

Ciné-ONU, the Jane Goodall Institute Belgium and the VUB are proud to present:

LoveMEATender

LoveMEATender is about the effect of our meat consumption on the environment, animals and human health. The film demonstrates in a humorous and positive way the urgent need to change the nature and scope of the meat industry. The impact of current meat production and consumption on animal welfare, the environment, and our health are illustrated by facts and testimonies from experts and farmers.

Dr. Jane Goodall



Dr. Jane Goodall DBE is a primatologist, ethologist, anthropologist, and UN Messenger of Peace. Considered to be the world's foremost expert on chimpanzees, Dr. Goodall is best known for her 45-year study of social and family interactions of wild chimpanzees in Gombe Stream National Park, Tanzania.

She is the founder of the Jane Goodall Institute (JGI), which supports the Gombe research, and works extensively on conservation and animal welfare issues. With 19 offices around the world, the JGI is widely recognized for innovative, community-centred conservation and development programs in Africa.

Its global youth program, Roots & Shoots began in 1991 when a group of 16 local teenagers met with Jane Goodall on her back porch in Dar es Salaam, Tanzania. More than 20 years ago, she decided to give up her career as a primatologist, as well as her private life, to devote her time to saving our endangered planet. She spends 300 days a year travelling round the world on a mission to spread hope for future generations. She has been honoured with countless awards, was appointed “Dame of the British Empire” and admitted to the “Légion d’Honneur”, the highest decoration of France.

Dr. Yvan Beck



Yvan Beck is a Doctor of Veterinary Medicine. He is also the President of the association "Planète Vie", dedicated to the protection of nature and animals. He wrote several books, one of them being "L'animal, l'homme, la vie, trouver le sens" (1998) which inspired the film "LoveMEATender". Co-author of the documentary, Beck questions the place of meat in our lives and condemns the deplorable consequences of its over-consumption on health and the environment. "LoveMEATender" was awarded many prizes; the Magritte prize for Best Documentary and the Press Prize from the Federal Council for Sustainable Development

Future Cine-ONU screenings:

22 May "Speed" at the Goethe Institute Brussels

Check out our Facebook page: <https://www.facebook.com/CineONU>

UN SAYS LONG TERM CAMPAIGN NEEDED TO CUT MEAT'S IMPACT

The United Nations has underlined the importance of campaigns like Meatless Monday in reducing meat consumption for the health of the planet. "Growing Greenhouse Gas Emissions due to Meat Production" was compiled by the Global Environmental Alert Service of the United Nations Environment Program (UNEP), which scans scientific sources to create briefings for policymakers. According to the alert, "agriculture, through meat production, is one of the main contributors to greenhouse gases and thus has a potential impact on climate change."

IN ACTION : the Jane Goodall Institute Belgium – supporting vegetarian food for a reduced ecological footprint

Dr. Jane Goodall will be officially announcing her support for the Belgian campaign Thursday Veggie Day, launched to encourage people to take a fresh look at vegetarian food in order to safeguard their own health and that of the environment. The vegetarian organisation EVA launched the day in 2009 and subsequently partnered with Planète Vie - the organisation behind the making of LoveMEATender - in order to celebrate the day in the whole of Belgium. The Jane Goodall Institute Belgium has adapted and translated into English the educational package which accompanies the film. JGI Belgium will promote in Belgium and will also recommend EVA and Planète-Vie to all schools that want to implement the campaign. On Dr. Goodall's visit to Brussels, all three organisations will be present to publicise their partnership.

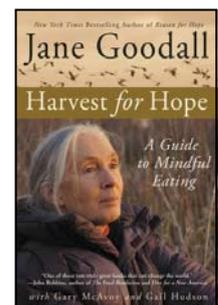
AN OPEN WINDOW ON THE WORLD : Supporting JGI's Project of Hope for native Americans

All benefits from this evening will support the first Jane Goodall Roots&Shoots community garden at Pine Ridge, South Dakota (USA). This project planted a seed of hope and became a turning point in the high suicide rate among young native Americans living in slums. Today their gardens are thriving, with markets flowering, young people going to university and transmission of enthusiasm and courage among the community. Just one example of the social, economic, and educational benefits of JGI projects.



THE MESSAGE : Jane adds her voice to the dialogue on vegetarianism

Jane has spoken out about vegetarianism in her book 'Harvest for Hope' and speaks in an interview on the topic which is featured in the film. In her book, she describes our current agricultural system and gives a voice to farmers all around the world who have decided to change from industrial agriculture to alternative, more respectful, practices. As Jane says : "We have so far to go to realise our human potential for compassion, altruism, and love."



ABOUT JGI Belgium



JGI Belgium is a small voluntary based organization with a team of many nationalities. Our mission is to promote respect for animals, people and the environment (APE) in Belgium and abroad We have annual events like the multicultural tree planting event, the Jane Goodall's Roots&Roots ceremony, and the Giant Peace Dove parade. Besides supporting Belgian campaigns like Thursday Veggie Day, we developed our own campaigns like the Recycle4chimps, Run4chimps and CleanupCHIMPions. These local campaigns all have a link with JGI projects abroad. Our adopt-a-chimp programme allows children, adults or classes to become a chimp guardian of an orphaned chimpanzee baby at the JGI Tchimpounga Center in Congo-Brazzaville.