of cultivated meat and seafood. 100% of viewers told us they learned something new from watching ***Meat the Future*** and viewers were 24% more likely to say they are “extremely” or “very” familiar with the concept of cultivated meat after seeing the film.



The Climate Connection

The film underscores the important relationship between animal agriculture and the climate crisis currently facing the world. Of those who had seen the film, the vast majority agreed that conventional meat contributes to climate change and global warming and that cultivated meat and seafood is likely to be better for the environment than conventional meat.

“As someone who came in feeling very familiar with the cultivated meat movement, I was surprised at how impactful it was overall. I didn't realize how much I still had to learn about the scientific process that goes into making these products.”

– Viewer comment



Consumer Acceptance

The anticipated benefits of cultivated meat will go unrealized if consumers do not want it. After seeing the film, viewers were more likely to say they would eat cultivated meat and seafood as a replacement for conventional meat. Most people who saw the film during the evaluation said they would “definitely” or “probably” eat cultivated meat.



The Health Connection

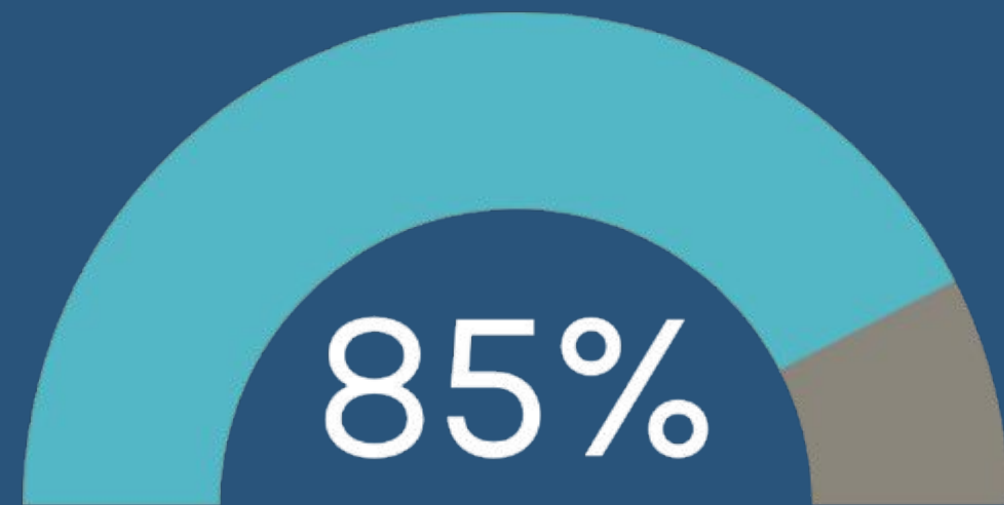
The film also makes clear the potential health benefits of cultivated meat and seafood. After watching **Meat the Future**, viewers agreed that animal agriculture contributes to health pandemics, such as COVID-19. People who had seen the film were more likely to think that cultivated meat and seafood will have benefits for society.

A photograph of a forest floor covered in fallen leaves and grass, with several tall, thin trees in the background. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. A semi-transparent green rectangular box is overlaid on the center of the image, containing white text.

“This documentary will change your mind about
meat grown in a lab.”
- Charlotte Pointing, LiveKindly

Impact By The Numbers

After making **Meat the Future** available for free during a brief formal evaluation period and collecting feedback from hundreds of viewers, we crunched the numbers. We were pleased with the results showing the film's positive influence on viewers, from people who are new to cultivated meat to those in the industry who work on it daily.



of viewers responding to the follow-up survey said that the film is either **“excellent” (52%)** or **“very good” (33%)**.



agreed that raising and slaughtering animals for food contributes to climate change and global warming.



agreed that the rise of alternative proteins is an important social movement.

Impact By The Numbers

After seeing the film, viewers were **28%** more likely to say they would eat cultivated meat and seafood as a replacement for conventional meat.



agreed that cultivated meat and seafood is likely to be more environmentally-friendly than conventionally-produced meat and seafood.



agreed that cultivated meat and seafood is likely to have benefits for society.

