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Paul McCartney





A Film by Nina Messinger

H.O.P.E.

What You Eat Matters

www.hope-theproject.com

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What You Eat Matters

A Film by Nina Messinger

Documentary.

Austria 2017.

Running Time: 92 minutes.

Language: English (with subtitles).

Frame Rate: 25 fps.

Shooting Format: HD.

Sound: Dolby Digital 5.1, Stereo 2.0.

www.hope-theproject.com

SYNOPSIS

(short)

Obesity, allergies, diabetes, heart disease, or cancer: More than half of all people living in the industrialized world suffer from chronic diseases. Animals are reared for our consumption under abysmal conditions. Industrial-size livestock breeding facilities contribute to world hunger and the destruction of our natural environment and climate. The documentary H.O.P.E. shows how simply changing what we put on our plates and moving towards a plant-based diet can restore our body's health and our planet's balance.

It has a clear message: By changing our eating habits, we can change the world!

(long)

Half of the population in Western society suffers from being overweight. Cardiovascular diseases, diabetes and cancer are epidemic. Our meat consumption has quintupled over the past 50 years. 65 billion land animals are being slaughtered every year for food consumption. One third of the global grain production is fed to animals for fattening while 1.8 billion people worldwide suffer from hunger and starvation. Can there really be a solution to all these problems?

It was the search for an answer to this question that led Austrian author and filmmaker Nina Messinger on a journey through Europe, India and the US to investigate the consequences of our diet and to meet with leading experts in nutrition, medicine, science, and agriculture, as well as with farmers and people who have recovered from severe illnesses by simply changing their eating habits. The film's deeply distressing images and moving stories make a clear case for a plant-based diet that is not just a short-lived life-style trend but provides a solution for preserving our entire world. The movie serves up a stunningly simple, yet comprehensive solution – right on our plates. Changing our eating habits will rebalance not just our health, but the planet itself.

H.O.P.E. is a life-changing documentary uncovering and revealing the effects of our typical Western diet high in animal-based foods. It contrasts the limited interests of the pharmaceutical and agricultural industry with the all-encompassing interests of living beings on this planet and with the power of responsible consumer action. H.O.P.E. is an urgent call to action to all of us to commit to a change towards sustainability and safeguarding our living environment.

It has a clear message: By changing our eating habits, we can change the world!

CREDITS

Written and Directed by	Nina Messinger
Produced by	FME Media e.U.
Camera	Andreas Zeiner Anna L. Herwig Niederer
Additional Camera	Randy und Kathy Brown Andy Graf Bruce Seifert Robert McWilliams Productions
Editor	Sandy Kook
Sound	Andreas Zeiner
Sound Design/Re-recording	Peter Utvary Waveland Tonstudio
Narrator	Peter Merrick
Voice Recording	Tonstudio livelive
Animations	Daniel Horvatits
Dramaturgical Consulting	Andreas Leitner
Music Consulting	Heiko Maus
Legal Counsel	Victor A. Kovner of Davis Wright Tremaine
English subtitling	DeLuxe-Videotitel
With financial support from	Tom Nolz Edeltraud & Stefan Höfler Elisabeth & Josef Messinger Adele Mitterhofer Josefine Jagschitz Ernst Erb, Diet-Health.info Christian Halper, Taste-Tian.com

Cast

Jane Goodall	Primatologist, UN Messenger of Peace <i>England</i>
Vandana Shiva	Physicist, Environmental Activist, Alternative Nobel Laureate <i>India</i>
T. Colin Campbell	Nutritional Biochemist, Director of the Cornell-China-Oxford-Project <i>USA</i>
Caldwell B. Esselstyn, Jr.	Surgeon, Researcher, Clinician and Olympic gold medalist <i>USA</i>
Rüdiger Dahlke	Physician and Psychotherapist <i>Austria</i>
Claus Leitzmann	Biochemist, Former Director of the Institute of Nutritional Sciences at Giessen University <i>Germany</i>
Thomas Wendt	Cardiologist and Rehabilitation Medicine Specialist <i>Germany</i>
Ernst Walter Henrich	Physician and Nutrition Expert <i>Switzerland</i>
Arthur Soteros	Former Cardiac Patient <i>USA</i>
Sharon Kintz	Former Cardiac Patient <i>USA</i>
Ralf Brosius	Former Cancer Patient <i>Germany</i>
Martin Hofstetter	Agronomist, Agricultural Expert for Greenpeace <i>Germany</i>
Karl Ludwig Schweisfurth	Formerly Europe's Biggest Meat Producer <i>Germany</i>
Hermann Focke	Former Veterinary Director <i>Germany</i>
Klaus Tröger	Former Director of the Department of Safety and Quality of Meat <i>Germany</i>
Marc Bekoff	Animal Behaviorist <i>USA</i>

