

The Average Meal

A Documentary Proposal

by Ira Israel

Fade In

CLOSE ON A COW GRAZING IN A SUNNY BEAUTIFUL WIDE OPEN PASTURE

CLOSE ON A GLORIOUS GOLDEN FIELD OF WHEAT

CLOSE ON RIPE RED TOMATOES DANGLING OFF THE VINE

CLOSE ON A HENHOUSE OF CLUCKING HENS LAYING EGGS

CLOSE ON SOME SUGAR CANES BLOWING IN THE BREEZE

Fade Out

ROLL CREDITS

Fade In

The camera starts on the above mentioned image of the Wheat and quickly transforms into fast motion (time lapsed) photography of rapidfire images of farmers picking the wheat and other ingredients for bread, then cut to a bakery/factory where workers combine the ingredients and bake the bread. After the bread/bun comes out of the oven it is set alone, naked, and open on a plate.

Cut back to another farm where other farmers are picking lettuce and tomato. Then to the people packaging the produce into crates and loading them on the trucks and then to the truckers who transport the lettuce and tomatoes. Finally, cut back to the bun, show the tomato and lettuce being sliced and placed on the bun.

Cut to the pasture where cows are grazing, then being led into the barns where they are milked.

Then to a trucker hauling the vats of milk to a cheese factory to show how the cow's milk is combined with other ingredients and transformed into blocks of American cheese, then cut and individually wrapped on a conveyer belt. Finally the slice of cheese is placed on top of the lettuce and tomato on the bun.

Cut back to another cattle farm and the accompanying slaughterhouse next to it to film the gruesome sight of how hamburger is made, packaged, transported to a typical burger joint, then cooked and placed on top of the cheese, lettuce, tomato and bun.

Finally the condiments: mayonnaise, ketchup, and pickle. Begin with a hen house and chickens laying eggs which are transported to a factory wherein the eggs along with some vinegar are turned into mayonnaise; then off to Heinz factory to show how ketchup is made from tomatoes and sugar - show farmers picking both, as well as the other ingredients - and then place a dollop off ketchup and mayo on the top of the bun and close then sandwich. Lastly, back to the farm to show the farmers picking cucumbers which are then doused in vinegar and put in barrels to ferment.

Then I would repeat the entire process for french fries or potato chips and then for some wonderfully nutritional beverage such as Coca-Cola or beer.

The entire series of images would rip quickly past the viewers' eyes - no image would last more than a few seconds in time-lapsed photography like that of the moon or sun going over a city in a few minutes - that's how fast the actual film would fly by, as if you pushed the fast-forward button on your VCR and watched a 2 hour movie in 30 minutes.

The end credits would roll over some lovely young man or woman consuming the food in the same three minutes it takes to roll the credits (even though it obviously took months to get all of the ingredients and "construct" the meal - kinda like a Buddhist Mandala.)