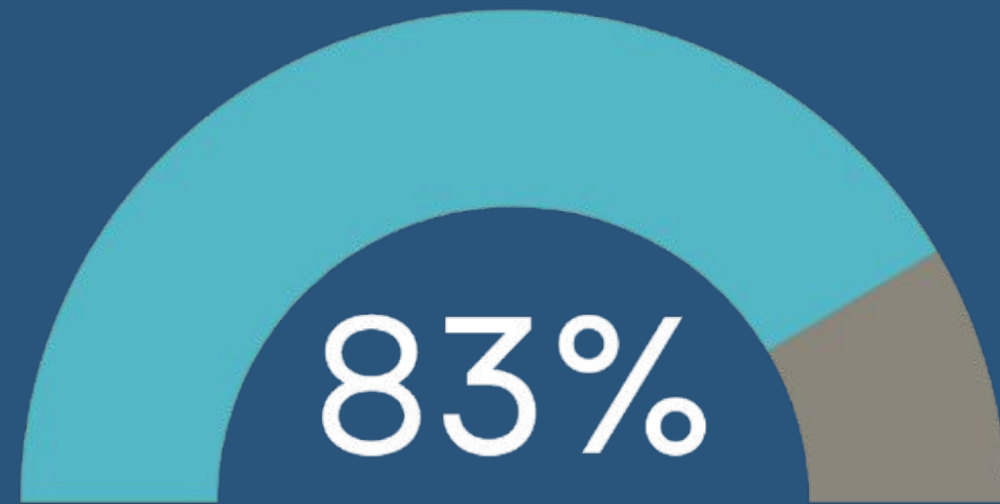


agreed that animal agriculture contributes to health pandemics, such as COVID-19.

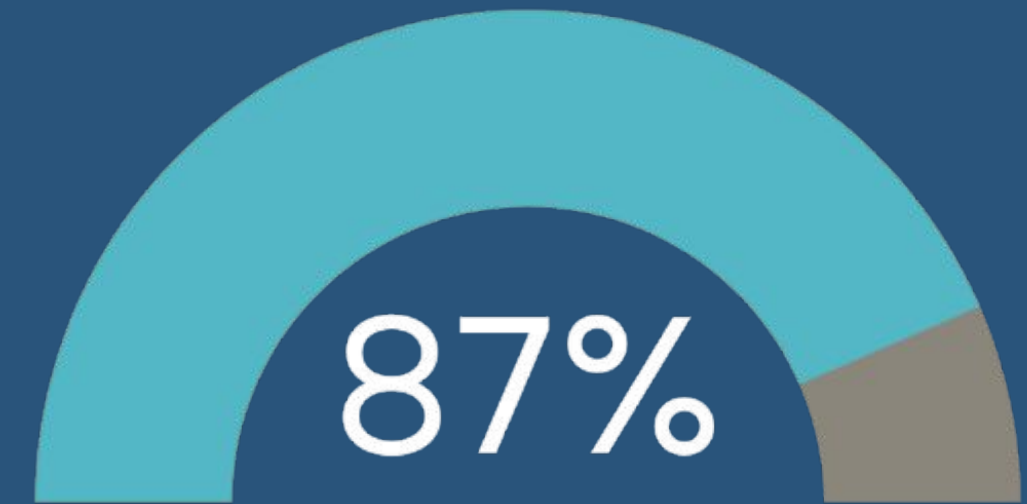
Impact By The Numbers

“An excellent vehicle for introducing this topic, for changing hearts and minds through the innovative use of storytelling.”

– Viewer comment



of people who saw the film said they would “definitely” or “probably” eat cultivated meat.



of viewers said they learned a lot from the film (5 or more on a scale of 10).

Everyone who watched the film learned something, with a plurality of viewers saying they learned “a great deal.”

In Their Own Words



During our impact evaluation, viewers provided a number of comments about **Meat the Future**, including praise for the film's balanced and informative approach to the subject matter. Nearly all viewers complimented the film and spoke of its impact in helping raise the profile of a potentially planet-saving innovation. However, a few people raised the concern that the film would mostly appeal to industry insiders, while others wanted more detailed information about the science.

"It will especially benefit minorities and marginalized communities who are often forced to live near and work in facilities such as commercial fishing boats, meat packers, factory farms and slaughterhouses."

