

T H E M E A T R I X

Synopsis

Created by Free Range Graphics for the GRACE's Sustainable Table program, The Meatrix is a humorous 4-minute Flash animation that spoofs The Matrix films while drawing attention to the problems caused by factory farming.

Instead of Keanu Reeves, The Meatrix stars a young pig, Leo, who lives on a pleasant family farm... he thinks. Leo is approached by a trenchcoat-clad cow, Moopheus, who shows him the ugly truth about the way animals are raised for food today, complete with a send-up of the "stop-motion" camerawork immortalized by the Matrix. At the end of the movie, viewers are directed to an "action page" which provides additional information about factory farms and encourages consumers to support local family farmers and purchase sustainably-raised meat, poultry, dairy and eggs through the Eat Well Guide.

The Meatrix has enjoyed unprecedented success as an online advocacy movie; since its release in November 2003, The Meatrix has been screened throughout the world and has been viewed online at www.themeatrix.com by over 10 million people.