

# PIGNORANT



A JOEY CARBSTRONG FILM

# PIGNORANT PRESS KIT

## RUN TIME

102 minutes

## MEDIA ENQUIRIES

[joeycarbstrong@gmail.com](mailto:joeycarbstrong@gmail.com)

## WEBSITE

[Pignorantfilm.com](http://Pignorantfilm.com)

## DIRECTOR

Joey Carbstrong

## GENRE

Investigative documentary



## ENDORSEMENTS

“Pigs are deeply sensitive and highly intelligent beings. Studies show they are smarter than dogs and even 3 year old children. Yet they are some of the abused and forgotten beings on our planet. The industry prevents the public from seeing the truth about the horrific conditions in which these beautiful animals live and the even more horrific way they are killed. **We must bring this to the spotlight and I’m grateful for Joeys heroic efforts to reveal the truth.**”

~ **Paul Wesley**

“**Phenomenal**, eye-opening, extremely important for everybody to watch this film”

~ **Redfoo**

“**PIGNORANT** will put another **nail in the coffin** of the idea that sustainable labels and humane stickers are to be trusted.”

~ **Ali Tabrizi (Seaspiracy)**



## **TAGLINE**

Into the darkness, lies the truth

## **LOGLINE**

An ex gang member's love for pigs spurs him on a life-risking mission to uncover the truth behind 'bacon'

## **SHORT SYNOPSIS**

'Pignorant' takes viewers on a dangerous mission to gather groundbreaking footage as part of a UK first investigation.

# SYNOPSIS

Director and Activist Joey Carbstrong goes undercover with fellow activists to infiltrate and expose the deeply ingrained corruption and heartbreaking abuse that lies at the heart of the UK's 'pork industry'

"Pignorant" follows former gang member turned animal activist, Joey, as he embarks on a three-year-long undercover investigation. Joey takes us on an eye-opening journey to witness first hand what life is really like for farmed pigs in the UK - a country that claims to have some of the highest animal welfare standards in the world. The story centres around a dangerous mission to expose a long running, hidden aspect of the world wide pork industry - CO2 gas chambers.



## DIRECTOR STATEMENT

When I first heard about the method in which pigs are slaughtered in major countries around the world, I was genuinely shocked. My activism and campaigning efforts quickly became focused around bringing light to this reality.

My campaigning took me around the world and I ended up in the UK where, as it turns out, this prevalent method of slaughter was yet to be documented and exposed.

Unsurprisingly, I wasn't the only one who was kept in the dark about the main killing method for Pigs, the vast majority of the UK public was also unaware. But as my film reveals, this "ignorance" is by design.

I knew in my heart, that no matter the risk, my mission was to infiltrate and expose what happens to UK pigs inside these gas chambers. But this was just one piece of the puzzle, I set out to uncover the deeply ingrained corruption and heartbreaking abuse that lies at the heart of UK pig farming. I was determined to go into the darkness to bring the truth out to the public eye.

'Pignorant' follows myself and fellow activists as we embark on various undercover investigations into UK's pork industry - a country that claims to have some of the 'highest animal welfare standards in the world'. The documentary features expert and whistle blower testimonials, as well as opinions from the general public to get to the bottom of what they do and don't know about the treatment of pigs.

After years of investigative work and film making, we hope 'Pignorant' ignites a fire of change and empowers the public, in the UK and internationally, to take a stand. The film's aim is to create awareness and spark change, and I hope that the public joins us in our mission to demand justice for Pigs.

— Joey Carbstrong

## **JOEY CARBSTRONG**

### **DIRECTOR**

Joey Carbstrong is an ex-gang member who turned his life around and became an animal activist. His work has garnered over 300 million views on social media. He has been featured on ITV (This Morning), Good Morning Britain, Channel 9 (Aus), Jeremy Vine show and more. He has also been featured in documentaries on platforms such as BBC1, BBC3, & SBS



## **TARION PARTRIDGE**

### **ASSISTANT DIRECTOR**

Tarion Partridge is an animal activist and also works closely with Joey Carbstrong supporting his animal work.

Tarion has accumulated millions of views across social media and been featured in various national and local news publications in the UK for her activism events and opinion.



## **LESLIE ASKEW**

### **PRODUCER**

Leslie Askew has worked for major networks in Australia, Europe, and the U.S, SBS, Channel Nine (Australia), National Geographic, Al Jazeera, CBS, BET, PBS, History Channel, & CNN, where she was a producer on the award-winning documentary series, CNN Heroes.





# CAST & MAIN CREW

## CAST

**JOEY CARBSTRONG**

**DAN SHEPPARD**

**TARION PARTRIDGE**

**JULIET GELLATLEY**

Founder & Director of VIVA

**DR ALICE BROUGH**

Pig Veterinarian

**DR EMMA ALLEYNE**

Reader in Forensic Psychology

**PHILIP LYMBERY**

CEO - Compassion in World Farming

**RYAN PRIEST**

Whistleblower

**DR DONALD M BROOM**

Emeritus professor of animal welfare

**DR JANE DOWNES**

Animal welfare committee

**MARIA VASARHELYI**

**SZILVI GERGELY**

## CREW

**JOEY CARBSTRONG**

Director & Exec Producer

**TARION PARTRIDGE**

Assistant Director

**LESLIE ASKEW**

Producer

**MARCO JAKUBOWICZ**

Lead Editor

**JOHN PARKER**

Editor

**SEAN TINNION**

Music Composer

**DIRECTOR OF  
PHOTOGRAPHY**

Mags Gavan

Huw Crowley

Tarion Partridge

Paul Chambers

James Goodenough

George Morris

Don McVey

**ARTWORK/GRAPHICS**

Single Fin



**STILLS.**

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