- Viewer comment

Here's what some **Meat the Future** viewers had to say:

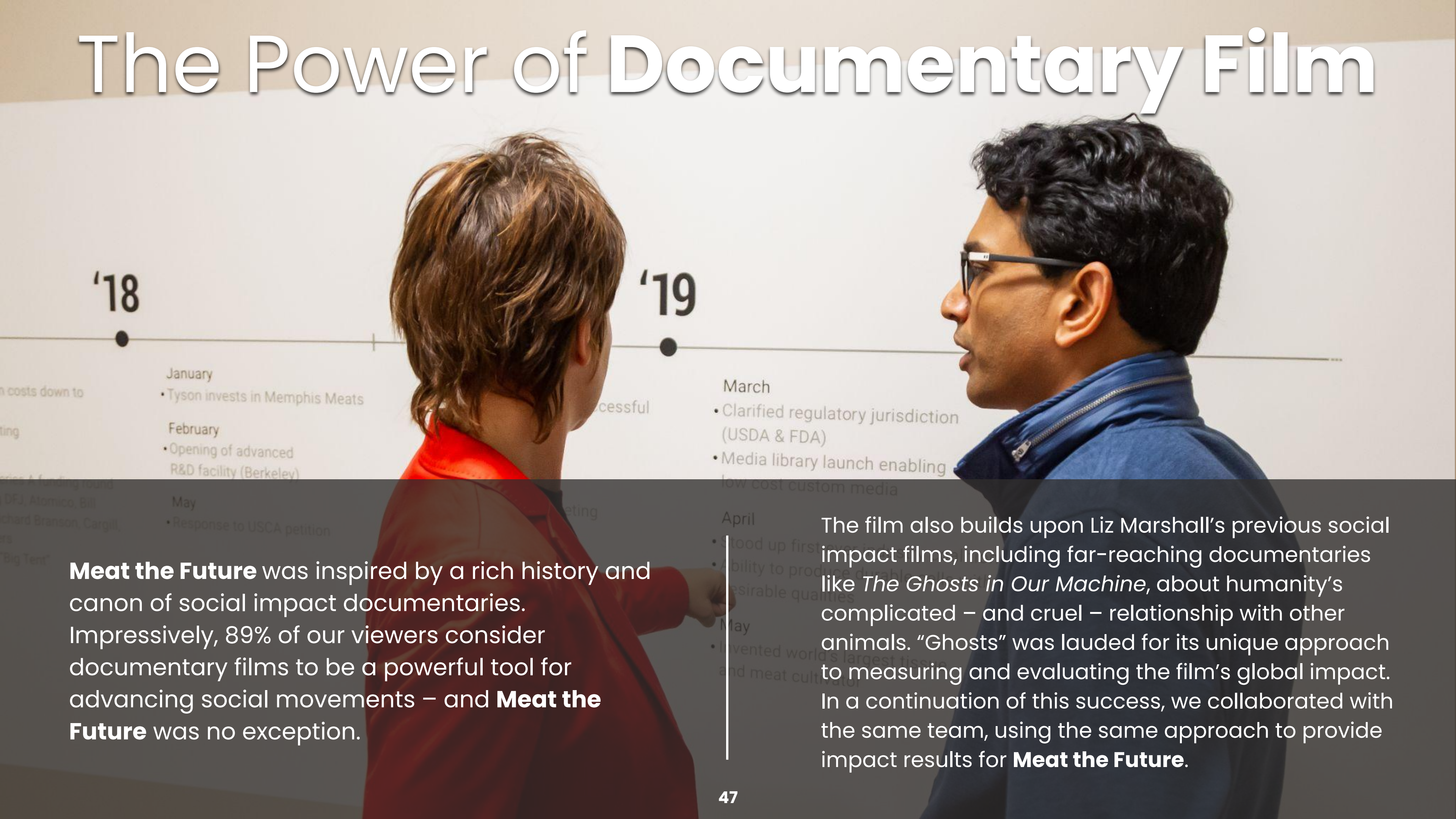
"An awesome contribution to consumer acceptance (of cultivated meat)."

"I thought it was lacking a bit of information about the science behind the process."

"The film displayed a wonderful blend of cutting-edge food technology, business acumen, and a passionate sense of mission among the project's participants."

"To know that humanity is on the cusp of a meat alternative that tastes exactly like meat is a game changer!"

The Power of Documentary Film

A photograph of two people, a woman with brown hair in a red top and a man with dark hair and glasses in a blue jacket, looking at a timeline on a wall. The timeline is divided into years '18 and '19. The woman is pointing at the timeline. The background is a white wall with a horizontal line representing a timeline. The year '18 is on the left and '19 is on the right. Below the line, there are several months listed with bullet points of events. The text is partially obscured by the people and a dark overlay.