Harold Brown	Former Cattle and Dairy Farmer <i>USA</i>
Jan Gerdes	Former Dairy Farmer <i>Germany</i>
Hubert Liebertz	Former Butcher <i>Germany</i>
Josef Walchshofer	Former Butcher <i>Austria</i>
Melanie Joy	Social Psychologist <i>USA</i>
Will Tuttle	Musician, Bestselling Author <i>USA</i>
Benjamin Zephaniah	Poet, Writer and Musician <i>England</i>
Margarete Langerhorst	Vegan Organic Farmer <i>Austria</i>

QUOTES

“This important film highlights the choices we must make to help protect this planet and all its inhabitants.”

Paul McCartney

“This film can save your life! Take its lessons to heart, and take control of your health. Choosing a plant-based diet will be the best decision you’ve ever made.”

*Neal Barnard,
M.D., President of PCRM
(Physicians Committee for Responsible Medicine)*

“This is a strongly eye-opening film with a compelling message about compassion for animals. H.O.P.E. is not for the faint of heart, because it shows us realities about farm animals that are challenging to view. But it is extremely important that we not avert our gaze, because only when we know the truth can we bring our food choices into alignment with our love.”

*John Robbins,
Best-selling Author and President of the Food Revolution Network*

„It’s time to rethink. Watch this film!“

*Thomas Berthold,
Soccer World Champion*

DIRECTOR'S STATEMENT

My hope is for a world where people can grow old in good health. I am dreaming of a world in which we respect and preserve nature, where all living beings are granted their right to life and physical integrity. I dream of a peaceful world in which compassion, caring, respect, dignity and love are cherished.

H.O.P.E. is my attempt to get one step closer to this world by making one conscious and important decision every day: what to eat or not to eat. This decision will not only be of uttermost importance for our health, it also decides the destiny of countless animals and impacts the extent of man-made environmental destruction, slowing it down or speeding it up.

My wish is for this film to reach as many people as possible and show them the short-term and long-term effects of our eating habits. H.O.P.E. has a message: It is up to every single one of us! We can make a conscious choice what (not) to eat and thus turn the downward spiral of food-related diseases, environmental destruction, world hunger, brutal exploitation of animals, distribution conflicts, wars, and refugee crises around and into an upward spiral of positivity for the benefit of all. It may seem like small steps and meaningless decisions, but combined and practiced on a regular basis, they hold the potential to unleash an enormous power. Every single one of us – no matter how old or young, rich or poor, strong or weak, can be part of this unleashing.

Our future lies in our hands and on our plates!

Nina Messinger

BIOGRAPHIES

Nina Messinger



Nina Messinger was born in Lower Austria in 1980. Since 2006, she has worked as a speaker, trainer and seminar organizer in the health sector with focus on nutrition, exercise and mental training. In June 2011, Smaragd Verlag published her first book, *Du sollst nicht töten! Plädoyer für eine gewaltfreie Ernährung*.

From 2012 to 2015, Nina Messinger worked on her first documentary, *Hope for All. Unsere Nahrung – Unsere Hoffnung*. The film had its nationwide theatrical release in Germany in May 2016. Since October 2016 *Hope for All* is available in all German-speaking countries as DVD, Blu-ray and Download. From 2016 to 2017, Nina Messinger worked in the English version of her documentary titled *H.O.P.E.*

What You Eat Matters. In 2018 she started *H.O.P.E. The Project* to share the film and its message with the world.

Nina Messinger is an independent filmmaker and owner of the film production company FME Media e.U. in Lower Austria.

Dr. Jane Goodall



Jane Goodall, born 1934, is one of the world's leading primatologists. Over five decades, Dr. Goodall has revolutionized the field of comparative behavioral sciences as well as our knowledge on primates and their habitats. Over the years, she gradually expanded her research to include environmental protection as a basic requirement for wildlife conservation and the respectful treatment of all life as a prerequisite for sustainable, preventive environmental protection.

In 1977, she founded the Jane Goodall Institute for Wildlife Research, Education and Conservation. Active in 130 countries and committed to a holistic and respectful approach towards treating human beings, animals, and the environment, the institute not only works to protect and enhance our understanding of primates, but also focuses on innovative protection and development projects. In 1991, the British behavioral scientist launched the "Roots & Shoots" Program, a global ecological and humanitarian program for children and adolescents. Jane Goodall has garnered numerous awards for her work, including the 1990 Kyoto Prize and the 2002 Konrad-Lorenz-Award. In 2002, she was also chosen as the United Nations Messenger of Peace. In 2005 she was distinguished as an officer of the French Legion of Honor (Officier de l'Ordre de la Légion d'Honneur). In 2010, she received the German Media Prize Bambi. Since 2012, she has been an honorary member of the World Future Council.

