

FARMER Here you go, Leo.

MOOPHEUS Psst, Leo!

LEO Who are you? How did you know my name?

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

LEO The Meatrix?

MOOPHEUS Do you want to know what it is?

LEO OK.

MOOPHEUS The Meatrix is all around you, Leo. It is the story we tell ourselves about where meat and animal products come from. This _____ is a fantasy, Leo. Take the blue pill and stay here in the fantasy, take the red pill and I'll show you the truth.

MOOPHEUS Welcome to the real world.

LEO Whoah! What is this horrible place?

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

LEO How did this happen?

MOOPHEUS I'll show you. In the mid 20th century, greedy agriculture corporations began modifying _____ family farming to maximize their _____ at great cost to both humans and animals. Factory farming was born. Animals are packed as closely together as possible. Most never see sunlight, touch ground or get fresh air. Many can't even turn around. These cruel conditions cause fights and disease amongst the animals. To fix this, the corporate machine began systematic mutilation, _____ such as debeaking chickens, and they started adding a constant dosage of antibiotics to their feed, just to keep these poor wretches alive. This _____ of antibiotics breeds super strains of resistant disease-causing germs, every day we get closer to an epidemic that cannot be stopped.

LEO Eeeuw! What's that smell?

MOOPHEUS (muffled) 12 million pounds of excrement! This _____ the air and ground water. That's why communities near factory farms often suffer from high levels of related _____.

LEO Well, it smells like shhhhh...

MOOPHEUS And what is more, Factory Farming corporations have been destroying communities and _____ their workers for decades. Since 1950, over 2 million small hog farms have disappeared. If they continue at this rate there'll be no real independent family farms left. That is the Meatrix, Leo. The Lie we tell ourselves about where our food comes from. But it's not too late, there is a resistance.

LEO Count me in ! How do we stop them Moopheus?

MOOPHEUS We are going to spread the word. But it's you, the consumer who has the real power! Don't _____ the factory farming machine! There is a world of alternatives! Click here and I'll show you what you can do to escape the Meatrix