Meat the Future was inspired by a rich history and canon of social impact documentaries. Impressively, 89% of our viewers consider documentary films to be a powerful tool for advancing social movements – and **Meat the Future** was no exception.

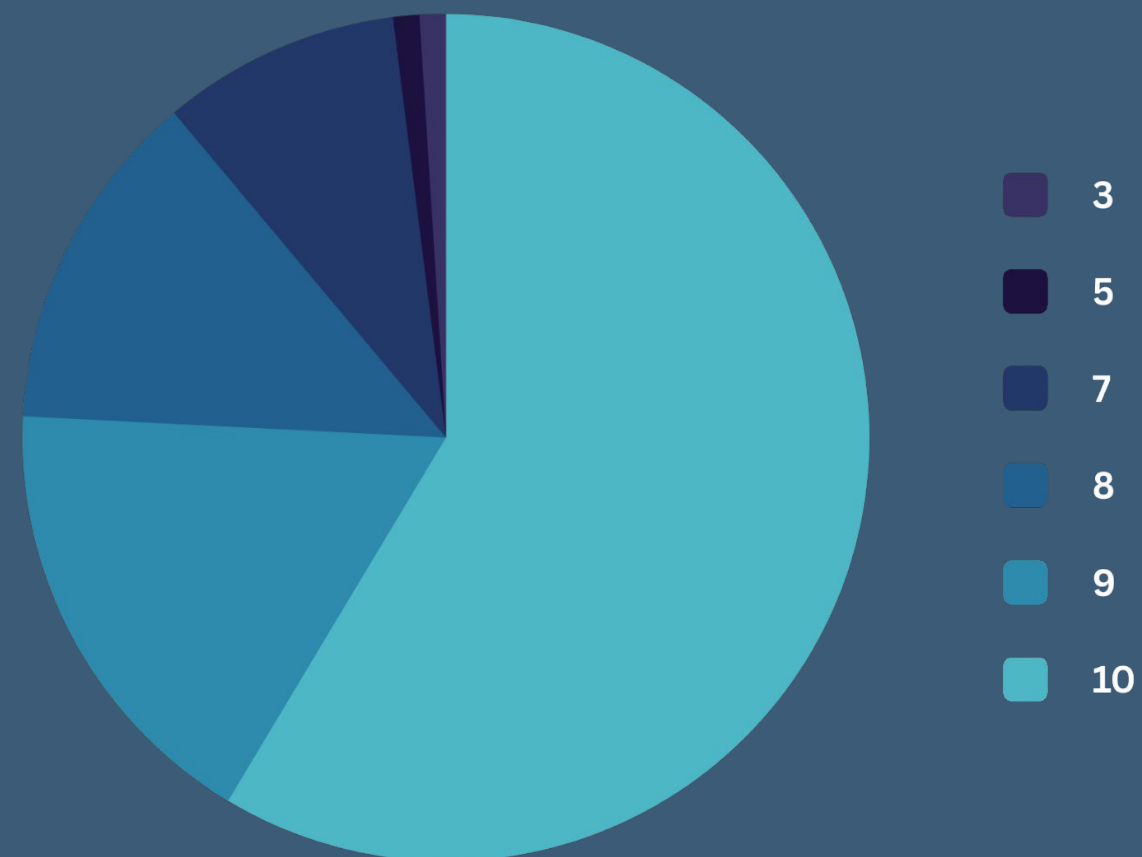
The film also builds upon Liz Marshall's previous social impact films, including far-reaching documentaries like *The Ghosts in Our Machine*, about humanity's complicated – and cruel – relationship with other animals. "Ghosts" was lauded for its unique approach to measuring and evaluating the film's global impact. In a continuation of this success, we collaborated with the same team, using the same approach to provide impact results for **Meat the Future**.

“Meat the Future unfolds as a thorough and persuasive presentation for a cutting-edge product that it wants us to start thinking about in normalized terms.”

– *Guy Lodge, Variety*

**“How much do you consider documentary films to be powerful tools in advancing new ideas and social movements?
Please rate from 1–10 where 1 means not at all
and 10 means a great deal.”**

Percentage of Viewers Who Learned
Something From the Film
1 (Nothing) – 10 (A Great Deal)



“With **Meat the Future**
Liz Marshall has produced
one more highly
informative and highly
creative piece on how to
make our world a better
place for all of us.”
– *Viewer comment*

Here's what some **Meat the Future** viewers had to say:

"[Meat the Future] allows for a rethinking of the intersections of climate, animals and health in a way that is absolutely necessary."