Prof. Dr. T. Colin Campbell



Born in 1934, T. Colin Campbell is Professor Emeritus of Nutritional Biochemistry at Cornell University in Ithaca, New York. For more than forty years he has been at the forefront of nutrition research. He has participated in multiple deliberations on state, national and international policy matters, has lectured extensively, and has authored more than 300 research papers.

In the 1980s and 1990s T. Colin Campbell directed the China-Cornell-Oxford Project. Entitled *The China Study*, its published results aroused international attention. This research project is the most comprehensive study on nutrition's influence on health to date. In this and numerous other studies, Dr. Campbell has proven the relationship between animal-based foods and diseases such as diabetes, heart disease and cancer.

Dr. Campbell was the Senior Science Advisor for the American Institute for Cancer Research and the World Cancer Research Fund, presently holds an Honorary Professorship at the Chinese Academy of Preventive Medicine and is on the Research Advisory Board of the Chinese Institute of Nutritional Sciences in the Chinese Academy of Science, the government's leading institution responsible for nutrition research and policy in China. He is also the founder of the T. Colin Campbell Center for Nutrition Studies in Ithaca, New York, and is the recipient of several awards, both in research and citizenship.

Dr. Caldwell B. Esselstyn, Jr.



Born in 1936, Caldwell B. Esselstyn, Jr., attended Yale University and Western Reserve University School of medicine. He was trained as a surgeon at the Cleveland Clinic and at St. George's Hospital in London. Since 1968, he has been associated with the Cleveland Clinic in Ohio. During that time he served as President of the Staff and was a member of the Board of Governors. He chaired the Clinic's Breast Cancer Task Force and headed its Section of Thyroid

and Parathyroid Surgery.

Dr. Esselstyn is one of the pioneers of a whole food, plant-based diet to prevent and reverse cardiovascular disease. In his twenty-year nutritional study, he proved the effectiveness of such a diet in arresting and reversing coronary artery diseases. In 1991, Dr. Esselstyn served as the President of the American Association of Endocrine Surgeons, and in that same year he organized the first National Conference on the Elimination and Prevention of Heart Disease. He has received numerous awards, including the first Benjamin Spock Award for Compassion in Medicine in 2005. He won a gold medal in the eight oared rowing competition at the 1956 Olympic Games in Melbourne, Australia and was awarded the Bronze Star as an Army surgeon in Vietnam.

Dr. Esselstyn presently directs the cardiovascular disease prevention and reversal program at the Cleveland Clinic Wellness Institute.

Dr. Vandana Shiva



Born in 1952, Vandana Shiva is a quantum physicist, environmentalist, feminist, human rights activist, and board member of the World Future Council. She also serves as a consultant to the Food and Agriculture Organization of the United Nations. In 1982, she converted her mother Dehra Dun's cowshed into the independent Research Foundation for Science, Technology and Ecology, which she has directed to this day.

In 1991, Vandana Shiva founded Navdany, a national movement to protect species diversity and the integrity of biological resources, especially traditional seeds. To date, her organization has established 60 seed libraries in 16 countries in collaboration with local governments and grassroots initiatives. The organization aims to promote ecological agricultural practices and fair trade. Vandana Shiva received numerous awards for her multifaceted involvement, including the 1993 Alternative Nobel Prize. For her activism against patenting and in favor of the free availability of traditional seeds, Time Magazine honored her as the "Hero for the Green Century" at the 2002 World Summit on Sustainable Development in Johannesburg.

Dr. Hermann Focke



Born in 1940, Hermann Focke directed the veterinary department of Südoldenburg, the region with the densest population of farm animals in Europe. Hermann Focke became known in Germany in the 1990s, when he made public scandalous conditions prevalent during international transports of slaughter animals. He also disclosed meat industry subsidy frauds amounting to several million dollars.

Hermann Focke ranks among the most competent and vehement critics of industrial livestock farming and its effects on animals, human beings, and the environment. Among other things, he criticizes the heavy use of antibiotics in industrial-size animal plants, which has led to worrisome resistances in humans as well.

In 1994, Hermann Focke received the Animal Protection Research Prize of the Free University in Berlin. In 1995, he garnered the Moral Courage Award of the Solbach-Freise Foundation. In 2001, the Hans-Rönn-Foundation awarded him its Animal Protection Prize.

FESTIVALS



SOCIAL MEDIA:



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H.O.P.E. The Project

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