"I'm nervous that this film is going to promote and ultimately reinforce speciesism. Flesh is flesh regardless of where it comes from."

"The film is an incredible part of the educational process of what these products are and why they are so important."

"As an educator, the film presents an extremely complicated technology in a way students could understand."

Challenges and Limitations

A silhouette of a city skyline at sunset, with the sun low on the horizon, casting a warm orange glow. The buildings are dark against the lighter sky, and the water in the foreground reflects the light.

Making **Meat the Future** required a long-term commitment and steadfast perseverance in managing a range of logistical and ideological challenges. These included navigating a story guarded by intellectual property, adapting to a global health pandemic during the film's marketing and distribution phase, and managing intensely polarised opinions in the public sphere about cultivated meat and seafood.

The background of the slide is a dark, silhouetted city skyline at dusk. The sky is a gradient of dark blue and purple, with a faint orange glow near the horizon. A prominent, tall, pointed skyscraper stands out in the center of the skyline. Other buildings of varying heights and shapes are visible to the left and right.

Challenges and Limitations

Intellectual Property: Meat the Future introduces viewers to a new industry from the privileged inside perspective of UPSIDE Foods (previously Memphis Meats), one of the sector's leading startups. With such rapid innovation, however, also comes heightened sensitivity and secrecy. The film needed to balance the company's intellectual property concerns while providing enough information to educate and inspire viewers.

Challenges and Limitations

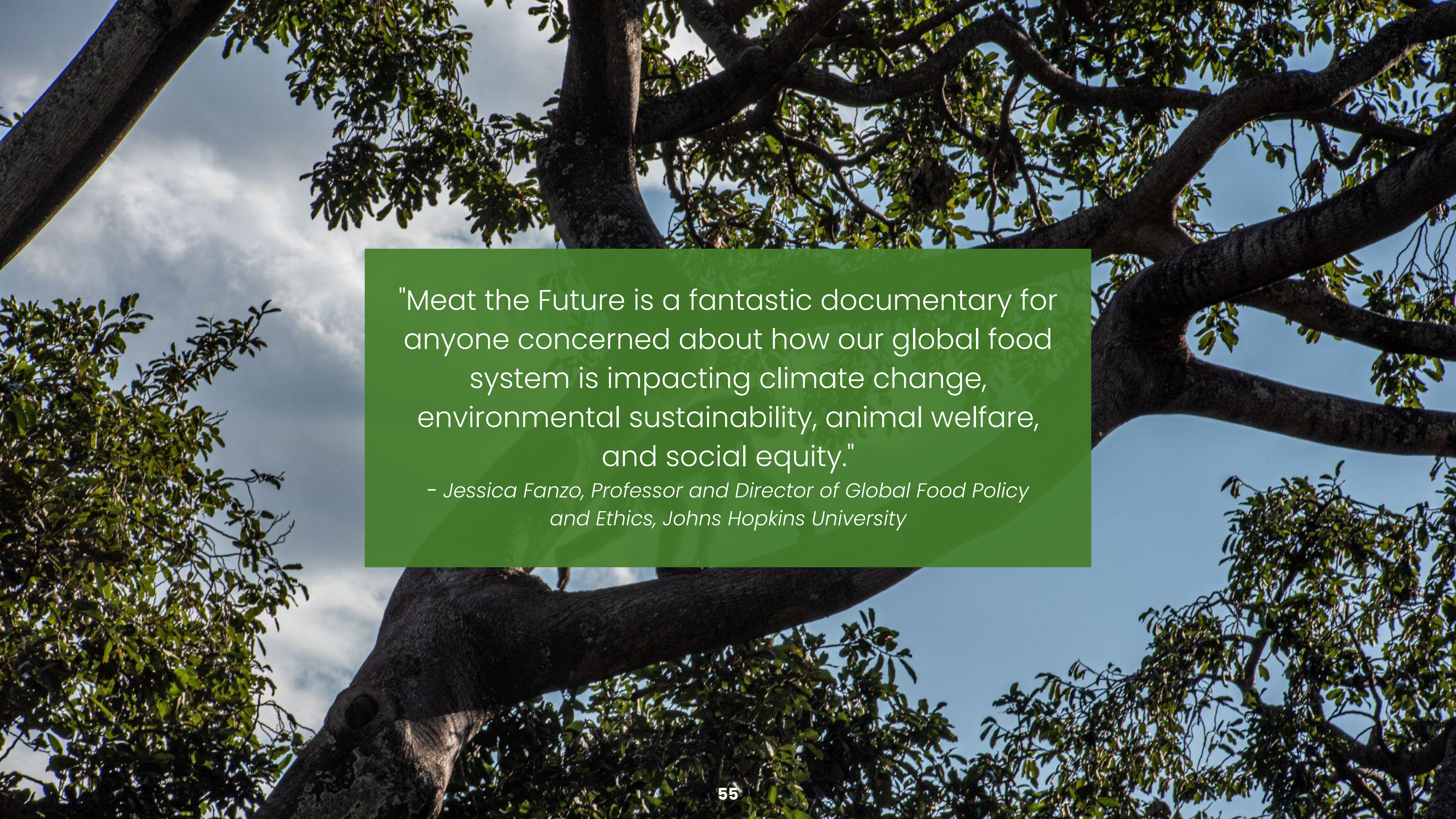


COVID-19: The release of **Meat the Future** coincided with the global COVID-19 pandemic, which created a number of obstacles. In normal times, the film's release would be accompanied by dozens of international in-person screenings, interviews, and – importantly – question-and-answer sessions. But for **Meat the Future** all screenings and other promotional efforts and all dialogue about the film were virtual. The film team adapted its approach along with the world, but missing the direct connection to viewers made it harder to understand how the film resonated with and impacted people. Finally, the pandemic affected the distribution pipeline of the documentary industry, directly impacting new releases like **Meat the Future**.

A close-up, high-resolution photograph of a human eye, showing the iris, pupil, and eyelashes. The eye is looking slightly to the right. The lighting is soft, highlighting the texture of the eyelids and the individual eyelashes.

Challenges and Limitations

Misinformation: Many people do not understand what cultivated meat is or how it is created and have false impressions. **Meat the Future** needed to directly confront those myths and fears, including the perception that cultivated meat is “fake.” The film also needed to show people that this new food innovation is not only possible, but it is already happening in dozens of startups throughout the world. Showing the potential of cultivated meat and seafood also meant that the film needed to address those common misconceptions.



"Meat the Future is a fantastic documentary for anyone concerned about how our global food system is impacting climate change, environmental sustainability, animal welfare, and social equity."

– Jessica Fanzo, Professor and Director of Global Food Policy and Ethics, Johns Hopkins University

The Polarisation of Meat



Reactions to the idea of cultivated meat are sharply divided. Many animal advocates and environmentally conscious people strongly support the concept while others vehemently oppose it. In particular, some who eat conventional meat are quick to defend their choices and attack what they may perceive as a threat to their meat consumption. However, even some people who advocate for animals and the environment deride cultivated meat as “unnatural” or unnecessary.

Responses to a CNBC social media post about the recent uptick in investments in cultivated meat and seafood exemplify how polarising the topic can be.²¹

“Meat the Future is informative, easy to follow, and guaranteed to spark some riveting discussions.”

– Victor Stiff, *That Shelf*

The Polarisation of Meat

MALE



Anyone know where they hid the vomit reaction?

MALE



Regenerative meat farming is what we should all be supporting, not this test tube processed crap.

MALE



Stop trying to ram vegan ideologies down our throats, I want meat that's grown on a farm not from a petri dish.

FEMALE



If this can rid our planet of factory farming, I'm in.

FEMALE

Imagine saving the planet with this paradigm shift.

FEMALE



This is going to be a gamechanger for animals and our planet.

MALE



This is and always has been the future. Factory farming is a disgusting practice that's destroying our planet.

FEMALE



Progress. Extremely bright idea. This technology must be utilized. Modern animal agriculture does so very much damage.

MALE



Franken meat!! There is no need for this garbage!! Today's farmers and ranchers provide us with all the quality meat we need!!

The Film's Legacy

"I am excited to share this with friends and family who have little to no background knowledge of this field or the products."

- Viewer comment

As the first ever feature-length documentary about the innovation of cultivated meat and seafood, **Meat the Future** serves as both a historical document and an important educational tool. The film takes a technical, esoteric topic and presents it in ways that are accessible and engaging, increasing knowledge and awareness of this new, potentially game-changing food technology.

The film is also inspiring the next generation to think about what's possible and build an ecosystem for solutions and products that are better for the planet, people, and animals. And the timing could not be more critical, with climate change and global pandemics threatening our very existence.

The Film's Legacy

"It's the sort of documentary
which may well increase in
value with the passing of time."

– Jennie Kermode, *Eye for Film*

Meat the Future is the first, but it certainly will not be the last documentary about cultivated meat and seafood. More films and other educational tools are needed to explore the topic as the future unfolds and the urgency grows to find solutions to the climate emergency.

As the cultivated meat industry continues to evolve and the products become available to the public, **Meat the Future** will serve as a timeless, historic examination of the advent of this revolutionary food technology and the journey taken by some early pioneers.



"With the popularity of **Meat The Future** and its impact on the sector, it's more evident how vital media is to the understanding and education needed for the mass adoption of positive sustainable developments."

– *Josh Wilson, Forbes*

The Film Team

LizMars Productions Inc. is very grateful to have collaborated with a stellar team of professionals in making **Meat the Future** a reality.

Liz Marshall, Writer-Director-Producer

An award-winning Canadian filmmaker who has written, directed, produced, and filmed multiple impactful documentaries around the globe since the 1990s. In addition to being the visionary behind **Meat the Future**, Liz Marshall helped open our eyes to the inhumanity of animals exploited for food, fashion, entertainment, and research with her 2013 critically acclaimed film, *The Ghosts in Our Machine*.

Narrated By: Dr. Jane Goodall

Executive Producers: Moby; Janice Dawe;
Chris Hegedus; Kyle Vogt

Associate Producer: Jessica Jennings

Producer's Assistant: Talia Woodland

Edited By: Caroline Christie; Roland Schlimme

Cinematography By: John Price

Original Music By: Igor Correia

Songs By: Moby

Location Sound: Chris Miller

Animation and Title Design: Alex Kurina

The Film Funders

Meat the Future would not have been possible without the generous support of outstanding funders and partners.

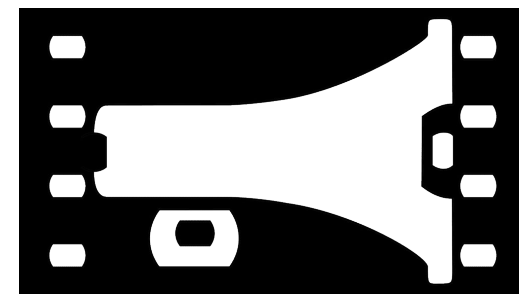


little walnut.



The Impact Campaign Team

LizMars Productions Inc. is grateful to have partnered with a talented group of experts to make the film's impact campaign a success.



Producer
Liz Marshall

Associate Producer
Talia Woodland

Coordinator
Micha St-Pierre

Impact Consultant
Erin Sorenson

Livestream Producer & Technical Consultant
Ben Kempas

Impact Evaluator & Report Writer
Che Green

2022 Publicist

Creative Director
Elia Petridis

Director of Digital Marketing
Daniel Kaplan

2020 Publicist

Report Designer
Gabriella Macomber

The Impact Campaign Funders and Partners

The impact campaign for **Meat the Future** would not have been possible without the generous support of our wonderful campaign funders and partners.

THE VOGT
FOUNDATION

< **norrskén** >

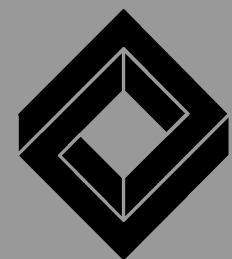
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international

 **VEGFUND**

EJF PHILANTHROPIES



planet friendly news



PERSPECTIVE
FUND

With much gratitude to The Redford Center Grants for supporting **Meat the Future** as part of its 2018 cohort and fiscal sponsorship program, and to Doc Society and Exposure Labs for choosing **Meat the Future** as part of its 2019 inaugural Climate Story Lab.

**THE CLIMATE
STORY LABS**

**REDFORDCENTER
GRANTS**

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Available at MeatTheFuture.com:

Link to watch film
Official film trailer
Flagship Panel Series videos
Press Kit and Reviews
Discussion Guide
Educational Guide
Impact Report

Available at LizMars.com:

Catalogue of documentaries by
Liz Marshall, including *Meat the
Future* and *The Ghosts in Our
Machine*.

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